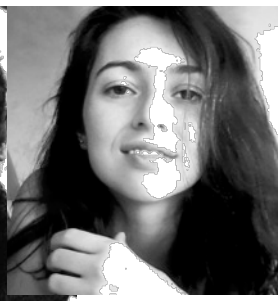
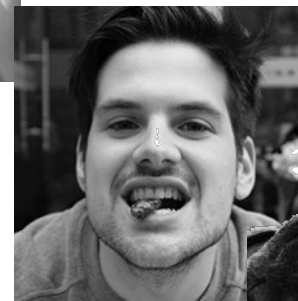




POLITONG
Double degree
Tongji University - Shanghai



POLITONG
DESIGN





D&I TONGJI UNIVERSITY
COLLEGE OF DESIGN AND
INNOVATION
同济大学设计创新学院



POLITECNICO
MILANO 1863
POLITONGI
DESIGN

2018.10.29

2018.11.10

OPENING 3PM - D&I BUILDING 2
281 FUXIN ROAD - SHANGHAI

TEN YEARS AND COUNTING.

Join us to celebrate the 10-year anniversary
of the Politongi program and meet its unique
design community with a special exhibition.





SINO ITALIAN CAMPUS (2006)





Since 2007
Product service system Design students



**Since Feb 2016
Interior and Spatial Design
has been included**



**Since February 2019
Communication and
Integrated Product Design
Digital Interaction Design**

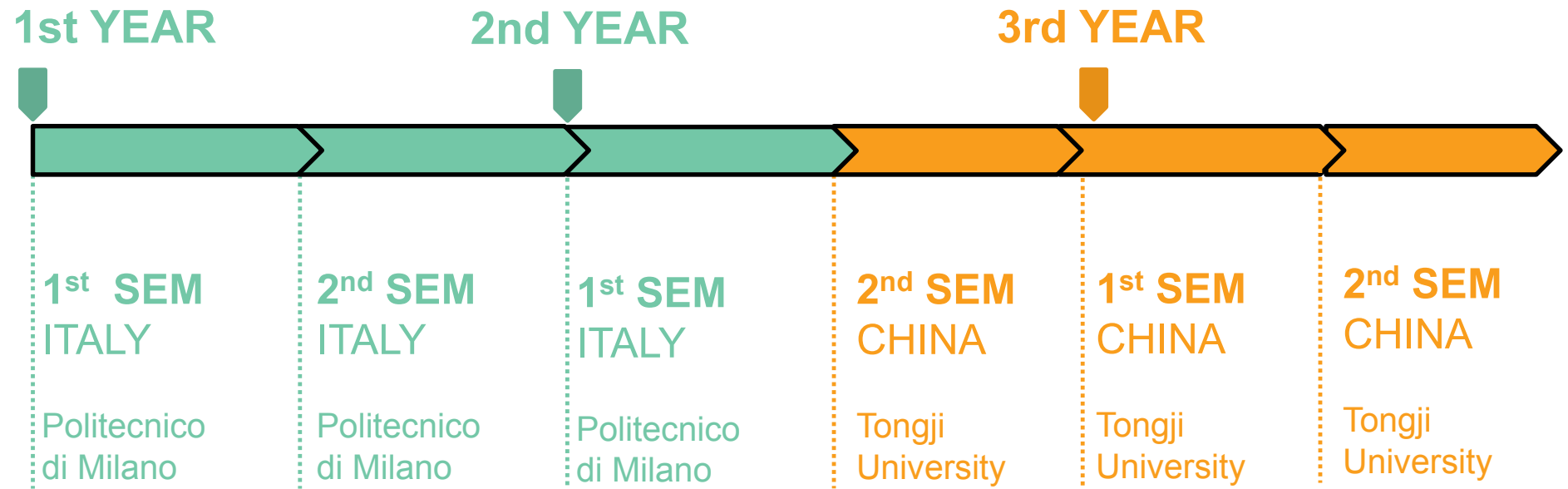
mandatory

2 SEMESTERS

(plus 1)

