



present

IAAD @ TDW
IAAD's Turin Design Week
Piazza Vittorio Emanuele
November, from 3rd to 8th

Press release – October 2009

Istituto d'Arte Applicata e Design - IAAD contributes to the Turin Design Week – TDW programme, a week dedicated to the cultural diffusion of design as key element for innovation, development and international competitiveness, ensuing the numerous events of 2008, when our city was the first World Design Capital.

IAAD, with the aim of contributing to the expositions and the debates about the theme Technology for Food, is glad to present:

- **In Showplaza**, the interesting cube shaped "box" in Piazza Vittorio

"Food & Design":

projects results of the experimental research made by "**Interior and furniture design**" and "**Industrial design**" departments, which, since the new yorker début during the last spring, have gained wide interest and attention among students, public, insiders and press.

The meeting of two excellent protagonists, haute cuisine and design – that's why the sign "&" – which develop together a new way of understanding the culinary art, by suggesting a new innovative point of view over gestures, objects and contests always thought as familiar.

"Packaging for Fruit":

a package to suggest an alternative way to mean and consume fruits, a food which is normally weight-bought and eaten day by day at the end of the meals, but which could be elected as a walking-food. A project that investigates over the concept of fruit, turning it into a snack, a sweet break, a walking-food, not yet foreseen in conventional life.

- **Green Point**, an exhibition placed in the shops of the city centre. The green point map is available on Facebook web page of Turin Design Week.

- **Aperiweek at Bar LAB**, Piazza Vittorio Veneto 13/e – **Friday, November 6th from 19.00**; in that occasion the IAAD energy drink **DESIGNRG** will be available for the public, ready to be drunk revisiting famous drinks and cocktails.

Looking forward to welcoming You as our guests, have a good Design Week!