





Case History

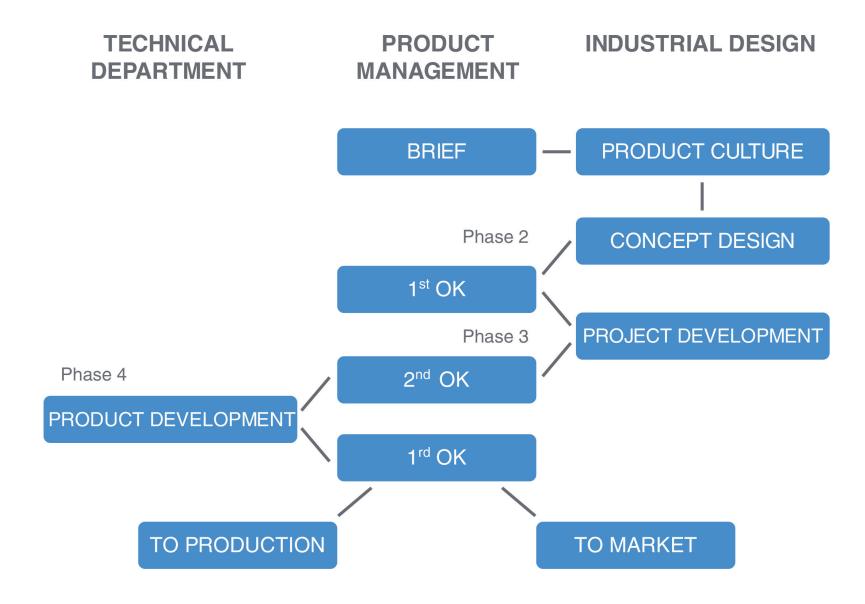
DESIGN: AREAS OF ACTIVITY

INDUSTRIAL DESIGNER **RESPECT FOR AESTHETIC FUNCTIONS APPEARANCE** forms/shapes **ERGONOMIC ECOLOGICAL** materials **IMPLICATIONS IMPLICATIONS TECHNOLOGICAL** surface finishing packaging materials **IMPLICATIONS** colours transportation energy graphics installation environmental impact engineering recycling use industrialization disposal maintenance **TECHNICAL PLANNING**



