

8.30 - 9.00 Registration

9.00 - 9.15 SALA CONGRESSI Greetings

# MAY 5<sup>th</sup> 2022

## PROCESSES

9.15 - 10.00	<b>SALA CONGRESSI</b> <b>KEYNOTE SPEAKER   Jeffrey Schnapp - Harvard University   <i>On Instinctual Robotics</i></b>	
10.00 - 10.10	Discussion	
10.15 - 11.15	<b>SALA CONGRESSI</b> <b>P1 / CONTEMPORARY STRATEGIES AND PERSPECTIVES</b> <b>Chiar   Gioia Laura Iannilli</b> Mariangela Francesca Balsamo   Università degli Studi di Camerino   <i>Re-design biomimetico di prodotti sostenibili</i>  Chiara De Angelis   Università degli Studi di Camerino   <i>Design per l'emergenza</i>  Gianluca Carella, Michele Melazzini, Francesco Zurlo   Politecnico di Milano   <i>How to Use Strategic Design Process to Address Complex Challenges</i>  Anna Anzani, Eugenio Guglielmi   Politecnico di Milano   <i>Design Through Body Memory</i>	<b>AULA H</b> <b>P2 / HISTORIES OF PROCESSES AND PROCESSES FOR HISTORY</b> <b>Chiar   Silvia Berselli</b> Elisabetta Rattalino   Libera Università di Bolzano   <i>Working in Regress, with Rural Material Culture</i>  Ali Filippini, Chiara L. Remondino, Paolo Tamborrini   Politecnico di Torino   <i>Archival projects</i>  Elena Dellapiana   Politecnico di Torino   À Paris, 1 45 anni di "Domus" per un design "à la Français"  Fiorella Bulegato, Marco Scotti   IUAV   <i>Mostrare il processo di design</i>  Alessandro Colizzi   Politecnico di Milano   <i>Story of Piero, A Designer Between Two Worlds</i>
11.30 - 12.45	<b>SALA CONGRESSI</b> <b>P3 / DESIGN METHODOLOGICAL PROCESSES</b> <b>Chiar   Cristina Casero</b>  Alessandro Di Stefano, Davide Paciotti   Università degli Studi di Camerino   <i>Il modello fisico come evoluzione del processo di progettazione nel design</i>  Elena Fava   IUAV   <i>Fattore felicitante</i>  Mario Ciaramitaro, Pietro Costa   IUAV   <i>Design d'evasi-one per il Novacene</i>  Francesca Ambrogio   IUAV   <i>L'aria come strumento progettuale</i>  Fabrizio Gay   IUAV   <i>Atmosfera calcolabili: estroversioni dell'interior design.</i>	<b>AULA H</b> <b>P4 / DEMATERIALIZED PROCESSES</b> <b>Chiar   Francesca Zanella</b>  Anca Serbanescu   Politecnico di Milano   <i>Human-AI System Collaboration to Enhance Creativity</i>  Mila Stepanovic, Venere Ferraro   Politecnico di Milano   <i>Envisioning Technological Artefacts through Anticipatory Scenarios and Diegetic Prototypes</i>  Ammer Harb   Politecnico di Milano   <i>The Critical Forms of Design Futures Scenarios</i>  Yasuyuki Hayama, Francesco Zurlo   Politecnico di Milano   <i>How Design Impacts on Innovation Narratives?</i>
12.45 - 13.00	Discussion P1/P3	Discussion P2/P4

