HOW
HOspitality&Workscape

LIVING, WORKING, TRAVELLING
INTERIOR DESIGN FOR NEW SCENARIOS BETWEEN HOSPITALITY AND WORK FIELD

Vivere, lavorare e viaggiare
l’interior design per la definizione di nuovi scenari tra lavoro e ospitalità

24th May 2017

INTERNATIONAL CONFERENCE
TALK+ROUND TABLE
from h.9.00

Aula Filli Castiglioni, Campus Bovisa
via Candiani 72 Milano

PROGRAMME

TALK (in English)

9.00 Registration

9.30 Welcome speech
Silvia Piardi, Head of the Department of Design
Luisa Collina, Dean of the School of Design
Giuliano Simonelli, President of POLI.design
Giovanna Piccinno, Coordinator of the Programme Board on Interior Design

9.50 Introduction
Francesco Scullica, Department of Design, Coordinator of FARb research
Elena Elgani, Architect, PhD, FARb research team

10.00 SESSION 1. Sharing experiences: research and teaching activities
Gisella Veronese, Architect, PhD, FARb research team (moderator)

New Generation of Higher Education Learning Arenas
Petter Øyan, Oslo and Akershus University College of Applied Sciences, Norway

Second Home. Designing Writing Spaces
Francesca Murialdo, Middlesex University, London, UK
Design Hospitality
Anne-Laure Gesterin, Haute école d’art et de design, Genève, Switzerland

Simultaneity, Hybridity, and Heritage: Exploring (Cultural) Sustainability and Relevance
Peter Di Sabatino, Department of Design, Politecnico di Milano

11.15 Case studies

H-Office. Living, Working and Travelling in the Age of Office Revolution
Alessia Mansutti, Interior designer

A letto con il Design
Arianna Vignati, Department of Design, Politecnico di Milano

Woodhouse hotel – community hub
Rebecca Brollo, Hotel Manager Woodhouse

11.45 – 12.00 coffee break

12.00 SESSION 2. Farb research, first outcomes
Gisella Veronese, Architect, PhD, FARB research team (moderator)

Analysing Hybrid Spaces. Notes on Methods
Luca Guerrini, Dean of the PhD programme in Design, FARB research team

Hybridization and Reuse of Existing Buildings
Anna Anzani, Department of Design, Politecnico di Milano, FARB research team

con Emilio Lonardo, Interior Designer, Research Assistant
Claudia Caramel, Architect, PhD candidate, Politecnico di Milano

The City/Office Hybridisation and the Inclusive Workspace
Imma Forino, Department Dastu, Politecnico di Milano

Living, Working, Travelling. The Experience of Accessibility in Hybrid spaces. Approaches and Tools
Maria Rosanna Fossati, Interior Designer, Research Assistant, Università degli Studi di Firenze

Languages and Trends of Hybrid Interiors: Considerations on Languages, Trends and Contaminations
Cinzia Pagni, Architect, PhD, FARB research team

Gameplay and the Public Shared Space
Maresa Bertolo, Department of Design, Politecnico di Milano, FARB research team
13.30 Guidelines and open issues
Francesco Scullica, Gisella Veronese, Luca Guerrini

13.40 Lunch break
Building B1 - outdoor terrace

Conference attendees may visit the exhibition
“Hospitality and Work on the Move: Interior Design of New Hybrid Spaces”
a collection of projects produced by students of the School of Design Politecnico di Milano, the
Haute école d’art et de design Genève, the Hochschule fuer Gestaltung Schwaebsch Gmuend.
Building B2 - ground floor

ROUND TABLE (held in Italian with real-time translation in English)

15.00 ROUND TABLE
Processes of hybridization in the fields of work and hospitality: a new frontier in interior design
Introduction by Francesco Scullica, Department of Design, Coordinator of FARB research
Paola Cecco, Officelayout (moderator)

Cinzia Anguissola Scacchetti, Studio di Architettura Scacchetti Associati
Giorgio Bianchi, Director, Head of Italy, PKF hotelexperts
Armando Bruno, Chief Executive Officer Studio Marco Piva
Alessandro Colombo, partner Studio Cerri&Associati
Cristiana Cutrona, studio ReValue.it
Elisa Dragonetti, Designer Executive Best Western Italia
Giovanni Giacobone, Senior Associate presso Progetto CMR
Grazia Manerba, CEO Manerba spa
Piergiorgio Mangialardi, presidente Allegroitalia hotel & condo
Raffaella Mangiarotti, Studio deepdesign, ricercatore Dip. di Design Politecnico di Milano
Simone Micheli, architetto - Simone Micheli Architectural Hero
Tatiana Milone, CEO studio TIEMME srl società di ingegneria
Gaia Morselli, Manager presso GREAT PLACE TO WORK
Silvia Piardi, Direttore del Dipartimento di Design del Politecnico di Milano
Marco Predari, architetto, Presidente Assufficio sino al 30 maggio 2017,
Socio e Consigliere Delegato Universal Selecta Spa
Alberto Stella, presidente ESTEL group
Sofia Vedani, CEO PLANETARIA HOTELS
Francesco Zurlo, Preside vicario Scuola del Design del Politecnico di Milano
**17.30 EXHIBITION opening**

"Hospitality and Work on the Move: Interior Design of New Hybrid Spaces"

Building B2 - ground floor

The exhibition is based on the projects produced by students who attended the following Design Studios:


INFORMATION:
The conference is part of the FARB RESEARCH of the Design Department, Politecnico di Milano: LIVING, WORKING, TRAVELLING: INTERIOR DESIGN FOR NEW SCENARIOS BETWEEN HOSPITALITY AND WORK FIELD. Vivere, lavorare e viaggiare: l'interior design per la definizione di nuovi scenari tra lavoro e ospitalità

FARB RESEARCH Team
Francesco Scullica (coordinator), Silvia Piardi, Giuliano Simonelli, Anna Anzani, Luca Guerrini, Maresa Bertolino, Maria Rosanna Fossati, Elena Elgani, Cinzia Pagni, Gisella Veronese.

HOW CONFERENCE Committee
Francesco Scullica: Scientific Director
Elena Elgani Project Manager
with FARB RESEARCH Team, Alexandra Ivanova, Alessandra La Terza

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For registration
Event Brite website HOW Hospitality&Workscape - 24th May 2017

The conference is
supported by Sistema Design – Politecnico di Milano
Dipartimento di Design | Scuola del Design | POLI.design
patronized by Federlegno Arredo - Assufficio

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The conference is part of the Settimana del Lavoro Agile
promoted by Comune di Milano

www.designforhospitality.com