

ServDes. 2018

Conference Programme

PROOF ● ● ● ●
● ● ● ● **F** ● ● ● ●
● ● **C** ● **CONCEPT**

JUNE 18,19,20 2018
POLITECNICO DI MILANO



POLITECNICO
MILANO 1863

POLI.DESIGN

SCUOLA DEL DESIGN
DIPARTIMENTO DI DESIGN

Deloitte.
Digital

Digital
Entity an
NTT DATA
design
studio

TWIG

ANTREEM

attoma

Logotel
making together

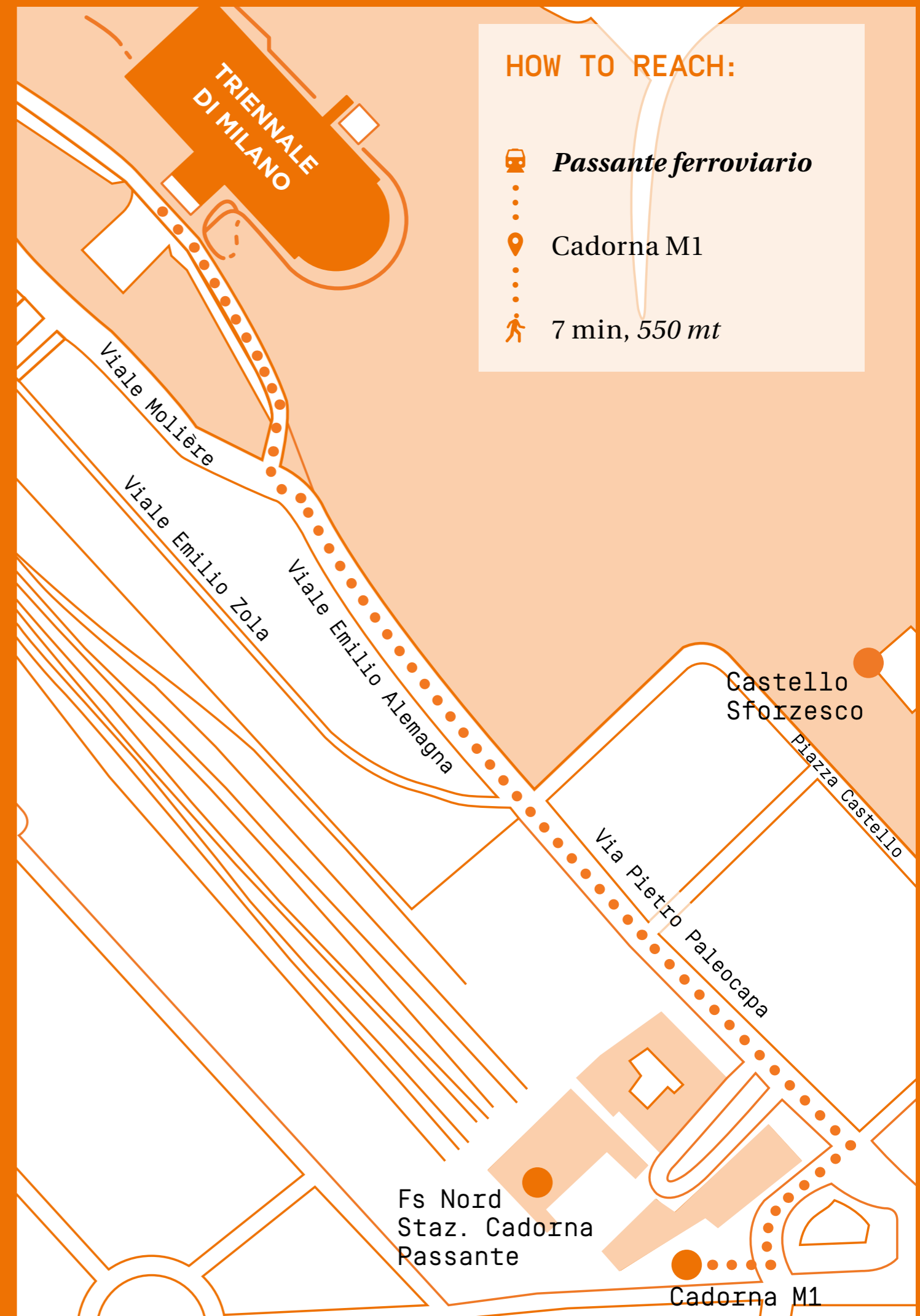
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SCHEDULE

