

First Name Francesca  
Surname Zampollo  
www.francesca-zampollo.com  
www.ifooddesign.org  
www.onlineschooloffooddesign.org  
www.insearchofmeaningfulfood.com

## EDUCATION AND QUALIFICATIONS

Date October 2008 – November 2013  
Qualification **PhD**  
Thesis Title *Meaningful Eating: a New Method for Food Design*  
My research investigates the possibility of Design Thinking methods applied to the Food Design discipline in particular.  
University London Metropolitan University, London, UK.

Date October 2012 – September 2013.  
Qualification **Postgraduate Certificate in Learning and Teaching in Higher Education** (with Distinction)  
University London Metropolitan University, London, UK

Date September 2007 – September 2008  
Qualification **MA by Project**  
Subject of research Food Experience Design  
University London Metropolitan University, London, UK.

Date September 2003 - February 2007  
Qualification **BA in Industrial Design** (final grade: 103/110)  
Thesis Title *Snack it easy. Analysis of Snack scenarios. Definition and design of a chocolate snack.*  
University Polytechnic of Turin, Turin, Italy.

## RELEVANT CAREER HISTORY

**Full time Food Design consultant, speaker, writer, content creator (YouTube), online teacher.**

**Founder of Online School of Food Design.**

Date November 2015 – at present  
Main Clients Pepsi Co. (Pepsi Global, Food and Drink), ZODIAC Aerospace.

**Founding Editor of International Journal of Food Design**  
Publisher Intellect  
Date Principal Editor between August 2014 – November 2015

**Food Design Consultant**  
Date January 2012 – at present

	<b>Co-Chair and Chair of Reviewing Committee of the <i>Second International Conference on Food Design</i></b>
Conference Website	<a href="http://www.fooddesign2015.com">http://www.fooddesign2015.com</a>
Conference Date and Location	November 5-7, 2015. The New School, New York, USA.
	<b>Guest Editor of Special Issue on Food Design</b>
Journal	This special issue will be the first academic publication on Food Design <i>Hospitality &amp; Society</i> , Vol 3: Issue 3, pages 181-187 (2013)
	<b>Chair and Organizer of the <i>International Conference on Designing Food and Designing for Food</i></b>
Conference Website	This was the first academic conference on Food Design <a href="http://www.fooddesign2012.com">http://www.fooddesign2012.com</a>
Conference Date and Location	June 28-29, 2012. London Metropolitan University, London, UK.
	<b>Chair and Organizer of the <i>1<sup>st</sup> International Symposium on Food Experience Design</i></b>
Symposium webpage	<a href="http://www.ifooddesign.org/events/symposium-2010.php">http://www.ifooddesign.org/events/symposium-2010.php</a>
Date and Location	November 9, 2010. London Metropolitan University, London, UK.
	<b>Co-Organizer of the <i>6<sup>th</sup> Food Design® Competition</i></b>
Competition Website	<a href="http://www.food-design.it">www.food-design.it</a>
Date	2009/2010. Submission Deadline June 15, 2010.
	<b>Co-Curator of the <i>London Exhibition for the 6<sup>th</sup> Food Design® Competition.</i></b>
Date	November 9 - 26, 2010.
Location	London Metropolitan University, Parker Gallery, 41 Commercial Road, London E1 1LA.
	<b>Founder of <i>International Food Design Society.</i></b>
Date	<a href="http://www.ifooddesign.org">www.ifooddesign.org</a> October 2009
	<b>Founding member of Red Latinoamericana de Food Design (redLaFD)</b>
Date	October 2013
	<b>Visiting Scholar at Food &amp; Brand Lab, Cornell University</b>
Date	April 1, 2009 – September 30, 2009
Organization name and address	Food & Brand Lab, Cornell University. 109-110 Warren Hall, Ithaca, NY 14853
	<b>Design Internship at Venchi s.p.a.</b>
Date	January 2006 – March 2006
Main responsibilities	Graphic design of 2006 Christmas Catalogue. Graphic design of various products' packaging. Design of chocolate snack <i>Unico</i> . <i>Unico</i> has been produced and sold in Italy for the past 7 years.
Company	Venchi s.p.a.

## TEACHING

### Senior Lecturer

University Auckland University of Technology  
Courses Taught Design Thinking, Service Design, Design Collaboration  
Research Topics Food Design, Food Design Thinking and *In Search of Meaningful Food*.  
Date July 2014 – November 2015

### Workshop Leader

Topic of lecture Workshop on Food Design Innovation for university students and staff (Design and Food Engineering departments).  
University Tecnologico de Monterrey, Campus Queretaro (Queretaro, Mexico),  
Date March 7, 2014.

### Academic Leader

Type of participation Participation to the project "Lideres Academicos". One-week involvement in teaching activities in Design and Food Engineering courses.  
University Tecnologico de Monterrey, Campus Queretaro (Queretaro, Mexico).  
Date March 3-7, 2014.