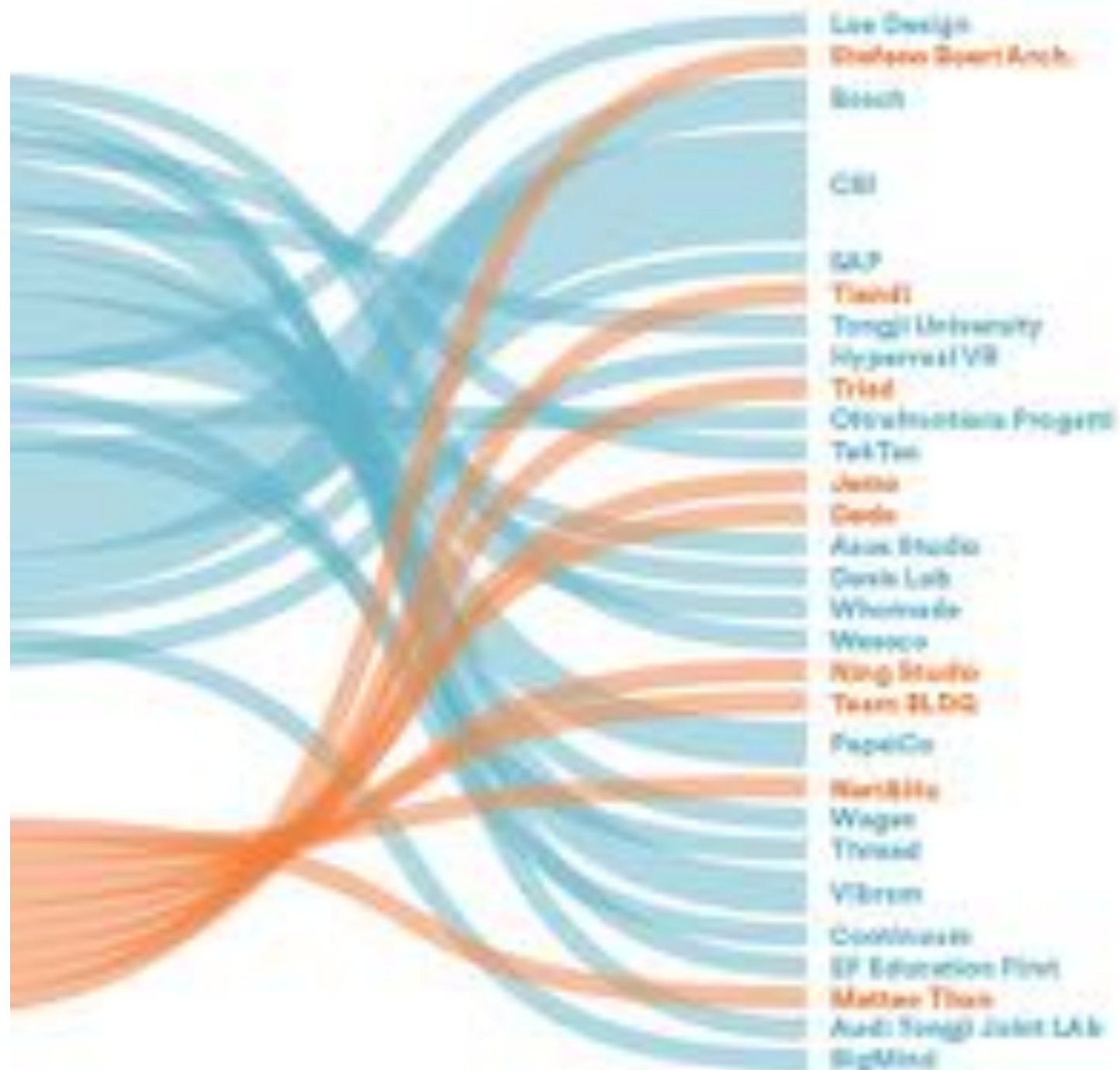
optional

WHEN



ELECTIVE COURSES

INTERNSHIP



STUDIOS

System design for sustainable tourism- Chongming Island, 2010





PSSD design studio
Retail experience and spaces

// Explorer

Walking on natural
terrains

Jumping from the city
to the countryside



NATURAL TERRAINS



DURABILITY



ECO



SELF-CLEANING



ANTI-SLIP

// Mime

Standing for hours
Walking around
Stretching



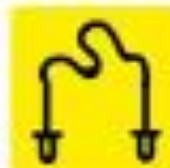
CUSHIONING



LIGHTNESS



URBAN TERRAINS



FLEXIBILITY



STABILITY



PEPSICO



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 Value



热情 = 维他命C

Passionfruit = Vitamin C



苹果 = 维他命A

Apple = Vitamin A



红豆 = 维他命B

Red Bean = Vitamin B



辣椒 = 维他命E

Chili = Vitamin E



香蕉 = 钾元素

Banana = Potassium



胡桃干 = 维他命D

Walnut = Vitamin D

桂格是你的能量补给站

You spend energy, we give it back.



