



POLITECNICO
MILANO 1863

SCUOLA DEL DESIGN

INTEGRATED PRODUCT DESIGN

OPENDAY
LAUREE MAGISTRALI



POLITECNICO
MILANO 1863

SCUOLA DEL DESIGN

WELCOME TO INTEGRATED PRODUCT DESIGN







www.productdesign.polimi.it

24_05_2019 | Proff. Francesco Zurlo e Venanzio Arquilla

OPENDAY
LAUREE MAGISTRALI

INTERNATIONAL Ranking

QS RANKING | ARTS & DESIGN

# RANK	UNIVERSITY	LOCATION	COMPARE	QS STARS™
2019 ▾	University search <input type="text"/>	By location ▾	↓	<input type="checkbox"/> Rated only
1	 Royal College of Art More	United Kingdom	<input type="checkbox"/>	
2	 University of the Arts London More	United Kingdom	<input type="checkbox"/>	
3	 Parsons School of Design at The New School More	United States	<input type="checkbox"/>	
4	 Rhode Island School of Design (RISD) More	United States	<input type="checkbox"/>	
5	 Massachusetts Institute of Technology (MIT) More	United States	<input type="checkbox"/>	
6	 Politecnico di Milano More	Italy	<input type="checkbox"/>	

1st



3rd



6th



INTEGRATED PRODUCT DESIGN [IPD]

DEFINITION

Integrated Product Design [IPD], renewing the former Product for Innovation program, intends to be the **most updated design approach today**. The aim of the course is educating professionals with a **multidisciplinary attitude**, able to manage **complex systems**, to govern **tangible and intangible** systemic features of a company's offering, to contribute to the **improvement of the design culture**. IPD provides the tools and the method to integrate knowledge and experiences, considering the **link between design, technology and new functions**; to understand **market and strategic** organizational **issues**; to focus on **social and environmental topics**; to clearly understand the relationship between **product and process**. The program focuses on educating Product Designers who can **think creatively**, who are able to **manage and lead multidisciplinary design teams**, ready to deal with **emerging technologies and future scenarios**, open to explore and to expand alternative design solutions.

INTEGRATED PRODUCT DESIGN [IPD]

KEYWORD

_ **INNOVATION PROCESSES**

_ **SYSTEM THINKING**

_ **CULTURE, USER, MARKET, ENTERPRISE**

_ **PRODUCT-SYSTEM** (i.e. product+services+information)

... it is worth saying that the course has been always a pioneer, in our Design School, in exploring **new opportunities for the discipline of design:**

Service design

Strategic design

Design for sustainability

Design for local development

Design for social innovation

were born here...

INTEGRATED PRODUCT DESIGN [IPD]

DISCIPLINARY Mix

DESIGN	42
TECHNOLOGY / ENGINEERING	15
SOCIAL AND HUMAN SCIENCES	27
ELECTIVE	12
INTERNSHIP	14
THESIS	10
Tot	120

CFU

42

15

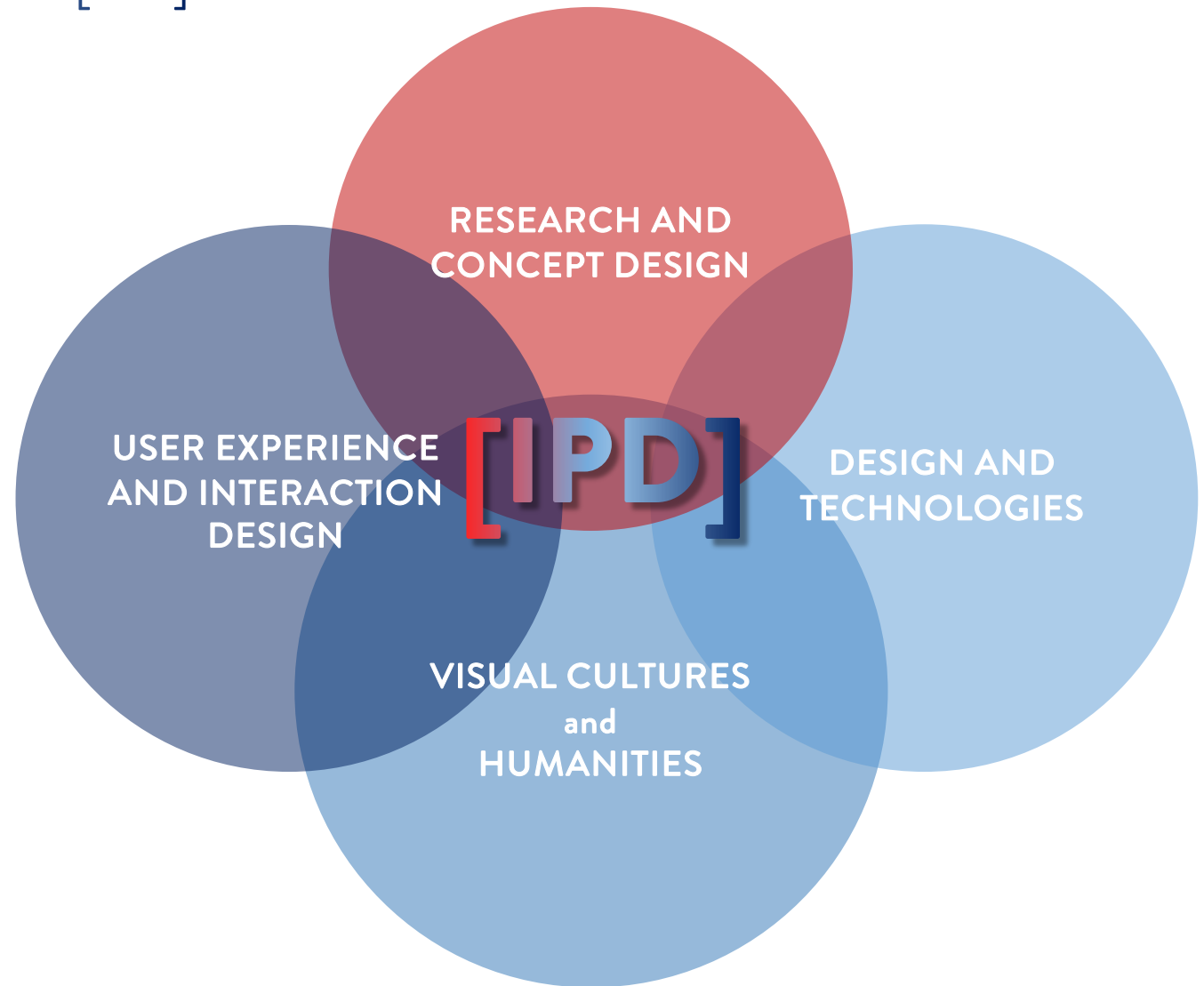
27

12

14

10

120



INTEGRATED PRODUCT DESIGN [IPD]

TREND in the World

MA in Contemporary Crafts
PLYMOUTH COLLEGE OF ARTS

▪ MIT

Industrial Design & technology (MA)

▪ LOUGHBOROUGH DESIGN SCHOOL

▪ TUDELFT - Integrated Product Design (MS)

▪ ELISAVA

Engineering in Industrial Design

TECHNOLOGY DRIVEN DESIGN SCHOOLS

INTEGRATED PRODUCT DESIGN [IPD]

TREND in the World

MA in Creative & Cultural Entrepreneurship: Design
GOLDSMITH

MS Design + MBA

▪ PARSON
Strategic Design (MFA)

International Design Business Management -
Master of Arts

▪ AALTO

▪ GOTEBOG
Master of business and design
(HDK+School of Business)

▪ HongKong_Polyu
International Design and Business
Management (MDes)

SYSTEM ORIENTED, BUSINESS, ENTREPRENEURSHIP

INTEGRATED PRODUCT DESIGN [IPD]

TREND in the World

▪ **MILAN Politecnico**

Master in INTEGRATED PRODUCT DESIGN

**MERGING TECHNOLOGY WITH A SYSTEM, BUSINESS,
ENTREPRENEURSHIP ORIENTED LEARNING PROGRAM**

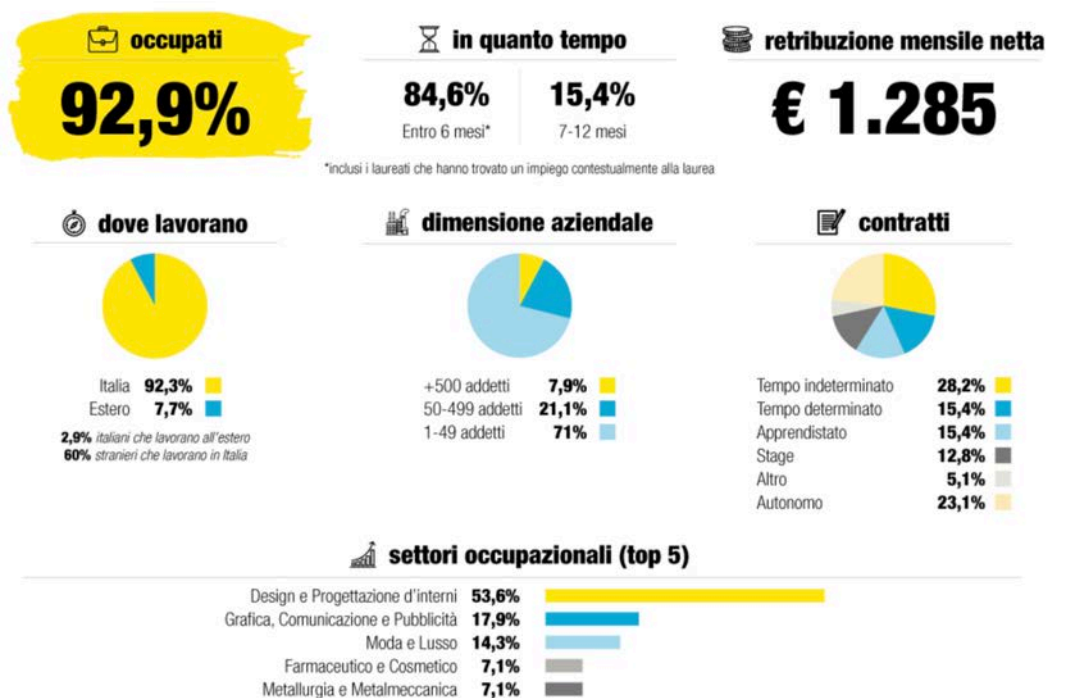
INTEGRATED PRODUCT DESIGN [IPD]

CAREER opportunities

R&D and **New Product Development services/offices/departments of industries**

of different sectors, responding to the request of **professionals with a robust competence in product design** but able to understand all the implications related to the **strategies of the product-system**.
Integrated Product Design students have the possibility to apply to double degree and international Exchange Programs.

