

# From Art – to handicraft – to food design

## Project by Ornella Piluso

### Art to eat – to eat art presents Food Design Studio

Press Folder  
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**Food Design® Studio and Arte da mangiare®**  
present food design events in New York from the mid of May to the mid of June

#### **May, 18 – Milano Made in Design Grand opening**

8.30 pm, Milk Gallery – Chelsea. Paolo Barichella will coordinate the aperitif of Milan Made in Design Grand Opening starting from the proposals of food design. This will be the occasion to show the contribution that design can give to food, and to focus on the different moments of approaching food: feeding, socialization and pleasure.

Milan Made in Design is the exhibit promoted by the Province of Milan and the Milan Chamber of Commerce, organized by Milano Metropoli. In the scientific committee there are personalities such as Gillo Dorfles and Aldo Colonetti. Event partners are: 3M, Corriere della Sera, Macef, Pirelli, Regione Lombardia, Triennale di Milano and other important Italian institutions.

During the exhibit grand opening, Paolo Barichella's items and instruments for food design will be presented and used by visitors.

#### **ICYDRINK** (Ice Glass Tonic Lamp) Design: **Invent Srl**

When design meets physics transmitting the change of the material: the first product which allows to drink water in a water container. In this case the product has the connotation of a lamp: visitors will have light to drink.

#### **POCKETIZER** (Flute with pocket) Design: **Paolo Barichella**

This buffet item let you always have a free hand to socialize and to introduce yourself. It has an only cut that permits to contain little aperitifs and can be hung at the glass.

#### **STUZZICHELLO** (toothpick ring for buffet) Design: **A. Busana**

Easy toothpick to capture appetizing food.

#### **B-SIDE** (Fork Stick) Design: **A. Busana**

A very useful element for buffet in multicultural cities such as New York, where ethnic groups and food habits mix together. In one item there are linked two different cultures and everybody can decide to eat as they prefer.

**TASTE RING** (ring with buffet plate) Design: **Ornella Piluso topylabrys**

Producer: **Nicola Fasano**

Taste Ring, is a little pottery container slipped on one's finger through a ring. Starting from art and going through fashion the designer came to an industrial product. During the show it will be presented with a pearl of Balsamico di Modena.

**PRIENGLES** (ergonomic potato) Producer: **Procter & Gamble**

This is the symbol of food design. It's the most significant product able to allow people understand how ergonomic is linked to food. Important is to understand how this kind of material direct the attention to the studio of interfaces no more external to the human organism.

**PARMA'S COFFEE** (Finger Food Tool) Design: **Roberto Carcangiu**

Lollipop made by Parmesan, coffee and orange that creates a mix of sensations. Aperitif, fruits and dessert - what open and close a typical Italian dinner - in one taste....

**Maccaroni & Cheese** (four cheeses mini cannellone). Concep: **Paolo Barichella**.

Maccarone turns in to a "mignon" like a small cannolo and becomes a container for sauces.

**Milan Rice 8** (Mignon with foam of saffron's rice ). Concepì: **Paolo Barichella**.

Finger Food inspired by the typical Risotto alla Milanese.

**Spoonette** (Edible teaspoon). Producer: **Crok in**

A little, edible tool to draw sauces.

**A1 Bologna Modena** (Bologna's Sushi). Design **Paolo Barichella**.

Finger food tool which consists in a little glass made with Bologna's mortadella and gelatine of Modena's balsamic vinegar made by Giacobazzi's Farms.

**Panett1** (Mignon of panettone). Design: **Paolo Barichella**.

Finger food tool which consists in a little bowl containing a re-visitation of the traditional Christmas' cake

**Tonic Espumas**, Concept: **Paolo Barichella**.

The first edible luminous foam. Today, thanks the studies of an important exponent working in food design sector, we have the opportunity to taste new perceptive feelings. It's unavoidable not to think to Ferran Adrià when we talk about foams. In this kind of foam Food Design Studio and Arte da mangiare wanted to add a new component tied with what is not visible, taking the product in the area of the drinking light.

**Chocode** (Chocolate code bar). Design: **Paolo Barichella**. Engineering: **Pierpaolo Magni**. Product: **ICAM**.

Chocode is the first edible code bar. Code bar has already become a symbol in the commercial sector. With Chocode the product becomes code of himself and the code becomes edible. The product has a conceptual and a practical aspect; it perfectly works with supermarkets' scanner and can be used like a decorative and a functional element above cakes.

**A light all... to drink.** Concept & Design: **Paolo Barichella – A. Busana.**

*Una luce tutta da...bere (A light all... to drink)* was successfully introduced by Food Design Studio during the Fuorisalone at Superstudiopiù in the exhibition Texture & Materials. It represents the capability of a liquid to become a design component and proves how chemistry, physics and technological knowledge can become basic elements of design's processes. *Una luce tutta da bere* is produced by a chemistry and physics principle that is created spontaneously by chlorinate of quinine - i. e. the basic component of tonic water – when it is exposed to black lights, producing an exciting bright effect.

### **Workshops**

During **Milan Made in Design** some thematic workshop linked to design have been organized. Paolo Barichella, responsible of the Food and Design area of **Arte da Mangiare®** is in charge of them.

#### **May 31, 4 pm - Food and the Seven Senses**

A seminar introducing to the use of senses as first approach to food design will be presented by **Paolo Barichella**, founder of the **Milan Food Design Studio** in collaboration with **Arte da Mangiare**.

#### **June 2, 4 pm - Food Design restylizes and destylizes the classic Milanese appetizer**

Using all the senses as an approach to food design will be presented by **Paolo Barichella**, founder of the **Milan Food Design Studio** in collaboration with **Arte da Mangiare**.

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**Promoted by Arte da mangiare**

**Project of Ornella Piluso**

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