



SPECIALIZING MASTER IN
DESIGN FOR FOOD

IV EDITION FEBRUARY 2025

Study Trip in partnership with:



Università di Scienze
Gastronomiche di Pollenzo
University of Gastronomic Sciences of Pollenzo

GENERAL OVERVIEW

The Specializing Master DESIGN FOR FOOD integrates extensive design skills with thematic and specific competences in the food area, related to humanities, gastronomic sciences, engineering, and food technology. It provides a wide-ranging designing capacity on processes and tools for the design of the food product-service system and a series of specific thematic in-depth studies useful for understanding cultural, sociological, anthropological, scientific, and technological factors.

As a whole, it provides an explanatory and comprehensive overview of food systems, from agricultural production to food processing, from distribution to consumption, from planning to

POLI.design's Masters

Specializing Masters combine academic strictness and business dynamics. These educational paths for graduate students include lectures, seminars, and workshops; they aim to transfer theoretical knowledge as well as practical tools to face the world of work from the very beginning.

recycling in a circular economy perspective.

The Specializing Master trains design and consulting profiles who are able to integrate creative and operational skills, through the development of hard and soft skills, which train participants to work in multidisciplinary teams, in competitive and highly strategic contexts, in quick and dynamic private and public organizations.

TRAINING OBJECTIVES

The Specializing Master DESIGN FOR FOOD aims to train professionals, entrepreneurs, independent innovators, and civil servants with competencies in the design and management of systems, processes, and product-services in the food sector.

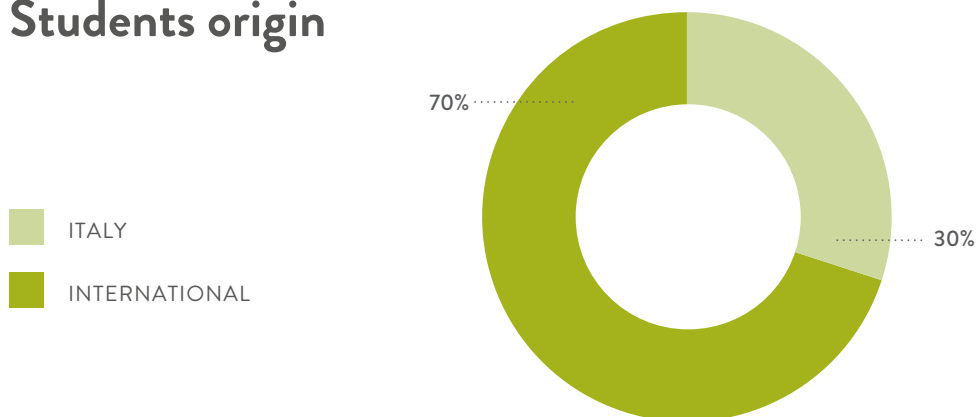
Professional Profiles characterized by a profile combining the design and experimental approach of design with the thematic knowledge of the logics of the food sector in all its extension “from field to table”, including the traditional and more advanced production and distribution systems and with a specific attention to sustainability.

The sector already expresses forms, experimentations, experiences, innovation and project-oriented cases, requires a transversal expertise able to integrate in a strategic way the different design factors. For this reason, the Specializing Master completes the design (in the disciplinary extension of systems, strategies, services, products-services, communication) and food engineering skills, brought by Politecnico di Milano, with the thematic and specific ones in the food area related to humanities, food technology and gastronomic sciences, brought by the University of Gastronomic Sciences.