CareerService



INTEGRATED PRODUCT DESIGN [IPD]

STEERING Committee

Edgardo Angelini _ **Design Group Italia**

Eva Bei _ **Gruppo Binda**

Matilde Scandroglio _ **Whirlpool**

Patrizio Cionfoli _ **Studio Volpi**

Monica Dalla Riva _ **3M**

Odoardo Fioravanti _ **Studio Fioravanti**

Marta Giardini _ **Studio Marta Giardini**

Andrea Grasselli _ **DAG Design - Gruppo Artsana**

Sara Massarutti _ **Jacuzzi**

Paolo Bartoli _ **Bartoli design**



INTEGRATED PRODUCT DESIGN [IPD]

STEERING Committee

FIRST SUGGESTIONS

- stressing **esthetics qualities and beauty** (of products)
- pushing a **cross-disciplinary approach**
- providing knowledge and skills to face **projects in a systemic and 360° way**
- teaching a **critically thinking approach** to the project (not just theories, not just technique)
- **user experience**
- training the creative “muscles” through more **design practices** (more projects...)



INTEGRATED PRODUCT DESIGN [IPD]

A NEW WAY of learning

Y GENERATION & MILLENNIALS

A generative METAPHOR

Accessing knowledge with your fingers... so planning a compass and always redesigning maps to find the route for innovation



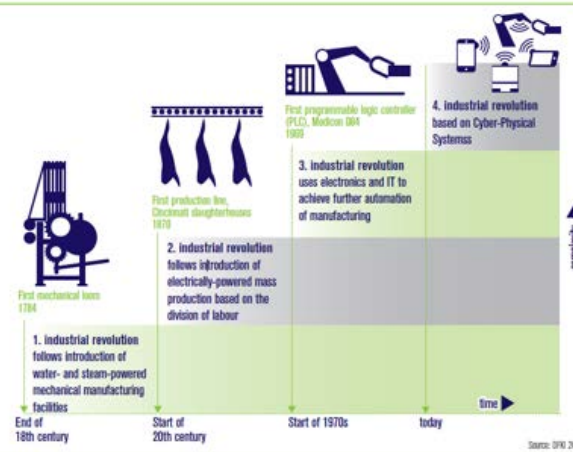
INTEGRATED PRODUCT DESIGN [IPD]

A NEW WAY of learning

TRANSFORMATIONS OF PRODUCTS, INDUSTRIES, OFFERINGS ...



Figure 1:
The four stages of
the Industrial Revolution



Support & Drivers | Supplies and Consumables | Where to Buy | Contact Us | Account Management

Office Products | **Production Solutions** | Document Outsourcing

Xerox iGen4™ Press
The world's most productive digital press with gains in monthly volumes and high-definition image quality. > [learn more](#)

Xerox iGen3™ Press with Automated Colour Quality Suite
Press matching system takes iGen3 to new levels of productivity. > [learn more](#)

Products
Digital Printing Presses
Production Printers & Copiers
Continuous Feed Printers
Wide Format Solutions
Workflow & Software

Business Development Solutions
ProfitAccelerator Overview
ProfitAccelerator PDF Catalog
New Business of Printing

Workflow Solutions
Optimize your workflow
FreeFlow Software & Scanners
DPEs & Controllers
Production Printing Software

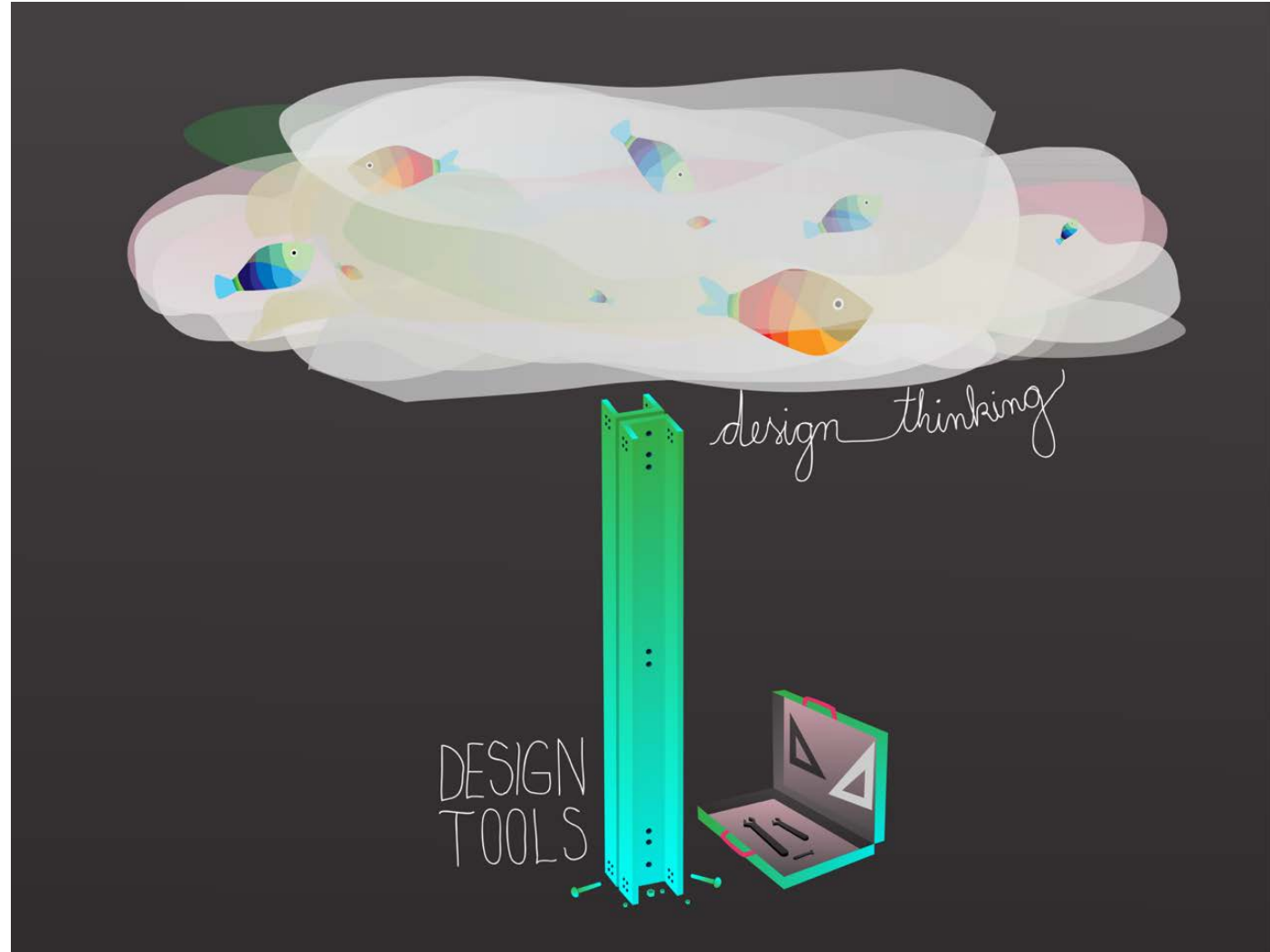
Application Solutions
Books & Manuals
Direct Mail
Collateral
Transactional Promotional
Premier Partners printing companies



INTEGRATED PRODUCT DESIGN [IPD]

A NEW WAY of learning

THE T MODEL AND THE DESIGN LEARNING



INTEGRATED PRODUCT DESIGN [IPD]

WEB SITE

<http://productdesign.polimi.it>

<http://productdesign.polimi.it/laurea-magistrale/>



Overview

Il corso di Laurea Magistrale in Design del Prodotto Integrato è indirizzato a chi vuole approfondire i processi e le metodologie che portano alla realizzazione di prodotti innovativi.

Il corso si pone l'obiettivo, infatti, di consolidare le conoscenze acquisite durante il corso di laurea triennale, andando ad analizzare nel dettaglio tutti i processi che permettono di capire le relazioni che si instaurano tra prodotti e tecnologie, i rapporti con gli utenti finali, e come i prodotti possono entrare nel complesso mondo del marketing.

Lo studente potrà affrontare in maniera più consapevole l'infinito mondo del design attraverso competenze critiche e dettagliate, e sarà capace di intraprendere la creazione e progettazione di contesti futuri.

[MODALITÀ DI ISCRIZIONE](#)

[IL CORSO](#)



[Studiare Design del Prodotto al Politecnico di Milano.](#)



Ultime news

OPEN DAY MAGISTRALI

24/05/19

OPEN DAY POLIMI LAUREE MAGISTRALI

LAUREA MAGISTRALE

Venerdì 24 maggio, presso la sede di Milano Bovisio (via Candiani, 72 - edificio 2) si svolgerà l'open day per i corsi di laurea magistrale della Scuola del Design: - Design della Comunicazione - Design & Engineering...

14 MAGGIO 2019

IDEASXWOOD

A CONTEST BY TABU! EDIZIONE 2018/2019



PREMI CONCORSO IDEASXWOOD LAUREA TRIENNALE

Siamo lieti di comunicare che mercoledì 8 maggio, 3 gruppi di studenti del laboratorio di elementi visivi P5, diretto dalla Prof.ssa M. Ferrara, hanno ricevuto il III premio categoria studenti...

13 MAGGIO 2019

ADI IMPRESA DOCET

SEMINARI ADI LAUREA TRIENNALE

La Scuola del Design, in collaborazione con il Dipartimento del Design, Polidesign e ADI, organizza cicli di incontri in cui Aziende leader, che hanno posto il design tra le leve...

