

**Francesco P. Zurlo**  
**Curriculum Vitae**

---

## Francesco Paolo Zurlo, PhD

### Short Profile

- **Associate Professor**, Industrial Design ICAR 13 (Furniture Design, Strategic Design, Service Design), School of Design, Design Department, Politecnico di Milano, since January 1<sup>st</sup> 2005
- **Assistant Professor**, Industrial Design ICAR 13 (Furniture Design, Strategic Design, Service Design), School of Design, Design Department, Politecnico di Milano, (from 01.04.2004 to 31.12.2004)
- Politecnico di Milano, **Design Department Executive Board Member**, responsible for Research Issues, since January 2013
- **DESIS (Design for Social Innovation)** Research Laboratory, Member, International network for creativity in social innovation, ([www.desisnetwork.org](http://www.desisnetwork.org)), with a focus on “Ageing and Ingenuity”, since 2012
- **SID - Scientific Design Association** (Società Italiana del Design), **Advisory Board Member**, since January 2014
- **ADI – Association for the Industrial Design** (Associazione Italiana del Design) **INDEX 2014 curator** (ADI Design Index is the publication that collects, yearly, the best of Italian design put into production); since February 2014
- **MDS (Master in Strategic Design) Director**, I level International Master, Faculty of Design, managed by Consorzio POLI.design with MIP (School of Business Administration of Politecnico di Milano); Master Course taught in English; since 2003;
- **MIEID (International Executive Master in Interior Design and Management) Director**, I level International Master, Faculty of Design, managed by Consorzio POLI.design, with Lantao Culture Development, Beijing; Master held in China and taught in Chinese (with translation) for Chinese students; since 2009.
- **DDGIO\_ Design for Kids & Toys, Director**, Higher Education Course, Consorzio POLI.design, with Assogiocattoli (Association of Italian manufacturers and distributors working in this field), powered by MDS (Master in Strategic Design); international course taught in English; since 2012
- **Wine Design. Riti, oggetti e territori per creare sistema attorno al vino, Director**, Higher Education Course, Consorzio POLI.design, powered by MDS (Master in Strategic Design); since 2012
- **BST. Brand dei Sistemi Territoriali**. Progettare la marca di un territorio e l'incoming turistico. (Brand of territorial systems); **Co-director**, Higher Education Course, Consorzio POLI.design, powered by MDS (Master in Strategic Design), since 2008
- **D4A. Industrial design for Architecture**, I level International Master; **Head teacher of “Design Strategy”** module (20 hours), **Master Course Committee Member**, Consorzio POLI.design, Master taught in English, since 2011
- INDACO Department (Industrial Design, Arte, Comunicazione e Moda), Politecnico di Milano, **Deputy Director** (January 2011 - December 2012)
- **Consorzio POLI.design, General Director** (Politecnico di Milano); March 2004 – February 2009;

## **Education and Training**

- DI.Tec. (Disegno Industriale e Tecnologia dell'Architettura) Department, Politecnico di Milano (Coordinator Professor Tomàs Maldonado 1997, Professor Ezio Manzini since 1998).  
Earns **Ph.D. in Industrial Design**; dissertation title: *Un modello di lettura per il Design Strategico. La relazione tra design e strategia nell'impresa contemporanea*; (Building a framework for the Strategic Design: the Relationship Between Design and Strategy Within Contemporary Business), Advisor Prof. Ezio Manzini; 1999, Grade A
- Università "La Sapienza" di Roma, Faculty of Architecture  
Earns **Laurea Degree in Architecture** with thesis on Industrial Design: *Progetto di un sistema innovativo per l'attrezzatura di spazi di lavoro* (Innovative Workshpaces Solutions); 1993; Grade 110/110 with honors.
- **Liceo Ginnasio Statale** "A. Calamo", Ostuni, BR, Italy;  
Earns Classical Lyceum Diploma, 1984

## **Research Activities**

### Co-financed Researchs

- **CNR (National Research Council) - 1996**  
“Modernità e progetto dell’arredo nell’area romana: 1919 – 1945”; funded by CNR (Consiglio Nazionale delle Ricerche), (Announcement of Competition n.201.18.6, linked to the Comitato Nazionale per la Scienza e la Tecnologia dei Beni Culturali). Title: “I fondamenti del disegno industriale nel movimento moderno.”, at I.T.A.C.A. Department (Innovazione Tecnologica nell’Architettura e Cultura dell’Ambiente) Faculty of Architecture, Università “La Sapienza” di Roma. 1996;
- **MIUR (Research co-financed by the Ministry of University) 1998-2000**  
Research sponsored by the Minister of University and Scientific, Technological Research, 1998-2000, “Il ruolo del design industriale per l’innovazione di prodotto. Development of the Italian project resources among local resources and global markets”. In this research Professor Zurlo has developed the scientific aspects, the analysis methodology, the case studies related to the lighting field, the research on *Design e Sistemi Produttivi Locali, (SPL)*. He has coordinated the activity of the national research community (17 research units in 12 universities), and has organised and taken part in seminars and meetings;
- **INDACO: Assegni di ricerca (Contract Research)**  
From April 2000 he is assignee of a grant (in conformity with art. 51, comma 6, law 27.12.1997, n. 449) about “**Il design industriale per i distretti industriali**”, at DI.Tec department, Politecnico di Milano. The grant was renewed in 2001, 2002, 2003 (until 31 March 2004).
- **CNR – 2001**  
Planning and formulation of the CNR research proposal “**Design for trust. - Progettare per la fiducia. Linee guida per il community building nei sistemi produttivi locali.**” Together with the Faculty of Scienze della Comunicazione, Università di Siena (S. Bagnara, P. Marti) and *Club dei Distretti*. Financed research. Scientific Responsible for the coordination. 2001;
- **MIUR 2001**  
Planning and formulation of the MIUR co-financing research proposal, concerning “**Me.Design: strategie, strumenti e operatività del disegno industriale per valorizzare e potenziare le risorse dell’area mediterranea tra locale e globale**”. Financed research. Scientific Responsible for the coordination. 2001;  
Coordination and scientific direction of the project “Riflettere Mantova”, included in the research programme Me.Design, for the production of a handbook containing the visual guidelines of Mantova identity, with the support of the City Council Administration; April-December 2003
- **European Research: E.Va.N (European Value Network) 2003-05**  
INDACO Department Researcher for the European Research (V Innovation Programme) on design driven innovation in the field of “furniture” sector; partners: University of Limerick (Ireland); Dalt (Design à long term), Bruxelles, UEA (European Furniture Association); CLAC (centro legno arredo Cantù); Webmobili, Italy; 3P3Più; Rational, Germany; Arthur Bonnet, France; coordinator: prof. Roberto Verganti, MIP,

Politecnico di Milano.

- **PRIN (Progetti di ricerca di Interesse Nazionale\_ MIUR) 2004**  
Researcher for the funded research project: *Sistema Moda: mappatura delle risorse eccellenti in area lombarda*; Coordinator Arturo Dell'Acqua Bellavitis; 2004 – 2006,
- **PRIN 2005**  
Researcher for the funded research project: *China connection. Il design come motore della costruzione di nuovi scenari di sviluppo per le imprese italiane a est*, 2006-2008, Coordinator: Luisa Collina;
- **Lombardy Region 2007**  
**Research Project “New Generation by Designing”** under the programme "Saturno 2007" – co-financed by Lombardy Region, Ministero del Lavoro e della Previdenza Sociale, Fondo Sociale Europeo; with Camere di Commercio della Lombardia e Unioncamere; POLI.design, Consorzio del Politecnico di Milano; 2007-2008; Researcher
- **Lombardy Region 2007**  
**Research Project “Business Idea Design. Innovare con la cultura del progetto in ambiti a forte emergenza sociale”** under the programme "Saturno 2007"; co-financed by Lombardy Region, Ministero del Lavoro e della Previdenza Sociale, Fondo Sociale Europeo; with Camere di Commercio della Lombardia e Unioncamere; POLI.design, Consorzio del Politecnico di Milano; 2007-2008; Researcher
- **Comunità Montana di Scalve, BG, Italy, 2009**  
Funded Research, Research Project "Programma integrato di attività, studi e iniziative tese alla valorizzazione dell'Ecomuseo delle Orobie"; INDACO Department, with Ecomuseo delle Orobie, 09.2009 - 05.2011, Scientific Coordinator;
- **PRIN 2009**  
"La diffusione di tecnologie led nei settori dell'arredo e dell'illuminotecnica come leva di vantaggio competitivo design driven", (The diffusion of LED technology in furniture and lighting sectors as design-driven competitive advantage); Research Unit Scientific Coordinator, Design Department, Politecnico di Milano; 2011-2013
- **Lombardy Region, “Green Move” project - 2011**  
"Green Move" Project – fundings: Fondo per la Promozione di Accordi Istituzionali - Bando Accordi Istituzionali per la Realizzazione di Programmi di R&S nei settori Energia, Ambiente, Agroalimentare, Salute e Manifatturiero Avanzato - coordinator prof. Alberto Colorni; 1.3.2011 - 28.02.2013, Researcher.
- **European Research: CCALPS (Creative Companies in Alpine Spaces) – 2011**  
Funded under the programme Alpine Spaces (2011); INDACO Department - Politecnico di Milano and Lombardy Region (coordinator); Partners: Lyon Chamber of Commerce and Industry, French Riviera Chamber of Commerce & Industry, Innovation and Technology Transfer Salzburg Ltd, Regional Development Agency of the Ljubljana Urban Region, MFG Public Innovation Agency for ICT and Media, University of Haute Alsace - Intelligence Process Modeling System, Piedmont Region, Supsi; Scientific Coordinator for the Design Department, Politecnico di Milano;
- **Fondazione Cariplo - 2013**

