## POLYTECHNIC OF TORINO FACULTY OF ARCHITECTURE 1 Degree in Architecture

## **Honors theses**

## Territory and Industrial Design. The province of Cuneo, inquiry and project

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This thesis research has inquired a regional productive reality, the province of Cuneo, giving life to a suitable model of surveying to different economic purposes, used here in order to realise an innovative product and to create round to it a network that fully takes advantage from the resources of a territory.

Now-a-days the complexity of industrial situation, in which the global component is strongly connoting the production, we find again to emerging the variable territorial premises. The joining between local and global safeguards the principle identity on which the local industrial systems (mainly the small and average enterprises) founded their economic fortunes having characterised the production of a territory opening itself towards international markets. The territorial variable in the actual scenes of the production brings consequences not negligible on innovations' trajectories, and important fallen back on the industrial product activity of planning, and particularly on the tasks that, within such sphere of activity, fall back today on industrial design.

It was chosen to inquire, to the province of Cuneo because of a diffuse and dynamic flexible industrial small-medium enterprises, operating in different fields, potentially ready to assume a national and international importance. The important presence of a substantially healthy handicraft that connotes itself as a district type (like the Saluzzo's area), in a position to join economies of specialisation with the typical flexibility of reduced productive dimensions. The presence of an industrial multiculture has concurred in the past and still today concurs to renewal ability according to the changing of market conditions.

A wide sample, more than five hundred companies preventively selected in basis to a type of connoted production from an unavoidable Design component (evident or potential), has been analysed through a survey preventively made to supply an interesting picture of the strongly live evidenced cuneese industrial production supported by mappings, business and product schedules. In this phase of monitoring we have been supported by the Chamber of Commerce, Industrial Union and by the Confartigianato of the province of Cuneo.



Example of business and product schedule with the related survey and the products' analysis

The statistic surveys and the considerations from the analysed documents have confirmed the importance of the food industry; one of the most representative examples of the binomial production-territory of the province, strategic part for the cuneese economy whose potentialities are not yet fully understood outside the regional borders. A field in. which the industrial Design could bring a fundamental contribution to the innovation of the product, and in general to the corporate identity renewal.

The factory taken as a case study – belonging clearly to the food industry - in order to face the planning and the development of an innovative product connected to the redesign of logo and of the corporate identity taking advantage from the resources of the cuneese territory industrial productions evidenced by the inquiry. Through all the monitored companies, Sebaste S.p.A. corporation of Gallo d.Alba has turned out particularly interesting introducing itself like a medium dimension factory, flexible with great potentialities, that places itself as fourth in the Italian market production of torrone, although it does not use media advertising.

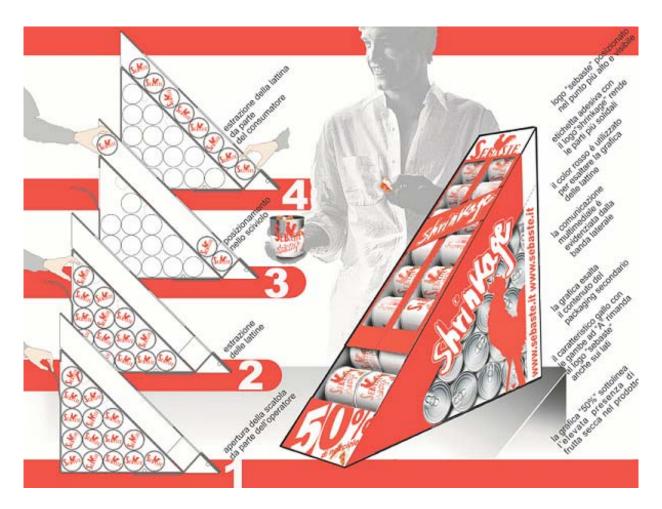
Sebaste S.p.A., which a qualitatively excellent product is produced, has a political management based exclusively on traditional image of torrone. The proposed plan wants to fully take advantage of the potentialities of the Sebaste product using innovative studies to involve a new target. in particular the under 30 target - regarding the traditional consumers.

Therefore a new product has been designed using the currently not sold stocked product for the creation of a new snack. The traditional stick comes crushed in mono-doses and put in alimentary aluminium cans. A careful study has been carried out on the packaging to underline the product identity and the brand.



New Sebaste product Shrinkage's packaging and core brand comunication

A careful study has been also carried out on the planning of an opportune display that recalls the consumer in the department store of sale.



New product shrinkage's department store display and its use

A detailed briefing has been followed aimed on the technological and production limits of the Sebaste S.p.A.. A new product has planned that could involve, in the production process, other enterprises of the Cuneo area. Creating a strategy of economic interrelations between the companies inquired for the creation of a network that participates to optimising the potentialities of the territory.

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