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### SALA CONGRESSI

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### AULA H

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13.00 - 14.00 LUNCH BREAK

## OBJECTS

14.00 - 14.30	<b>SALA CONGRESSI</b> <b>KEYNOTE SPEAKER   Andrea Mecacci - University of Florence   <i>Oggetto Immaginario e Oggetto Mimetico</i></b>	
14.30 - 15.00	<b>SALA CONGRESSI</b> <b>KEYNOTE SPEAKER   Jane Forsey - University of Winnipeg   <i>Functional Style: On the Beauty of Design</i></b>	
15.00 - 15.15	Discussion	
15.30 - 17.00	<b>SALA CONGRESSI</b> <b>P1 / OBJECTS BETWEEN ANTHROPOLOGY AND MATERIAL CULTURE</b> <b>Chair   Raffaella Trocchianesi</b> Paolo Franzo   IUAV   <i>Tessuti d'alga per il fashion design. Un'esperienza di ricerca sul campo.</i>  Loredana La Fortuna   Università degli Studi di Bari   <i>Gli oggetti tra cultura materiale e cultura visuale</i>  Vincenzo Maselli   Università di Roma La Sapienza   <i>Puppets' Tales</i>  Toufic Haidamous   American University in the Emirates   <i>Material Objects as Dispositive of Memory</i>  Dario Scodeller   Università di Ferrara   <i>Anonima Castelli: objects, design and cultural heritage</i>	<b>AULA M</b> <b>P2 / POLITICAL AND SOCIAL VALUE OF OBJECTS</b> <b>Chiar   Rita Messori</b> Biasetton & Biasetton   IUAV, Università di Trento   <i>For F*ck's Sake</i>  Silvia Berselli   Università degli Studi di Parma   <i>Cose di questo mondo</i>  Alessio Franson   Università di Roma La Sapienza   <i>Design e self-production: una prospettiva teorico-politica.</i>  Rosa Chiesa   IUAV   <i>Apparecchi telefonici in Italia</i>
	Discussion P1	Discussion P2
17.00 - 18.00	<b>SALA CONGRESSI</b> <b>P3 / PHILOSOPHY AND REPRESENTATION</b> <b>Chair   Francesca Zanella</b> Chiara Scarpitti   Università degli Studi della Campania "Luigi Vanvitelli"   <i>Oggetti e cose</i>  Paola Proverbio   Università Cattolica del Sacro Cuore, Milano   <i>Il design di prodotto e la sua rappresentazione fotografica</i>  Lorenzo Manera   Università di Modena e Reggio Emilia   <i>Digital Objects' Aesthetic Features</i>  Monika Favara   University of Warsaw   <i>Everyday Design</i>	<b>AULA M</b> <b>P4 / SYMBOLIC VALUE AND USE VALUE</b> <b>Chiar   Elisabetta Di Stefano</b> Giuditta Margherita Maria Ansaloni, Arianna Bionda, Andrea Ratti   Politecnico di Milano   <i>The Evolution of Yacht</i>  Andreas Sicklinger, Alireza Ajdari   University of Bologna, University of Teheran   <i>Liberating the Imprisoned Soul of Dorian Grey.</i>  Francesca La Rocca   Università degli Studi della Campania "Luigi Vanvitelli"   <i>È un designer solo colui che sa creare un enigma da una soluzione</i>  V. M. Viviana Trapani, Ambra Di Bernardi   Università di Palermo   <i>Quotidiano straordinario</i>  Teresa Feraboli, Elisabetta Rosina   Politecnico di Milano   <i>La memoria del bagno</i>
18.00 - 18.15	Discussion P3	Discussion P4

## LINK VIRTUAL ROOMS

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8.15 - 8.45 Registration

# MAY 6<sup>th</sup> 2022

## EXPERIENCES

8.45 - 9.25	<b>SALA CONGRESSI</b> <b>KEYNOTE SPEAKER   Marc Hassenzahl - University of Siegen   <i>Technology to Make You Happy? Experiences, Wellbeing and Interaction Design</i></b>	
9.25 - 10.05	<b>SALA CONGRESSI</b> <b>KEYNOTE SPEAKER   Jocelyn Spence - University of Nottingham   <i>Feeling Through Technology</i></b>	
10.05 - 10.20	Discussion	
10.30 - 12.00	<b>SALA CONGRESSI</b> <b>P1 / EDUCATION AND CULTURE</b> <b>Chair   Letizia Bollini</b> Francesco E. Guida   Politecnico di Milano   <i>Open Communication Design</i>  Clizia Moradei   IUAV   <i>Educare al fashion design: una metafora vegetale</i>  Dina Riccò   Politecnico di Milano   <i>Esperienze accessibili</i>  Licia Calvi   Breda University of Applied Sciences   <i>The Secret Marquise</i>  Umberto Tolino, Ilaria Mariani   Politecnico di Milano   <i>Misleading Design</i>	<b>AULA A</b> <b>P2 / TRANSITIONS</b> <b>Chiar   Gioia Laura Iannilli</b> Margherita Pillan   Politecnico di Milano   <i>Exploring the potentials of Design for Behavior Change</i>  Valeria Bucchetti, Michela Rossi, Umberto Tolino, Benedetta Verrotti di Pianella, Pamela Visconti   Politecnico di Milano   <i>Communication Design for Welfare, the Challenge of Preserving Human Interactions in Remote Participation</i>  Annalinda De Rosa, Laura Galluzzo   Politecnico di Milano   <i>Aesthetics of Design for Social Innovation</i>  Michele Melazzini, Gianluca Carella   Politecnico di Milano   <i>Design Experiences within Organizations to Foster Employee Engagement</i>
	Discussion P1	Discussion P2
12.10 - 13.10	<b>SALA CONGRESSI</b> <b>P3 / CAN EXPERIENCES BE MEASURED?</b> <b>Chair   Francesca Zanella</b> Lucilla Calogero   IUAV   <i>Beyond visualization</i>  Luca Casarotto, Antonio de Feo   IUAV   <i>The Design of the Intangible Element</i>  Claudio Germak, Lorenza Abbate   Politecnico di Torino   <i>L'oggetto robot di servizio</i>  Ilaria Bollati, Federica Antonucci, Valeria Morea, Marta Spanevello   Politecnico di Milano, Università di Roma Tor Vergata, IUAV, FAI Villa e Collezione Panza   <i>Designing Digital and Narrative Cultural Experiences</i>	<b>AULA A</b> <b>P4 / TOURISM AND MOBILE EXPERIENCES</b> <b>Chiar   Giovanni Matteucci</b> Venanzio Arquilla, Davide Genco, Federica Caruso, Chiara Parise   Politecnico di Milano   <i>Designing a New User Experience for the Travel Sector</i>  Gabriele Toneguzzi   IUAV   <i> Oggettuale, processuale, narrativo ed esperienziale</i>  Anna Mazzanti   Politecnico di Milano   <i>Il caso di "Operazione Arcevia": Comunità esistenziale</i>  Marina Parente   Politecnico di Milano   <i>Dialoghi collaborativi tra souvenir e territori</i>
13.10 - 13.25	Discussion P3	Discussion P4
13.25 - 14.30	LUNCH BREAK	

