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Nota di contenuto	Cover; Title Page; Copyright; Contents; Author Biographies; Forewords; Acknowledgements; Part 1 The role of design and technology in the food industry; Chapter 1 Design and technology; All is flowing: ; How design influences our lives: form and function; The HGTV effect; Design in the food industry; Reasonable price; Adapted for small families, households with smaller numbers of people; Safety; Easy to open; Easy to see; Easy understanding of label claims; Easy handling; The role of product design in the food industry; Conclusions; Topics for further discussion; References Chapter 2 Design: from object to processThe expanding role of design; Why now? Drivers of change = the industry shifts + design expands; New platforms / new options; Speed to market / direct to market / new retail models; Open innovation / systems innovation; Creative economy / sharing economy; Maker culture / hacker culture / DIY / new craft; 3D Printing; Being design driven: icons at the intersection of business and design; The value of the designer: a new mindset; The era of the design entrepreneur; Design impact: making / meaning / transforming; Design as a process of exploration (making)

Design as a process of creating relevance (meaning) Design as a catalyst for change (transforming); The future of meaningful product experiences: design delivers; Creating meaningful food experiences; Conclusions; Topics for further discussion; References; Chapter 3 How food companies use technology and design; Form and function in action; Importance of design in the consumer goods industry; The role of technology and design in packaging innovation and renovation; Food safety, quality & environment; Supply chain; Suppliers; Costs; Consumers; Customers; Manufacturing; Conclusions
Topics for further discussions References; Chapter 4 Design and technology in academia: a new approach; From the beginning to today; The sponsored project: redefining products, experiences, brands and systems; Design as process for exploration; Design as a process for creating relevance; Design as a process of transformation; The expanding role of design/business being design driven + design being business driven; From "multi-discipline" to "Uber-multi-discipline" and the future of "design +"; Preparing the next generation of innovators/the "experience portfolio"
New ventures in design education/from non-profit to for-profit The future of design and technology in academia: new models/ new schools/new programs; Conclusions; Topics for further discussion; References; Chapter 5 Design and the business world; Design: the helper for business and technical; Design: the connector of business elements; The "n-dimensional design space" in the business environment; Typical and desirable business interactions inside today's consumer goods industry; Design: the enabler for logistics and supply chain; Design as a counterfeit fighter
The way forward: "down-to-earth design"

Sommario/riassunto

"Food products have always been designed, but usually not consciously. Even when design has been part of the process, it has often been restricted to considerations of packaging, logos, fonts and colors. But now design is impacting more dramatically on the complex web that makes up our food supply, and beginning to make it better. Ways of thinking about design have broad applications and are becoming central to how companies compete. To succeed, food designers need to understand consumers and envision what they want, and to use technology and systems to show they can deliver what has been envisioned. They also need to understand organizations in order to make innovation happen in a corporation. The authors of this book argue that design has been grossly underestimated in the food industry. The role of design in relation to technology of every kind (materials, mechanics, ingredients, conversion, transformation, etc.) is described, discussed, challenged and put into proper perspective. The authors deftly analyze and synthesize complex concepts, inspiring new ideas and practices through real-world examples. The second part of the book emphasizes the role of innovation and how the elements described and discussed in the first parts (design, technology, business) must join forces in order to drive valuable innovation in complex organizations such as large (and not so large) food companies. Ultimately, this groundbreaking book champions the implementation of a design role in defining and executing business strategies and business processes. Not only are designers tremendously important to the present and future successes of food corporations, but they should play an active and decisive role at the executive board level of any food company that strives for greater success"--