	DAY 1 Monday 18/06		DAY 2 Tuesday 19/06				DAY 3 Wednesday 20/06					
h 08.00 - 09.00			Participant Registration @Politecnico di Milano, Campus Bovisa, Via Candiani 72, Building B2 8:00 - 09:15				Reception @Politecnico di Milano, Campus Bovisa, Via Candiani 72, Building B2 8:00 - 09:00					
h 09.00 - 10.00			Conference Introduction & Service Design Landscape Room F.Ili Castiglioni 9:15 - 10:30				Service Design Choices (as Politics of the Everyday) Room F.Ili Castiglioni - 9:00 - 9:50					
h 10.00 - 11.00			COFFEE BREAK - 10:30 - 11:00				ServDes.2020: Where next? - 9:50 - 10:00					
h 11.00 - 12.00	WSO 10:00 - 13:00		COFFEE BREAK - 10:30 - 11:00				TRACK 1 Room B2.2.3 10:30 - 11:45		TRACK 8 Room B2.1.11 10:30 - 11:45		TRACK 7 Room B2.1.13 10:30 - 11:45	
h 12.00 - 13.00			TRACK 1 Room B2.2.3 11:00 - 13:00		TRACK 2 Room B2.2.4 11:00 - 13:00		TRACK 6 Room F.Ili Castiglioni 11:00 - 13:00		TRACK 2 Room B2.2.3 12:00 - 13:00		TRACK 5 Room B2.1.11 12:00 - 13:00	
h 13.00 - 14.00	ServDes International Committee Meeting 12:00-13:30		LUNCH Bovisa Campus Tour 13:00 - 14:00				Lunch + Open Panel: Enabling Services for Creativity and Making. Milano - Chicago Research Connections @Polifactory, Bovisa Campus - 13:00 - 14:00					
h 14.00 - 15.00	Phd Special Seminar @App.to Lago 14:00 - 17:00		WS1 Room B2.1.11 14:00 - 15:15		WS2 Room B2.1.13 14:00 - 15:15		WS3 Room B2.1.14 14:00 - 15:15		WS4 Room B2.2.3 14:00 - 15:15		WS5 Room B2.2.3 14:00 - 15:15	
h 15.00 - 16.00			DESIS Assembly @Open Knowledge 14:00 - 17:00		COFFEE BREAK - 15:15 - 16:00				COFFEE BREAK - 15:15 - 15:45			
h 16.00 - 17.00			TRACK 8 Room F.Ili Castiglioni 16:00 - 18:00		TRACK 4 Room B2.2.3 16:00 - 18:00		TRACK 3 Room B2.2.4 16:00 - 18:00		TRACK 1 Room B2.2.3 15:45 - 17:30		TRACK 2 Room F.Ili Castiglioni 15:45 - 17:30	
h 17.00 - 18.00	Participant Registration @La Triennale di Milano											
h 18.00 - 19.00	GRAND OPENING @La Triennale di Milano 17:30 - 18:30		Service Design Speakers' Corner Bringing Together Academics, Practitioners & Organisations Room F.Ili Castiglioni 18:15 - 19:30				Participation to the Award Ceremony of the XXV Compasso d'Oro and Opening of the Exhibition @Castello Sforzesco 18:00 - 20:30					
h 19.00 - 20.00	SDDMilan @La Triennale di Milano 18:30 - 20:30											
Later	Standing dinner @La Triennale di Milano		Conference dinner @Spirit de Milan 20:00 >									

DAY 1 *Monday 18/06*

TIME	ACTIVITY	INFORMATION
h 10.30 - 13.30	Complimentary Pre-Conference Workshop <i>"Gamification for Service Design and Innovation"</i>	📍 <u>Venue TBD</u> IADE Creative University Lisbon, ideaChef
h 12.00 - 13.30	ServDes International Committee Meeting	📍 <u>OpenKnowledge Milano</u> <i>Via Olona 2 - Milano</i>
h 13.30 - 17.30	Participant Registration	📍 <u>Triennale di Milano</u> <i>Viale Alemagna 6 - Milano</i>
h 14.00 - 17.00	Phd Special Seminar	📍 <u>Appartamento Lago</u> <i>Via Brera 30 - Milano</i>
	DESIS Assembly	📍 <u>OpenKnowledge Milano</u> <i>Via Olona 2 - Milano</i>
h 17.30 - 18.30	CONFERENCE GRAND OPENING	📍 <u>Triennale di Milano</u> <i>Viale Alemagna 6 - Milano</i>
h 18.30 - 20.30	SDD Milan	📍 <u>Triennale di Milano</u> <i>Viale Alemagna 6 - Milano</i>
h 20.30	Standing dinner	📍 <u>Triennale di Milano</u> <i>Viale Alemagna 6 - Milano</i>



DAY 1 *Monday 18/06*

Conference Grand Opening

La Triennale di Milano, Via Alemagna 6

h 17.30 - 18.30

Welcome speeches: h 17:30 - 18:00

- **Stefano Boeri**, *President Fondazione La Triennale di Milano.*
- **Cristina Tajani**, *Councillor for Labour Policies, Economic Development, Commerce and Human Resources, Municipality of Milano.*
- **Luisa Collina**, *President Cumulus International Association and Dean School of Design, Politecnico di Milano.*
- **Luciano Galimberti**, *President ADI – Associazione per il Disegno Industriale.*

Introduction to the conference theme: h 18:00 - 18:30

- **Anna Meroni**, *Conference Chair, Politecnico di Milano:* Introduction to the conference theme and highlights from the programme.
- **Beatrice Villari**, *Conference Manager, Politecnico di Milano:* Introduction to the tracks.
- **Track Chairs**, *Overview of the specific conference's topics.*
- **Ana María Ospina Medina**, *Conference Manager Assistant & Fellow Researcher, Politecnico di Milano:* A glimpse of the Service Design Landscape.

