



# UNIVERSITÀ DEGLI STUDI DI PALERMO

<b>DEPARTMENT</b>	Architettura		
<b>ACADEMIC YEAR</b>	2022/2023		
<b>MASTER'S DEGREE (MSC)</b>	DESIGN AN TERRITORY CULTURE		
<b>INTEGRATED COURSE</b>	AGRI-FOOD DESIGN STUDIO - INTEGRATED COURSE		
<b>CODE</b>	21458		
<b>MODULES</b>	Yes		
<b>NUMBER OF MODULES</b>	2		
<b>SCIENTIFIC SECTOR(S)</b>	ICAR/13, M-FIL/05		
<b>HEAD PROFESSOR(S)</b>	CATANIA CARMELINA ANNA	Professore Associato	Univ. di PALERMO
<b>OTHER PROFESSOR(S)</b>	CATANIA CARMELINA ANNA	Professore Associato	Univ. di PALERMO
	VENTURA BORDENCA ILARIA	Ricercatore a tempo determinato	Univ. di PALERMO
<b>CREDITS</b>	15		
<b>PROPAEDEUTICAL SUBJECTS</b>			
<b>MUTUALIZATION</b>			
<b>YEAR</b>	1		
<b>TERM (SEMESTER)</b>	2° semester		
<b>ATTENDANCE</b>	Mandatory		
<b>EVALUATION</b>	Out of 30		
<b>TEACHER OFFICE HOURS</b>	<p><b>CATANIA CARMELINA ANNA</b>  Wednesday 11:30 13:30 Dipartimento di Architettura Ed.14 I stanza 133 previo appuntamento</p> <p><b>VENTURA BORDENCA ILARIA</b>  Friday 9:00 10:30 studio docente (stanza 306, terzo piano, edificio 15, viale delle scienze)</p>		

**DOCENTE:** Prof.ssa CARMELINA ANNA CATANIA

<b>PREREQUISITES</b>	To understand the contents and learning objectives of the Laboratory, the student must have knowledge about the history of Design, the project, and the characteristics of materials and production processes. Good knowledge about basic semiotics
<b>LEARNING OUTCOMES</b>	<p>Knowledge and understanding ability</p> <p>At the end of the course the students will acquire of the design methodologies related to the industrial design and understanding of the design processes concerning objects and artefacts of the contemporary environment. Students will paying particular attention to innovative technologies, technologies of use of waste (output) in relation to natural systems, materials and sustainable processing cycles. the student will know and understand the main processes of signification relating to the culture and communication of taste. He will be able to present the semiotic point of view on food and nutrition as language.</p> <p>The course will enable the students to acquire the knowledge and sensitivity suitable for the design of territorial identities with particular reference to gastronomic culture</p> <p>Ability to apply knowledge and understanding</p> <p>The laboratory will provide the concepts to address the development of the project for the enhancement and use of land resources. The students will be able to design new production and consumption scenarios, based on the principles of Food Design and Systemic Design to design systems related to the concept of an innovative development oriented towards a circular economy. Through the basic principles of the semiotics of taste and through the many examples that will be presented during the course of the course, students will be able to handle and apply to the design criteria and notions that can make the promotion of an area clearer and more relevant. Ability to apply principles of narrativity, enunciation, visual semiotics.</p> <p>Judging autonomy</p> <p>The course aims to enhance the student's critical awareness, once the necessary tools have been acquired. The students will be able to stand autonomously with respect to the issues addressed, and will be able to evaluate and manage projects of products and services environmental and social innovation that create new relationships and good practices for the territory. Students will be able to recognise, evaluate and judge a wide range of phenomena regarding the culture of taste.</p> <p>Communication ability</p> <p>The students will be able to communicate the skills for the development of innovations in design through the creation of sketches, drawings and visual communication, and with the aid of assisted drawing techniques. They will also be able to highlight problems related to the production cycle of a product, the life cycle of a product and to activate the concept of an open system in a production chain. Students will be able to recognise, evaluate and judge a wide range of phenomena regarding the culture of taste. Ability to expose the main issues related to the culture and communication of taste. Ability to analyse and present cases of design of territory in the gastronomic field, thanks to the presentation and discussion in the classroom of numerous cases and examples. The students will be able to present and narrate territorial identity projects in the gastronomic field, with a relevant language that is also suitable for a non-expert audience. Ability to keep up to date with the scientific publications in the sector.</p> <p>Learning ability</p> <p>The course will offer the students the tools to develop an independent and critical study, through the concepts provided during the lectures, and the ability to face and solve the problems encountered during the practice of the project. At the end of the course the students will be able to relate to the Technical and productive innovation, to the systemic design and to the tools useful to understand the changes of scenery, market and organization for the development of the design activities on the territory. Ability to keep up to date with the scientific publications in the sector. Ability to attend second level masters, in-depth courses and seminars in the field of communication.</p>
<b>ASSESSMENT METHODS</b>	<p>The evaluation will be based on two tests: an interview and a practical design project.</p> <p>The interview consists in questions that aim to assess the competences and the knowledge learnt during the course.</p> <p>The questions will verify: acquired knowledge; elaboration capability; capability to produce autonomous evaluations inherent the course topics; capability to understand the applications connected with the discipline areas; capability to connect the discipline topics with the referring professional and technological context.</p> <p>The practical design project consists in the development of an object in the frame of a theme assigned at the beginning of the course. In this task, the student will have to apply the notions learnt to produce a conceptual design and a prototype.</p> <p>The final assessment is on a 30 basis according to the criteria reported below: 30-30 + excellent knowledge of the topics, excellent language and vocabulary,</p>