Funded Research “La Strada Verde”, INDACO Department, Politecnico di Milano; partners: Comune di Colere, Comune di Valbondione, CAI di Bergamo, Parco delle Orobie (coordinator); 03.2011 - 12.2013; Scientific Coordinator

- **FARB, (Fondi di Ateneo per la Ricerca di Base), Politecnico di Milano, 2014**  
Funded Project: *Design per la creazione di nuova impresa. Riformulare gli strumenti di design per accelerare lo sviluppo di startup e creare nuove imprese* (Design for new venture development. Reframing design tools to boost startups and create new business venture), Researcher; 2014-2015

#### Funded research activities abroad

- **MCTES – Portugal, 2009**  
Member of the International Panel “*Reforming Arts and Culture Higher Education in Portugal*” 01/2009 07/2009, supporting the reform of Arts Higher Education in Portugal, Ministerio da Ciência, Tecnologia e Ensino Superior\_ MCTES, Portugal,

#### Advisor or Examiner on PhD Theses

- Tutor: Omar Acevedo Perez, *Il Prodotto di Denominazione di Nazione come strategia di posizionamento de un Paese e il ruolo del Design (Nation-Product as a Country Brand Positioning Strategy: Descriptive model for developing a nation-product)*; Dottorato di ricerca in Design, XX ciclo, Politecnico di Milano, 2007;
- Advisor: Sergio Donoso, *Etnografia virtuale per il design: criteri per lo sviluppo di un osservatorio multiculturale in rete, come strumento per la ricerca metaprogettuale*. Dottorato di ricerca in Design, XX ciclo, Politecnico di Milano, 2007;
- Advisor: Maria Rosaria Scelsi, *Active Ageing Based Solutions. Un contributo al design dei servizi per la terza età*. Dottorato di ricerca in Design, XX ciclo, Politecnico di Milano, 2010
- Advisor: Lara De Sousa Penin, *Design strategico per l'innovazione sociale sostenibile nei contesti emergenti : Framework e strategie operative (Strategic design for sustainable social innovation in emerging contexts : Framework and operative strategies)*, XVIII ciclo, Politecnico di Milano, 2005
- Opponent: Giulia Simeone, *Cibo per la città - L'agricoltura periurbana sostenibile come motore di sviluppo del territorio attraverso un approccio di Design dei Servizi*. Dottorato di Ricerca in Design, XXII ciclo, Politecnico di Milano, 2012
- Advisor: Daniela Seminara, *Un approccio empatico per trasferire conoscenza di design. Il ruolo dei centri di ricerca universitari per il trasferimento di design knowledge verso le micro e piccole imprese. (The Empathic Processes To Transfer Design Knowledge. The University design centre's role in approaching micro-small and craft enterprises to share values and to develop responsible innovations)* XXI ciclo, Dottorato di ricerca in Design, Politecnico di Milano, 2008
- Advisor: Marco Sammiceli, *Design per il sacro: oggetto e soggetto nella valorizzazione di un bene culturale di interesse religioso. Il caso di Milano nella modernità*, XXI ciclo, Dottorato di Design e Tecnologie per la valorizzazione dei Beni Culturali, Politecnico di Milano, 2009;
- Advisor: Viviane Nunes, *Innovation through Community Building: a strategy to improve wood furniture production in a Brazilian local context*, XXV ciclo, Dottorato di Design, Politecnico di Milano, 2014.
- Advisor: Xue Pei, *New Scenario of Collaborative Social Enterprises: exploring the enable abilities of design-driven strategy in startup process through building*

- *stakeholders' network*, 29th edition; ongoing research activity;
- Advisor: Han Han, *Furniture Meets Fashion—Cross-industrial brand collaboration between design-intensive firms: an exploration on an alternative branding strategy in emerging consumer markets*; ongoing research activity; 29th edition; ongoing research activity;

QUT (Queensland University of Technology) - Australia

- Master of Applied Sciences, QUT – Queensland University of Technology, Brisbane, Queensland, Australia, 2013: valutazione del lavoro di Erica Christine Pozzey: *Unpacking the opportunities for change within a family owned manufacturing SME: A design led innovation case study*.
- Master of Applied Sciences, QUT – Queensland University of Technology, Brisbane, Queensland, Australia, 2011: valutazione del lavoro di Carl David Behrendorff, *Social Implications of Radical Technology Adoption within the Livestock Industry*, 2011

Member of Faculty and Examiner for PhD

- Member of the Scientific Board of professors at PhD in Industrial Design and Multimedia Communications, INDACO department, Politecnico di Milano (2005-2009);
- Member of the Scientific Board of Professors at PhD in Design e Tecnologie per la valorizzazione dei Beni Culturali, INDACO and BEST departments, Politecnico di Milano (2008-2011).
- Università di Milano Bicocca; Ph.D. QUA\_SI Qualità della vita nella Società dell'Informazione; coordinator: Guido Martinotti; Serves as a full member of assessment board granting the degree of PhD, edition XXI; June 2009
- Politecnico di Milano, Dottorato in Design, Serves as a full member of assessment board granting the degree of PhD in Design Research, edition XXI; 2009.
- Portugal  
Advisory Board Member for the Artistic Studies PhD. Faculdade de Ciências Sociais Universidade, Universidade Nova de Lisboa, Fall 2014
- Finland  
AALTO University; Department of Design, Doctoral Programme Committee of the Aalto University School of Arts, Design, Opponent for the examination of a dissertation, Fall 2014

Applied Research (privately financed research)  
(selection of most significant activities)

- **Rome City Council – ITACA Department - Università di Roma “La Sapienza” - 1996**  
Resarcher for issues related to “Street Furniture” for “Manuale dell’arredo urbano per la città di Roma” for which ITACA Department was entrusted by the City Council, Università di Roma “La Sapienza” (coordinatore Corrado Terzi); 1996;
- **COICO (centro servizi per il distretto industriale calzaturiero fermano – maceratese)**  
Participation in the formulation of the practical guide for product innovation,

commissioned to SDI Pescara (resp.le prof. A.Valicelli, prof. A.Marano, Università di Chieti), by COICO (centro servizi per il distretto industriale calzaturiero fermano – maceratese) with the essay “Designing product-system strategies”. October 2002-July 2003.

- **Lombardy Region, “INGENIO” project**  
Advisor for the Applied Research held by Daniela Seminara: “Pass. Lab Innovazione”, studio di una collezione innovativa di maniglie per Pasini Srl”; July 2007 – October 2007;
- **B&B Italia**  
Funded research, Indaco Department, “Strumenti e metodi per l’ottimizzazione del processo di creazione dei dati tecnici necessari al rivestimento di mobili imbottiti;
- **B&B Italia and Lombardy Region** (cofinanziamento Dote Ricerca)  
INDACO Research “Sustainable Mass Customization & Design”; scientific coordinator; 2011;
- **Accor Services**  
Funded research; INDACO department; “Finding new added-value services for Accor”; scientific coordinato, 2008-09
- **Trend mosaici, Vicenza**  
Funded Research; Consorzio POLI.design; “Evoluzione dei punti vendita (pavimentazione e rivestimenti) in una prospettiva ambientale”; Scientific Coordinator, 2008.
- **Nardi Elettrodomestici**  
Funded Research; Consorzio POLI.design; “Sviluppo di un nuovo prodotto per il mercato rustico e old style”; Scientific Coordinator, January 2008 - June 2008
- **Meroni Serrature**  
Funded Research; Consorzio POLI.design: “Sviluppo di una nuova famiglia di pomoli innovativi per il mercato degli spazi pubblici e privati”; Scientific Coordinator, April 2007 – March 2009
- **Giovanardi Spa**  
Funded Research; Consorzio POLI.design; Branding and new Development; Scientific Coordinator; Design Management; 2007 – 2011;
- **Visual Wall**  
Funded Research; Consorzio POLI.design, with Baraldo Industrie and Balance System; “Progetto di sviluppo comunicativo e strategico per un innovativo sistema di allestimento di spazi fieristici e commerciali”; Design Management; September 2009 - December 2010
- **Eleri – Eco Inn. New Brand**  
Funded Research; Consorzio POLI.design; Conto Sistema Fondimpresa; New strategies of PSS, using MaterBi (biodegradable Plastic); Design Management; May 2008 - April 2009;
- **Grechi Illuminazione**  
Funded Research; Consorzio POLI.design; New Development of a LED Street Lighting System; Scientific Coordinator, Design Management; May 2008 - April 2009



