

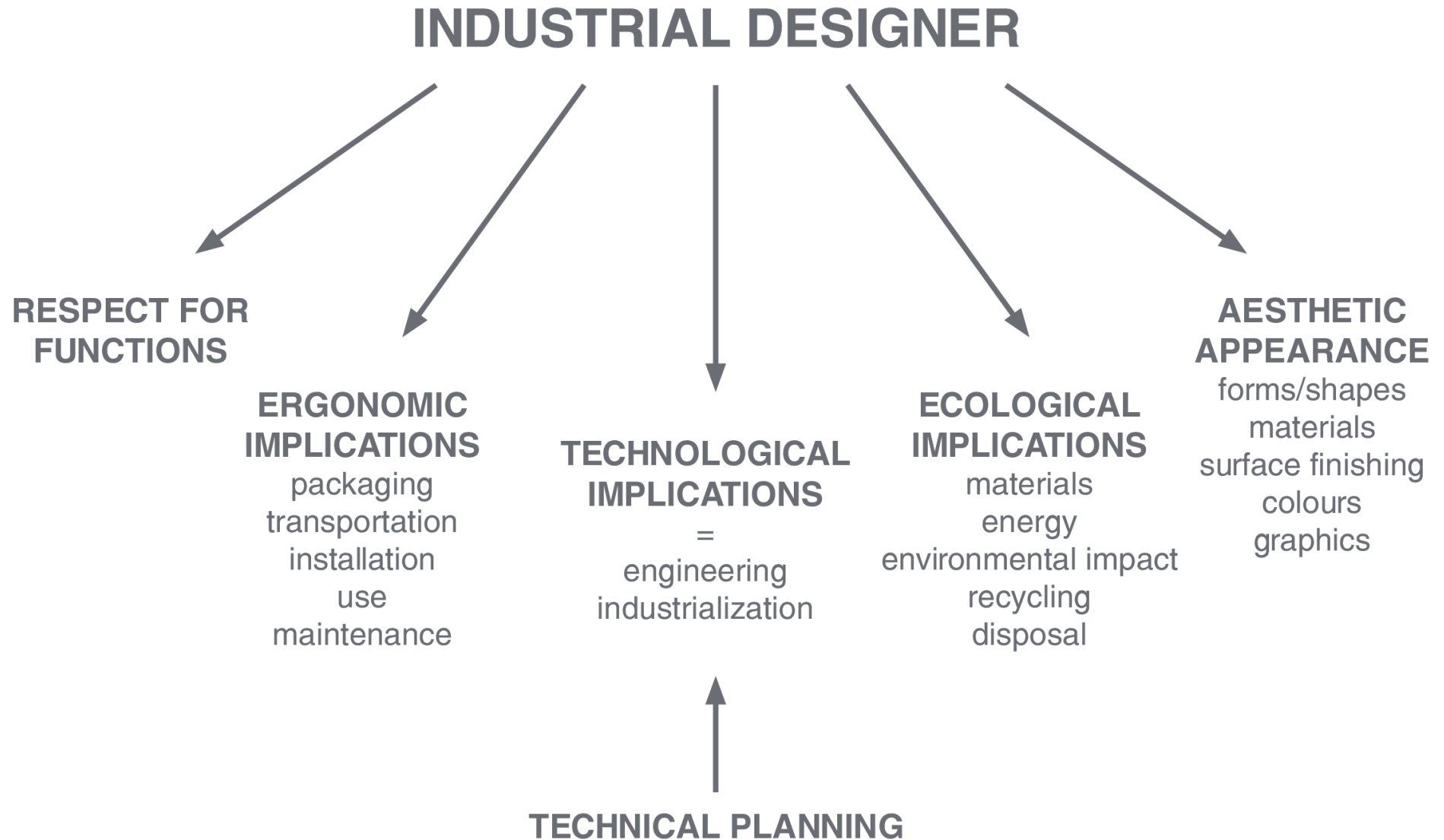


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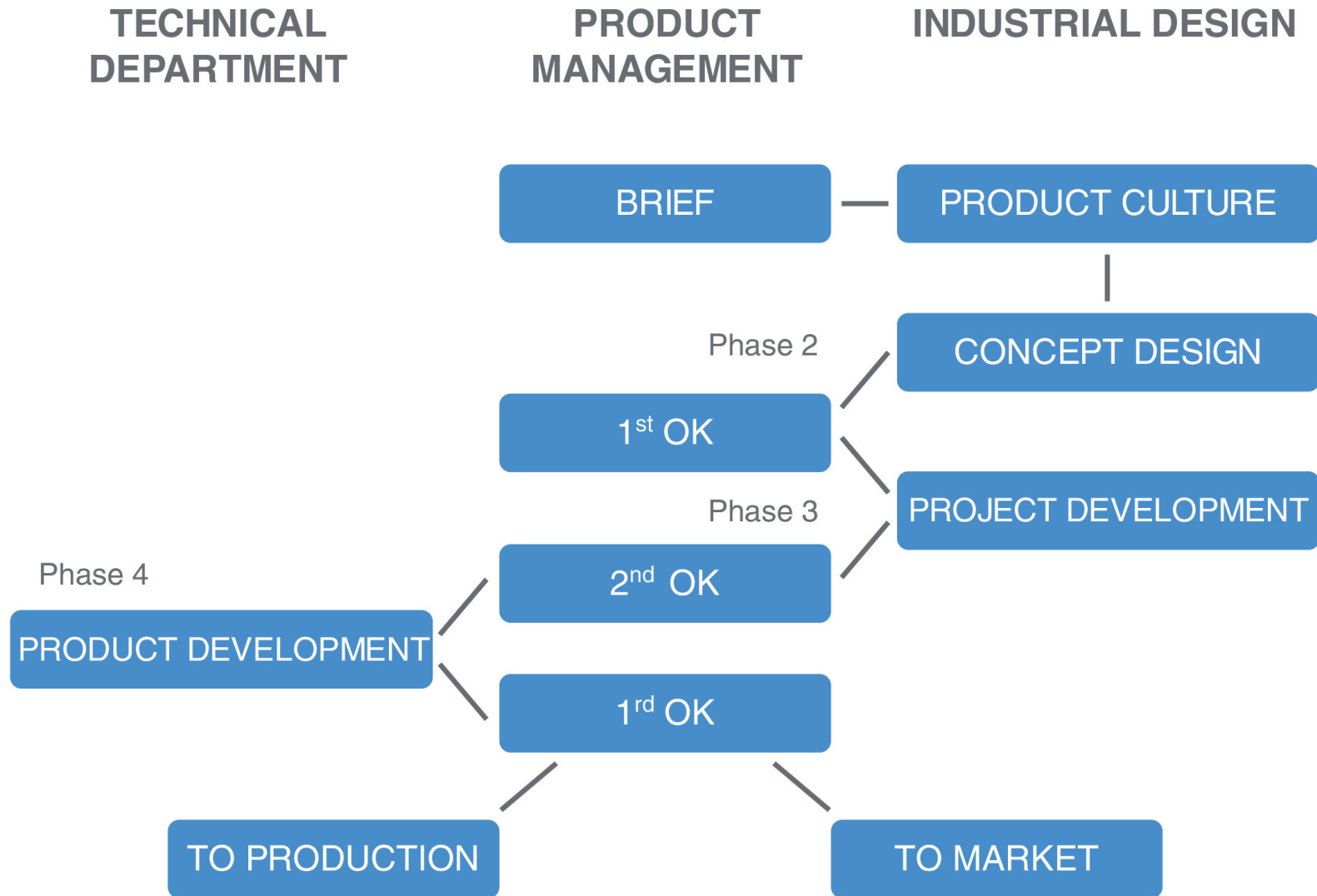
Case History

