



Design and 3D printing to dive in the taste of olive oil

LOCATION: Jaén

DURATION: 1'37"

SUMMARY: A research team from the University of Jaén has worked in the design of kitchenware for extra virgin olive oil tastings, to bring this product to the general public. They have developed the idea of a company, Elaia Zait, which detected that there wasn't specific kitchenware on the market that enabled non-professional customers to properly perceive the sensory properties of extra virgin olive oils.

VTR

These objects have been designed to make the excellence of extra virgin olive oil known to non-professional customers. Their design is the result of a multidisciplinary research of the University of Jaén and the collaboration of a company focused on R&D. Their goal is to improve the tasting experience, regardless of how much customers know about olive oil.

DANIEL MILLÁN
Elaia Zait associate

"Most of us can't tell the difference between virgin, extra virgin and olive oil. So we had to create elements able to intuitively make the most out of the product."

JOSÉ JUAN GAFORIO
Center for Studies in
Olive Grove and Olive Oils

"Our structure is designed to allow people to perceive the colour, taste, smell and even tactile sensations of each food in their mouth; all this is unified in our brain so we can determine if we consider a food appetising or not."

Health, functionality and kitchenware that could not be found on the market, were the starting point.

ALFONSO MARTÍNEZ
Emeritus Graphic Design
Professor UJA

"Our challenge was to launch something new, something that didn't exist, but based on something specific, in something that was useful, that was real."

The use of 3D printing has been determinant during the whole process.

MIGUEL ÁNGEL RUBIO
Graphic Design Department UJA

"When we grabbed it, we realised that part of our first design couldn't be accurate, and we made a lot of modifications to the product."

A glass, a tasting cup, a shot for cold tastings and this service platter, compose the first kitchenware batch that is now ready to enter the market.

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