

Content marketing that puts you in front of food-tech investors and buyers

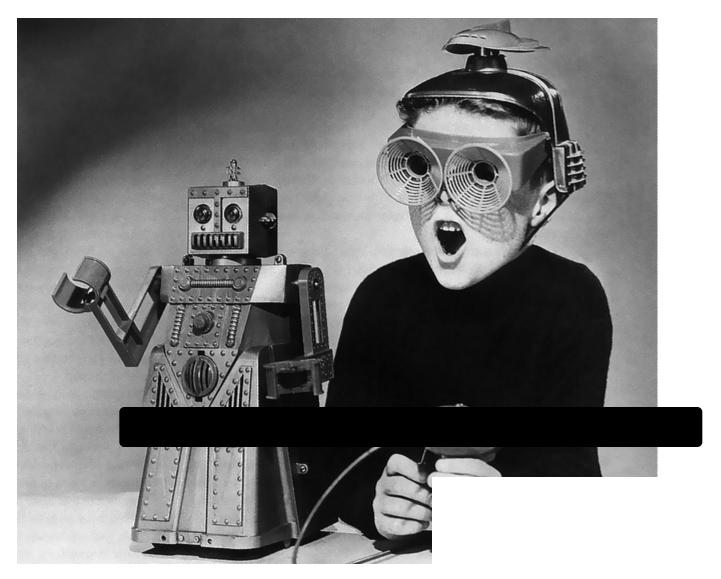
## From Naples to Mars and Back: the Future of Pizza is Here

21/10/2016 by Andrea



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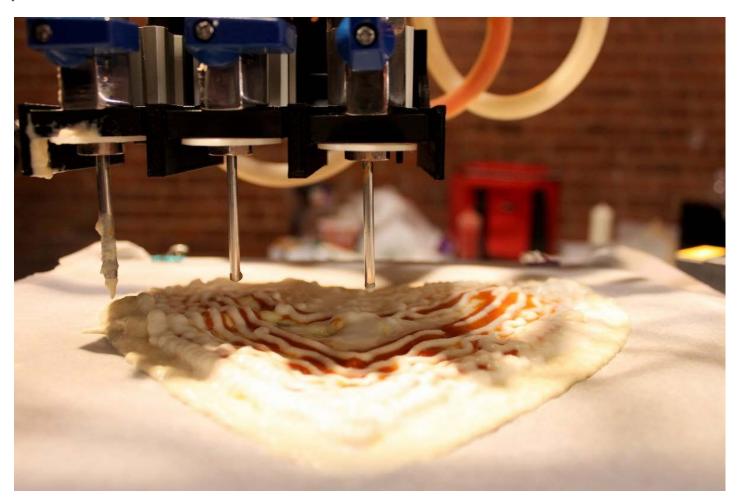


What's new in pizza? The last time it made sense to ask this quest when people in Naples started to add tomato sauce to their flatbrea it. After that, not much changed.

Now however, we can safely say something's new in the pizza wo and cooked, and not surprisingly the Silicon Valley has something

## 3D printing, of course

How about a heart-shaped pizza with your face on it painted in che can do.



Admittedly, the traditional way to prepare pizza is more beautiful to watch (in Beehex, the dough and the cheese need to be melted beforehand in order to be used), but once it's out of the oven, it would be hard to tell the difference between the two.

The project was partly funded by NASA, whose intention is clearly to create better meals for its astronauts.

## Cook-n-Drive-n-deliver

Start-up Zume's project is ambitious: they want to change the pizza delivery industry forever by fully automating the process, and making it as seamless as possible.

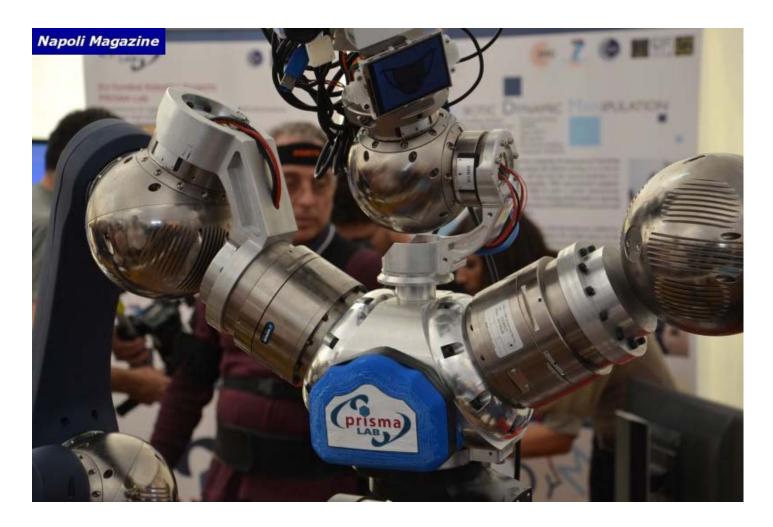
Here's how it works. First, pizzas are prepared and partly baked in the kitchen. Up to this point (and in spite of the state-of-the-art technology), the process looks like a slightly more automated version of how a normal pizza parlor works.

The second part is more interesting: pizzas are transferred to a van with several ovens, where cooking is

completed in perfect sync with the delivery schedule, just seconds before knocking on the customer's door.

## Another robot, this time with hands

In Naples, a team led by Prof. Siciliano built RoDyMan (Robotic Dynamic Manipulation), a robot with torso, arms and hands, which is learning to make pizzas.



The idea however, is not to replace human chefs, but it's based on a simple assumption: handling the dough requires excellent tactile sensitivity, and if RoDyMan can learn that, then there's a lot more it could do, for example performing surgical operations or assisting the elderly.

And there's another reason to start with pizza: in RoDyMan's project, there's not only Silicon Valley's "fast, clean and possibly fully automated" approach, but tradition as well. As Siciliano says: "Cultural heritage plays a role in robotics, and vice versa."

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I'm a B2B writer and content marketing professional, working at the intersection of food, health, sustainability and technology.

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