



ELENA PACENTI Director of Domus Academy School of Design at NewSchool of Architecture & Design

Elena Pacenti is the director of the recently created Domus Academy School of Design at NewSchool of Architecture & Design. Pacenti comes from Domus Academy in Milan, Italy, which is one of the top-ranked design schools in the world. She is leading the development of global design education programs, such as the BA degrees in Product Design, Media Design, Design Studies and Interior Architecture & Design, that prepare students for careers in design.

Pacenti previously directed the Design School at Domus Academy in Italy. She was director of the Domus Academy Research Center from 2002 through 2009, where she oversaw the development and coordination of design innovation research projects for the European Union and for government and private groups in Italy. In 2011, she established the Master in Service and Experience Design program at Domus Academy.



ITALY. IS WELL KNOWN FOR ITS DESIGN CULTURE.









Courtesy of: B&B Italia, Cassina, Poltrona Frau, Fiat Cinquecento.





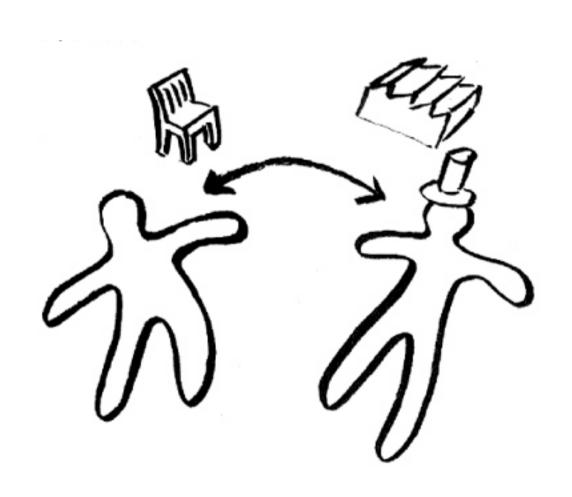






Courtesy of: Alessi, Brionvega, Olivetti.

ITALY. A DESIGN CULTURE that grew thanks to the involvement/participation of A SYSTEM OF STAKEHOLDERS.



DESIGN SYSTEM IN ITALY 5.500 PROFESSIONALS 150 UNIVERSITIES & SCHOOLS 350 RESEARCH CENTERS **160 TRADE SHOWS** 200 MUSEUMS, ARCHIVES, GALLERIES **AND EXHIBITS 200 MAGAZINES with 60 EDITORS**

Source: Design Directory Italia 2009 www.designdirectory.it

La Triennale di Milano Design Museum Teatro dell'Arte

La Triennale di Milano è un'istituzione culturale internazionale che produce mostre, convegnied eventi di arte, design, architettura, moda, cinema, comunicazione e società. Organizza mostre dedicate all'arte contemporanea, agli architetti e designer di fama nazionale e internazionale, ai grandi stilisti che hanno cambiato il gusto e il costume, ai temi sociali. È anche un museo che ricerca, studia, rappresenta il design italiano da punti di vista sempre differenti; Triennale Design Museum è il primo museo del design italiano, situato nella storica sede della Triennale di Milano offre al visitatore la possibilità di scoprire le eccellenze del design italiano attraverso inediti punti di vista. È un laboratorio di idee che si rivolge non solo agli appassionati, studenti, professionisti, ma anche al pubblico del futuro, bambini e ragazzi, con attività sperimentali e interattive dedicate alla cultura del progetto. È anche il Teatro dell'Arte, tra i più significativi del panorama milanese, nuovo punto di riferimento per progetti culturali e arti performative. È anche il Palazzo dell'Arte nel centro di Milano all'interno del Parco Sempione, uno dei parchi storici della città, che fin dalle sue origini nasce come edificio progettato per essere flessibile e adattabile a ogni esigenza performativa ed espositiva.

La Triennale di Mitano is an international cultural institution which organises exhibitions and conferences as well as hosting arts, design, architectural fashion, cinema, communications and social ovents. It organizes cutting hedge, high profile and social exhibitions displicated to contemporary art and social issues, with

Triennale Design Museum

Inaugurato nel 2007, Triennale Design Museum è un museo "mutante" che si rinnova ogni onno nei contenut, nei criteri di selezione, nell'allestimento e nelle modalità di fruizione.