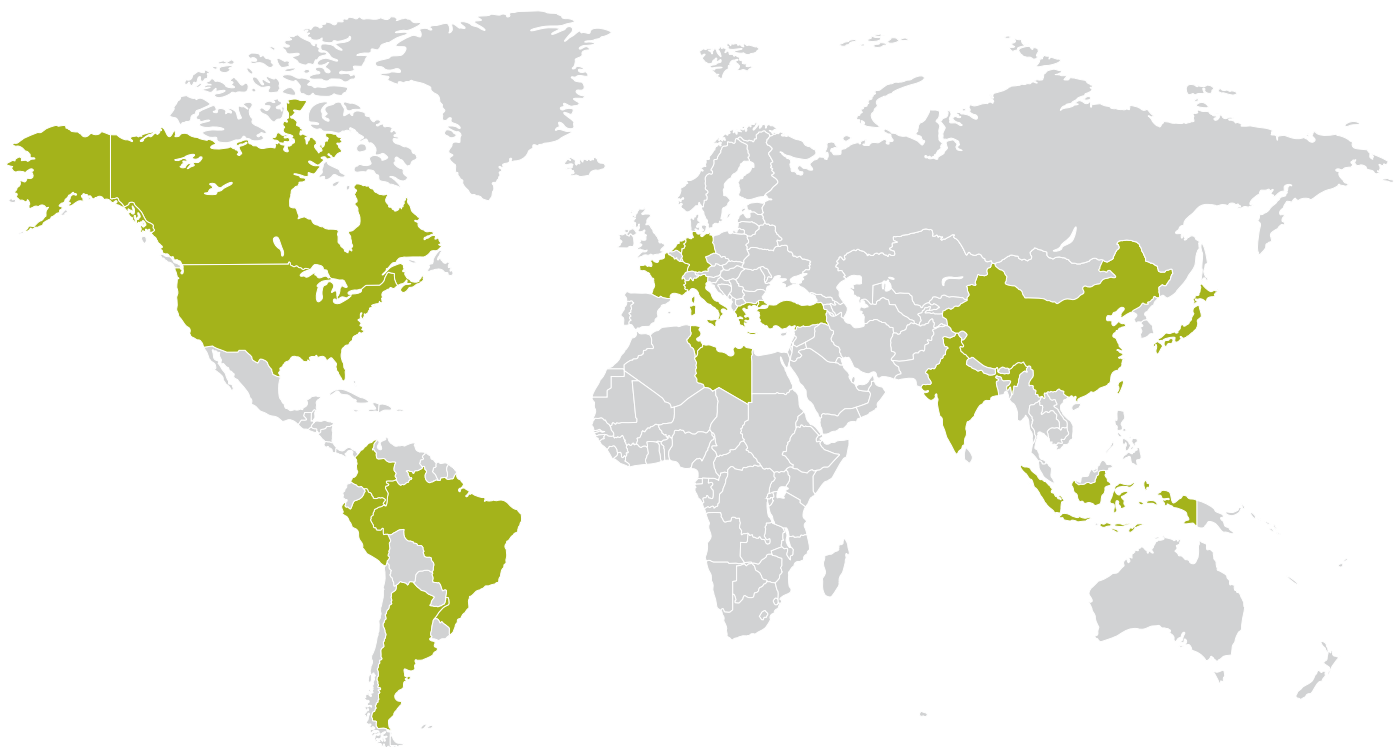
Participants will be able to:

- Understand the socio-economic and environmental transformations of the sector, outline innovative models and strategic orientations for sustainable design;
- Understand and design the territorial impacts of food supply chains;
- Use theoretical and critical skills to define design opportunities;
- Understand and use the potential of sector technologies and the main elements of production processes of different supply chains;
- Design complex solutions and articulate them in terms of product, service, communication, and space;
- Manage the main elements of food safety and planning;
- Manage all phases of the conception, design, development, and implementation of innovative solutions with an advanced perspective that includes participatory approaches;

Students origin



The course is characterised by an international class, with students from all over the world.
The programme is held in English.



INDIA | ARGENTINA | BRASILE | CINA | COLOMBIA | FRANCIA | GERMANIA | TUNISIA | GIAPPONE |
GRECIA | INDONESIA | CANADA | ITALIA | LIBANO | TURCHIA | OLANDA | PERÙ | TAIWAN | USA




25
students
max

1000
hours
440 teaching+
500 internship

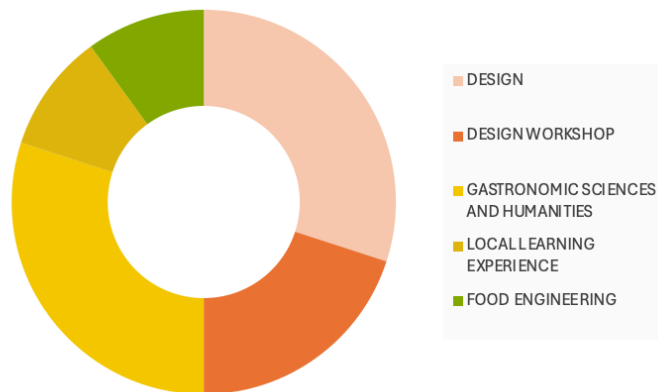
15
months
5 months of intensive
teaching (3-5 days per
week) + 3-6 months
of internship + thesis
and final exam