17 APRILE 2019

[TUTTE LE NEWS](#)

INTEGRATED PRODUCT DESIGN [IPD]

FIRST year

Course	CFU	PR1	PR2
1° SEMESTER			
DESIGN STRATEGICO E DEI SERVIZI / STRATEGIC AND SERVICE DESIGN	6	ita	eng
CULTURE VISIVE / DESIGN NARRATIVES	6	ita	eng
LAB. SVILUPPO PRODOTTO / PRODUCT DEVELOPMENT STUDIO	12	ita	eng
MATERIALI E TECNOLOGIE PER L'INNOVAZIONE DEL PRODOTTO INDUSTRIALE / MATERIALS AND MANUFACTURING DESIGN	6	ita	eng
2° SEMESTER			
ELECTIVES	6	Ita/eng	
TEORIE E CULTURE DELL'INNOVAZIONE / INNOVATION CULTURES AND THEORIES	6	ita	eng
LAB. CONCEPT DESIGN / CONCEPT DESIGN STUDIO	18	ita	eng

INTEGRATED PRODUCT DESIGN [IPD]

FIRST year

DESIGN STRATEGICO E DEI SERVIZI **STRATEGIC AND SERVICE DESIGN**

INTEGRATED PRODUCT DESIGN [IPD]

DESIGN STRATEGICO E DEI SERVIZI

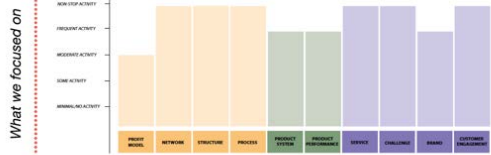
STRATEGIC AND SERVICE DESIGN

PROJECT'S INNOVATION LANDSCAPE



Before the starting of "Leaders of Change", Santander was focusing its strategy on delivering good services to its clients & keep the company's profit model high. The intent was to generate innovative services since they claim themselves being a consumer credit bank where the customer is ideally at the center of their business. What they were missing though was a culture towards innovation from the inside of the company. To deliver disruptive ideas they needed first to learn the right process to adopt in order to know their customers from a different perspective and hence conceive the services they design from an other angle.

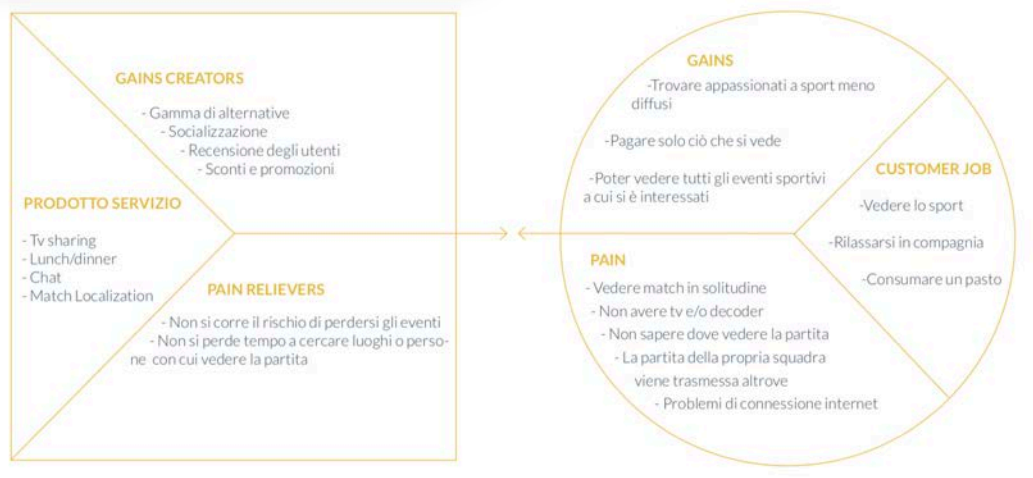
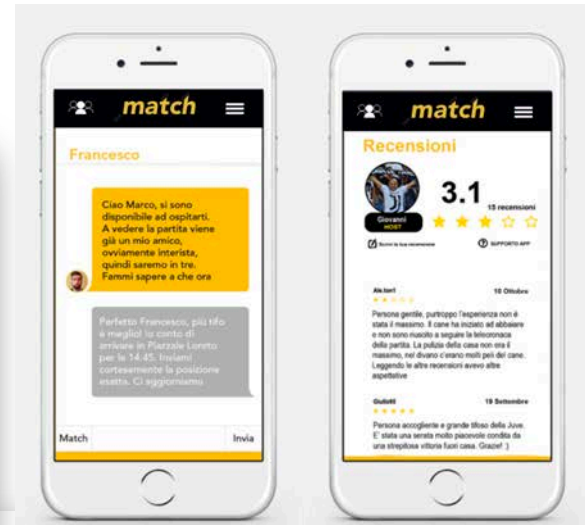
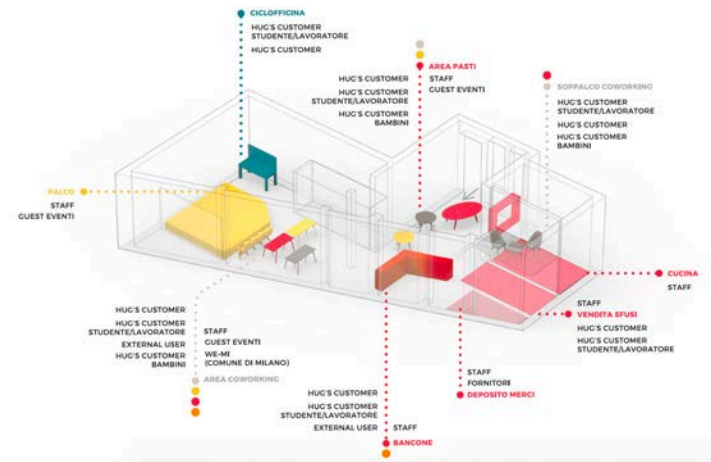
What Futureberry decided to do was to work on the cultural dimension of the organization, rather than starting from the existing services or on the profit model of the company.



We focused on building a strong network and teaching them to exploit it. We focused on changing how the hierarchy was managed by gathering different profiles with different charges from different departments in one group. Together we took on the process to follow and we designed innovative outputs, where the customer engagement became real. The Leaders conducted interviews, workshops and on-field observations in order to develop their projects of innovation.

The group learnt that challenging themselves was to key to produce innovative outputs and to bring change into the company.

2.8 OFFERING MAP



INTEGRATED PRODUCT DESIGN [IPD]

FIRST year

CULTURE VISIVE
DESIGN NARRATIVES

INTEGRATED PRODUCT DESIGN [IPD]

CULTURE VISIVE

DESIGN NARRATIVES

//19

BUSSOLOTTO KINDER

Un giorno Michele Ferrero, "re della Nutella", disse ai suoi collaboratori: «Sapete perché ai bambini piacciono tanto le uova di Pasqua? Perché hanno le sorprese dentro... Allora, sapete che cosa dobbiamo fare? Diamo gli la Pasqua tutti i giorni». Nacquero così i famosi Ovetti Kinder. Forse non tutti sanno perché sia stato scelto il colore giallo per la capsula. Si è pensato al giallo perché si tratta di un uovo, che al suo interno contiene il tuorlo. Poiché nelle vere uova il tuorlo è giallo, si è deciso di optare per questo colore specifico. Dalla sua nascita nel 1974 sono stati venduti oltre 35 miliardi di pezzi di Kinder Sorpresa.

Materiale // PE
Dimensione // 4 cm
Peso // 5 gr.
Azienda // Ferrero




//18

SEVEN SLIDING CASES

Seven Sliding Cases, progettata dal designer Nendo, è una collezione di sette portagioie. Queste sfere a un primo sguardo sembrano identiche l'una alle altre. La loro particolarità non sta nella forma ma nel modo in cui si aprono svelando i gioielli contenuti. La forma eterea e l'apertura nascosta incuriosiscono, facendo diventare l'oggetto quasi un gioco, un rebus da risolvere, per scoprire il tesoro nascosto e custodito al suo interno. Realizzate in fluoropolimero, un materiale particolarmente resistente all'usura e con proprietà antivegetative, Seven Sliding Cases mantengono nel tempo un aspetto inalterato.

Materiale // Fluoropolimero
Dimensione // ø6,5 cm
Peso // ND
Azienda // Blanc Bijou



//13

KIKKOMAN

Il dispenser Kikkoman è un'icona. Secondo il New York Times, al mondo, di queste bottigliette ne sono state vendute ben 300 milioni. A progettarle nel 1961 è stato il designer giapponese Kenji Ekuan. Obiettivo: creare un contenitore che coniugasse estetica e funzionalità. La trasparenza del vetro consente di controllare la quantità di salsa di soia all'interno e, unitamente alla forma sinuosa, conferisce all'oggetto un aspetto sobrio, elegante e moderno. Il beccuccio rosso, grazie a un angolo interno sulla punta, consente il dosaggio di salsa anche in piccole quantità e senza gocciolamenti.

Materiale // Vetro e PS
Dimensione // 13x6 cm
Peso // 350 gr.
Azienda // Kikkoman



//11

MOONCUP

Qualche anno fa, ero a fare trekking sui Pirenei con un'amica che mi ha parlato della coppetta mestruale. Sapevo già cosa fosse ma non avevo mai conosciuto nessuno che potesse rispondere alle mie domande. Purtroppo, la maggior parte delle donne sono diffidenti verso questo tipo di "tamponi" e preferisce utilizzare quelli più tradizionali, i quali, però, sono una delle cause dell'inquinamento marino. Grazie alle donne che hanno scelto di utilizzare la coppetta mestruale, questo, può essere ridotto. Le Mooncup, realizzate in morbido silicone di grado medico, sono riutilizzabili.

