



SPECIALIZING MASTER IN

DESIGN FOR FOOD

III EDITION - JANUARY 2024

In collaboration with:



University of Gastronomic Sciences
Università degli Studi
di Scienze Gastronomiche



GENERAL OVERVIEW

The Specializing Master DESIGN FOR FOOD integrates extensive design skills with thematic and specific competences in the food area, related to humanities, gastronomic sciences, engineering and food technology.

It therefore provides a wide-ranging designing capacity on process and tools for the design of the food product-service system and a series of specific thematic in-depth useful for the understanding of culture, sociological and anthropological factors and also scientific and technological.

As a whole, it provides an explanatory and comprehensive overview of food systems, from agricultural production to food processing, from distribution to consumption, from planning to recycling in a circular economy perspective. The Specializing Master trains design and consulting profiles who are able to integrate creative and operational skills, through the development of hard and soft skills, which train participants to work in multidisciplinary teams, in competitive and highly strategic contexts, in quick and dynamic private and public organizations.

TRAINING OBJECTIVES

The Specializing Master DESIGN FOR FOOD aims to train professionals, entrepreneurs, independent innovators, civil servants with competences in the design and management of systems, processes and products-services in the food sector. Professional Profiles characterized by a profile combining the design and experimental approach of design with the thematic knowledge of the logics of the food sector in all its extension “from field to table”, including the traditional and more advanced production and distribution systems and with a specific attention to sustainability.

The sector already expresses forms, experimentations, experiences, innovation and project-oriented cases, requires a transversal expertise able to integrate in a strategic way the different design factors. For this reason, the Specializing Master completes the design (in the disciplinary extension of systems, strategies, services, products-services, communication) and food engineering skills, brought by Politecnico di Milano, with the thematic and specific ones in the food area related to humanities, food technology and gastronomic sciences, brought by the University of Gastronomic Sciences.

Participants will be able to:

- Understand the socio-economic and environmental transformations of the sector outline innovative models and strategic orientations for the specific sector design for sustainability;
- Understand and design the territorial impacts of food supply chains;
- Use theoretical and critical skills to define design opportunities;
- Understand and use the potential of the sector's technologies, as well as the main elements of the production processes of the different supply chains;
- Design complex solutions and their articulation in terms of product, service, communication and space;
- Manage the main elements of food safety and planning;
- Manage all phases of the process of conception, design, development and implementation of an innovative solution in an advanced perspective that includes participatory approaches;
- Use specific design tools for design.

