

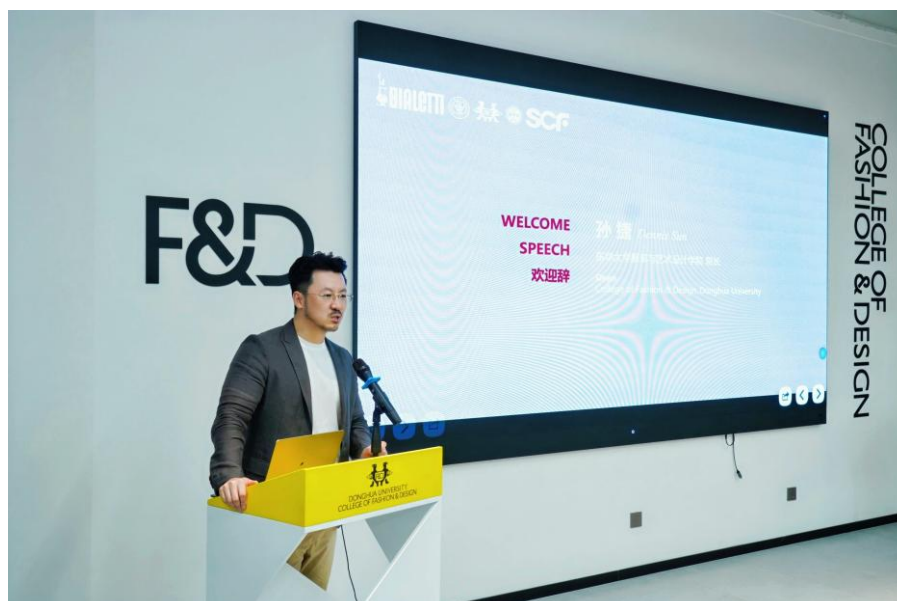
International Industry–Education Integration Empowers Innovation at Bialetti's Flagship Space in Italy

*"One cup of coffee connects the world; one design explores the future."
Where Italian aesthetics meet Donghua design, industry–education integration drives new expression for the Bialetti flagship store.*

The College of Fashion and Design (F&D), Donghua University presented results of its international industry–education integration course with Bialetti, Italy's national-treasure coffee equipment brand. Drawing on a real commercial brief from an internationally renowned brand, the collaboration links design education with global brand resources and industry practice. The Interior Design Studio course combines classroom teaching, industry demand, and design innovation.

Attending were Sun Jie, Dean of the College of Fashion and Design; Huang Geng, Head of Environmental Design; Bialetti's Marzio and Laeticia; Roberto of Nuo Capital Asia; and analyst Jessie.

University and Industry, Cultivating Talent Together



Sun Jie recalled first encountering Bialetti while studying in Europe — the moka pot is not just Italy's national coffee maker but a symbol of Italian lifestyle. He affirmed the students' work, congratulated Bialetti on its upcoming first China store in Shanghai, and thanked Bialetti and Nuo Capital. Marzio voiced the brand's expectations for China's young designers.

Gen Z Reinterprets a Century-Old Classic



Tasked with designing Bialetti's Shanghai flagship store, students developed ideas around brand heritage, consumer experience, and commercial spatial expression across three touchpoints: before the visit, in-store exploration, and purchase and after the visit. Their work spanned research, site analysis, concepts, drawings, and renderings, producing 11 concept proposals. Expert jurors assessed design thinking, spatial logic, brand fit, and customer experience. Proposals ranged from spatial translations of Bialetti's iconic octagonal moka pot to a youthful take on Italian coffee culture.

Design-Driven Innovation



Roberto and Marzio said the students' creativity made a deep impression: Gen Z's interpretation brings new inspiration for Bialetti's entry into the Chinese market, and they look forward to deeper collaboration with Donghua University.



Led by Florian Pucher under DHU's partnership with the University of Edinburgh, the course guided students through a full design loop from research to final proposals, deepening collaboration among universities, international brands, and the design industry.