- **Grechi Illuminazione**  
Funded Research; Consorzio POLI.design; New Development of a Street (Smart) Furniture; Scientific Coordinator, Design Management; May 2010 - November 2011
- **Colombo Design**  
Conto Formazione, Fondimpresa; funded research, Consorzio POLI.design: new scenarios of promotion and distribution for Colombo handles; Scientific Coordinator, Design Management April 2012 – December 2012
- **Berkel SpA**  
Conto Formazione, Fondimpresa; funded research, Consorzio POLI.design: “New PSS for new markets and emerging needs”; Scientific Coordinator, Design Management May 2012 – to date
- **Assogiocattoli**  
Funded Research; Consorzio POLI.design: “Generazione Expo e nuovi linguaggi. Il sistema prodotto gioco per in nuovo Made and Thought in Italy.” Scientific Coordinator, April 2011 – November 2011
- **Lombardy Region**  
Funded Research; Consorzio POLI.design; “Designing the Identity of the Ecomuseo Network in Lombardy”; September 2008 – February 2009; Scientific Coordinator
- **VIVAWOOD**  
Funded Research; Consorzio POLI.design (Design for Kids and Toys course); with ADI (Associazione Disegno Industriale); and the Carpentry Workshop of the Prison of Bollate; A new collection of wood-made products for kids; Preliminary research; Design Management 2013
- **Cartier, Paris**  
Funded Research; Consorzio POLI.design; “Images de Préciosité”, Blue-sky research for the “Cabinet d’Innovation” Cartier, Paris, Scientific Coordinator, 2013
- **Monitillo Marmi**  
New Product Development: a collection of marble and stone-made products; Preliminary research and Design Direction; 2014 – to date;
- **Accord Lighting Systems**  
**Senai Funded Research**, under the EDITAL 2012 Programme, with UFPR (Universidade Federal de Paraná); supporting strategic positioning and research on new LED lighting Systems for Low Income Brazilian Customes; 2014 – to date

## **Teaching Activities**

### Contract teaching activities

- Teaching Assistant in “Morfologia dei Componenti” course, prof. Corrado Terzi. School of Architecture, Università di Roma “La Sapienza”. 1994-97
- Lecturer in “Industrial Design” (with Isao Hosoe); Faculty of Scienze della Comunicazione, Università di Siena. A.A. 2000 – 2001; 2001- 2002;
- Lecturer in “Industrial Design” at Polo di Como, Politecnico di Milano, Corso di Laurea in Design di Prodotto Arredo, A.A. 2001-2002; 2002-2003; 2003-2004; 2004- 2005);

### Teaching activities (Assistant Professor and Associate Professor, since 2004):

- C.I. Laboratorio di Sintesi Finale, School of Design, Polo regionale di Como, Corso di studi in Design dell'Arredo (Furniture Design), Bachelor Degree, III year, 10 CFU (A.A. 2006-2007; 2007-2008; 2008-2009; 2009-2010);
- Strategic Design, School of Design, Master Degree I, 5 CFU (A.A. 2006-2007; 2007-2008; 2008-2009);
- Preparazione elaborato di tesi (P.E.L.); School of Design, Polo regionale di Como, Corso di studi in Design dell'Arredo (Furniture Design), Bachelor Degree, III year, 10 CFU (A.A. 2006-2007; 2007-2008; 2008-2009);
- Seminari Professionalizzanti; Facoltà del Design, Polo regionale di Como, Corso di studi in Design dell'Arredo (Furniture Design), Bachelor Degree, III year, 5 CFU (A.A. 2006-2007; 2007-2008; 2008-2009);
- C.I. Laboratorio di Sintesi Finale, Scuola del Design, Corso di Studi in Design del Prodotto per l'Innovazione. Master Degree II year, 6 CFU, (A.A. 2010-2011; 2012-2013)
- C.I. Laboratorio di Sviluppo Prodotto, Scuola del Design, Corso di Studio in Design del Prodotto per l'Innovazione, Master Degree I year, 6 CFU, (A.A. 2011-2012; 2012-2013)
- Visualization & Prototyping, School of Design, Product Service System Design course (PSSD), Master Degree I year, 6 CFU, A.A. 2013-2014;
- Laboratorio di Teorie e Pratiche del progetto, School of Design, Polo regionale di Como, Corso di studi in Design dell'Arredo (Furniture Design), Bachelor Degree, I year, 6 CFU, A.A. 2013-14

### Master Degree Thesis supervised (2014)

Design di prodotto per l'innovazione course (Product Design for Innovation)

#### *Product innovation*

- Luca Sette: Syncro, Discoteca Sorda. Feel the sound.
- Noemi Taormina: Jamù: consolle per musicisti.
- Alessandro Di Fonzo: U-Cook, dispositivo elettrodomestico a funzionamento combinato induzione/micro-onde.

- Cataldo Lo Monaco: Flux. Un sistema parassita per un'innovazione di significato nel settore dell'aeraulica;

#### *Experimental research*

- Nima Fardi: Tabù, Autoproduzione, Quotidianità. Un set di candelabri per esplorare il rapporto tra oggetto e cultura del proibito.
- Francesco Pace: Oltre la plastica. Nuovi valori e significati sostenibili di una materia di successo.

#### *Food design*

- Silvia Desideri. Progettare l'intorno attorno al cibo. Colori e forme del mangiare slow.
- Lara Caffi: IN/Taglio\_Sistema FTF. Design strategico applicato agli strumenti tra la cucina e la tavola.
- Nicola Bonriposi: Asimmetrico: Estetica in tavola per un miglioramento qualitativo;
- Andrea Lombardini: Bonham. Il ritmo a tavola.
- Li Qixing: Partea\_ Tea Experience Innovation for Young Generation in China.

#### *Service Design*

- Adriana Amato: Pandora: scoprire i luoghi. Una proposta di servizio per mappare le emozioni di territori noti e sconosciuti.
- Maria Dukhvalova Encha: Le stanze del buonumore. Un nuovo modello di servizio per sostenere le mamme nella loro quotidianità.
- Massimo Ferrero: Occhiali on demand. La manifattura digitale per ripensare il "sistema" occhiali.
- Giovanni Castelli: Co-Site. Strutture temporanee e servizi per comunità urbane collaborative.

#### *Design for Toy and Kids*

- Paola Intini: Tap-tap-Zoo, Collezione di giocattoli musicali in legno, per bambini da zero a tre anni;
- Raffaella Ratti: Discovery Park. Esperienze empatiche per bambini ipovedenti.

#### *Strategic Design and Branding*

- Georgi Trayanov Novoselets Varis: Strategie di design per un nuovo marchio d'arredo.
- Elena Villa: B-Casa: Capsule Collection per Brandina the Original;

#### Teaching in post graduate courses

(Strategic Design, Service Design, Design Management, Furniture Design)

Lectures and Workshop organization in Master and Courses of POLI.design (**MDS – Master in Strategic Design; MIEID, Executive Master in Interior Design and Management; DDGIO, Design for Kids and Toys; Wine Design, BST, Brand dei Sistemi Territorial; D4A\_ Design for Architecture, Brand Design**);

#### Teaching in other post-graduate courses (selection):

- Master in Five Stars Hotel Management, Luiss Business School, "Design and Luxury Hotel", Fortevillage, Sardinia, March 15<sup>th</sup> 2011
- MIM, Mobile Imbottito Matera, course held by POLI.design with Sviluppo Basilicata, Arthur D.Little; "Dal prodotto alle strategie di vendita. Nuovi scenari per l'innovazione", Matera, January 20-22, 2011
- Training Course for Executive Managers; funded FONDIRIGENTI, Consorzio