Service Design Drinks: h 18:30 - 20:15

- **SDD Milan Team**, *SDD Milan meets ServDes.*
- First round of speakers: **Bas Raijmakers, Anna Seravalli, Froukje Sleeswijk Visser, Jesper Christiansen.**
- Second round of speakers: **Peter Gall Krogh, Oliver Marlow, Francesca Piredda, Lia Patrício.**
- Conclusions

DAY 2 *Tuesday 19/06*

TIME	ACTIVITY	INFORMATION
h 08.00 - 09.00	Participant registration	📍 Building B2 Hall
h 09.15 - 10.30	Conference Introduction & Service Design Landscape: Welcome and Opening	📍 Building B1 Conference Room F.lli Castiglioni
h 10.30 - 11.00	Coffee break	
h 11.00 - 13.00	Track 1 Learning and Practicing: Service Design as a Means for Learning and Impacting on Cultures	📍 Room B2.2.3 Chairs: Alessandro Deserti, Anna Meroni, Bas Raijmakers
	Track 2 Sharing and Collaborating: Civic Engagement and Codesign	📍 Room B2.2.4 Chairs: Marta Corubolo, Daniela Selloni, Anna Seravalli
	Track 6 Experiencing and Shaping: Applications and Experiments	📍 Room F.lli Castiglioni Chairs: Davide Fassi, Laura Galluzzo, Oliver Marlow
h 13.00 - 14.00	Lunch break <i>Bovisa Campus tour</i>	
h 14.00 - 15.15	WORKSHOP WS1 <i>From A to BE. Design the Mobility of the Future</i>	📍 Room B2.1.11 In partnership with: Digital Entity
	WORKSHOP WS2 <i>Data Challenges and Opportunities in Designing for Service</i>	📍 Room B2.1.13 In partnership with: Aalborg University, Narai and Mappi-na


TIME	ACTIVITY	INFORMATION
h 14.00 - 15.15	WORKSHOP WS3 <i>Humanizing Organizations - the Pathway to Growth</i>	📍 Room B2.1.14 In partnership with: University of Wuppertal, Aalto, Lapland, California Berkeley
	WORKSHOP WS4 <i>Between Servitude and Collaboration. A Service Design Choice?</i>	📍 Room B2.2.3 In partnership with: DESIS Network Association
h 15.15 - 16.00	Coffee break	
h 16.00 - 18.00	Track 8 Envisioning and Evolving: Methods & Outcomes	📍 Room F.lli Castiglioni Chairs: Daniela Sangiorgi, Francesco Zurlo, Lia Patrício
	Track 4 Governing and evidencing	📍 Room B2.2.3 Chairs: Stefano Mattei, Marzia Mortati, Jesper Christiansen
	Track 3 Measuring and evaluating	📍 Room B2.2.4 Chairs: Francesca Foglieni, Beatrice Villari, Froukje Sleeswijk Visser
h 18.15 - 19.30	Service Design Speakers' Corner: Bringing Together Academics, Practitioners & Organisations Plenary Session	📍 Building B1 Conference Room F.lli Castiglioni
h 20.00	Dinner	📍 Spirit de Milan Via Bovisasca 57/59 - Milano


HOW TO REACH THE CONFERENCE:


