

Webinar

Tecnologie per l'igienizzazione
degli ambienti industriali,
residenziali e dei trasporti:
sostenibilità, vantaggi e
opportunità

22 settembre 2020



Il ruolo del design nell'umanizzazione delle tecnologie

Venanzio Arquilla
Professore Associato
Politecnico di Milano
Dipartimento di Design

Venanzio Arquilla

**Associate Professor of the Politecnico di Milano
POLIMI Design School / Secretary of the Bachelor Degree
on Product Design and the Master Degree on Integrated
Product Design**

My research activities deal with UX Design, design innovation tools and methodologies, service design, design policies, including different research on innovation and technological transfer of design at national and international levels. Founder of Politecnico di Milano's Laboratorio Co.Meta - Design for Autism. Founder and Director of the Experience Design Academy - POLI.design.



Venanzio Arquilla - 2020
#UXDpolidesign
venanzio.arquilla@polimi.it

DESIGN?

An open issue.

“Industrial Design is a strategic problem-solving process that drives innovation, builds business success, and leads to a better quality of life through innovative products, systems, services, and experiences. Industrial Design bridges the gap between what is and what’s possible. It is a trans-disciplinary profession that harnesses creativity to resolve problems and co-create solutions with the intent of making a product, system, service, experience or a business, better. At its heart, Industrial Design provides a more optimistic way of looking at the future by reframing problems as opportunities. It links innovation, technology, research, business, and customers to provide new value and competitive advantage across economic, social, and environmental spheres.”



DESIGN EVOLUTION

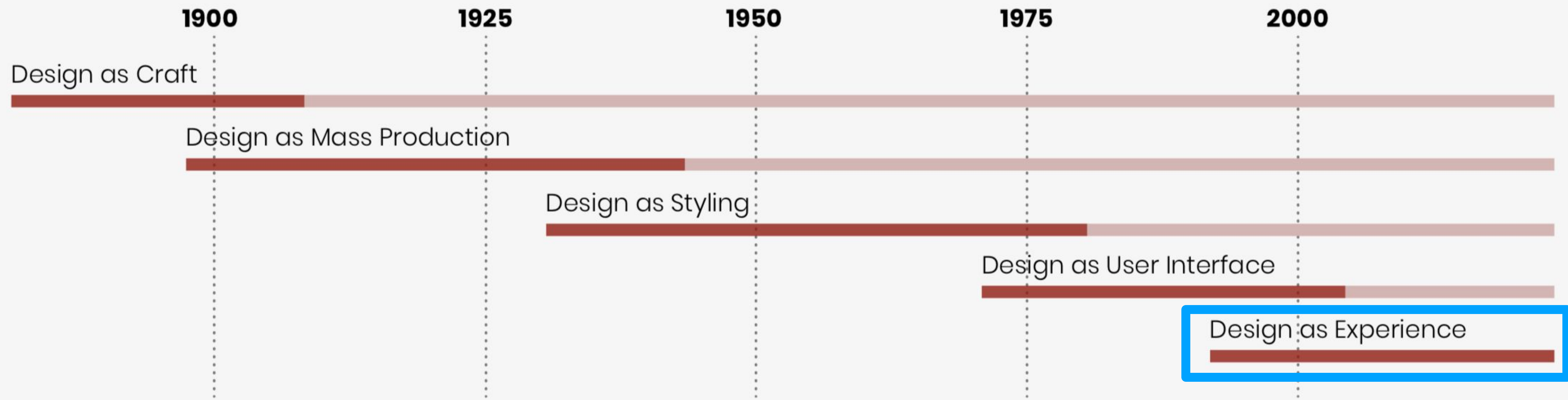
An evolving discipline in relation at the contest (historical, technological, cultural, social ...).