### Lecturer

Topic of lecture Qualitative Data Analysis. Lecture for MA Design students.  
University University of Brighton (Brighton, UK). Faculty of Arts.  
Date November 28, 2013

### Workshop Leader (together with Pedro Reissing)

Topic of workshop Workshop on Food Design open to university faculty, students, and external professionals.  
University Universidad De La Republica (Montevideo, Uruguay). Faculty of Architecture.  
Date October 25, 2013

### Lecturer and Studio Leader: Meaningful Food

Topic of studio Food Design: designing with food and designing for food.  
Course MA Product and Furniture Design and BA third year Product and Furniture Design  
University London Metropolitan University, John Cass Faculty of Art, Architecture and Design.  
Date October 2012 – June 2013 (30 weeks taught studio)

### Lecturer

Topic of lecture Research process in Design. Lecture for MA Design students.  
University London Metropolitan University, John Cass Faculty of Art, Architecture and Design.  
Date March 8, 2012

### Workshop Leader

Topic of workshop Design thinking for Food Design: using design methods in the first phase (Preparation) of the Eating Design process.  
Course MA Design  
University London Metropolitan University, John Cass Faculty of Art, Architecture and Design.  
Date November 15, 2011

**Teaching Assistant**  
 Group lessons and support on academic writing and project development for MA Design students.  
 University London Metropolitan University, John Cass Faculty of Art, Architecture and Design.  
 Date February – March 2011

**Teaching Assistant**  
 Module title 3D Design. The theme of the module was Food Design, for which I provided specific knowledge import.  
 Course BA Design  
 University London Metropolitan University, John Cass Faculty of Art, Architecture and Design.  
 Date Spring Semester 2010

## ACADEMIC CONFERENCES AND PRESENTATIONS

Conference Name **POPCAANZ 2015**  
 Presentation Title Discovering Meaningful Food  
 Conference Date and Location June 29 – July 2, 2015. Massey University, Wellington, New Zealand.

Conference Name **Design for Business. Research Conference**  
 Presentation Title Food Design for Business  
 Conference Date and Location May 11-13, 2015. ACMI & NGV International Melbourne, Australia.

Conference Name **New Zealand and Australia Sensory Symposium 2015**  
 Presentation Title *On Food Design and Food Design Thinking*  
 Conference Date and Location February 16-18, 2015. Wiheke, Auckland, New Zealand.

Conference Name **Understanding and Fostering Creativity in the Kitchen**  
 Presentation Title *Idea Generation for the Food Design Process.*  
 Conference Date and Location July 7-8, 2014. University of Surrey, UK.

Conference Name **International Food Design Experience, Conference and Studio.**  
 Workshop Title *Thoughts for Food: a Food Design Tool for Idea Generation.*  
 Conference Date and Location July 2-4, 2014. Otago Polytechnic. Dunedin, New Zealand.

Conference Name **Activating Students Engagement. Learning and Teaching Conference 2013.**  
 Presentation Title *The "WOW" Factor. Engaging and authentic assessments.*  
 Conference Date and Location July 9, 2013. London Metropolitan University, UK.

Conference Name **Design Research Society 2012**  
 Paper Title *Designing New Meanings. A Design Method for Eating Design.*  
 Conference Date and Location July 2-5, 2012. Chulalongkorn University, Bangkok, Thailand.

Conference Name **PhD Event**  
 Presentation Title *Designing New Meanings: a Design Method for Eating Design. My research Process.*

Conference Name	<b>Design Principles and Practices</b>
Presentation Title	<i>Food Design, focus and context of a new discipline.</i>
Conference Date and Location	February 2 - 4, 2011. La Sapienza University, Rome, Italy.
Conference Name	<b>Food in Bloom: Cross Pollination and Cultivation of Food Systems, Cultures and Methods.</b> ASFS/AFHVS Conference.
Presentation Title	<i>Food experiences: the Food Design's response to our society changing needs.</i>
Conference Date and Location	June 2 - 6, 2010. Indiana University, Bloomington, IN.
Conference Name	<b>BSA Food Study Group Conference</b>
Poster Title	<i>Food Experience Design</i>
Conference Date and Location	June 29, 2010. British Library, London, UK.