POLI.design: “Theories and methods for new product development”, 2009-2010

- Comau, FIAT Group, lecture: “Hard & Soft design innovation”, Turin, January 17th, 2010
- Fondirigenti, Fondimpresa programme: training courses about strategies for new product development, POLI.design consortium, 2009-2010
- Seminari API \_ Associazione Piccola Impresa\_ Milano, Facoltà del Design: Design Strategico per l’innovazione nelle PMI (Strategic Design for Innovation in SMEs); 2007, 2008
- DIMI, Design Innovation Made in Italy, the course, held in english, for indian students, managed by POLI.design and ICE (Istituto per il commercio con l’estero, Italia); WS: Design driven innovation in furniture sector, sept. oct. 2008
- ISVOR Fiat (Fiat Corporate University), organizer (with Iveta Merlinova) of “Fiat Marketing Lab”; learning themes: “Customer discover and insight”, “Sustainability Marketing”, “Product Innovation”, 2007-2008-2009
- Master in Ergonomia della comunicazione e del prodotto (Ergonomy for Products and Communication), (ESF European Social Found), I level, Politecnico di Milano; 2004;
- Scientific and organisational manager of the Workshop “CaLABria Design”, in the programme Me.design, in collaboration with the Calabria Artisan Corporation Atena, Gioiosa Jonica. 30.09.03 – 02.10.03.
- WD 3° Workshop Design, summer seminar in design applied to Beni Culturali, Laboratory Siti Storici dell’Alto Tammaro, Morcone (Benevento), manager. Organisation: Agenzia SDI Napoli I, prof. Ermanno Guida. 1-6 settembre 2003;
- Scientific coordination and organisation of the Workshop “Design for Trust”, Museo dello Scarpone e della Calzatura sportiva, Montebelluna, 2003;
- Worskop per il Master in “Movie Design”, ESF Project (European Social Found) Ob.3 Lombardy Region, Politecnico di Milano. 2003;
- Member of the scientific committee e coordination for the Planning Workshop organised by Centro Ricerche Fantoni (Fantoni group) and Poli.Design; Udine. 2000-2002;
- Comunicare l’impresa, (Project n° 26524 “Lo sviluppo delle competenze politecniche nella Piccola e Media Impresa” Obiettivo 4, Asse 2, Subasse 2, Lombardy Region, ESF (European Social Fund), for Poliedra – Polidesign, Politecnico di Milano; course management; April-May 2000

#### Teaching in post-graduate and graduate courses abroad

- Southeast University, Nanjing, China, Master Degree in Product Design; workshop on “Design Changes”; October 2012;
- Università San Francisco de Quito, Quito, Ecuador, Workshop “That’s our way for

strategic design”, March 1<sup>st</sup> and 2<sup>nd</sup> 2012;

- Università di Queretaro, School of Architecture, Queretaro, Messico; lecturer on “Design for Local Development”, July 25<sup>th</sup>-29<sup>th</sup> 2011;
- Università di Valparaiso, School of Architecture, Valparaiso, Chile, Scientific Direction (2006 - 2010) and Teaching at Master Diseño Estratégico (MDE), 2006, 2007, 2009, 2010, 2011, 2012;
- Unisinos, Universidade do Valle do Sinos, Curso Especialização in Design Estratégico, Rio Grande do Sul, Brasile, 2006, 2007, 2008; coordination and teaching;
- CETIQ\_T Rio de Janeiro; under the programme *Senai Design Futures* project, direction and teaching for the course “Strategic Design”, for the professors of CetiQ/T; 40 hours course; 2010;
- SENAI – Serviço Nacional de Aprendizagem Industrial – Brasil; Senai Design Futures project: as coordinator for Paraná and Santa Catarina states, professor Zurlo proposed, managed and applied a new methodology for design driven innovation adopted by the whole Senai organization; (with Consorzio POLI.design), 2008-2010; 2014
- Hangzhou Dianzi University, School of Design, Product Design Course, lecturer on “Product Innovation”, July, Hangzhou, China, 2009
- Lantao Culture Development, “Herbal treatment: design driven innovation for competitive companies”; for Chinese Furniture Companies, Head Teacher; 2006
- Scientific coordinator of the course Especialização in Design Estratégico, Unisinos University, Rio Grande do Sul, Brasil, since 2006
- Master MAUD 03, (Maestria Universitaria de Diseño), Diseño para la sociedad: Diseño y turismo; Univesidad Pablo de Olavide, Sevilla, Spain. 2003

Lectures in other Schools (Italy ad abroad):

Lessons relate to the following issues: Furniture Design; Strategic Design, Design for Local Development; New Product Development; Meta-project; Design Driven Innovation; Marketing and Design; Design Thinking; Design Management; locations:

- Università “La Sapienza”, School of Architecture, Roma;
- Università degli Studi “Federico II”; School of Architecture, Napoli
- Domus Academy, Milano;
- IULM, Scuola Superiore di Comunicazione e Marketing, Milan;
- Scuola Politecnica del Design (SPD), Milan;
- Stoà, Istituto di Studi per la Direzione e Gestione di Impresa, Ercolano (NA);
- Politecnico di Valencia, Alcoi Design School, Spain;
- Eurochile, Innovation Relay Center, Santiago do Chile;
- Universidad Federal do Paraná, Curitiba, Brasil
- The Tokyo University, Tokyo
- China Academy of Art, Hangzhou, China
- Nanjing University of Science and Technology, China;
- Southeast University, Nanjing, China

- L'EBABX - École d'Enseignement Supérieur d'Art de Bordeaux
- Université Paris Ouest Nanterre La Défense

## **Congress and Seminars (a selection)**

- "Design of the Options", lecture, "3D - Design pour le Développement Durable des Productions Artisanales Locales", Programme du Formation Formateurs du projet TEMPUS, Workshop, School of Architecture, Firenze, July 1<sup>st</sup> 2014
- "Cross Creativity. Creatività e Cultura al centro dell'Innovazione", CCALPS EU Funded Project, Conference Chair, Palazzo Lombardia, Milano, June 19<sup>th</sup> 2014;
- "Design Multidimensionale. CODE: quando il design diventa strategico." Conference chair, Design Library, Milano, May 20<sup>th</sup> 2014
- "Creative Camp: Strategic Design Supporting Creative Start Up", workshop for CCALPS EU Funded Project, Stuttgart, May 19-20 2014;
- "A Toy World", speech, Design Library, Milano, February, 27<sup>th</sup> 2014
- "Generational Ambidexterities", workshop during the Exhibition: "Longevity", organized by Design Department, Politecnico di Milano, Milano, April 11<sup>th</sup> 2014
- "Design Training: the Italian Way", Keynote speech at "4th International Innovation Design & Education Forum" conference, Nanjing University of Science and Technology, Nanjing, September 20<sup>th</sup> 2013
- "Wine Design: the experience of the Master in Strategic Design", lecture at Workshop "Vini – Vindi – Vinci. Design et Vin en Aquitaine", École des Beaux Arts de Bordeaux, Erasmus Exchange Programme, September 2-13 2013
- "From interior design to experience design", lecture, in "HO.RE.CA." Conference organized by Sooo Felix, Minsk, Belarus, June 6<sup>th</sup> 2013
- "Design Stories", speech at "Social Enterprise. Il nuovo paradigma per la comunicazione e condivisione della conoscenza in azienda." Università Cattolica del Sacro Cuore, Milano, March, 7<sup>th</sup> 2013
- "Cultura Creatività Lavoro. Verso Europa 2020: idee, progetti e programmi", EU project: CCALPS; Regione Lombardia; Palazzo Lombardia, Milano, June 20<sup>th</sup> 2013;
- "Internationalization and Design", speech at "Design Summit", an event managed by RCS-Corriere della Sera, Borsa di Milano, Milano, April 8<sup>th</sup> 2013
- "Branding for China", lecture, in "Innovazione per la competitività delle Imprese", organized by Polo Cento, Università degli Studi di Firenze, Calenzano, December 10<sup>th</sup> 2012
- "Branding for China", lecture, in "Design Talk", in Beijing Design Fair, managed by Abitare, RCS Beijing, Beijing Design Week; September 30<sup>th</sup> 2012, Beijing, China;
- "Le Strategie del Design"; book presentation during the event "Pordenonelegge", Parco Galleria d'Arte Moderna, September 22<sup>th</sup> 2012;
- "Branding for China", presentation of the research findings; conference organized by RCS and Beijing Design Week, Fondazione Italia Cina; Milano; June 18<sup>th</sup> 2012;
- "Design and Internationalization", speech, in "Design Days" conference, organized by the "Creative Industries Regional Council" of European Union, Bruxelles; June 7<sup>th</sup> 2012;
- "Strategic Design for the Shoe Industry", lecture, École des Beaux Arts de Bordeaux, Erasmus Exchange Programme, July 2012;
- "Branding Nordest. Alla ricerca di una nuova identità per la Venice Region" in "Festival Città Impresa", Conference, Fondazione CUOA, Altavilla Vicentina, May 4<sup>th</sup> 2012;
- "La didattica progettuale nel design", lecture during the Politecnico di Milano Conference on Education, Politecnico di Milano, Milano, May 17<sup>th</sup> 2011;
- "Sense-making products and services for senior citizens" in: "Ageing Society: from scientific-technological knowledge to new market opportunities", an international