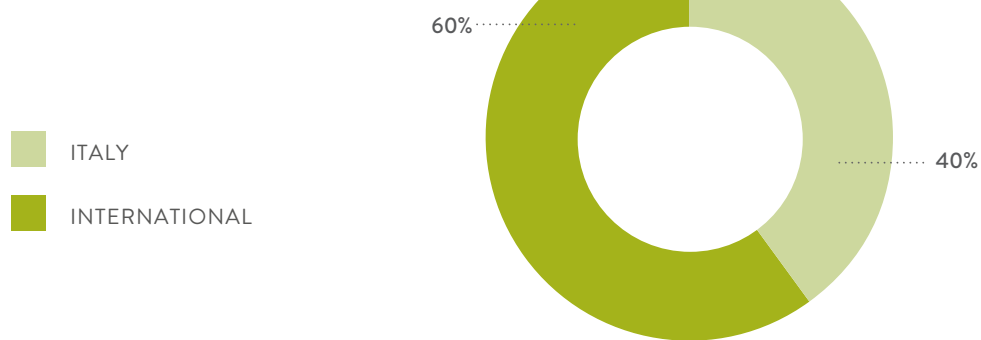
**25
students
max**

**1000
hours**
526 teaching+
470 internship

**14
months**

**€16.500
cost**

Students origin



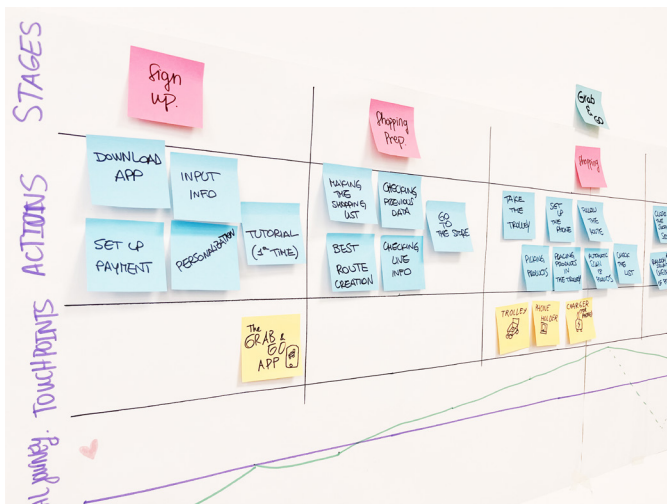
The course is characterised by an international class, with students from all over the world.
The programme is held in English.



Design teamwork



Food Product Design



Food Service Design



Design teamwork



Design teamwork

DIDACTIC PLAN

The Specializing Master DESIGN FOR FOOD is organised according to a mix of theory and practice, with a blend of theoretical lectures and practical activities and exercises. The didactic plan provides:

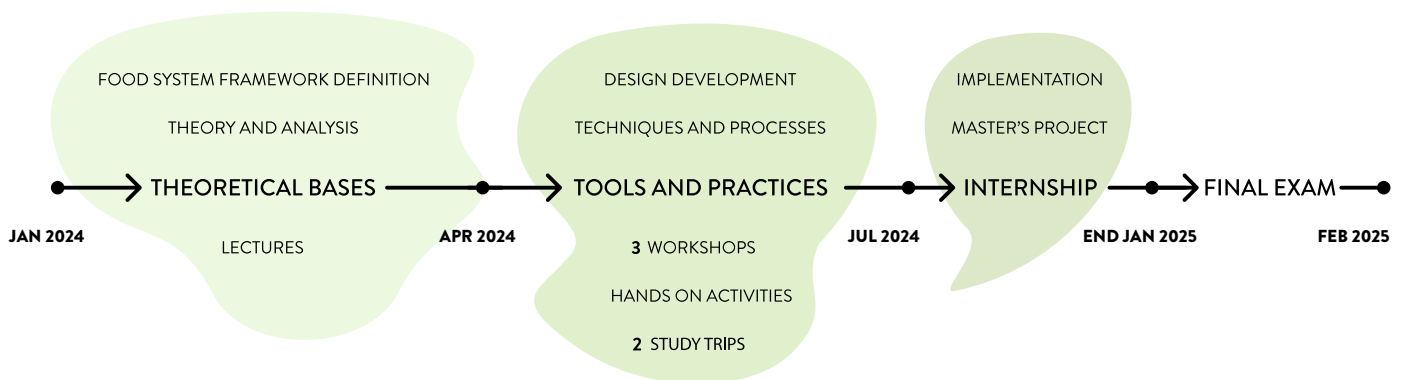
Frontal lessons: aimed to introduce the main themes of study and the acquisition of tools and methodologies for analysis and design development; the classes are held by a Faculty with professors from the Politecnico di Milano and the University of Gastronomic Sciences in Pollenzo, in addition to qualified external professionals;

THINK TANK TALKS: special “pills” on specific food-related topics delivered by experienced lecturers and professionals;

Workshops: “hands-on” activities developed in groups (in collaboration with external partners, companies or institutions) aimed at the application of tools and methodologies for the development of food product-service ideas;

Study Trips: educational trips aimed to approach the topics dealt with, through experiences applied to real contexts in the food sector;

Internship: 470 hours of training experience suggested directly by the participants or by the Master Board.



Food Aesthetics and Communication



Food Service Design



Design Workshop

WHAT IS A STUDY TRIP?

A Study Trip is a practical experience aiming to understand a place's gastronomic complexity and teach how to travel for a gastronomic purpose. It represents a unique local learning experience, combining educational visits, events and tastings. Through first-hand interactions with producers and stakeholders, students have access to the backstage of typical food products. Each study trip provides an opportunity to discover and analyse a food system through a holistic approach, highlighting the connections between food and landscape, time, people, architecture, environment and rituals. The study trip program consists of educational activities, including visits to production sites, conversations with professionals and didactic meals, allowing students to critically reflect on concepts of origin, authenticity, tradition and innovation while being provided with specific geographical, historical and socio-anthropological contexts. The didactic plan includes two study trips:

- a shorter one (4 days)

A complete immersion to delve into the specific food topics of a typical Italian area.