## ACADEMIC WRITING

Title	<b>Food Design Thinking: a branch of Design Thinking specific to Food Design</b>
Author	Francesca Zampollo, Matthew Peacock
Journal	The Journal of Creative Behaviour, Vol 0, Issue 0, 2016, p.1-10
Title	<b>Welcome to Food Design.</b> Editorial
Author	Francesca Zampollo
Journal	International Journal of Food Design, Vol 1, Issue 1, 2015, p.3-9
Title	<b>The Wonderful World of Food Design: a Conversation with Marije Vogelzang.</b> Interview
Author	Francesca Zampollo
Journal	International Journal of Food Design, Vol 1, Issue 1, 2015, p.65-71
Title	<b>TED: a Design Method for Meaningful Eating Design</b>
Author	Francesca Zampollo
Available on	Academia.edu
Title	<b>Design-Driven Innovation VS User Centred Design. Not Really.</b>
Author	Francesca Zampollo
Available on	Academia.edu
Title	Editorial: <b>Food and Design: Space, Place and Experience.</b>
Author and Guest Editor	Francesca Zampollo
Journal	<i>Hospitality and Society.</i> Vol 3: Issue 3, pages 181-187 (2013)
Title	<b>Designing New Meanings. A Design Method for Eating Design.</b>
Author	Francesca Zampollo
Conference Proceedings	Design Research Society 2012. July 2-5, 2012, Bangkok, Thailand.
Title	<b>Biting Versus Chewing: Eating Style and Social Aggression in children.</b>
Authors	Brian Wansink, Francesca Zampollo, Guido Camps, Mitsuru Shimizu.
Journal	<i>Eating Behaviours,</i> Vol 15: Issue 2, pages 311-313 (2014)

Title **Looks Good Enough to Eat: How Food Plating Preferences Differ Across Cultures and Continents.**

Authors Francesca Zampollo, Brian Wansink, Kevin M. Kniffin, Mitsuru Shimizu, and Aki Omori.

Journal *Cross Cultural Research*. Vol 46; Issue 1, pages 31-49 (February 2012)

Title **Food Plating Preferences of Children: the Importance of Presentation on Desire for Diversity.**

Authors Francesca Zampollo, Brian Wansink, Kevin M. Kniffin, Mitsuru Shimizu.

Journal *Acta Paediatrica*. Vol 101, Issue 1, pages 61-66 (January 2012)

Title **Toward a sub-categorization of the food design aspects a Food Design wheel.**

Author Francesca Zampollo.

Title **Food experiences. The Food Design's response to our society changing needs.**

Author Francesca Zampollo.

Journal Abstract published on *Appetite*. Vol 56; Issue 2, pp. 548-549 (2011)

Title **Biting Versus Chewing: Eating Style and Social Aggression in Children.**

Authors Francesca Zampollo, Brian Wansink, Guido Camps, Mitsuru Shimizu.

Journal Abstract published on *The FASEB Journal*. Vol 24; 94.4 (2012)

## OTHER WRITING

Title **An Edible Taxonomy**

Author Francesca Zampollo

Publication Title *Experimenta Food Design*

Volume 67/68

Page 158

Title **Texture**

Book Title *Bellwether: Food Trends 2015*

Author Julia O'Doherty

Editor Morgaine Gaye

Publisher MJ Creative, London

Date 2013

Title **Yiyecek tasarımı üzerine** (On Food Design)

Magazine *YemekveKültür* (Turkish food magazine)

Date Issue 33, Summer 2013, pp.67-71.

Title **Introducing Food Design**

Introductory chapter for book showcasing the selected projects of the Food Design competition *Grandma's Design*.

Book Title *Food Inspires Design*

Coordinated by Steven Cleeren and Annelore Smith

Publisher *Stickting Kunstboek*

Date 2013 (pp. 8-13)

## TALKS

Event Name	<b>Barnraise 2017</b>
Presentation Title	<i>What can Food Design do?</i>
Event Date and Location	October 8-11, 2017. IIT Institute of Design, Chicago, USA
Event Name	<b>Sustainable Brands Rio 2016</b>
Presentation Title	<i>Food Design, design beyond food.</i>
Event Date and Location	June 21-22. Rio De Janeiro, Brazil
Event Name	<b>Food &amp; Technology Summit, Guadalajara 2016</b>
Presentation Title	<i>Food Design, more than food, more than design.</i>
Event Date and Location	June 1-2, 2016. Guadalajara, Mexico.
Event Name	<b>CHME16</b>
Presentation Title	<i>Food Design: Moving beyond food</i>
Event Date and Location	May 4-6, 2016. Ulster University, Belfast, Northern Ireland
Event Name	<b>Interactive talk as part of the exhibition In Search of Meaningful Food</b>
Presentation Title	<i>In Search of Meaningful Food</i>
Event Date and Location	November 29, 2014. Art gallery OltreDimore, Bologna, Italy.
Event Name	<b>Interactive talk as part of the exhibition In Search of Meaningful Food</b>
Presentation Title	<i>Food Design. An introduction to this discipline and its sub-categories.</i>
Event Date and Location	November 15, 2014. Art gallery OltreDimore, Bologna, Italy.
Event Name	<b>Secundo Enquentro RED Latinoamericana De Food Design</b>
Presentation Title	<i>Food Design Thinking</i>
Event Date and Location	October 22-24, 2014. Industrial Taylor, Bogota', Colombia.
Website	<a href="http://disfrutadiseno2014.uniandes.edu.co">http://disfrutadiseno2014.uniandes.edu.co</a>
Event Name	<b>Lideres Academicos Project. Evening Talk</b>
Presentation Title	<i>I can Innovate. But How?</i>
Event Date and Location	March 7, 2014. Tecnologico de Monterrey, Campus Queretaro, Queretaro, Mexico.
Event Name	<b>Food Design. Conferencia by Francesca Zampollo.</b>
Presentation Title	<i>Food Design</i>
Event Date and Location	October 24, 2013. Universidad De La Republica. Montevideo, Uruguay.
Event Name	<b>Food &amp; Technology Summit</b>
Presentation Title	<i>I food Design. Do you?</i>
Event Date and Location	October 21-22, 2013. Buenos Aires, Argentina.
Event Name	<b>Food &amp; Technology Summit</b>
Presentation Title	<i>I food Design. Do you?</i>
Event Date and Location	September 25-26, 2013. Mexico City, Mexico.
Event Name	<b>Creative Mikser 8</b>
	Event on Food Design part of the Warsaw Design Week, Organized by the British Council.
Presentation Title	<i>Exploring Food Design</i>

