



MILANO DESIGN PHD FESTIVAL

24/28 MARCH 2014 | 3° Edition

Curated by: Alessandro Biamonti and Luca Guerrini



AULA CASTIGLIONI



MON 24/03 Emotion & Design

- Panel: Prof. E. Den Ouden
Prof. C. Spence
Prof. D. Frohlich
Prof. B. Del Curto
- 09:30 **Sara Colombo**
Sensory Experiences.
Informing, engaging and
persuading through
dynamic products
- 10:30 **Daria Casciani**
Urban Social Lighting.
Exploring the social
dimension of urban
lighting for more
sustainable urban
nightscapes
- 11:30 **Elia Gatti**
Feel And Sense The
Product: Experimental
based optimization
methodology for product
design

TUE 25/03 Spaces & Culture

- Panel: Prof. P. Senechal
Prof. V. Terraroli
Prof. D. Poulot
Prof. P. Marani
- 09:30 **Paola Cordera**
Dal museo delle cose al
Musée Imaginaire
Materiali per la
(ri)costituzione del Museo
di arti decorative e
industriali di Frédéric
Spitzer (1815-1890)
- Panel: Prof. S. Paris
Prof. M. A. Sbordone
Prof. P. Marani
Prof. J. Woodham
- 11:00 **Giacomo Miola**
Metafarming.
Design as a tool, to
address new spaces for a
sustainable food
production in developed
cities

WED 26/03 Interaction & People

- Panel: Prof. A. V. Moere
Prof. M. Battles
Prof. D. Pinchbeck
Prof. L. Guerrini
- 09:30 **Giorgia Lupi**
Visualizing the User
Generated city.
Exploring the potentiality
of emergent geo-social
media applications as a
novel source of urban
knowledge
- 10:30 **Sara Radice**
Designing for
participation within
cultural heritage.
Including visitors'
contributions in heritage
experience processes
- 11:30 **Pietro Righi Riva**
Designing Playful
Artifacts
The exploration of play
as a process and the
limited role of the
designer

THU 27/03 Innovation Tools

- Panel: Prof. U. Lindermann
Prof. T. Karjalainen
Prof. J. Redstrom
Prof. L. Rampino
- 10:30 **Alessandro Baldussu**
A problem solving
methodology for the
development
of bio-inspired products.
Systematic use of
"Natural Design
Principles" for designers
without Biological
Knowledge
- 11:30 **Laura Mata Garcia**
Designing
Entrepreneurship.
Creating Enterprise
Through Design Culture

FRI 28/03 Becoming Smart

- Panel: Prof. T. Valente
Prof. A. Mastalerz
Prof. L. Rampino
Prof. C. Boucharenc
- 10:30 **Paola Garbagnoli**
SMART packaging for
food (Smart Materials
And Renewal Technologies)
- 11:30 **Izabela Witoska**
Integration of Sport and
Design for innovative
systems. Application to a
Swimmer Wearable
Integrated Monitoring
System For Innovative
Training

DEFENDING SESSION

OPEN LECTURE

- 14:15 **Opening ceremony**
Giovanni Azzone
(Rector, PoliMi)
Arturo Dell'Acqua
(Dean, Design Faculty)
Barbara Pernici
(Director, PhD School)
Silvia Piardi
(Head, Design Dept.)
Francesco Trabucco
(Coordinator, Design Phd)
- 15:00 **Lectio Magistralis**
Prof. Marco Maiocchi
Design, Disobedience and
Innovation
- 16:00 **Prof. P.H. Elke Den Ouden**
(TU - Eindhoven, NLD)
Smart Urban Lighting -
Improving quality of life in
cities with intelligent public
lighting solutions
- 17:00 **Prof. Charles Spence**
(Oxford University, GBR)
Neuroscience-inspired
Multisensory Design
- 18:00 **Prof. David Frohlich**
(University of Surrey, GBR)
Sociotechnical innovation in
digital media

- 14:30 **Prof. Dominique Poulot**
(Sorbonne University, Paris, FRA)
The Changing Roles of
National Art Museums in
Europe
- 15:30 **Prof. Spartaco Paris**
(La sapienza, Roma, ITA)
Architecture and Design
Surveying the education
- 16:30 **Prof. Jonathan Woodham**
(University of Brighton, GBR)
Redesigning Design History
for the 21st century
- 18:00 **Networking Cocktail**

- 14:30 **Prof. Andrew Vande Moere**
(KU Leuven, BEL)
Visualizations in the city
- 15:30 **Prof. Matthew Battles**
(Harvard University, USA)
How a Tree Sees Design
- 16:30 **Prof. Dan Pinchbeck**
(University of Portsmouth, GBR)
Journey, House, River: Three
Models of Narrative-Driven
Game Design
- 18:00 **Networking Cocktail**

- 14:30 **Prof. Udo Lindemann**
(Technische Universität
München, GER)
Creativity and Systematic
Methods - a Contradiction?
- 15:30 **Prof. Johan Redstrom**
(Umeå University, SWE)
Prototyping Practices
- 16:30 **Prof. Toni-Matti Karjalainen**
(Aalto University, Helsinki, FIN)
Design for cultural narratives
- 18:00 **Networking Cocktail**

- 14:30 **Prof. Maria Antonietta Sbordone**
(Università di Napoli, ITA)
DISCRONIE. Fenomeni del
contemporaneo nella moda e
nel Design
- 15:30 **Prof. Christian Boucharenc**
(NUS, Singapore, SGP)
Design for a contemporary
world
- 16:30 **Prof. Teodoro Valente**
(Università degli studi, Roma, ITA)
Materials Technology for
design
- 18:00 **Final Party**
DJset by Missinred.



DOTTORATO DI RICERCA IN DESIGN
POLITECNICO DI MILANO, DIPARTIMENTO DI DESIGN



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