Project Model Path

FROM NEED TO PRODUCT





Way of working

Yound and Creative Team + Senior Designer + Design Thinking Methodologies





The Beginning

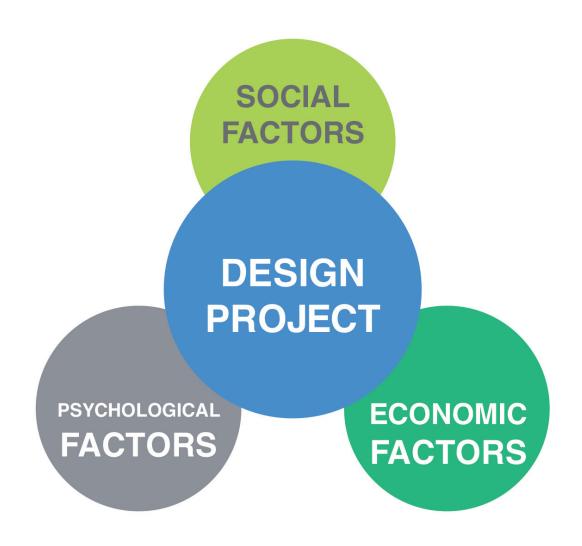
State of Art





Strategic Approach

A Sociological Point of View





S.P.E. FactorsPeople point of view



KEYWORDS: Environment | Nature | Agricolture | Health



Trend Cartogram

The Italian Butchery



EATALY alticibi



















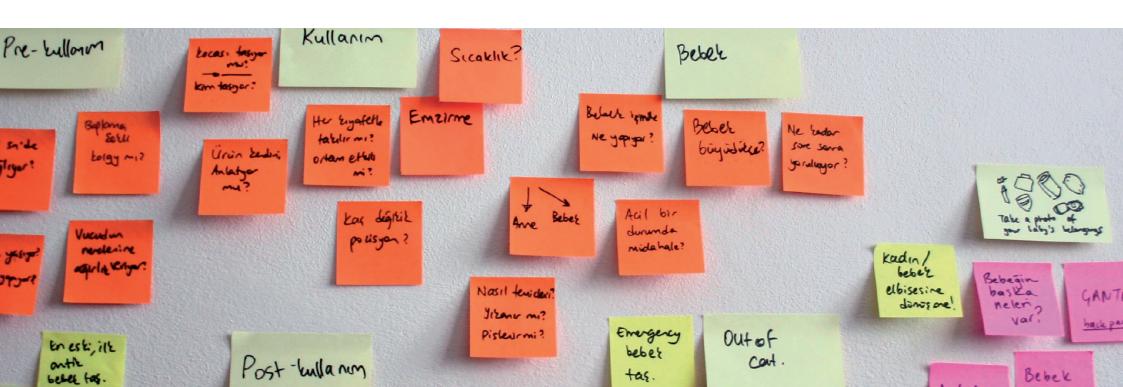


CONCEPT DESIGN

During this phase the designer concentrates on researching design scenarios that will allow for the generation of the first product ideas.

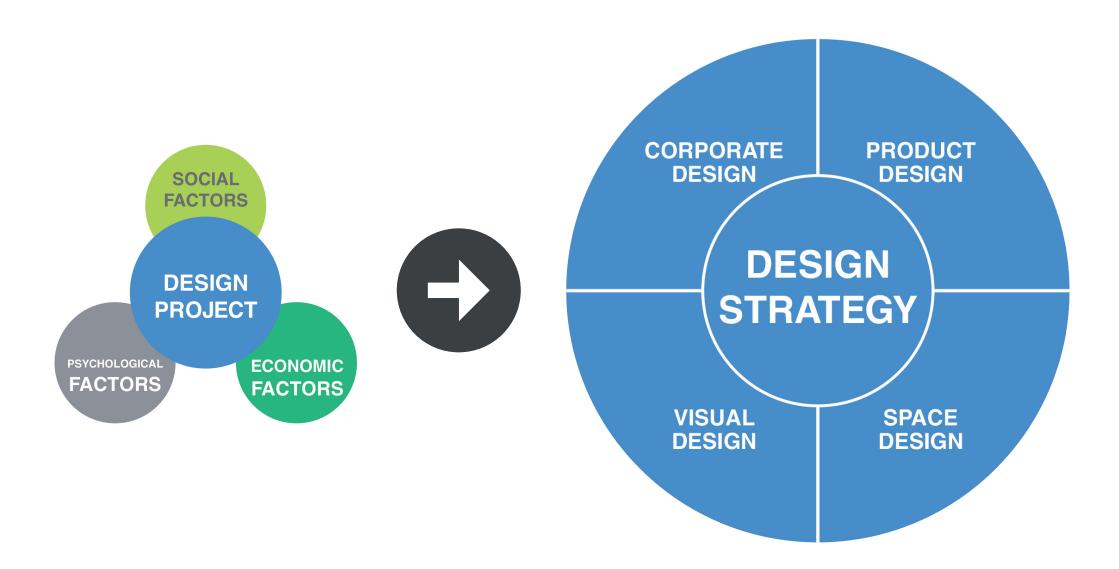
Through:

Image display
Brainstorming / Mind Maps
Idea selections / strong words
Iconisation
Manual renderings