- workshop organized by ALIAS (a Cariplo project: ALta formazione e Internazionalizzazione nell'Ageing Society) and The Tokyo University, Tokyo, September 8<sup>th</sup> 2011;
- “Spazi e strumenti della cucina domestica e collettiva tra XX e XXI secolo”, in “Baccanale 2011. Sapori d'Italia.”, chair Aldo Capatti; Biblioteca Comunale, Imola, November 11<sup>th</sup> 2011;
  - “Sustainable Fashion, Design and Innovation for a Better Quality of Life” in “Engaging the Cultural Sector in Creating an Ecological Age”, Conference, Palazzo Marino, Milano, October 19<sup>th</sup> 2011;
  - “I territori del design. Le nuove geografie del progetto”, in “SocietAbile. Il progetto come processo sociale”, chairs: S.Maffei, L.Parolini, P. Volontè; Scuola del Design, Politecnico di Milano, Milano, April 19<sup>th</sup> 2011;
  - “Didattica e ricerca di design al Politecnico di Milano”, in *Festival del Design in Brianza. Le mille storie del design*, conference managed by Informazione e Formazione, CLAC SRL, Monza, October 30<sup>th</sup> 2010;
  - Conference Chair for the DPPI 2011 conference “How Can Design Research serve Industries”, Milan, 22-25 June 2011
  - “*Concept Design. The products as stories*”, Guangzhou Design Week, Guangzhou Fair, Guangzhou, China, December 8-11;
  - Senai/Cetiqt, *Design Estratégico na Construção de Cenários*, Exhibition “Design 2010”, Rio de Janeiro, November 17<sup>th</sup>
  - “Colloque sur le Brand Design”, Université Paris Ouest Nanterre la Défense, “Le design stratégique et la création de la valeur: Cas Panasonic”, March 24<sup>th</sup>, 2010, Paris;
  - Des | Ciclo di Seminari sul Design dei Servizi “Creatività e sviluppo locale. Potenzialità dei servizi come piattaforme abilitanti.” chairs: Ezio Manzini, Francesco Zurlo, Beatrice Villari; School of Design, Politecnico di Milano, June, 16<sup>th</sup> 2009;
  - BFC \_ Business for Contract; Reed Business Information; “Design strategico come elemento guida dei progetti contract;” Unione delle Camere di Commercio di Milano; Milano, October 16<sup>th</sup> 2008;
  - FUTSU, Furniture Trends Update, *Design strategic per il comparto Arredo* Pordenone Fiere, October 22<sup>th</sup> 2008
  - Workshop “Epifanie Tecnologiche” in World Business Forum 2008, , Milano Convention Centre, Fiera Milano City organized by MIP and HSM Italia; October 29<sup>th</sup> 2008
  - Workshop “Italy and Turkey: Design and Industrial Partnership” Organized by Promos, Azienda speciale della Camera di Commercio di Milano per le attività Internazionali, and IMOB\_ Istanbul Furniture Fair; IMOB-CNR exhibition center: “Lombardy Design Sectors and Future Prospects in the Design Sector” 01.02.2008
  - Workshop “Design di innovazione tecnologica o strategia di comunicazione?”, Abitare il Tempo Fair, Verona, 22.09.2007
  - “Design Strategico e Impresa Italiana”, in: “Management, Innovazione e Design: una nuova cultura per le imprese italiane”; conference organized by Domus Academy e POLI.design, in conjunction with PDMA; Assolombarda, Milano; October 19<sup>th</sup> 2006;
  - “Emozione ed esperienza ottimale”, in Workshop ENGAGE, Coordination Action co-financed by the European Community under the IST Priority of the VI Framework Programme, “Progettare per le emozioni. Metodologie ed esperienze a confronto”.; MIP-Politecnico di Milano, February 26<sup>th</sup> 2007;
  - Seminar “Design in(g) Valparaiso”, Escuela de Diseño, Universidad de Valparaiso, 23<sup>th</sup> April 2005;
  - Primer Seminario – Taller “El Diseño Estratégico para la internaciolization de la Empresa, Eurochile, Fundacion Empresarial Comunidad Europea-Chile, Santiago, 22<sup>nd</sup> April 2005
  - Workshop Capyme AI-Invest, “Diseño factor de desarrollo de la Pyme exportadora”, Eurochile, Fundacion Empresarial Comunidad Europea-Chile, Santiago, 18-21 April 2005

- International Workshop “Comunicare tra i distretti industriali campani” – organised by the Faculty of Architecture Luigi Vanvitelli, seconda Università degli Studi di Napoli – seminar December 11<sup>th</sup> 2003, distretto Sant’Agata dei Goti – Casapulla.
- International congress: I Encontro Italo-Brasileiro em Design como Recurso Estrategico, Curitiba, Paraná, Brasil, 23 June 2003; speech on: “Uma Introdução ao Design estratégico”. Congress on “Formação profissional para estratégias em design de móveis”, 2003.
- “Exploiting resources in the Mediterranean area: which can be the role of design in territorial development”, in International congress “Me.Design. Il design per valorizzare le risorse dell’area mediterranea”, Naples, 13 e 14 February 2003, organization and scientific coordination. February 13<sup>th</sup> 2003
- WD 3° Workshop Design, Coordination, summer seminar in design applied to Cultural Heritage, Laboratorio Siti Storici dell’Alto Tammaro, Morcone (Benevento), organized by Agenzia SDI Napoli I, prof. Ermanno Guida. September 1-6 2003;
- Workshop “CaLABria Design”, coordination, under the MIUR funded project: Me.design, in collaboration with Artigiani Calabresi Association, Atena, Gioiosa Jonica. September 30<sup>th</sup> to October 2<sup>nd</sup> 2003.
- “El Diseño industrial desde las Comarcas Valencianas”, Escuela Politecnica Superior de Alcoy, conference on Design, Alcoy, Spain. July 10<sup>th</sup> 2000.
- “Design and competence. Design process as the result of interactive relationships between key actors, within context-specific boundaries. Evidence from Italy”, speech during the congress “Managing Knowledge for innovation”, organised by Domus Academy, IRISO, Philips Design, Xerox, Milano, April 7<sup>th</sup> 2000.
- “Sul giovane design in Italia” in “Design in Europe. The Young New Wave” – Congress organised by Vanni Pasca at “Abitare il Tempo”, Verona Fiere, October 10<sup>th</sup> 1998.



## Management of Didactic Activities

- Politecnico di Milano, **Design Department Executive Board Member**, responsible for Research Issues, 2013 – to date
- **MDS (Master in Strategic Design) Director**, I level International Master, Faculty of Design, managed by Consorzio POLI.design with MIP (School of Business Administration of Politecnico di Milano); Master Course taught in English; since 2003;
- **MIEID (International Executive Master in Interior Design and Management) Director**, I level International Master, Faculty of Design, managed by Consorzio POLI.design, with Lantao Culture Development, Beijing; Master held in China and taught in Chinese (with translation) for Chinese students; since 2009.
- **DDGIO\_ Design for Kids & Toys, Director**, Higher Education Course, Consorzio POLI.design, with Assogiocattoli (Association of Italian manufacturers and distributors working in this field), powered by MDS (Master in Strategic Design); international course taught in english; since 2012
- **Wine Design. Riti, oggetti e territori per creare sistema attorno al vino, Director**, Higher Education Course, Consorzio POLI.design, powered by MDS (Master in Strategic Design); since 2012
- **BST. Brand dei Sistemi Territoriali**. Progettare la marca di un territorio e l'incoming turistico. (Brand of territorial systems); **Co-director**, Higher Education Course, Consorzio POLI.design, powered by MDS (Master in Strategic Design), since 2008
- Steering Committee Member, **SENAI “Rede de Design”** Programme, Consorzio POLI.design; supporting education and training on strategic design and design driven innovation, for SENAI (Serviço Nacional de Aprendizagem Industrial\_ National Service for Industrial Training); June 2014 to date
- **Member of the Scientific Board of SID - Scientific Design Association** (Società Italiana del Design), since January 2014
- **ADI – Association for the Industrial Design (Associazione Italiana del Design) INDEX 2014 curator** (ADI Design Index is the publication that collects, yearly, the best of Italian design put into production)., February 2014 – to date
- **ADI – Association for the Industrial Design (Associazione Italiana del Design), Corporate Research Board Member** (Projects and initiatives using design to promote research and innovation in firms and in the regions, art direction), 2011, 2012
- **DESIS Milano**, member, an International Network on Design for Social Innovation, ([www.desisnetwork.org](http://www.desisnetwork.org)), thematic cluster on “Ageing and Ingenuity”, 2013 – to date
- **Beijing Design Week** Steering Committee Member, Beijing, September 2012 – to date
- INDACO Department (Industrial Design, Arte, Comunicazione e Moda), Politecnico di Milano, **Deputy Director** (January 2011 - December 2012) (with a focus on Research Issues)
- **De.St. (Design Strategy) Research Unit, Director**, INDACO Department, Politecnico

di Milano, 2009 - 2011;

- **Peer Review Panel Coordinator** for FCT (Fundação para a Ciência e a Tecnologia, Ministerio da Ciência, Tecnologia e Ensino Superior\_ MCTES): evaluation of the University Research Projects on “Cultures and Cultural Production (Design, Media Arts, Art Studies)”, Portugal, 2011, 2012
- **Consorzio POLI.design, General Director** (Politecnico di Milano); March 2004 – February 2009;
- Member of the International **Peer Review Panel** (chair: prof. Bruce Brown; Brighton University) to prepare the reform of **Arts Higher Education in Portugal**, Ministerio da Ciência, Tecnologia e Ensino Superior\_ MCTES, Portugal, 2009;
- **Peer Review Panel Coordinator** for **FCT** (Fundação para a Ciência e a Tecnologia, Ministerio da Ciência, Tecnologia e Ensino Superior\_ MCTES): evaluation of the Research Centers in the Art and Culture scientific field (50 research units within 17 centres), **Portugal**, 2008;
- **Laurea Magistrale** (Master Degree Course) **Coordinator**, Corso di Studi in **Design dell'Arredo** (Furniture Design Course), Polo di Como, Politecnico di Milano\_ a.a. 2006-2007, a.a. 2007-2008.