DESIGN: AREAS OF ACTIVITY



Project Model Path

FROM NEED TO PRODUCT



Way of working

Young and Creative Team + Senior Designer + Design Thinking Methodologies



The Beginning

State of Art



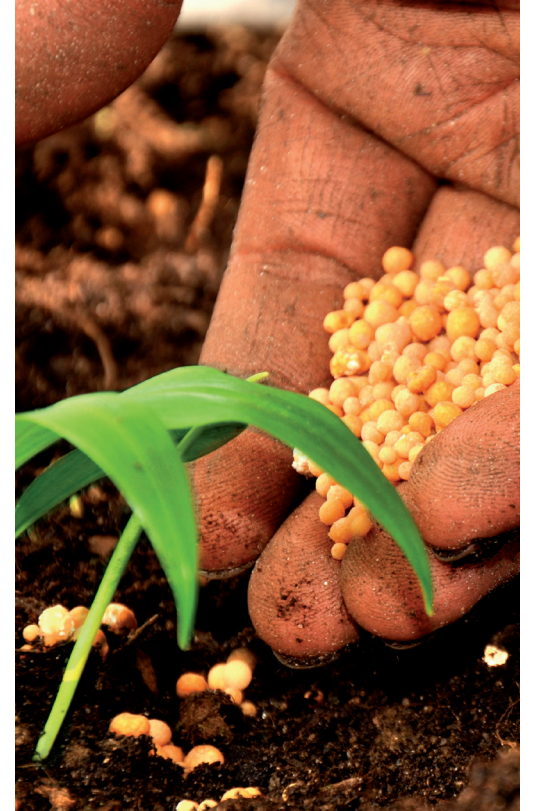
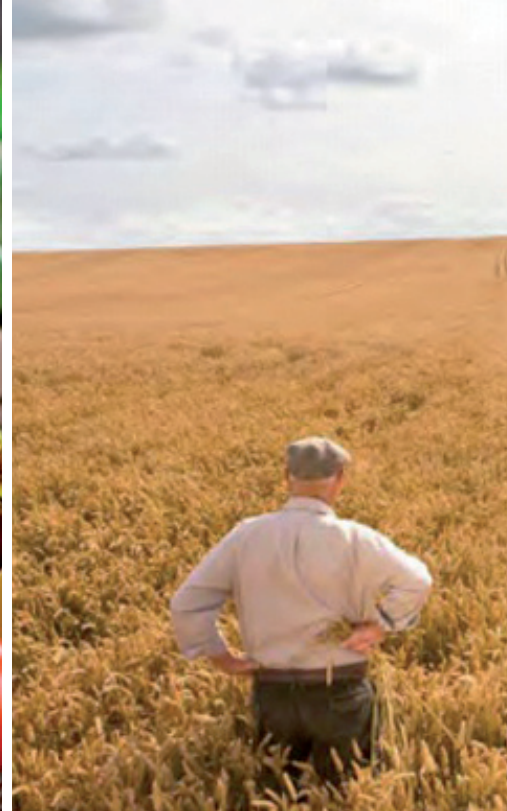
Strategic Approach

