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Supervisor Expression of Interest MSCA-IF Marie Sklodowska Curie Action-Individual Fellowship 2020

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Department Name: Research topic: (https://www.polimi.it/en/scientific-research/research-at-the-politecnico/departments/)	Department of Design Polimi DESIS Lab www.desis.polimi.it Design for social innovation
MSCA-IF Research Area Panels	<input type="checkbox"/> CHE_Chemistry <input type="checkbox"/> ECO_Economic Sciences <input type="checkbox"/> ENG_Information Science and Engineering <input type="checkbox"/> ENV_Environmental and Geosciences <input type="checkbox"/> LIF_Life Sciences <input type="checkbox"/> MAT_Mathematics <input type="checkbox"/> PHY_Physics <input checked="" type="checkbox"/> X SOC_Social Sciences and Humanities
Politecnico di Milano Areas:	<input type="checkbox"/> Cultural Heritage <input type="checkbox"/> Smart Cities <input checked="" type="checkbox"/> Territorial Fragilities <input type="checkbox"/> Health <input type="checkbox"/> Industry 4.0
Title and brief description of the Department and Research Group (including URL if applicable):	http://www.dipartimentodesign.polimi.it/ Department of Design The department conducts research and provides training and consulting services in fields ranging from intangible design to the concrete artefacts that populate our world. What sets the department apart is a combination of the following elements: the significance of design and its practices, the sharing of methods and tools, the capacity to act within the various processes of production of tangible and intangible goods, history and culture, as founding elements of design, a polytechnical approach. http://www.desis.polimi.it Polimi DESIS Lab is composed of a group of researchers adopting a strategic and systemic approach to design, with a specific focus on design



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MILANO 1863

	<p>for services and design activism. It has a background in service and product-service-system design for sustainability and investigates the way design can support and trigger social innovation, combining creativity and visioning with the capability of engaging in co-design processes.</p> <p>The Lab operates in multicultural and multidisciplinary contexts, integrating various competences in systemic projects, which require contributions from service design, strategic design, user centered design, interaction design, product design, interior/spatial design, design for territory and local development, communication, economics, architecture, planning and sociology.</p>
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<p>Brief project description: (max 1 page)</p>	<p>Among the various challenges design research focus on responding nowadays are those of the constant transformation of society and its way of inhabiting spaces. Investigations intend to answer increasing socio-economical, cultural, politico-geographical and technological complexities by, e.g., developing housing solutions for refugees or exploring new opportunities from previous territorial fragilities. The matter of space has participated (willingly/intentionally or not) of most of the disruptive solutions developed over the last decade (Airbnb, Uber, etc.) that, together with digital technologies, have remodeled the way we create and use space and services.</p> <p>However, the study of space has been approached separately by different areas, such as design, architecture, urban planning, geography or economics, instead of a much interdisciplinary way as demanded by today's complexities.</p> <p>The very nature of Service Design (SD) is interdisciplinary, having incorporated methods, tools and approaches from design, marketing, management and social sciences. Since the early 1990's, its research has been dedicated to defining itself as a discipline and has investigated methods and consolidated tools on how to respond to contemporary challenges. However, little has been investigated concerning space and its relations to services. Generally, previous studies in SD have either considered space as a simple touchpoint of a service, or the container that enclosures where a service takes place - few attention has been given to the role of space when designing a service.</p> <p>There is an indisputable need for further investigation on the relations between Spatial Design and Service Design throughout the world: "The absence of a literature review and the insignificant number of courses and experimentations on this topic highlight that in-depth and rigorous research is needed to develop models, methods and theories about S+S (Spatial + Service Design). An adoption of this approach requires better understanding of its practices, methods to assess value and methods to approach the subject matters in order to break the silos of design approaches and to add a diverse perspective" (Fassi, Galluzzo, De Rosa, 2018). Acknowledging mutual contributions between space and service design may not only open new paths for academic research in design but can also integrate architectural expertise to service design practices in favor of society, generating visible and tangible results for several applications such as the need of boost innovation to those remote and peripheral places that suffer from "relational remoteness" because of their weakness of knowledge-exchange impact in terms of socio-economic, creative and political innovation.</p> <p>Towards this effort, small businesses can play an important role on maintaining families, works and economies in order to start again. By supporting local businesses and co-creating the future with community, Architecture and Service Design may contribute to give added values to these palces, offering significant and synchronized ways to discover new local potentialities and, at the same time, developing new research and innovation strategies. Still, deeper investigation about the possible interconnections and approaches between Spatial and Service Design concerning the use of SD tools, instruments and methods to the conception/creation of spaces is still to be matured.</p> <p>At the same time, architecture as a service providing profession has confronted new challenges itself and demands revisiting architects' practice towards the world's transformations, redefining its own purpose in society and including the design for social innovation and sustainability in a much broader sense. In a context where skills need to be redefined and updated continuously, future designers and architects need to develop potential competences towards a transdisciplinary perspective in order to have a role in future society.</p>
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