

WORKSHOP DDI

Design Driven Innovation
for food and wine experience

07-09-10 JUN 2016

OUR CHALLENGE

To develop new scenarios for Italy's food product value related to the Italian territory through the creation of an innovative brand strategy for the gluten free market.

OUR OBJECTIVES

We will use co-creation methods of design driven innovation process, and visit the factory "il granaio delle idee" a Clean Label Company of the Agro Food market.

OUR AGENDA

7 Tuesday | 2 to 5 p.m.

9 Thursday | 9 to 1pm - 2 to 5 pm

10 Friday | 9 to 1pm - 2 to 5 pm

WORKSHOP ADVISOR

Prof. Giulio F. Palmitessa

UNISINOS - Creative Industry School - BRAZIL

MASTER DEGREE IN ITALIAN FOOD AND WINE

DIPARTIMENTO DI AGRONOMIA ANIMALI ALIMENTI
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HOSTED

Prof. Andrea Curioni - (DAFNAE)

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COMPANY PARTNER

ilgranaiodelleidee.com



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