Materiale // Silicone
Dimensione // 5 cm
Peso // 15 gr. c.a.
Azienda // Mooncup



INTEGRATED PRODUCT DESIGN [IPD]

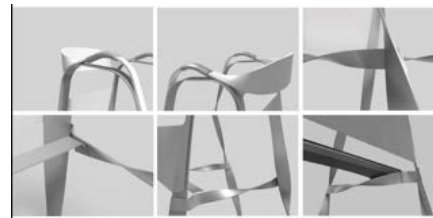
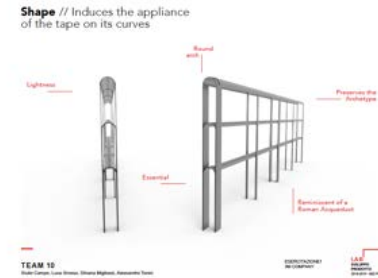
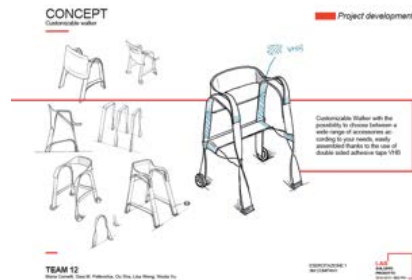
FIRST year

LAB. SVILUPPO PRODOTTO
PRODUCT DEVELOPMENT STUDIO

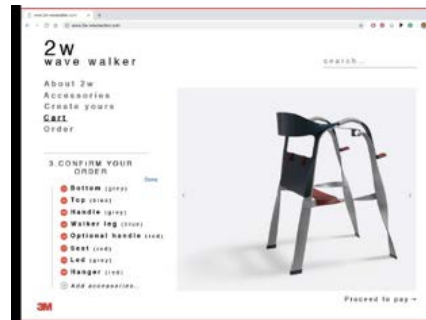
INTEGRATED PRODUCT DESIGN [IPD]

LAB. SVILUPPO PRODOTTO

PRODUCT DEVELOPMENT STUDIO



Ed. 2018/2019
COLLABORAZIONE CON



INTEGRATED PRODUCT DESIGN [IPD]

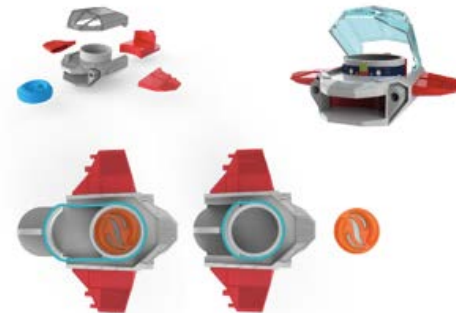
LAB. SVILUPPO PRODOTTO

PRODUCT DEVELOPMENT STUDIO

SPACE SQUAD



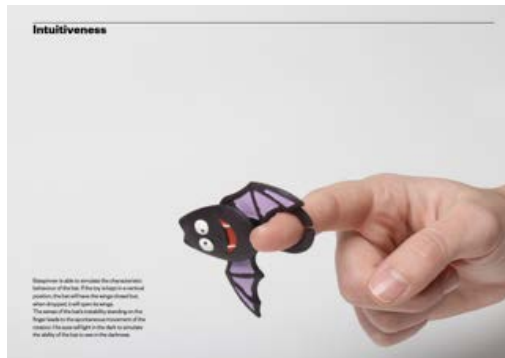
Distilling from these considerations is from the **Space Squad** collection, which are the ideal accessories to launch shuttles to infinite space. The Space Squad collection is composed by a shuttle, a rocket and a space probe. The three toys are accompanied by a launch base, which is in smoke shape, to launch these three previous shuttles.



APOLLO



In our design process, we have developed in detail the shuttle Apollo. The child will find inside the Kinder surprise or Kinder joy egg three pieces and a little elastic. The launch base is decomposed into three pieces. To assembly with any strength, the shuttle in one piece and the elastic. Once the base will be joined, the child will insert the elastic on the base into the protrusions, and will insert the shuttle in the launcher cylinder. The shuttle can be pulled down and released, allowing the rocket to fly up.



Intuitiveness

Response is able to anticipate the mechanical behavior of the toy. If the toy is held in vertical position, the hand without the spring mechanism, when released, will open to the right. The shape of the hand is easily readable on the right hand in the perspective movement of the response. The shape of the hand is easily readable on the right hand in the perspective movement of the response. The shape of the hand is easily readable on the right hand in the perspective movement of the response.



Rodeo

In the wild west the animals are on a risk against their riders. Both horses and men no longer agree to carry challenges and courage. They want to get back to modernism and they want to rise.



Ed. 2018/2019

COLLABORAZIONE CON

Kinder

INTEGRATED PRODUCT DESIGN [IPD]

LAB. SVILUPPO PRODOTTO

PRODUCT DEVELOPMENT STUDIO

Morphé | CHAISE LONGUE

da a

SETTING | RENDER



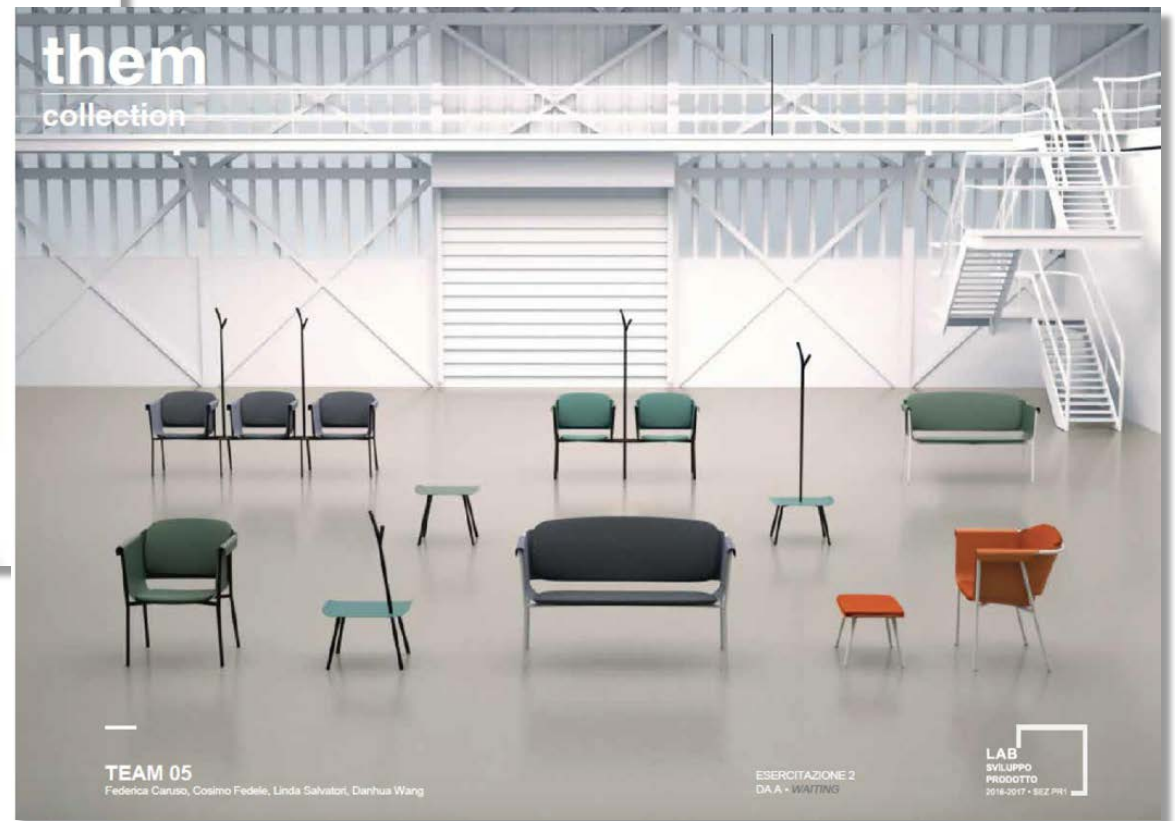
TEAM 13
Carlo Bianchi, Javiera Godoy Henriquez, Alberto Zerbi

ESERCITAZIONE 2
DAA • WAITING

LAB
SVILUPPO
PRODOTTO
2016-2017 - SEZ PR1

Ed. 2016/2017

COLLABORAZIONE CON "DA A"



TEAM 05
Federica Caruso, Cosimo Fedele, Linda Salvatori, Danhua Wang

ESERCITAZIONE 2
DAA • WAITING

LAB
SVILUPPO
PRODOTTO
2016-2017 - SEZ PR1

INTEGRATED PRODUCT DESIGN [IPD]

LAB. SVILUPPO PRODOTTO

PRODUCT DEVELOPMENT STUDIO

KEY FEATURES



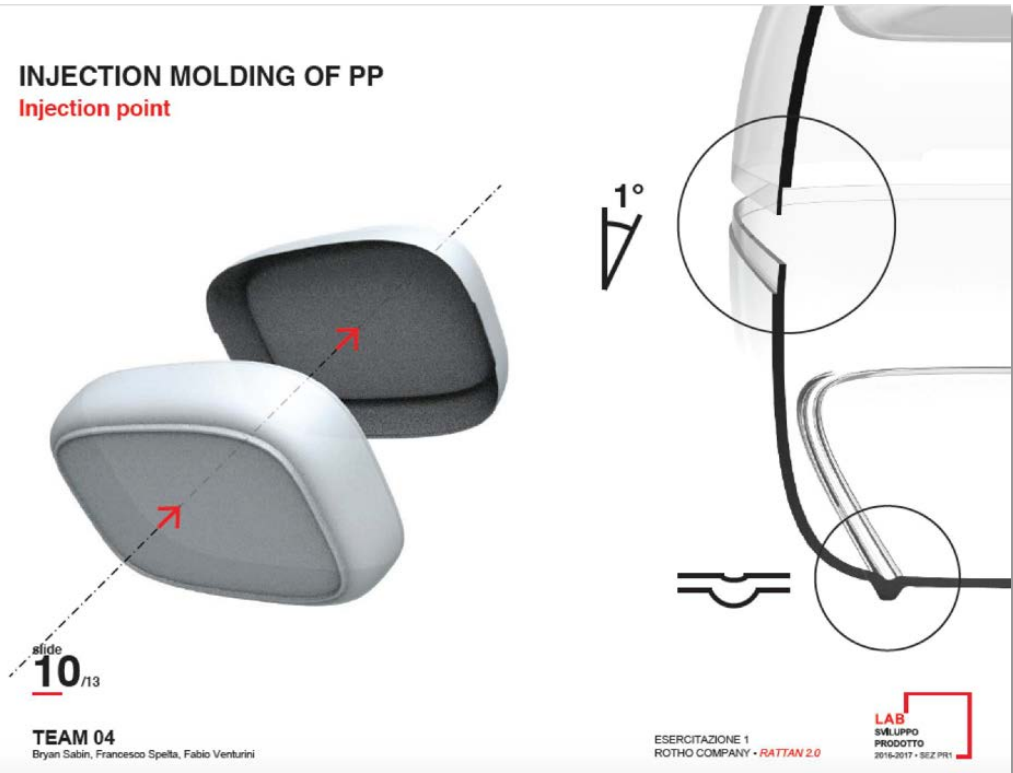
Ed. 2016/2017

COLLABORAZIONE CON “ROTHO”

