



MILANO DESIGN PHD FESTIVAL

6/10 MARCH 2017

Curated by Alessandro Biamonti and Luca Guerrini



All the events are taking place in Castiglioni Room, via Candiani 72, Milano, B1 Building



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MON 06/03

About urban mobility

Panel:
Barbara Del Curto
Toru Ishida
Matteo Conti

- 10.00am **Marco Zilvetti**
Moving in the Digital Era. Envisioning Innovative Interior Solutions for Future Driverless Cars in Responsive Urban Spaces
- 12.00pm **OPENING CEREMONY**
Prof. Paolo Biscari
Director, PhD School
Prof. Silvia Piardi
Head, Design Department
Prof. Luisa Collina
Dean, School of Design
Prof. Luca Guerrini
Director, PhD in Design
- 2.00pm **LECTIO MAGISTRALIS**
Prof. Alberto Coloni
Can I Define Myself a Designer? A Brief Journey and Some Suggestions

- 2.30pm **SCIENTIFIC SEMINARS**
Maintaining Expanding Breaking. Paradigms Of Design
Discussants:
Prof. Luca Guerrini
Politecnico di Milano, Italy
Prof. Toru Ishida
Kyoto University, Japan
Prof. Matteo Conti
Royal College of Art, UK

- 6.00pm Castiglioni Room **WELCOME COCKTAIL**
Live Music by G-Five

TUE 07/03

About experiences

Panel:
Jelle Van Dijk
John Franklin Sharp II
Halima Gottlieb
Paolo Volonté

- 9.30am **Sara Bergamaschi**
InterM&Dia. Interaction as a Dialogue based on Materiality
- 10.30am **Annamaria Andrea Vitali**
Meet Me in Play. Creative Processes and Expressive Techniques in Playful Multimedia
- 11.30am **Ece Özdil**
Reimagining Archives. An Investigation into Novel Experiences of Archives towards Heritage Knowledge Production and Dissemination

- 2.30pm **Prof. Jelle Van Dijk**
University of Twente, Netherlands
The Embodied Design Framework
- 3.30pm **Prof. John Franklin Sharp II**
The New School, USA
Iteration and its Failures: the Intentions, Processes and Outcomes of Creative Practice

- 4.30pm Castiglioni Room **PHDRINK**

WED 08/03

About narratives

Panel:
Dana Rebecca Arnold
Duarte Nuno Jardim Nunes
Pia Marjatta Tikka
Alessandro Biamonti

- 9.30am **Claudia Caramel**
The Fleeting Beauty. Improving the Aesthetic Experience of Urban Spaces by Enhancing the Little-known Heritage
- 10.30am **Sabrina Scuri**
Web-based Immersivity: Setting the Field. A Framework for Understanding the Experience of Immersion in the Web Environment.
- 11.30am **Simona Venditti**
Social Media Fiction. A Framework for Designing Narrativity on Social Media

- 2.30pm **Prof. Dana Rebecca Arnold**
University of East Anglia, UK
Modernity in Nineteenth-century London and Paris'
- 3.30pm **Prof. Duarte Nuno Jardim Nunes**
Universidade de Lisboa, Portugal
Designing Location-based Service for Tourism – A Case Study
- 4.30pm **Prof. Pia Marjatta Tikka**
Aalto University, Finland
Narratives & Neurocinematics

- 5.30pm Castiglioni Room **PHDRINK**

THU 09/03

About taking care

Panel:
Seung Hee Lee
Antonio Rizzo
Lorenzo Imbesi
Lucia Rampino

- 9.30am **Rosalam Che Me**
Assistive [Wayfinding] Design and Technology
- 10.30am **Silvia Maria Gramegna**
Therapeutic Habitat. Interior Design as a Tool to Develop Solutions to Enhance the Effectiveness of Non-Pharmacological Therapies for Alzheimer's Disease
- 11.30am **Beril Imamogullari**
Designing for Therapies in Dementia. ICT-Enabled Design Practice for Supporting Non-Pharmacological Therapies in Alzheimer's Disease

- 2.30pm **Prof. Seung Hee Lee**
University of Tsukuba, Japan
Kansei Design Based on Integrated Sciences
- 3.30pm **Prof. Antonio Rizzo**
Università degli Studi di Siena, Italy
Designing Enabling Technologies for the Internet of Things
- 4.30pm **Prof. Lorenzo Imbesi**
Università degli Studi di Roma "La Sapienza", Italy
Design and the Nomadism of Research

- 5.30pm Castiglioni Room **PHDRINK**
Live Music by G-Five

FRI 10/03

About customer behavior

Panel:
Nicolas L.P. Henchoz
Yingchun Zang
Shinya Nagasawa
Paola Bertola

- 9.30am **Han Han**
Acculturation of Brand. Strategic Design for European Luxury Fashion Brands in China Consumer Market
- 10.30am **Livia Tenuta**
Futures for Fashion: Functional Accessories between Innovation and Fashion in the Age of Technology
- 11.30am **LECTIO MAGISTRALIS**
Prof. Ezio Manzini
The Politics of Everyday Life. How to Implement a Design-based Collaborative Democracy

- 2.30pm **Prof. Nicolas Henchoz**
EPFL+ECAL Lab, Lausanne, Switzerland
Design for Innovative Technologies: From Disruption to Acceptance
- 3.30pm **Prof. Yingchun Zang**
Tsinghua University, China
From Corset to Lotus
- 4.30pm **Prof. Shinya Nagasawa**
Waseda University, Japan
Japan has developed Luxury Brands

- 5.30pm Castiglioni Room **PHDRINK**

DEFENDING SESSIONS

OPEN LECTURES