

INTEGRATED PRODUCT DESIGN

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POLITECNICO
MILANO 1863

26_05_2017 | Prof. Francesco Zurlo

INTERNATIONAL Ranking

QS RANKING | ARTS & DESIGN

1		Royal College of Art	
2		Massachusetts Institute of Technology (MIT)	
3		Parsons School of Design at The New School	
4		Rhode Island School of Design (RISD)	
5		Pratt Institute	
6		University of the Arts London	
=7		Politecnico di Milano	

1st



3rd



7th



INTEGRATED PRODUCT DESIGN [IPD]

DEFINITION

Integrated Product Design [IPD], renewing the former Product for Innovation program, intends to be the **most updated design approach today**. The aim of the course is educating professionals with a **multidisciplinary attitude**, able to manage **complex systems**, to govern **tangible and intangible** systemic features of a company's offering, to contribute to the **improvement of the design culture**. IPD provides the tools and the method to integrate knowledge and experiences, considering the **link between design, technology and new functions**; to understand **market and strategic** organizational **issues**; to focus on **social and environmental topics**; to clearly understand the relationship between **product and process**. The program focuses on educating Product Designers who can **think creatively**, who are able to **manage and lead multidisciplinary design teams**, ready to deal with **emerging technologies and future scenarios**, open to explore and to expand alternative design solutions.

INTEGRATED PRODUCT DESIGN [IPD]

KEYWORD

_ **INNOVATION PROCESSES**

_ **SYSTEM THINKING**

_ **CULTURE, USER, MARKET, ENTERPRISE**

_ **PRODUCT-SYSTEM** (i.e. product+services+information)

... it is worth saying that the course has been always a pioneer, in our Design School, in exploring **new opportunities for the discipline of design:**

Service design

Strategic design

Design for sustainability

Design for local development

Design for social innovation

were born here...

INTEGRATED PRODUCT DESIGN [IPD]

DISCIPLINARY Mix

DESIGN

TECHNOLOGY / ENGINEERING

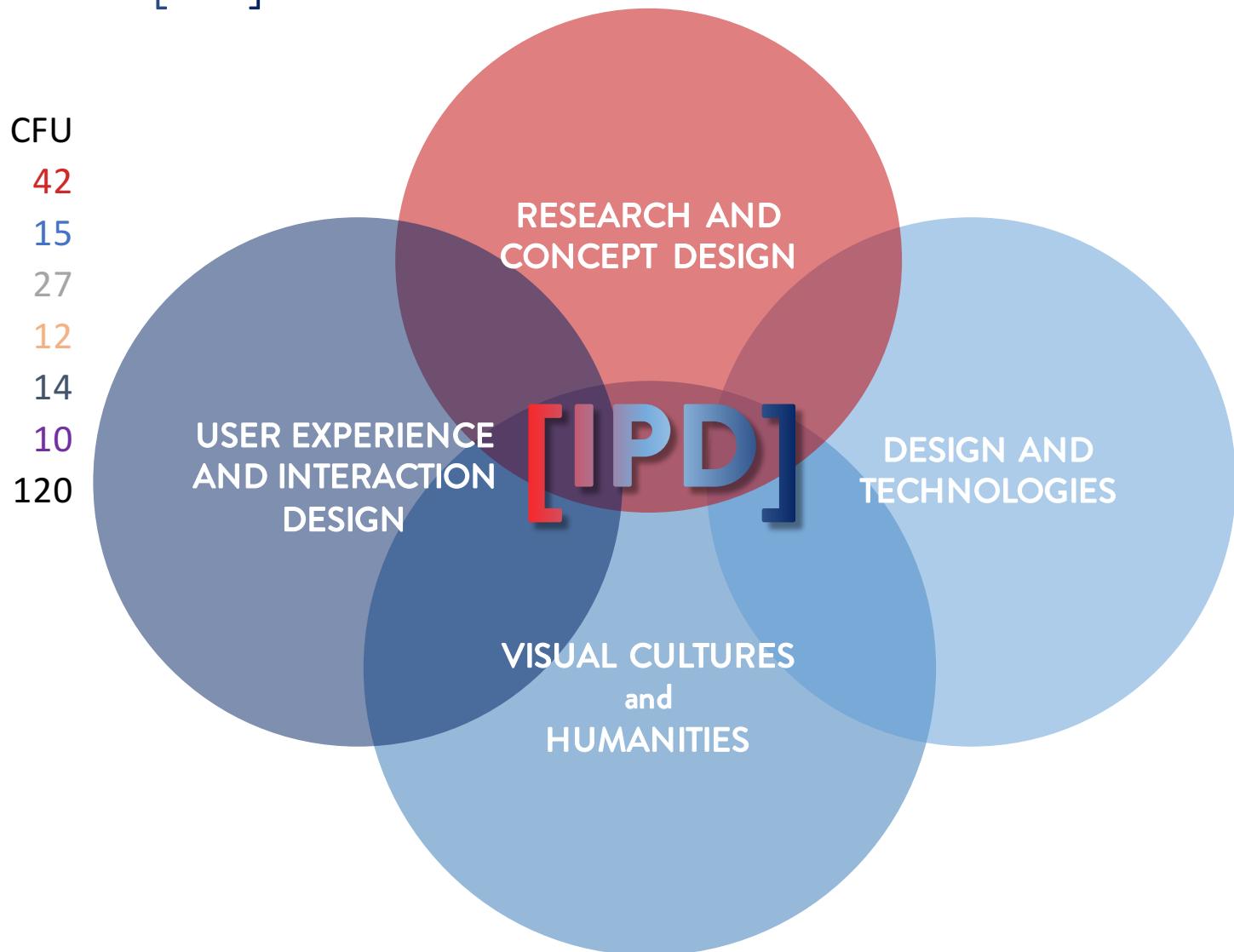
SOCIAL AND HUMAN SCIENCES

ELECTIVE

INTERNSHIP

THESIS

Tot



INTEGRATED PRODUCT DESIGN [IPD]

TREND in the World

MILAN Politecnico

Master in INTEGRATED PRODUCT DESIGN

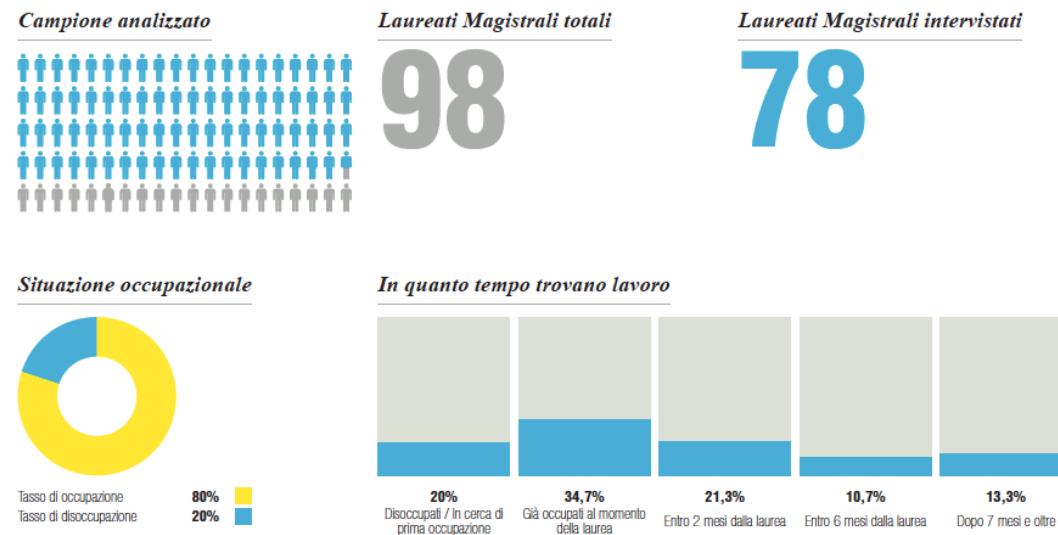
MERGING TECHNOLOGY WITH A SYSTEM, BUSINESS,
ENTREPRENEURSHIP ORIENTED LEARNING PROGRAM

INTEGRATED PRODUCT DESIGN [IPD]

CAREER opportunities

R&D and **New Product Development services/offices/departments of industries** of different sectors, responding to the request of **professionals with a robust competence in product design** but able to understand all the implications related to the **strategies of the product-system**.

Integrated Product Design students have the possibility to apply to double degree and international Exchange Programs.



 CareerService

INTEGRATED PRODUCT DESIGN [IPD]

STEERING Committee

Edgardo Angelini _ **Design Group Italia**

Eva Bei _ **Gruppo Binda**

Patrizio Cionfoli _ **Whirlpool**

Monica Dalla Riva _ **3M**

Odoardo Fioravanti _ **Studio Fioravanti**

Marta Giardini _ Art Director **Zara Home** e vari

Andrea Grasselli _ **DAG Design - Gruppo Artsana**

Sara Massarutti _ **Jacuzzi**



INTEGRATED PRODUCT DESIGN [IPD]

STEERING Committee

FIRST SUGGESTIONS

- _ stressing **esthetics qualities and beauty** (of products)
- _ pushing a **cross-disciplinary approach**
- _ providing knowledge and skills to face **projects in a systemic and 360° way**
- _ teaching a **critically thinking approach** to the project
(not just theories, not just technique)
- _ **user experience**
- _ training the creative “muscles” through more **design practices**
(more projects...)



INTEGRATED PRODUCT DESIGN [IPD]

A NEW WAY of learning

Y GENERATION & MILLENNIALS

A generative METAPHOR

Accessing knowledge with your fingers... so planning a compass and always redesigning maps to find the route for innovation



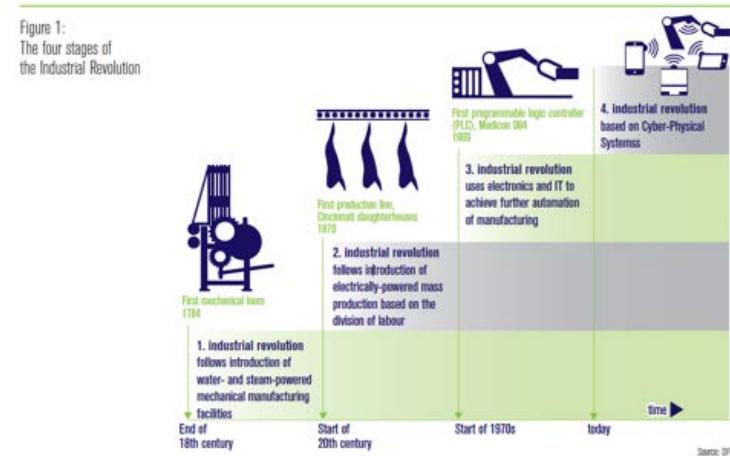
INTEGRATED PRODUCT DESIGN [IPD]

A NEW WAY of learning

TRANSFORMATIONS OF PRODUCTS, INDUSTRIES, OFFERINGS ...