QUAKER

健康中心

Healthy Hub

加油

Large

点到10点

10:00 - 10:00

Waterfront



THESIS



8.2.2 EASTERN MARKET

The luxury market in the East is showing significant growth, particularly in China. China is the second largest luxury market, with a growth rate of 5% from 2011 to 2015. The USA is the largest market, followed by Japan and the rest of the world. The growth in the East is driven by factors such as increasing disposable income, a growing middle class, and a shift in consumer behavior towards luxury goods. The luxury market in the East is expected to continue to grow in the coming years, driven by these factors.

China's rapid economic growth and rising middle class have led to a surge in luxury spending. The country's population is projected to reach 1.5 billion by 2025, and its GDP is expected to reach \$20 trillion. This has led to a growing number of affluent consumers who are willing to spend on luxury goods. The luxury market in China is expected to reach \$100 billion by 2025, up from \$50 billion in 2015. This growth is driven by factors such as increasing disposable income, a growing middle class, and a shift in consumer behavior towards luxury goods.

The USA is the largest luxury market, with a growth rate of 9% from 2011 to 2015. The market is driven by factors such as a strong economy, high disposable income, and a growing middle class. The luxury market in the USA is expected to continue to grow in the coming years, driven by these factors.

Japan is the third largest luxury market, with a growth rate of 7% from 2011 to 2015. The market is driven by factors such as a strong economy, high disposable income, and a growing middle class. The luxury market in Japan is expected to continue to grow in the coming years, driven by these factors.

The rest of the world is the fourth largest luxury market, with a growth rate of 8% from 2011 to 2015. The market is driven by factors such as a strong economy, high disposable income, and a growing middle class. The luxury market in the rest of the world is expected to continue to grow in the coming years, driven by these factors.



Fablab / Biobuild Lab

社会 智能
Social
intelligence

创造 智能
Creative
intelligence

感知 / 操纵 智能
Perceptive / Manipulative
intelligence

智力层面 | INTELLECTUAL



目标：建立设计与人工智能的交叉学科知识

- [课] 设计思维概览：设计作为工具和生产
- [课] 设计与人工智能概览：跨学科设计与知识分享
- [课] 设计与人工智能交叉案例：设计、算法、交互与计算

目标：帮助一千万用户具有设计能力的应用

通过数据分析和机器学习，帮助千万用户解决基本的设计问题的机器，一方面可以帮助设计师在第一时间的重要工作中解放出来，另一方面也可以帮助非设计背景设计师，提高效率和降低设计成本。



应用层面 | APPLICATION

数据
Data

运算
Computation

网络
Network

ONLINE & CONNECT | “在线”和“连接”



第一“在线”的窗口 第二“在线”的窗口 第三“在线”的窗口

NEW INDIVIDUAL | 新个体

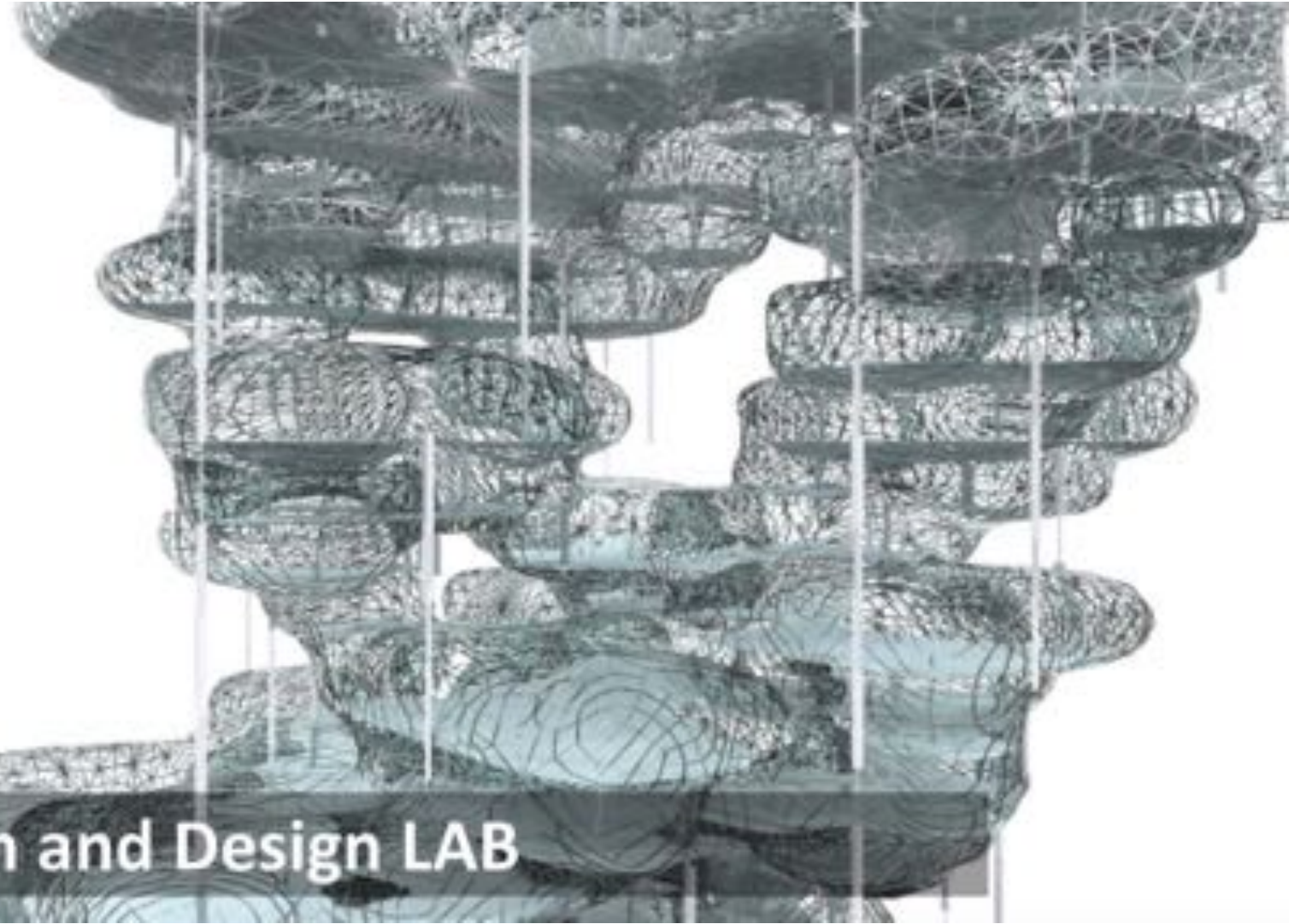
“Average is Over!”



