FEED YOUR FUTURE PROJECT
OCTOBER 2025

BREEDVELD BORTOLOZZO FEDERICA
FERNÀNDEZ MARTÍ LENA
SCARNATI MARTA

Istituto Europeo di Design

AN IMMERSIVE OLIVE OIL RITUAL

ESSENCE

Essence *(3rd splitted-winning prize)*

Italy

Federica Breedveld Bortolozzo is an industrial designer focused on sustainability and social impact. Her work has been exhibited at London Design Fair and SaloneSatellite during Milan Design Week.

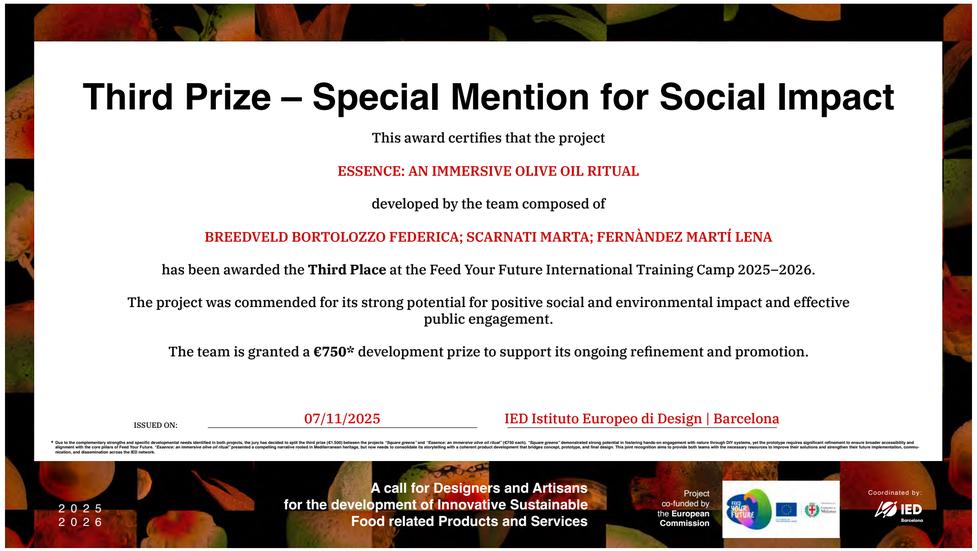
Italy

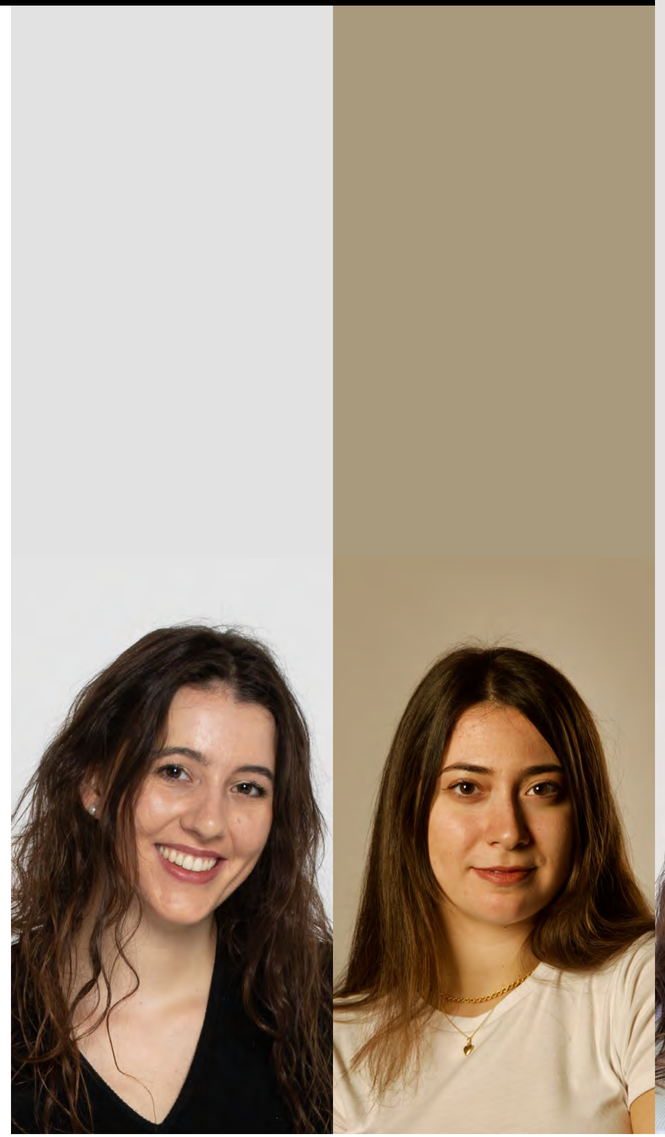
Marta Scarnati is a designer exploring authenticity, emotion and everyday rituals. Her work investigates objects and systems inspired by the relationship between people, nature and daily life.

Italy

Lena Fernández Martí is a product designer from Barcelona exploring minimalism and functionality. She approaches design as a tool for positive change, creating thoughtful and human-centered solutions.

Tutor and mentors: Nicole Vindel, Ivan Merino





3.4 Essence *(3rd splitted-winning prize)*

Project overview

Essence is a **multisensory tasting ritual that reimagines the experience of olive oil degustation**. Rather than treating olive oil simply as an ingredient, the project **transforms tasting into a slow and reflective ritual that reconnects participants with the cultural, environmental, and human dimensions behind this fundamental Mediterranean product**.

The project responds to the growing distance between contemporary consumers and the origins of their food. **In a context where consumption is often fast and disconnected from production processes, Essence invites users to rediscover olive oil as a living material shaped by time, craftsmanship, and landscape**.