	<p>good analytical capability, the student is able to apply knowledge to solve design problems</p> <p>26-29: Good management of the topics, nice language and vocabulary, the student is able to apply knowledge to solve design problems</p> <p>24-25: basic knowledge of the topics, fair language and vocabulary, limited capability to apply autonomously knowledge to solve the proposed design problem</p> <p>21-23: the student does not show full management of the main topics while possessing the knowledge, satisfactorily language and vocabulary, poor capability to apply autonomously the acquired knowledge to solve the proposed design problem</p> <p>18-20: minimal basic knowledge of the main topics and of the tecnica language and vocabulary, poor or no capability to apply autonomously the acquired knowledge to solve the proposed design problem</p> <p>The exam will be not passed if the student will show a not acceptable knowledge of the topics to solve the proposed design problem.</p>
<b>TEACHING METHODS</b>	Lectures, Classroom exercises, laboratory, workshop

**MODULE**  
**AGRI-FOOD DESIGN WORKSHOP (MODULE)**

*Prof.ssa CARMELINA ANNA CATANIA*

**SUGGESTED BIBLIOGRAPHY**

A. Bassi, "Food design in Italia. Progetto e comunicazione del prodotto alimentare", Mondadori Electa, Milano, 2015  
 L. Bistagnino, "Il Design Sistemico", Slow Food Editore, Bra (CN) 2011  
 V. Bucchetti, "Packaging design: storia, linguaggi, progetto", Franco Angeli, Milano, 2015  
 L. Bistagnino, "MicroMacro: The whole of micro systemic relations generates the new economic-productive mode", Edizione Ambiente, Milano, 2017  
 G. Pauli, "Blue Economy", Paradigm Pubns, 2010  
 J. Thackara, Designing in a complex world, The MIT Press, Cambridge, 2006

Testi di approfondimento

A. Catania (a cura di), "Design, territorio e sostenibilit . Ricerca e innovazione per la valorizzazione delle risorse locali", Franco Angeli, Milano, 2011  
 A. Catania, Ri.pack design Progettare in carta e cartone, Aracne, Roma, 2015  
 F. Capra, "La scienza della vita. Le connessioni nascoste fra la natura e gli esseri viventi, Bur, Milano, 2012  
 E. Manzini, P. Bertola, "Design Multiverso. Appunti per una fenomenologia del design", Polidesign, Milano 2004.  
 W. McDonough, M. Braungart Cradle to Cradle: Remaking the Way We Make Things, North Point Press, 2002

<b>AMBIT</b>	50317-Design e comunicazioni multimediali
<b>INDIVIDUAL STUDY (Hrs)</b>	130
<b>COURSE ACTIVITY (Hrs)</b>	120

