

Support :



Provincia  
di Milano



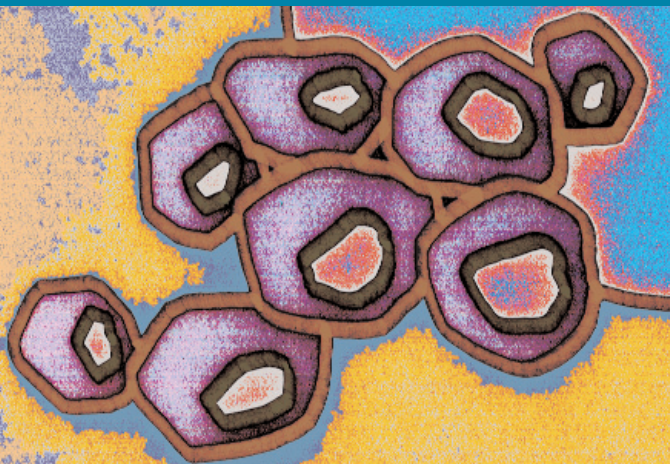
Slow Food



Istituto  
Europeo  
di Design

DA  
Domus Academy

Visual design Total Foot Milano Illustration Masana Ishikawa



## Slow+Design

Slow approach to  
distributed economy and  
sustainable sensoriality

International seminar  
Milan, 6<sup>th</sup> October 2006  
Palazzo Isimbardi, Via Vivaio 1  
Corso Monforte 35

A joint activity conducted by:

- \_Università di Scienze Gastronomiche
- \_Slow Food
- \_Politecnico di Milano, Facoltà del Design, dipartimento INDACO
- \_Istituto Europeo di Design
- \_Domus Academy

Sponsorship:



C.P.  
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## Seminar programme

### 9.30 Welcome

\_Provincia di Milano, *Filippo Penati*

\_Università di Scienze Gastronomiche,  
*Alberto Capatti*

\_Politecnico di Milano, *Alberto Seassaro*

\_Istituto Europeo di Design, *Aldo Colonetti*

\_Domus Academy, *Maria Grazia Mazzocchi*

\_Work starts. Presentation of programme (Università Scienze  
Gastronomiche/Slow Food), *Giacomo Mojoli*

### 10.00 Introduction

\_The Slow model, *Giacomo Mojoli*

\_Design and the Slow model, *Ezio Manzini*

### 11.00 Coffee break

### 11.15 First session

The valorisation of local resources and  
distributed economy

\_ Introductory talks:

*Cinzia Scaffidi (Slow Food), John Thackara (Doors of Perception)*

moderator *Anna Meroni*

\_Testimonials:

*Fondazione Symbola (Fabio Renzi), Slow Cities (Stefano Cimicchi)*

\_Discussion

*Han Brezet (TU Delft), Giancarlo Consonni (Politecnico di Milano),  
Peter Kisch (Distributed Economies Laboratories), Stefano Maffei  
(Politecnico di Milano), Carlo Rivetti (CP Company)*

### 13.00 Lunch Break

### 14.00 Second session

Process transparency and "de-mediation"

\_ Introductory talks:

*Carlo Bogliotti (Slow Food), Josephine Green (Philips Design)  
moderator Aldo Colonetti*

\_Testimonials:

*Fratelli Guzzini (Giorgio Di Tullio), Eataly (Oscar Farinetti)*

\_Discussion

*Giovanni Lanzone (Domus Academy), Raimundo Sesma (Advento),  
Ursula Tischner (Econcept), Arnold Tukker (TNO Delft)*

### 15.45 Open debate

### 16.15 Coffee break

### 16.30 Third session

Product experience and sustainable "sensoriality"

\_ Introductory talks:

*Nicola Perullo (Università di Scienze Gastronomiche),  
Ampelio Bucci (Mies Milano)  
moderator Giulio Ceppi*

\_Testimonials:

*Lush (Marco di Gregorio), Vino, Feudi di San Gregorio (Enzo  
Ercolino)*

\_Discussion

*Paola Bertola (Politecnico di Milano), Gianluca Giordano (CRIED),  
Andrea Granelli (Domus Academy), Jagi Panghaal  
(Lifetools, New Delhi), Chris Ryan (University of Melbourne),  
Marco Riva (Università Scienze Gastronomiche)*

### 18.15 Conclusion and end of work

### Scientific Committee

\_Alberto Capatti

\_Giulio Ceppi

\_Aldo Colonetti

\_Ezio Manzini

\_Anna Meroni

\_Giacomo Mojoli