A Sociological Point of View



S.P.E. Factors

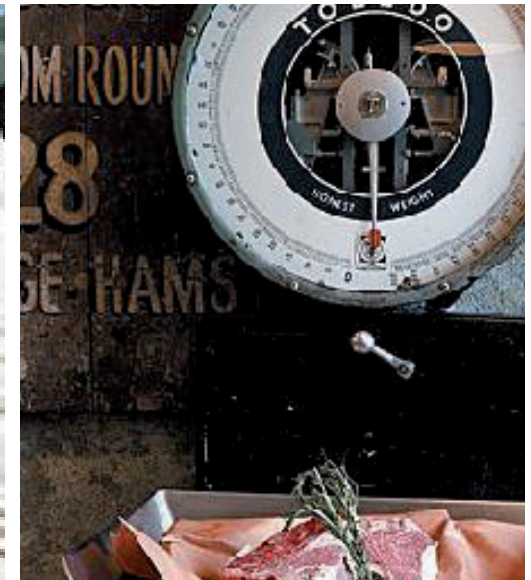
People point of view



KEYWORDS: Environment | Nature | Agriculture | Health

Trend Cartogram

The Italian Butchery



EAT ITALY

alti cibi



CONCEPT DESIGN

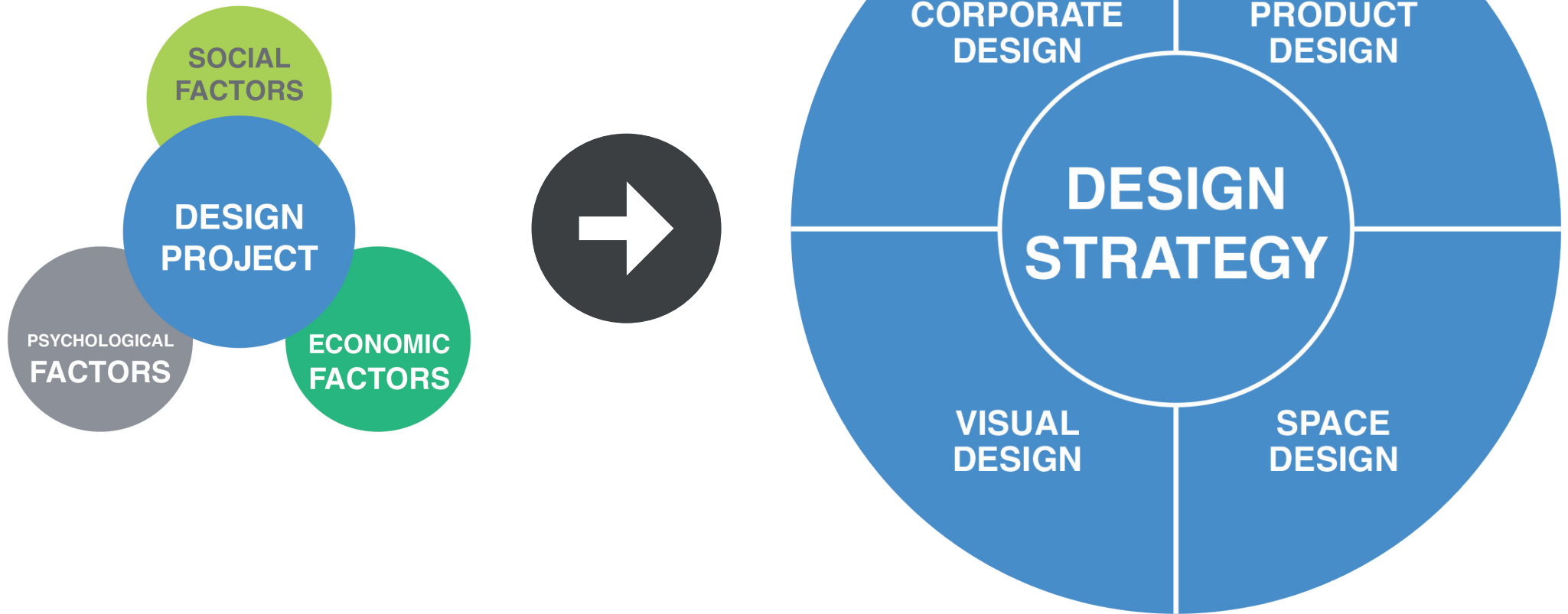
