

# *PORTFOLIO\**

DESIGN

FOOD

PRODUCT

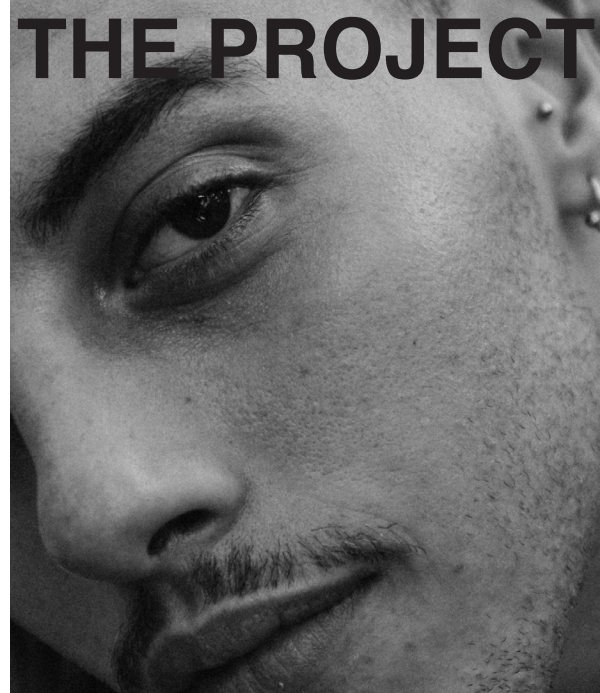
EXPERIENCE

*RICCARDO PIETRUCCI*



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**I'M RICCARDO PIETRUCCHI    A    *PRODUCT*  
DESIGNER FROM ROME , BASED IN MILAN,  
WITH A PASSION INTO *FOOD* , *PEOPLE*    &  
*STORIES*, EMBRACING THE PROJECT WITH  
EMPATHY AND TOUCH.**





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*branding, food, product & interior.*

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*food & product.*

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*product, rendering & modelling.*

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*product, rendering & modelling.*

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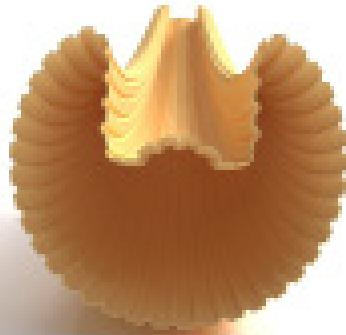
*fashion product & modelling.*

# → **FOOD\***

RENDERING



BRANDING



PRODUCT



CULTURE

# ***Bice*** × ***Frosta*** *Space*



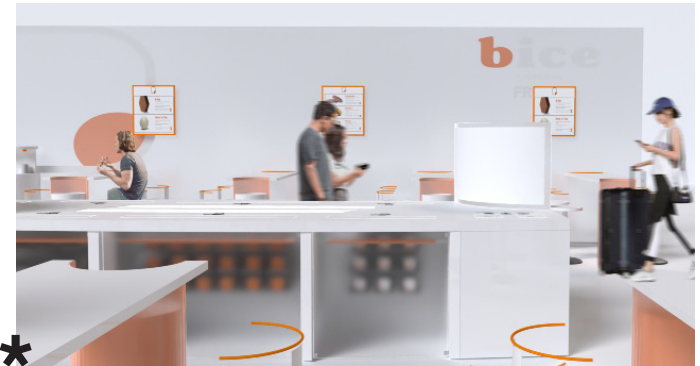
In partnership with Frosta, for the thesis project

## **THE GOAL?**

The company asked to investigate the world and the different aspects of frozen products, actually creating a brand identity to give it fresher approach.

## **THE RESULTS?**

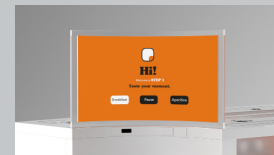
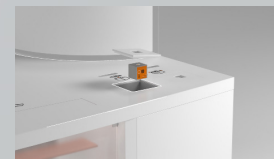
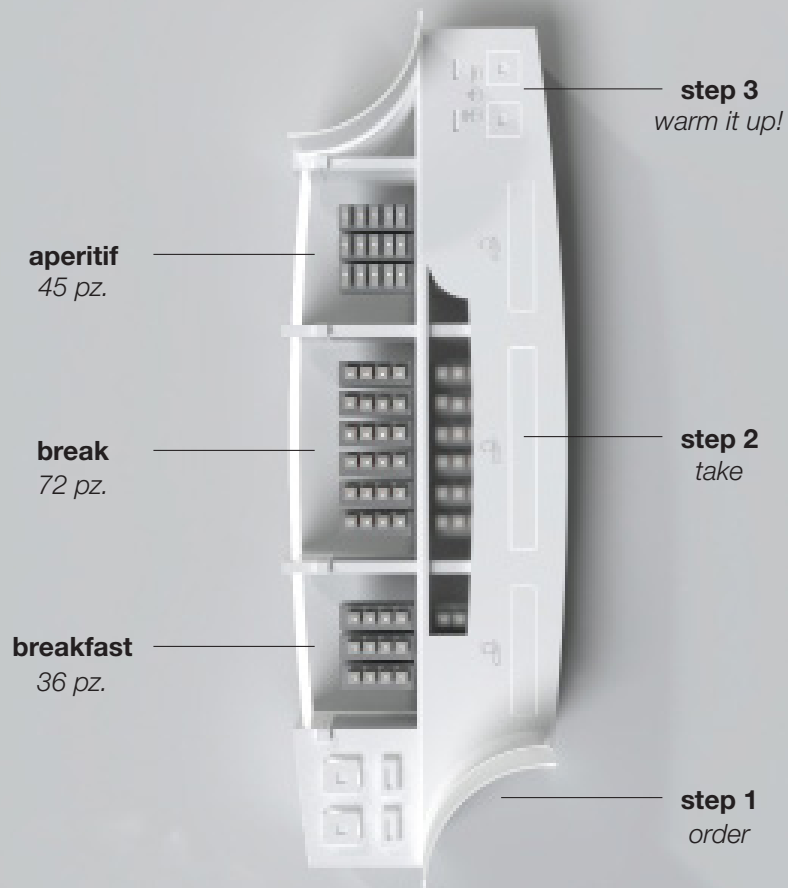
The response is a new food format that aims to inspire and educate people through the magic of frozen products. It explores tastes, colors, and textures while leveraging automation to maintain precision and innovation without sacrificing the human touch in food.