- a longer one (about 10 days)

An experience that mixes classroom learning activities (at the campus of the University of Gastronomic Sciences in Pollenzo) and visits to production facilities in the surrounding area. The costs of the study trips (travel, room and board) are included in the registration fee.



Food Lab



Study Trip



Sensory Lab



Food Lab



UNISG Campus



Study Trip

Didactics

LESSON PLAN	HOURS		AREA	MODULES	
LESSONS	500		DESIGN	11	
SELF STUDY	500		GASTRONOMIC SCIENCES AND HUMANITIES	11	
INTERSHIP	500		FOOD ENGINEERING	6	

EMPLOYMENT OPPORTUNITIES

The job opportunities for graduates are manifold. These will be practitioners whose profiles combine the design and experimental approach with specific knowledge of the underlying logic of the food sector in its extension “from field to table”, considering traditional and innovative production and distribution systems, with specific attention to sustainability. For example, we can list:

R&D FOOD Project Manager: R&D managers for the improvement and implementation of food processing and production processes;
 FOOD Service & Product Designer: professionals specialised in the conception and design development of sustainable food products and services;
 FOOD Brand Manager: marketing managers for the development and implementation of innovative food product-service lines;
 FOOD startupper/entrepreneur: inventors and self-employed entrepreneurs capable of transforming innovative ideas into sustainable new businesses in the agri-food sector;
 FOOD Innovation Specialist: professionals and consultants of innovative food strategies and policies within companies, public institutions, research centres and third sector organisations.

REQUIREMENTS

The Specializing Master welcomes candidates with a Degree or Specialist/Master's Degree in Design, Engineering, Architecture, Economics and/or Management, Social Sciences/Humanistic Sciences, Gastronomic Sciences, Agriculture, Food Technology, or to people with other types of degrees who have also gained significant professional and work experience and who wish to strengthen their professional path in the field of food innovation, acquiring and developing specific and qualified

competences.

The selection will be made on the basis of the documentation sent, followed by a possible interview in English language (remotely). The selections will be made in chronological order with respect to the date of receipt of the application, until all available places are filled.

DEADLINES

To take part to the selection process, the application form must be completed online within the following deadlines:

- Italian/foreign citizens with a qualification obtained in Italy by November 29th, 2023
- Non-EU citizens with qualifications obtained abroad by October 29th, 2023

PRICE

The Specializing Master costs € 16.500 (€ 16.000 participation fee + € 500 enrollment fee at the Politecnico di Milano) EXEMPT VAT ART. 10 DPR 633/72.

PARTNERS

Each edition is enriched with new partners who collaborate in the development of design workshops, for example:



FACULTY

— SCIENTIFIC DIRECTOR



Stefano Maffei

Architect and PhD in Design, Full Professor of Design at the School of Design at Politecnico di Milano

CO-DIRECTORS



Franco Fassio

Systemic Designer and PhD in Design, Associate Professor at the University of Gastronomic Science of Pollenzo (UNISG)



Francesco Bombardi

Architect, Visiting Professor of Industrial Design at the University of Modena and Reggio Emilia (Engineering Faculty)

ADVISORY BOARD



Anna Meroni

Architect and PhD in Design. Full Professor of Design at the School of Design of the Politecnico di Milano.



