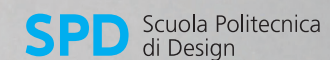
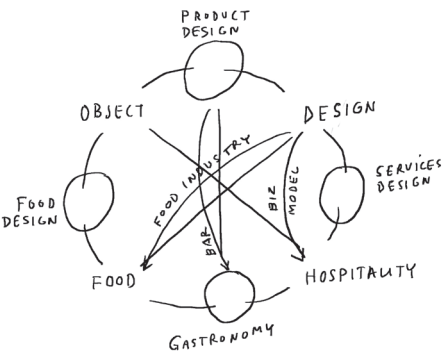


# Master Course in Food Design





MASTER COURSE IN FOOD DESIGN



The context of food and design, 2013

Course objectives

This Master degree aims at enabling students to become professionals of the food industry and of all the related sectors and to combine marketing and communication skills with sensitivity and with the ability to manage design project methods.

The combination between food and design creates a “food designer” who is able to manage the design:

- of processes, methods and spaces where products are processed, distributed and consumed;
- of food in terms of its aesthetics, communication and representation;
- of equipment and tools used to prepare and consume food;
- of all the communication activities implemented for the promotion of food products.

This Master degree is an opportunity not only for students holding a degree in design, marketing and communication, but also for managers and professionals to develop all the necessary skills to give their creative contribution to an increasingly growing sector, of which Italy constitutes one of the main benchmarks known worldwide.

Eligible students

The Master is open to Italian and foreign graduates coming from various scientific disciplines, social sciences and liberal arts.

Course structure

The Master will be made of lessons, design workshops and seminars with the leaders of the food and agriculture industry and of the design field: entrepreneurs, managers, journalists, food critics, designers, architects, publishers and chefs. The course also comprises visits to food companies, concept stores, restaurants as well as important gastronomic fairs and events. After the end of the course, students will have an internship experience in a company, agency or firm working in the field.

Duration

The Master will start in March 2015 and end in March 2016. It will include 580 hours of lessons and a three-month internship. Attendance is compulsory. The total course hours will be 1500 h/student which will include lessons, class exercises, internship and individual study.

Language

The Master is open to students of different nationalities, for which it will be held in English.

Ammissione

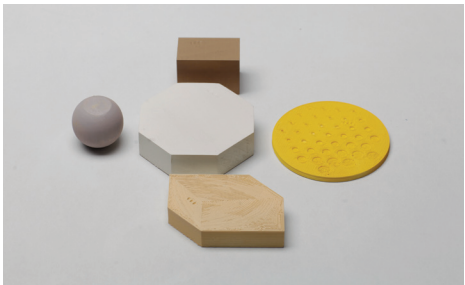
The Master has a limited number of places available. Applicants will be admitted upon selection based on the student’s CV, portfolio and on a cognitive interview. Applications must be sent to the Scuola Politecnica di Design Master’s Office.

Sponsors and partners

The Master will be held in collaboration with important companies and firms of the food industry.

Qualification

After passing the final exam, students will obtain a Taught Master’s Degree from IULM and SPD. The Master corresponds to 60 ECTS credits.



Embedded Drinks, 2013

The Master is managed and organized by:

Libera Università di Lingue e Comunicazione IULM

Founded in 1968, it is an education centre of excellence in the field of languages, communication, tourism and cultural heritage management.

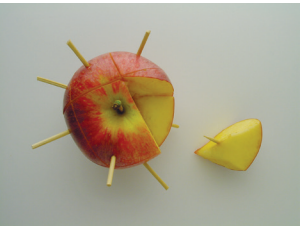
Scuola Politecnica di Design SPD

It is the first centre of design training and research which was established in Italy. It was founded in 1954 and its courses and Masters degrees form future designers coming from all over the world every year.

Contact us

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www.masterfoodesign.com info@masterfoodesign.com

PROGRAM



3D-Snack, 1997

Module 1 THE FOOD AND AGRICULTURE SYSTEM

- The food and agriculture system
- The food and agriculture industry
- The distribution system in the food sector
- Eating outside: structure and leaders of the restaurant industry
- The food and agriculture areas and the territorial networks (consortium, associations, Slow Food organizations)
- Sustainability and the concept of “food sovereignty”
- The relationship between food, culture and territory in planning reception



Atomic Snack, 2013

Module 2 FOOD SCIENCE

- Principles of human nutrition
- Food structure and composition
- Sensorial analysis of food
- Food technologies and biotechnologies
- Food properties and definition of nutritional quality of foods and food-derived products
- Conception/Design of innovative products and/or with nutritional value
- The influence of foods on well-being and on diseases prevention



Triptycon. Transition Menu, 2013

Module 3 WINE AND FOOD CULTURE

- History of wine and food
- The culture of food around the world
- Italian wine and food and the Mediterranean diet
- Food traditions
- Nouvelle cuisine, creative, fusion, molecular gastronomy and vegetarian cuisine