€16.500
cost

Didactics

LESSON PLAN	HOURS	
LESSONS	440	
SELF STUDY	500	
INTERSHIP	500	

Learning modules



Design Workshop in partnership with food companies



Lessons with experts



Hands-on approach

DIDACTIC PLAN

The teaching approach combines theory and practice by alternating lectures and hands-on activities (group work, exercises, and projects). The didactic path is characterized by:

Lessons: aimed to introduce the main topics of the program and provide students with a general framework;

Design classes: Acquisition of tools and methodologies for analysis and design development;

Workshop: “Hands-on” activities developed in collaboration with external companies aimed at applying tools and methodologies for developing product-service ideas;

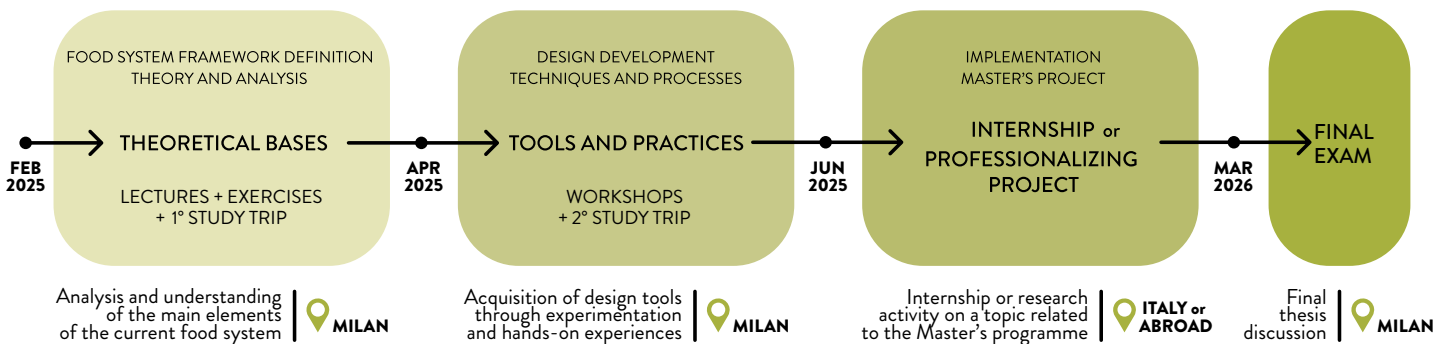
Study Trip in Piedmont: Organized in collaboration with Università degli Studi di Scienze Gastronomiche di Pollenzo: 10 days spent in Piedmont with teaching modules on the UNISG campus and visits to interesting food companies in the surrounding areas;

Study Trip in Emilia Romagna: A complete immersion to delve into the specific food topics of a typical Italian area.

At the end of the didactic activities, the program includes a final training experience, which can be:

Internship: 500 hours of training experience in a partner reality of the Master or suggested directly by the participants in agreement with the Master Board;

Professionalizing Project: A scientific research activity involving the in-depth study of issues shared between the Student and the Master Board.