Figure 1:
The four stages of
the Industrial Revolution



Xerox

Support & Drivers | Supplies and Consumables | Where to Buy | Contact Us | Account Management

Office Products | Production Solutions | Document Outsourcing

Xerox iGen4™ Press
The world's most productive digital press with gains in monthly volumes and high-definition image quality. > learn more

Xerox iGen3™ Press with Automated Colour Quality Suite
Press matching system takes iGen3 to new levels of productivity. > learn more

Products
Digital Printing Presses
Production Printers & Copiers
Continuous Feed Printers
Wide Format Solutions
Workflow & Software

Business Development Solutions
Optimize your workflow
FreeFlow Software & Scanners
ProF/accelerator PDF Catalog
New Business of Printing

Workflow Solutions
Transactional Promotional
Books & Manuals
Direct Mail
Collateral
Premier Partners printing companies

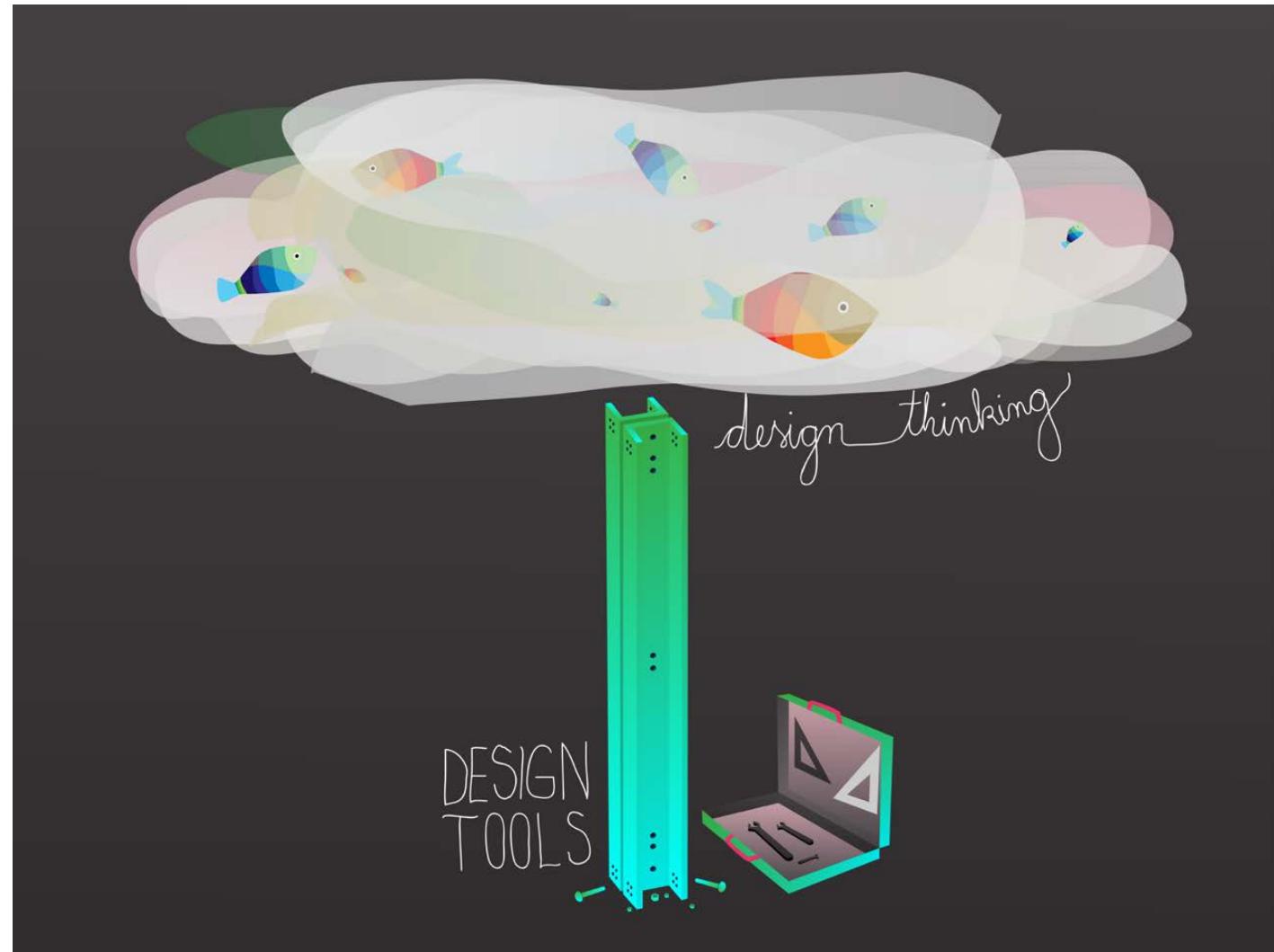
Application Solutions



INTEGRATED PRODUCT DESIGN [IPD]

A NEW WAY of learning

THE T MODEL AND THE DESIGN LEARNING



INTEGRATED PRODUCT DESIGN [IPD]

FIRST year

Course	CFU	PR1	PR2
1° SEMESTER			
DESIGN STRATEGICO E DEI SERVIZI / STRATEGIC AND SERVICE DESIGN	6	ita	eng
CULTURE VISIVE / DESIGN NARRATIVES	6	ita	eng
LAB. SVILUPPO PRODOTTO / PRODUCT DEVELOPMENT STUDIO	12	ita	eng
MATERIALI E TECNOLOGIE PER L'INNOVAZIONE DEL PRODOTTO INDUSTRIALE	6	Ita/eng	
2° SEMESTER			
ELECTIVES	6	Ita/eng	
TEORIE E CULTURE DELL'INNOVAZIONE / INNOVATION CULTURES AND THEORIES	6	ita	eng
LAB. CONCEPT DESIGN / CONCEPT DESIGN STUDIO	18	ita	eng

INTEGRATED PRODUCT DESIGN [IPD]

FIRST year

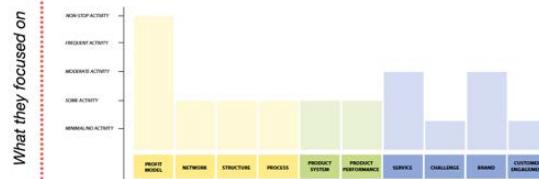
DESIGN STRATEGICO E DEI SERVIZI STRATEGIC AND SERVICE DESIGN

INTEGRATED PRODUCT DESIGN [IPD]

DESIGN STRATEGICO E DEI SERVIZI

STRATEGIC AND SERVICE DESIGN

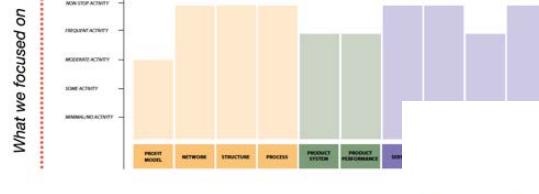
PROJECT'S INNOVATION LANDSCAPE



Before the starting of "Leaders of Change", Santander was mainly focusing its strategy on delivering good services to its clients and to keep the company's profit model high. The intent was to generate innovative services since they claim themselves being a consumer credit bank where the customer is ideally at the center of their offer. What they were missing though was a culture towards innovation from the inside of the company. To deliver disruptive ideas they needed first to learn the right process to adopt in order to get to know their customers from a different perspective and hence to conceive the services they design from an other angle.

What Futureberry decided to do was to work on the cultural dimension of the organization, rather than starting from the existing services or on the profit model of the company.

We focused on building a strong network and teaching them how to exploit it. We focused on changing how the hierarchy was managed by gathering different profiles with different charges from different departments in one group. Together we took on the process to follow and we designed innovative outputs, where the customer

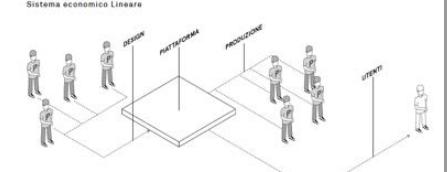
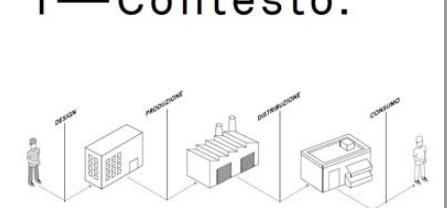


► TOOL: Scenario

Scenario4:
Beautifully Healthy



1—Contesto.



L'analisi del contesto socio-economico, di quello giuridico e progettuale, dei vari movimenti autocratici e collaborativi, suggerisce una direzione univoca che non può essere ignorata dai designer contemporanei. I fenomeni contrapposti emergenti nell'universo della Shared Economy hanno ormai preso forma e scala nelle nuove generazioni dei Millennials e della X-generation. Il progetto Refurnished si interroga sul ruolo del Design all'interno dei fenomeni collettivi, delle sue influenze sui modelli di consumo e sulla possibilità di comunicare i valori della rete paritaria (P2P) ad un pubblico eterogeneo. La filosofia del progetto porta con sé vari protagonisti contemporanei: Makers, Fixers, Repairers, Physical Hackers - suggerisce un reale tendenza collettiva ad esprimere la propria creatività attraverso il pragmatismo.

INTEGRATED PRODUCT DESIGN [IPD]

FIRST year

CULTURE VISIVE
DESIGN NARRATIVES

INTEGRATED PRODUCT DESIGN [IPD]

CULTURE VISIVE

DESIGN NARRATIVES



INTEGRATED PRODUCT DESIGN [IPD]

FIRST year

**LAB. SVILUPPO PRODOTTO
PRODUCT DEVELOPMENT STUDIO**

INTEGRATED PRODUCT DESIGN [IPD]

LAB. SVILUPPO PRODOTTO

PRODUCT DEVELOPMENT STUDIO



Ed. 2016/2017 _ COLLABORAZIONE CON “ALCALAIN” (in produzione)

INTEGRATED PRODUCT DESIGN [IPD]

LAB. SVILUPPO PRODOTTO

PRODUCT DEVELOPMENT STUDIO



The screenshot shows a web browser window with the URL "cyrus.it" in the address bar. The page displays several images of innovative products:

- A small cube-shaped object with various colored facets and protrusions.
- A bowl-shaped object designed to look like a person in a dynamic pose, containing fruit.
- A circular clock face with a unique design featuring small figures or hands.