POLI.DESIGN



DESIGN EVOLUTION



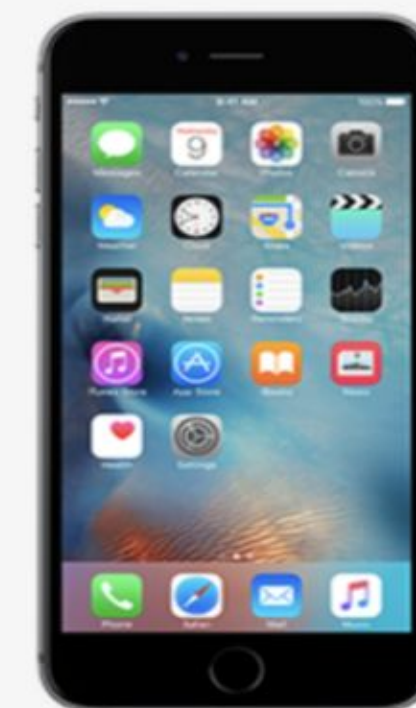
1850



1945



1962

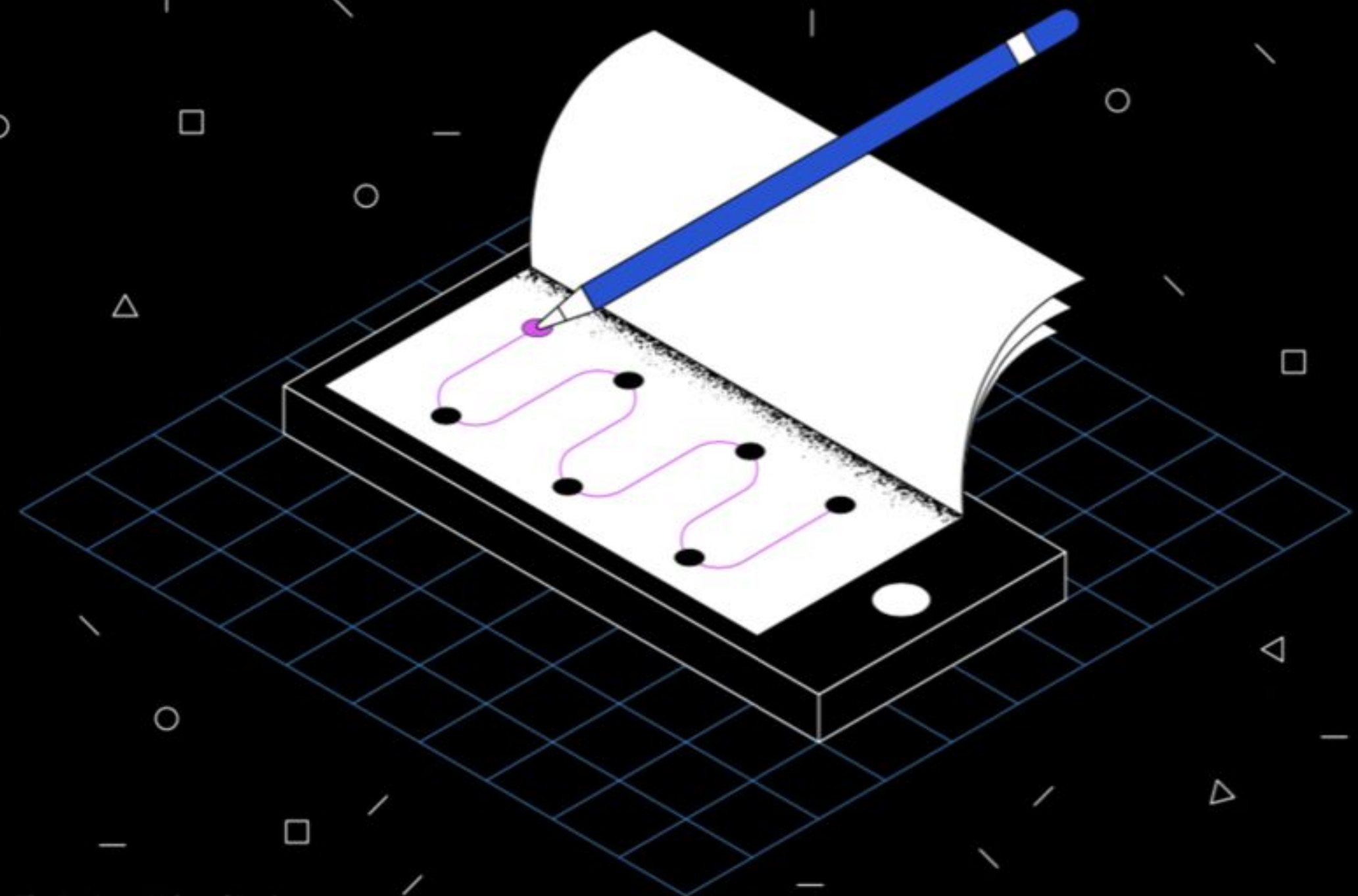


2007



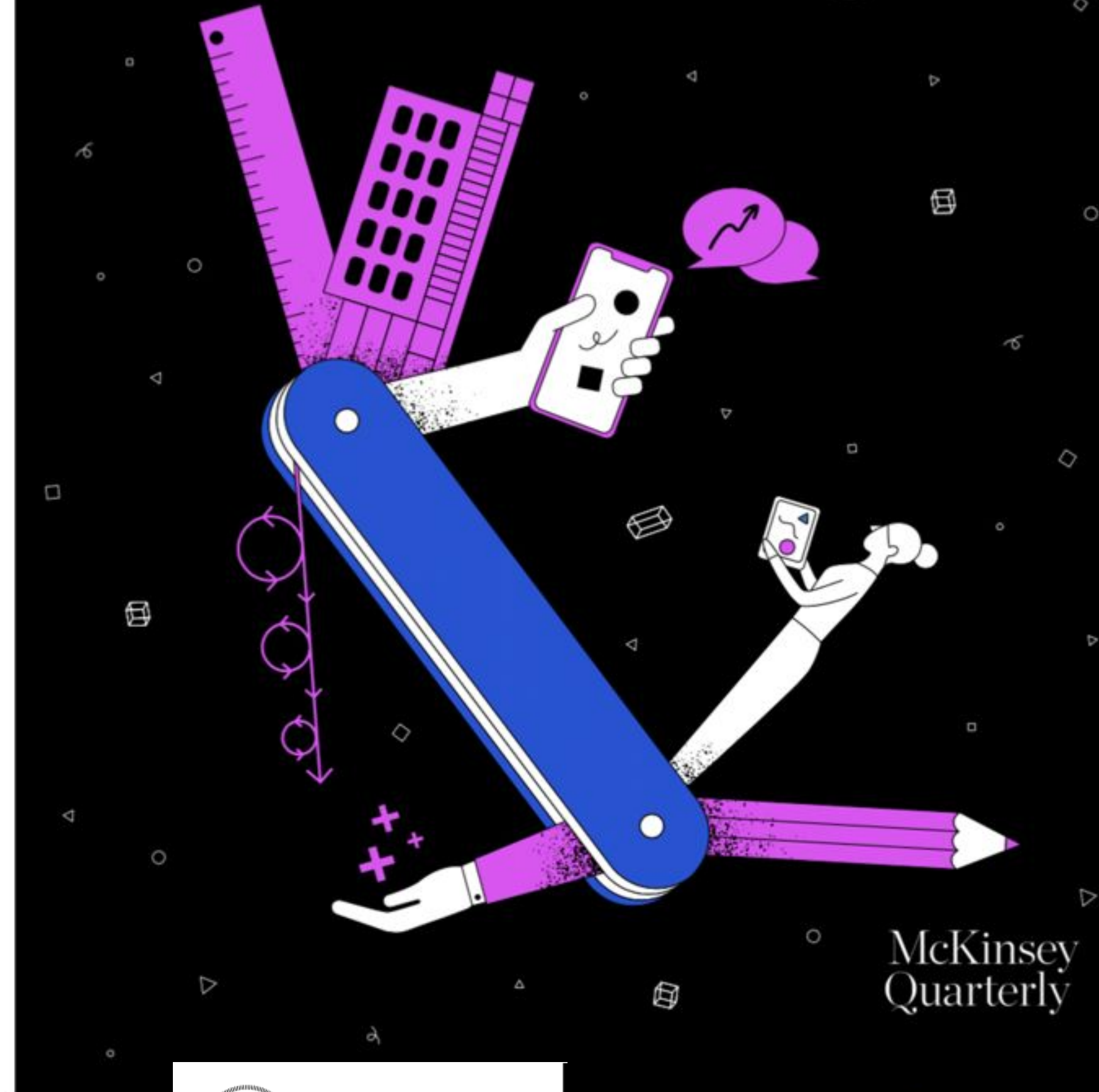
2016

More Than a Product: It's User Experience