(in produzione)

INJECTION MOLDING OF PP

Injection point



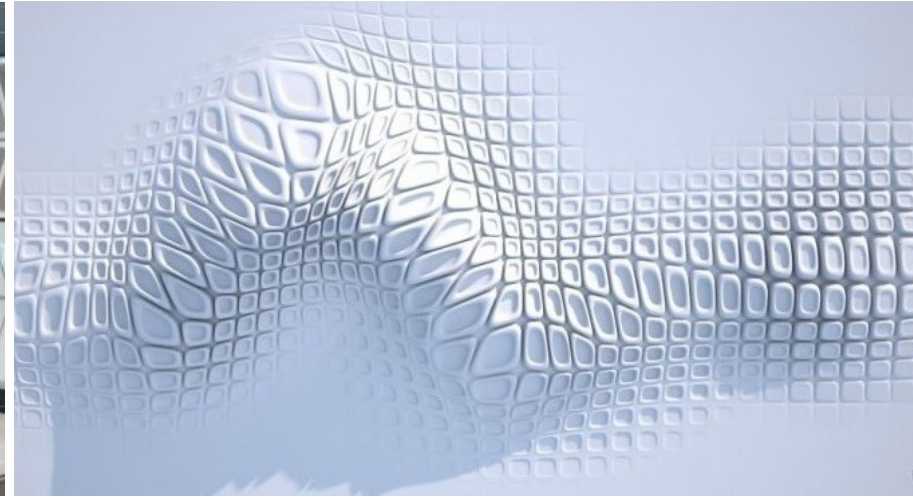
INTEGRATED PRODUCT DESIGN [IPD]

FIRST year

**MATERIALI E TECNOLOGIE PER
L'INNOVAZIONE DEL PRODOTTO
INDUSTRIALE**

INTEGRATED PRODUCT DESIGN [IPD]

MATERIALI E TECNOLOGIE PER L'INNOVAZIONE DEL PRODOTTO INDUSTRIALE



INTEGRATED PRODUCT DESIGN [IPD]

FIRST year

TEORIE E CULTURE DELL'INNOVAZIONE INNOVATION CULTURES AND THEORIES

INTEGRATED PRODUCT DESIGN [IPD]

TEORIE E CULTURE DELL'INNOVAZIONE

INNOVATION CULTURES AND THEORIES

A black and white photograph of LEGO Star Wars figures. A Stormtrooper stands on the left, holding a smaller Stormtrooper figure in the air. In the bottom right corner, a small Darth Vader figure is visible. The background is a dark, gradient grey.

A.Y. 2019/2020
MASTER COURSE

**INNOVATION CULTURES &
THEORIES**

**POLITECNICO
MILANO 1863**

In our turbulent society, technologies are crucial in solving and shaping challenges in equal measure. By adopting a “critical thinking” approach, the mission of this course is to offer to master students awareness of the societal, ethical and political impacts of new emerging technologies in design.

INTEGRATED PRODUCT DESIGN [IPD]

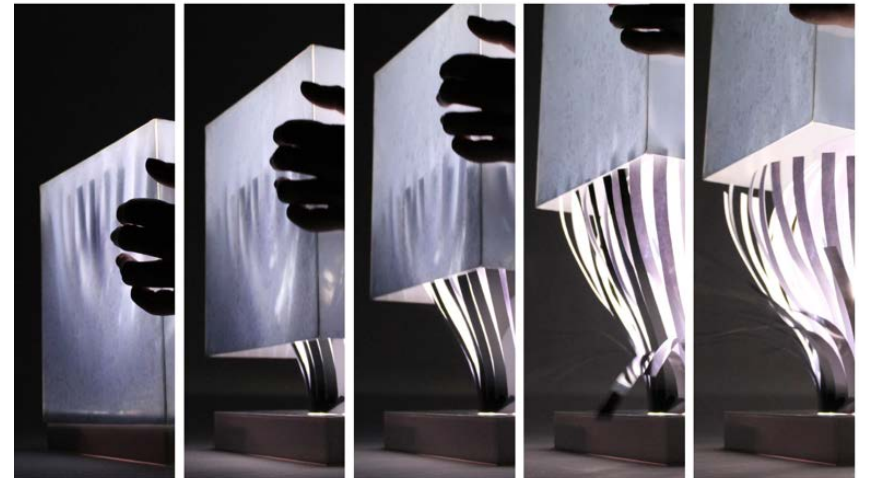
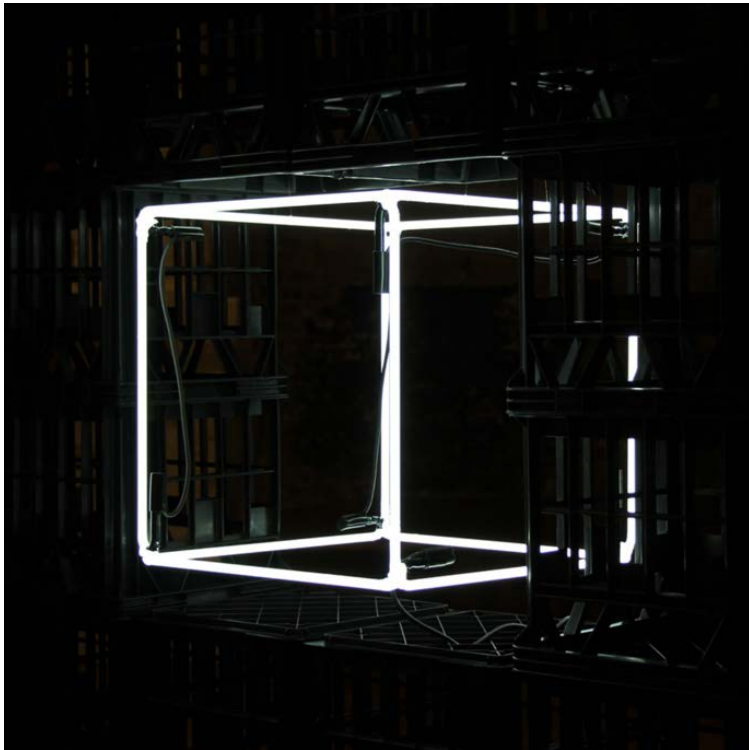
FIRST year

LAB. CONCEPT DESIGN
CONCEPT DESIGN STUDIO

INTEGRATED PRODUCT DESIGN [IPD]

LAB. CONCEPT DESIGN

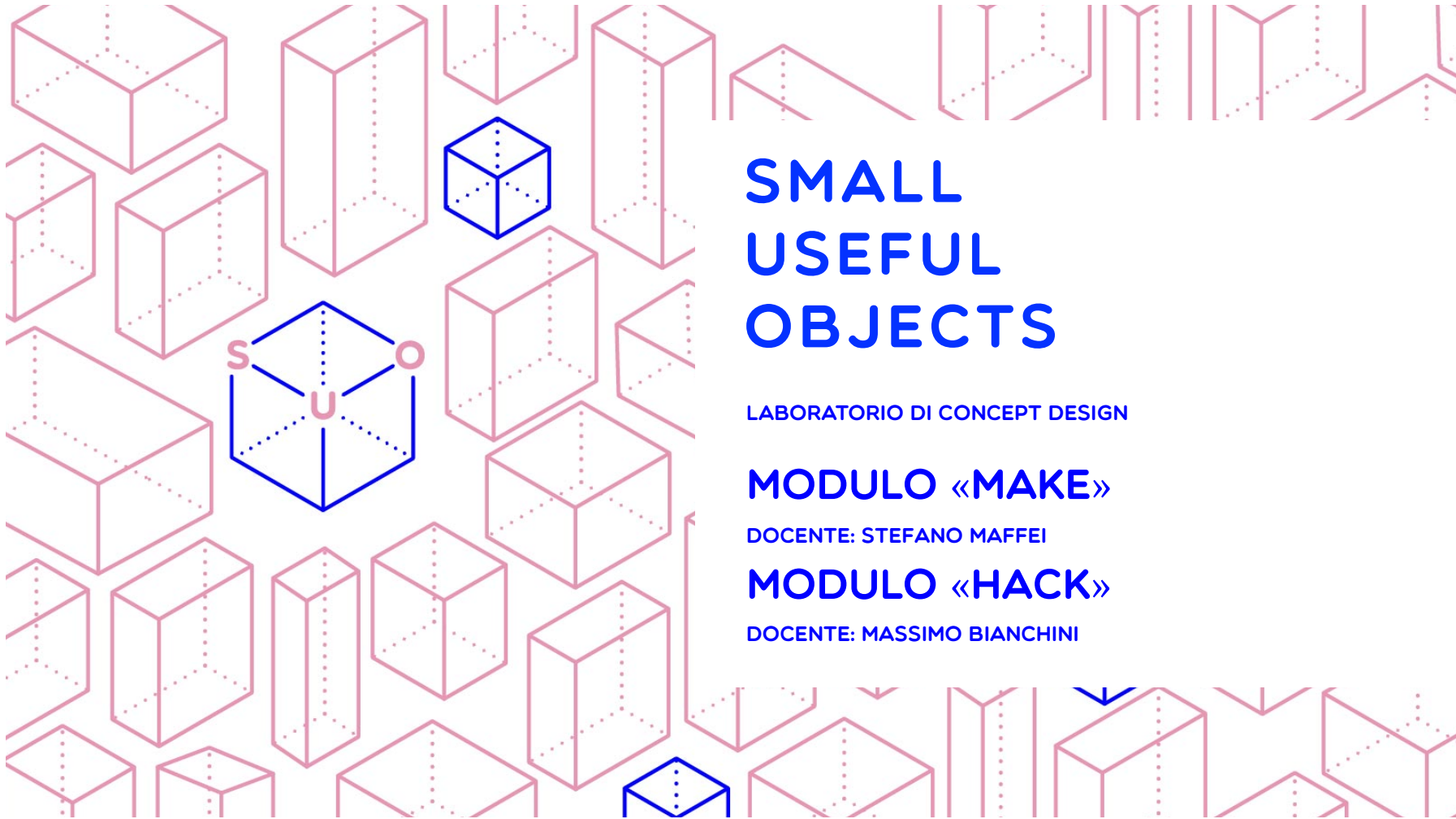
CONCEPT DESIGN STUDIO



INTEGRATED PRODUCT DESIGN [IPD]