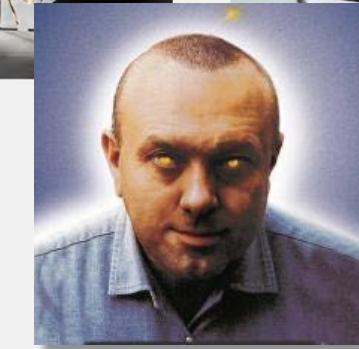
Chinese counting



A long, segmented tray or holder designed to look like a broken eggshell, holding various fruits like apples and oranges, and a walnut.



A small, ornate holder for cutlery or utensils, mounted on a wall.



A portrait of a man with yellow glowing eyes, possibly the designer or a representative of Cyrcus.



A black, angular tray or holder, part of a larger collection of products.

Ed. 2016/2017

COLLABORAZIONE CON “CYRCUS”

(in produzione)



INTEGRATED PRODUCT DESIGN [IPD]

LAB. SVILUPPO PRODOTTO

PRODUCT DEVELOPMENT STUDIO

Icon X0

indoor/outdoor tavolino

L - 196
P - 40
H - 42



da a

TEAM 11
Helga Avera, Elena Bernardi, Timothy Liddell

ESERCITAZIONE 2
DA A • WAITING

LAB
SVILUPPO
PRODOTTO
2016/2017 • BZ2 PR1

Ed. 2016/2017

COLLABORAZIONE CON “DA A”

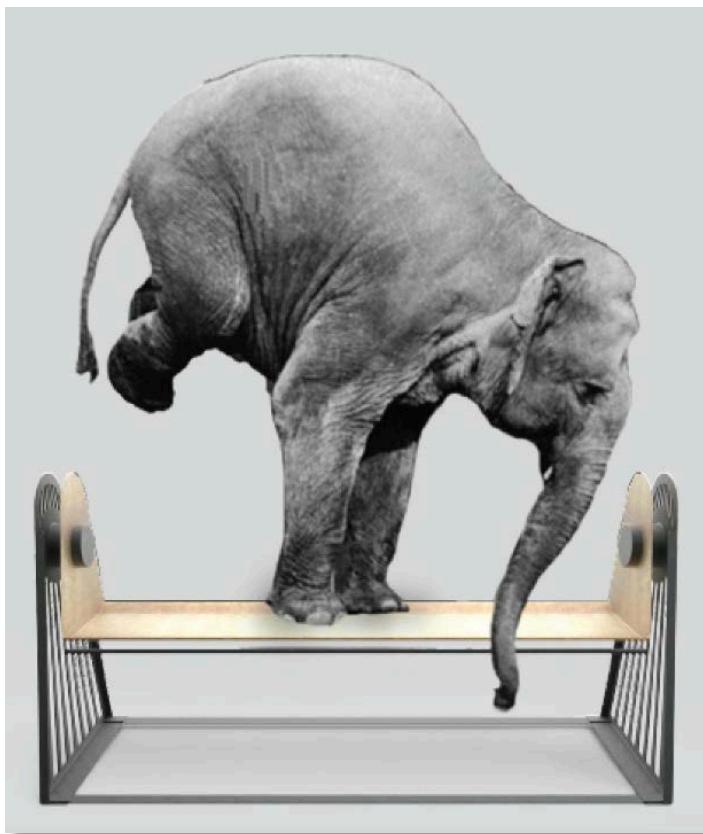
(in corso di prototipazione)



INTEGRATED PRODUCT DESIGN [IPD]

LAB. SVILUPPO PRODOTTO

PRODUCT DEVELOPMENT STUDIO



Ed. 2016/2017

COLLABORAZIONE CON “DA A”

(in corso di prototipazione)

Move it!

The pivot in the bench allows a little rocking movement of 60°, to create an interaction between the user and the product.
The metal sheet of the bench is bended to avoid safety problems.



INTEGRATED PRODUCT DESIGN [IPD]

LAB. SVILUPPO PRODOTTO

PRODUCT DEVELOPMENT STUDIO

Morphé | CHAISE LONGUE



TEAM 13
Carlo Bianchi, Javiera Godoy Henriquez, Alberto Zerbì

da a

SETTING | RENDER



ESERCITAZIONE 2
DA A - WAITING

LAB
SVILUPPO
PRODOTTO
2016-2017 - SEZ PRI



Ed. 2016/2017

COLLABORAZIONE CON “DA A”

(in corso di prototipazione)

INTEGRATED PRODUCT DESIGN [IPD]

LAB. SVILUPPO PRODOTTO

PRODUCT DEVELOPMENT STUDIO

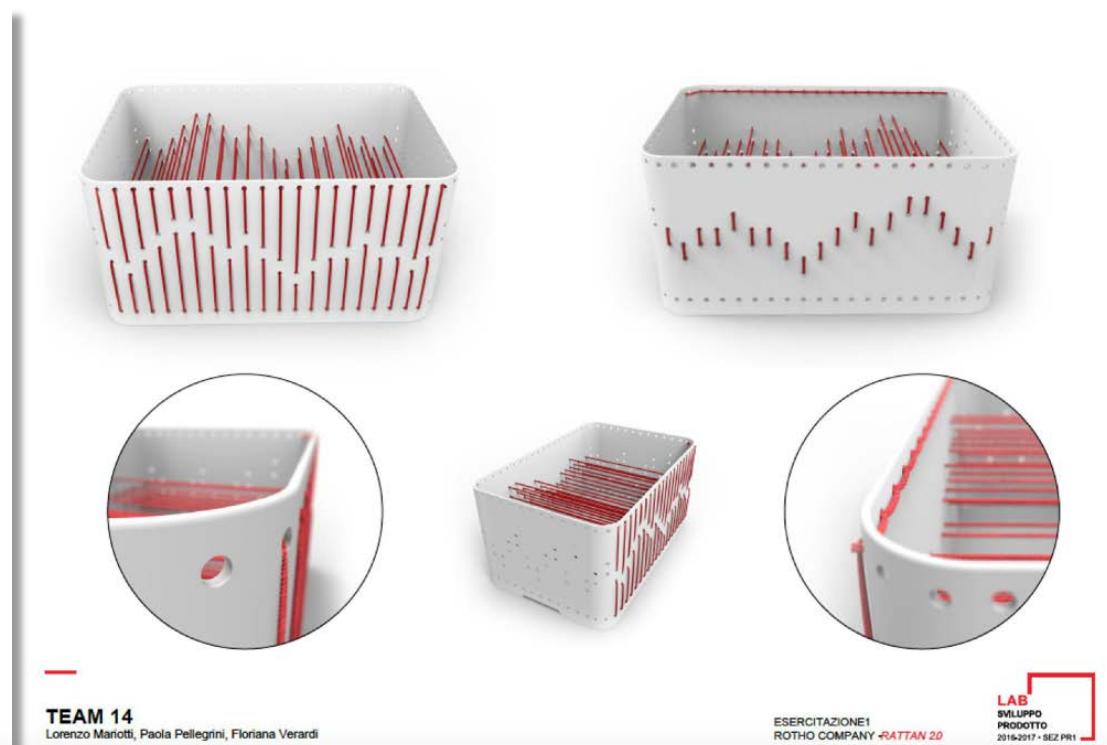
ROTHO'S HOUSE



Ed. 2016/2017

COLLABORAZIONE CON “ROTHO”

(in produzione)



INTEGRATED PRODUCT DESIGN [IPD]

LAB. SVILUPPO PRODOTTO

PRODUCT DEVELOPMENT STUDIO

KEY FEATURES



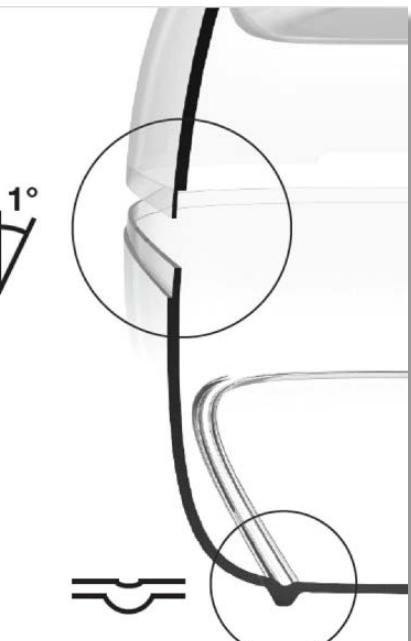
INJECTION MOLDING OF PP

Injection point



TEAM 04

Bryan Sabin, Francesco Spelta, Fabio Venturini



ESERCITAZIONE 1
ROTHO COMPANY • RATTAN 2.0

LAB
SVILUPPO
PRODOTTO
2016-2017 • SEZ PR1

Ed. 2016/2017

COLLABORAZIONE CON “ROTHO”

(in produzione)

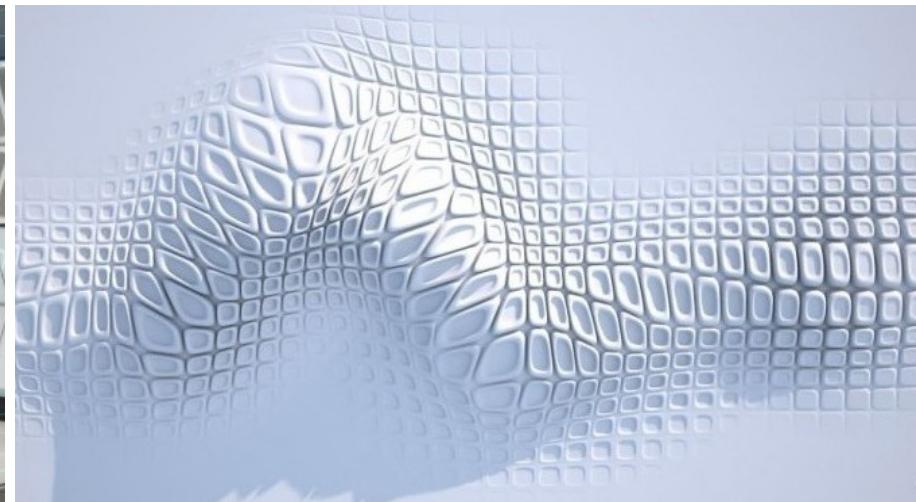
INTEGRATED PRODUCT DESIGN [IPD]