La domanda che sta alla base di ognuna delle successive edizioni del Triennale Design Museum è sempre la stessa "Che cosa è il design italiano?", ma ogni anno essa viene indagata a partire da una prospettiva differente, in mode che ogni nuova edizione si ponga in un rapporto di complementarietà con i percersi, con le risposte e con

le storie delle edizioni precedenti. Da dicembre 2014 Trionnale Design Museum è anche negli spazi del Belvedere della Villa Reale di Monza con una selezione di pezzi dalla sua Collezione Permanente e una serie di mostre temporanee.

Triennate Design Museum porta avanti la propria missione di conservazione, promozione e valorizzazione del design staliano in Italia e nel mondo e, al contempo, ristabilisce e rafforza il legame storico fra la Triennale e Monza.

Scopri le edizioni del Triennale Design Museum su triennale.org/it/triennale-design-museum

Opened in 2007. Eleminate Design Museum is a sort of "museum that every year changes both its content and its selection criteria and display formats, as well as the vely it is visited.

There is only one question at the heart of each edition of the Trionnale Design Museum. "What is taken design?".

Teatro dell'Arte

All'interno del Palazzo si trova il Teatro dell'Arte. Con la sua torre scenica di 21 metri e i suoi 500 posti completa la struttura di "macchina culturale" della Triennale di Milano. L'architetto Giovanni Muzio ha concepto il Palazzo dell'Arte come un edificio multidisciplinare in grado di ospitare numerose attività collaterali alle grandi Esposizioni Internazionali Triennali.

Ora, nel solco delle grandi trasformazioni avvenute negli ultimi anni, il teatro vede l'intervento di Jacopo l'oggini che, chiamato dal Triennale Design Museum, attraverso un uso sapiente di luci e colori valorizza ancora di più la capacità del Teatro di sorprendere e attascinare lo spettatore.

L'attività curata da CRT Milano spazia dal teotro alla musica dalla danza alle arti performative e ai linguaggi della contemporaneità. Miles Osnis, John Coltrane, Jimi Hendrix, Ryúlchi Sakamoto, Emma Dante, Tadeusz Kantor, Peter Greenaway, Michail Barylinikov, Robert Wilson sono solo alcuni dei grandi nomi ospitati negli anni dal Teatro dell'Arte.

One key area in the Palazzo is that of the Teaho cell Aria With its 21-metre fly bower and 500 seets, it provides the financing bouch to the "culture machine" that is Lia thornale is Maino. The architect Governn Music designed the Palazzo cell Aria as a mutidisciplinary building capable of hosting many side events for the great Thornals International Embotions. Note, tolowing on from the excepting changes of recently art, the threatze has seen the international Jacops Foggli. Called in by the Teannale Design Museum, he has made skills assistance and colours to give the theatre an even greater ability.

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The activities curated by CRT Mains surg. from theatre to must
The activities curated by CRT Mains surg. from of contempora-



Courtesy of La Triennale di Milano, source of the image: www.milanoevents.it

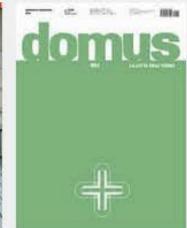
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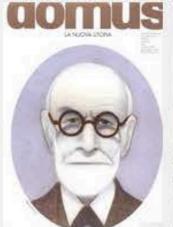




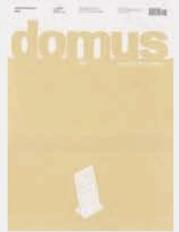












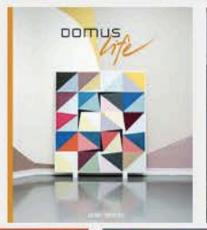








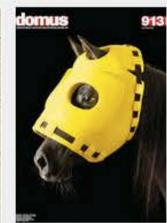




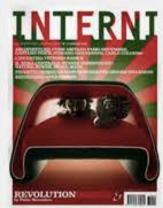






























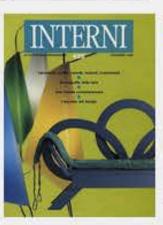


















EUROPE. Europe leverages design as an asset for the economic, social and cultural growth.