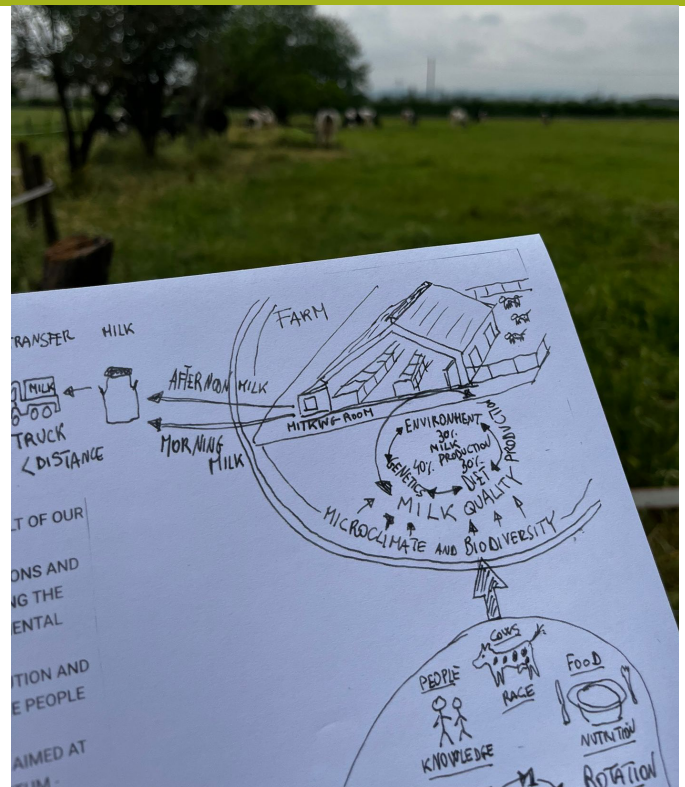
FEB-APR | THEORETICAL BASES - LECTURES + EXERCISES



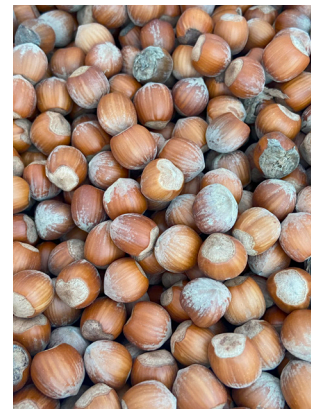
APR-JUN | TOOL AND PRACTICES - WORKSHOPS

WHAT IS A STUDY TRIP?

A Study Trip is a practical experience aimed at understanding a place's gastronomic complexity and teaching how to travel for a gastronomic purpose. It represents a unique local learning experience, combining educational visits, events, and tastings. Through first-hand interactions with producers and stakeholders, students have access to the backstage of typical food products. Each study trip provides an opportunity to discover and analyze a food system through a holistic approach, highlighting the connections between food and landscape, time, people, architecture, environment, and rituals. The study trip program consists of educational activities, including visits to production sites, conversations with professionals, and didactic meals, allowing students to reflect critically on concepts of origin, authenticity, tradition, and innovation while being provided with specific geographical, historical, and socio-anthropological contexts.



Study Trip - Emilia Romagna



Study Trip - Emilia Romagna

The costs of the study trips (travel, room, and board) are included in the registration fee.



Study Trip - Emilia Romagna

STUDY TRIP IN EMILIA ROMAGNA

(3-4 days)

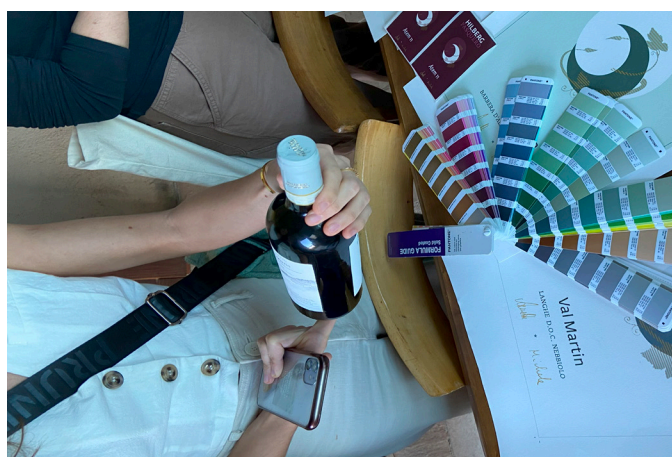
The study trip to Emilia Romagna offers students a complete immersion into a **typical Italian food production area** (called 'Food Valley'). It aims to delve into the production processes of some of the most famous food specialities (e.g., Parmigiano Reggiano cheese) through visits, meetings with experts, and tasting sessions.



Study Trip - Piedmont



Study Trip - Piedmont



Study Trip - Piedmont



Study Trip - Piedmont



Study Trip - Piedmont

STUDY TRIP IN PIEDMONT (10 days)

The Study Trip in Piedmont is organized in collaboration with **Università degli Studi di Scienze Gastronomiche di Pollenzo**. It represents a unique experience that mixes classes and visits to interesting realities and food companies in the surrounding areas. The teaching modules take place on the UNISG campus in Pollenzo, where students have the opportunity to experience the lessons in attractive spaces, such as the sensory lab or the food lab.