The Business Value of Design

The Business Value of Design



McKinsey Quarterly



POLITECNICO
MILANO 1863
DIPARTIMENTO DI DESIGN

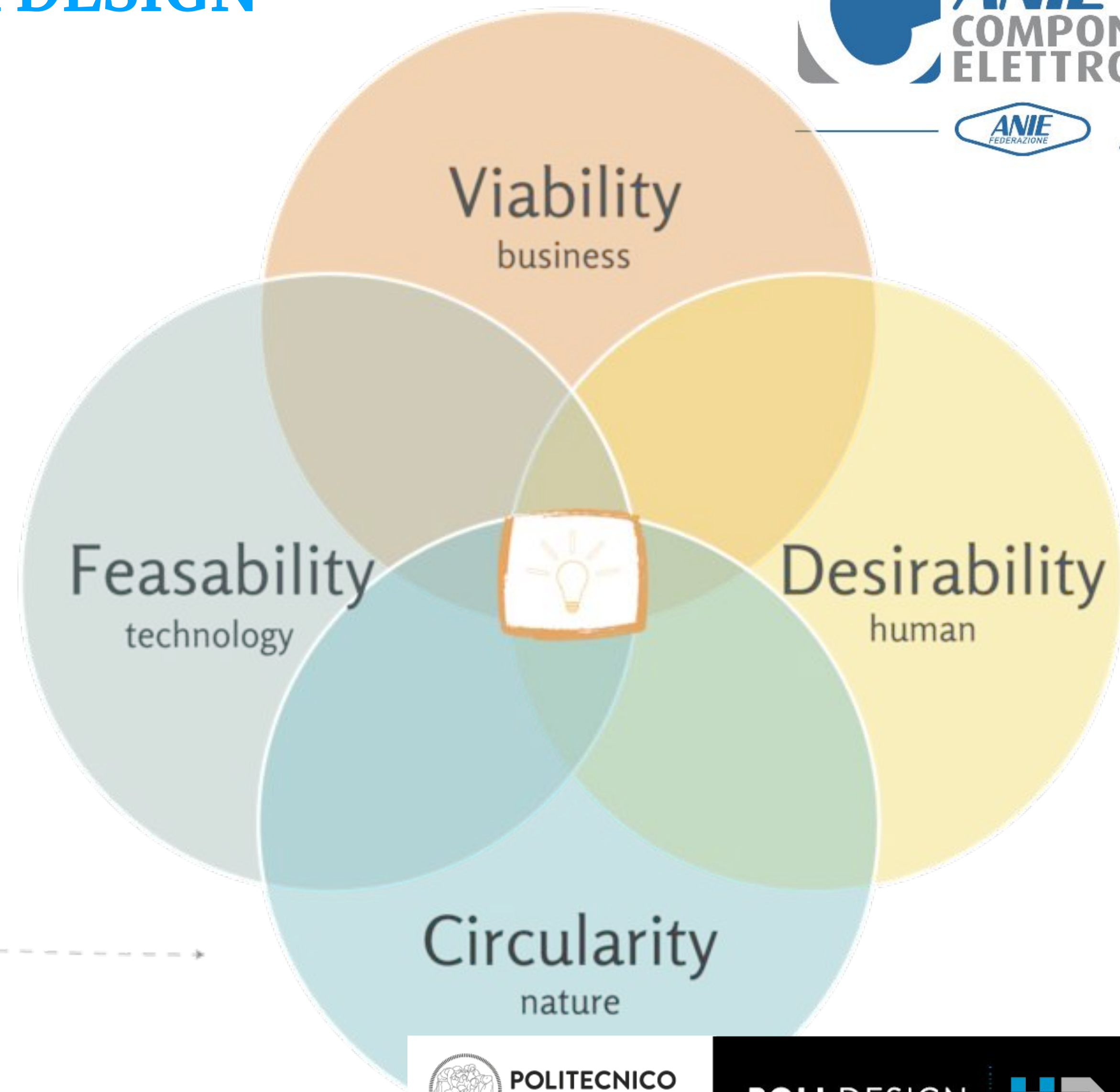
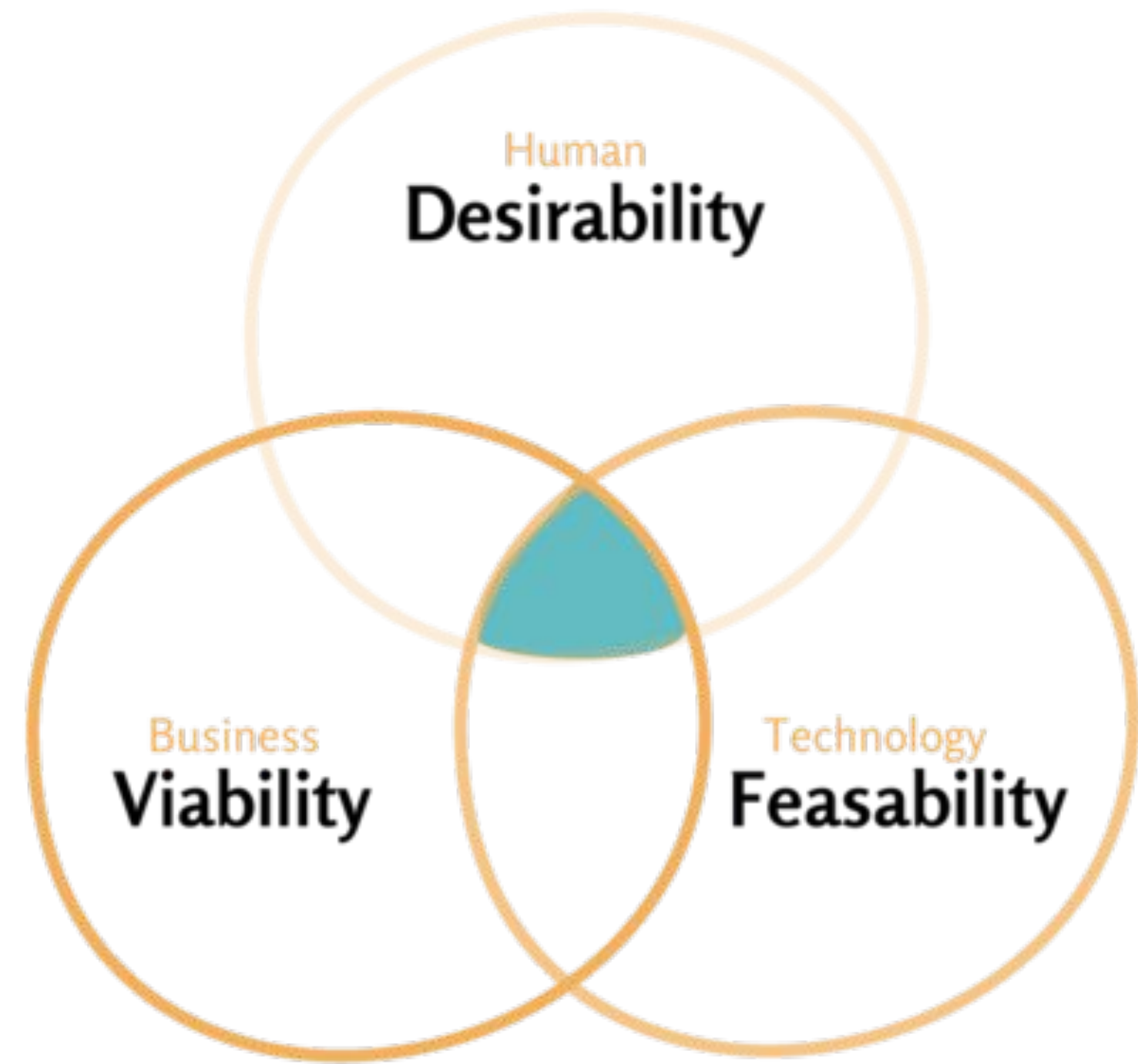
POLI.DESIGN



