

Italdesign's pioneers of ideas meet Peyrano Torino, pioneers in artisan chocolate in Turin since 1915

- It will be a sweet start to the new year and a sweet way to celebrate Italdesign's birthday with the launch of the AUREA by Italdesign packaging for the new Peyrano assortment

Moncalieri, February 13, 2024

A common theme of research and innovation unites Italdesign and Peyrano Torino which, for the AUREA packaging, are eloquently expressed through the principles of the golden ratio, which has been known since ancient times and is still studied today. It is the same fascinating Golden Ratio which inspired the name of the new assortment by the old Peyrano chocolate shop in Turin, for a sweet start to the new year and for Italdesign's birthday celebration.

The golden ratio represents the perfect form in many areas. We find it behind many shapes in nature; it is there in the structure of our DNA, in the growth pattern of many organisms and in the distribution of the planets in the solar system; it accompanies us in the world of poetry, physics, music, geometry and mathematics and has always found applications in painting, sculpture, architectural designs, drawing, photography, composition and graphic design.

The Fibonacci sequence which lights up the curve of the Mole Antonelliana dome, the symbol of Turin, the city where the two companies were founded and have their headquarters, is also a 'golden sequence'.

It is a constant that ensures harmony and beauty of proportions. This constant in the AUREA assortment ensures an emotional and sensory journey.

"The golden ratio was the driving force behind the entire concept", explained Nicolas Bussetti, a Senior Designer at Italdesign. "It was not a random choice, given that our goal was to highlight the characteristic excellence shared by the Peyrano chocolate shop, with its continuous pursuit of perfect proportions for the blends designed in the workshop to ensure the success of the flavor of its chocolates, and our company which has been looking for the same perfection in the proportions of shapes for over fifty years".

The distinctive design of AUREA by Italdesign captures the essence of Peyrano's and Italdesign's commitment to aesthetic quality and turns the new packaging into an elegant showcase for Peyrano's 'gems', which can enhance the consumer's experience.

"The spiral decorating the lid immediately shows its relationship with the Fibonacci spiral", continued Nicolas Bussetti. "When we lift it up, inside the pack we find the chocolate stored in five precious square boxes and, as the rule states, we discover that inside the golden rectangle of the pack, each square box has the constructional proportions of this golden ratio".

"As discussed during the brainstorming work, what we wanted to offer was a real tasting experience", explained Enrico Lago, Italdesign Industrial Design Team Leader. "The path we designed requires that you start from the largest box that offers a traditional chocolate bar inside spread with a spatula by hand. By following the golden spiral, the boxes get smaller, but the contents offered lead us to a gradually more enjoyable chocolate experience. The next box offers salted caramel pralines, the famous 'Gianduiotti' immediately follow next, and they lead to a multilayered cremino with gianduja cream. In the smaller box we find 'Vetta', a precious little mountain peak with a stunning flavor and a layer of chocolate hand-painted with brilliant colors".

"It is a project that brings us closer to the packaging sector after many years and proves our versatility in design and our ability to approach areas that are also very far from our core business", explained Fiorenzo Piracci from Italdesign Business Development Industrial and Transportation Design. "The preliminary phase lasted a long time. The group brainstorming helped us to encourage creative thought in seeking the perfect idea. With our team of designers, we gave a voice and put a graphic design to much bolder ideas and explored ambitious solutions. Aurea is the pilot project which paved the way for our future collaborations".

"Our collaboration with Italdesign has been the epitome of a perfect symbiosis, blending our savoir-faire in the realm of artisanal chocolate with Italdesign's avant-garde design vision. This co-creation process melded the distinct DNAs of both entities, giving birth to an innovative concept that resonates harmoniously with both brands. We embarked on this journey with humility, yet bolstered by the confidence that defines us, aware that together we have crafted something not just aesthetically sophisticated, but also deeply meaningful," concludes Alessandro Pradelli, Peyrano Chief Executive Officer.

Creativity and innovation not just in the outer appearance.
Environmentally friendly and sustainable materials for this packaging which is plastic free with the use of FSC-certified paper.

For more information and requests, please contact:

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Italdesign

Italdesign is a state-of-the-art customer-centric, method- and fact-based company operating in Styling, Engineering, Production and New Mobility Solutions.

Part of the VW/AUDI Group since 2010, headquartered in Moncalieri, Turin, Italy, with over 1,000 employees working in Italy and abroad, for 55 years, it has been collaborating with major and emerging national and international players in the mobility, product and transportation design world.

Besides being a proven World Class coachbuilder, Italdesign has become system developer within automotive Electronics such as Infotainment, ADAS or High Voltage Battery Systems in the last years.

Open to partner in solutions for Software Devined Vehicles SDV.

Italdesign can provide an organic and integrated set of methods, techniques and tools aiming to the industrialization of new products and offers services for every phase of the process that leads from the initial idea to series production, including the turnkey process.

The company has been awarded with more than 200 design awards worldwide and has been named Top Employer Italy over the last years since 2016.

For more information, visit www.italdesign.it

Peyrano Torino

Peyrano is a Turin-based chocolate company, with roots dating back to 1915.

Its production process, characterized by the selection and roasting of cocoa beans and hazelnuts to the packaging of the finished product, embodies the fusion of a century-old tradition, a commitment to innovation, and continuous collaboration with significant entities in the contemporary artistic and industrial landscape.

Distinguished over the decades through prestigious awards and notable partnerships with fashion houses and renowned international designers, the brand, following a period of significant renewal starting in 2019, continues to pursue and enhance the values of excellence and high craftsmanship established over the last century.

For more information, visit www.peyrano.com

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