



POLITONG
DESIGN

**Double degree program con Tongji University in
Interior and Spatial Design
Product Service System Design
Integrated Product Design
Design della Comunicazione**



TONGJI UNIVERSITY
COLLEGE OF DESIGN AND
INNOVATION
同济大学设计创意学院



POLITECNICO
MILANO 1863

SCUOLA DEL DESIGN





**COLLEGE OF DESIGN and INNOVATION
Tongji University**

4 corsi di Laurea Triennale

4 corsi di Laurea Magistrale

1 corso di dottorato

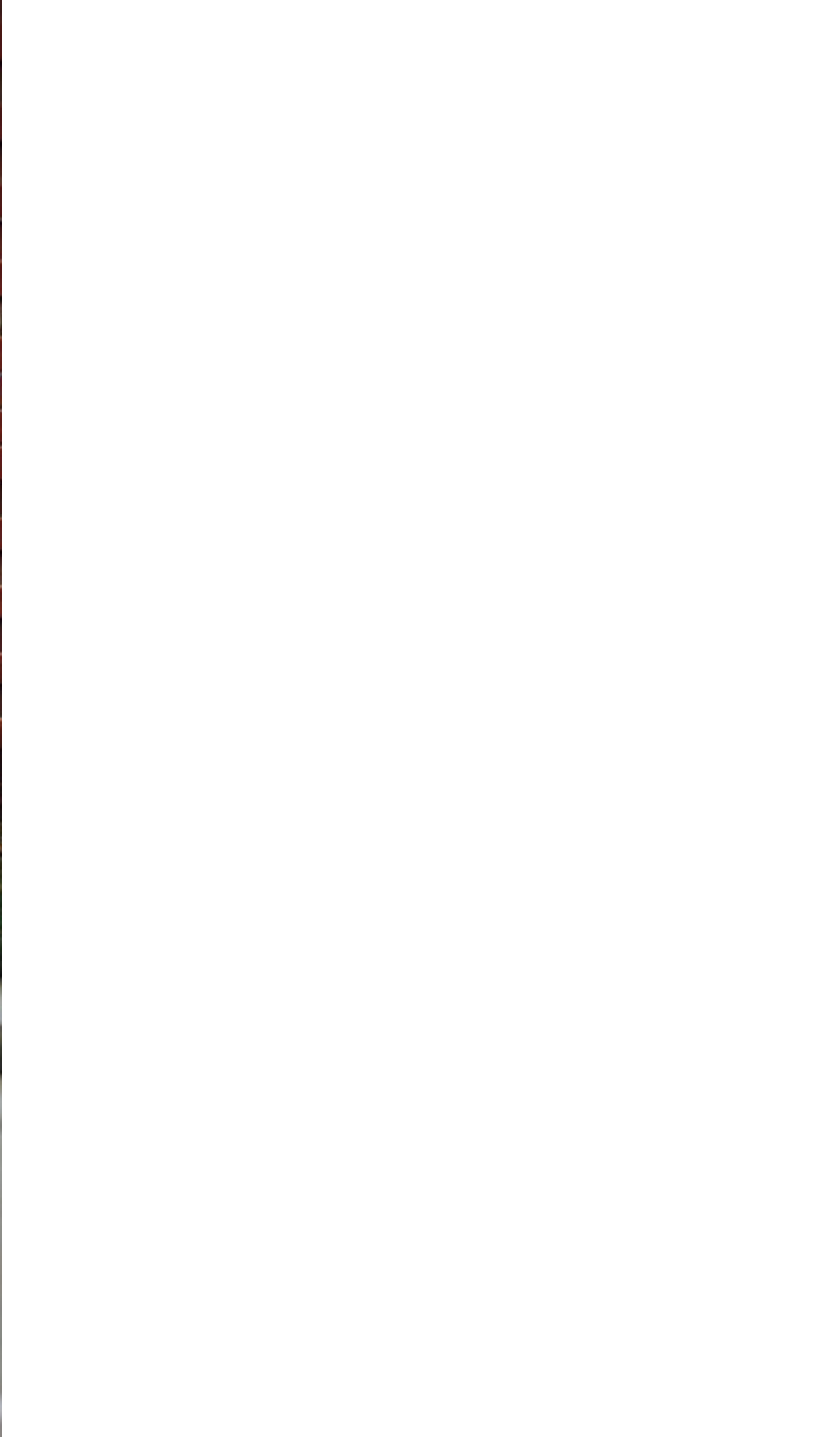
1500 studenti



同济大学设计创意学院







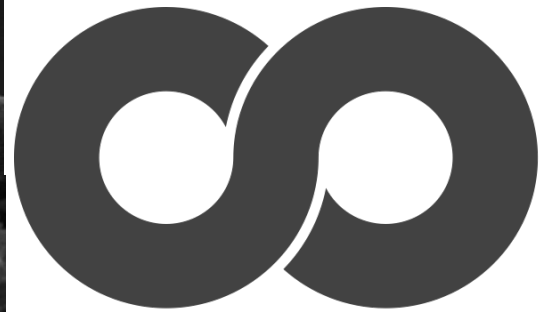


AUTODESK

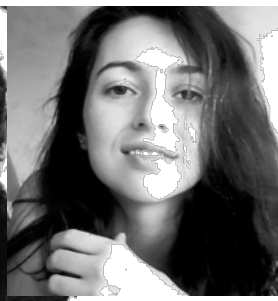
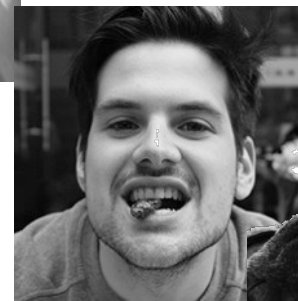
ESK

Doppie lauree all'interno dell'accordo per la creazione del SINO ITALIAN CAMPUS (2006)





POLITONG
DESIGN



Studenti Politecnico di Milano

SET-18/DEC-18
2° ANNO 1° SEM

MILANO

SET-17/GIU-18
1° ANNO

FEB/GIU-19
CORSI

FEB 20/GIU-20
TESI

SHANGHAI

MILANO

FEB-19
PARTENZA

SET 19/FEB 20
CORSI+
TIROCINIO

LUG-20
RIENTRO/LAUREE



Dal 2007 più di 110 laureati



Dal febbraio 2016 è iniziato percorso doppia laurea per i primi 2 italiani in Interior and Spatial Design



Da febbraio 2019 inizierà il percorso di doppia laurea per studenti di Design della Comunicazione e Integrated Product Design