"THE QUALITIES OF EUROPEAN DESIGN **ED DESIGNERS, EUROPE HAS**

European Union

EUROPE. DESIGN AS A DRIVER OF USER-CENTERED INNOVATION.

DESIGN IS INCREASINGLY RECOGNISED AS A KEY DISCIPLINE AND ACTIVIT BRING IDEAS TO THE MARKET (...) THOUGH STILL OFTEN ASSOCIATED **SOLELY WITH AESTHETICS. THE APPLICATION OF DESIGN IS MUCH** BROADER. A MORE SYSTEMATIC USE OF DESIGN AS A TOOL FOR USER-CENTRED AND MARKET-DRIVEN INNOVATI **SECTORS OF THE ECONOMY. COMPLEMENTARY TO R&D,** WOULD IMPROVE EUROPEAN

Commission of the European Communities (2009).

DESIGN AS A DRIVER OF USER-CENTRED INNOVATION.

http://ec.europa.eu/enterprise/policies/innovation/policy/designcreativityindex_en.htm

EUROPE. ACTION PLAN FOR DESIGN-DRIVEN INNOVATION

PROMOTING DESIGN'S IMPACT ON INNOVATION.

Advocating / Measuring / Applying / Developing / Facilitating

PROMOTING DESIGN-DRIVEN INNOVATION IN INDUSTRIES TO STRENGTHEN EUROPE'S COMPETITIVENESS.

Support / Strengthening / Enhancing / Promoting / InvestigatingInvestigating

PROMOTING THE ADOPTION OF DESIGN TO DRIVE RENEWAL IN THE PUBLIC SECTOR.

Public procurement / Research / Peer learning and cooperation

Commission of the European Communities (2013). IMPLEMENTING AN ACTION PLAN FOR DESIGN-DRIVEN INNOVATION. http://ec.europa.eu/enterprise/policies/innovation/files/design/design-swd-2013-380_en.pdf

FINLAND. DESIGN 2005!











FINLAND. **DESIGN 2005!**

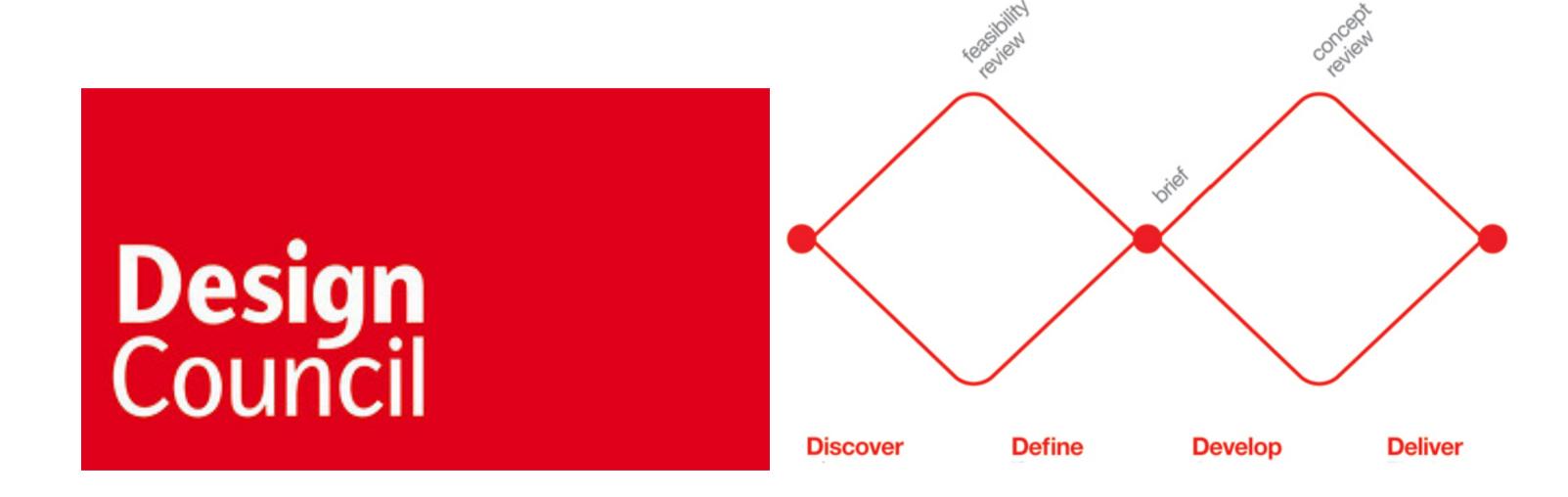


DENMARK. GOOD DESIGN 2007.