FIRST year

MATERIALI E TECNOLOGIE PER
L'INNOVAZIONE DEL PRODOTTO
INDUSTRIALE

INTEGRATED PRODUCT DESIGN [IPD]

MATERIALI E TECNOLOGIE PER L'INNOVAZIONE DEL PRODOTTO INDUSTRIALE



INTEGRATED PRODUCT DESIGN [IPD]

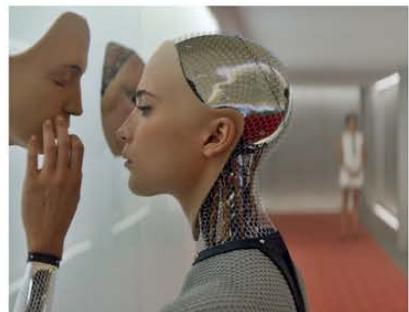
FIRST year

**TEORIE E CULTURE DELL'INNOVAZIONE
INNOVATION CULTURES AND THEORIES**

INTEGRATED PRODUCT DESIGN [IPD]

TEORIE E CULTURE DELL'INNOVAZIONE INNOVATION CULTURES AND THEORIES

Post Human Design



1. Post-Umanità, Progetto e Artificiale
La Singolarità al centro delle nuove sfide del design



2. Quando le cose apprendono
Internet of Things e AI negli oggetti e nelle pratiche del quotidiano



3. Beyond User?
Quando l'utente divide la scena del progetto con la tecnologia



4. Dati, Conoscenza e Potere
L'economia delle piattaforme e la nuova società panottica



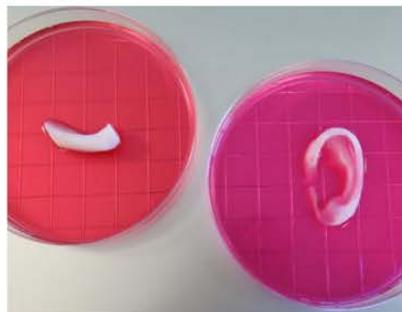
5. Riprendersi le macchine
La democratizzazione del conoscere e del fare



6. La società senza lavoro
Automazione e trasformazione sociale



7. La comparsa dell'Uomo Meccanico
Verso il nuovo destino artificiale dell'uomo futuro



8. Verso una nuova vita artificiale
Tra nuova medicina, CRISPR e nuovi materiali



9. Le nuove forme del cibo
Una rivoluzione dal campo alla bocca

INTEGRATED PRODUCT DESIGN [IPD]

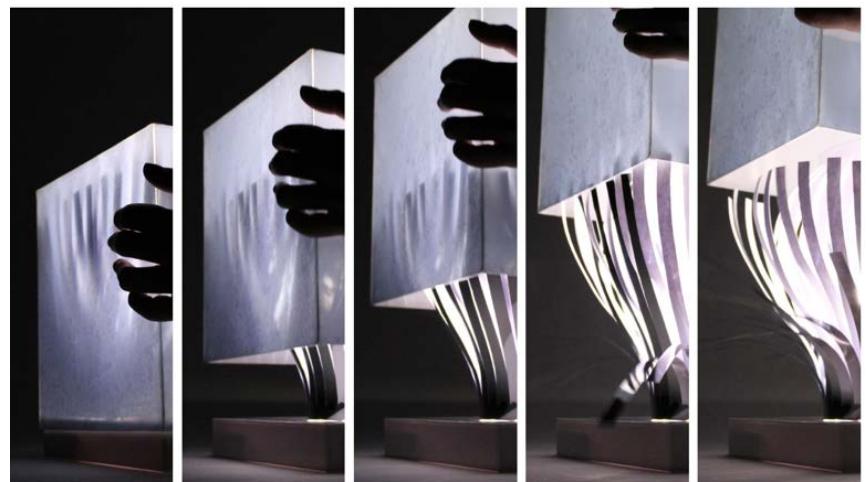
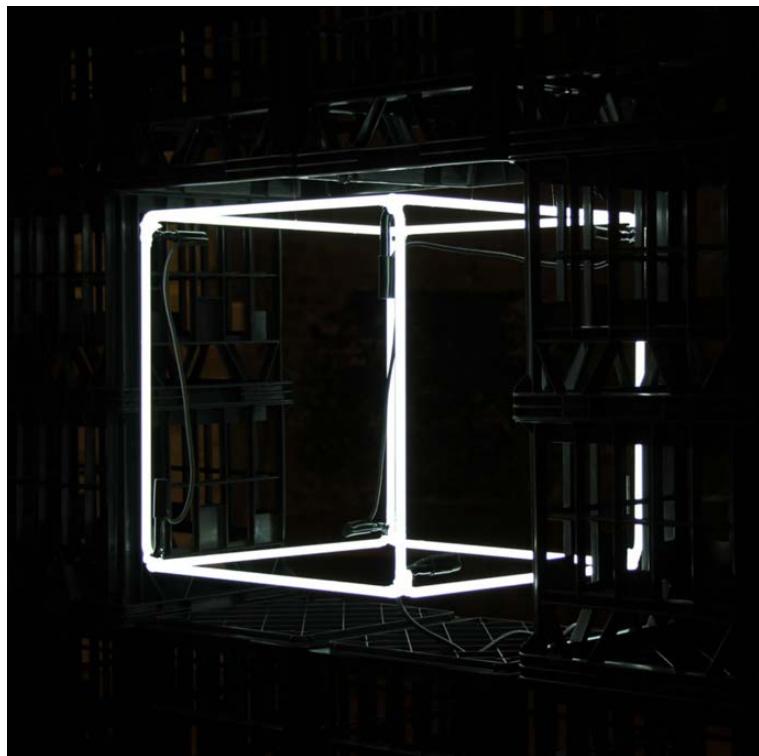
FIRST year

**LAB. CONCEPT DESIGN
CONCEPT DESIGN STUDIO**

INTEGRATED PRODUCT DESIGN [IPD]

LAB. CONCEPT DESIGN

CONCEPT DESIGN STUDIO



INTEGRATED PRODUCT DESIGN [IPD]

LAB. CONCEPT DESIGN

CONCEPT DESIGN STUDIO

VSUO



INTEGRATED PRODUCT DESIGN [IPD]

LAB. CONCEPT DESIGN

CONCEPT DESIGN STUDIO

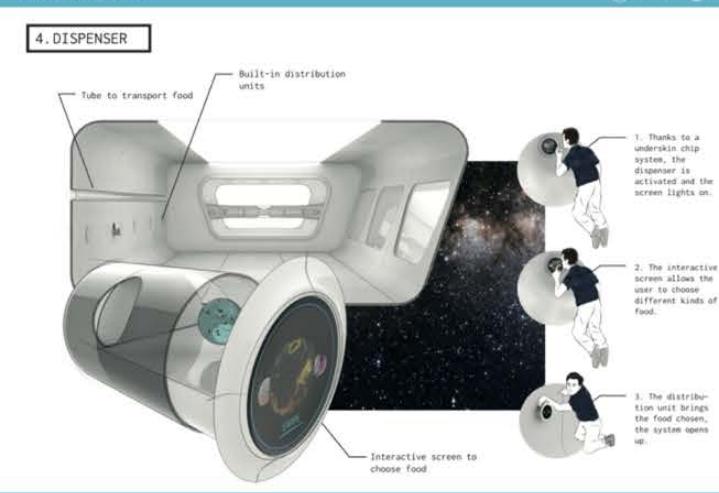
SPACE INSPIRATION



SUIT OVERVIEW

- High visibility panoramic helmet.
- Protective armor, composite polymers. Against high speed impact of debris and protection from drone.
- Head-up display
- Radiation proof fabric, allows for great mobility
- Docking attachment to drone and other astronauts

SPACE INSPIRATION



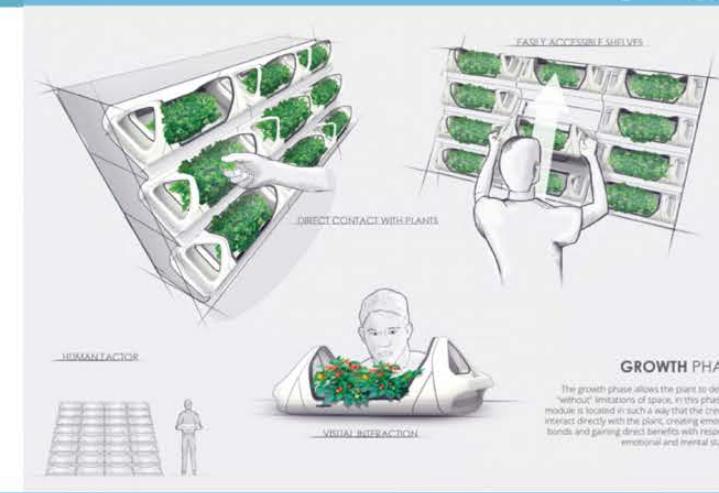
4. DISPENSER

Tube to transport food Built-in distribution units

Interactive screen to choose food

1. Thanks to a under-skin chip system, the dispenser is activated and the screen lights on.
2. The interactive screen allows the user to choose different kinds of food.
3. The distribution unit brings the food chosen, the system opens up.

SPACE INSPIRATION



GROWTH PHASE

The growth phase allows the plant to develop "without" limitations of space; in this phase the module is located in such a way that the crew can interact directly with the plant, creating emotional bonds and gaining direct benefits with respect emotional and mental state.

EASILY ACCESSIBLE SHELVES DIRECT CONTACT WITH PLANTS

HUMAN FACTOR

VIRTUAL INTERACTION

SPACE INSPIRATION



HOLDING DEVICE

In order to better hold, bottom have a non-slip texture
Press the switch to turn it on
The holder is a small after the body are heated, open the lid and scoop foods

SPACE INSPIRATION



A woman is exercising on a specialized piece of equipment inside a spacecraft module.

