

# *PhD Special Seminar*

*June 18<sup>th</sup>, 2-5 pm | Politecnico di Milano*

**ServDes.  
2018**

**PROOF  
OF  
CONCEPT**

**JUNE 18-20 2018**

**POLITECNICO DI MILANO**



**POLITECNICO  
MILANO 1863**

SCUOLA DEL DESIGN  
DIPARTIMENTO DI DESIGN

**POLI.DESIGN**

**[www.servdes.org](http://www.servdes.org)**

## Description

# *PhD Special Seminar: unfolding a proof of concept*

*Shaping a discipline in constant evolution*

### **VENUE**

**Politecnico di Milano, Candiani Campus**

### **DATE**

**Monday, June 18th, 2018  
2-5 pm**

“PhD Special Seminar: unfolding a proof of concept” is a seminar dedicated to PhD candidates and Early Career Researchers within the ServDes Conference.

*. Are you applying to the ServDes 2018 Conference with a paper?*

*. Are you joining the ServDes 2018 Conference as an attendee?*

*. Are you a PhD candidate willing to further your research reflection around the conference topics with your peers?*

**Join us in the PhD Special Seminar, a dedicated 3-hour seminar within the ServDes Conference!**

**Applications are open!**

In connection with the ServDes 2018 conference, this 3-hour seminar aims to be a **day of reflection** to further discussion on the topics launched by the conference, with research questions from the participants as a starting point. It is a space to reflect on the different nuances that guide service design research and to produce elements to spark discussions during the conference. Furthermore, it seeks to **strengthen the growing international community** around the Service Design discipline.

### **ELIGIBILITY**

The call addresses PhD candidates and Early Career Researchers (with a PhD Degree) from across the Service Design discipline.

*Call*

# Purpose

As the ServDes 2018 Conference Call states, Service Design is no longer considered an emerging discipline.

The conference presents itself as a proof of concept:

*“it is time to validate and review the models, processes and practices developed and used in the service design ecosystem, from its academic community to practitioners, companies and organizations at large”.*

Therefore, discussions around contributions and reflections that advance the knowledge of a field in constant evolution become the primary resources of the doctoral and young researcher.

We invite PhD candidates and Early Career Researchers from across the Service Design discipline who are interested in open discussion around this evolution in the field to participate in a three hour debate and warm-up the conference.

# The question YOU seek to explore

## **What research question would you like the ServDes conference to contribute to answer?**

The aim of the PhD Special Seminar, which is closely linked to the ServDes conference, is to offer a contribution to the ongoing reflections of participants in their research. For this reason, we would like to collect the research questions you wish to explore by attending the ServDes conference, in order to guide the PhD Special Seminar activities.

***We expect participants to summarise in 1 question an aspect of their research that is relevant to the discussion during the PhD Special Seminar.***

# What will happen?

In addition to the different topics that the conference will bring, the PhD Special Seminar will explore the field of service as an established discipline.

## **BE AN AMBASSADOR!**

Participants can be “Ambassadors” for the PhD Special Seminar within the conference activities.

The Ambassadors will aim to bring into the ServDes Conference discussion a series of open questions developed during the 3 hours of PhD Special Seminar activities.

This is an opportunity for participants to be actively involved in the Conference sessions; express your interest in the PhD Special Seminar Application!

## **PHD SPECIAL SEMINAR LEGACY**

We believe that the PhD Special Seminar will be a fresh place to propose a dialogue within the discipline among the participants.

Thus, we expect to produce high-quality key points during the seminar discussions that will be part of the legacy of the seminar, to be spread after the ServDes conference.

# Key dates and fees

## **November 2017**

Launch of the “PhD Special Seminar: unfolding a proof of concept“ call for participation

## **January 29th, 2018**

Deadline for all applications to “PhD Special Seminar: unfolding a proof of concept“

## **February 19th, 2018**

Notification of acceptance

## **June 18th, 2018**

Seminar day

## **FEES**

You must register for the ServDes conference to attend this Special Seminar.

There are no additional costs for attending the PhD Special Seminar

# Information required for submission

**A little information is required to apply for the PhD Special Seminar!**  
Download the “PhD Application template” in the Download Area [here](#)

## **SUBMISSIONS**

Application submission deadline: January 29<sup>th</sup> 2017. All submissions must be written in English.  
Use the EasyChair platform link to submit your application <https://easychair.org/conferences/?conf=servdes2018>  
Upload a Word file (doc. or docx) using the template provided.

## **INFO**

If you need further information or clarification, contact:

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