DENMARK. GOOD DESIGN 2007.





Why design?



Human centred

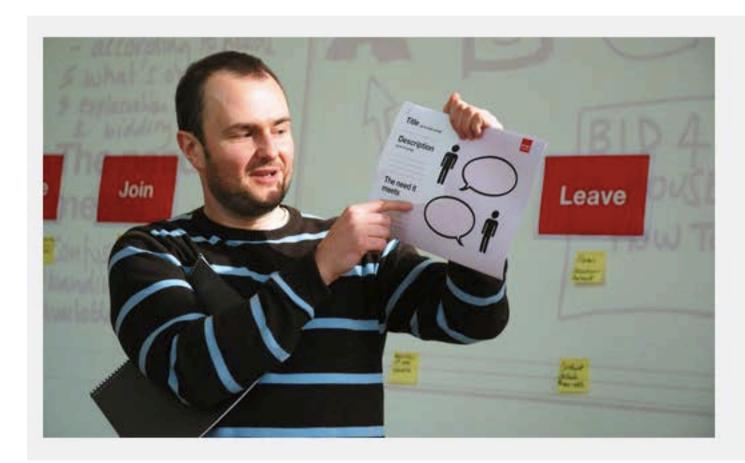
Designers start with the human experience. It sounds obvious, but too often the innovation process forgets to ask whether users will value the end result. Designers do a lot of work getting to know the kinds of people who are going to use their designs. That can mean interviewing them, but usually also means spending time with them in their daily lives, often discovering needs, wants and opportunities of which users weren't even aware themselves.



Good design is sustainable design. It results in objects, systems or services that work aesthetically, functionally and commercially, improving people's lives and making the smallest possible impact on the planet.