**EDUCATIONAL OBJECTIVES OF THE MODULE**

The laboratory aims to provide the students with theoretical and methodological tools for designing objects, services and artifacts, in relation to agro-food resources. Through lectures and project experiences, students will have the opportunity to experiment with new models and innovative and sustainable development strategies. They will consider the excellence of agro-food as a local resource both to promote and convey the places of the territory and to start innovations on the territory from the exploitation of waste, to the promotion of crafts and local goods. The course, will start from the analysis of a specific territorial area and identifying an excellence of agro-food, and then will deepen the design techniques that can arise from the combination of design / food, to stimulate the elaboration of ideas that innovate traditional food respecting the environment. The course will propose new processes: to prepare, distribute, store and consume food; for table / kitchen accessories for food preparation, preservation and tasting; for packaging, taking into consideration the properties of the materials and their possible combinations with respect to the different types of products. The laboratory, through the approach of Food Design, Methods and Tools for environmental sustainability and Systemic Design, will provide students, in collaboration with actors, institutions, companies and local and non-local, the skills to set up a new model economic, social and environmental development based on the circular economy.

**SYLLABUS**

<b>Hrs</b>	<b>Frontal teaching</b>
6	Design, territory and the main factors of innovation in contemporary design
4	Methods and criteria for sustainable production
6	The agri-food system and design
6	Systemic design
4	Food design
4	Packaging design
<b>Hrs</b>	<b>Workshops</b>
80	The design exercise will focus on designing a product system, located in a territorial context. The product system will be developed from the concept to the technical design definition to the prototype/ model and to the representation and communication of the project.
<b>Hrs</b>	<b>Others</b>
10	Visits to industries, cultural institutions, seminars

## MODULE SEMIOTICS OF ALIMENTATION AND TASTE (MOD)

*Prof.ssa ILARIA VENTURA BORDENCA*

### SUGGESTED BIBLIOGRAPHY

- G. Marrone, Gustoso e saporito. Introduzione al discorso gastronomico, Bompiani, Milano
- I. Ventura Bordenca, Food Packaging. Narrazioni semiotiche e branding alimentare, FrancoAngeli, Milano

Dispense fornite dalla docente:

- Marrone G., "Il logo e il luogo. Genealogia di Fico", in Ocula, [www.ocula.it](http://www.ocula.it)
- Marrone G., "Ritmi alimentari, dal fast allo slow", in Semiotica del gusto
- Floch J.M., "Il piatto, il gusto, il mito. L'emblema aromatico nella cucina di Michel Bras", in La cucina del senso, a cura di A. Giannitrapani e G. Marrone, Mimesis, Milano
- Mangano D. "L'anima del commercio alimentare", in Buono da pensare, a cura di G. Marrone, Carocci Milano

<b>AMBIT</b>	50319-Scienze umane, sociali, psicologiche ed economiche
<b>INDIVIDUAL STUDY (Hrs)</b>	85
<b>COURSE ACTIVITY (Hrs)</b>	40

### EDUCATIONAL OBJECTIVES OF THE MODULE

The course aims to provide students with the basics of the semiotics of taste and food. And it aims to make them know how to create coherent strategies for the concretization of these concepts for a company or territory in the relevant cultural and market environment.

Specifically, with regard to the individual topics of the course, the following aspects considered from the perspective of structural semiotics will be explored:

- Food as language
- Cultural value of food
- Pioneering studies on the semiotics of taste and food
- Food design and semiotics
- Logo and visual identity
- Food advertising
- Food packaging
- Food branding

## SYLLABUS

Hrs	Frontal teaching
8	Gastronomic discourse: food as language, principles of food semiotics (food as a modeling system, food in language, food as language)
8	Textuality and food; Narrativity and discursiveness in cultural food processes
8	The notion of taste: meanings of the term "taste," from individual taste to collective tastes, from aesthetics to society. Connections between taste and identity, taste and brand. Sociosemiotics of food.
6	food and visual identity: logo, food styles and taste ideologies
10	food packaging: functions, communicative strategies, forms of valorizations