

**FINAL
CONCEPT
FOR** **PINK
PIXEL**



COOKING KIT WITH SOUND BOX

CONCEPT:

A UNIQUE COMBINATION OF A COOKING KIT AND A DIGITAL DETOX SYSTEM THAT ENCOURAGES QUALITY TIME TOGETHER. THE KIT SIMPLIFIES THE PREPARATION OF TRADITIONAL NEAPOLITAN DISHES, WHILE THE MUSIC BOX CREATES A SPECIAL ATMOSPHERE, STIMULATING COMMUNICATION AND INTERACTION. MUSIC CONNECTED TO NEAPOLITAN CULTURE PLAYS DURING WAITING TIMES OR BETWEEN COOKING STEPS.



FEATURES

1. Pre-Portioned Ingredients:

- High-quality, pre-measured ingredients for traditional Neapolitan dishes like Casatiello, Struffoli, or Pizza Margherita.
- Fresh, organic, and locally sourced components.

2. Step-by-Step Illustrated Instructions:

- User-friendly for all ages, with engaging visuals and clear instructions.
- QR code for video tutorials featuring local chefs demonstrating the recipes.

3. Interactive Music Box:

- Plays curated Neapolitan music or family-friendly motivational phrases during waiting times.
- Includes an option to switch to instrumental-only background music for a more immersive cooking atmosphere.
- Can also serve as a standalone speaker for other family activities.

4. Recipe Sharing and Tracking:

- QR code links to a community platform where users can upload their recipe variations, share experiences, and compare results.
- A family recipe diary included for personalization and capturing memories, with space to add photos, notes, and new ideas.

5. Built-in Timer:

- Shows time elapsed since cooking began or phones were placed in the detox box.
- Reminds users when the next cooking step starts.

6. Themed Phone Box:

- Wooden, hand-decorated with traditional Neapolitan patterns (e.g., maiolica tiles).
- Customizable designs for a personal touch.
- Includes a small lock and key to encourage commitment to the digital detox.

7. Sustainable Packaging:

- Recycled materials for minimal environmental impact.
- Fabric storage bags or reusable jars for ingredients.

ADDITIONAL FEATURES

1. Dual Music Modes:

- A “Cooking Mode” for structured playlists aligned with the recipe steps.
- A “Relax Mode” for a longer playlist of Neapolitan classics.

2. Expandable Kit Options:

- Seasonal dishes or limited-edition kits celebrating regional festivals (e.g., Christmas-themed Struffoli).
- Add-ons like a matching apron, spice jars, or a rolling pin engraved with patterns.

3. Cultural Trivia:

- Cards included in the kit with fun facts about Neapolitan cuisine, history, and traditions.
- Trivia questions to spark conversations during cooking downtime.



