

ECO-CONCEPTION & ...DEVELOPPEMENT DURABLE

EATING TOGETHER RECITPROCITY DESIGN LIEGE /2015



FEEDING MILAN YES WEEKEND /2011





Transforming periurban sprawl south of Milan...



Lancio

costruzione dello scenario di relazione diretta (co-produzione)

attivazione canali di vendita

Mappatura dello stato dell'arte

seminario-Confronto

/ attivazione ristorazione collettiva
/ educazione permanente

/ Individuazione degli attori / co-produttori
/ potenziamento buone pratiche

seminario-Confronto

Implementazione della rete di servizi sul territorio

analisi:
/ distribuzione (commissario al minuto, mercati di strada, mercato dei produttori, sistema GDO)
/ domanda

riprogettazione dell'intermediazione locale (negozi di quartiere)

seminario-Confronto

consegna di un monumento territoriale alla città di Milano

CONFRONTO PERMANENTE E DISSEMINAZIONE - concimare

SCENARIO - pianificare le colture

VALORI E ORIENTAMENTO

ANALISI TERRITORIALE - saggiare il terreno

REPORT DELLA RICERCA TERRITORIALE

DESIGN DEI SERVIZI - tracciare il solco

PROGETTI PILOTA - seminare

MONUMENTO TERRITORIALE

Mappatura dello stato dell'arte

/ potenziamento buone pratiche
/ supporto aziende

/ Individuazione degli attori / produttori
/ potenziamento buone pratiche

Creazione dei servizi e costruzione delle linee guida per la loro realizzazione

analisi:
/ sistemi di produzione
/ patrimonio territoriale / gastronomia / produttori / sistemi energetico

Progetto della rete e delle infrastrutture per il sistema produttivo

Definizione delle tipologie di servizio di supporto

Implementazione della rete di servizi sul territorio

Rilascio della piattaforma che facilita la messa in rete degli attori e delle risorse

seminario-Confronto

seminario-Confronto

seminario-Confronto

Fotocomposizione: Politecnico di Milano Dip. Indaco - Lucia Di Sarli, Anna Meroni, Giulia Simeone. Foto originali di: Lucia Di Sarli, Anna Meroni, Carlo Berrami, Stefano Brambilla, Giulia Durante, Erica Moretti, Guido Rovi

Strategy: "short miles food and tourism"...



YES, WEEKEND!

Service's Offers



Service's Offers



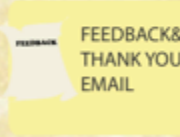
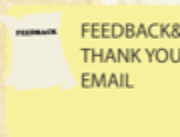
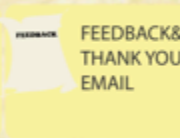
Interaction Map

ORDER AND PREPARATION

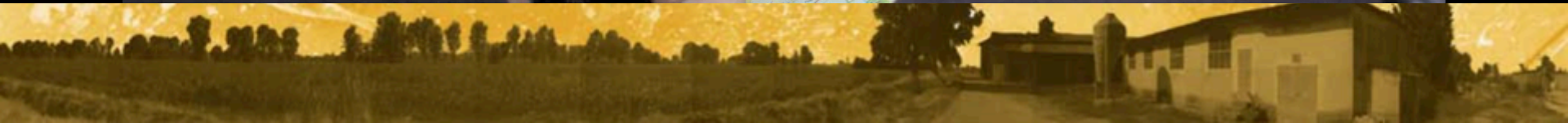
TRAVEL

ACTIVITIES

RETURN



Storytelling



I pick

You pick

we picnic



cappuccina

bakery



bridge



castle



market



station



..... Experimenting
..... Friendly learning process
..... Measuring creativity
..... Customizing cheese pack

cheese
LAB

1 DAY FARMER

Join Cascina Cappuccina's Farmer for one day program to gain much farming skills and help the cascina sustain its diversified organic crops while having a great time outdoors with other farming enthusiasts

Saturdays and Sundays
from 9am till sunset
Cascina Cappuccina, Melogno
facebook.com/cascinacappuccina



Mercato della Terra
NUTTE MILANO

EXPERIENCING
the activity
HAVING FUN



EXPERIENCING
the activity
UNDERSTANDING EMOTIONS



WELCOME TO SAINT GILLES CAMPUS FOOD ST-GILLES /2012+2014



Diffused Campus Saint Gilles

Collaborative services in a campus environment diffused in an urban area...