UK / DESIGN COUNCIL / THE GOOD DESIGN PLAN 2007

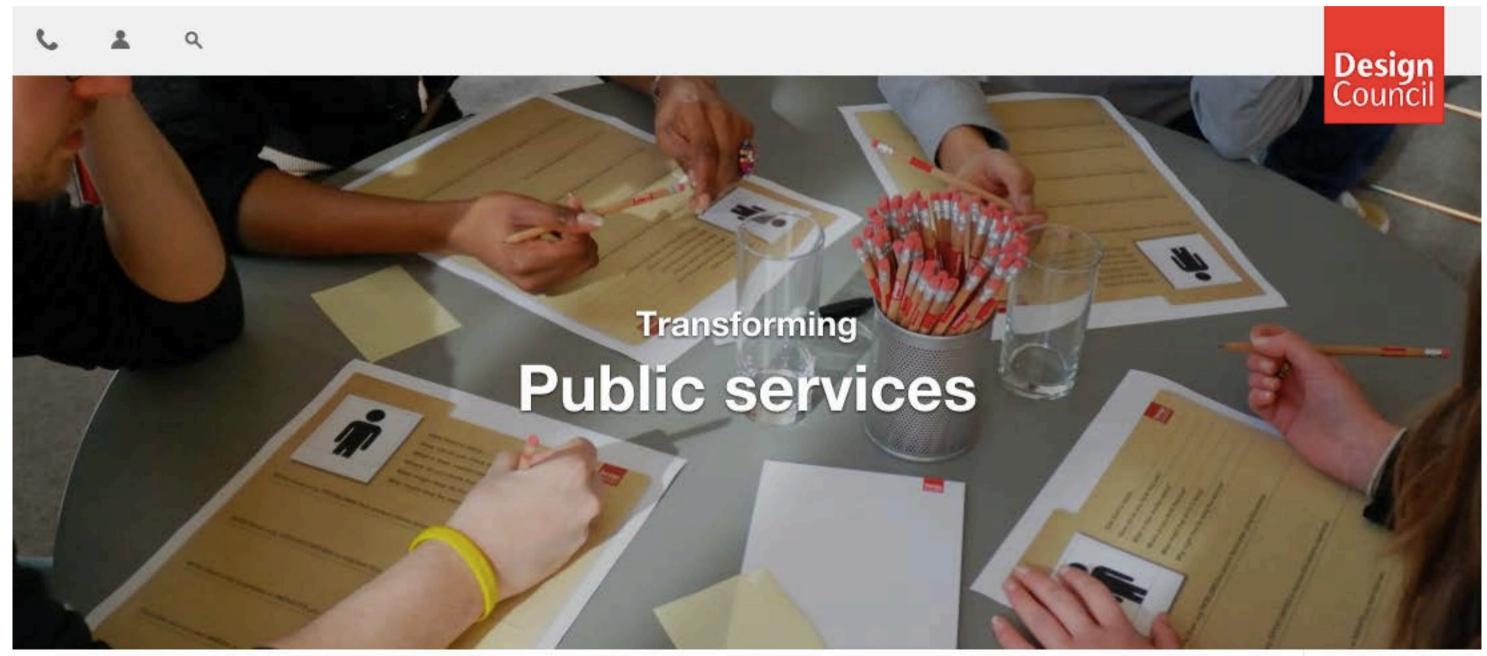
Design in Public Sector



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For every £1 invested in the design of innovative services, our public sector clients have achieved more than £26 of social return.

Courtesy of Design Council, www.designcouncil.org.uk



Courtesy of Design Council, www.designcouncil.org.uk

The Design Economy

The value of design to the UK



financial sector.	the business services and
Business services and Financial	40%
Public administration, Health and Education	28%
Wholesale and Retail	28%
Manufacturing	24%
Hotels, Transport and Communications	17%
Recreational, Culture and Sport	16%
Construction, Utilities	10%
Agriculture and Mining	2%

IN CONCLUSION. DESIGN FOR GROWTH AND PROSPERITY.

DESIGN IS INCREASINGLY RECOGNISED AS A KEY DISCIPLINE AND ACTIVITY TO BRING IDEAS TO THE **MARKET, TRANSFORMING THEM INTO USER-FRIENDLY AND APPEALING** PRODUCTS OR SERVICES. (...) **ANALYSES OF THE CONTRIBUTION OF DESIGN SHOW THAT COMPANIES THAT** STRATEGICALLY INVEST IN DESIGN TEND TO BE MORE PROFITABLE AND GROW FASTER.

DESIGN FOR GROWTH AND PROSPERITY.

Thomson, M., Koskinen, T. (Eds) (2012). DG Enterprise and Industry http://ec.europa.eu/enterprise/policies/innovation/files/design/design-for-growth-and-prosperity-report en.pdf>

IN CONCLUSION. DESIGN FOR GROWTH AND PROSPERITY.

The report 'Creative Industries Economic Estimates', published in 2014 by the Department of Culture, Music and Sport is an official statistic on the economic value of creative industries in UK.

ECONOMIC INDICATORS:
- IMPACT ON GDP
- EMPLOYMENT
- EXPORTS

Source: Design 2020. le sfide della trasformazione del sistema design lombardo. Authors: Stefano Maffei, Massimo Bianchini, Marzia Mortari. Regione Lombardia, Politecnico di Milano, Il Libraccio Editore. Milan 2014

Business value
Design as a differentiator for products-service.
Design as a bridge between technology, society and market.
Design as an optimization of costs – smarter solution reduce waste.

IN CONCLUSION. DESIGN FOR BETTER LIVING.

The CREATIVE ECONOMY REPORT published in 2013 by UNESCO portraits design at a global level and focuses on the ability of creative industries of fostering not only economic but also social, civic and cultural growth.

DESIGN VALUE INDICATORS:
- ECONOMIC
- SOCIAL
- CULTURAL
- ENVIRONMENTAL

UNESCO (2013). Creative Economy Report. < http://www.unesco.org/culture/pdf/creative-economy report-2013.pdf>

"Good design is a quantifiable benefit, not a cost. Its value can be measured economically, socially and environmentally."

Design Council. The good design plan. 2007

IN CONCLUSION. What's the innovative value of design?

"DEVELOPING INTEGRATED DESIGN STRATEGIES FOR INNOVATION WILL IMPACT AT THE HIGHEST LEVEL OF GOVERNMENTS".

DESIGN FOR GROWTH AND PROSPERITY, COMMISSION OF THE EUROPEAN COMMUNITIES, 2012