 **Passante ferroviario**

 FN Nord Bovisa Station

 10 min, 700 mt


 **Bus 92, Tram 2**

 Piazza Bausan

 5 min, 350 mt

 **M3 Maciachini + Bus 82**

 Piazza Bausan

 5 min, 350 mt

Fs Nord
Staz. Bovisa
Passante

Via Bovissasca

Via Andreoli

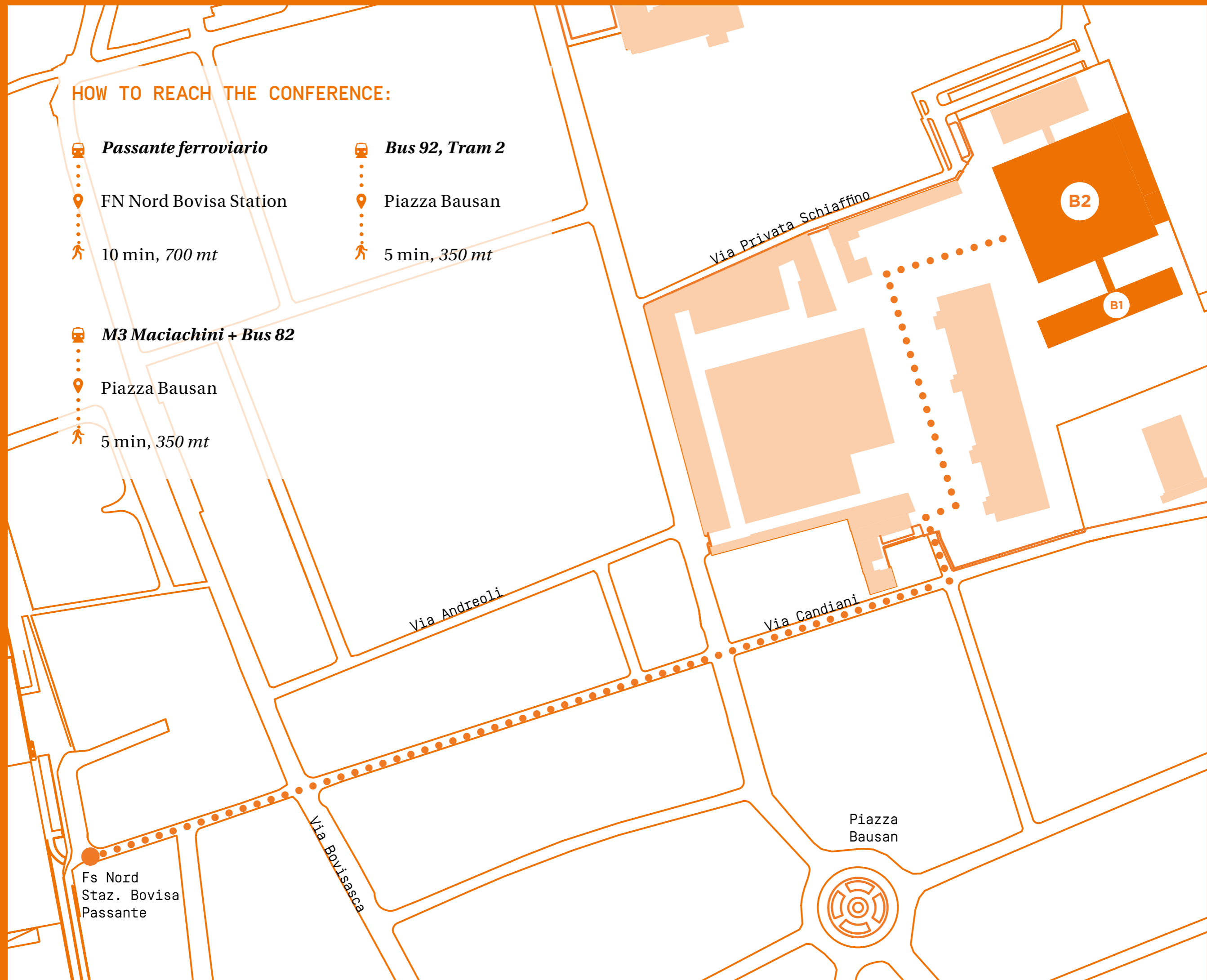
Via Privata Schiaffino

Via Candiani

Piazza
Bausan

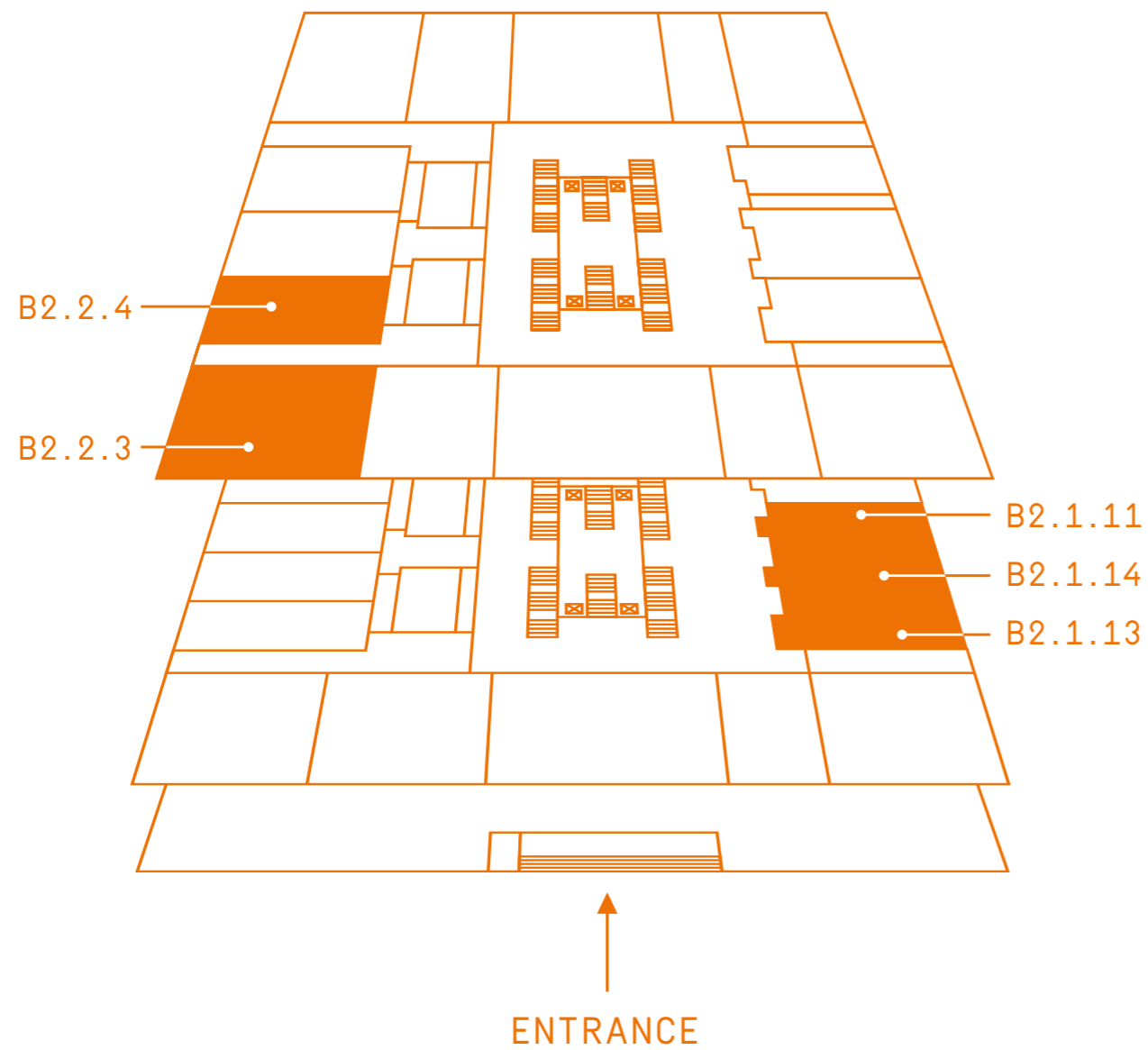
B2

B1



BUILDING B2 CONFERENCE ROOMS

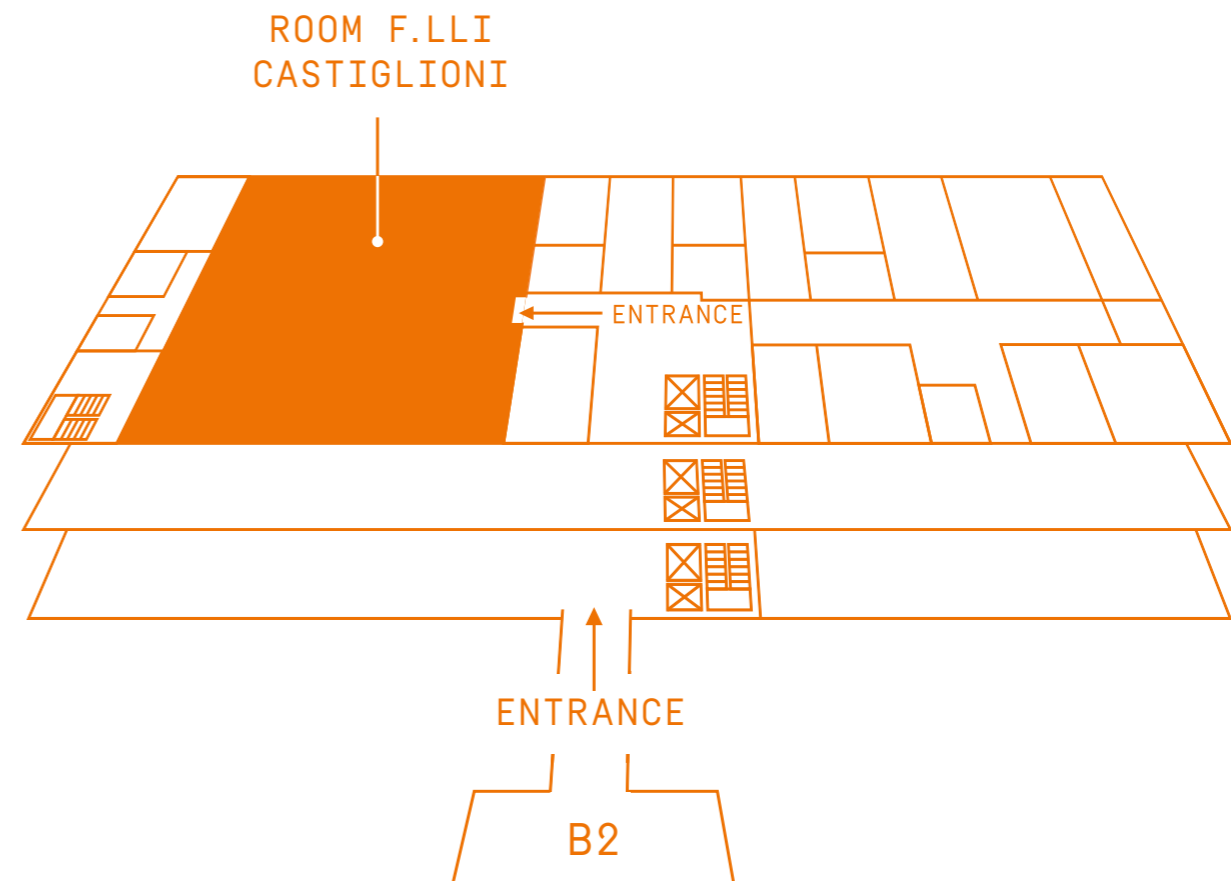
1ST FLOOR / 2ND FLOOR



- Legenda*
- Elevators
 - Stairs
 - Conference rooms

BUILDING B1 ROOM F.LLI CASTIGLIONI

3RD FLOOR



- Legenda*
- Elevators
 - Stairs
 - Conference rooms

DAY 2 *Tuesday 19/06*

Conference Introduction & Service Design Landscape: Welcome and Opening

Politecnico di Milano, Campus Bovisa

Room F.Ili Castiglioni | h 9.15 - 10.30

- ***Silvia Piardi**, Head Department of Design, Politecnico di Milano: Welcome*
- ***Beatrice Villari**, Conference Manager, Politecnico di Milano: Overview of the programme.*
- ***Marzia Mortati**, Workshop Chair, Politecnico di Milano: Highlights from the workshops.*
- ***Anna Meroni**, Conference Chair & **Ana María Ospina Medina**, Fellow Researcher, Politecnico di Milano: The Service Design Landscape.*

Service Design Speakers' Corner: Bringing Together Academics, Practitioners & Organisations: Plenary Session

Politecnico di Milano, Campus Bovisa

Room F.Ili Castiglioni | h 18.15 - 19.30

- ***Stefano Maffei**, Politecnico di Milano. Moderator.*
- ***SayServiceWithaWord**: An astonishing group of speakers selected from the participants.*

DAY 2 *Tuesday 19/06*

h 11.00 - 13.00

LONG SESSION

