



ph. Maurizio Marcato

HORECA
THE HUB
POWERED BY DOLCITALIA

designed by **SIMONE MICHELI**

Cibus - Connecting Italy
29 | 30 March 2023
Exhibition centre of Fiere di Parma
9.30 | 18.00
Hall 6

Horeca The Hub

The bar-restaurant that I created for Cibus Connecting Italy 2023 aims to express a concept of alteration and overcoming the expressive and content stereotypes that characterise the food and beverage sector.

The seemingly improbable images of vegetables, created upon my instructions by the skilful students of NID Perugia, lend an 'other' visual dignity to the set-up space; they encourage an unconscious reflection on the theme of naturalness; they highlight how important it is, today more than ever, to turn our thoughts towards horizons of sustainability, of truth to qualify human life; they highlight the importance of overturning known roles and values to activate new successful commercial battles.

On the other hand, due to its nature as an international food exhibition, Cibus is today for the entire Italian production chain a crucial moment of confrontation on the main and most sensitive issues of the sector. "Horeca The Hub" does not shy away from this debate and, indeed, fuels it in an unconventional and visionary way.

Simone Micheli Architect

design partner

Atlas Concorde | Atlas Plan
Blueside Emotional Design
Complementi di Luce | Carpiplast
Concepts by Braida
Elementi Design Funzionale
Fabbian
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food and beverage partner

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INGRIT | The alternative food
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Masseria Fruttirossi
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Red Bull

media partner

Tutto Press

still life photo by

Angotti Noemi, Di Battista Vittoria, Lenti Francesco, Manini Ilaria, Mannarelli Susanna, Mengozzi Fabio, Sabbatini Milla, Tavani Elisabetta, Tordoni Matisse Elia, Valeri Alice
Corso di Fotografia 2° Anno, doc. Luca Petrucci
NID - Nuovo Istituto Design Perugia



A vibrant assortment of fresh vegetables including tomatoes, mushrooms, cauliflower, bell peppers, and leafy greens. The background is a collage of various produce: green bell peppers, white mushrooms, a head of cauliflower, several ripe red tomatoes, a yellow bell pepper, and a head of radicchio. The text is centered in a semi-transparent white circle.

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