



# MILANO DESIGN PHD FESTIVAL 19/21 MARCH 2013 | 2° Edition

Curated by: Alessandro Biamonti and Luca Guerrini

DEFENDING  
SESSION

VIDEO  
SESSION

OPEN  
LECTURE

PHD  
EVENINGS

## MON 19/03

### Design and User

**Panel:**  
Prof. M. Chiapponi  
Prof. T. Markussen  
Prof. R. Nacamulli

10:00 **Giuseppe Salvia**  
[M. Levi]  
Design for satisfactory  
SPC. Il Design per la  
pratica contemporanea  
del Do-it-Yourself.

11:00 **Onur Mustak Cobanli**  
[A. Deserti]  
Design Competitions.  
A means to foster  
system innovation.

12:00 - 13:00

14:30 **Prof. Medardo Chiapponi**  
Designers, Users,  
Innovations  
(IUAV Venezia, ITA)

15:30 **Prof. Raoul Nacamulli**  
Ambidextrous  
organization and  
design users  
(Università degli Studi,  
Bicocca, Milano, ITA)

16:30 **Prof. Thomas Markussen**  
Design Activism as  
Social Innovation  
(Kolding School of  
Design, DNK)

18:00 **SCHUKO**  
performance  
"Superonda"

## TUE 20/03

### Design and Interfaces

**Panel:**  
Prof. G. Ceserani  
Prof. O. Juhlin  
Prof. D. Piscitelli

10:00 **Elisa Chiodo**  
[D. Calabi]  
Communication  
Design for urban  
environment.  
The Design  
Observatory.

11:00 **Giorgio Caviglia**  
[P. Ciuccarelli]  
The Heuristic  
Practice.  
Rethinking  
communication  
design in the digital  
humanities.

12:00 - 13:00

15:30 **Prof. Daniela Piscitelli**  
People's landscape.  
Permanent anomie  
(Seconda Università  
degli Studi di  
Napoli, ITA)

16:30 **Prof. Oskar Juhlin**  
Design of  
fashionable  
interfaces for  
mobile devices  
(Department of  
Computer and  
Systems sciences at  
Stockholm  
University, SWE)

18:00 **Séminaire sur  
l'herbe**

## WED 21/03

### Design and Social Interaction

**Panel:**  
Prof. A. Findeli  
Prof. M. Martino  
Prof. R. Trocchianesi

10:00 **Angela Ponzini**  
[A. Biamonti]  
This House Is Not A  
Hotel - Interior Design  
as a tool for analyzing  
and developing  
solutions for  
(con)temporary living.

11:00 **PhD Talkin' About**  
Round table



12:30 - 13:30

15:30 **Prof. Mauro Martino**  
Network, Visualization  
and Society  
(Harvard University,  
Cambridge, USA)

16:30 **Prof. Alain Findeli**  
The eclipse of the  
object: What's next?  
(Université de Nimes,  
FRA)

18:00 **PHD Final Party**  
DJset by Missin Red



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



DIPARTIMENTO DI DESIGN

**Design PhD Coordinator**  
Francesco Trabucco

**Scientific Board**  
Alessandro Biamonti  
Luca Guerrini  
Lucia Rampino  
Raffaella Trocchianesi

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