The aesthetics of Bice's vending machine reflects the values of the format in the terms of transparency and minimalism. The colors and the graphics tell about a product light and familiar.







# Bice x Frosta Food

01



In partnership with Frosta, recipes & food system.

## THE IDEA?

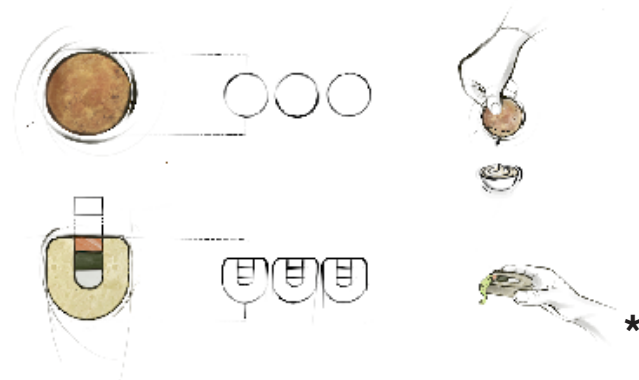
Develop some food products, decontextualizing the meals moments in which the brand focuses.  
Creating 3 different moments:

**BREAKFAST, BREAK & APERITIF.**

## THE RESULTS?

A clear system that apply a new vision into the world of frozen products.

Analyzing the **MATERIALS & FLAVOURS** with a new functional sense, always taking care about the aesthetic of the proposals.





Three amuse-bouche broccolo, salmon and Philadelphia with a rosmary mayo cream.



Three crunchy rice crackers with a beetroot dye, filled with a zucchini cream.



Bar with crunchy biscuit dough,  
covered in blueberry chocolate.

# Bice x Frosta *Packaging*



In partnership with Frosta, recipes & food system.

## THE IDEA?

The decision was to decontextualize the moments in which the brand focuses, giving them 3 new moments in which to apply new recipes, for a constantly growing market.

## THE RESULTS?

- 3 different colors that relate to the specific moment.
- 2 twins packaging with a different color way and graphics.
- 1 packaging for the aperitif different from the others.

### BREAKFAST



### BREAK



### APERITIF





Bice's boxes contain food produced without additional materials. Each box can hold 1 to 3 portions, depending on the recipe.



With a tray containing the corresponding sauce.





# MIMO X Alessi



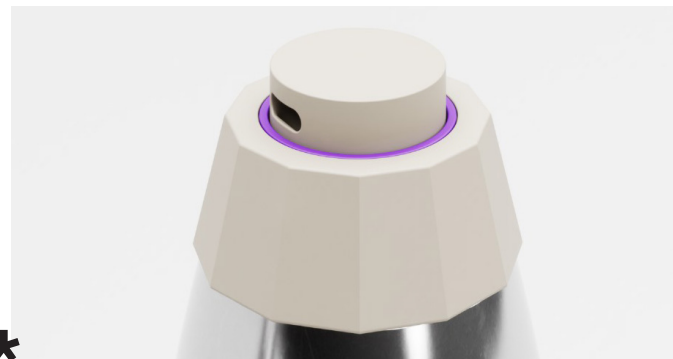
In partnership with **Alessi**, we set out to redefine rice.

## **THE GOAL?**

Transform its image and experience in the market through innovative systems and **rituals**, merging culinary creativity with immersive encounters.

## **THE RESULT?**

A visionary rice shaker meticulously crafted to evoke the ritualistic “***mantecatura***” effect, presenting a pioneering method for cooking rice that redefines tradition and invites a sensory journey into a culinary excellence.