Experience
Design
Academy

<https://www.mckinsey.com/business-functions/mckinsey-design/our-insights/the-business-value-of-design>

DESIGN THINKING > CIRCULAR DESIGN



DESIGN THINKING > CIRCULAR DESIGN > LIFE-CENTERED DESIGN

HOLISTIC

DESIRABILITY

VIABILITY

FEASIBILITY

THERE IS NO
PLANET B

Trend 7

Life-centered

design

<https://trends.fjordnet.com/trends/life-centered-design>



POLI.DESIGN



Overview

Many faces of growth

Money changers

Walking barcodes

Liquid people

Designing intelligence

Digital doubles

Life-centered design

Smart Design

/ SMART - Perché ?



/ Sostenibilità / Desiderabilità ... / Esperienza



/ Safe by design

Safe doesn't mean medical and sad!



“Toaster” smartphone sanitizer - Lee Sungwook



ANIE
COMPONENTI
ELETTRONICI

POLITECNICO
MILANO 1863
DIPARTIMENTO DI DESIGN

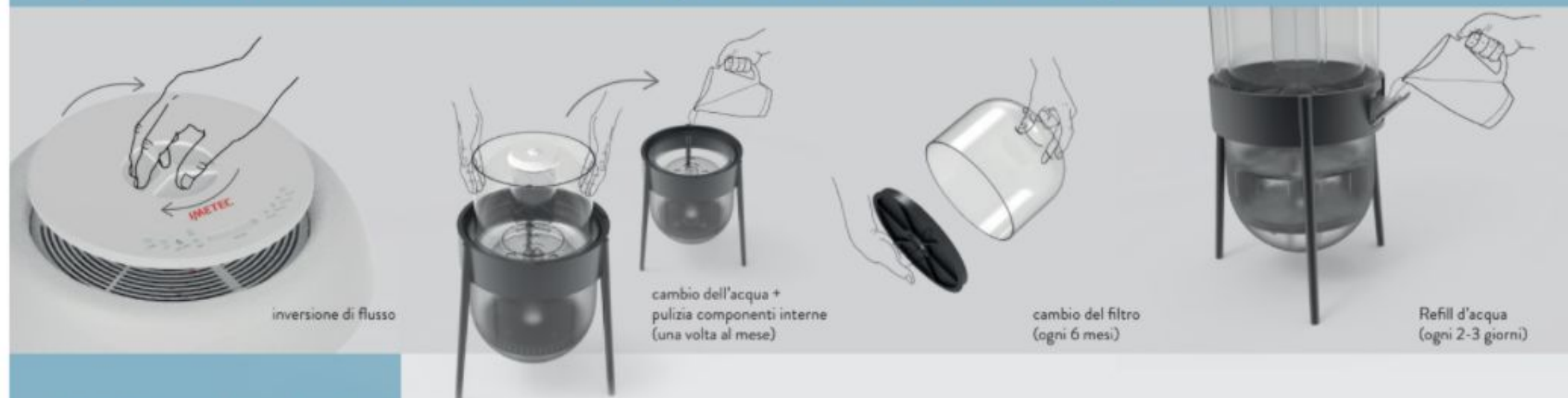
POLI.DESIGN

Experience
Design
Academy



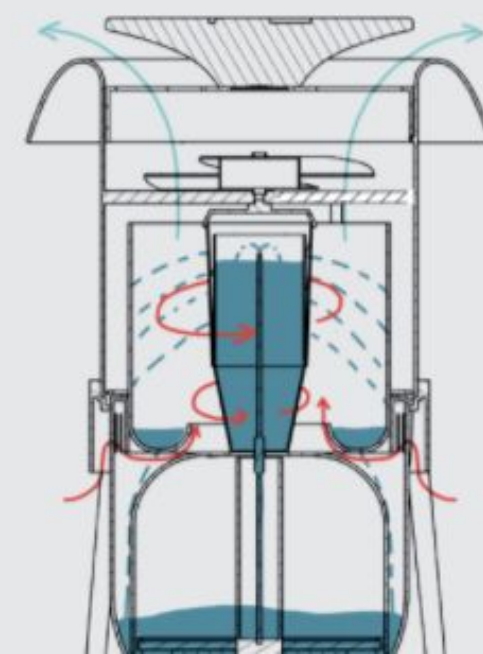
Rain Jar

il purificatore-umidificatore che pulisce l'aria con l'acqua



Rain Jar è un purificatore (e umidificatore) senza filtri tradizionali che utilizza l'acqua per catturare gli inquinanti presenti nell'aria del contesto domestico.
E' costituito di due parti separabili, in quella inferiore è contenuto il serbatoio di 5 litri in cui viene inserita l'acqua, che va cambiata ogni 30 giorni, nella parte superiore si collocano le componenti tecnologiche.
A differenza dei purificatori d'aria convenzionali questo prodotto ha un piccolo filtro per acqua, con sostituzione semestrale e un costo molto più accessibile.