System design for sustainable tourism- Chongming Island, 2010

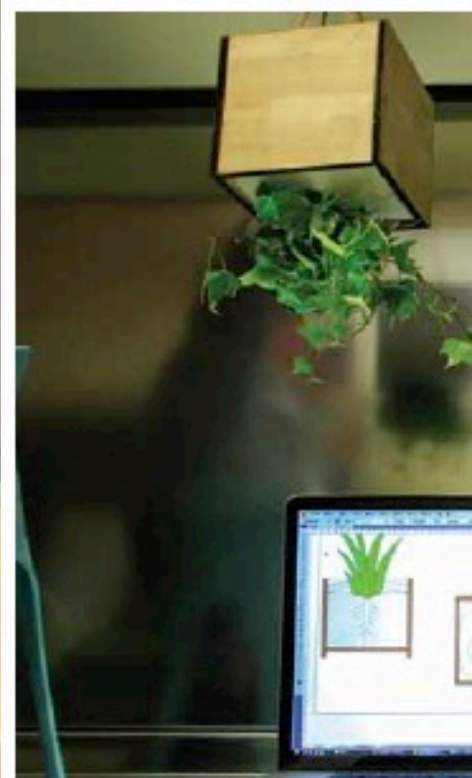
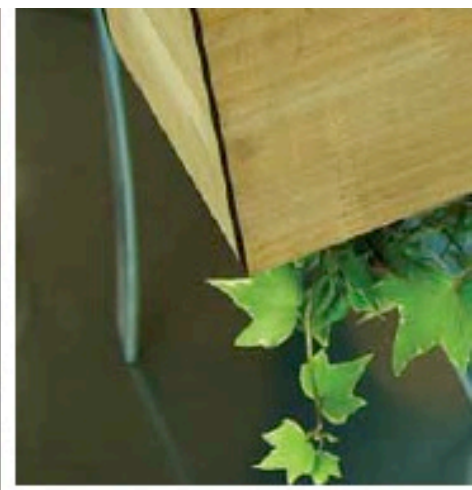


Workshop GOOD TO CHINA – Soluzioni per la purificazione dell'aria negli uffici

BREATHE GREEN



C E L L You are what you breathe





Temporary Urban Solutions

**Workshop intensivi al fine di prototipare
le soluzioni con gli utenti finali**



PSSD design studio
Retail experience and spaces

// Explorer

Walking on natural terrains
Jumping from the city to the countryside



BETULLA



NATURAL TERRAINS



DURABILITY



ECO



SELF-CLEANING



ANTI-SLIP

// Mime

Standing for hours
Walking around
Stretching



DURBAN



CUSHIONING



LIGHTNESS



URBAN TERRAINS



FLEXIBILITY



STABILITY



PEPSICO




Tropicana



QUAKER



PSSD design studio 2015
Retail experience and spaces



**water, milk and
yogurt on tap**

**ready-to-eat
oats recipes**

QUAKER
BREAKFAST
ON THE GO

营养价值

Nutritional Values

- | | |
|---|---|
|  草莓 = 维他命
Strawberry = Vitamins |  苹果 = 维他命
Apple = Vita |
|  红枣 = 维他命C
Jujube = Vitamin C |  坚果 = 蛋白质
Nut = Protei |
|  香蕉 = 钾元素
Banana = Potassium |  葡萄干 = 钾元素
Raisin = Pot |



加油站

Large A

桂格是你的能量补给站

You spend energy, we give it back.



