



IAAD GELA_TO 2006
23 – 24 June, Turin

ICE-CREAM & DESIGN – A THRILLING COUPLE

Premiss

Ice cream production, generally in Italy and particularly in Piedmont, has been linked to the world of handicraft and excellence, but rarely finds an immediate link with the word “design”. Handcrafted ice-cream risks to be linked to the idea of a classical product, far away from the concept of appeal, which is instead the element that distinguishes an object, precisely of design. “Ice-cream & design: a thrilling couple” wants instead to be a way of telling how handcrafted excellence is able to come near design without leaving aside those elements that link it to its own art.

The project will analyze the ways in which usually ice cream is consumed and will propose creative and functional solutions to fully enhance the product and its characteristics.

New projects will be the demonstration of how there can exist a relationship between ice cream and design, proposing itself as a starting point for the re-qualification of Italian design also in the field of ice cream, strengthening and emphasising the cognitive, productive and qualitative characteristics.

Project

The best students from the 2nd year of the specialization course in “Industrial design”, guided by their department co-ordinator, will develop an ice cream design project, whose theme will move away from the customary meaning. The chosen theme will analyze the main moments of ice cream consumption (while you walk with ice-cream cone or tub, or when you take it home in a polystyrene tub...) and will give new style interpretations able to enhance the product in the taste and quality perceived.

“Ice cream and design: a thrilling couple” recalls the product’s primary characteristics related to the wider meaning of the feeling linked to the consumption.

In this way ice cream, excellent food for its pleasantness and contents, grows by side of generations and becomes a sensation, food for the soul, an all round sensorial experience, where not only taste is important, so is the context, the excuse and the moment. Taste is translated in those shapes that only design can mould, making it tangible. Ice cream becomes a moment for oneself or to share with friends, sometimes innocent and fun, others sensual and rich of complicity.

Collaboration

The collaboration between IAAD and Confartigianato Imprese Torino is born after the need of meeting two different know-hows: that of the designer and that of the artisan.

Confartigianato Imprese Torino will therefore bring to the project its competence on the manufacturing, style and history of ice cream in Turin and all over Italy.

IAAD will instead bring its own experience on the style object and the aimed design, joining subjects linked to the product or to others of wider vision in respect to the promotion of the image.

The treated theme will allow the students to meet the traditional ice cream art and the artisans to confront with the freshness and expressive spontaneity of young talented designers. Concretely, the collaboration will develop through the contamination of the competences of the two partners, involving the characters in special lessons, lab and direct experience on the creation of ice cream seen from both points of observation and planning.

The result

- Style proposals by the students, illustrated through concept boards, sketches, three-dimensional renderings, CD with digital presentation;
- Possibility of prototyping the chosen projects.

Contact

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