SPACE INSPIRATION



LIFE SUPPORT SYSTEM

The personal life support system allows extra-vehicular activity with maximum freedom. In this case the LSS will be carried on the lower torso, with reduced component's weight. This positioning allows lower center of gravity and easier movement.

Current system: Heavy, high centre of gravity, no safety stability

NESS: Low centre of gravity, better safety visibility, lighter, reduced weight

Front logo lights-up for higher visibility

INTEGRATED PRODUCT DESIGN [IPD]

SECOND year

Course	CFU	PR1	PR2
1° SEMESTER			
LABORATORIO DI SINTESI FINALE / FINAL DESIGN STUDIO	18	ita	eng
WORKSHOP	6	Ita/eng	
2° SEMESTER			
ENTERPREUNERSHIP / LIFE DESIGN	6	ita	eng
ELECTIVES	6	Ita/eng	
INTERNSHIP	20	ita	eng
P.E.T. PREPARAZIONE ELABORATO DI TESI	10		

INTEGRATED PRODUCT DESIGN [IPD]

SECOND year

**LABORATORIO DI SINTESI FINALE
FINAL DESIGN STUDIO**

INTEGRATED PRODUCT DESIGN [IPD]

LABORATORIO DI SINTESI FINALE

FINAL DESIGN STUDIO



Il corso I docenti Smart è... Bibliografia News LOGIN



News



This is what happened: Whirlpool workshop – video recap

By Smart Design | News | No Comments

Because of price constraints, the design of entry level appliances is a compelling challenge. During an engaging workshop with Whirlpool,...

27 March 2017

0



This is what happened: Braun Workshop – video recap

By Smart Design | News | No Comments

How will future small domestic appliances look like? This was the theme explored during a fast-paced immersive workshop in partnership...

13 February 2017

0



This is what happened: video recap of the DAKEN Workshop

By Smart Design | News | No Comments

What does it mean to design "Smart" accessories for the automotive sector? The workshop, in partnership with DAKEN (www.daken.it) one...

10 January 2017

0

INTEGRATED PRODUCT DESIGN [IPD]

LABORATORIO DI SINTESI FINALE

FINAL DESIGN STUDIO

/ Professors



Venanzio Arquilla
Associate professor
Politecnico di Milano,
Department of Design

Design innovation tools
and methodologies; design
policies, design services,
making and fabbing.



Valentina Rognoli
Assistant professor
Politecnico di Milano,
Department of Design

Materials for design,
materials and interaction,
Materials experience,
Materials Driven Design
method, tinkering with
materials, DIY materials.



Emanuele Magini
Freelance product
& interior designer

Product and interior design.



Innocenzo Rifino
Co-founder of
Habits Studio

Design strategy, IoT,
industrial & interaction
design.

BRAUN

Whirlpool

CORPORATION



DAKEN

plastic in progress



Ilaria Vitali
Designer & research fellow
Politecnico di Milano,
Department of Design

Trends, design and new
technologies: IoT and
product service systems.



Stefano Parisi
Designer & Ph.D. student
Politecnico di Milano,
Department of Design

Emerging and innovative
materials; CMF design; trend
research.



Istvan Bojte
Interaction/UX designer
Habits Studio

IoT/Connected devices;
digital products and
interfaces.



Alessandro Crespi
HW/SW developer
Habits Studio

R&D; new technologies;
digital embedment;
computer network
protocols.

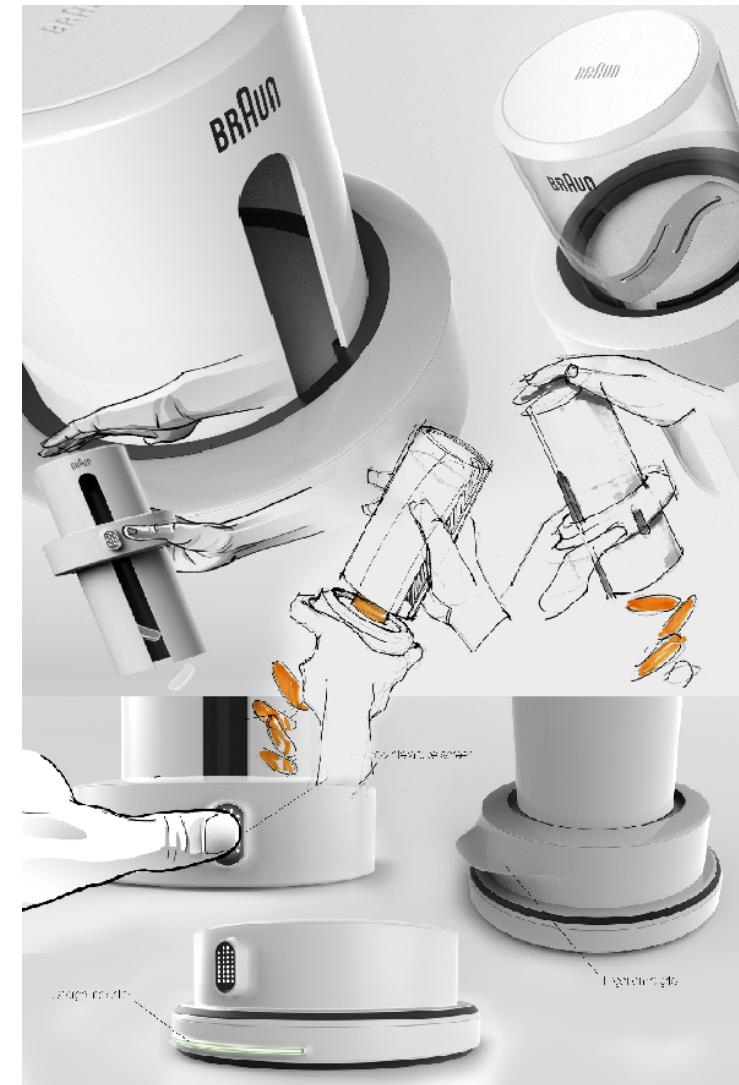
INTEGRATED PRODUCT DESIGN [IPD]

LABORATORIO DI SINTESI FINALE FINAL DESIGN STUDIO



INTEGRATED PRODUCT DESIGN [IPD]

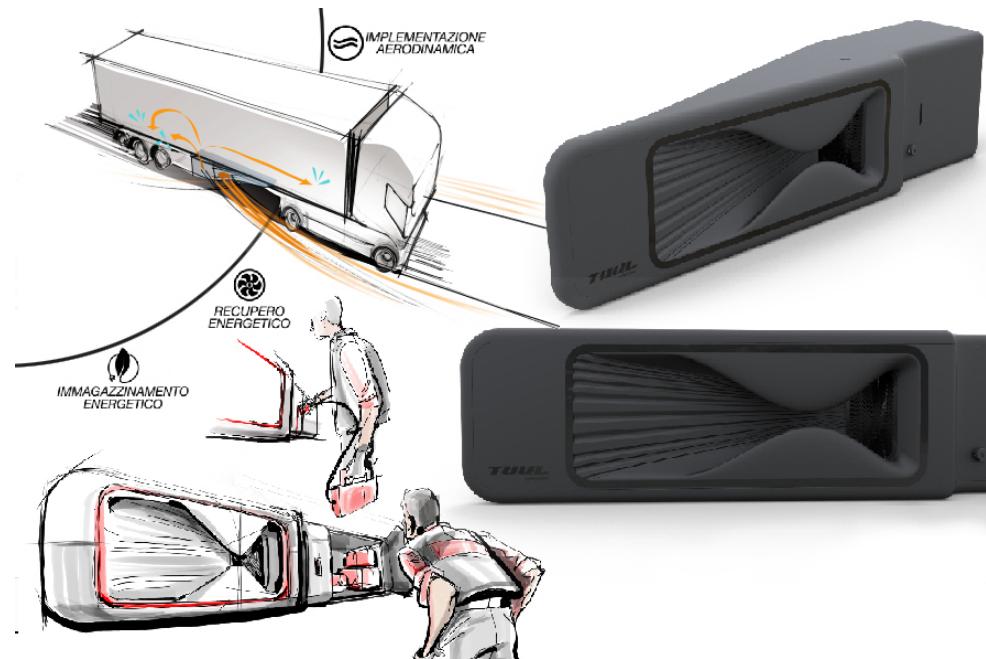
LABORATORIO DI SINTESI FINALE
FINAL DESIGN STUDIO



INTEGRATED PRODUCT DESIGN [IPD]

LABORATORIO DI SINTESI FINALE

FINAL DESIGN STUDIO



INTEGRATED PRODUCT DESIGN [IPD]

LABORATORIO DI SINTESI FINALE FINAL DESIGN STUDIO

Docenti: Giulio Ceppi, Fortunato D'amico, Massimo Facchinetti

Francesco Samorè, Paolo Volontè

con

Stefano Ivan Scarascia

Ettore Giordano

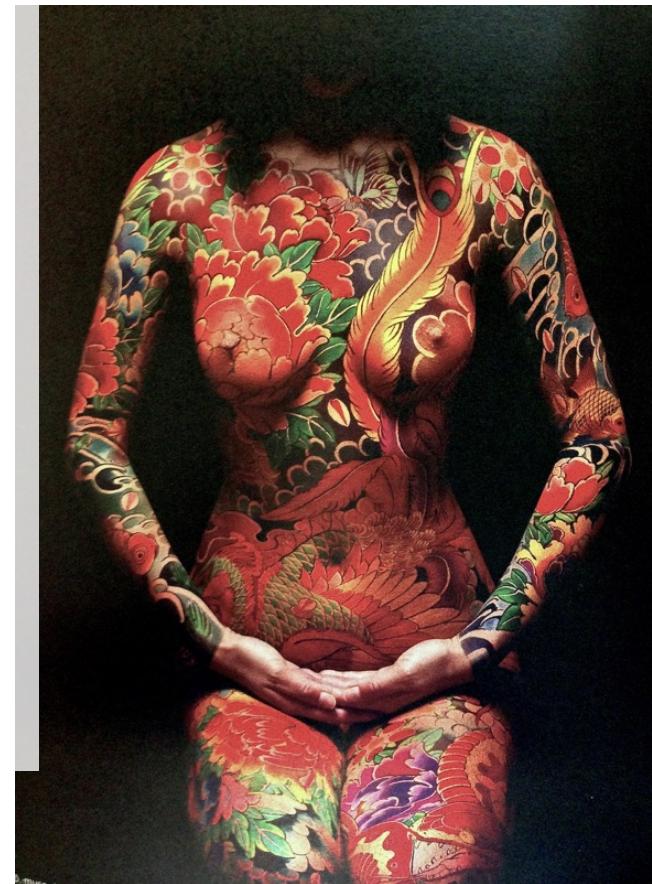
NANOTECH VISION

Partner: Fondazione Bassetti, Istituto Superiore Mario Boella, Fondazione Pistoletto/Città dell'arte

Il laboratorio di progetto vuole esplorare, attraverso il contributo di numerosi interventi esterni e il supporto di alcune importanti aziende, la dimensione progettuale ed il contributo delle, a partire da una visione prospettica al scienze biologiche, delle nanotecnologie e della genetica 2040.