## **Design professional activity (selection)**

Design Consultancy in Product Design and Strategic Design for several firms; some of them are:

- **Lighting Design:** general plan for the environment and Roman Forum lighting project in Rome, as well as Corviale building (in collaboration with Studio Associato Annunziata, Martino, Terzi, Zurlo). The project was commissioned by ACEA (Azienda Comunale Energia e Ambiente), Rome. 1995-96;
- **Urban Furnishing:** collaboration on the development on new street furniture in Rome with Studio Associato Annunziata, Martino, Terzi, Zurlo, and Studio Mario Bellini, Milano, for JCDécaux, France.
- Design management for **Fiat Corporate Design**. Assistant for Gino Finizio e Ermanno Cressoni (design direction). Project partners are Michele De Lucchi, Isao Hosoe for the projects *Trasformabilità e Personalizzazione* and *Telematica e Mobilità*. 1997-98
- Consultant for **Artemide** Spa (lighting devices), supervisor Ezio Manzini, as regards new product development, in the project *Contesti di vita, contesti di luce*, 2000-2001;
- Società del Travertino Romano, Stone Industry, Roma;
- LCF, Cinema Chairs production, Fiano Romano;
- Zerodisegno, Furniture, Alessandria;
- Allegrini, Chemical Products, Bergamo;
- Seccose, Furniture, Treviso;
- Billiani, Furniture, Manzano;

Design Consultancy on Strategic Design, with Consorzio POLI.design and INDACO Department, for such clients as:

- Reggio Children, Children Schools, Reggio Emilia;
- Gruppo Fantoni, Office Furniture and MDF production, Udine;
- Logotel, Retail Design Division, Milano;
- Ferrarini, alimentari, Parma;
- Banca Popolare di Milano, servizi bancari, Milano;
- L'Oreal group, Cosmetics, Torino;
- Orizzonti, Furniture, Misinto (Milano);
- Delta-Cobra Italia, Electronic Products, Varese;
- Gruppo Auchan Italia, Retail, Milano;
- Reed Business Information, Publishing, Milano;
- SIB, Fair Organization, Fiera di Rimini;
- Richemont Group, Creative Academy, Corporate School, Milano;
- Montegrappa, Fountain Pens, Bassano del Grappa;
- RCS (Rizzoli Corriere della Sera), Publishing, Milano.
- Secomity group, Electronic Products, Beijing
- Hing Lee Furniture, Hong Kong
- Gruppo Cabassi, Real Estate Developers, Milano
- Technogym, Gym Equipment, Cesena
- Patchamama, Carpets Vicenza
- Antoitavia, Real Estate Development, Milano
- Domus Concept, Furniture, Beijing
- Cartier, Richemont Group, Cabinet d'Innovation, Paris

Zurlo is also **senior design consultant** for applied research and innovation for **Panasonic**

Curriculum Vitae Francesco. P. Zurlo

**Electric Works** (now ECO-Solutions), Japan;  
in this position professor Zurlo is managing new product development processes. Since 2007

## **Publications**

- Journal Publication  
**F. Zurlo**, M. Simoni, C. Cautela, ***Product design strategies in technological shifts. An explorative study of Italian design-driven companies***, in “Technovation” – ISI/SCOPUS Journal (Accepted: 28 June 2014), doi: 10.1016/j.technovation.2014.06.002, forthcoming
- Book  
**F. Zurlo**, V.Nunes, ***MODU.Lares: a collaborative Design Pilot Project as strategy to foster innovation through using Boundary Objects***, Polimi Springer Briefs Series, Milano, forthcoming
- Paper published in International Convention Proceedings  
**F. Zurlo**, C. Sadini, A. Vignati, ***Creativity and Culture for the Territorial Innovation*** in Proceedings, in “Resilient territories: innovation and creativity for new modes of regional development” Hugo Pinto (ed. by), Cambridge Scholar Publishing, forthcoming
- Paper published in International Convention Proceedings  
**F. Zurlo**, C. Sadini, A. Vignati, ***Conceiving a (New) Definition of Hub for the Development of a Transnational Network for Creative Companies***, in Proceedings: *The idea of creative city/The urban policy debate* (eds. D. Wiktor-Mach and P. Radwański), European Scientific Institute, Kokani, Republic of Macedonia, 2014
- Article  
**F.Zurlo**, ***Passare da uno spazio all'altro senza farsi male***, Post for Bicocca Learning and Development Centre BLOG, on “Spazio e Apprendimento”, available in: <http://btcd.albaproject.it/>, 2014
- Chapter in a Book  
**F.Zurlo**, ***Book Overview***, in C. Cautela, M. Simoni, ***Product design strategies in technological change***, McGraw Hill, Milano, 2014
- Article  
**F. Zurlo**, ***Longevità e limiti del progetto contemporaneo***, in “Longevity”, available in: [http://www.grey-panthers.it/wp-content/uploads/2014/04/longevity\\_singola.pdf](http://www.grey-panthers.it/wp-content/uploads/2014/04/longevity_singola.pdf) , April 2014,
- Article  
**F.Zurlo**, ***In che modo il design degli spazi fisici può facilitare l'apprendimento organizzativo e i processi di formazione?***, Post for Bicocca Learning and Development Centre BLOG, on “Spazio e Apprendimento”, available in [http://btcd.albaproject.it/index.php?option=com\\_content&view=category&id=96&Itemid=542&limitstart=15](http://btcd.albaproject.it/index.php?option=com_content&view=category&id=96&Itemid=542&limitstart=15), January 2014
- Article  
**F.Zurlo**, ***Local Sense-Making. Co-design for Local Communities***, in “Making. Weconomy. Local: Talent, Community, Making”, collaborative Enterprise Magazine, Logotel, Milano, available in [http://www.weconomy.it/libro/makingweconomy\\_06\\_ita.pdf](http://www.weconomy.it/libro/makingweconomy_06_ita.pdf), April 2014
- Journal Publication  
**F.Zurlo**, C.Cautela, ***Design strategies in different narrative frames***, in “Design Issues”, MIT press, Mass., USA, Vol. 30, N°1, Winter 2014, pp.19-35

