



MILANO DESIGN[®] PHD FESTIVAL

19/21 FEBRUARY 2020 | 10th edition
phd.design.polimi.it

OPENING
WED
2020
19

WELCOME & OPENING

📍 B3 POLIFACTORY

4PM Paolo Biscari (Dean, PhD School)
Alessandro Deserti (Head, Design Department)
Luisa Collina (Dean, School of Design)
Paola Bertola (Coordinator, PhD in Design)

LECTIO MAGISTRALIS

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5PM Lectio Magistralis by Ezio Manzini
6PM Aperitif & Networking

DEFENSES
THU
2020
20

DIGITAL IMPACT ON DESIGN OBJECTS AND SYSTEMS

PANEL: Shijian Luo, Henriette Bier, Carlo Martino, Davide Spallazzo
📍 B2.2.12

9AM **YICHEN WU**
The Design Methodology for Connected Objects in High-Level Design Education: Research on design methodology-centred contents and strategies for Chinese art University System

10AM **MILICA PAVLOVIC**
Designing for Ambient UX. Design framework for managing user experience within cyber physical systems

11AM **MARIO DE LIGUORI**
Delaying Obsolescence of Digital Products. Interdisciplinary research through emotionally durable Design and well-being in Z generation

DEFENSES
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20

DESIGN METHODS FOR SITUATED CONTEXTS

PANEL: Kay Bea Jones, Teresa Franqueira, Marzia Mortati
📍 B2.2.13

9AM **SARA CONTE**
From Adriano Olivetti's project: Eduardo Vittoria. Research, drawing and design. New methods of representation to enhance the modern architecture

10AM **NGOC TU ANTHONY PHAM**
Design Thinking as a Driver of Vietnamese Interior Design Education

11AM **FIAMMA COLETTE INVERNIZZI**
Dwelling in the Leftovers. Design Strategies for Post-Industrial Societies

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CREATIVITY 4.0 AND ORGANIZATIONAL CHANGE

PANEL: Francesca Tosi, Claudia Nicolai, Erik Stefan Holmlid, Alessandro Deserti
📍 B2.2.14

9AM **CARMEN BRUNO**
Creativity 4.0. A method to explore the influences of the digital transition on human creativity within the design process

10AM **MARTINA ROSSI**
Human Resource Design. Steering human-centred innovation within private organisations

11AM **FILIPE ANDRE DE MOURA LIMA**
Leveraging the Potential of Service Design in Non-Design-Intensive Organizations: A knowledge transfer view

12.00 pm

COLLECTIVE PROCLAMATION OF PHD DOCTORS

📍 B3 POLIFACTORY

SEMINAR
THU
2020
20

PHD IN DESIGN BUILDING A NETWORK OF EXCELLENCE

AN OPEN DISCUSSION ABOUT EMERGING ISSUES AND CHALLENGES FOR DOCTORAL DESIGN EDUCATION

📍 B3 POLIFACTORY

Aiming at sharing experiences, reflections and ideas for future developments of the design discipline, the seminar will unfold the emerging issues and questions identified by the Network of Excellence to open the discussion to a broader audience of academics and experts.

2.30 pm

PANEL

WESTON BAXTER
PhD in Design Engineering, Dyson School of Design Engineering, Imperial College, London [UK]

JONATHAN CHAPMAN
Director of Doctoral Studies, PhD in Transition Design, School of Design, Carnegie Mellon, Pittsburgh [USA]

GUY JULIER
Head of Research, Department of Design, Aalto University, Helsinki [Finland]

ILPO KOSKINEN
UNSW, Sydney [Australia]

EZIO MANZINI
Founder and President of DESIS Network, Honorary professor at Politecnico di Milano,

Distinguished Professor at ELISAVA, Guest Professor at Tongji University, [Shanghai] Guest Professor at Jiangnan, University [Wuxi]

JOHAN REDSTRÖM
Umeå Institute of Design, Umeå University, Umeå [Sweden]

PIETER JAN STAPPERS
Director of the Graduates School and Research TU Delft Graduate School, Faculty of Industrial Design Engineering, Delft [The Netherlands]

CARLOS TEIXEIRA
Coordinator of the PhD Programme, in Design, Institute of Design, IIT Illinois Institute of Technology, Chicago [USA]

CURATORS

PAOLA BERTOLA
Coordinator of the PhD in Design Design Department, Politecnico di Milano

LUCIA RAMPINO
Vice-Coordinator of the PhD in Design Design Department, Politecnico di Milano

PAOLO VOLONTÉ
Design Department, Politecnico di Milano

ANNALINDA DE ROSA
Design Department, Politecnico di Milano

5.30 pm

🍷 PHD DRINKS: APERITIF AND NETWORKING

The initiative is aimed at facilitating interaction and discussion among speakers and participants.

DEFENSES
FRI
2020
21

UPDATED AND SUSTAINABLE MANUFACTURING

PANEL: Emre Ergul, Roberto Liberti, Venere Ferraro
📍 B2.2.12

9AM **ARIANNA BIONDA**
Toward a Yacht Design 4.0. How the new manufacturing models and digital technologies [could] affect yacht design practices

10AM **TRINH BUI MAI**
Design for Sustainability in Fashion. A consolidated knowledge-base and know-how for environmentally and socio-ethically sustainable Accessory Design

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EMBEDDING CULTURE IN DESIGN PROCESSES

PANEL: Daniele Brigadoi Cologna, Isabel Meirelles, Francesca Piredda
📍 B2.2.13

9AM **SHUSHU HE**
Design for Intercultural Experience. A design framework within User Experience Approach

10AM **GIOVANNI PROFETA**
Displaying Open Cultural Collections. Design guidelines for cultural content aggregators

12.00 pm

COLLECTIVE PROCLAMATION OF PHD DOCTORS

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TALKS
FRI
2020
21

DESIS PHILOSOPHY TALKS #7 THE POLITICS OF NATURE

A DIALOGUE ON THE POLITICS OF NATURE BETWEEN DESIGN AND PHILOSOPHY

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The DESIS Philosophical Talk is a series of talk organised by a network of academic and institutional intellectual partners developing a discourse together on certain issues. This new series questions how to include in the political arenas of conversations for actions on common interests also natural non-human agents.

2.30 pm

PANEL

PAOLA BERTOLA
Coordinator of the PhD in Design, Design Department, Politecnico di Milano

WESTON BAXTER
PhD in Design Engineering, Dyson School of Design Engineering, Imperial College, London [UK]

JONATHAN CHAPMAN
Director of Doctoral Studies, PhD in Transition Design, School of Design, Carnegie Mellon, Pittsburgh [USA]

ALASTAIR FUAD-LUKE
Free University of Bozen, Bolzano [Italy]

GUY JULIER
Head of Research Department of Design, Aalto University, Helsinki [Finland]

ILPO KOSKINEN
UNSW, Sydney [Australia]

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VIRGINIA TASSINARI
Design Department, Politecnico di Milano and LUCA School of Arts, Bruxelles [Belgium]

STEFANO MAFFEI
Director of Polifactory Design Department, Politecnico di Milano

ANNALINDA DE ROSA
Design Department, Politecnico di Milano

5.30 pm

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