**Step 1**  
*Fill it*

**Step 2**  
*Screw & close it*



**Step 3**  
*Shake it!*

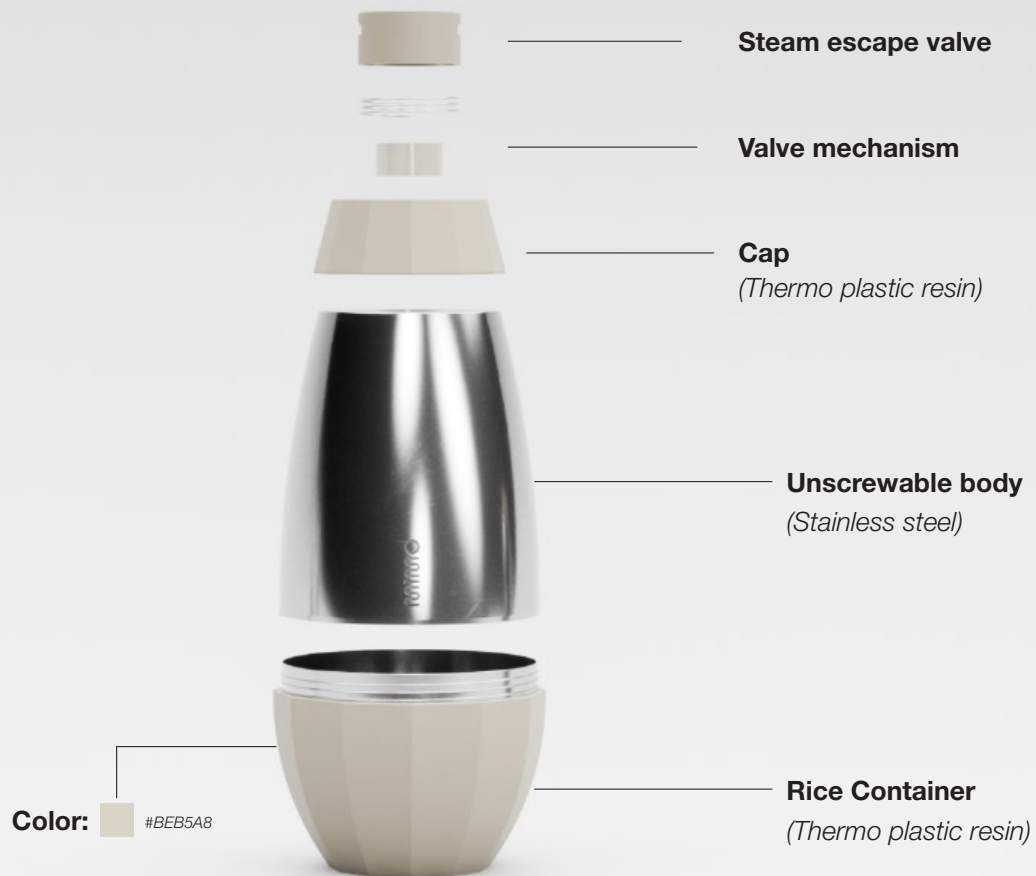
**Step 4**  
*Press & open the valve.*



**Step 5**  
*Unscrew & open it*

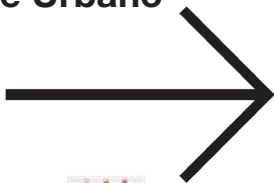
**Step 6**  
*Serve it!*







# Miscela ~~X~~ Mare Culturale Urbano



In collaboration with **Mare Culturale Urbano**, we've been commissioned to envision the spatial layout for the upcoming restaurant debut.

## THE GOAL?

Create an atmosphere of **community** and **conviviality**, drawing inspiration from Milan, a city renowned as a **cultural patchwork**, blending diverse cultures, traditions and people. Offering a welcoming space where individuals can gather to discover and honor the depth of Italian **regional traditions** and cuisine.

## THE RESULT?

A special social hub in which the open space is welcoming *everyone*.

**People & Traditions are meeting up** in order to create an intimate place, full of artisanal products, within the common language of the Italian roots.



replica of the regional coats of arms

| JANUARY              | FEBRUARY         | MARCH                | APRIL             | MAY                   | JUNE           |
|----------------------|------------------|----------------------|-------------------|-----------------------|----------------|
| CAPODANNO            | VENICE CARNIVAL  | MILAN FASHION WEEK   | MILAN DESIGN WEEK | GIRO D'ITALIA         | PALIO DI SIENA |
| JULY                 | AUGUST           | SEPTEMBER            | OCTOBER           | NOVEMBER              | DECEMBER       |
| UMBRIA JAZZ FESTIVAL | FESTIVAL PUCCINI | VENICE FILM FESTIVAL | SAGRA DI TIRMISU  | OTTOBRATA ZAFFERANESE | NATALE         |











social seats

## MISCELA

OUR  
APERITIVO

Indulge in a curated selection of aperitivo delights artfully crafted to celebrate the diverse flavours of Italy's culinary landscape. Combine as many regions as you like to build your aperitivo plate.

## Veneto

Cicchetti <sup>(4)</sup>

Crostini with fried seafood.

Baccalà Mantecato <sup>(6)</sup>

Creamy whipped salt cod spread served on crostini, seasoned with garlic, parsley, and olive oil.

## Sicily

Arancini <sup>(5)</sup>

Fried rice balls stuffed with ragù, mozzarella cheese, and peas, coated in breadcrumbs.

Panelle <sup>(4)</sup>

Chickpea fritters seasoned with parsley and served hot, accompanied by a squeeze of lemon juice.

## Lombardy

Spiedini alla Milanese <sup>(3)</sup>

Skewers of breaded and fried pork, served with a side of salsa verde.

Panzerotti <sup>(4)</sup>

Small turnovers filled with mozzarella cheese, tomato sauce, and ham, then deep-fried.

## Tuscany

Crostini Toscani <sup>(6)</sup>

Slices of toasted bread topped with crostini di fegatini, or olive tapenade.

Bruschetta alla Toscana <sup>(3)</sup>

Grilled bread rubbed with garlic, drizzled with extra virgin olive oil, and topped with diced tomatoes, fresh basil.

