



BANDO PER LA PARTECIPAZIONE AD UN  
**WORKSHOP INTERNAZIONALE 2014-2015**  
**CALL FOR INTERNATIONAL WORKSHOP 2014-2015**

|                          |  |
|--------------------------|--|
| <b>TITLE</b>             | SMART COMMUNITIES COMMUNICATING  |
| <b>THEME</b>             | See BELOW  |
| <b>ORGANISER</b>         | Ecole des Mines - St Etienne – France  |
| <b>PARTNERS</b>          | 72 students or so, coming from Brunel (brand strategy and innovation), Polimi, and Auburn, Alabama (product design) .  |
| <b>INFO</b>              | <a href="mailto:rele@polimi.it">rele@polimi.it</a>   |
| <b>WHERE</b>             | St Etienne   |
| <b>DATE</b>              | MARCH 28TH – APRIL 2ND ECOLE DES MINES – SAINT ETIENNE, FRANCE   |
| <b>LANGUAGES</b>         | Francese – italiano –inglese   |
| <b>PLACES</b>            | 10   |
| <b>COST</b>              | Lodging FREE at the students residence<br>STUDENTS HAVE TO PAY FOR Travel and life expenses  |
| <b>COURSES</b>           | DESIGN AND ENGINEERING – PRODUCT SERVICE SYSTEM  |
| <b>LEVEL AND YEAR</b>    | 1 <sup>ST</sup> AND 2 <sup>ND</sup> LAUREA MAGISTRALE  |
| <b>PROFESSORS</b>        | Barbara Del Curto – Anna Meroni  |
| <b>CREDITS HOURS</b>     | Solo per attività extra-curriculari  |
| <b>SELECTION PROCESS</b> | <b>Students need to apply by 12 pm (noon) of 1<sup>st</sup> MARCH 2015 sending the present form with motivation + cv + media exams + portfolio in pdf max 3 MB saved with Surname_Name ecc to <a href="mailto:rele@polimi.it">rele@polimi.it</a> - Object of the mail : "Workshop Ecole des Mines 2015 "</b> |
|                          | INTERVIEW – 9.30 am – 4 <sup>th</sup> MARCH 2015 – place to determine  |

## International Design Innovation Workshop 2015

March 28<sup>th</sup> – April 2<sup>nd</sup> Ecole des Mines – Saint Etienne, France

Smart Communities Communicating.

‘Smart Cities’ is one of those versatile concepts recently put forward to name a nebula of products, services, usages and trends that rely on ubiquitous connections, the fast circulation of information, the use and sometimes re-purposing of various connected objects and services. A lot of thinking and efforts are being dedicated worldwide to imagining and laying out the actual contents behind the concept. Another trend attracting intense interest in the industry is crowdsourcing : how the power of many can overtake that of big brands and official organisations ? Can it be controlled and used ? (and does it have to be ?). Some of the most visible manifestations of this trend do indeed rely on connected communities and objects: the Blackberry fuelling the 2011 London riots, and Twitter the Arab Spring the same year, online micro-payments enabling people to become investors through crowdfunding... One striking feature of this movement is that the said “communities” do not necessarily pre-exist to their object but are sometimes created on purpose by it, and may or may not survive to it.

In this workshop, we will build-up on these trends to imagine the future of communication in smart communities: how technology, its adoption, use and possibly its repurposing will reshape our multiple identities. How the immateriality of connected services can materialize our sense of belonging to a community? How new uses and codes will emerge and grow in this fast-changing landscape?

Being in the heart of the 2015 International Design Biennale in St-Etienne will give us a first-hand insight to these emerging object, services and uses

L\*unchBox Workshop is a brand of Ecole des Mines de Saint-Etienne. It is a hands-on experience in multi-cultural, multi-discipline design-led innovation, devised in 2009 by Ecole des Mines de Saint-Etienne in association with Brunel University of London. They were joined in 2010 by Politecnico di Milano and Saint-Etienne School of arts and Design, in 2013 by Auburn University, Alabama and in 2014 by Jean Monnet University of Saint-Etienne. It connects international graduate students in Engineering, Design, Brand and Innovation strategy with ‘co-creation’ and emerging industry practices in innovation.

Ecole des Mines de Saint-Etienne is one of the major French graduate schools of engineering science, part of the Institut Mines-Telecom. Institut Mines-Telecom is a public institution dedicated to higher education, research and innovation in the engineering and digital fields. It is made up of 10 Mines and Télécom "grandes écoles", under the aegis of the Minister of Industry, two subsidiary schools and two strategic partners.

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<http://www.facebook.com/LaunchBoxWorkshop>  
<http://fr.slideshare.net/LaunchboxWorkshop>  
<https://www.youtube.com/watch?v=qRMRrsAgLMI>

<http://www.biennale-design.com/saint-etienne/2015/en/home/>