LAB. CONCEPT DESIGN

CONCEPT DESIGN STUDIO



SMALL USEFUL OBJECTS

LABORATORIO DI CONCEPT DESIGN

MODULO «MAKE»

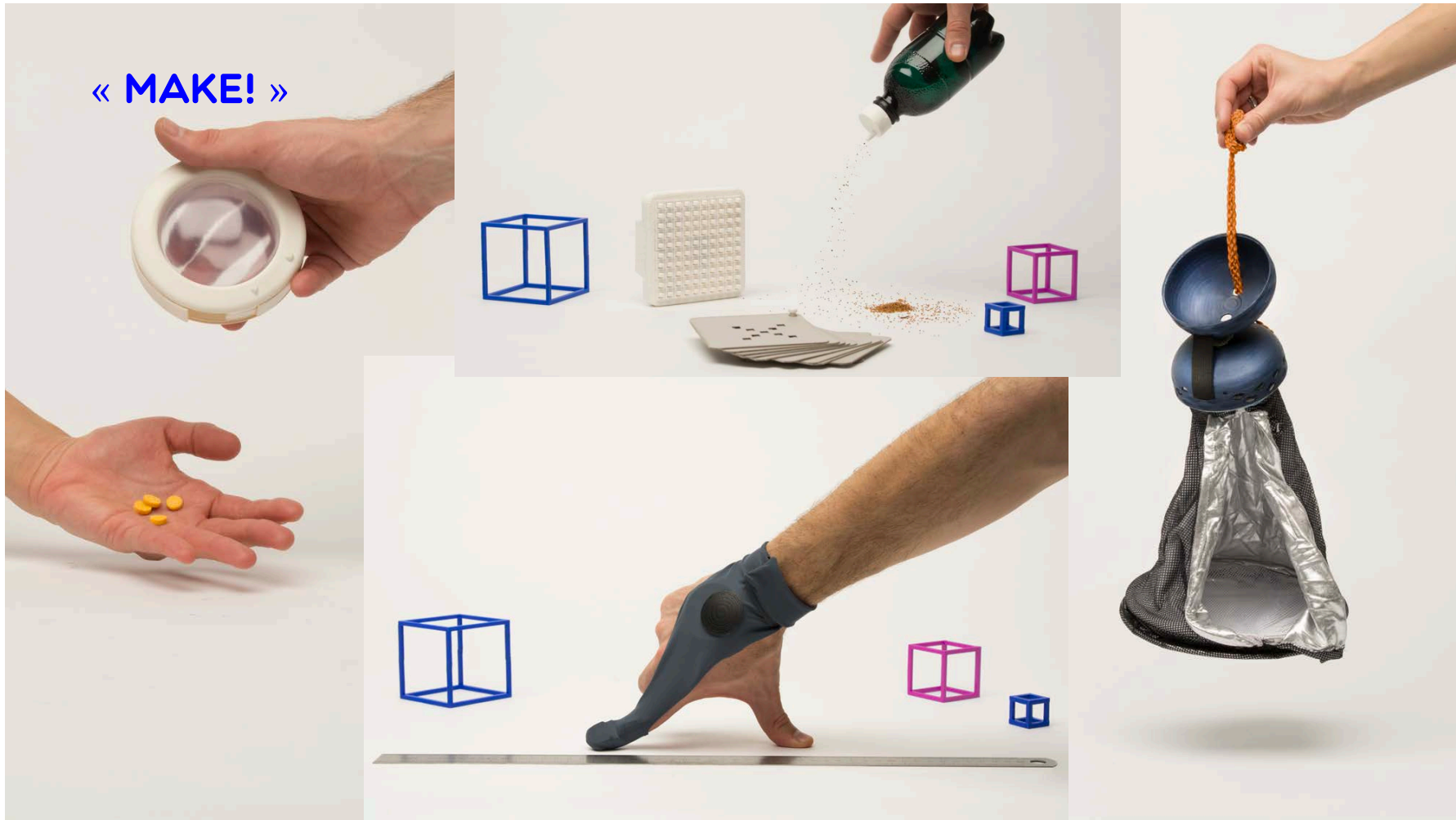
DOCENTE: STEFANO MAFFEI

MODULO «HACK»

DOCENTE: MASSIMO BIANCHINI

INTEGRATED PRODUCT DESIGN [IPD]

LAB. CONCEPT DESIGN
CONCEPT DESIGN STUDIO



INTEGRATED PRODUCT DESIGN [IPD]

LAB. CONCEPT DESIGN

CONCEPT DESIGN STUDIO

« HACK! »

FABRINK
TATTOO MACHINE FOR FELT

OS DOWNLOAD: INSTRUCTABLES.COM



INTEGRATED PRODUCT DESIGN [IPD]

SECOND year

Course	CFU	PR1	PR2
1° SEMESTER			
LABORATORIO DI SINTESI FINALE / FINAL DESIGN STUDIO	18	ita	eng
WORKSHOP	6	ita	eng
ENTERPREUNERSHIP / LIFE DESIGN	6	Ita/eng	
2° SEMESTER			
ELECTIVES	6	Ita/eng	
INTERNSHIP	14		
P.E.T. PREPARAZIONE ELABORATO DI TESI	10		

INTEGRATED PRODUCT DESIGN [IPD]

SECOND year

LABORATORIO DI SINTESI FINALE
FINAL DESIGN STUDIO

INTEGRATED PRODUCT DESIGN [IPD]

LABORATORIO DI SINTESI FINALE

FINAL DESIGN STUDIO

The screenshot shows the 'Smart Design' website with a teal header. The navigation menu includes 'The course', 'Staff', 'Smart is ...', 'Bibliography', 'News', 'Archive', 'LOGIN', and a search icon. The main content area is titled 'Ultime dal blog' and features three blog posts:

- Best Inventions 2018**: A collage of various inventions. Text: '50 innovations making the world better, smarter and even a little more fun. How we chose the list...'. Link: <http://time.com/collection/best-inventions-2018/>. Date: 22 November 2018.
- zozo custom fit clothes-group 6**: A person in a black polka-dot suit next to a smartphone displaying a body scan. Text: 'A very simple suit that tracks all your body size. The company behind it promises to create a...'. Link: <https://zozo.com/it/en>. Date: 22 November 2018.
- lynq, keep track of your people-group 6**: A person in a winter jacket with a blue device on their chest. Text: 'This interesting device is a very simple yet effective tracker that can detect the position of nearby (up...'. Link: <https://lynqme.com/>. Date: 22 November 2018.

INTEGRATED PRODUCT DESIGN [IPD]

LABORATORIO DI SINTESI FINALE

FINAL DESIGN STUDIO



Venanzio Arquilla
Associate professor
Politecnico di Milano,
Department of Design

Design innovation tools
and methodologies, design
policies, design services,
making and fabbing.



Emanuele Magini
Freelance product
& interior designer

Product and interior design.



Innocenzo Rifino
Co-founder of
Habits Studio

Design strategy, IoT,
industrial & interaction
design.



Mirko Gelsomini
Post-doc, Software
Engineer

Computer engineer
at Deib



Stefano Crabu
Assistant professor,
Design Department

Sociologist



Ilaria Vitali
Designer & PHD
student
Politecnico di Milano
Department of Design

Trends & research,
Strategy, User
testing, IoT/
conversational
design



Marcello Pirovano
Creative Strategist,
Art Director, UX

Design, art direction,
strategy, UX



Istvan Bojte
Interaction UX
Designer
Habits Studio

IoT/Connected
devices:
Digital products and
interfaces



Alessandro Crespi
HW/SW developer
Habits Studio

R&D: new
technologies; digital
embedment:
Computer network
protocols



Priscilla Lanotte
Integrated Product
Design Student

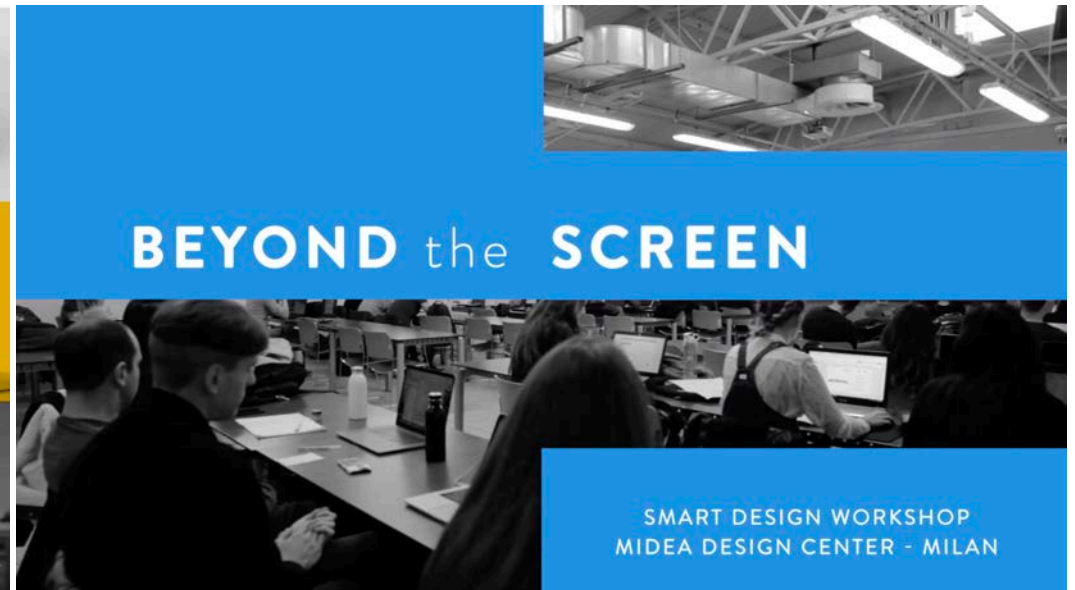
Developing Master
thesis in
Conversational Design