- Journal Publication  
**F. Zurlo**, C.Cautela, A.Deserti, F.Rizzo, *Design and Innovations: How Many Ways?*, “**Design Issues**”, MIT Press, Mass., USA, Vol. 30, N°1, pp. 3-6, Winter 2014
- Guest Editor  
**F. Zurlo**, C.Cautela, A.Deserti, F.Rizzo, Guest Editors, *Special Issue: Design and Innovation: How Many Ways?*, “**Design Issues**”, MIT Press, Mass., USA, Vol. 30 Issue 1, Winter 2014
- Paper published in International Convention Proceedings  
**F. Zurlo**, V. Nunes, *Design Project in wooden furniture MSEs: limits of collaboration in a Brazilian local context*. In 10th European Academy of Design Conference - Crafting the Future. Gothenburg/Sweden. available in <http://www.trippus.se/eventus/userfiles/39715.pdf> , April 17-18, 2013
- Paper published in International Convention Proceedings  
**F. Zurlo**, V. Nunes, (2013) ‘*Pretotyping*’ *Boundary Objects: An Innovative Path To Promote Design Policies In A Brazilian Context* . in Proceedigns of 3<sup>rd</sup> International “Conference on Integration of Design, Engineering & Management for Innovation”. in A.A. Fernandes, R.M. Natal Jorge, L. Patrício, A. Medeiros (Eds), Porto, Portugal. Pag. 261-267, 4-6th September 2013
- Article  
**F. Zurlo**, *Effetti di Senso*, in *Kasanova. Marketing, Design, Comunicazione*; edizioni Kasanova, Milano, 2013
- Article  
**F. Zurlo**, *La forza di Eutopia è nella condivisione*, in “Nuovo Quotidiano”, November 18<sup>th</sup> 2013
- Article  
**F. Zurlo**, *I LED e il design del futuro*, in “Corriere della Sera”, April 9<sup>th</sup> 2013
- Article  
**F. Zurlo**, *Il Dna custodito negli oggetti che ha unito Balla a Ferragamo*, in “Corriere della Sera”, April 5<sup>th</sup> 2013
- Article  
**F. Zurlo**, ‘*Design Week*’ a MI, *in cerca di comfort ‘for senior citizen*’, in V. Pisano (Ed. by), “Eccellenze Senior”, Milano, available in: [http://www.grey-panthers.it/pubblicazioni/eccellenze\\_senior\\_01\\_singola.pdf](http://www.grey-panthers.it/pubblicazioni/eccellenze_senior_01_singola.pdf) , May 2013
- Book Chapter  
**F. Zurlo**, *Prefazione. Il senso di un museo*. In G. Vitale, *Design di sistema per le istituzioni culturali*, Zanichelli, Milano, 2013
- Paper Published in International Convention Proceedings  
**F. Zurlo**, A.Deserti, *How Design Can Help Industries: Lessons From The Italian Design System*. In: DPPI11 Conference Proceedings. Milano, 22/06/2011 - 25/06/2011, p.1-8, ACM, New York, USA, 2012
- Editor  
**F. Zurlo**, C. Cautela, A. Deserti, F. Rizzo, (Eds. by). “DPPI11. Designing Pleasurable Products and Interfaces.” Proceedings. New York, USA, 2012
- Paper Published in International Convention Proceedings

- F. Zurlo, V. Nunes, *Design as strategy to improve wooden furniture production, through a network perspective***. in "Design Frontiers: Territories, Concepts, Technologies" /Proceedings of the 8th Conference of the International Committee for Design History & Design Studies – ICDHS, Sao Paulo, Brazil, 3<sup>rd</sup> to 6<sup>th</sup> September 2012
- Paper published in International Convention Proceedings  
**F. Zurlo, V. Nunes, *MODU.Lares: a sustainable strategy for furniture sector in Brazil***. In Proceedings CIMODE – 1<sup>st</sup> International Conference in Fashion and Design. Eds. Broega, A.C; Castilho, K; Cunha, J.; Providencia, B.. Guimaraes/Portugal. pag. 2401-2411. 5th to 7th November 2012
  - Paper published in International Convention Proceedings  
**F. Zurlo, V. Nunes, Machado J., Juscelino H.; *MODU.Lares: a Sustainable Design Project to improve wooden furniture production in a Brazilian context***. in "10° P&D Design . Brazilian Conference in Research and Development in Design". Sao Luis do Maranhao/Brazil. Pag. 5509-5516. Available in <http://www.peddesign2012.ufma.br/home/> October 2012
  - Book  
**F. Zurlo, *Le strategie del design. Disegnare il valore oltre il prodotto***, Il Libraccio, Milano, 2012
  - Book  
**F. Zurlo, C. Cautela, K. Ben Youssef, S. Magne, *Instruments de Design Management. Théories et cas pratiques***. De Boeck, Paris, 2012
  - Article  
**F. Zurlo, *Una stra-ordinaria stabilità***. in "Arte e Critica", vol. 69, p. 80, 2012
  - Journal Publication  
**F. Zurlo, C. Cautela, *Ambidexterity and dynamic capabilities in design management: an anatomy***. In "International Journal of Entrepreneurship And Innovation Management", vol.15, p. 310 -335, 2012
  - Book  
**F. Zurlo, *Branding for China. Promuovere i design brand in Cina***. Edizioni RCS, Rizzoli Corriere della Sera, Milano, 2012
  - Journal Publication  
**F. Zurlo, *Autorialità del design e nuovi oggetti di progetto***; in "DIID. Disegno Industriale Industrial Design" vol. 55, p. 18-23, 2012
  - Book Chapter  
**F. Zurlo, C. Cautela, *La formazione design-driven: percorsi creativi tra genio e regulatezza***. In: D.Boldizzoni, R.C.D.Nacamulli. *Oltre l'aula. Strategie della formazione nella società della conoscenza* (Eds. by) p. 125-140, Apogeo, Milano, 2011
  - Journal Publication  
**F. Zurlo, C. Cautela, *Managing the Five Tensions of the Design Process***. Design Management Journal, vol. 22, p. 7-14, 2011
  - Book Chapter  
**F. Zurlo, *Il gioco rende autenticamente umani***; in: L. Fois, A. Vignati. (Eds. by), *Progettare un gioco non è un gioco!*, p. 13-14, Maggioli Editore, Milano, 2011

- Article  
**F. Zurlo, Alberto Savinio. Nude le immagini dei sogni**, in “Arte e Critica”, vol. 67, p. 87, 2011
- Journal Publication  
**F. Zurlo, Le fabbriche dei sogni**; in “DIID. Disegno Industriale Industrial Design”, vol. 49, p. XLII –XLVII, 2011
- Book Chapter  
**F. Zurlo, Scenari e prospettive del design per la sostenibilità**; in: *La chiave dei desideri*. p. 28-36, Arte'm edizioni, Napoli, 2010
- Book Chapter  
**F. Zurlo, Design Strategico**, in Sacchi L., (Ed. by), *Gli Spazi e le Arti*. p. 503-512, Istituto dell'Enciclopedia Italiana Giovanni Treccani, Roma, 2010
- Article  
**F. Zurlo, Accompagnare l'apprendimento del design. Il caso Pasini Plus: la maniglia che comunica**, in “Sviluppo & Organizzazione”, vol. 234, p. 91-96, 2010
- Article  
**F. Zurlo, We Design: diventare persone**, in Logotel (Eds. by), *Weconomy, l'economia riparte dal Noi*, B.C.Dalai Editore, Milano, 2010
- Book Chapter  
**F. Zurlo, C. Cautela, F. Rizzo, Co-created by customers or co-designed by end-users?**. in: M. Botta (ed. by) *Multiple Ways to Design Research*. Et Al. Edizioni, Milano, p. 116-132, 2010
- Article  
**F. Zurlo, Dis-continuità competitiva nell'impresa familiare del made in Italy. Il caso lanificio Leo**. in “Sviluppo & Organizzazione”, vol. 233, p. 98-102, 2009
- Article  
**F. Zurlo, Il design contro la crisi. Politiche di branding e design di prodotto: il caso Alpa Salotti**. in “Sviluppo & Organizzazione”, vol. 232, p. 43-47, 2009
- Article  
**F. Zurlo Prevedere i contesti d'uso. L'esperienza del design per l'abitabilità nello spazio**. in “Sviluppo & Organizzazione”, vol. 231, p. 86-90, 2009
- Article  
**F. Zurlo, Massimiliano Adami. Magma Fossile**, in “Arte e Critica”, vol. 61, p. 81, 2009
- Paper Published in International Convention Proceedings  
**F. Zurlo, C. Cautela, F. Rizzo, Service Design logic: An Approach Based on Different Service Categories**. In: Proceedings of IASDR - International Association of Societies of Design Research. p. 1-10, Seoul:-, ISBN: 9788996319405, Seul, 18/10/2009-22/10/2009
- Paper Published in International Convention Proceedings  
**F. Zurlo, V. Arquilla V., Seminara D., The Empathic Processes Between Microenterprises And Design Research: Design-Driven Innovation By User-Centered Design Approach**. In: D2B2: Tsinghua International Design Management Symposium, Beijing, 23/4/2009 - 26/4/2009, p. 1-8



