

# PROGETTO DI RICERCA

<b>Titolo della ricerca dottorale</b> <i>Title of the doctoral research</i>	Digital Innovation and smart materials for Yacht design
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<b>Abstract</b>	<p>In the contemporary design field, the design research needs to face up requirements strongly influenced by an advanced technological system, which is characterized by connected, computational and open sourced digital manufacturing. The term Industry 4.0 represents the next industrial revolution and it funnels a basket of new digitally enabled technologies that include advances in production equipment, smart materials, data tools and analytics across the value chain. Not only these technologies generate new wave of mass customization and personalization, but we will also see significant shifts in how products are developed, made, and delivered to retailers and consumers.</p> <p>Digital manufacturing is already proving its potential to create value in the design phase, however challenges remain.</p> <p>Aim of the project is to explore synergies between digital technologies and smart materials to develop innovative approaches in the design and the smart technology fields. In particular, the research focuses on new entrepreneurship models and Industry 4.0 for and in the marine industry and how these new scenarios modify the disciplinary approaches to the yacht design project. The design research requires the development of new skills, strategies, methodologies, and tools to create and/or prototype scenarios. It's a trans-disciplinary research topic involving knowledge of several domains: product design and interior design, yacht design, design engineering, interaction design and materials interactions, ICS materials.</p>
<b>Parole chiave</b> <i>Keywords</i>	advanced materials and technologies, yacht design, digital interaction