Nicola Perullo

Italian philosopher and academic. Full Professor of Aesthetics at the University of Gastronomic Sciences in Pollenzo



Giulia Menichetti

Senior Research Scientist at the Network Science Institute (Northeastern University)



Fabio Parasecoli

Professor of Food Studies in the Nutrition and Food Studies Department at New York University

Silvia Barbieri

Founder of “The Branding Letters”, brand development creative agency based in Milan

Giulia Bartezzaghi

Director of the Food Sustainability Lab at the School of Management of Politecnico di Milano

Andrea Bezzecchi

PhD in agri-food science, technology and biotechnology and founder of Acetyca Srl, innovative bio-tech startup

Erik Ciravegna

PhD in Design (DLeCM) and expert in communication design, with a focus on packaging design and identity systems of brands and products

Stefano Citi

Designer and co-founder of “TourDeFork”, unique creative consultancy based in Milan

Giorgio De Ponti

Adjunct Professor of Integrated Design at Politecnico di Milano

Michele Fino

Full Professor at the University of Gastronomic Sciences in Pollenzo
and legal advisor of the Italian Federation of Independent Winegrowers (FIVI)

Paola Garrone

Professor of Business and Industrial Economics at the School of Management of Politecnico di Milano

Luisa Torri

Associate Professor of Food Science and Technology
- Sensory and Consumer Science
at the University of Gastronomic Sciences in Pollenzo

Dario Mangano

Associate Professor of Semiotics at the University of Palermo
and director of the Laboratory of Communication of the Cultures and Societies Department

Maurizio Masi

Full professor in Applied Physical Chemistry at Politecnico di Milano

Gabriella Morini

Assistant Professor of Organic Chemistry at the University of Gastronomic Sciences in Pollenzo
and member of the Advisory Board of the Nordic Food Lab (Copenhagen, Denmark) until its closure in 2018

Francesca Mostardini

Food technologist and expert in Food Packaging at the PackLab (University of Milan)

Alessandro Redondi

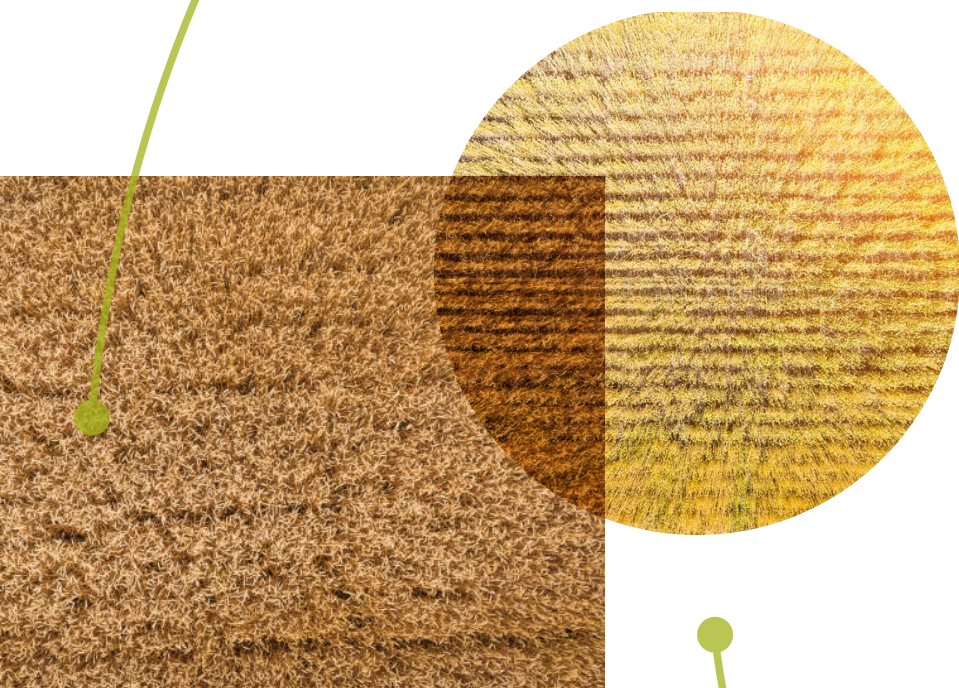
Ph.D. in Information Engineering and Assistant Professor at DEIB, Politecnico di Milano

Beatrice Villari

Associate Professor of Department of Design, Politecnico di Milano
and co-director of the Specializing Master in Service Design (POLI.design)

Gabriele Volpato

PhD in Social Sciences and Anthropology and Research Fellow at UNISG



CONTACTS

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<https://www.polidesign.net/en/formazione/business-design/master--design-for-food/>

