

## Schio Design Festival: introducing a multisensory dessert based on Loison Panettone

*On the evening of November 19, a dish featuring Panettone three ways was introduced. It consisted of Panettone on a skewer, Panettone to drink and Panettone ice cream; the cake was not an end in itself but a multisensory ingredient of the dessert.*

For the fourth year in a row, design and business met at “**Schio Design Festival**”, an annual event that opens up new frontiers and opportunities - where **companies were paired with a couple of designers** whose task was to study an object and develop it into a prototype, in collaboration with the company, which would later produce the design.

The prototypes were displayed at the exhibition that took place at Fabbrica Saccardo in Schio, an industrial complex dating 1800s, immersed in the magnificent setting of Tretto plateau in Schio (VI).

**Dario Loison** was also one of the main actors of the week-long Schio Design Festival: on November 19 indeed, Schio Design Festival featured an event during which **industrial design was applied to the food & beverage sector**. He participated in the event along with Michelin-starred Chefs Nicola Portinari (La Peca, Lonigo), Corrado Fasolato (with his newly acquired Michelin star for his restaurant Spinechile in Schio) and Lorenzo Cogo (El Coq, Marano Vicentino).

Dario Loison said: *“In 2003, I started an intense collaboration with numerous chefs (from **Herbert Hintner** to **Peter Brunel**, from **Danilo Angè** to **Fabrizio Ferrari**, just to name a few) that has enabled us to come up with an incredible array of sweet and savory dishes that showcase the “**adaptability**” of the Panettone: this has definitely been a useful and synergic experience that has given us the opportunity to create more and more sophisticated Panettone-based desserts”.*

Loison continued: *“All of this has been expressed and structured since 2010 through the portal **insolitopanettone.com**, an on-line environment that unites not only chefs, but also people who are passionate about food and wine where they interact and contribute to the dissemination of this idea of mine: the Panettone is freed from its usual clichés and is seen as a versatile product”.*

To prepare for this special occasion, Dario Loison worked a lot on the **sensorial perceptions** that this dessert was supposed to express: an exemplary visibility, a superior tactile perception and an extra fine taste, involving all of the senses and even the heart, to give a touch of overall sweetness. The result was a **three-way multisensory dessert** consisting of **Panettone on a skewer, Panettone to drink and Panettone ice cream**.

# Loison

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All these feelings also addressed the presentation aspects of the product in which **design was intended as a form of food art**, making the dessert especially complex and multisensory. In fact, not by chance, there was no silverware for use at the table because touch is an essential element that completes the sensory experience.

**Therefore, the panettone cake is not an end in itself, but a multisensory ingredient of a dessert.**

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