

A.A. 2017/18

LABORATORIO di SINTESI FINALE

P2

TEAM

Prof.ssa Laura Anselmi

Professore Associato



Prof.ssa Marita Canina

Professore Associato



Prof.ssa Barbara Del Curto

Professore Associato



Prof. Andrea Grasselli

Designer – DAG design



Prof.ssa Patrizia Bolzan

PhD e Designer - Tecnificio



Dott. Andreas Anedda

Designer – DAG design



Dott.ssa Caterina Dastoli

Designer – Studente PhD del Corso di Design



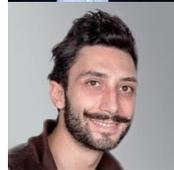
Dott.ssa Romina Santi

Designer – Ricercatrice borsista INSTM



Dott. Gabriele Basei

Designer – Epoca Design



Dott. Gianni Garaguso

Designer - Polifactory

e con ...



OBIETTIVO

Fare un' ESPERIENZA DIDATTICA attraverso
la collaborazione con una AZIENDA
in un CONTESTO REALE
con un approccio DESIGN THINKING

ovvero

NON È UNA COMMESSA AZIENDALE,
L'OBBIETTIVO DIDATTICO è gestire un PROGETTO ESECUTIVO reale
in tutte le sue fasi.

E' necessario RISPETTARE tutte le REGOLE che una
COLLABORAZIONE PROFESSIONALE necessita:

