



CAMERA DI COMMERCIO  
INDUSTRIA ARTIGIANATO E AGRICOLTURA  
DI TORINO



REGIONE  
PIEMONTE



## **FOOD DESIGN® 5** **Food is matter – food is language**

**Chocolate lighting, sugar-sweet jewellery, edible teaspoons and innovative packaging. The event that celebrates design for food and food that transforms itself into design objects returns to Turin from 10 to 28 October 2008.**

**Food Design® has reached its fifth edition, and this year as well as the exhibition dedicated the competition design projects it will dish up a number of related cultural initiatives and evening events.**

On 10 October 2008 at 6.30 p.m. the 5th edition of Food Design® will open. This exhibition-event will present design projects to the public. On show will be new concepts connected with enjoying and eating food. Designers will create uses and functions for food, inventing new rituals and developing innovative ways of presenting and consuming the stuff we eat. Once again there will be a section dedicated to designs where the raw material experimented with and elaborated is food itself, which by being re-modelled becomes itself a building block.

Ever since the earliest editions, the innovative nature of the designs on show has attracted a growing interest on the part of the media, the public and professionals alike, becoming over the years a strong promotional springboard for those designers taking part. More than 150 projects have been exhibited in the four previous editions, thus establishing the event as an important training workshop capable of helping professionals working in this field.

The fruity armchair, edible coffee cup and ‘Rompibollo’, the chocolate info-nutrition bar, winner of the last edition, have together earned Food Design® a place ahead of its cultural rivals and a slot on the Official Calendar of Torino World Design Capital 2008 events.

Thanks to the grateful support of the Camera di Commercio di Torino and a consolidated collaboration with Eataly, in this edition ONE OFF will be promoting a wide range of events connected with the main-course event, calling in important figures from the world of design and food and by increasing the number of related side-dish events.

The international competition was open to creative minds of all types: professionals, students and craftspeople with the aim of having them ponder and produce projects connected with designing “with food and for food” and designing “for wine and spirits”. A jury comprising experts and important people, selected 60 projects from the 140 of the design projects received.

### **The exhibition and related events**

Once again the exhibition will be held in the rooms of the food and wine centre Eataly, where the working drawings and prototypes selected for the 2008 competition will be on show. A prize giving ceremony will take place on Friday 17 October at 6.30 pm.

New this year are two important prizes set up by the Camera di Commercio di Torino, which has decided to contribute to product innovation and communication of Piedmont’s agricultural foodstuffs through the use of design, a tool capable of reinforcing the competitive position of companies operating in this sector.

Prizes will be awarded to the best projects in the two sections of the competition.



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Another event on the menu is the Corner Food Design® in the stand of the Camera di Commercio di Torino at the **Salone del Gusto 2008** (23-27 October). Here it will be possible to see entries in competition **Choc-à-porter - Il servizio ideale per il cioccolato**: a competition dedicated to discovering a new ways of serving, enjoying and eating chocolate.

The competition, curated by ONE OFF, is promoted by the following public administrative bodies and organisations: the Camera di Commercio di Torino, Città di Torino and Provincia di Torino, in collaboration with the Associazioni di Categoria dell'Artigianato, del Commercio e dei Pubblici Esercizi. The winning prize, which will appear in the prestigious "Golosaria Event" (Torino 16/17 November 2008) will receive a prize of €8,000.

On 24 October from 6,30 p.m., bars and other spaces in the **Quadrilatero Romano** will come to life with **Food Show Party**.

### **Food Design® - conception and history**

Founded in 2001 by the group of designers and event designers ONE OFF, and supported by the administrative bodies Regione Piemonte and Città di Torino, Food Design® has become a showcase of customs and an innovative research studio that has stirred together the world of design and culinary arts to help create new – sometimes provocative – design solutions. The interest here is eating food and experimenting with different functions and ways of eating.

ONE OFF has promoted and designed events and installations at an international level, these include workshops at the Politecnico di Torino and Milano, the Regione Piemonte stand at the Expo Mondiale di Aichi 2005, the stand for the Salon du Chocolat in Paris 2005 and the Food Design® section that is part of the travelling exhibition "Piemonte Torino Design" currently reassembled on the occasion of Torino World Design Capital 2008.

### **FOOD DESIGN® 5 – the calendar and venues**

#### **EATALY – Via Nizza 230, Torino | from 10 to 28 October**

- Permanent exhibition of competition prototypes
- Opening: Friday 10 October 6.30 pm
- Prize ceremony: Friday 17 October 6.30 pm

#### **SALONE DEL GUSTO Stand CAMERA di COMMERCIO | from 23 to 27 October**

- Corner dedicated to Food Design® 5

#### **QUADRILATERO ROMANO | 24 October**

- Food Show Party from 6,30 p.m

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