## MISCELA

OUR  
PIZZERIA

Select from a diverse array of pizzas or grab a hot tray to go as you please. **2025: 100% WE CAN SAVE THE PLANET** **OUR** **PIZZA** **IS** **100% VEGAN AND SUSTAINABLE**

## Veneto

**Pizza al Radicchio e Gorgonzola** <sup>(7)</sup>  
1200 kcal. Soaked radicchio, topped with aged gorgonzola cheese.

**Pizza con Asparagi e Speck** <sup>(7)</sup>  
1200 kcal. Asparagus, speck, and ricotta.

**Pizza al Frutti di Mare** <sup>(8)</sup>  
1200 kcal. Seafood, tomato sauce, olives, mushrooms, and calamari, parmesan, and garlic.

## Sicily

**Pizza alla Norma** <sup>(5)</sup>  
1200 kcal. Tomato sauce, ricotta, eggplant, mushrooms, and olives.

**Pizza con Salsiccia e Cipolle** <sup>(8)</sup>  
1200 kcal. Sausage, onion, tomato sauce, and ricotta.

**Pizza alla Caponata** <sup>(7)</sup>  
1200 kcal. Tomato sauce, eggplant, mushrooms, and olives.

## Lombardy

**Pizza alla Valtellinese** <sup>(4)</sup>  
1200 kcal. Tomato sauce, sausage, mushrooms, and olives.

**Pizza ai Funghi Porcini e Taleggio** <sup>(7)</sup>  
1200 kcal. Tomato sauce, porcini mushrooms, and taleggio cheese.

**Pizza alla Milanese** <sup>(4)</sup>  
1200 kcal. Tomato sauce, sausage, mushrooms, and olives.

## Tuscany

**Pizza alla Fiorentina** <sup>(6)</sup>  
1200 kcal. Tomato sauce, sausage, mushrooms, and olives.

**Pizza al Tartufo e Pecorino** <sup>(8)</sup>  
1200 kcal. Tomato sauce, truffle, and pecorino cheese.

**Pizza con Fichi e Prosciutto** <sup>(4)</sup>  
1200 kcal. Tomato sauce, figs, and prosciutto.



Save the planet and don't miss anything!

LUNCH  
& DINNER

## Antipasti

- ✦ **Panelle** <sup>(5)</sup>  
Chickpea fritters with tomato sauce and olives.
- ✦ **Carpaccio di Bresaola** <sup>(4)</sup>  
Thin slices of bresaola served with arugula, olive oil, and lemon juice.
- ✦ **Prosciutto e Melone** <sup>(6)</sup>  
Thin slices of prosciutto and melon served with olive oil and balsamic vinegar.
- ✦ **Crostini Toscani** <sup>(6)</sup>  
Toasted bread topped with tomato sauce and olives.

## Primi

- ✦ **Risotto al Nero di Seppia** <sup>(6)</sup>  
Risotto with squid ink, squid, and olives.
- ✦ **Risotto alla Milanese** <sup>(5)</sup>  
Risotto with saffron, mushrooms, and olives.
- ✦ **Rigoli con Panatza** <sup>(4)</sup>  
Rigoli pasta with tomato sauce, olives, and olives.
- ✦ **Ribollita** <sup>(3)</sup>  
Hearty soup made with beans, cabbage, and olives.

## Secondi

- ✦ **Polpetta di Pesce** <sup>(7)</sup>  
Fish meatballs with tomato sauce and olives.
- ✦ **Osobucco alla Milanese** <sup>(6)</sup>  
Osobucco (a type of pasta) with tomato sauce and olives.
- ✦ **Baccalà alla Vicentina** <sup>(5)</sup>  
Baccalà (salt cod) with tomato sauce and olives.
- ✦ **Pollo alla Diavola** <sup>(5)</sup>  
Grilled chicken with tomato sauce and olives.

## Contorni

- ✦ **Carciofi alla Siciliana** <sup>(7)</sup>  
Artichokes with tomato sauce, garlic, and olives.
- ✦ **Polenta** <sup>(4)</sup>  
Creamy polenta with tomato sauce and olives.
- ✦ **Radicchio Grigliato** <sup>(4)</sup>  
Grilled radicchio with olive oil and balsamic vinegar.
- ✦ **Pomodori al Forno** <sup>(4)</sup>  
Baked tomatoes with olive oil and olives.

## Dolci

- ✦ **Tiramisu** <sup>(5)</sup>  
Classic tiramisu with mascarpone and coffee.
- ✦ **Panna cotta** <sup>(5)</sup>  
Creamy panna cotta with fruit.
- ✦ **Cannoli** <sup>(5)</sup>  
Crispy cannoli shells filled with ricotta and chocolate chips.