During this phase the designer concentrates on researching design scenarios that will allow for the generation of the first product ideas.

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



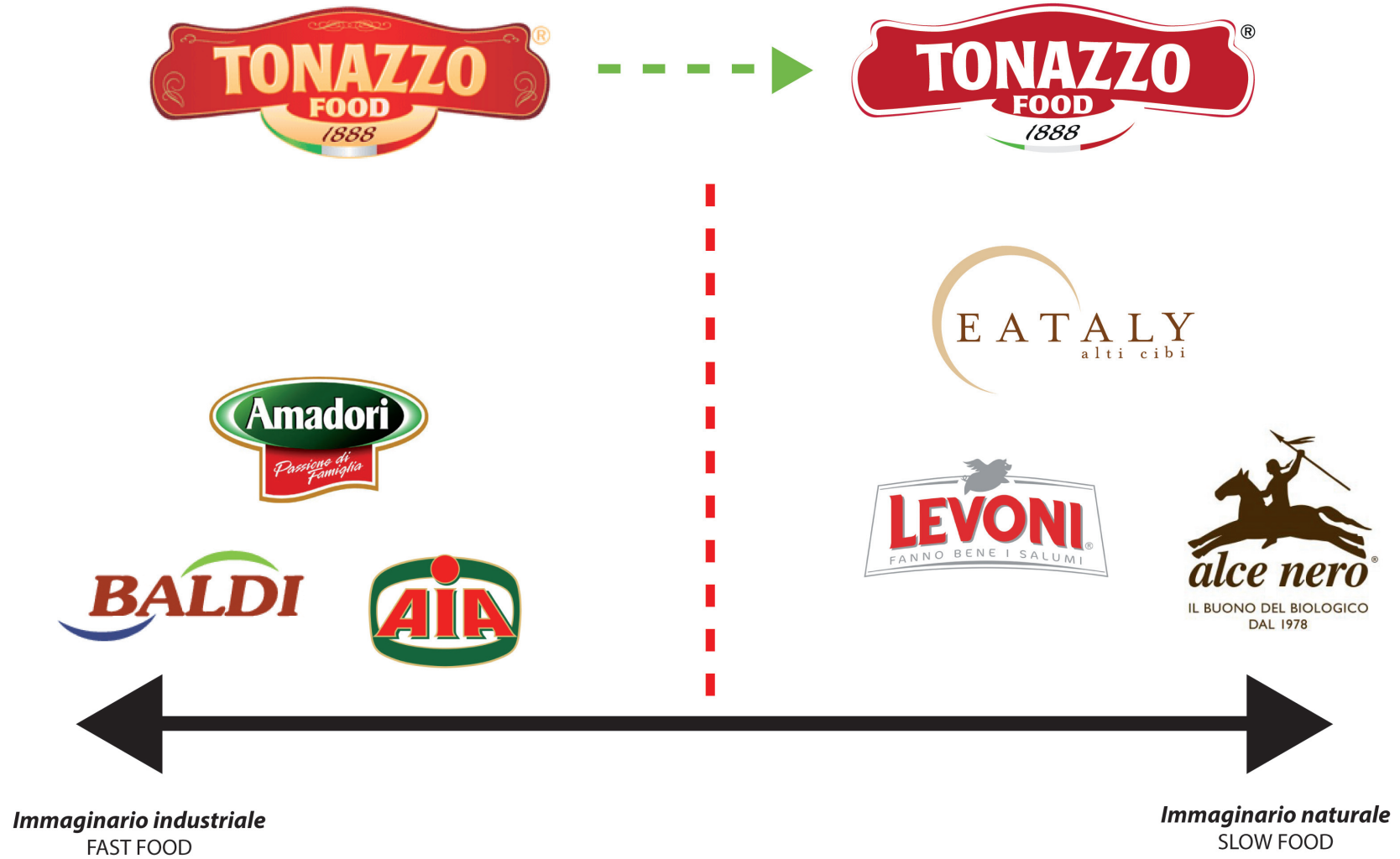
Strategic Approach + Product System Development