...a neighbourhood with about 30 schools from kindergarten to university and 10 000 students for 5000 inhabitants

"Diffused Campus"

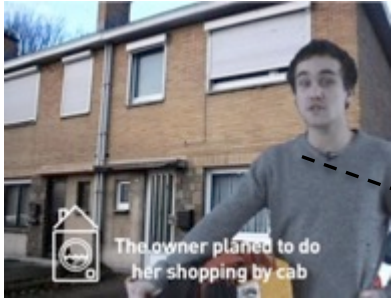


**a campus environment diffused in the urban area...
a new identity for the neighbourhood...
a starting point to regenerate social fabric...**



Campus Saint-Gilles

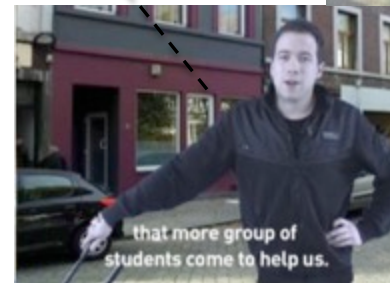




Campus Saint-Gilles



Mosaic scenarios...



Collaborative services

Job
Minut

When a local people
needs help for a job,

to meet and bond with
new arriving students.



That's why I participate in
"A grand ma' for dinner"



The owner planned to do
her shopping by cab

This service is free of course !

les TABLES
de SAINT-GILLES

"les tables de saint-gilles.com"
for the first time

Video-Sketches presenting Collaborative services from user point of view;

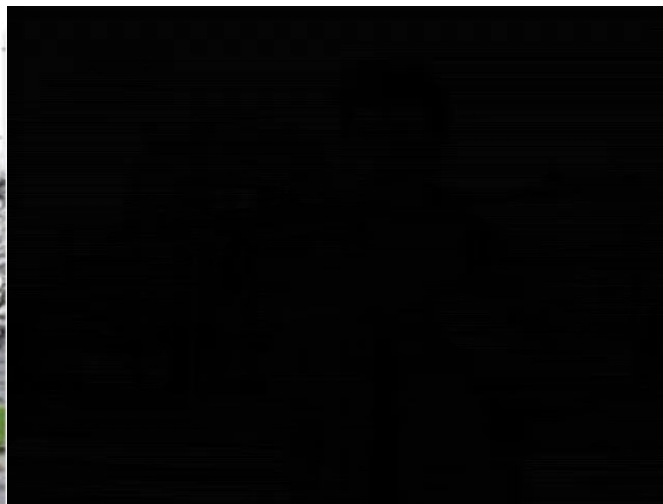
to meet retired people who want
to get some human contact

that more group of
students come to help us.



a playful means to become
enlightened and make sport.

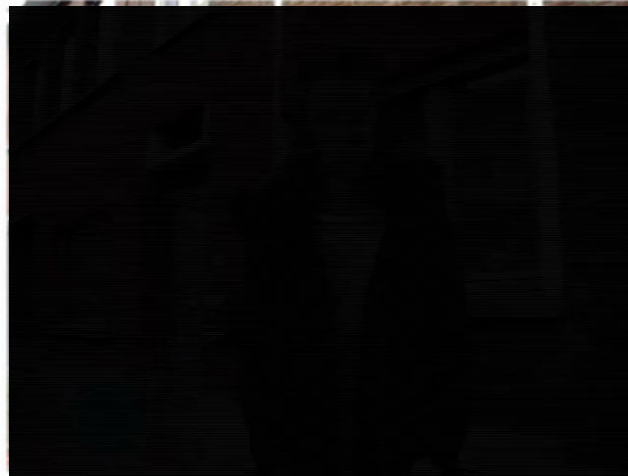
/ LES TABLES DE SAINT GILLES / MARTIN DUCHÊNE

