

Thursday 19th March - Day 5

In the morning on the fifth day of work, Mauro Olivieri and Marco Pietrosante helps the five groups of designers to concentrate their projects in one single keyword. This keyword will express their idea and communicate the concept. We find the five keywords: forest, the highlighter, DNA, private in public, three circles.

Mauro and Marco guides the designers to bring out the strong sides and weak sides of the projects. Back and forth - to the left and right, upside down. Everything gets shaken but not stirred! After these precious inputs and analytical/critical eyes - the groups can now use the next days developing the non-developed.

We have seen very interesting and vibrant ideas during the verifications this morning.

The quality of creativity is so high in the ABA library that you can touch the air!

We will develop them further tonight at Umbrò and from tomorrow the task of the designers will also be connecting the different areas to create a common story for all the different areas of function.

After our lunch we have several interesting visits. First we travel to the cardboard company B-trade, just a short trip outside of Perugia. The company's art director Francesco Piretti welcomes us and shows us the production of packaging cardboard for food industry. Then we move on to their department of design products made all by cardboard. We see some interesting experimentation and combinations of materials for restaurant use, children and exhibitions.

Continuing the trip through the hills of Umbria, we leave B-Trade and visits "University Dei Sapori" - the gastronomic university that organizes professional courses for every imaginable role in the area: pizza making, ice-cream, pastry, chef, banqueting just to name a few. We are greeted by a hospital crew of persons from the structure that explains their vast activities in Italy and abroad. We get a guided tour of the laboratories and get to see students and professors at work. A wonderful mixture of smells; chocolate, bread, pasta to name a few - accompanies us through the corridors as we walk through the structure.

Francesco Piretti then shows us a selection of products he developed together with the chefs at the university and together with food industries in Umbria: chocolate fondue set, cocktail glass and porcelain plates, carton furnishing for restaurants, professional and semi-professional kitchen appliances. Food industry is in constant movement due to new habits of experiencing food and the designer has a vast area to explore in the field together with the industry!

During our visit we also meet the streetfood truck L'Aperugina. It is a format created to promote the Umbrian specialities wrapped in a black, special designed little truck - thought for franchising use. We get a taste of the products they sell and it is - of course - a treat!

Our last stop before turning back to work is at the showroom of Blueside in the center of Perugia. An interesting glass company with a fresh twist of tradition and contemporaneity. High quality flexible emotional products with a future vision - that did not forget about their roots.

We head back to Umbrò where we will round up the evening with work.
But first - a good dinner!

Karolin Larsson