



ADI ASSOCIAZIONE
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PRESS

Food Design Declaration Day

ADI sets out ten key principles for those who design and produce food and its services, with live testimonials from initiatives that use these ideas to combine economic development with quality of life.

A few clear principles to define what Food Design is and what it can do in practice to improve the lives of everyone: these are the ten points of the **Food Design Manifesto** developed by a working group put together by ADI which will be presented at the headquarters of the Lombardy Region in Milan.

Ten principles that establish a path to share with all the designers, businesses and users in order to achieve two fundamental objectives: the promotion of economic development in compliance with food-related resources and the improvement of living conditions for everyone.

Presenting the meeting will be **Fabrizio Sala**, Lombardy Region Councillor for EXPO 2015, Corporate Internationalization and Social Housing; **Luciano Galimberti**, ADI President; **Michele Perini**, President, Fiera Milano Group.

Marinella Ferrara (ADI Executive Committee) will address the meeting on the subject of the first edition of the ADI Compasso d'Oro International Award, dedicated to the theme of *Design for Food and Nutrition* to mark the occasion of EXPO 2015 while **Francesco Subioli** (ADI Executive Committee) will present the ten points of the Food Design Manifesto in his role as project coordinator.

This will be followed by the presentation of a number of significant experiences in the field of Food Design as told by the protagonists – designers and businesses – in a series of quick-fire presentations of the most interesting aspects that the industry has undergone in recent times: innovations, scenarios, problems and solutions.

“We believe” explains ADI President Luciano Galimberti “that in the proliferation of initiatives dealing with food that we are seeing on the eve of Expo 2015, design also has the task of clarifying the broader picture. We want to create a unifying force for ideas and initiatives in the food sector: that’s why we thought up the Food Design Manifesto, that’s why we chose Food Design in its entirety as the theme for the first edition of the ADI Compasso d'Oro International Award.”

Food Design Declaration Day

Thursday 18th December 2014, 9.30 am
Sala Pirelli, Palazzo Pirelli
via Fabio Filzi 22, 1st floor, Milano

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