Track 1:

Learning and Practicing

📍 [Room B2.2.3](#)

- 1. B. Becermen, E. Grøndal, A. de Götzen** | The briefing process: Examining the client-consultant relationship through a case.
- 2. C. Cipolla** | Desis Network: Strategies to advancing systemic social innovation through service design.
- 3. S. Holmlid, L. Malmberg** | Learning to design in public sector organisations: A critique towards effectiveness of design integration
- 4. F. Lima, D. Sangiorgi** | Fostering a sustained design capability in non-design-intensive organizations: A knowledge transfer perspective
- 5. R. Mahamun, P. Khambete, R. Mokashi-Punekar** | Service design for behavioural change-current state of the discipline and practice in India
- 6. Thomas Ostergaard** | The designer as agent of community

CASE STUDY | Deloitte Digital

Service design in companies

Track 2:

Sharing and Collaborating

📍 [Room B2.2.4](#)

- 1. S. Cacciamatta, F. Foglieni, B. Villari** | Service co-design for the shared mobility sector: a free-floating bike sharing model.
- 2. V. Carr** | Adapting the design process for different learning styles and abilities
- 3. Y. Koo, H. Ahn** | Analysis on the utilization of co-design practices for developing consumer-oriented public service and policy focusing on the comparison with Western countries and South Korea
- 4. M. Perez Mengual, J. M. Jonas, S. Schmitt-Rüth, F. Danzinger** | Tools for collaborating and interacting in Living Labs – an exploratory case study on JOSEPHS®
- 5. L. Salinas, A. Thorpe, A. Prendiville, S. Rhodes** | Civic engagement as participation in designing for services sodales.