在物质生产力和知识生产力的推动下，人类社会正经历前所未有的变革。在信息社会下，我们迎来了“超个体的崛起”，平庸的个体正在消失，超越时代的个体正在崛起。



AI and Design LAB



Algorithm and Design LAB



2017



Communicating the Wellbeing of a City with Santa Monica

Communicating the Wellbeing of a City with Santa Monica challenged USCanner students to work alongside Santa Monica city leaders and other community stakeholders to translate the City of Santa Monica's pioneering

Wellbeing Index into innovative projects... read more

Upcoming Events

DESIS @ Learning for Change conference

Start date: 14 September 2017

End date: 15 September 2017

Articles

A DESIS Lab Map overview:
3 emerging themes
+ 1 proposal

A DESIS Lab Map overview: 3 emerging themes + 1 proposal

News

Communicating the Wellbeing of a City with Santa Monica



Communicating the Wellbeing of a City with Santa Monica

Latin American Social Innovation Network Conference

Start date: 28 September 2017

End date: 29 September 2017

DESIS LAB (Social Innovation)

ENCYCLOPEDIA: BEIJING SPECIALS

SHÀO KǎO / CHUǎN R - BARBECUED SKEWERS/KEBABS - 烧烤/串儿

ENCYCLOPEDIA

DÓU HUǎ - TOFU SOUP - 豆花

ENCYCLOPEDIA

YÓU TIÁO - CHINESE CRULLER - 油条



OUT OF THERE

























Francesco Petronelli
Senior UX / UI Designer, Frog, New York



Sara Biancaccio, Benedetta Anghuleri
PSSD senior designers at Daxiang, Shenzhen
Founders of Panglossian



Emanuele Laviosa
Service Design Lead, Fjord, Hong Kong



Camilla Marino
Art director, Hangar, Shanghai



**Senior Industrial Designer & Lecturer at Detao Group - Studio Esslinger,
Shanghai**



Giulia Baldassarri
Service Design and Design strategist, Continuum, Milano



Simona de Rosa
Product researcher, Twitter, San Francisco



Fabio Carnevale Maffè
UX research and design, Frog, San Francisco

Benedetta Bacialli
Graduated July 2016





POLITECNICO
MILANO 1863



D&I

THE WORLD IS CALLING YOU.

There's a program that brings the best talents from the world's finest design universities to meet and work together. Will you answer the call?



POLITONG
DESIGN

Grazie.

davide.fassi@polimi.it

To be in contact with the Politong students contact:

Federico De Luca: federico.deluca@mail.polimi.it



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

POLITECNICO DI MILANO



SCUOLA DEL DESIGN
DIPARTIMENTO DI DESIGN