



BANDO PER LA PARTECIPAZIONE AD UN  
**WORKSHOP INTERNAZIONALE 2013-2014**  
IN PARTENARIATO CON LA SCUOLA DEL DESIGN

TITOLO  
TITLE

**EMERGING THEORIES, METHODOLOGIES AND  
APPLICATION IN THE AREA OF DESIGN:  
SUSTAINABILITY AND SERVICE DESIGN**

TEMA/THEME

The "Emerging Theories, Methodologies and Applications in the area of Design: Sustainability & Service Design" I.P. is an intensive program that aims to inform the participants about new approaches to design theory and methodology. We are experiencing a shift from a product-based towards a service-based economy. Services are becoming a significant part of all modern economies and the pillars of their social systems. The service economy is emerging as the most dynamic social, cultural and economic vehicle for creativity and innovation. On the other hand, the continuous diffusion of the digital world into the physical realm through the use of smartphones, tablets and other forms of ubiquitous computing is forcing us to change everyday interactions.

Design offers an integrating and applicable theoretical, methodological and human-centred approach. This body of knowledge enables designers and practitioners to robustly contribute towards the creation of meaningful, productive, and sustainable services and accommodates useful, accessible and every-day user experiences. By initiating a meaningful dialogue between design and service thinking both can be enriched through the diffusion of information generated in both fields.

Through design, service methods can help design experiences that are more efficient and more effective. Service designers address issues of interaction and user experience as well as the design of both physical and digital artifacts of the service system. At the same time we must incorporate knowledge for the fields of accessibility, sustainability and other disciplines of design in the design of services in the same way that they are incorporated in industrial design.

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In parallel, philosophical and ethical questions raised in today's society concerning sustainability and service design, need scientifically enriched approaches instead of simply creating tools and methodologies.

Epistemology-based theories and frameworks from the various disciplines of design and philosophy can support and accommodate interesting theory-based and project-based learning and to proactively synthesise novel and rich academic educational experiences and perspectives



SCUOLA ORGANIZZATRICE /ORGANIZER	Dept. of Product and Systems Design Engineering, University of the Aegean, Greece
SCUOLE PARTNER/PARTNER SCHOOLS	This intensive learning programme brings together students from the: - Köln International School of Design at Cologne University of Applied Sciences, Germany; - ImaginationLancaster, Lancaster University, UK; - Technische Universiteit Delft, The Netherlands; - Politecnico di Milano, Italy.
SITO/WEBSITE	<a href="https://susede2014.pns.aegean.gr/">https://susede2014.pns.aegean.gr/</a> <a href="https://www.facebook.com/SuSeDeIP">https://www.facebook.com/SuSeDeIP</a>
INFO	RELE@POLIMI.IT
LUOGO/WHERE	Syros Island, Greece
DATE	September 1th, 2014 - September 14th, 2014
LINGUA/LANGUAGE	English
POSTI DISPONIBILI /AVAILABLE PLACES	8
COSTO/COST	<b>200 euro</b>  <b>The cost does not include travel, accommodation and food</b> -flight to and from Mykonos + ferry to Syros and return are about 300 euro -average accommodation is about 25/30 euro/night/person –see website for details
CORSI DI STUDIO INTERESSATI/OPEN TO:	Master of Science in (Laura Magistrale in) PRODUCT SERVICE SYSTEM DESIGN, INTERIOR DESIGN, DESIGN DELLA COMUNICAZIONE, DESIGN DEL PRODOTTO PER L'INNOVAZIONE, DESIGN & ENGINEERING, DESIGN PER IL SISTEMA MODA, DESIGN NAVALE E NAUTICO
RIFERIMENTI DIDATTICI/MAIN DIDACTIC CONTACT	ANNA MERONI, DAVIDE FASSI
MODALITA DI SELEZIONE	Interview, portfolio (digital or printed version), CV (English). There will be a pre-selection based on portfolio and cv. Both of them are to be shown ONLY at the interview. Background in service design are appreciated.
DEADLINE Deadline for application:	h. 23.59, Tuesday, 24th June Interview on Friday 27th June at 9:30 (place to be defined) Applications are to be sent ONLY by email to <b>rele@polimi.it</b> with SYROS as object with the filled A form attached.