

Marketing Italian Identity: How Food, Design, and Branding Shape Cultural Perception

This project explores how Italian food is represented and perceived through design and marketing in the United States. As an Italian student with a background in business and marketing, as well as a certified sommelier (AIS), I analyze how visual elements such as color, typography, and branding are used to communicate “Italian identity” in food products and advertising.

Drawing on concepts learned in courses such as Introduction to Digital Multimedia and Web Design, this project includes visual comparisons of packaging, menus, and product design. It examines how Italian culture is often simplified or adapted for commercial purposes in the U.S. market, highlighting how marketing and design shape consumer perception and often prioritize recognizability over authenticity.