PROFESSIONALITÀ

RISPETTO DEI TEMPI E DELLE SCADENZE

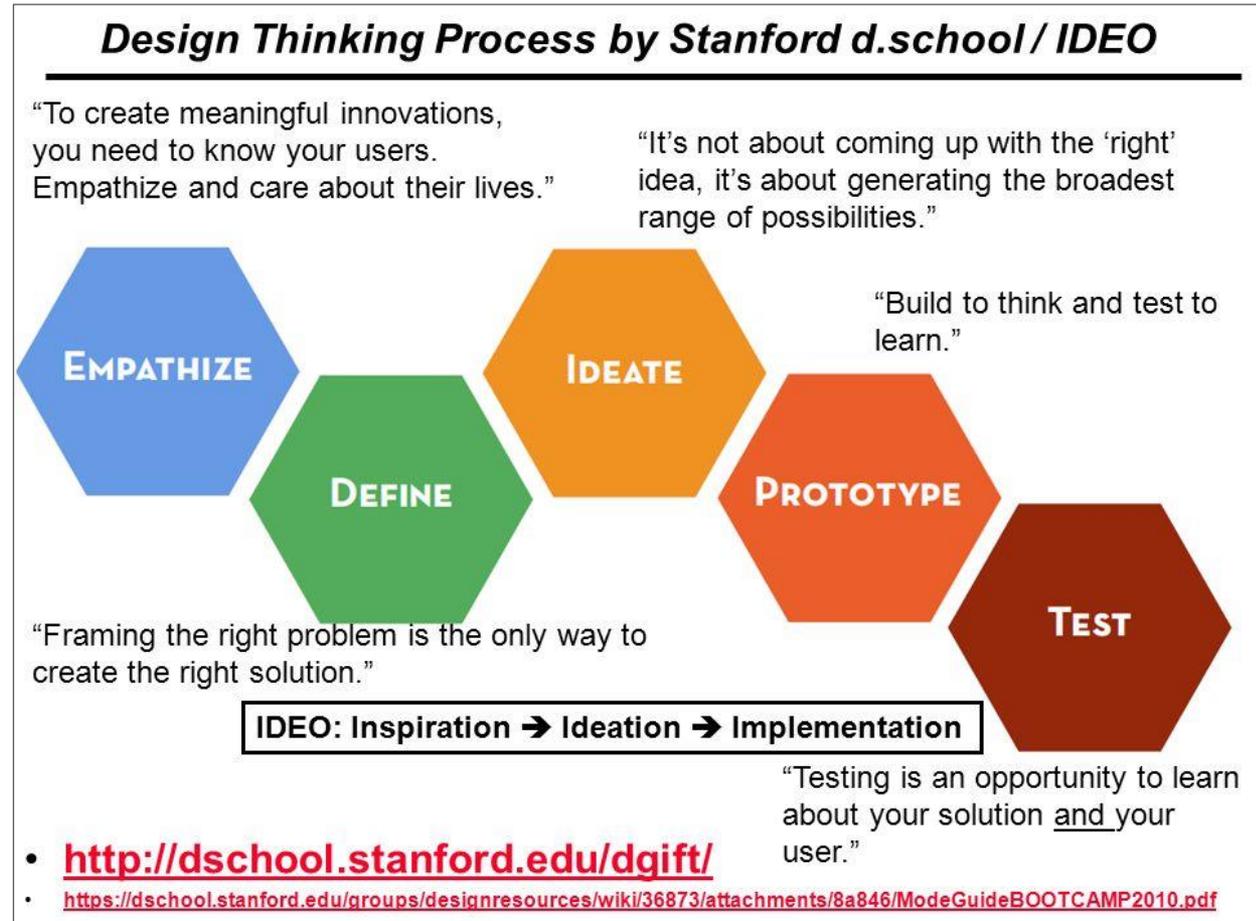
RESPONSABILITÀ

Ognuno è PROJECT LEADER del proprio lavoro e si può avvalere in ogni momento del supporto delle specifiche competenze del TEAM di docenti e collaboratori.

IN CHE MODO

attraverso un approccio DESIGN THINKING

- STANFORD UNIVERSITY
- IDEO





www.nimblebee.eu

The co-creating community

Nimble Bee assists in solving R&D challenges with an international community of young potential.

 For students

 For universities

 For companies

IL PROGETTO

The Nimble Bee competition is an **online collaborative event**, connecting the **innovation challenges of global businesses** with the fresh **ideas from students from universities around the world**

- 

Online design process

Stakeholders can follow the design process in real time.
- 

Innovate with companies

Companies innovate hand-in-hand with universities.
- 

Closed, secure platform

You can grant access to the people YOU want to contribute.
- 

Consumer feedback

Improve your designs through interactive customer feedback.
- 

Global network of universities

Get surprising think-outside-the-box ideas from different cultures.
- 

Real industry challenges

Receive invaluable experience from the real business world.



The Design Challenge Briefs

Challenge: September – December 2017 Samsonite: Design the baggage of 2030

This means that the students should create a future vision of traveling, either based on the trends and developments in the world, or based on their own vision of the future (in 2030). And within the created future environment, the students should design the baggage concept.

It is absolutely required for the students to do a market research first, and strongly avoid designing products that are already on the market, or being introduced on kickstarter/Indiegogo/etc. We do not want to receive “another kickstarter” project.





FUTURE VISION OF TRAVEL

How will we travel in 2030? And what could be the role of Samsonite in this future world?

Create a future vision of travel, illustrating aspirational solutions to new challenges in travel and human mobility.

FASI DI LAVORO

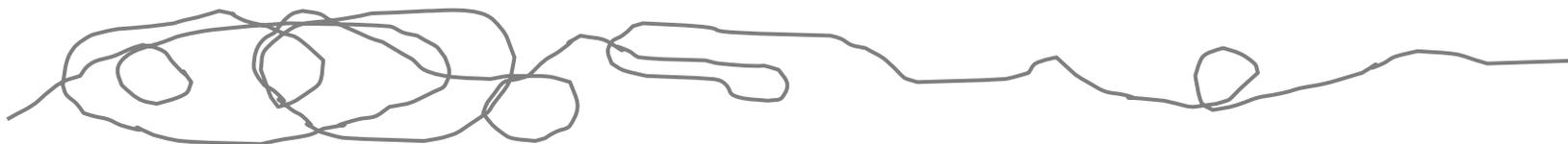
Il lavoro sarà suddiviso in **4 FASI** che corrisponderanno alle **VALUTAZIONI in ITINERE** e alla consegna del **PROGETTO ESECUTIVO**

ANALISI

CONCEPT

PROGETTO

PROG. ESECUTIVO



elaborati richiesti

- Presentazione
elettronica (8 min)

- Schizzi
- Modelli di studio
- Presentazione
elettronica (8 min)