Strategic Approach + Product System Development

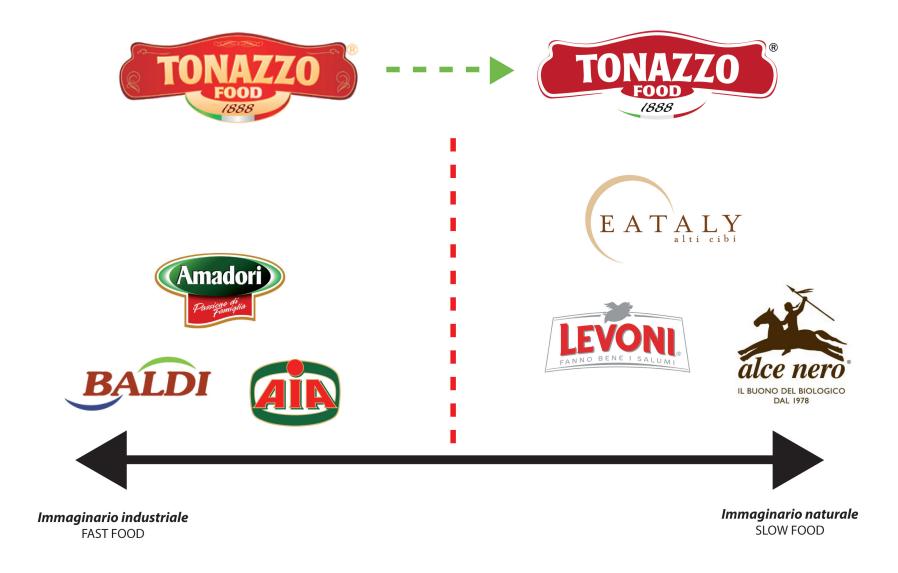
An holistic design way





Brand Positioning

FROM FAST FOOD TO SLOW FOOD





Scenario Building

A Family History....from 1888













KEYWORDS: Tradition | Handcraft | Simplicity | Italian

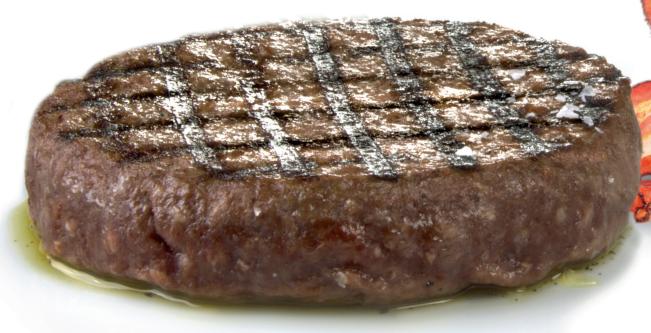
TONY

A 300 gr unique burger

UNIQUE HIGHER TASTIER

imageen

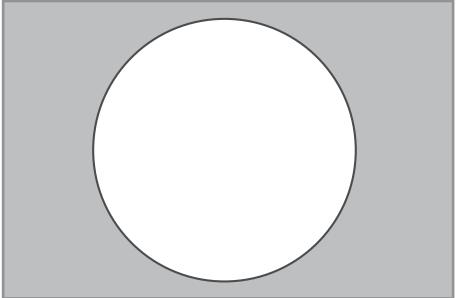




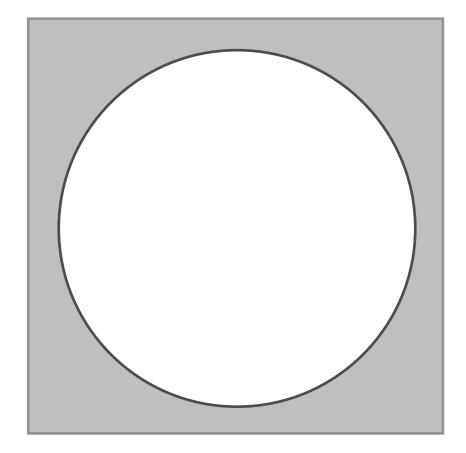
PACKAGING

Optimisation through volume minimisation













PACKAGING

Final Rendering





PRODUCT DEVELOPMENT

From one recipe an entire product line: scale economy + production process optimization



















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