# → ***PRODUCT\****

RENDERING

INNOVATION

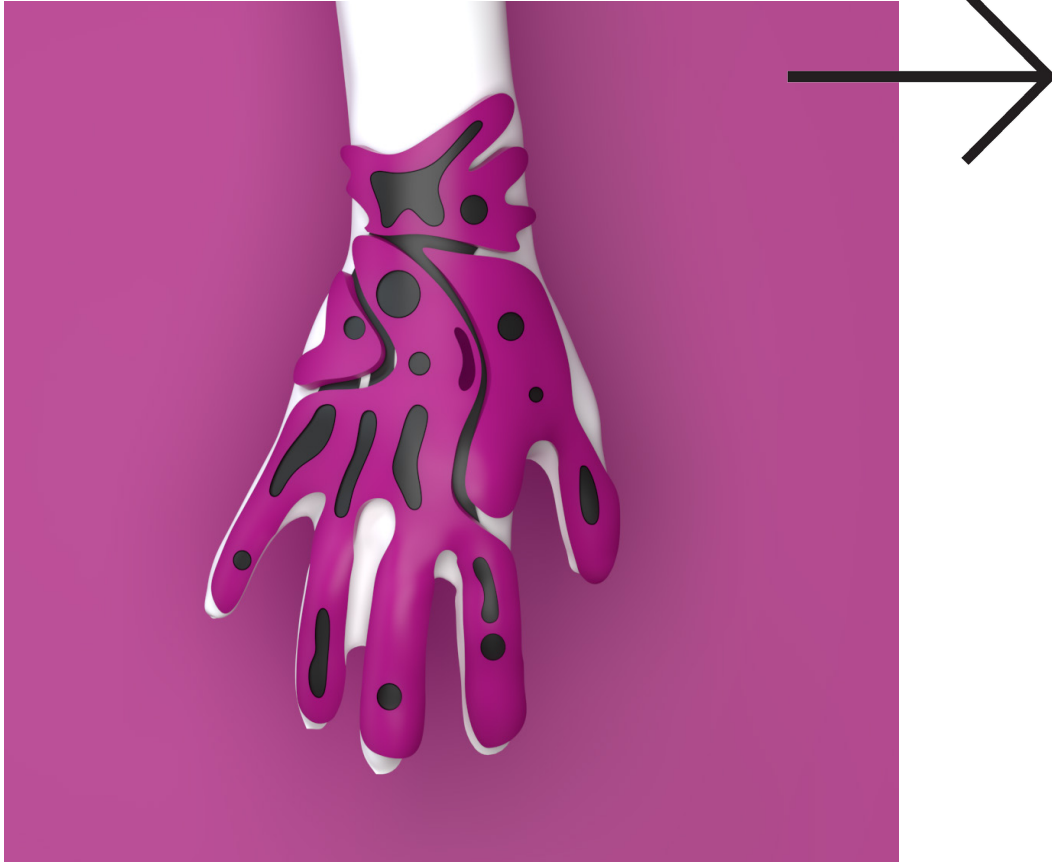
MODELLING

VISUAL



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# HendXFormlabs



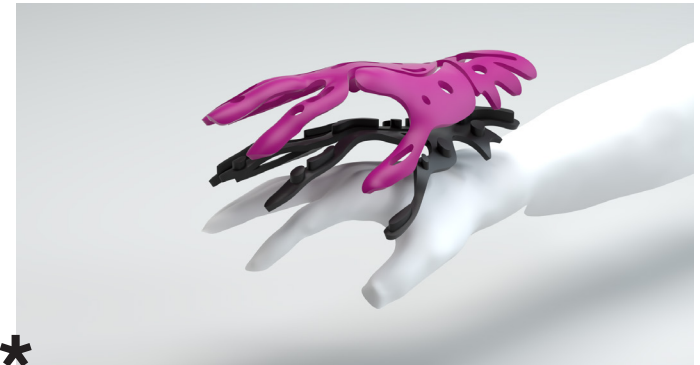
In partnership with **3dItaly** & **Formlabs**.

## THE GOAL?

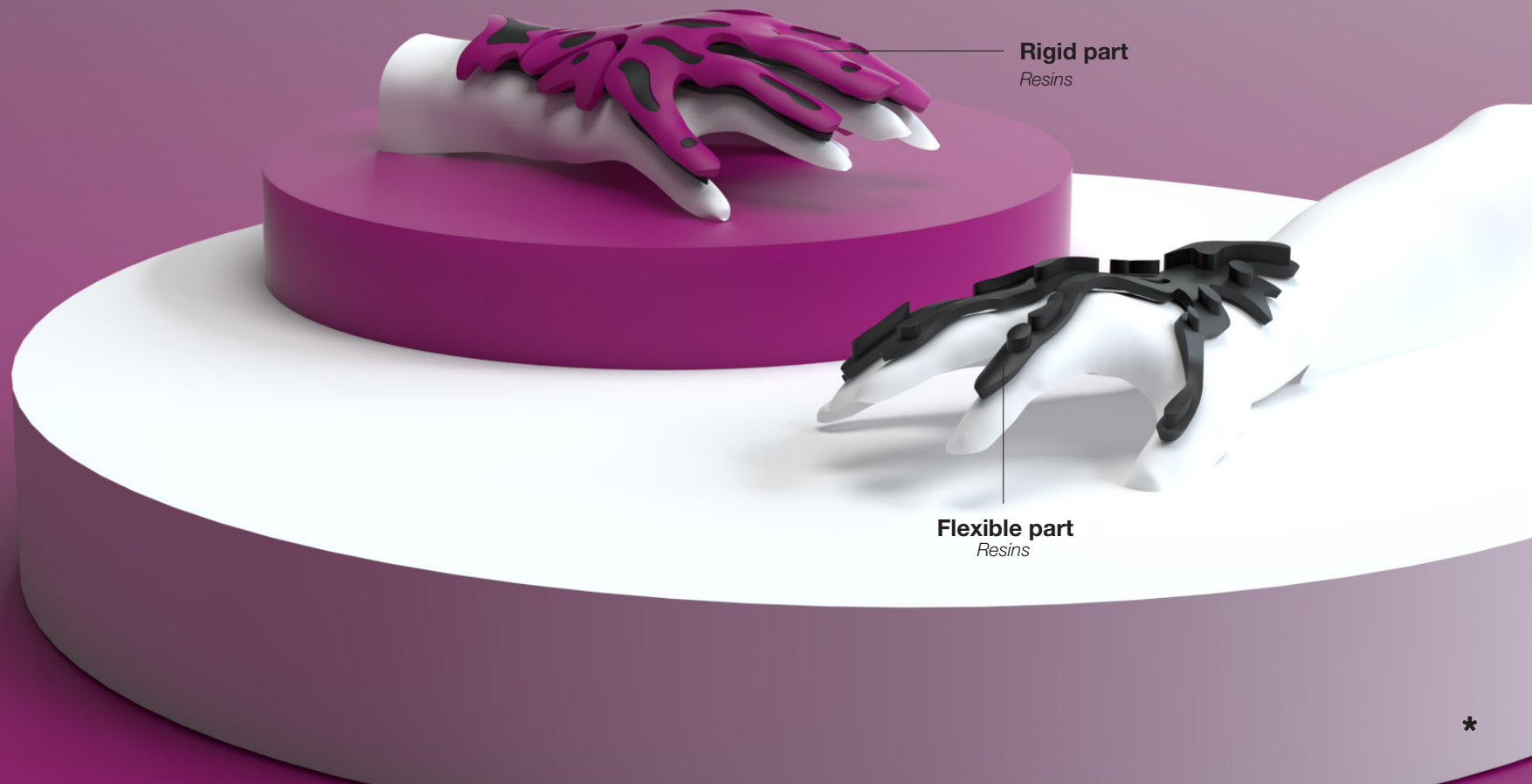
Think about the human body, creating a solution for a specific problem, that give an answer taking in consideration the 3D materials characteristics.