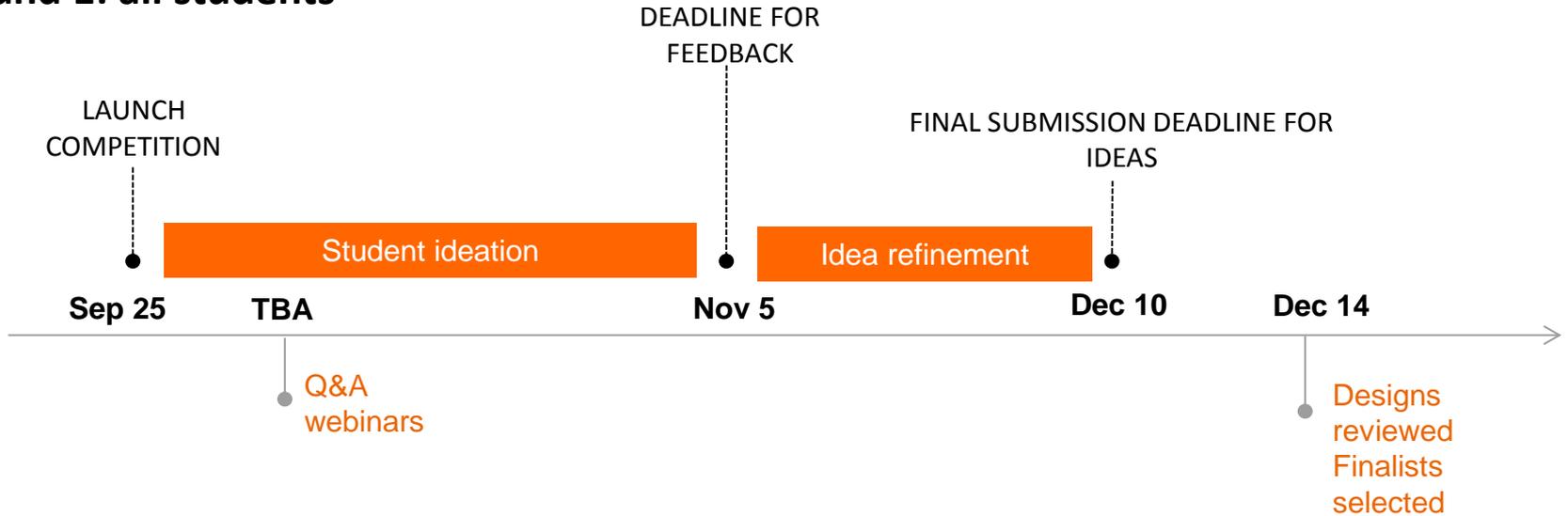
- Modello 3D
- Render
- Presentazione
elettronica (8 min)

- Tavole tecniche stampate
- Presentazione
elettronica (8 min)

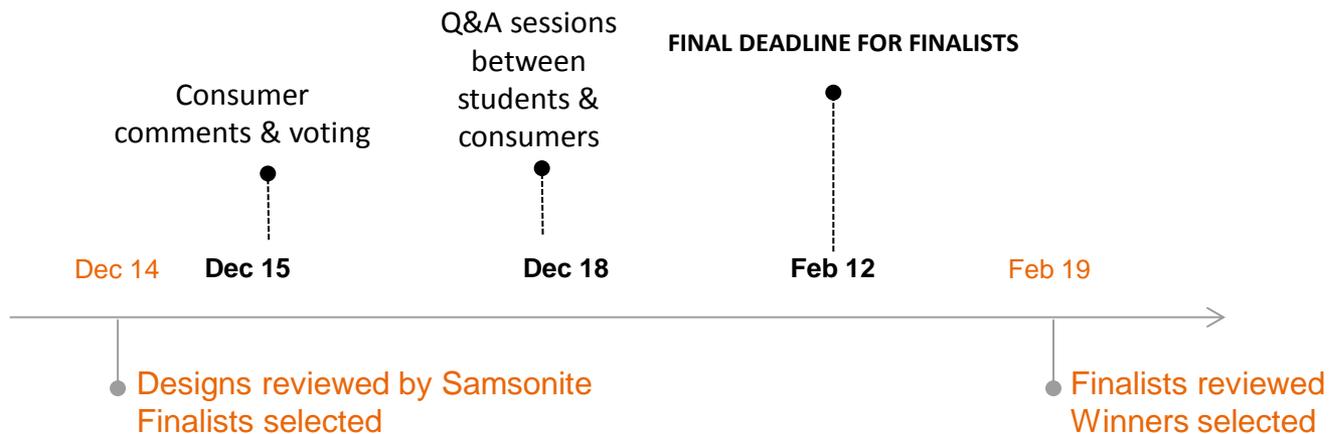
+ eventuali elaborati specifici richiesti da SAMSONITE

PLANNING

Round 1: all students



Round 2: finalists only



ogni progetto risponderà al brief in termini di

- INNOVAZIONE
- SODDISFACIMENTO DELLE ESIGENZE individuate
- FATTIBILITA'