

# Vishwa Patel

DIRECTOR,  
EXPERIENCE  
STRATEGY  
(FOOD &  
HOSPITALITY)

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Website

A multidisciplinary designer working at the intersection of food, space, and storytelling. My practice explores how design can shape the way people experience food — not just as consumption, but as a medium for connection, culture, and emotion. With experience spanning hospitality, brand design, tableware design, research, experiential art, and through collaborations with chefs, researchers, restaurateurs, and creative teams, I bring a holistic approach to crafting immersive dining and hospitality experiences. My work blends spatial design, brand identity, and experiential strategy to translate ideas into tangible, human-centered environments, rooted in design thinking methodologies.

I thrive in collaborative settings — leading creative teams, guiding cross-disciplinary projects, and building meaningful partnerships that turn ideas into experiences that evoke a sense of purpose.

## PROFESSIONAL EXPERIENCE

### Future Food Institute, Bologna, Italy

Jan '24 - Present **Design Director**

Leading global design strategy across brand, spatial, and dining experience initiatives, shaping sustainability-driven new product development, hospitality concepts, and immersive culinary narratives for international clients and partners like **New York and Venice Climate Weeks, UNESCO, Barilla, Dole, S&B Japan**. Establishing and leading Living Labs methodologies across FFI's global network in Japan, Italy, the U.S., and MENA regions and directing design bootcamps across its educational campuses and corporate education.

March '23 **Brand & Experience Designer**

Directed brand, restaurant, and spatial design projects merging gastronomy, storytelling, and sustainability — crafting multiple restaurant brands across Italy, including **Welldone** (premium burger chain), **Food Theatre** (multi-brand dining destination) and global Google canteens with **Google Food Lab**.

July '22 **Associate Visual Designer**

Developed cohesive brand systems, visual identities, web and menu designs, integrating culinary narrative and spatial storytelling for global and Italian food and beverage brands.

### Studio Katja Gruijters, The Netherlands

Jan - April '22 **Food & Experience Designer**

Collaborated with a leading European food designer on concept-driven projects linking food, sustainability, and performance art. Developed edible materials, experiential installations, and sensory dining performances such as Snackery Street and The Horn of Plenty for MAISON the FAUX, creative studio based in Amsterdam focusing on healthy food innovation, material experimentation, and multisensory spatial design.

### IFB Industries, Goa, India

June '20 - March '21 **Executive Retail & Spatial Designer**

Designed experiential retail environments for the Modular Kitchens and Kitchen Innovation, integrating culinary storytelling and brand engagement through interactive, sensory-driven installations and design.

### Crow, Delhi, India

Jan - Sept '19 **Food Experience & Spatial Designer**

Collaborated with a multidisciplinary art and storytelling studio to design immersive environments and narrative-led dining experiences. Developed Nowhere Land, the studio's first experiential food journey exploring the relationship between humans and nature in urban contexts through spatial storytelling and sensory gastronomy.

### Café Project Otenga, Ahmedabad, India

June - Dec '18 **Food Designer**

Conceptualized and designed art-driven dining experiences and tablescapes blending local culture, materiality, and gastronomy into cohesive storytelling environments. Collaborated on design research project exploring food cultures in cities.

## EDUCATION

Ongoing

Food & Beverage Management  
Bocconi University, Milan, Italy | Certification

2023

Brand Identity & Strategy Design  
IE Business School, Madrid, Spain | Certification

2021-22

MA in Food Design & Innovation  
Scuola Politecnica di Design, Milan, Italy

2015-19

Bachelor of Design  
(Exhibition and Spatial Design)  
National Institute of Design (NID),  
Ahmedabad, India

## SOFTWARES LANGUAGES



English  
●●●●●●●●●● Fluent  
Italian  
●●●●●○ B1  
Hindi  
●●●●●●●●●●

## AWARDS & RECOGNITIONS

2024

TEDx Pollica Speaker  
Beyond Borders, Pollica, Italy

2023

Hackathon - Greenship | Winner  
Green solutions for Air and Heat Islands in Ferrara, Italy

2022

Food & Climate Shapers  
BootCamp | FAO - Pollica, Italy

2021

Packaging Design | Winner  
La Rosa Dei Gusti Limited Edition Product Line, SPD Milano

2020

Dhummas Short Film | Multiple Awards (Production Design)  
VGIK International Student Short Film Festival, 2020 - Official Selection |  
Bangaluru International Short Film Festival, 2020 - WINNER

2019

Experiential Space Design | Winner  
ADI Battle of International Student Projects

## ART RESIDENCIES & RESEARCH PRACTICES Internationally Selected, Fully Funded

### Milano Mediterranea, Allianze Foundation, Milan, Italy

Nov - Dec '24 **Third Culture, Beyond Borders**

Designed a community-led food research and co-creation project in Milan, using home kitchens and shared meals to explore migration, identity, and multicultural coexistence. Through participatory cooking and storytelling, the project explored role of design in building bridges through food positioned it as a universal language to challenge stereotypes, foster inclusivity, and build collective belonging across diasporic communities.

### Food Design Nation, Hybrid Art Residency | O'Higgins, Chile

April - June 22

**Cochayuyo: The Endless Algae**

Designed a participatory installation on Cochayuyo, a native Chilean seaweed on the verge of extinction, exploring food, ecology, and cultural displacement through the lives of Algueros. Using material, sound, light, and edible interaction, the project reframed Cochayuyo as a symbol of resilience and food sovereignty, contributing to O'Higgins' feature in The New York Times "50 Places to Visit in 2025."