



# MILANO DESIGN<sup>®</sup> PHD FESTIVAL

20/22 FEBRUARY 2019 | 9th edition

phd.design.polimi.it

curated by Alessandro Biamonti

**WED  
20  
2019**  
**OPENING**

## WELCOME & OPENING

Polifactory B3

**4PM**  
**Paolo Biscari**  
[Dean, PhD School]  
**Silvia Piardi**  
[Head, Design Department]  
**Luisa Collina**  
[Dean, School of Design]  
**Paola Bertola**  
[Coordinator, PhD in Design]

## LECTIO MAGISTRALIS

Polifactory B3

**5PM** **Arturo Dell'Acqua Bellavitis**  
**Pietro Marani**  
**6PM** **Aperitif**  
**& Networking**

**THU  
21  
2019**  
**DEFENCES**

## CREATIVE INDUSTRIES

Room B2.2.12

**9AM** **SILVIA FRANCESCHINI**  
Towards an Ecology of Knowledges.  
Critical Pedagogy and Epistemic  
Disobedience in Contemporary Visual  
Art and Design Practices  
**10AM** **MARTINA MOTTA**  
Designing Knit Designers.  
Teaching tools and methods to train  
professionals for the knitwear industry

**PANEL**  
Alison Jane Clarke  
Gianni Montagna  
Jurate Tutlyte  
Rodolfo Mafreis

**FRI  
22  
2019**  
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## DESIGN INNOVATION FOR SOCIAL CHANGE

Room B2.2.12

**9AM** **MARIA DE LOS ANGELES BRIONES**  
Disclose to tell. A data design  
framework for alternative narratives  
**10AM** **CAMILO AYALA GARCIA**  
The Materials Generation. The emerging  
experience of DIY-Materials

**PANEL**  
Stefania Milan  
Blaine E. Brownell  
Shilpa Anshuman  
Mohapatra  
Anna Meroni

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## SMART SPACES AND CITIES

Room B2.2.13

**9AM** **MARIA ELENA SORIERO**  
Spaces between Design and Art.  
The Immersive Technonatural Experience  
**10AM** **BOGDAN STOJANOVIC**  
Enhancement of Contemporary Architecture  
through a Meaningful On-site Experience.  
Novel design strategies for raising  
awareness of the eastern modernist  
architecture towards the major audience  
**11AM** **ISA HELENA TIBÚRCIO**  
Intermediate Urban Space. Design  
and light art as catalysts for change:  
participation beyond fruition

**PANEL**  
Vladana Putnik Prica  
Mario Jorge Da Camara  
De Melo Caeiro  
Giulio Ceppi

**FRI  
22  
2019**  
**DEFENCES**

## NEW FRONTIERS FOR SERVICE DESIGN

Room B2.2.13

**9AM** **ANNALINDA DE ROSA**  
S+S. Dialogues on the relationship  
between Spatial Design and Service Design.  
Disclosing the fundamentals for a  
transdisciplinary approach  
**10AM** **ZICHAO NIE**  
The Contributions of Service Design  
for Career Counselling Service.  
Improvements in Higher Education  
Institutions

**PANEL**  
Susu Helena Nousala  
Cornelis Joachim  
Petrus Maria De Bont  
Jungjoo Lee  
Francesca Rizzo

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## DESIGN FOR ENTREPRENEURSHIP

Room B2.2.14

**9AM** **MARIANA FONSECA BRAGA**  
Handling design support programmes  
complexity. An interpretative framework  
for barriers and drivers to introducing  
design innovation into Brazilian MSMEs  
**10AM** **RŪTA VALUŠYTĖ**  
Design As Enabling Agent. Design  
culture and non-designers in the  
changing role of disciplines

**PANEL**  
Jose Carlos Bonzi Teixeira  
Lorenzo Imbesi  
Christian Gilles Boucharenc  
Marzila Moriati

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2019**  
**DEFENCES**

## NEW PERSPECTIVES FOR FASHION DESIGN

Room B2.2.14

**9AM** **XIAOZHU LIN**  
Internationalizing the Curriculum  
of Fashion Design. Nurturing Internationalized Talents  
**10AM** **SUSANNA TESTA**  
FashionTech: an Interaction Across  
Boundaries. Integration practices  
to design enhanced user experiences

**PANEL**  
Angela Lee Finn  
Christine E. Luedeke Nelson  
Thomas James Patrick Corby  
Chiara Colombi

## 12PM PROCLAMATION OF PHD DOCTORS

Polifactory B3

**THU  
21  
2019**  
**DESIGN PILLS**

Polifactory B3

**3PM** **Alison Jane Clarke**  
[University of Applied Art of Vienna]  
The Problematics of the 'Social'  
in Design  
**Gianni Montagna**  
[University of Lisbona]  
Design?  
**Jurate Tutlyte**  
[Vytautas Magnus University, Kaunas]  
Designing Kaunas 2022  
**Vladana Putnik Prica**  
[University of Belgrade]  
New Belgrade: a Successful Concept?  
**Mario Jorge Da Camara De Melo Caeiro**  
[Polytechnic Institute of Leiria]  
Haptic aphorisms. On the art  
of Dominik Lejman  
**Jose Carlos Bonzi Teixeira**  
[IIT - Institute of Design, Chicago]  
Designing Sustainable Solutions  
**Lorenzo Imbesi**  
[Università La Sapienza, Roma]  
Design for a Post-Industrial Society  
**Christian Gilles Boucharenc**  
[National University of Singapore]  
Similarities, Differences and Fusion  
Between Western and Asian Cultures

**FRI  
22  
2019**  
**DESIGN PILLS**

Polifactory B3

**3PM** **Stefania Milan**  
[University of Amsterdam]  
Error 404: Social Life Not Found  
**Blaine E. Brownell**  
[University of Minnesota]  
Parsing Materials  
**Shilpa Anshuman Mohapatra**  
[National Institute of Design, Ahmedabad]  
Balancing Practice Based approach  
with a Theory Led approach to a PhD in  
Design: The NID Model  
**Susu Helena Nousala**  
[Tongji University, Shanghai]  
The Art of Systemic Learning and Other  
Mysterious dynamics  
**Cornelis Joachim Petrus Maria De Bont**  
[Loughborough University]  
Design as the Interplay Between Prototyping,  
Human Factors, Design Experience and Safety  
**Lee Jungjoo**  
[National University of Singapore]  
Design for Government  
**Angela Lee Finn**  
[RMIT University, Melbourne]  
Fashion: Theory, Practice and Research  
Within the University  
**Christine E. Luedeke Nelson**  
[Pforzheim University of Applied Sciences]  
Monster  
**Thomas James Patrick Corby**  
[Central Saint Martins College of Art and  
Design, University of the Arts London]  
Data, Atmospheres, Sites