



ADI ASSOCIAZIONE  
PER IL DISEGNO  
INDUSTRIALE

# FOOD DESIGN MANIFESTO

by the ADI Food Commission  
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## DEFINITION

Food Design is the design of food (Food Facts), or rather the activity of processing food more effectively in order to make the action of purchasing edible substances in a given context, environment or place of consumption both correct and pleasurable. Food Design analyzes the reasons why we perform a food act in order to better understand how to design it and how to adequately meet the needs of the user. Food Design deals with edible products, communication, packaging, services and places related to the sale and consumption of food.

## Food Design in Ten Points

- 1) **Food Design** deals with *design* in the food sector.
- 2) **Food Design** is a specific design area that aims to produce effective solutions for the *enjoyment of food* in *specific contexts* and situations.
- 3) **Food Design** aims to give *shape* to the *interfaces and services* in the way that is most appropriate to the circumstances in which the product is consumed.
- 4) The *manufacturability* and the *seriality* of a product or service are the conditions under which a design may be classified as **Food Design**.

- 5) The main criteria that an edible **Food Design** product has to satisfy are: *portioning, modularity* and *format* being appropriate to the *context* and *tools* in and with which it will be consumed.
- 6) A **Food Design** product is designed to offer a *service* to one or more *persons* who have demonstrated certain *needs*, or to make an action related to food more *effective* through a tool derived from its design.
- 7) **Food Design** means designing according to *standard Design procedures* that in addition to purely formal or decorative research, also involve research into innovation in the *processes* related to production, distribution and consumption.
- 8) **Food Design** is a privileged tool and particularly effective in the *development* and *promotion* of the *Territory* through its *oenogastronomic wealth*.
- 9) Due to its links with nutrition, **Food Design** can also be considered within the context of *Social Design* and can envisage partnerships with *no-profit* groups and organizations.
- 10) A **Food Design** product is designed with the sole purpose of *generating benefits* for the *User*. The entire process has to interact in order to prevent exposing the user to risks resulting from poor design or inadequate attention paid to the regulations regarding preservation, production technology, ergonomics and microbiology related to foodstuffs.