Finger Ice, 1997

Module 4 FOOD MARKETING & COMMUNICATION

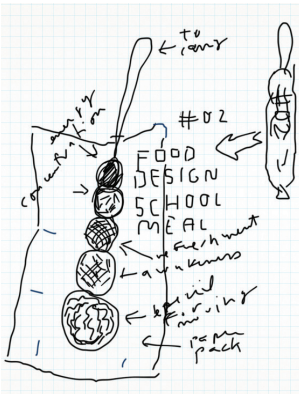
- Semiotics and symbols of food
- Consumers behaviours with food
- Principles of wine and food aesthetics
- Wine and food communication and marketing of food and agriculture products
- Promotion techniques in the food sector
- New marketing strategies in the food sector: the role of “viral” marketing
- Food blogger and social media communication
- Wine and food events organization
- Neuromarketing applied to the food sector
- Web communication techniques
- Newsprint wine and food communication
- Art and food



Solar Kitchen Restaurant, 2011

Module 5 FOOD EXPERIENCE

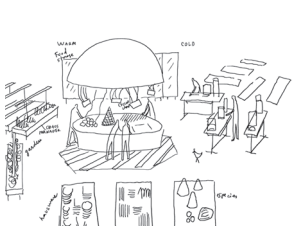
- Building the experience: general principles and models
- Experience models in the restaurant and distribution industry
- Retail experience: the experience “store”
- Living kitchen: designing the food home experience
- From the “gastronomic guide” to the increased reality: new tools for food experience



Food Design School Meal, 2012

Module 6 FOOD DESIGN

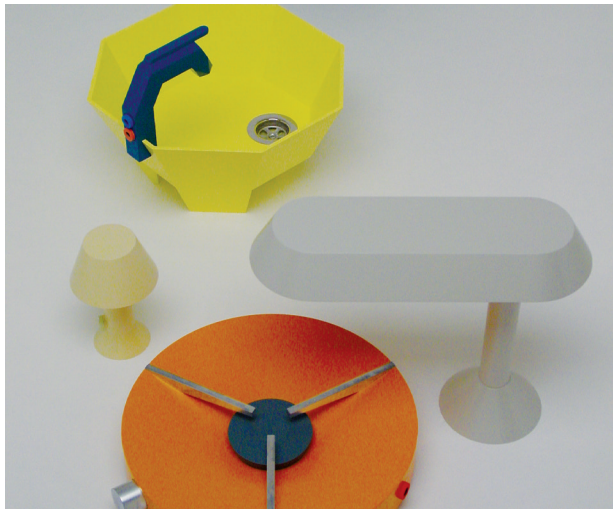
- Food and agriculture design
- Elements of food design
- History of food design
- Planning the wine and food experience
- Food and design-driven innovation



The Open Kitchen, 2013

Module 7 FOOD DESIGN: DESIGNING FOOD AND OBJECTS

- Food project and food architecture
- Food as a “plastic material”: formal, sensorial and perceptive aspects
- The objects of food - project work
- The objects of food: tools and objects for table and kitchen
- Designing technologies for kitchen and electrical appliances
- Food project - project work



MTKS-3. The Meta-Territorial Kitchen System-3, 2003

Module 8 FOOD DESIGN: THE PLACES OF FOOD

- The places of food: points of sales and concept stores
- Designing exhibition spaces
- Designing restaurants and consumption areas
- Designing “street food” solutions
- Distribution spaces - project work
- Restaurant spaces - project work



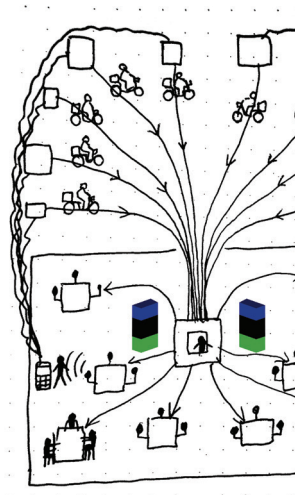
Camper FoodBall Restaurant, 2004

Module 9 FOOD DESIGN: IL PACKAGING

- Elements of packaging design
- Designing food packaging
- Sustainable packaging
- Solutions for an “intelligent” packaging
- Packaging design - project work



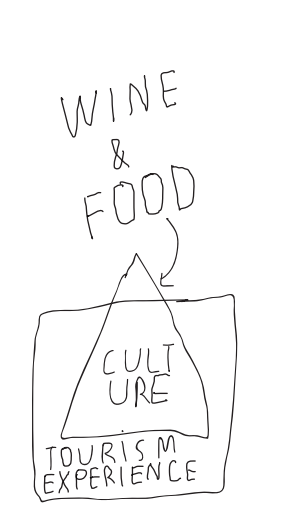
Mealing. A Futuristic Banquet, 2009



Sketch for Food Facility, 2005

Module 10 FOOD SERVICE DESIGN

- Elements of service design
- Customer experience and design of food services
- Food service design - project work



Sketch, 2014

Module 11 FOOD DESIGN AND TOURISM

- Wine and food as a cultural heritage for the territory
- Territoriality of taste
- Regional products and tourism
- Food experience and planning of reception
- Tourist centres story and story-telling: the cookery experience
- Wine routes and renowned wine cellars
- Strategies for combining tourism, culture and wine and food