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

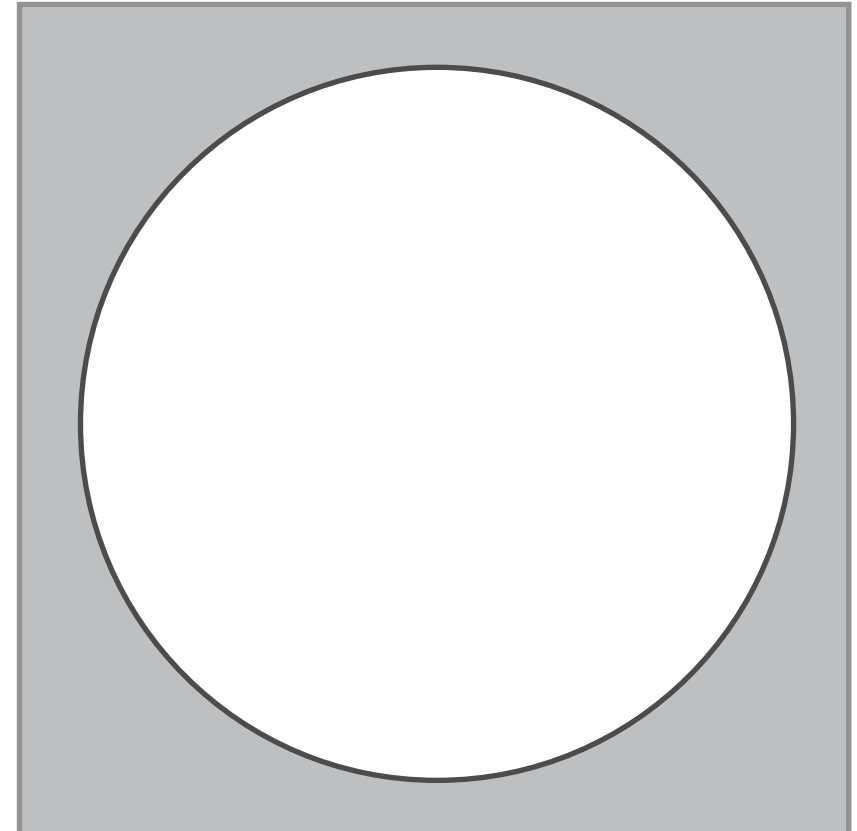
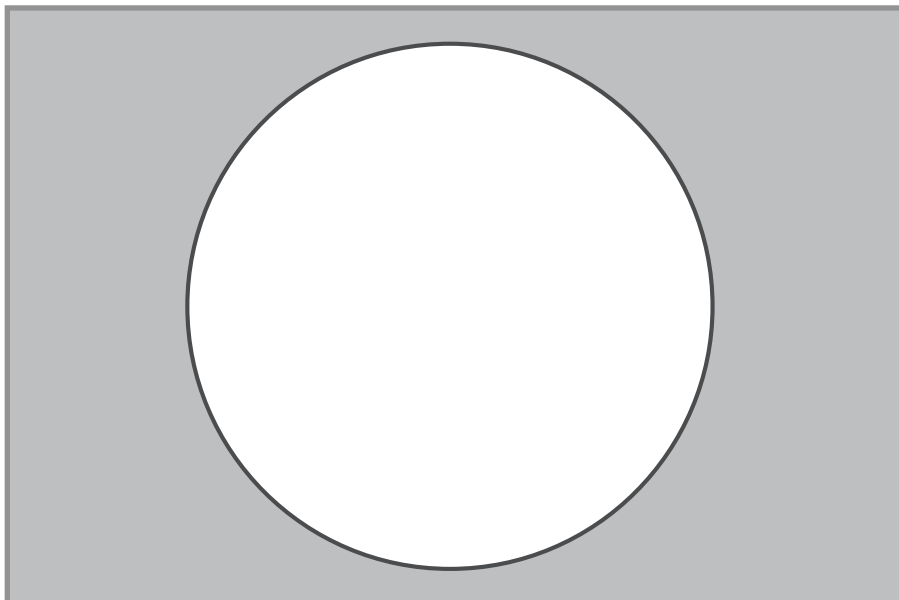
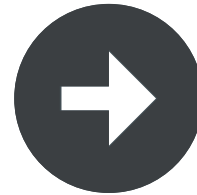
**UNIQUE
HIGHER
TASTIER**