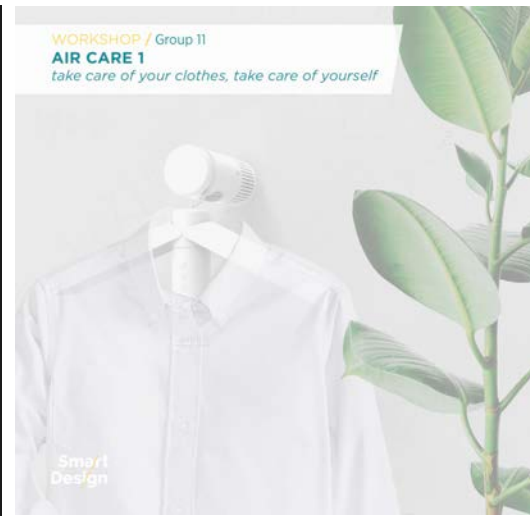
INTEGRATED PRODUCT DESIGN [IPD]

LABORATORIO DI SINTESI FINALE

FINAL DESIGN STUDIO



INTEGRATED PRODUCT DESIGN [IPD]
LABORATORIO DI SINTESI FINALE
FINAL DESIGN STUDIO



BRAUN

INTEGRATED PRODUCT DESIGN [IPD]

LABORATORIO DI SINTESI FINALE

FINAL DESIGN STUDIO

SMART ITALIC MI.TO'S

Relazioni, interazioni e oggetti per nuovi percorsi italici
tra Lombardia (MI) e Piemonte (TO)

SCUOLA DEL DESIGN DEL POLITECNICO DI MILANO
CORSO DI LAUREA IN INNOVAZIONE DEL SISTEMA PRODOTTO

Docenti

Prof. Giulio Ceppi (coordinatore), Fortunato D'Amico, Marco Gribaudo, Francesco Samorè, Emanuele Villani

Cultori

Fabio Besti, Marco Bevolo, Nicoletta Fortuna, Ettore Giordano, Pietro Montefusco

Partner

Schola Italica

e

Fondazione Links

Fondazione Giannino Bassetti

Cittadellarte/Fondazione Pistoletto



POLITECNICO
MILANO 1863

INTEGRATED PRODUCT DESIGN [IPD]

LABORATORIO DI SINTESI FINALE

FINAL DESIGN STUDIO

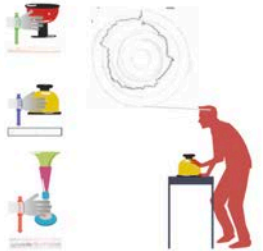
3) Sparkle!



AWARENESS	TRIGGER	EXPERIENCE	SHARING
Luigi Lavazza invites Brianna to have coffee with the author.	Brianna takes the coffee and Luigi the author appears, guiding her to the place where the meeting begins.	The author talks to the group in first person, sharing knowledge and making questions.	After the meeting with the author, the group is left alone to discuss and draw opinions about the experience/author.



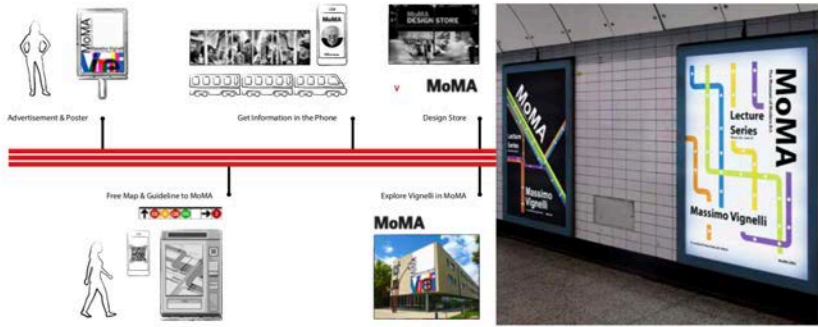
3) Sparkle!



FROM EMOTIONAL SIGNS TRANSMESSED BY SENSES THE AWAKEN ITALIC COULD RECOGNIZE HIS ITALICITY AND COULD RECEIVE A 3D PRINTED OBJECT.



3) Sparkle!



A VIRTUAL REALITY TRIP TO DISCOVER ITALICITY IN NEW YORK BY VIGNELLI SIGNS



INTEGRATED PRODUCT DESIGN [IPD]

LABORATORIO DI SINTESI FINALE

FINAL DESIGN STUDIO

Responsibility driven design for the future self-driving society

Autonomous systems and the complex challenges
to designing a responsible, driverless future

Fabio Besti

Francesco Samorè



Fondazione Giannino Bassetti
per la Responsabilità nell'Innovazione



INTEGRATED PRODUCT DESIGN [IPD]

SECOND year

**ENTREPREUNERSHIP
LIFE DESIGN**

INTEGRATED PRODUCT DESIGN [IPD]

SECOND year

WORKSHOP

INTEGRATED PRODUCT DESIGN [IPD] WORKSHOP



INTEGRATED PRODUCT DESIGN [IPD] WORKSHOP

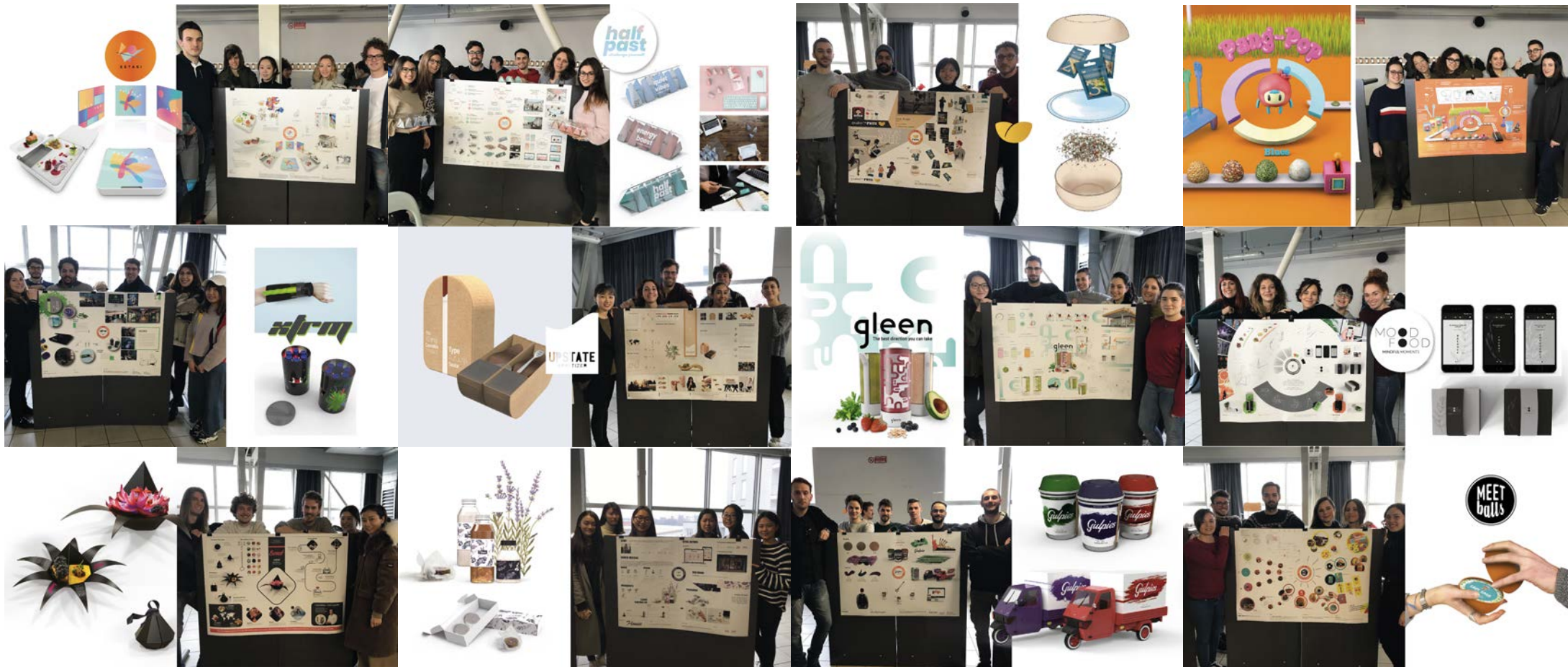


+ COMUNICAZIONE

PROF. MAURO PORCINI _ RICHARD BATES _ PAULETTE BLUHM-SAURIOL

TUTOR VALENTINA LOLLIO

INTEGRATED PRODUCT DESIGN [IPD] WORKSHOP



INTEGRATED PRODUCT DESIGN [IPD]
WORKSHOP

SEZ. PR2
PROF. RON GILAD CON PROF. EITAN SHARIF
Tutor: BRYAN SABIN

 **POLITECNICO**
MILANO 1863
SCUOLA DEL DESIGN

Workshop
2019

Integrated
Product
Design

**Ron
Gilad
& Eitan
Sharif**
the professors

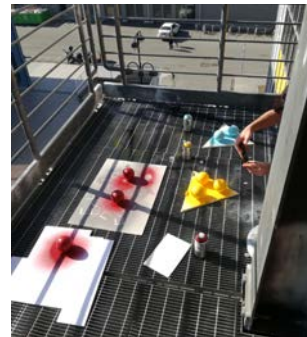
with
MAGIS
the company

February
11th-15th
save the date

with
Bryan Sabin
the tutor

The Report ®

INTEGRATED PRODUCT DESIGN [IPD] WORKSHOP



SEZ. PR2
PROF. RON GILAD CON PROF. EITAN SHARIF
Tutor: BRYAN SABIN



INTEGRATED PRODUCT DESIGN [IPD] WORKSHOP



PROF. DUY PHONG WU _ BRAUN
Tutor: ILARIA VITALI e
GIANLUCA SILVESTRINI

INTEGRATED PRODUCT DESIGN [IPD]

SECOND year

P.E.T.

