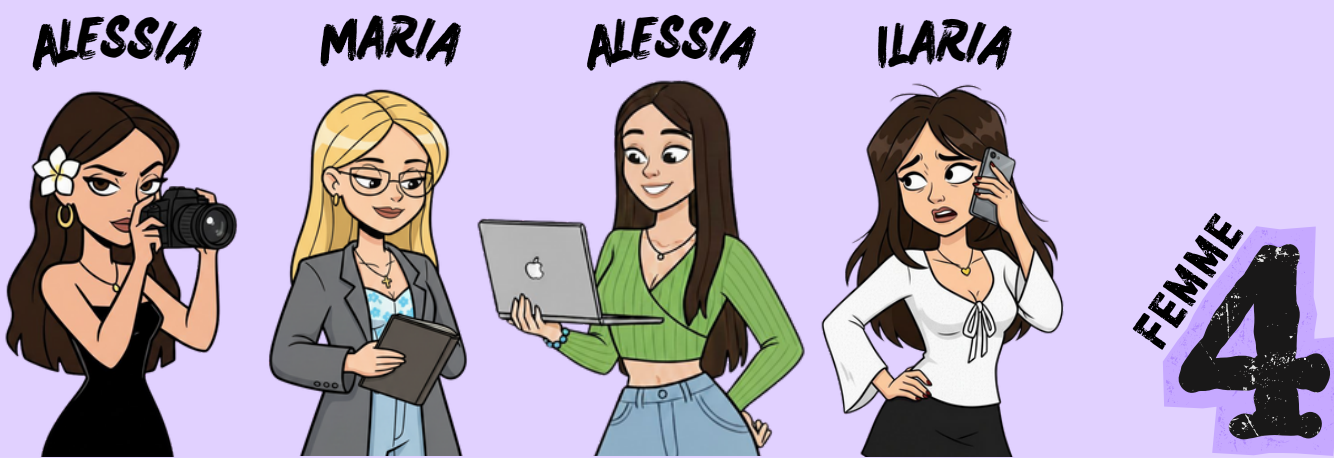


EVALUATION BOARD

Designer: Femme4 – Team 22
Client: Just 4 Holiday – Team 4



Joy of Everyday Life

BACKGROUND

The project is set in Naples, where family and conviviality—especially the Sunday lunch—have always formed the core of social life and the primary means of cultural transmission.

CENTRAL FIGURES

- Grandparents (memory keepers)
- Traditional Neapolitan cuisine (vehicle of identity)
- Young People

REQUIREMENTS

- Cultural adaptability
- User friendly
- Availability
- Emotional connection
- Intergenerational transmission

BUDGET

20€ - 30€

THE PROBLEM

In recent years, faster lifestyles, more youth mobility, and global habits – including new dietary choices – have weakened the tradition of Sunday lunch. Families spend less time together, and there are fewer chances to cook traditional dishes, which leads to a gradual loss of culinary heritage. At the same time, different diets (vegan, vegetarian, gluten-free, intolerances) create separation at the table, making it harder to share the same meal. As a result, the emotional and symbolic value of eating together – once preserved by older generations – is slowly fading.

PROJECT AIM

To bring families back together by creating a new way of sharing meals that keeps traditions alive, includes everyone’s dietary needs, and helps grandparents pass their recipes and memories to younger generations.

INITIAL DESIGN



| | |
|--------------------------------------|-------------------------|
| The story of this dish | |
| Whose specialty is it? Family fun | |
| List of ingredients | Step diagram |
| Ingredients: Dosage: | |
| Exclusive secret skill | Taster message |
| Grandma's Unique Tips | Family and friends feel |

The 1st project shows a shared family recipe book combining a structured, elegant notebook with simple digital sharing. It includes a customizable, elegant physical notebook with guided sections, paired with a digital sharing component using familiar family social platforms or chat groups. Families can add photos, anecdotes, and preparation steps.

The solution is low-cost, simple to implement, and encourages storytelling, intergenerational bonding, and cultural preservation through food.

REVISED IDEAS

- Divide the recipe book into two sections: traditional recipes + modern/lighter reinterpretations.
- Provide a more detailed document describing the proposal.
- Clarify the aesthetic style and visual identity of the book.
- Specify what the book will include
- Indicate the dimensions and physical format.

FINAL DESIGN

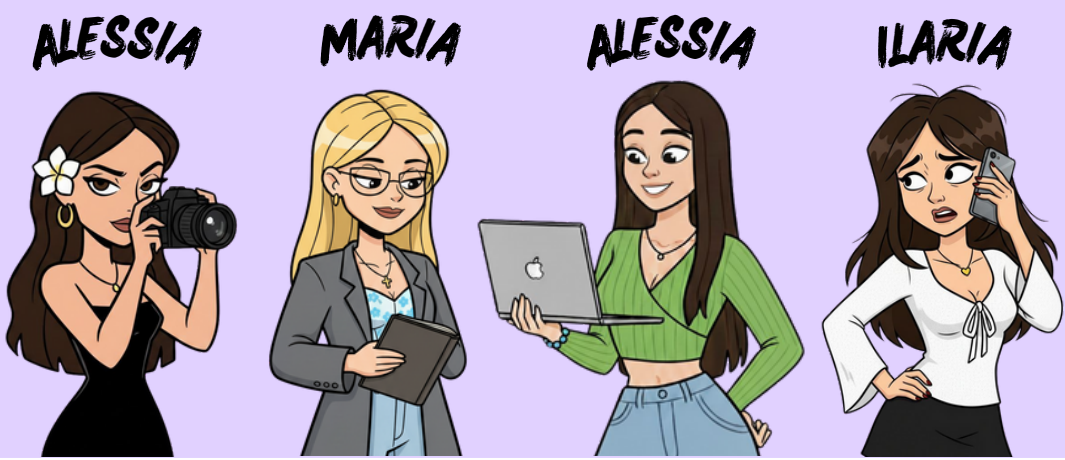


The final project introduces a dual-style family recipe notebook, split into two guided sections: one for traditional Neapolitan recipes and one for modern, healthy reinterpretations. It features a reversible cover (heritage vs. contemporary), structured templates for easy recording (story, ingredients, steps, photos, personal notes), and high-quality A5 materials. In this version, several color variations have also been proposed.

Its purpose is to connect generations by blending family heritage with modern creativity

EVALUATION BOARD

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FEMME
4



PROTOTYPING AND VIDEO MAKING



We created the physical prototype of the recipe book using binders and printed sheets.

We created a video for the prototype and another one as an introduction to our project.

<https://www.youtube.com/shorts/zx8fv1l-cs>



COMMUNICATION

Gmail



Used only preliminarily to be able to find each other on other social, and here we received a reply after a few days.



Blog



The blog was mainly used to upload documents and show our progress. Neither of our groups used the blog frequently, as most of our communication took place through other channels,



zoom

Zoom



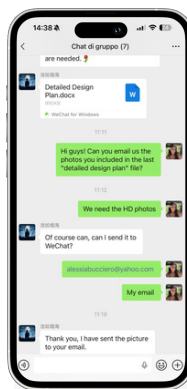
We had only one video call at the beginning of the project to get to know each other. We didn't have any more because communication between us was really difficult.



WeChat



Most of our communication took place via WeChat. The atmosphere was always positive and professional, and we never had any arguments during this period. However, at times it took a long time to receive a response to our questions, and this put us at a disadvantage.



OVERALL FEEDBACK

This project has been a great experience for us, helping us improve our design abilities and our cultural understanding. We are grateful to our Chinese team for their support and kindness. We really enjoyed discovering more about your culture and we look forward to hosting you in Italy!

The End