Track 2:

Sharing and Collaborating

📍 [Room B2.2.4](#)

- 6. S. Schmitt-Rüth, M. Simon, A. Demuth, A. Kornacher, M. Isakovic, M. Krupp, M. Stoll** | Co-creation with vulnerable consumers – An action research case study of designing a pictorial language for logistics

CASE STUDY | Comune di Reggio Emilia, Italy

Collaborative services in the Italian city of Reggio Emilia. The case study of “Il quartiere bene comune - The neighbourhood as commons”

Track 6:

Experiencing and shaping

📍 [Room Castiglioni](#)

- 1. B. Camocini, L. Collina, L. Daglio, M. Mazzarello, P. Trapani** | Service design methods and tools as support to the participatory definition of the meta-design brief of a contemporary integrated campus
- 2. F. Bertolotti, M. Di Norcia, M. Vignoli** | Service design principles for organizational well-being: Improving the employee experience through design thinking

Track 6:

Experiencing and Shaping

📍 [Room Castiglioni](#)

- 3. L. Collina, P. Di Sabatino, L. Galluzzo, C. Mastrantoni** | Designing spaces and services. An experimental project for student dormitories: Collective experiences, connected lives and linked places
 - 4. G. Simonelli, F. Scullica, E. Elgani, V. Monna** | Can coworking spaces be built bottom-up?
 - 5. P. Tu Ngoc, D. Fassi** | Design thinking for interior and spatial design: A case study within Politecnico di Milano
 - 6. R. Saint-Clair** | Engagement strategies within co-making environments bridging spatial and organisational design
- ### **CASE STUDY | Refugees Welcome Italia**
- Refugees Welcome Italia ONLUS, shaping the new hospitality system

DAY 2 *Tuesday 19/06*

h 16.00 - 18.00

LONG SESSION

Track 8:

Envisioning and Evolving

📍 Room Castiglioni

- 1. E. Ballantyne-Brodie** | Designing convivial food systems in everyday life
- 2. C. Dennington** | Trendslation – an experiential method for semantic translation in service design
- 3. A. A. Gasparini, A. Abdi Mohammed, G. Oropallo** | Service design for artificial intelligence
- 4. M. Manhaes** | Constructing an approach to identify service design narratives: The findings of an automated text analysis
- 5. V. A. Ramdin, M. Kim, R. Pozzar, P. W. Fombelle, Y. Zhang, X. Zhou, J. Janigan** | Resident autonomy in assisted living facilities: A conceptual framework for transformative service research
- 6. R. Tassi, A. Brilli, D. Ricci** | Digital methods for service design. Experimenting with data-driven frameworks

CASE STUDY | Logotel

Service design: a new oppressive sovereign?

Track 4:

Governing and Evidencing

📍 Room B2.2.3

- 1. A. Adebajo** | The role of service design consultancy in public sector: Inferences from KIBS and service innovation perspectives
- 2. F. Giordano, N. Morelli, A. De Götzen, J. Hunziker** | The stakeholder map: a conversation tool for designing people-led public services
- 3. I. Kang, A. Prendiville** | Different journeys towards embedding design in local government in England
- 4. M. Legeby, P. McAleenan, H. Andersson, S. Holmlid** | Guiding the welfare state towards a co-creative and explorative mindset: When a crisis is an opportunity
- 5. G. Mulvale, S. Moll, A. Miatello, G. Robert, M. Larkin, V. Palmer, A. Powell, C. Gabel** | Co-designing public services with vulnerable and disadvantaged populations: Insights from an international collaboration

Track 4:

Governing and Evidencing

📍 Room B2.2.3

- 6. C. Tello, C. Zurob, S. Pacheco, S. Negrete** | Service design and the co-production of public policies: the case of RedActiva

CASE STUDY | Ufficio Immaginazione Civica - Fondazione per l'Innovazione, Bologna

Civic Imagination Office as a platform to design a collaborative city

CASE STUDY | School of Management - Department of Management, Economics and Industrial Engineering, Politecnico di Milano

Includi.MI: Local government and social entrepreneurship for an inclusive city

Track 3:

Measuring and Evaluating

📍 Room B2.2.4

- 1. T.A. Björklund, P. Hannukainen, T. Manninen** | Measuring the impact of design, service design and design thinking in organizations on different maturity levels
- 2. A. Følstad, K. Kvale** | Using the net promoter score to support service design: Digging for gold in customer free-text reports
- 3. K. Kusano, A. Kimura, M. Ihara** | ServDeWS: The service design workshop on utilizing multi-viewpoint and diversity of participants based-on human centered approach for R&D specialists
- 4. Y. Yeo, J. Lee** | Mapping design capability of public service organisations: A tool for collaborative reflection