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PACKAGING

Optimisation through volume minimisation



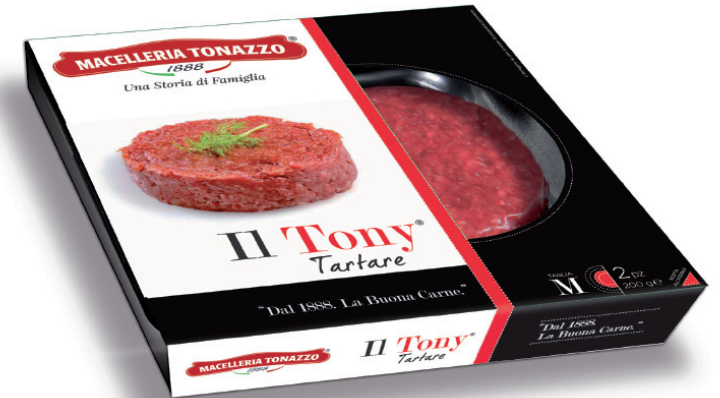
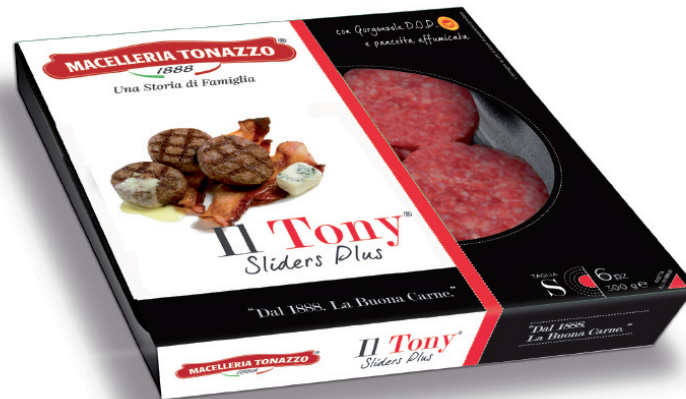
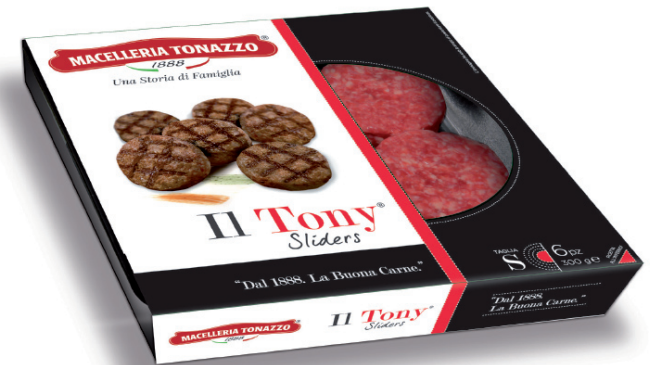
PACKAGING

Final Rendering



PRODUCT DEVELOPMENT

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





Case History
