

# PROGETTO DI RICERCA

<b>Titolo della ricerca dottorale</b> <i>Title of the doctoral research</i>	<b>Service Design for (new) Urban Manufacturing Scenarios</b>
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<b>Abstract</b>	<p>The Fourth Industrial Revolution (Schwab, 2015) is a new paradigm characterized by the convergence between digital technologies, robotics, biotechnologies, cyber-physical systems, digital fabrication enabling the diffusion of Internet of Things and Artificial Intelligence in an increasing range of products and services (McAfee and Brynjolfsson, 2014). New production places and activities – located in cities – are enabling new open and distributed forms of urban manufacturing. Examples are fab labs, mini and micro-factories, university labs working on new technologies, new materials, new services that can characterize a new urban manufacturing ecosystem. In this scenario, traditional services need to be re-designed or re-defined in order to fit the different needs of the urban manufacturing activities (e.g. logistics and distribution).</p> <p>Through the lenses of the service design and its capacity to be an agent of transformation (Burns et al., 2006; Junginger and Sangiorgi, 2009) the aim is to explore the new or emerging role of the discipline applied to the urban manufacturing. The research wants to explore the role of service design in and for the various forms of production of product-service systems within urban contexts. The research will explore new services for urban manufacturing (from advanced DIY to flexible automation), new places/spaces in which new forms of production take place, and new equipment (SH, WH) characterizing the interaction between products, services and processes. The program will require to develop:</p> <ul style="list-style-type: none"> <li>● A literature review on the relationship between service design and new forms of urban production;</li> <li>● A on-field research and a mapping activity of production spaces and services in urban contexts;</li> <li>● The development of an experimental activity (e.g. designing a service scenario for urban manufacture).</li> </ul>
<b>Parole chiave</b> <b>Keywords</b>	<b>Service Design, Urban Manufacturing, Policy Making</b>