



GRANDIEVENTI

POLITECNICO DI MILANO
SCHOOL OF MANAGEMENT

OVERCROWDED

DESIGN AND INNOVATION IN A WORLD AWASH WITH IDEAS

April 6th, 2017 • h 5.30 - 7.30 pm

Aula Carassa - Dadda, BL 28,
Bovisa Campus, Via Lambruschini 4, Milan



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We live in a world overcrowded with ideas.

Today our digital world makes it so easy to produce new ideas or access the ideas of others. But what is the outcome of all this? Ideas are becoming commodities. How to innovate when quality, instead of quantity, matters? How can we navigate in a world full of opportunities without losing our way in trying out everything? How to find a new meaningful direction?

Overcrowded is an event-challenge that helps us be ready for this unprecedented transformation in the world of innovation.

Roberto Verganti's newest book "**Overcrowded. Designing Meaningful Products in a World Awash with Ideas**" published by **MIT Press** and released during Milan Design Week 2017 is the inspiration behind this event.

AGENDA

h. 5.30 pm

REGISTRATION

h. 5.45 pm

WELCOME

ANDREA SIANESI, Dean MIP Politecnico di Milano Graduate School of Business

h. 6.00 pm

INTRODUCTION

MATT SYMONDS, Columnist for BBC, The Economist and Forbes

THE SCENARIO: DESIGN AND INNOVATION IN AN OVERCROWDED WORLD

ROBERTO VERGANTI, Professor of Leadership and Innovation, Politecnico di Milano

THE CHALLENGE

MAURO PORCINI, Chief Design Officer, PepsiCo New York

THE EXPERIENCES

ANDREA LAURENZA, Head of Deloitte Digital Italy

ALBERTO RIVOLTA, Chief Operating Officer, Gruppo Feltrinelli

WRAP UP

FRANCESCO ZURLO, Vice-Dean, School of Design, Politecnico di Milano



Participation is free but registration is required at www.mip.polimi.it