CASE STUDY | Zehus

A service evaluation in the shared mobility sector: Bitride bike sharing project

CASE STUDY | Antreem

A service to measure overall adequacy across a banking environment

DAY 3 *Wednesday 20/06*

TIME	ACTIVITY	INFORMATION
h 09.00 - 09.50	Service Design Choices (as Politics of the Everyday): A Collaborative Keynote Speech coordinated by E. Manzini	📍 Building B1 Conference Room F.lli Castiglioni
h 09.50 - 10.00	ServDes. 2020: Where next?	📍 Building B1 Room F.lli Castiglioni
h 10.00 - 10.30	Coffee break	
h 10.30 - 11.45	Track 1 Learning and Practicing: Service Design as a Means for Learning and Impacting on Cultures	📍 Room B2.2.3 Chairs: Alessandro Deserti, Anna Meroni, Bas Raijmakers
	Track 8 Envisioning and Evolving: The Fundamentals	📍 Room B2.1.11 Chairs: Marta Corubolo, Daniela Selloni, Anna Seravalli
	Track 6 Experiencing and Shaping: Frames and tools	📍 Room B2.2.4 Chairs: Davide Fassi, Laura Galluzzo, Oliver Marlow
	Track 7 Community and Relationship Building: Communities Based on Local Grounds and New Opportunities of Innovation	📍 Room B2.1.13 Chairs: Margherita Pillan, Francesca Piredda, Lisbeth Frølund
h 12.00 - 13.00	Track 2 Sharing and Collaborating: Coproducting Services	📍 Room B2.2.3 Chairs: Marta Corubolo, Daniela Selloni, Anna Seravalli

TIME	ACTIVITY	INFORMATION
h 12.00 - 13.00	Track 5 Producing, Distributing and Organising	📍 Room B2.1.11 Chairs: Venanzio Arquilla, Massimo Bianchini, Peter Gall Krogh
	Track 6 Experiencing and Shaping: Frames and tools	📍 Room B2.2.4 Chairs: Davide Fassi, Laura Galluzzo, Oliver Marlow
	Track 7 Community and Relationship Building: Communities Based on Local Grounds and New Opportunities of Innovation	📍 Room B2.1.13 Chairs: Margherita Pillan, Francesca Piredda, Lisbeth Frølund
h 13.00 - 14.00	Lunch break Open Panel: Enabling Services for Creativity and Making. Milano-Chicago Research Connections	📍 Polifactory, Bovisa Campus Via Schiaffino 22-30 - Milano
h 14.00 - 15.15	WORKSHOP WS5 How Service Design can Drive the Digital Transformation of the Retail Revolution	📍 Room B2.2.3 In partnership with: Deloitte Digital
	WORKSHOP WS6 Digital Transformation through Community and Relationship Building	📍 Room B2.1.13 In partnership with: Twig
	WORKSHOP WS7 The Latest Words on Service Design: Talking about Books	📍 Room B2.2.4 In partnership with: ServDes & Authors



DAY 3 *Wednesday 20/06*

TIME	ACTIVITY	INFORMATION
h 14.00 - 15.15	WORKSHOP WS8 <i>Service Design for Autonomous Driving</i>	📍 Room B2.1.14 In partnership with: <i>V12 Design & Secolo Urbano</i>
h 15.15 - 15.45	Coffee break	
h 15.45 - 17.30	Track 1 <i>Learning and Practicing: Service Design between Data and Empathy</i>	📍 Room B2.2.3 Chairs: <i>Alessandro Deserti, Anna Meroni, Bas Raijmakers</i>
	Track 2 <i>Sharing and Collaborating: Codesign in Organizational and Healthcare Systems</i>	📍 Room F.Ili Castiglioni Chairs: <i>Marta Corubolo, Daniela Selloni, Anna Seravalli</i>
h 18.00 - 20.30	Participation to the Award Ceremony of the XXV Compasso d'Oro and Opening of the Exhibition	📍 Castello Sforzesco <i>Cortile della Rocchetta Piazza Castello, Milano</i>

"Service Design Choices (as Politics of the Everyday): A Collaborative Keynote Speech Coodinated by Ezio Manzini"

Politecnico di Milano, Campus Bovisa
Room F.Ili Castiglioni | h 9.00 - 9.50

- **Davide Fassi, Laura Galluzzo, Politecnico di Milano.** Introduction
- **Ezio Manzini.** DESIS Network Association & Politecnico di Milano, with: **Carla Cipolla, Tuuli Mattelmäki, Adam Thorpe**

ServDes.2020: Where next?

Politecnico di Milano, Campus Bovisa

Room F.Ili Castiglioni | h 18.15 - 19.30

- **Daniela Sangiorgi:** Politecnico di Milano & Conference International Committee: Announcement of the 2020 conference host.

DAY 3 *Wednesday 20/06*

h 10.30 - 11.45

SHORT SESSION

Track 1:

Learning and Practicing

📍 Room B2.2.3

1. L. Herfurth, K. Sinclair | From user-centred to stakeholder-oriented service design: Implications for the role of service designers and their education based on an example from the public sector

2. T. K. Cipriani, M. Rossi | Working with complexity: A contemporary skill framework for service designers

3. A. Prendiville | The satellite applications catapult: Design's contribution to science and technology innovation services

4. L. Santamaria, C. Escobar-Tello, T. Ross | Navigating the sociocultural landscape in service design

CASE STUDY | *Department of Design, Politecnico di Milano*

A service design experiment in the municipality of Turin to overcome Organisational silos

Track 8:

Envisioning and Evolving

📍 Room B2.1.11

1. A. Kustrak Korperl, S. Holmlid, L. Patrício | Bridging design-driven and service innovation: Consonance and dissonance of meaning and value