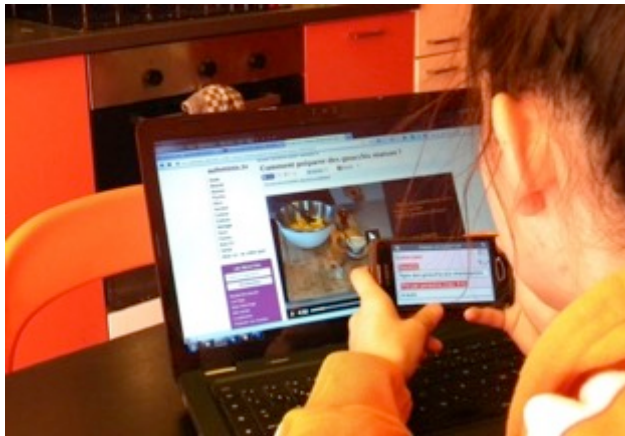


/ THE ORGANIC WHEELBARROW / JÉRÉMY HUSQUIN



/ A GRAND MA FOR DINNER / AQUITANIA PRANA





a solution to

Reengage students in preparing and eating more healthy and sustainable food.

intended for

Students living in St Gilles and inhabitants in general.



how it works

BlaBlaTable is a cooking social network where to find new cooking mates for the time of cooking a new recipe and enjoying a good and cheap meal together.



BlaBla Table

Sigfried Kellens, Thomas Heliot, Christina Van hove – La Cambre, Brussels



Brunch de Bon Sens

Laure Hirschfeld, Laurie Termeczky – La Cambre, Brussels

a solution to

Reengage students in preparing and eating more healthy and sustainable food.

intended for

Students living in St Gilles and inhabitants in general.

how it works

Brunch de Bon Sens is connecting lonely students and elderly for a brunch based on food waste from the street market and cooked together.

EATING TOGETHER /2015

The common denominators of these 4 inspiration projects are for sure:

- a 'hosting household' in St Gilles (including a family or students' cohousing)
- a 'visiting student'
- an exchange around a meal (including exchanges in terms of shopping/getting the food, cooking the meal, teaching how to cook, sharing expense, sharing socialisation, etc.)

EATING TOGETHER /2015

Imagine an EATING TOGETHER service between a student and a family living in St-Gilles

Imagine an exchange around a meal (including exchanges in terms of shopping/getting the food, cooking the meal, teaching how to cook, sharing expense, sharing socialisation, etc.)

And try it!



THE PROJET JOURNEY

The proposed process for the course could be:

10/02/15 from 9:00 to 11:00 - **GET THE IDEA...**

- _ presentation of design exercise 'Campus Food St Gilles'
- _ forming the groups and matching each group with a family
- _ each group ends up with one idea they want to experiment

between 10/02/15 and 03/03/15 - **TRY IT...**

- _ groups get in contact with the families and propose their experimentation
- _ they set a date and students organises material and ingredients for the experimentation
- _ experimentations take place (i.e. a student shop for a grand mother, they cook and eat together)
- _ each experimentation is videotaped...

03/03/15 from 9:00 to 13:00 - **DESIGN IT...**

- _ students presents their experimentation editing a 5 min. movie from their video rushes
- _ groups work on what they learned from the experimentations and fine tune their service

05/05/15 from 9:00 to 11:00 - **FINAL PRESENTATIONS...**

- _ groups present their services through a poster and a (reedited) movie



EATING TOGETHER /2015

Votre service...

Qui du côté habitants (décrivez un profil type/persona)?

Qui du côté étudiants (décrivez un profil type/persona)?

Comment ils se rencontrent (la première fois, les autres fois)?

Groupe:

1

EATING TOGETHER /2015

Votre service...

Qu'est ce qu'ils échangent autour du repas (avant, pendant, après)?

A chaque étape en quoi votre service les aide (pourquoi c'est mieux)?

Groupe:

EATING TOGETHER /2015

Votre expérimentation...

Qu'est ce que vous voulez tester?

Qu'est ce que pensez apprendre de l'expérimentation / comment est-ce que cela va vous aidez dans le design de votre solution?

Groupe:

3

EATING TOGETHER /2015

Votre expérimentation...

Comment vous organisez l'expérimentation (qui en utilisateur? de quoi vous avez besoin? comment est-ce que cela va se dérouler?)

Qu'est-ce que vous devez convenir/discuter avec votre famille à Liège?

Comment/qu'est ce que vous filmez?

Groupe: