

The book is an overview on the wide field of research about Design, showing how Design is interpreted nowadays in POLIMI.

Being one of the younger member of this family, Design is often disruptive and unruly, working between intuition and method. Ranging from design culture and humanities, to innovation in its broad sense and contemporary applications, the book extends across interdisciplinary fields, exploring tangible and intangible aspects of our everyday life. This to show how design is today an on-going young discipline, which is reaching its own spaces and methods within the academic research community.

Nine PhD theses. Nine young researchers. Nine 3-4 years researches carried on by people mainly under 35 years old, coming from all over the world. An international, young, dynamic community, which is approaching complexity of Design from several sides, but with the same passion for building a better world.

Alessandro Biamonti, Architect, PhD in Industrial Design and Multimedia Communication, is Associate Professor at the School of Design, Politecnico di Milano, where he coordinates the Research Team Lab.I.R.Int (Laboratory of Innovation and Research about Interiors). His work deals with the Anthropological aspects of the discipline of Interior Design.

Luca Guerrini is Associate Professor at Politecnico di Milano where he has worked since 1993. A trained urban designer, he has carried out applied research and projects in the field of transportation and environmental design, interior and spatial design and cultural heritage design. His studies focus on the concept and perception of space in the relationship between Design and the Arts.

Ilaria Mariani, PhD in Design, Contract Professor at School of Design, and Research Fellow at Department of Design, Politecnico di Milano. She designs, investigates and lectures in games and interactive narratives as systems for communication and social innovation, between ethics and aesthetics. Her studies also focus on comprehending the impact of games (digital, non-digital and hybrid) as communication systems on players.