2. M. Prestes Joly, J. Teixeira, L. Patrício, D. Sangiorgi | Service designers, unite! Identifying shared concerns among multidisciplinary perspectives on service design

3. V. Rodrigues, J. Blomkvist, S. Holmlid | Perceived action potential: a strong concept in development

CASE STUDY | *Attoma*

Enhancing industrial processes in the industry sector by the means of service design

Track 7:

Community and Relationship building

📍 Room B2.1.13

1. M. Colombo, E. E. Giunta, P. Papetti | We are brand: Brand co-creation as an engine for new forms of welfare services

2. F. M. Pierandrei, S. Remotti, T. Tang, S. C. Kuria, S. Anfossi | Service design tools to engage marginalised youth in San Communities of Southern Africa

3. A. Pigalskaya | Research by design and collaboration in the perspective of post-soviet 'nuclear' town Visaginas – RDCPP-SNTV

4. P. Ramalho Lepre | Service design for community based tourism-the Brazilian case study

5. G. Slingerland, I. Mulder, T. Jaskiewicz | Empowering community volunteers through matchmaking services

h 10.30 - 13.00

LONG SESSION

Track 6:

Experiencing and Shaping

📍 Room B2.2.4

1. S. Agid, Y. Akama | Dance of designing: Rethinking position, relation and movement in service design

2. J. Blomkvist, F. Wahlman | Facilitating in service design: Using desktop walkthroughs

3. S. Bofylatos | Traces as service evidence

4. C. Boletsis | VR service walkthrough: A virtual reality-based method for service prototyping

5. D. Fassi, L. Galluzzo, A. De Rosa | Service+Spatial design: Introducing the fundamentals of a transdisciplinary approach

6. N. Van Geetsom | Space and service design into educational practice

CASE STUDY | *FONDAZIONE HOUSING SOCIALE*

Starting up communities in housing spaces

DAY 3 *Wednesday 20/06*

h 12.00 - 13.00

SHORT SESSION

Track 2:

Sharing and Collaborating

📍 [Room B2.2.3](#)

- 1. G. Bencini, K. Prey, A. Mattozzi** | The act of giving – *Sur*. A service for sharing and co-producing gifts
- 2. M. Ferreira de Freitas, C. Cipolla** | Building trust in relational services: The analysis of a sharing service between neighbours
- 3. T. Overkamp, M. Caic, S. Holmlid, D. Mahr, G. Odekerken-Schröder** | Understanding generalisability from network-conscious service design projects
- 4. H. Park** | Maps as participatory platforms: Towards open data and transport service

Track 5:

Producing, Distributing and Organising

📍 [Room B2.1.11](#)

- 1. F. Almqvist** | Service design in the later project phases: Exploring the service design handover and introducing a service design roadmap
 - 2. F. Mazzarella, V. Mitchell, A. May, C. Escobar-Tello** | Weaving the threads: Service innovation with textile artisan communities
 - 3. S. Tokuhisa** | The coconut innovation framework: An innovation framework focusing on resources
- CASE STUDY** | *Directorate Urban Economy and Labour, Municipality of Milan*
Municipality as a platform: the case of Manifattura Milano

Track 7:

Community and Relationship building

📍 [Room B2.1.13](#)

- 1. M. Kim** | Service as a system of participation: A case study of a participatory economy service
- 2. J. Koenders, D. Snelders, M. Kleinsmann, J. Tanghe** | A CRX framework and tools to design for relationships in service settings
- 3. M. Menichinelli** | Service design and activity theory for the meta-design of collaborative design processes
- 4. L. Warwick, P. Pierri, C. Bradnam, E. Field** | Funding service design: Growing service design practice through a grants programme

DAY 3 *Wednesday 20/06*

h 15.45 - 17.30

LONG SESSION

Track 1:

Learning and Practicing

📍 Room B2.2.3

- J. Budd, F. Vollmer, P. Della Maggiora** | Exploring the future of consumer retail
- N. Costa, L. Patrício, N. Morelli** | A designerly-way of conducting qualitative research in design studies
- A. de Götzen, P. Kun, L. Simeone, N. Morelli** | Making sense of data in a service design education
- A. Dhir** | Put on your oxygen mask before helping others: Mental well-being in service design
- M. Roxburgh, J. Irvin** | The future of visual communication design is almost invisible or why skills in visual aesthetics are important to service design
- A. dos Santos, A. Müller Garcia, M. Carneiro Alves, E. Lima Silveira** | Bodystorming: Lessons learnt from its use on the classroom

CASE STUDY | *Team per la trasformazione digitale*

The Designers Italia project - building the community of public services designers

Track 2:

Sharing and Collaborating

📍 Room Castiglioni

- V. Auricchio, M. Rossi, G. Dezza, P. Peretti Griva** | Service design and human resource consulting: An integrated vision
- M. Carrera, D. Sangiorgi, F. Foglieni, F. Lucchi** | Developing *recovery* oriented services and co-production in mental healthcare: building-up on existing promising organisational practices
- O. Hannula, J. T. Harviainen** | User perceptions of design games as settings for organizational learning: Case *Topaasia*
- R. Mahamuni, S. Sharma, S. Lobo, U. Hirom, P. Khambete** | Quasi-participatory service design in organizational context: A case study
- K. Rygh** | Designing Tangible Tools to Support Collaboration in the Co-design of Healthcare Services
- J. Vink, A. Oertzen** | Integrating empathy and lived experience through co-creation in service design

See you in Milan!