Preparazione Elaborato di Tesi

INTEGRATED PRODUCT DESIGN [IPD]

P.E.T.



AGUA VIVA



ZERO WASTE



NIJI



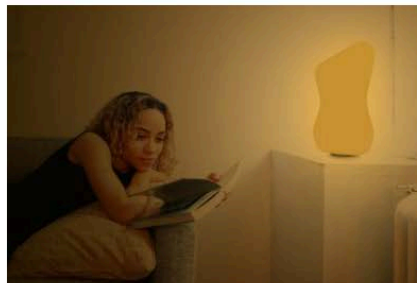
DIMMI



CHIAVE FIAT PANDA 2020



ITALIC DESIGN



SLEEPAL



GLI INGRANAGGI DELLO
STORYTELLING



DODO

INTEGRATED PRODUCT DESIGN [IPD]

P.E.T.



MOMENTO



SPAZIO C-ORTO



OH, HELLO!



NUTR3D



PLUS



CHÉIRON



NEWTRA



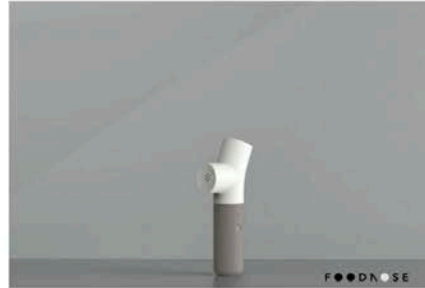
RIGO



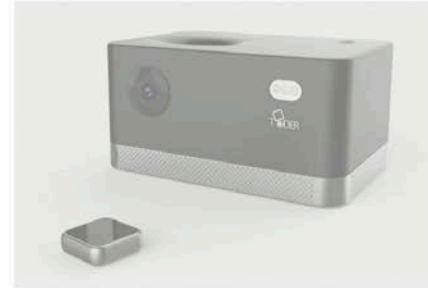
MOCI

INTEGRATED PRODUCT DESIGN [IPD]

P.E.T.



FOODNOSE



TOLDER



AVIOR



UNMANNED STORE



PARTNER



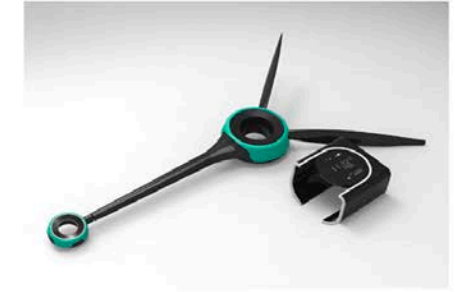
EAT SMART



AGE



WOODI



APHROS

INTEGRATED PRODUCT DESIGN [IPD]

SECOND year

OTHER OPPORTUNITIES

INTEGRATED PRODUCT DESIGN [IPD]
ERASMUS INTERNO

IEDIE

INTEGRATED PRODUCT DESIGN [IPD] ERASMUS INTERNO

IEDIE

Internal Erasmus in
Design and
Information Engineering



POLITECNICO
MILANO 1863

School of Design and

School of Industrial and Information Engineering

EN:  [WHAT IS IEDIE](#) [INFORMATION ENGINEERING COURSES](#) [DESIGN COURSES](#) [HOW TO APPLY](#) [CONTACTS](#)



IEDIE is offered to Master students in:

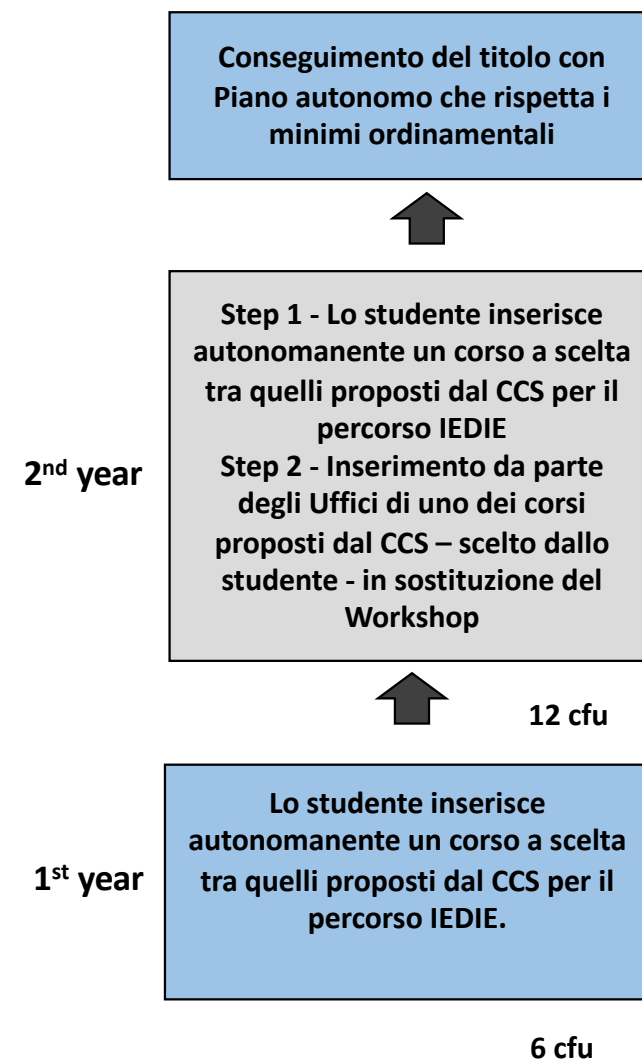
Information Engineering, **Communication Design**, and **Integrated Product Design**,

If successfully undertaken, is officially acknowledged by PoliMi in the students' curriculum.

INTEGRATED PRODUCT DESIGN [IPD]

ERASMUS INTERNO

COURSE NAME	SEMESTER	#CFUS FOR THE MASTER PROGRAM IN COMMUNICATION DESIGN OR PRODUCT DESIGN FOR INNOVATION
Video Game Design and Programming	1	6
Advanced User Interfaces	1	6
Data Management for the Web	1	6
Design and Implementation of Mobile Applications	1	6
Interdisciplinary Course of Robotics	2	6
Computer Graphics	2	6
Hypermedia Applications (Web and Multimedia)	2	6
Multidisciplinary Project	2	6



INTEGRATED PRODUCT DESIGN [IPD]
DOUBLE DEGREE

DOUBLE DEGREE

INTEGRATED PRODUCT DESIGN [IPD]
DOUBLE DEGREE

WHAT IS A DOUBLE DEGREE?

THE DOUBLE DEGREE PROGRAM ALLOW YOU TO
SPEND TIME STUDYING ABROAD AND ATTEND
COURSES THAT COUNT TO OBTAIN
THE ITALIAN DEGREE AND A FOREIGN DEGREE
OF THE SAME LEVEL



INTEGRATED PRODUCT DESIGN [IPD] DOUBLE DEGREE

UNIVERSIDAD DU SÃO PAULO - SÃO PAULO, BRASILE

WHO

EACH YEAR
2
SELECTED STUDENTS
INTEGRATED PRODUCT
and/or
COMMUNICATION DESIGN

MOBILITY SCHEME

1st YEAR MSc 1st SEM. **POLI**
1st YEAR MSc 2nd SEM. **SÃO PAOLO**
2nd YEAR MSc 1st SEM. **SÃO PAOLO**
2nd YEAR MSc 2nd SEM. **SÃO PAOLO**
3rd YEAR MSc 1st SEM. **SÃO PAOLO**
3rd YEAR MSc 1st SEM. **POLI**
+ thesis **POLI**

COURSES,
STAGE,
THESIS

WHEN

APPLICATION
3RD
YEAR OF
BACHELOR
DEGREE

<http://www.design.polimi.it/en/international-area/doppie-lauree/>

INTEGRATED PRODUCT DESIGN [IPD] DOUBLE DEGREE

TONGJI UNIVERSITY - SHANGHAI, CHINA

WHO

EACH YEAR
4
SELECTED STUDENTS
INTEGRATED PRODUCT DESIGN

MOBILITY SCHEME

1st YEAR MSc 1st SEM. **POLI**
1st YEAR MSc 2nd SEM. **POLI**
2nd YEAR MSc 1st SEM. **POLI**
2nd YEAR MSc 2nd SEM. **TONGJI**
3rd YEAR MSc 1st SEM. **TONGJI**
+thesis **POLI**

COURSES,
STAGE,
THESIS

WHEN

APPLICATION
1ST
YEAR OF MASTER DEGREE

<http://www.design.polimi.it/en/international-area/doppie-lauree/>

INTEGRATED PRODUCT DESIGN [IPD] DOUBLE DEGREE

TSINGHUA UNIVERSITY - SHANGHAI, CHINA

WHO

EACH YEAR
2 or 3
SELECTED STUDENTS
INTEGRATED PRODUCT
DESIGN

MOBILITY SCHEME

1st YEAR MSc 1st SEM. **POLI**
1st YEAR MSc 2nd SEM. **POLI**
2nd YEAR MSc 1st SEM. **POLI**
2nd YEAR MSc 2nd SEM. **TSINGHUA**
3rd YEAR MSc 1st SEM. **TSINGHUA**
+thesis **POLI**

COURSES,
STAGE,
THESIS

WHEN

APPLICATION
1ST
YEAR OF
MASTER
DEGREE

<http://www.design.polimi.it/en/international-area/doppie-lauree/>



POLITECNICO
MILANO 1863

SCUOLA DEL DESIGN

INTEGRATED PRODUCT DESIGN

THANK YOU GRAZIE

francesco.zurlo@polimi.it

venanzio.arquilla @polimi.it

OPENDAY
LAUREE MAGISTRALI