## THE RESULTS?

After a closer look of the post-stroke trauma, particularly paralysis and resulting limb deformation. The concept was to design a rigid glove to rehabilitate contracted joints in the affected limb.







**Rigid part**

*Resins*

**Flexible part**

*Resins*



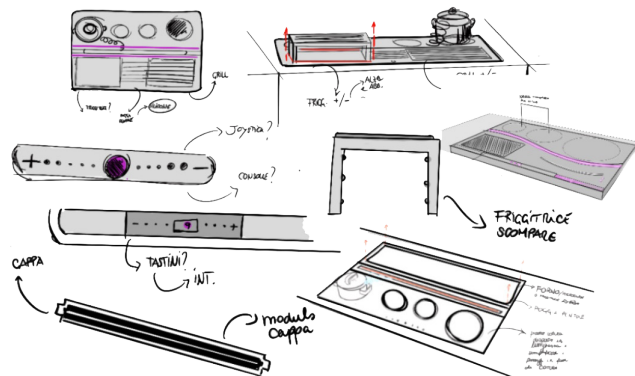




## THE GOAL?

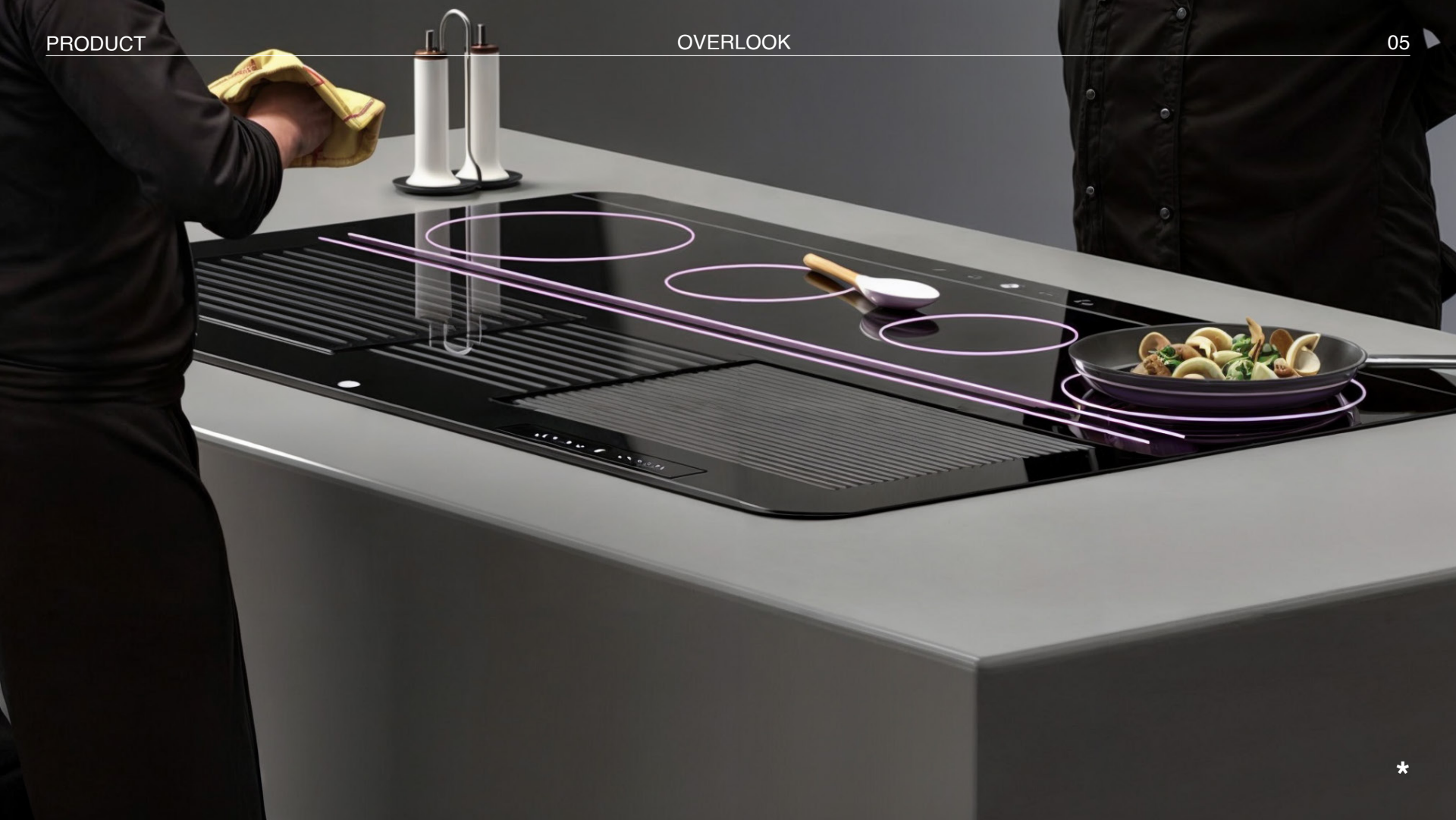
## THE RESULTS?