Event Name	<b>Grandma's Design</b> Launch Event for Food Design Competition Grandma's Design
Presentation Title	<i>What is Food Design?</i>
Event Date and Location	November 20, 2012. Brussels, Belgium
Conference Name	<b>Hoy Es Diseño</b> Design Conference organized by ICESI University
Presentation Title	<i>On Food Design</i>
Conference Date and Location	November 1 – 2, 2012. Cali, Colombia.
Conference Name	<b>CoCreation Camp #1 – Pechakucha</b> ( <a href="http://pechakucha.architempo.net/">http://pechakucha.architempo.net/</a> )
Presentation Title	<i>Designing Food and Designing For Food.</i>
Conference Date and Location	November 20 – 21, 2011. Brussels, Belgium.

## EXHIBITIONS

Title	<b>In Search of Meaningful Food</b>
Exhibition title	Virtually POP
Part of event	POPCAANZ, 2015
Curator	Julieanna Preston and Adam Geczy
Location	Massey University, Wellington, New Zealand
Date	June 29 – July 2, 2015
Title	<b>In Search of Meaningful Food</b>
Exhibition title	Design to Feed the World
Part of event	Cumulus 2015, Expo 2015.
Curator	Organised by Cumulus, the International Association of Universities and Cumulus, the International Association of Universities and Colleges of Art, Design and Media, with Politecnico di Milano and Sapienza University of Rome.
Location	Fabbrica del Vapore, Milan, Italy
Date	June 6, 2015
Title	<b>In Search of Meaningful Food</b>
Event	Preview Exhibition: Design to Feed the World
Curator	Organised by Cumulus, the International Association of Universities and Cumulus, the International Association of Universities and Colleges of Art, Design and Media, with Politecnico di Milano and Sapienza University of Rome.
Location	Salone Satellite, Salone Del Mobile, Milan, Italy
Date	April 14-19, 2015
Title	<b>The Taste of Meaningful Food</b>
Event	Performance at Auckland White Night, part of Auckland Art Festival
Curator	Jillian de Beer
Location	Brown's Café, 417 Remuera Road, Auckland, New Zealand.
Date	March 14, 2015
Title	<b>In Search of Meaningful Food</b>



Curator Veronica Veronesi  
Date November 15, November 29, 2014

#### OTHER

**Judge for Food Design competition 1<sup>st</sup> National Industrial Food Design Competition**

Organized by Istanbul Cereals, Pulses, Oil Seeds And Products Exporters Union

Date December 2013 – May 2013

**Judge for the Food Design competition *Grandma's Design***

Date May 2013

**Judge for *The Grocer Food & Drink Awards***

Date November 2010

#### DESIGN ACHIEVEMENTS

**Winner of the Food Design Competition "*Precious and delicious*".**

The proposed project was selected as one of the four winners, and it was produced and exhibited at the Venetian Resort Hotel Casino, Las Vegas NV, JCK Sands Expo & Convention Centre (May 30 – June 3, 2008) and Hong Kong (September 11, 2008).

Organization name ADI Delegazione Food Design – Italy

Date May 31, 2008

**Fourth Prize at the 4<sup>th</sup> Food Design® Competition**

Organization name Studio OneOff – Turin – Italy

Date May 15, 2007

**Design of chocolate snack *Unico*.**

Selected for the ADI Design Index 2007 Catalogue. [www.adi-design.org](http://www.adi-design.org)

Unico has been in production since 2007.

Company Venchi s.r.l.