 **FrancoAngeli**
La passione per le conoscenze

ISBN 978-88-917-6905-3

7000.353 A. BIAMONTI, L. GUERRINI AND I. MARIANI (edited by) POLIMI DESIGN PHD_018

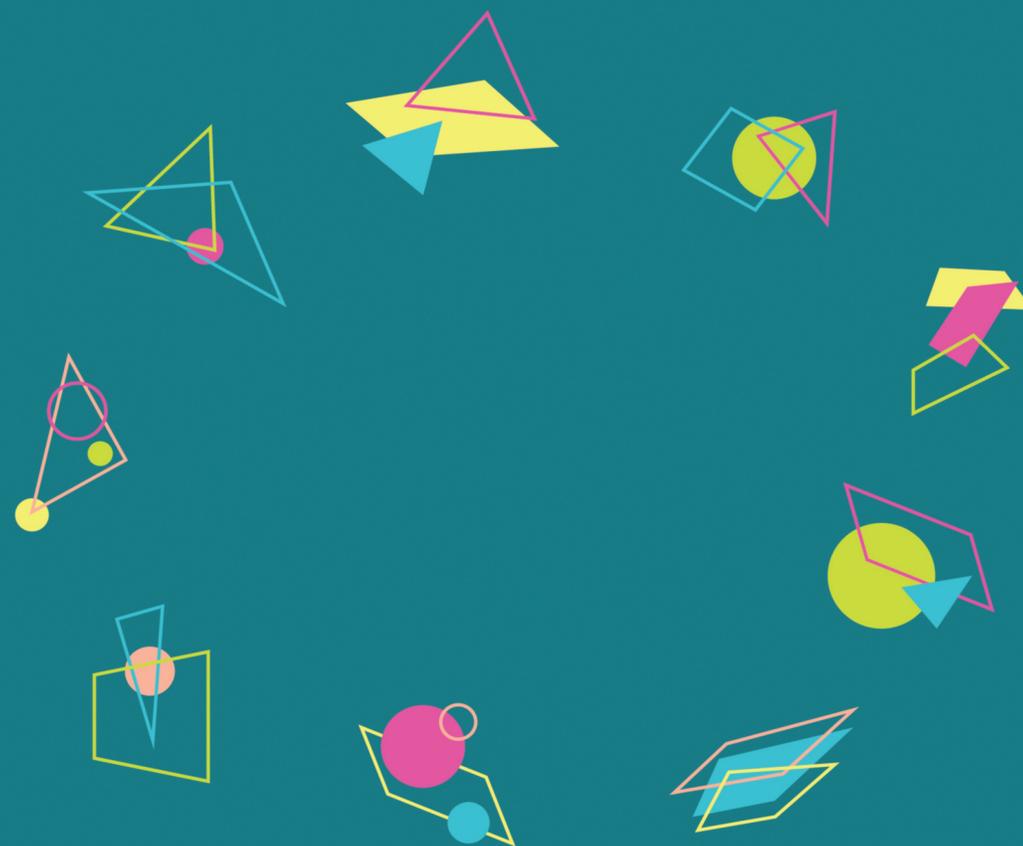


POLIMI DESIGN

PHD_018

9 PhD theses on Design as we do in POLIMI

edited by Alessandro Biamonti, Luca Guerrini and Ilaria Mariani



D.I. FRANCOANGELI
DESIGN INTERNATIONAL

DESIGN INTERNATIONAL SERIES

Direction: Silvia Piardi

Scientific Board:

**Alessandro Biamonti, Ezio Manzini, Carlo Martino,
Francesca Tosi, Mario Piazza, Promil Pande**

Over the last few years the international design research network has become an important reality, which has facilitated the sharing of ideas and opinions, improved understanding of the subject and increased awareness of the potential of design in various socio-geographical contexts.

The current expansion of the educational network allows teachers, students, researchers and professionals to meet, both online and in person.

It would seem therefore that the time is now right to propose a new series of books on design, contributing the construction of the international design community, helping authors bring their work onto the world scene.

The Design International series is thus born as a cultural setting for the sharing of ideas and experiences from the different fields of design, a place in which you can discover the wealth and variety of design research, where different hypotheses and different answers present themselves, in an attempt to draw up a map of Italian design, though in a continuous comparison with the world scene.

Different areas of design will be investigated, such as for example: fashion, interior design, graphic design, communication design, product and industrial design, service and social innovation design, interaction design and emotional design.

Books published in this series are selected by the Scientific Board and submitted to two referees for peer-review.

POLIMI DESIGN

PHD_018

9 PhD theses on Design as we do in POLIMI



edited by Alessandro Biamonti, Luca Guerrini and Ilaria Mariani

Cover by Ilaria Mariani

Copyright © 2018 by FrancoAngeli s.r.l., Milano, Italy.

Ristampa	Anno
0 1 2 3 4 5 6 7 8 9	2018 2019 2020 2021 2022 2023 2024 2025 2026 2027

All right reserved. No part of this book may be reprinted, reproduced, translated, adapted, reworked or utilised in any form or by any electronic, mechanical, or other means now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without written permission from the publisher.

Printed by Digital Print Service srl
via dell'Annunciata 27, 20121 Milano; via Torricelli 9, 20090 Segrate (MI); via Merano 18, 20127 Milano.

Contents

One Step Beyond. Outcomes of Doctoral Research in Design, Year 2017 <i>Luca Guerrini and Ilaria Mariani</i>	pag.	7
Why do We Need a Design PhD Festival? <i>Alessandro Biamonti</i>	»	17
Material Selection in the Professional Appliances Industry <i>Agnese Piselli</i>	»	19
From Metallic Powder to the Object. Digital Aesthetic of New Products Obtained by Selective Laser Melting Process <i>Giorgia Galimberti</i>	»	42
Communication Design for Gender Cultures. Models and Tools to Explore Gender Issues in Design Education <i>Marta Isabella Reina</i>	»	71
Engaged Designers as Social Commuters <i>Andréa Poshar and Paolo Volonté</i>	»	86

Pragmatism within Design Practices: Proposal of Paradigm Shift in Design Semiotics Research <i>Felipe Domingues</i>	pag.	94
Towards Sustainable Energy for All. Designing Sustainable Product-Service System Applied to Distributed Renewable Energy <i>Elisa Bacchetti</i>	»	120
In the Interior of Innovation: The Makerspace Paradigm <i>Ricardo Saint-Clair</i>	»	137
Design in a Collaborative Multi-Stakeholder Ecosystem. Growing Social Innovation through Cross-Sector Partnerships <i>Marta Corubolo</i>	»	152
Developing Design Capabilities in the Third Sector. Leveraging Social Transformation through a Designerly Organisational Design Approach <i>Xue Pei</i>	»	170