EMPLOYMENT OPPORTUNITIES

The job opportunities for graduates are manifold. These will be practitioners whose profiles combine the design and experimental approach with specific knowledge of the underlying logic of the food sector in its extension “from field to table,” considering traditional and innovative production and distribution systems, with specific attention to sustainability. For example, we can list:

R&D FOOD Project Manager: R&D managers for improving and implementing food processing and production processes;

FOOD Service & Product Designer: Professionals specialized in the conception and design development of sustainable food products and services;

FOOD Brand Manager: Marketing managers for the development and implementation of innovative food product-service lines;

FOOD Startupper/Entrepreneur: Inventors and self-employed entrepreneurs capable of transforming innovative ideas into sustainable new businesses in the agri-food sector;

FOOD Innovation Specialist: Professionals and consultants of innovative food strategies and policies within companies, public institutions, research centers, and third-sector organizations.

REQUIREMENTS

The Specializing Master welcomes candidates with a Degree or Specialist/Master’s Degree in Design, Engineering, Architecture, Economics and/or Management, Social Sciences/Humanistic Sciences, Gastronomic Sciences, Agriculture, Food Technology, or people with other types of degrees who have also gained significant professional and work experience and wish to strengthen their professional path in the field of food innovation, acquiring and developing specific and qualified competencies. The selection will be made based on the documentation sent, followed by a possible interview in English language (remotely). The selections will be made in chronological order with respect to the date of receipt of the application until all available places are filled.

DEADLINES

To take part in the selection process, the application form must be completed online within the following deadlines:

- Italian/foreign citizens with a qualification obtained in Italy by **November 3rd, 2024**
- Non-EU citizens with qualifications obtained abroad by **October 3rd, 2024**

PRICE

The Specializing Master costs **€16,500** (€16,000 participation fee + €500 enrollment fee at the Politecnico di Milano)
EXEMPT VAT ART. 10 DPR 633/72.

PARTNERS

Each edition of the Master in DESIGN FOR FOOD is enriched with new partners who collaborate in the design workshops aimed at developing new product-service solutions. his network is constantly expanding.

In the first editions, there were:



FACULTY

MASTER BOARD

SCIENTIFIC DIRECTOR



Stefano Maffei

Architect and PhD in Design, Full Professor of Design at the School of Design at Politecnico di Milano

CO-DIRECTORS



Francesco Bombardi

Architect, Visiting Professor of Industrial Design at the University of Modena and Reggio Emilia (Engineering Faculty)

DIDACTIC
COORDINATOR



Barbara Parini

Architect with a specialization in Design, he has been collaborating for more than 20 years with the Politecnico di Milano, dealing with teaching. Didactic Coordinator of the Master in Design for Food.

DIDACTIC ASSISTANT



Giovanna Gigante

Graphic Designer and Gastronome. Currently didactic assistant for the Master in Design for Food and gastronomic consultant for farms, producers and restaurants.

The Specializing Master in DESIGN FOR FOOD programme is taught by a multidisciplinary faculty, with academics from Politecnico di Milano and other Universities, and a selection of external professionals.

Silvia Barbieri

Founder of “The Branding Letters”, brand development creative agency based in Milan

Erik Ciravegna

PhD in Design (DLeCM) and expert in communication design, with a focus on packaging design and identity systems of brands and products

Stefano Citi

Designer and co-founder of “TourDeFork”, unique creative consultancy based in Milan

Giorgio De Ponti

Adjunct Professor of Integrated Design at Politecnico di Milano

Franco Fassio

Systemic Designer and PhD in Design, Associate Professor at the University of Gastronomic Science of Pollenzo (UNISG)

Michele Fino

Full Professor at the University of Gastronomic Sciences in Pollenzo and legal advisor of the Italian Federation of Independent Winegrowers (FIVI)

Paola Garrone

Professor of Business and Industrial Economics at the School of Management of Politecnico di Milano

Luisa Torri

Associate Professor of Food Science and Technology - Sensory and Consumer Science at the University of Gastronomic Sciences in Pollenzo

Dario Mangano

Associate Professor of Semiotics at the University of Palermo and director of the Laboratory of Communication of the Cultures and Societies Department

Gabriella Morini

Assistant Professor of Organic Chemistry at the University of Gastronomic Sciences in Pollenzo and member of the Advisory Board of the Nordic Food Lab (Copenhagen, Denmark) until its closure in 2018

Francesca Mostardini

Food technologist and expert in Food Packaging at the PackLab (University of Milan)

Beatrice Villari

Associate Professor of Department of Design, Politecnico di Milano and co-director of the Specializing Master in Service Design (POLI.design)

Gabriele Volpato

PhD in Social Sciences and Anthropology and Research Fellow at UNISG

CONTACTS

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POLI.design

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