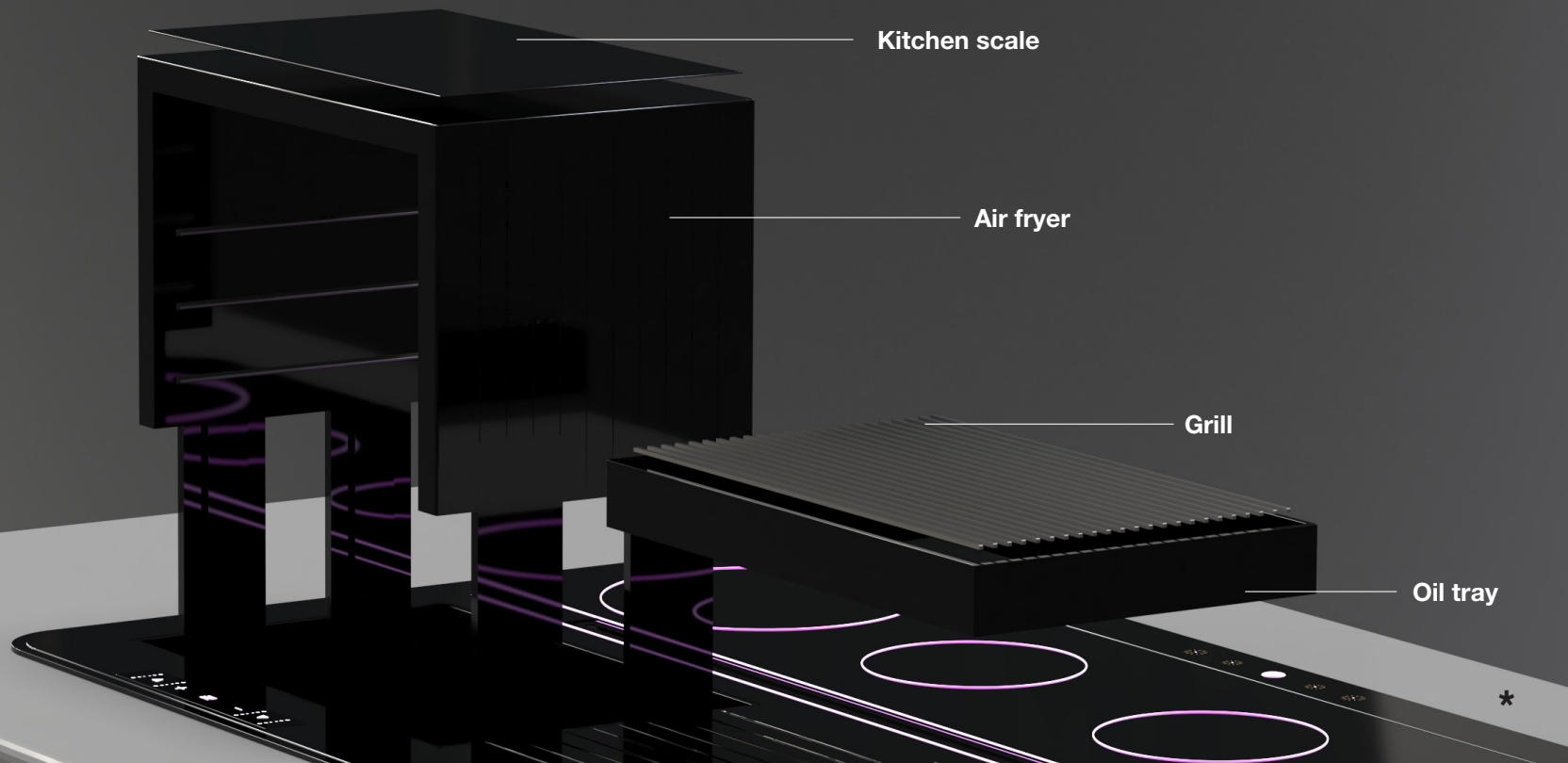
Lumen centralized the control of different types and way of cooking like the grill or the hoven. Stoves and new technologies meets up with a linear design,that divides the action in two parts.



