



IAAD at CIOCCOLATO' 2006

IAAD-Turin in collaboration with CNA presents  
LET'S CHOC' IT  
Design and chocolate games

### Premise

The chocolate production, in Italy in general and particularly in Piedmont, has been always linked to the world of handicrafts and excellence, but rarely finds an immediate bond with the word "design". Handcrafted chocolate risks to be linked to the idea of being a classical product, out of fashion, of being far from the concept of appeal that is the element that distinguishes and object, precisely of design.

"Let's choc'it" is instead a way of narrating about how the excellence of handicraft is able to produce design without leaving apart those elements that bond it to its own art.

The new proposed chocolate, or better, the new "chocolate systems", are the demonstration of how a relationship between chocolate and design can exist, proposing itself as a starting point for the requalification of Italian design in the chocolate manufacturing, showing it in an international context that strengthens its cognitive, productive and qualitative properties.

### Project

The students from II year of the course in Industrial design as well as the students from the III year of the course in Advertising & Graphic design attending IAAD-Turin, will develop a project in chocolate design, whose theme moves away from the usual meaning. The chosen theme is the game.

"Let's choc' it" recalls the childish expression of "Let's play it!", words that reveal the charm of a period when everything was a game and you were able to play with anything. This image though, evolves and recalls a dimension in which game has a more articulated character, more "adult" in the intentions but still childish in the soul. That is how chocolate, childhood delight par excellence, grows up by side of generations becoming an absolute sensation, food for the soul, a multisensory experience, where taste is as important as the context, the excuse, the moment. Taste is translated in shapes that only design can mould, becoming tangible. Chocolate becomes a game mate, at times can be lighthearted, innocent and other times can be sensual, ironic and loaded with complicity.

### The collaboration

IAAD-Turin and CNA give birth to the collaboration that came from the need of putting together two different types of *know-how*: the designer and the artisan. CNA brings, inside the project, its own competence on the manufacturing, style and history of chocolate in Turin and around the world.

IAAD-Turin will bring its own experience regarding style and specific planning, uniting the subjects linked to the product to different others of wider vision, like packaging and the study of the promotional image.

The theme dealt with allows the students to meet the traditions concerning the art of chocolate, and the artisans to confront with the freshness and the expressive spontaneity of young talented designers.

In actual fact, the collaboration will develop through the contamination of the competences of the two partners, involving the actors in special lessons, laboratories and direct experiences on the creation of chocolate seen from two different observation points and planning manoeuvres.

### The result in an exhibition

- Style proposals done by the students, illustrated through concept studies, and techniques in tridimensional renders;
- Prototyping the chosen projects in collaboration with one or more chocolate manufacturers.

### Contact

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