Si tratta di prendere coscienza di una dimensione invisibile e di scale dimensionali ad oggi lontane da quelle del progetto, ma con le quali i designer devono acquisire a breve una nuova familiarità e coscienza.

Il tema di progetto riporta fortemente al centro il corpo e l'idea di "reincorporare" oggetti e sistemi oggi esterni, in una provocatoria e critica integrazione tra naturale ed artificiale, tra organico ed inorganico.



INTEGRATED PRODUCT DESIGN [IPD]

LABORATORIO DI SINTESI FINALE

FINAL DESIGN STUDIO

VISION OF THE FUTURE | Guidelines towards Innovation

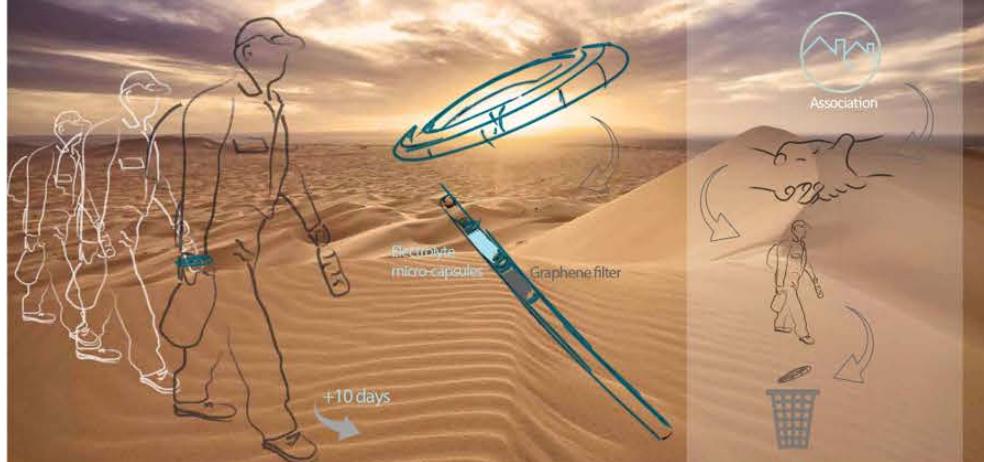
W4.1 PURITY STRAW

Immigrant lives matters

1. Scenario and utilization.

2. Technology, structure and mechanism.

3. Life cycle of the project including dismantling or recycling



GOAL:
Design a device to assist people on extreme weather conditions, such as deserts, to drink water of a sufficient quality level and ease their journey.

USER, SCENARIO, NEEDS:

Illegal immigrants crossing the USA bother through the desert with limited resources, no preparation, and inadequate clothes and gears.

In a border where there is no shadow and there is barely vegetation, immigrants start a journey that, takes from 7 to 12 days of walking on high temperatures; the amount

of food and water than they can carry is limited. Many of them suffer from dehydration and starvation in the middle of the desert where the only hope is to be found by the border patrol.

Considering that the water they carry in this journey has a poor quality and that in such conditions bacteria grow fast, they require an efficient, weightless and effortless way to purify the water to reach an acceptable level for human consumption and reduce the risk to get sick that would make the journey even harder.

SOLUTION (Risk & Benefit): Considering the above conditions a wearable device was

designed to be unfolded and use as a straw. The device is equipped with 2 compartments: the first compartment contains a graphene filter that eliminates the solid particles and bacteria contained in the water; the second compartment contains electrolyte micro-capsules that dissolves in contact with water flowing through the straw; this serum will help accelerate the hydration process.

RISK: None

Benefit: Information www.direcplus.com

Immigrant information www.vivetheshow.com/noticias/8389125/india-de-inferno-la-de-los-centra-migrantes-rumbo-a-europa

Nancy Carrasco

B4C5020
POLITECNICO
MILANO 1863
ACADEMY OF DESIGN

VISION OF THE FUTURE | Guidelines towards Innovation

6.1 The sense of the hidden matter

Nanotechnology expand senses through cultural fetishes, high-tech input low-tech output



The sense of "hidden matter".

The human body is surrounded by material and reacts to the input it generates. We know what surrounds us through conventional experimental processes, precluding the development of a different and wider sensitivity. It would be useful to develop sensitivity to what can't be found favoring a range of different input from what we usually acknowledge.

Sensing the change in electrical potential of the body when it is in the proximity of certain substances, we could learn to interpret changes to recognize specific items and their qualities.

MEGATRENDS

- Capitalism at crossroads
- Planet under stress
- Social production and co-creation

MINDSET

- Divinators of the future

TRENDS

- Address collective issues
- Biotechnology
- Ethical value exchange

SCENARIOS

- Glocal Villages

CONCEPTS



ECONOMICS



SOCIETY



POLITECNICO
DI MILANO

INTEGRATED PRODUCT DESIGN [IPD]

LABORATORIO DI SINTESI FINALE

FINAL DESIGN STUDIO

VISION OF THE FUTURE | Guidelines towards innovation

LÉA memory & senses

2020/2025

Léa is a connected object to help elderly people to take care of their memory
 The concept is simple: everyday by using the senses the elderly person have access to a different memory
 Léa will project an image of their past, deliver a smell, a sound and can also change its heat
 Family members or friends can also send memories to Léa

For human, the memory is the first things which start to deteriorate but we can prevent it by working it everyday



Chloé Allard
10372401

Concept
TRENDS



POLITECNICO
DI MILANO

VISION OF THE FUTURE | Guidelines towards innovation

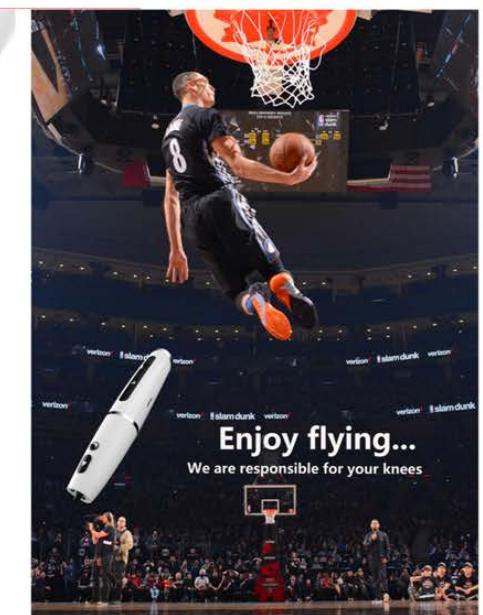
W5.2 Gene Pen

For athletes, repair meniscus



Wang_Yaguang 850799

CONCEPT



POLITECNICO
DI MILANO

INTEGRATED PRODUCT DESIGN [IPD]

SECOND year

ENTERPREUNERSHIP
LIFE DESIGN

INTEGRATED PRODUCT DESIGN [IPD]

ENTERPREUNERSHIP

LIFE DESIGN

1- Cos'è oggi il life design?

Il design?

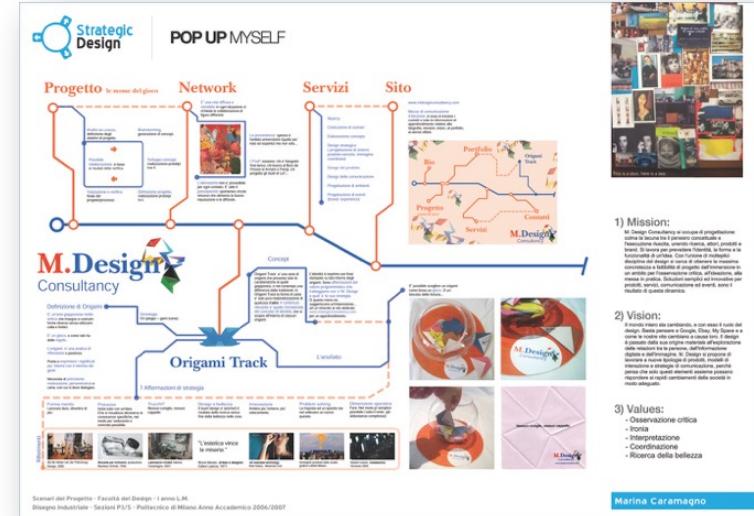
- Un disegno
(dessin)
 - Un progetto
(dessein)
- atto di creazione
rivolto verso il futuro

Bello & Utile « Opera d'arte funzionale »



Un oggetto con un bel design è quindi allo stesso tempo 'utile e stiloso'
(segue cioè lo stile del momento)

- 'Stile' = legame estetico con le norme del contesto (il disegno/dessin del design)
- 'Utilità' = legame di efficacia, il potere d'azione (il progetto/dessein del design)



IN COLLABORAZIONE CON LA SCUOLA DI PSICOLOGIA SOCIALE _ BICOCCA

INTEGRATED PRODUCT DESIGN [IPD]