STYLE AND DESIGN

1. Retro-Modern Aesthetic:

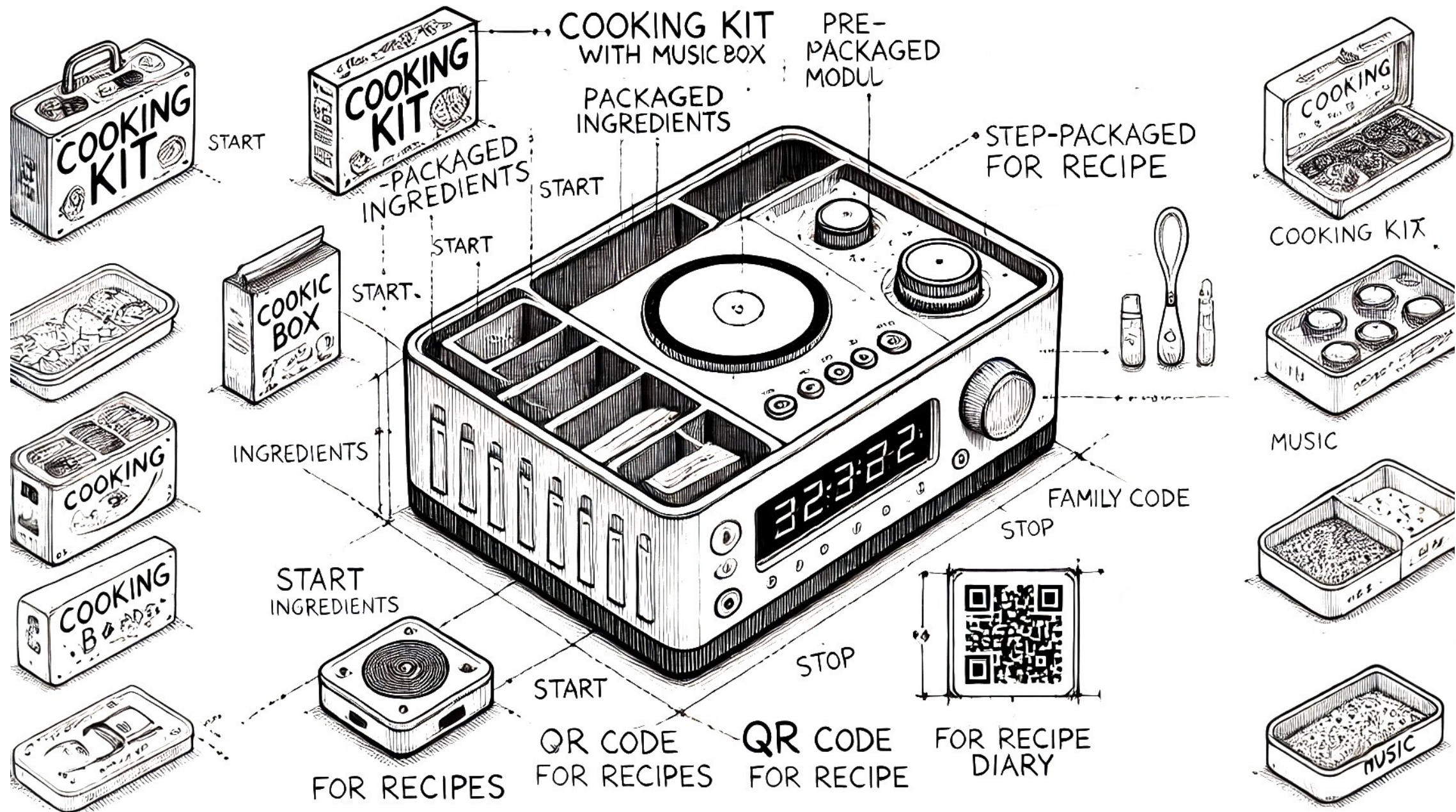
- Vibrant, retro-style recipe illustrations with a contemporary color palette.
- Authentic Neapolitan motifs, such as pulcinella figures or sfogliatelle patterns.

2. Compact and Elegant:

- The music box doubles as a decor item for the kitchen, with sleek wooden finishes and subtle cultural elements.
- Modular design to allow easy storage or display.



DETAILS, DIMENSIONS, AND MATERIALS



COMPONENT DESCRIPTION:

1. Main Unit:

- **Material:** Metal or high-quality plastic with wooden accents (for a retro-modern style).
- **Dimensions:** Approximately 30 cm × 20 cm × 15 cm.
- **Features:** Timer, music module, compartments for ingredients.
- **Special Features:** Digital display integration and built-in music speaker.

2. Ingredient Packaging:

- **Material:** Eco-friendly cardboard or recycled plastic.
- **Dimensions:** 10 cm × 15 cm × 5 cm (each package).
- **Special Features:** Easy-to-open lids with ingredient descriptions.

3. QR Codes:

- Provide access to online recipes and a family recipe diary.

4. Storage Compartments:

- **Material:** Dividers made of plastic or silicone, resistant to moisture and odors.
- **Dimensions:** Built into the main unit, each compartment approximately 5 cm × 5 cm.

5. Decorative Elements:

- Traditional motifs applied on the surface using laser engraving or thermal printing.

6. Music Module:

- **Material:** Metal and plastic.
- **Features:** Integrated speakers, ability to switch melodies, and volume control.

MATERIALS:

- **Main Body:** Metal or ABS plastic with wooden finishing.
- **Dividers:** Silicone or plastic.
- **Ingredient Packaging:** Eco-cardboard.
- **Timer and Display:** Glass and plastic.

DIMENSIONS:

- **Main Unit:** Approximately 30 cm in length, 20 cm in width, and 15 cm in height.
- **Ingredient Compartments:** Each slot is approximately 5 cm × 5 cm.
- **Additional Boxes:** Separate containers for spices or extras: 10 cm × 10 cm × 5 cm.