## LINK VIRTUAL ROOMS

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## NARRATIVES

14.30 - 15.10	<b>SALA CONGRESSI</b> <b>KEYNOTE SPEAKER   Mirko Zardini- Ex director of the Canadian Centre for Architecture (CCA), Montreal   <i>The Museum is Not Enough</i></b>	
15.20 - 16.00	<b>SALA CONGRESSI</b> <b>KEYNOTE SPEAKER   Uwe Brückner - FHNW Academy of Art and Design in Basel, Studio Uwe Brückner   <i>Form Follows Content – or You Cannot Not Stage</i></b>	
16.00 - 16.20	Discussion	
16.30 - 18.00	<b>SALA CONGRESSI</b> <b>P1 / COMMUNICATION, STRATEGIES, TOOLS</b> <b>Chairs   Raffaella Trocchianesi, Marina Parente</b> Mariana Ciancia, Francesca Piredda   Politecnico di Milano   <i>Worldbuilding Practice as a Collaborative and Inclusive Design Process</i>  Letizia Bollini   Free University of Bozen   <i>Space as a Narrative Interface</i>  Michele Galluzzo   Free University of Bozen   <i>Il lago "fuori dallo studio": Appunti su corporate identity, branding e storia sociale del graphic design</i>  Clara Giardina   Università di Bologna   <i>Uno strumento di progettazione per catalogare, mappare e narrare un sistema complesso: l'Osservatorio Innovazione Packaging di ADU</i>  Vincenzo Cristallo, Miriam Mariani   Università di Roma La Sapienza   <i>The Role of Italicography in the Representation of Design Research</i>	<b>AULA A</b> <b>P2 / CULTURAL HERITAGE, MUSEUMS, TERRITORIES</b> <b>Chairs   Giampiero Bosoni, Annalinda De Rosa</b> Alessandra Bosco, Silvia Gasparotto, Margo Lengua   Università IUAV di Venezia, Università degli Studi della Repubblica di San Marino   <i>Enhancing Local Cultural Heritage by Designing Narra-tives and Interactive Exhibitions.</i>  Marco Borsotti   Politecnico di Milano   <i>Dall'allestimento narrativo a quello phygital</i>  Cinzia Ferrara   Università di Palermo   <i>Cento e più parole per raccontare Ustica</i>  Simona Colitti, Ami Licaj, Lorela Mehmeti, Elena Vai   Università di Bologna   <i>Making Value: azioni di storytelling per le industrie culturali e creative</i>
	Discussion P1	Discussion P2
16.30 - 18.00	<b>AULA CENTRALE</b> <b>P3 / INTERACTION, DIGITAL, SUSTAINABILITY</b> <b>Chairs   Francesca Zanella, Ilaria Bollati</b> Giovanni Maria Conti, Rachele Didero, Giulia Lo Scocco, Martina Motta   Politecnico di Milano   <i>Craftmanship and Digitalization in the Italian Knitwear Industry</i>  Michele De Chirico   IUAV   <i>Il Progetto nelle metamorfosi della materia</i>  Sofia Peracchi, Ilaria Mariani   Alta Scuola Politecnica, Politecnico di Milano   <i>Counter-narratives Against Gender-based Violence</i>  Domenico Pallamico, Salvatore Di Dio, Mauro Filippi   Università di Palermo   <i>Sustainable Mobility as a Sport</i>	<b>AULA S</b> <b>P4 / CRITICAL APPROACH, LANGUAGES, EXPLORATION</b> <b>Chairs   Licia Calvi, Marta Elisa Cecchi</b> Mauro Filippi, Salvatore Di Dio, Domenico Schillaci, Stefano Malorni, Angelo Scuderi, Sabrina Guzzo   Università di Palermo   <i>Conversation Design for Raising Awareness on the Responsible Use of the Internet</i>  Clorinda Widi Galasso, Marta Elisa Concepti   Politecnico di Milano   <i>From a Word-Formation to a Concept-Formation</i>  Francesca Casnati, Alessandro Ianniello, Alessia Romani   Politecnico di Milano   <i>Narrare per provocare</i>  Andrea Di Salvo   Politecnico di Torino   <i>Interaction and Verisimilitude</i>  Mariana Ciancia, Francesca Piredda, Maresa Bertolo   Politecnico di Milano   <i>Designer as Drama Manager</i>
18.00 - 18.15	Discussion P3	Discussion P4

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### AULA CENTRALE

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### AULA S

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