SECOND year

WORKSHOP

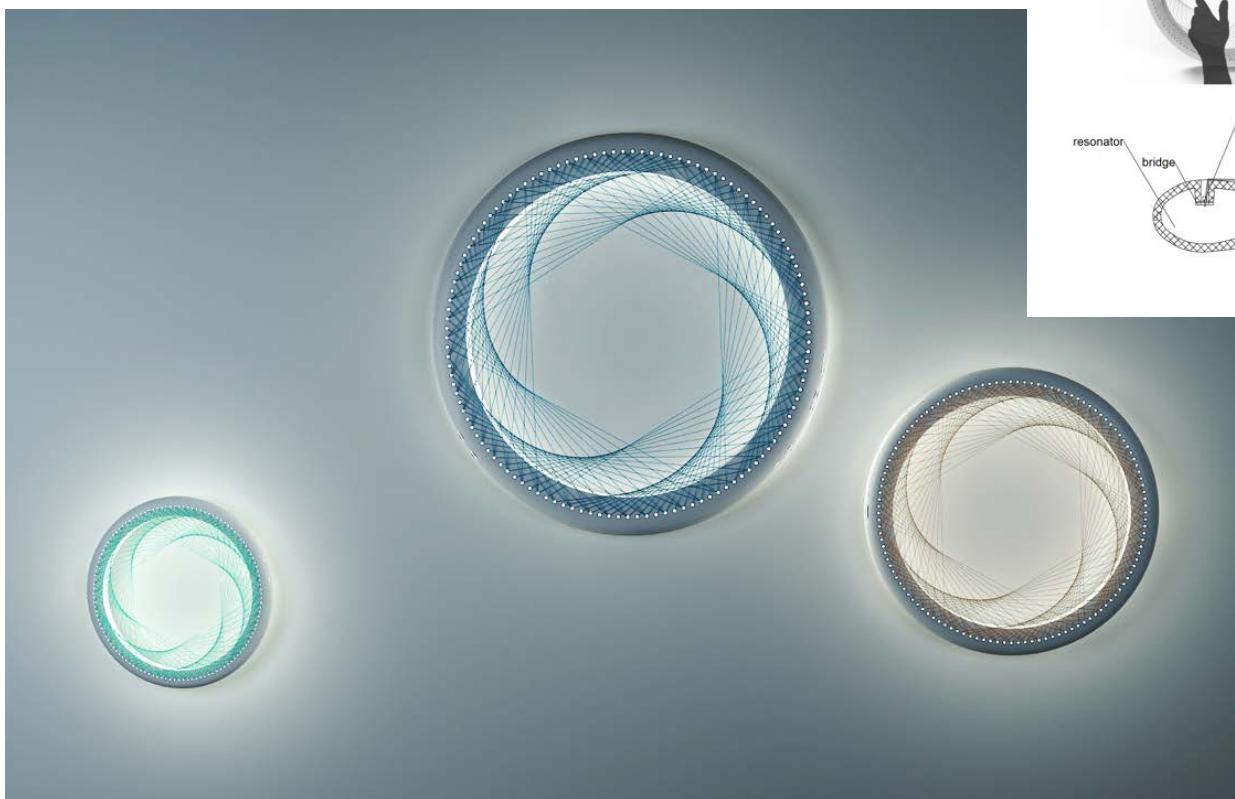
INTEGRATED PRODUCT DESIGN [IPD] WORKSHOP



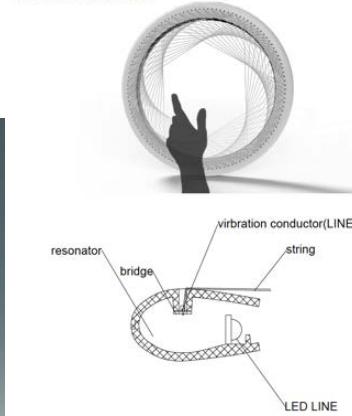
**RADICI GROUP con FRANCISCO GOMEZ PAZ
WS 100% NYLON**

INTEGRATED PRODUCT DESIGN [IPD]

WORKSHOP

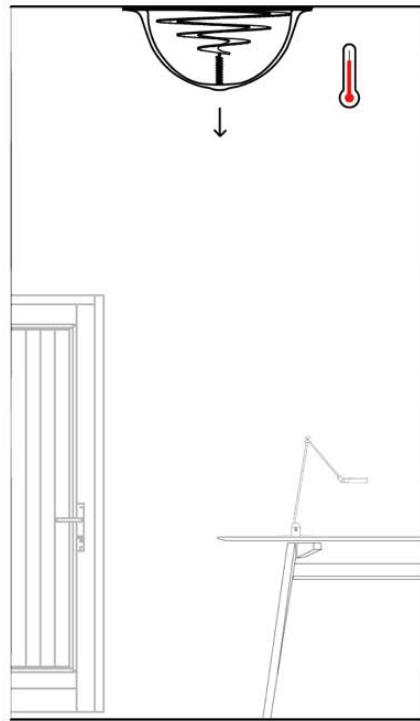


How it works



**RADICI GROUP con FRANCISCO GOMEZ PAZ
WS 100% NYLON**

INTEGRATED PRODUCT DESIGN [IPD] WORKSHOP



FREDDO

- / Distensione del nylon
- / Sistema di aerazione **chiuso**

CALDO

- / Contrazione del nylon
- / Sistema di aerazione **aperto**



RADICI GROUP con FRANCISCO GOMEZ PAZ
WS 100% NYLON

INTEGRATED PRODUCT DESIGN [IPD] WORKSHOP



PEPSICO

PEPSICO con MAURO PORCINI, RICHARD BATES, TEMAN EVANS

INTEGRATED PRODUCT DESIGN [IPD] WORKSHOP

Concept



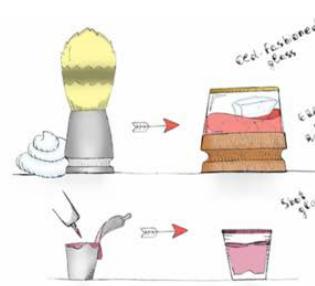
It's not a regular bar,
it's not only a barber shop,
it's not just a tattoo studio.
It's whole of this and much more.
Let you inspire by our style book.
Choose the style that better express your today mood.
Take a break from the daily routine on our sofa and
meet new friends drinking a customized cocktail
prepared by our mixologist experts.
Choose your permanent mark in the style that better
characterizes you.
Share your experience with your social media friends.



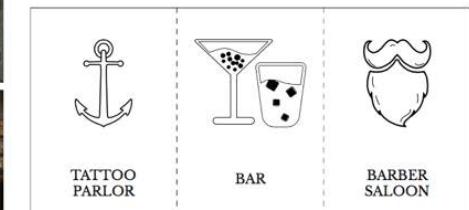
OLD SAILOR UNIFORM



BARBER BRUSH GLASS | INK CUP



Tools



Spaces

PEPSICO con MAURO PORCINI, RICHARD BATES, TEMAN EVANS

INTEGRATED PRODUCT DESIGN [IPD]

SECOND year

P.E.T.

Preparazione Elaborato di Tesi

INTEGRATED PRODUCT DESIGN [IPD]

P.E.T.



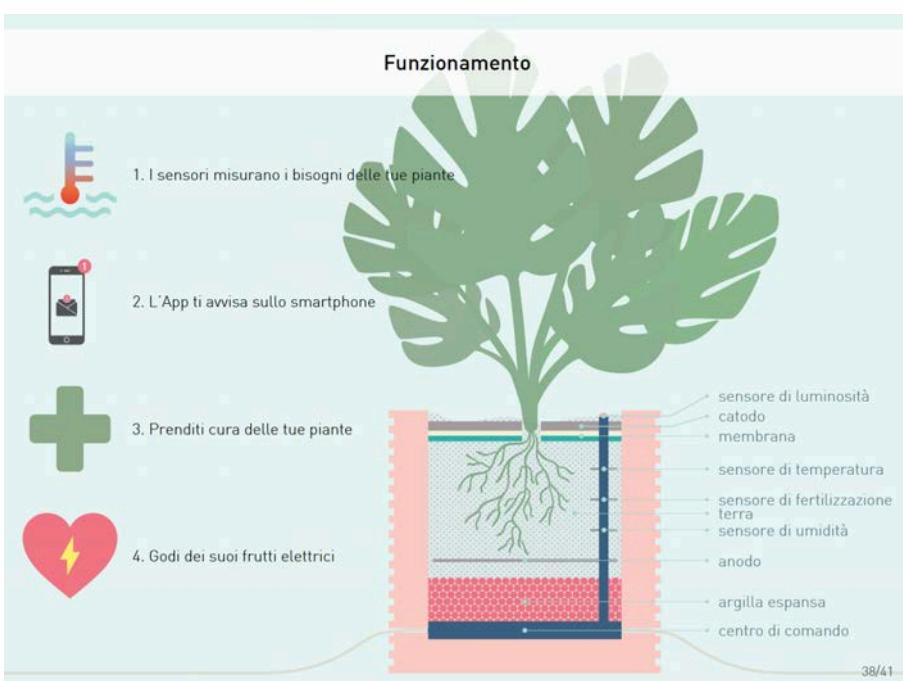
INTEGRATED PRODUCT DESIGN [IPD]

P.E.T.



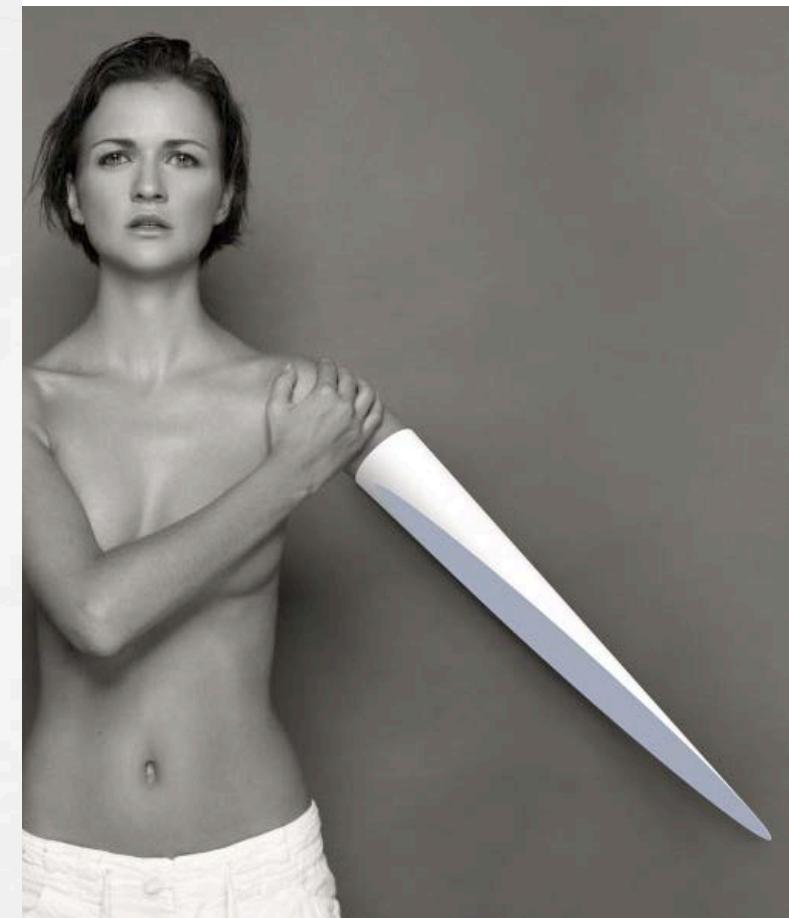
INTEGRATED PRODUCT DESIGN [IPD]

P.E.T.



