Kakaw transformation planning production and consumption

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All know the inviting chocolate, celebrated in festive kermesse, turned into the last times in an increase fashion and in a phenomenon of custom. The idea to choose this enjoyable and unusual theme in my thesis, she was born from the consideration that treating itself of an industrial product needs a deepened planning. This is of competence of experts of alimentary technologies, chemical, scientists able to manipulate the product beginning from his molecular composition. But really this loss of citizenship of the chocolate, makes to enter game the planning of its characteristics more external or of its sensorial interface. He must be perceives as desirable, further to be it in the substance.

The way of the cacao
The result of search is a run that departs from the description of the commercial way of the faves of cocoa up to the transformation in the material chocolate, stings of departure for a project that places in the circle more and more frequented of the food design.

The bond emerges with the territory of Piemonte to whose production historically installed divides him among the artisan teachers that manage the enterprises to family level with handicraft production and urban and regional distribution and the average and great industry with the production in series and tied up capillary distribution of the projects of image and communication.

In the last times it enters game the figure of the external planner to the industry of production. The industry has an interesting productivity, but it has to conquer more and more segments of market tall, for which it needs pushes toward the innovation redrawing strategies of project through new configurations of the produced system and new connections with the circuits of the communication. This has done yes that the individualization of new typologies of chocolate had to involve the whole entourage of the world of the design and the architecture.
Students and designers are risked in the ideation of new chocolates: in the jobs it is difficult to come upon him in purely formal elaborations, it is always instead perceivable the tension of the project that has the tendency to make to emerge the essence and the quality of the chocolate, his morphology, the attention to the formalities of production and consumption.

Chocolate-therapy

The adults that purchase chocolate for if or for others, they do it in furtive and solitary way, they think about being weak, they are braked and they hide him. And comes the moment of to deliver and to reassure them from the senses of guilt because the chocolate favors the activity celebrate her, it gives a lash of energy, it raises the level of humor.

The chocolate released by the canonical places, enters the working context where stressful moments are lived. And a small daily help that assuages the stress, gives relax and it can lend a hand to the career. The rite of the tasting is united to that contemporary some movement. I put it in bag, in the small pocket of the jacket and I bring it to I walk.
CIOC&GO project proposes it as the new piemontese business, to taste in the office or around in the city. Destined to an adult target and worker, it answers to essential must what the question of the market, the technical and economic feasibility, the environmental ethics and the innovation of the project. And foreseen the sale near the points GDO.

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