Through carefully designed gestures and tools, the ritual restores awareness of the value embedded in every drop of oil.





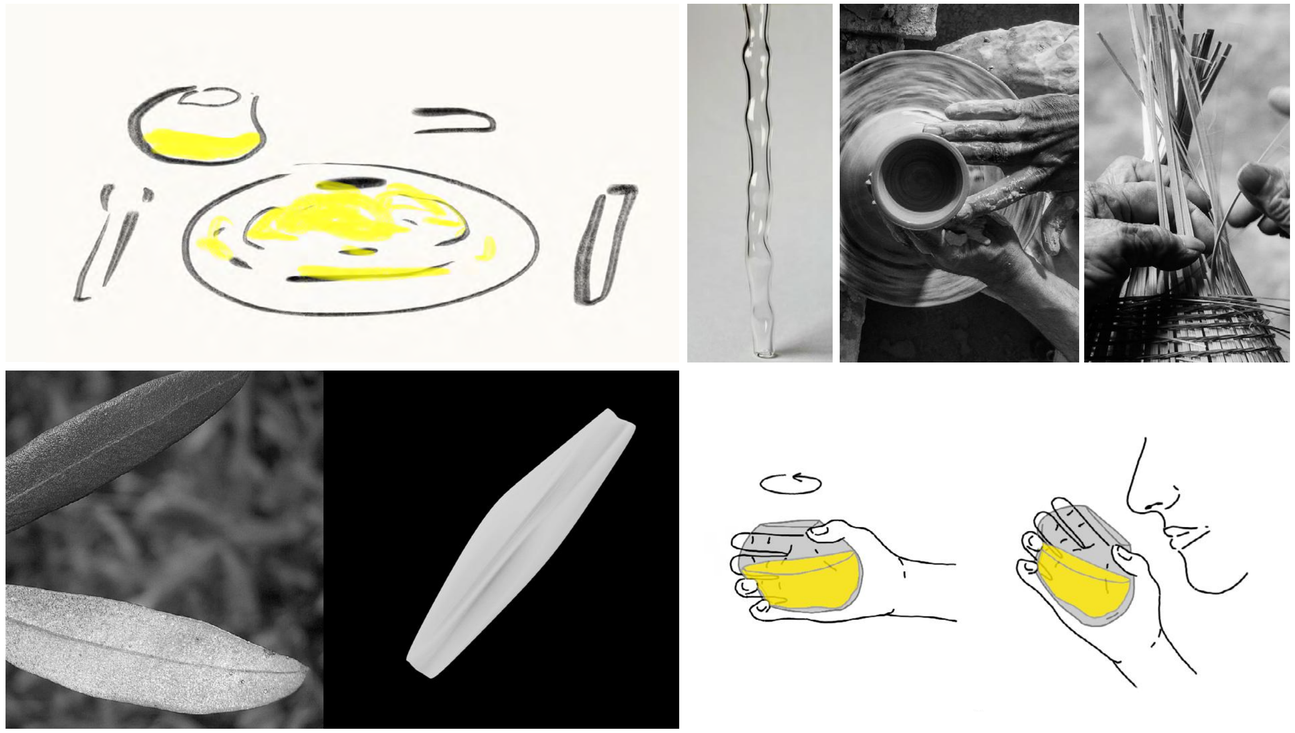
3.4.1 Description of prototype

Design Concept and Development

The design concept is rooted in the **idea of slowness and sensory awareness**. Inspired by traditional olive oil tasting practices, the project reinterprets them as a sequence of **symbolic gestures that guide participants through a multisensory journey** engaging sight, touch, smell, and taste.

Unlike conventional tastings where olive oil is often accompanied by bread or other foods, **Essence removes all additional elements in order to focus entirely on the raw material**. The tasting begins with olive oil presented in a frozen state, gradually melting during the ritual and revealing the passage of time and transformation of matter.

This evolving process becomes a **narrative device**: the transition from solid to liquid echoes the agricultural and artisanal processes behind olive oil production, **inviting participants to slow down and observe the material with renewed attention**.



Prototype and Materials

The project takes shape as a **small collection of tableware objects specifically designed to structure the tasting ritual**. The kit includes a **porcelain plate, two sculptural utensils, a glass vessel, and a glass straw**, each element corresponding to a different sensory phase of the experience.

The plate features **soft organic grooves** designed to hold a block of frozen olive oil that slowly melts during the ritual. The utensils, inspired by the **natural forms of olive leaves and tree bark**, allow participants to interact with the oil's texture. The glass vessel, whose shape recalls the **organic geometry of the olive fruit**, amplifies the olfactory perception of aromas, while the glass straw enables the final tasting phase using a method similar to professional olive oil "stripping".

Glass and porcelain were selected for their **tactile qualities and material honesty**, emphasizing the purity, colour, and viscosity of extra virgin olive oil.







Impact and Future Potential

Essence proposes **a new way of experiencing food that goes beyond consumption, positioning tasting as a cultural and educational moment**. By emphasizing ritual, slowness, and sensory awareness, **the project encourages users to reconnect with the origins of food and to appreciate the craftsmanship embedded in Mediterranean agricultural traditions**.

The concept is designed for contexts such as **olive oil showrooms, gastronomic experiences, restaurants, and agritourism locations**, where storytelling and cultural value are central to the experience. By transforming olive oil tasting into a performative ritual, **the project contributes to promoting local food heritage while creating meaningful and memorable encounters between people, materials, and landscapes**.





3.4.2 Visual documentation













[15] Essence_Final presentation.pdf
[16] Essence_Press-kit (content media folder)