INTEGRATED PRODUCT DESIGN [IPD]

P.E.T.



INTEGRATED PRODUCT DESIGN [IPD]

P.E.T.

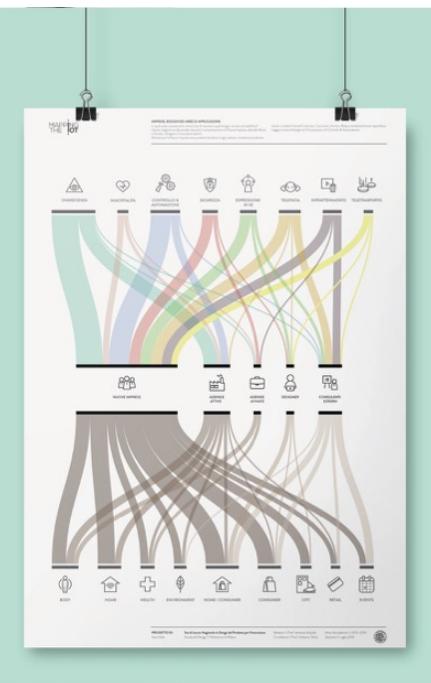
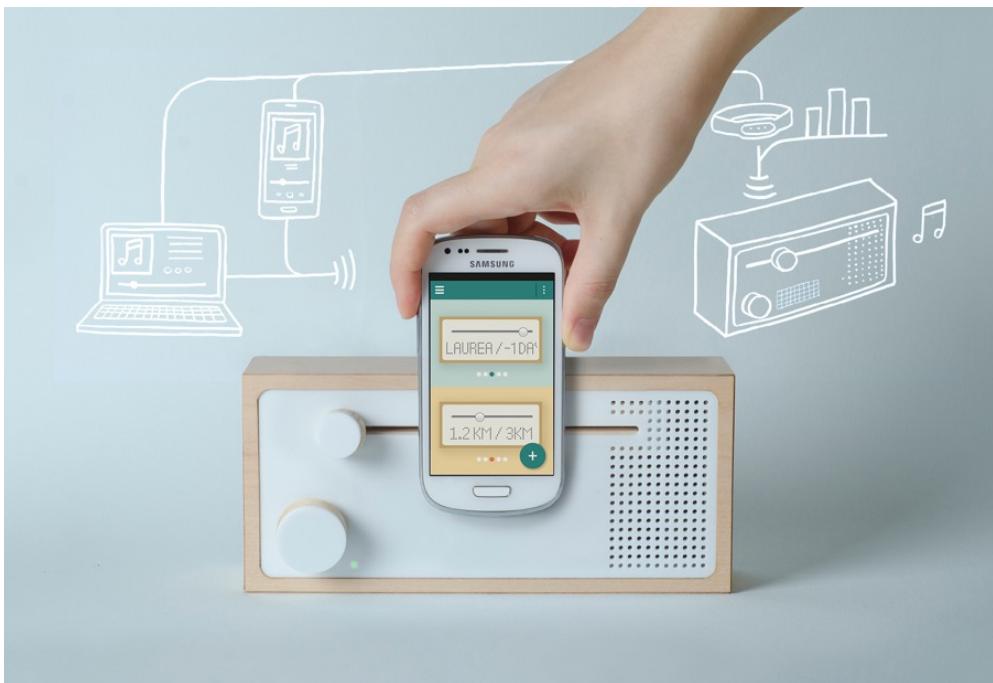


Voi conoscete il
SAMBUCO?

E sapete che
l'ARANCIO è un
frutto invernale?

INTEGRATED PRODUCT DESIGN [IPD]

P.E.T.



INTEGRATED PRODUCT DESIGN [IPD]

SECOND year

OTHER OPPORTUNITIES

INTEGRATED PRODUCT DESIGN [IPD]

WORKSHOP CHIBA _ JAPAN



10 Students _ 1 Tutor _ 2 Weeks

INTEGRATED PRODUCT DESIGN [IPD]

WORKSHOP CHIBA _ JAPAN

Scenario

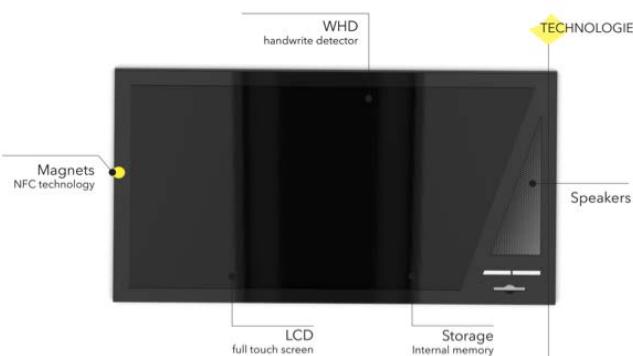
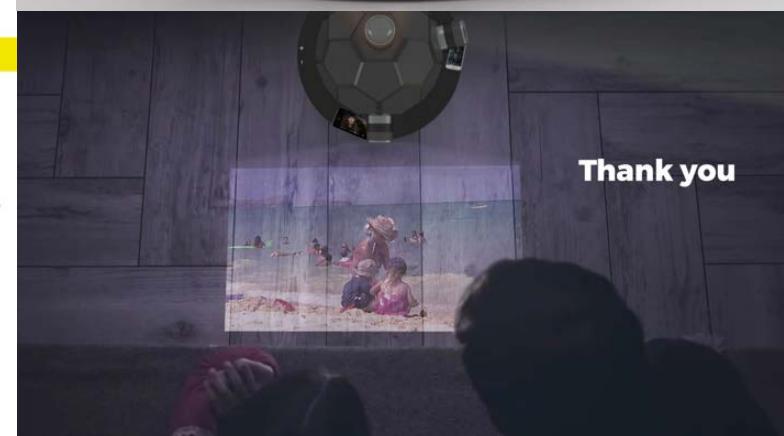


- Easy
- Weak
- Less emotional

- Hard
- Strong
- More emotional

Technologies

Station



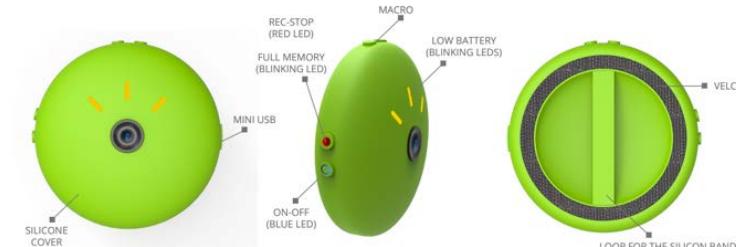
Group Soba

Workshop Polimi x Chiba 2017

DESIGNING VIDEOGRAPHY EXPERIENCE



THE CAMERA



INTEGRATED PRODUCT DESIGN [IPD]

WORKSHOP LAGO _ Design for KINDNESS



INTEGRATED PRODUCT DESIGN [IPD]
ERASMUS INTERNO

I
EDIE

INTEGRATED PRODUCT DESIGN [IPD]

ERASmus INTERNO

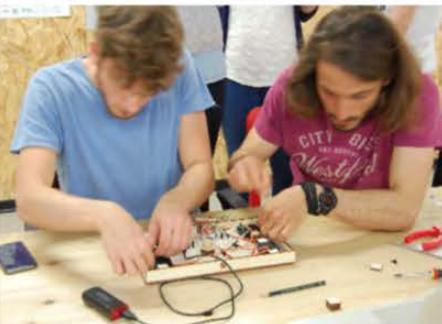
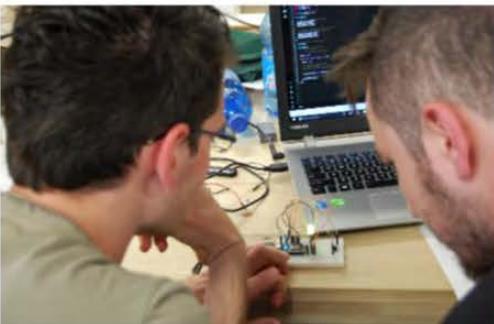
IEDIE

Internal Erasmus in
Design and
Information Engineering



School of Design and
School of Industrial and Information Engineering

EN: WHAT IS IEDIE INFORMATION ENGINEERING COURSES DESIGN COURSES HOW TO APPLY CONTACTS



IEDIE is offered to Master students in:

Information Engineering, Communication Design, and Integrated Product Design,
If successfully undertaken, is officially acknowledged by PoliMi in the students' curriculum.

INTEGRATED PRODUCT DESIGN [IPD]

ERASMUS INTERNO

COURSE NAME	SEMESTER	#CFUS FOR THE MASTER PROGRAM IN COMMUNICATION DESIGN OR PRODUCT DESIGN FOR INNOVATION
Video Game Design and Programming	1	6
Advanced User Interfaces	1	6
Data Management for the Web	1	6
Design and Implementation of Mobile Applications	1	6
Interdisciplinary Course of Robotics	2	6
Computer Graphics	2	6
Hypermedia Applications (Web and Multimedia)	2	6
Multidisciplinary Project	2	6

2nd year

1st year

Conseguimento del titolo con
Piano autonomo che rispetta i
minimi ordinamentali



Step 1 - Lo studente inserisce autonomamente un corso a scelta tra quelli proposti dal CCS per il percorso IEDIE
Step 2 - Inserimento da parte degli Uffici di uno dei corsi proposti dal CCS – scelto dallo studente - in sostituzione del Workshop



12 cfu

Lo studente inserisce autonomamente un corso a scelta tra quelli proposti dal CCS per il percorso IEDIE.

6 cfu

INTEGRATED PRODUCT DESIGN [IPD]

**THANK YOU
GRAZIE**

francesco.zurlo@polimi.it