LED light

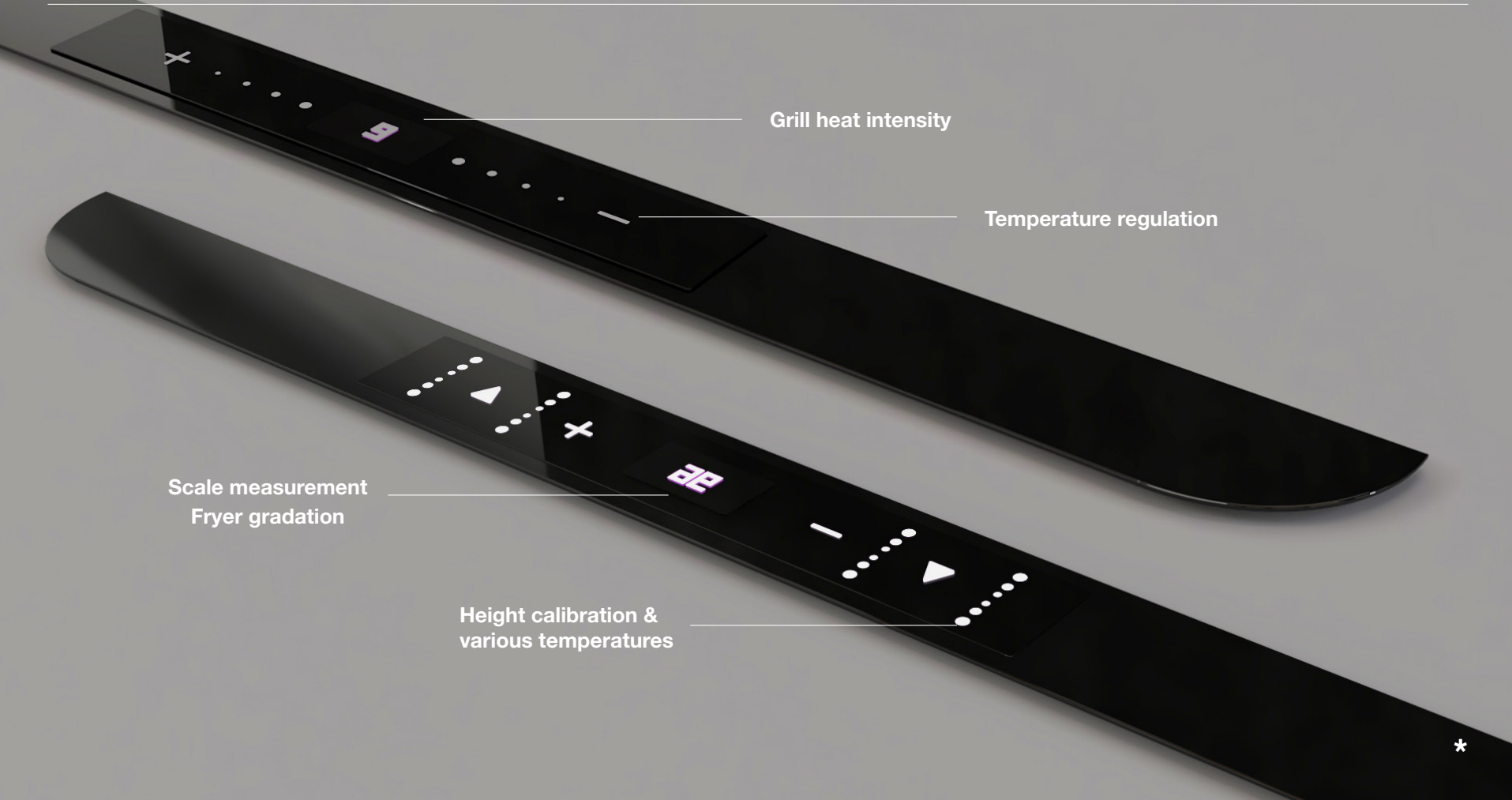
Extractor hood





The Lumen Scale activates automatically when food or objects are placed on it for weighing. It is made of stainless steel.





# Cult Lab

*commercial collection*



In partnership with Cult & Ricamificio Filottranese.

## THE PROCESS?

The brand commissioned designers to envision a fresh commercial capsule collection, tasking them with crafting designs that embodied their individual creative visions.

## THE RESULTS?

The concept involved using an airbrush for creating a background and applying the patch, forming a strong bond in the customization process. In the end, 16 pairs were meticulously handmade.



Patchwork made  
with cross stitch.





**Final texture:**  
*Airbrush + liquid acrylic*

# Cult Lab

*glam collection*



In partnership with Cult & Ricamificio Filottranese.

## THE PROCESS?

The brand commissioned designers to envision a fresh glam capsule collection, tasking them with crafting designs that embodied their individual creative visions.

## THE RESULTS?

The concept involved using an airbrush for creating a background and applying the patch, with the application of swaroski jewels, forming a strong bond in the customization process. In the end, 16 pairs were



The final definition is made  
with Swarovski stones.





**Final texture:**  
*Airbrush + liquid acrylic*

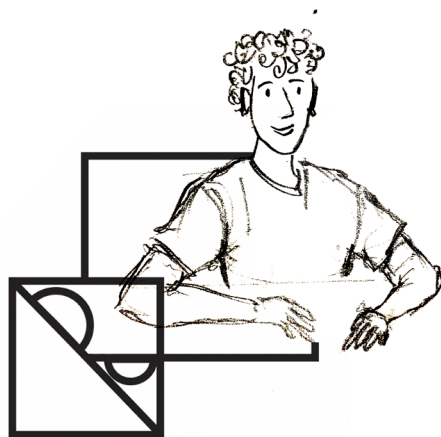
# *THANK YOU\**

DESIGN

FOOD

PRODUCT

EXPERIENCE



***RICCARDO PIETRUCCI***  
FOOD & PRODUCT DESIGNER