Il dispositivo è stato pensato di diverse trasparenze per offrire la possibilità di osservarlo in funzione e godersi l'esperienza dei giochi d'acqua. Inoltre la trasparenza permette di avere una percezione immediata della pienezza del contenitore d'acqua.
Essendo un prodotto studiato per i bambini, il flusso d'aria può essere indirizzato in basso grazie a un meccanismo di movimento del "tappo" che copre o scopre un'uscita laterale nascosta nel risvolto di materiale in alto.

INVERSIONE DI FLUSSO





Filmo

Sustainable packaging

Open **Fill** **Start**

● ● ● ● Off
○ ● ● ● 1/4
○ ○ ● ● 1/2
○ ○ ○ ● 3/4
○ ○ ○ ○ End

Led feedback

Cable housing Film roller Solution container

Filmo create an edible plastic film from a mixture of Water, Gelatin and Glycerin. Extruding film, drying it and rolling it on the cylinder, making it ready to use when you need it to wrap food and conserve it in the fridge or bring it with you. Inside Filmo there are two 12V motor, 12V resistance and a speaker. The tank is removable for washing, just push it and it will get out for easy taking. Filling is easy thank to a lever which open and close the tank cap. With full tank Filmo could make more than 20 meters of edible film, like a normal pvc film pack. Just fill it with the solution you cooked or maybe you bought ready to use, and touch the capsense button to make it start. Wait until its ready and enjoy your edible, decomposable and sustainable film.

100% Natural
100% Edible
100% Compostable

Food wrapping



PRODUCT – SERVICE ECOSYSTEMS

Facing new challenges
Discover new opportunities
DESIGN IS NEVER DONE!



POLI.DESIGN





**POLITECNICO
MILANO 1863**

DIPARTIMENTO DI DESIGN

THANK YOU – GRAZIE

Venanzio Arquilla - 2020
ANIE
venanzio.arquilla@polimi.it

POLI.DESIGN