大板
Tall
燕麦片
Rolled Oats
快步
Running
踏浪
Boating

7点到10点
from 7 to 10 am
quakeroats.c





@央视新闻

Fuori dall'università



Le tesi di laurea



2.2.2 EASTERN MARKET

According to McKinsey survey on Chinese consumers, in 2012, since 2008 consumption of luxury goods in China's domestic market has surged at rates of between 16% and 20% per annum. That pace of growth is subsiding, to a projected annual rate in the 12% to 16% range between now and 2015. In part, this is attributable simply to the rising tendency of Chinese to buy luxury goods overseas instead of at home. Even a 12% growth rate is much faster than that in other countries. As a result, the Chinese share of the global market – including spending by consumers outside the country – is certain to rise further in the next years, to about 34% in 2015.

Much of the growth in Chinese luxury purchases stems from the rising number of very wealthy households. Those with annual disposable incomes above RMB 1 million (those with annual tendency to trade up to more expensive and more luxurious products. This group will grow at over 15% annually. Not only are their ranks swelling, so is their tendency to consume by 2015. At the same time, growth in luxury spending is coming from new entrants into the category – who mostly belong to China's mushrooming middle class (those with annual disposable incomes in the RMB 500,000 to 2,500,000 range). Even though each of these households spends much less than the typical wealthy household, their numbers are increasing so impressively that they will also make a major contribution to the additional luxury spending projected to occur by

2015. Another important source of the growth in the luxury sector is the increasingly high purchasing power of overseas consumers. Spending by visitors has been rising at annual rates that exceed the domestic market, and will continue to do so for the next few years. That they keep buying luxury goods abroad, rather than at home, is due to a number of factors. First, there is a strong preference for the quality and variety of goods available overseas. This is particularly true for luxury goods, which are often seen as a status symbol. Second, there is a growing awareness of the value of luxury goods, and a willingness to pay a premium for them. Third, there is a growing awareness of the value of luxury goods, and a willingness to pay a premium for them. Finally, changing lifestyles are also contributing to the growth of the luxury market. Chinese are spending more time with their families and friends, and are seeking new opportunities to show off their collections of clothing, shoes, jewelry and bags. As they travel more, the Chinese are seeking to buy luxury goods outside the mainland. In 2010, only 32% of luxury shoppers made at least some of their purchases of luxury goods while abroad, but in 2012, that share mounted to 65%. In the future, much of the luxury shopping takes place in Hong Kong and Macau. Europe is growing in appeal among Chinese consumers, with about one-third of them making their most recent overseas purchase in a European city. That is more than

2 relatori

uno per Tongji e uno per Polimi

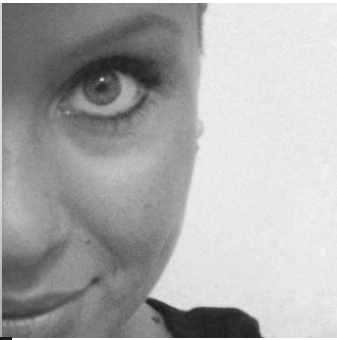
1 tesi

**discussa in Cina prima del rientro
e in Italia al rientro**

La discussione della *tesi* in Cina segue una modalità diversa da quella italiana e prevede:

- due step intermedi di verifica e approvazione del lavoro svolto**
- una presentazione finale.**

**Il College of Design and Innovation
della Tongji University rilascia un
Degree Certificate
riconosciuto dal governo cinese come
titolo i Master a tutti gli effetti**



Sara Biancaccio, Benedetta Anghuleri
PSSD senior designers at Daxiang, Shenzhen



Emanuele Laviosa
Service Design Lead, Fjord, Hong Kong



Camilla Marino
Art director, Hangar, Shanghai



Senior Industrial Designer & Lecturer at
Detao Group - Studio Esslinger



Simone Miraldi
ID&UX Designer at NetDragon Websoft Inc.,
Fuzhou City



Simona de Rosa
Product researcher, Twitter, San Francisco



Giulia Baldassarri
Service Design and Design strategist, Continuum,
Milano



Fabio Carnevale Maffè
UX research and design
Frog, San Francisco

Benedetta Bacialli
Graduated July 2016



TEDxMilano





POLITONG
DESIGN

Grazie.

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POLITECNICO DI MILANO



SCUOLA DEL DESIGN
DIPARTIMENTO DI DESIGN