

# Creative Brief

Matt Grossman

**Project Topic:** Parmesan Cheese

## Overview

To present parmesan cheese not only as a culinary element but as a cultural landmark of the Emilia-Romana region of Italy.

## Resources

Wiki page: [Parmesan - Wikipedia](#)

Parmesan Consortium Website: [Parmigiano Reggiano](#)

## Audience

The primary audience is the professors and recruiters reviewing portfolios for design internship – I intend on including this in my own personal portfolio. However, I do hope that there is a secondary audience of people who enjoy eating parmesan cheese but don't know much about its history or the way it's made. Intended for curious learners!

## Message

Users will leave this site with a newfound appreciation not only for how Parmesan cheese is made, but an understanding of its place in the culture of Emilia-Romagna and Italy more largely.

## Tone

The tone of this site is authoritative. There are a lot of official rules for parmesan cheese, how it's made, and how it's sold. I intend to mimic that official tone in this – as an authoritative source.

## Visual Style

Visually, this site will be inspired by the Parmesan Consortium. There is already a set forth font and color scheme. I will add a few colors to that to complement the gold and black. Other visual elements will be inspired by the cheese and factories themselves – the stippling font used on the cheese rind, the colors of the factory, and more!



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REGGIANO**

The *only* Parmesan.

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AREA



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COMMUNICATION

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## *The Consortium and its History*

1901

In 1901, the Chamber of Commerce of Reggio Emilia proposed to establish a trade union between producers and traders of cheese to authenticate the origin of the product to be exported.

