

Wednesday 18th March - Day 4

Today, the sun is finally shining over Perugia and our teams of designers. Despite the fact that all groups has intensively worked until very late yesterday night, they show no signs of being tired!

By our side today at the ABA library we have Mauro Olivieri - food designer with a vast important experience in the field and a great source of fresh vibrant inspiration for our creative process. Together we are analyzing all the five areas to individuate the important functions of each area, the connection points, differences and possibilities.

We are creating a scenery that will express the excellence of Italian food industry, communicate food design through a series of different areas to a range of visitors with different expectations and goals with their visit.

Mauro Olivieri asks the groups to extrude three keywords for each theme to be able to identify the concept and translate them into a graphic sign. We find ourselves with words such as: participation, fusion, dream, privacy, comfort, filter, format, 5, transformation, affection, volumes, comfort.

The projects are taking take shape and transforming as we continue.

After determining each area and their functions - they are going to be linked together and form the whole story. We have excellent prospects on a very exciting result.

We take a brake from work with the presentation from Massimiliano Brilli, CEO at GBT that shows us the biodegradable products made from cornstarch and the unlimited possibilities it can offer in the future and the present.

We take a look at degradable shoppers, fruit stickers, freshly baked bread packaging with combined paper and bioplastic materials recycled together as biodegradable materials. Customer- and environment friendly. And as an extra plus - they actually have a nice smell of popcorn!

Time to move location, we pack up the material - a mix of words, thoughts, drawings, drafts, digital presentations, 3D drawings and cartoon mock-ups - and move on to our night office: Umbrò! Here we finish the work of today with a dinner between material and discussions together.

See you tomorrow!

Karolin Larsson