

YOUNG TALENTS + SALONE DEL MOBILE + LOCAL

Interpreting the

excellence of Italian style &

quality of life through

the Chinese New Normal of

living objects, spaces &

environments

Associate professor in design and Design Driven Social Innovation at Tongji University (China), academic representative for Tongji-Polimi Shenzhen Platform. Designer, scholar and author, researches, and designs accordingly, on Design for All (DfA), Design Driven Social Innovation, Holistic Ergonomics, Strategic Design, Sustainable Development. Among her publications, the book "Design for All. The project for the real individual" at its 5th reprint, founding the implementation of DfA approach in the industrial world, from its strategic, production and commercial perspective (now publishing in Chinese). Focusing on industrialization of innovative experiences and products, designs and researches for multinational industrial groups (e.g. Legrand s.a., Lactalis s.a., Mars inc.), SMEs, institutions and NPOs (e.g. TNO, EU commission's DG Enterprise, Milan Chamber of Commerce) in different sectors (e.g. information network, medical, electrical, food, kids, applied science, home). Created various invention patents and received several acknowledgements for her industrial designs among which the Compasso d'Oro Hon. Men. and the DfA Quality Label. Co-Founder and Board Director of Italian Scholars in China, former Vice-President EIDD DfA Europe and Vice-president DfA Italia, former Professional Member ADI and Professional Member DfA.



prof. Avril Accolla

Phd, associate professor in interior and service design at the Politecnico di Milano (Italy), adjunct professor at Tongji University (China). Coordinator of GIDE (Group of International Design Education) and member of the international coordination at DESIS Network (Design for Social innovation and Sustainability). His research topics are about community centred design and neighbourhood activation. He published "Temporary Urban Solutions" (2012) and launched "Coltivando, the convivial garden at the Politecnico di Milano.



prof. Davide Fassi

CONCEPT Salone del Mobile Milano. Shanghai meets the local culture through young talents. Exploring new trends in the design landscape, interculturally.

WHAT Experience workshop held during the Fair on: "Interpreting the excellence of Italian style and quality of life through the Chinese New Normal of living objects, spaces and environments".

WHO With the support of the Italian Architects and Designers in China Community IADC. A group of selected & talented students, guided by prof. Avril Accolla (Tongji University - College of Design and Innovation) with the participation of prof. Davide Fassi (Politecnico di Milano - School of Design).



**TONGJI UNIVERSITY
COLLEGE OF DESIGN AND
INNOVATION**

同济大学设计创意学院



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SCUOLA DEL DESIGN



ITALIAN ARCHITECTS AND DESIGNERS COMMUNITY IN CHINA



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