The future shapes of multisensory perception
Evaluation of hedonic attributes of products

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the nature of luxury

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the nature of luxury

THE BRAIN

CONSUMES THE 20 PER CENT OF THE BODY ENERGY

IS BULKY – THE BASIN OF WOMEN IS MORE WIDE TO ALLOW THE PASSAGE OF THE HEAD OF THE NEWBORN

IS VERY SLOW

THE LUXURY IS THAT WE CAN THINK ABOUT THE NOTION OF LUXURY
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luxury and beauty

THE HALO EFFECT

NORMAN'S THEORY

BEAUTIFUL = KIND

BEAUTIFUL = EASIER TO USE

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luxury and value

OUR BRAIN ELABORATES WITH MORE VIGOR WHAT IT CONSIDERS VALUABLE

ATTRACTION = BETTER
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luxury and rarity

RARE = MORE DESIRABLE

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tools and methods

Eye-tracking

instrument for recording and analysis of the user’s eye movements during exploration of a web site or while observing an object
tools and methods

devices for sensory evaluations

Sensotact®
first universal reference tool for tactile sensations manufactured in France, Renault TechnoCentre in Paris

SounBe ®
tool for qualitative and descriptive acoustic evaluation of materials invented by the team and patented by the Politecnico di Torino
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POLIEDRO, Pollenzo Index research developed in DAD Department of Architecture and Design - POLITO
case study: wine bottles

assessment of perceived sustainability
perception of wine bottles

questionnaires - stylizations

«UNPACK»
wine bottles: perceived sustainability

Which one do you consider the most ....

Elegant?
Sustainable?
Delicious?
Expensive?
Practical?
Piedmontese?

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heuristic areas of wine bottles

emotional markers
- bottleneck
- cap
- elegance

cognitive markers
- label
- elegance, environmental sustainability and link to territory

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certain elements (for example label) are predominant

some areas evoke behaviors that enable heuristic choice

the correlation between different stimuli (elegance and product quality)

the different focus for cognitive or emotional suggestion
chocolate packaging

analysis of chocolate bar packaging
assessment of perceived sustainability
chocolate packaging: perceived sustainability

What do you consider the most ....

Elegant?
Sustainable?
Delicious?
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chocolate packaging: perceived sustainability

Sustainability stimuli

Elegance stimuli

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discussion

cheap sustainability....

elegant sustainability?

sustainability could be elegance^2

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thanks for your kind attention