- Book Chapter  
**F. Zurlo, *Lo shopping e i luoghi di acquisto secondo una prospettiva design driven.***  
In: C.Cautela, D.Ostidich (Eds. by), *Hell Paradise shopping*, pp. 47-64, Franco Angeli, Milano, 2009
- Book Chapter  
**F. Zurlo, *Per una discontinuità competitiva. Appunti sulle buone pratiche creative nelle imprese famigliari del made in Italy.*** In: A.Vignati, *Design e continuità competitiva delle PMI. Creatività e strategia per affrontare il passaggio generazionale.* p. 65-79, Maggioli, Milano, 2009
- Research Report  
**F. Zurlo, A.Hasan, B.Brown, P.Eversman,.** ***Reforming Arts and Culture Higher Education in Portugal.*** p. 1-83, Ministerio da Ciência, Tecnologia e Ensino Superior\_ MCTES, Portugal, 2009
- Journal Publication  
**F. Zurlo, C. Dell'Era, A. Marchesi, R. Verganti, *Language Mining: Analysis of the innovation of dominant product languages in design-intensive industries.*** In "European Journal Of Innovation Management", vol. 11, p. 25-50, 2008
- Journal Publication  
**F. Zurlo, *Serralunga: Ceci n'est pas une vase...***, in "DIID. Disegno Industriale Industrial Design", vol. 31, p. 60-71, 2008
- Article  
**F. Zurlo, *Un male necessario? Condizioni ambientali ed efficacia strategica del design: il caso Zucchetti.*** In "Sviluppo & Organizzazione", vol. 228, p. 99-102, 2008
- Article  
**F. Zurlo, *Apprendere il design: il caso Oh by Tutondo – il suono che arreda.*** In "Sviluppo & Organizzazione", vol. 227, p. 116-118, 2008
- Article  
**F. Zurlo,.** ***Kinesis Personal Technogym. Un caso di relazione integrata tra azienda e designer.*** In "Sviluppo & Organizzazione", vol. 226, p. 113-115, 2008
- Article  
**F. Zurlo, *Design, contesto e Networking: il caso Titania di Luceplan.*** In "Sviluppo & Organizzazione", vol. 225, p. 113-115, 2008
- Article  
**F. Zurlo *Imparare dal passato. Il contributo del design al successo d'impresa: Henry Dreyfuss e il caso John Deere.*** In "Sviluppo & Organizzazione", vol. 230, p. 98-102, 2008
- Article  
**F.Zurlo, *Scrivanie, carrelli, paraventi: tutto è soft e nomade,*** in "Mode e Modi", Corriere della Sera, April 16<sup>th</sup> 2008
- Article  
**F. Zurlo, *Innovage. Innovare in continuità con la tradizione: il caso Noah, chitarra di Lambrate.*** In "Sviluppo & Organizzazione", vol. 229, p. 100-104, 2008
- Book Chapter  
**F. Zurlo *Il design strategico. Prodotto, Comunicazione, Servizio.*** In: F. Antoldi, A.

Seassaro (Eds. by), *Valore all'impresa*, p. 95-104, Guerini e Associati; Milano, 2008

- Article  
**F. Zurlo**, A. Castelli, G. Apolloni, ***The "everyday feature" of designing: The project in terms of a new social capital***, in "RE-PUBLIC", vol. 1, p. 1-4, 2008
- Book  
**F. Zurlo**, M. Mortati, ***Brand Italia Cascasi. Perché sono pochi i brand italiani in Cina***, Edizioni POLI.design, MILANO, 2008
- Paper Published in International Convention Proceedings  
**F. Zurlo**, C. Cautela, ***Design for Management: new ways for decision making***. In: "Design Thinking: New Challenges for Designers, Managers, Organizations", Proceedings, p. 1-13, DMI the Design Management Institute Organization, Cergy-Pontoise, France, 14-15 April 2008
- Article  
**F. Zurlo**, ***From Idea to Project***. In: *Ludovica+Roberto Palomba. Bathrooms. From Inspiration to lifestyle*, p. 52-55, Hatjecantz ed., Berlin, 2007
- Book Chapter  
**F. Zurlo**, B. Kamel, ***La stratégie design***. In: P. Musso, L. Ponthou, E. Seuillet (Eds. by), *Fabriquer le Futur. L'imaginaire au service de l'innovation*. Village Mondial Ed., Paris, 2007
- Paper Published in International Convention Proceedings  
**F. Zurlo**, C. Cautela, M. Sammiceli, ***New luxury landscapes: trajectories, clusters and design directions***, p. 282-295, In: "User Experience - DPPI. Designing Pleasurable Products and Interfaces", Conference, Helsinki, 2007
- Book Chapter  
**F. Zurlo**, ***Prefazione. L'evoluzione del design management***. In: C. Cautela. *Strumenti di Design Management*. pp. 7-19, Franco Angeli, Milano, 2007
- Book  
**F. Zurlo**, C. Cautela. ***Relazioni produttive. Design e strategia nell'impresa contemporanea***. Aracne, Roma, 2006
- Book Chapter  
**F. Zurlo** ***Progettare le relazioni***. In: Cristallo V., Guida E., Morone A., Parente (Eds. by) *MeDesign, Territorio e Patrimonio Culturale*, p. 208-213, Clean, Napoli, 2006
- Paper Published in International Convention Proceedings  
**F. Zurlo**, C. Cautela. ***About the relation between design and strategy***. In: D2B 1st International Design Management Symposium, Proceedings, p. 398-406, Shanghai, March 17-19 2006,
- Book Chapter  
**F. Zurlo**, V. Arquilla, M. Bianchini, ***L'importanza del progetto di comunicazione per la costruzione di un'immagine del territorio***. In: Schiaffonati F., Bolici R., Mussinelli E., Poltronieri A. (Eds. by), *Marketing territoriale. Piano, azioni e progetti nel contesto mantovano*; p. 80-111 Clup, Milano, 2005
- Book Chapter  
**F. Zurlo**, ***I sistemi produttivi locali nell'economia delle esperienze: quale ruolo per il design?***. In: V. Arquilla, A. Vignati, G. Simonelli. (Eds. by), *Design, Imprese, distretti. Un*

*approccio all'innovazione*, p. 33-40, Edizioni POLI.design, Milano, 2005

- Paper Published in International Convention Proceedings  
**F. Zurlo**, C.Cautela, ***Design process for ipercompetitive markets***. In: "Crossing Design Boundaries". 3° *Engineering & Product Design Education International Conference*, p. 433-439, Edinburgh, September 2005
- Paper Published in International Convention Proceedings  
**F. Zurlo**, C. Cautela, ***Polidesign: a zipper among industry, research and profession***, p. 60-68, in: "Joining Forces". *Helsinki*, 22-24/09/2005,
- Paper Published in International Convention Proceedings  
**F. Zurlo**, Dell'Era C., A. Marchesi, R. Verganti, ***Language mining: analysis of the evolution of product languages in the italian furniture industry***. p. 178-195; in: "12<sup>th</sup> International Product Development Management Conference". Copenhagen, Denmark, 2005
- Paper Published in International Convention Proceedings  
**F. Zurlo**, V. Auricchio, G. Simonelli, ***Global Community Iteractions: The Future Role of Design in International Territorial Competition/Cooperation***, p. 1-11; in: "MX Design Conference 2005 Design Perspectives. Envisioning design for the XXI century", Mexico City, Mexico, 2005
- Article  
**F. Zurlo**, ***Diseño no es sólo características estéticas y exteriores de un producto***, in "Avances", Eurochile Editions, May 2005
- Book Chapter  
**F. Zurlo**, ***il metaprogetto e la ricerca applicata per le imprese: alcune note***; in Collina L., *Design e metaprogetto. teorie, strumenti, pratiche*, POLI.design Edizioni, Milano, 2005
- Article  
**F. Zurlo**, ***Liquid Space. 70 anni di design Boffi***. in "Abitare", vol. 455, p. 144-145, 2005
- Article  
**F. Zurlo**, ***L'ombra del design: Zanotta 50 anni***, in "Abitare", vol. 442, p. 160, 2004
- Book Chapter  
**F. Zurlo**, ***Della relazione tra design e strategia: note critiche***. In: Bertola P., Manzini E., (Eds. by) *Design Multiverso. Appunti di fenomenologia del design*. Edizioni POLI.design, Milano, 2004
- Book Chapter  
**F. Zurlo**, ***Il Design del Sistema Prodotto***. In: Bertola P., Manzini E., *Design Multiverso. Appunti di fenomenologia del design*. Edizioni POLI.design, Milano, 2004
- Book Chapter  
**F. Zurlo**, A.Vignati, ***Riflettere Mantova: strumenti del design per valorizzare l'identità di una città***. In: R.Fagnoni, P.Gambaro, C.Vannicola (Eds. by) *Medesign\_Forme del Mediterraneo*. p. 121-125, Alinea editrice, Firenze, 2004
- Book Chapter  
**F. Zurlo**, ***Design Capabilities per imprese locali socialmente capaci***. In: R. Fagnoni, P.Gambaro, C. Vannicola (Eds. by), *Medesign\_Forme del Mediterraneo*. p. 81-87, Alinea editrice, Firenze, 2004

- Article  
**F. Zurlo, *Experience Design: il progetto per l'esperienza ottimale dell'utente.*** "Sviluppo & Organizzazione", vol. 197, p. 74-80, 2003
- Book Chapter  
**F. Zurlo**, Simonelli G., *MEDesign Research. Exploiting resources in the Mediterranean area: what is the role of design?*. In: G. Simonelli, L. Collina (Eds. by), *Designing Designers: Design for a local global world.* p. 89-101, Edizioni POLI.design, Milano, 2003
- Book  
**F. Zurlo, Makio Hasuike.** *Abitare Segesta, Milano, 2003*
- Book Chapter  
**F. Zurlo, *L'identità del territorio è una scelta di progetto.*** In: Cristallo V., Guida E., Morone A., Parente, M., (Eds. by), *Design e sistema prodotto alimentare. Un'esperienza territoriale di ricerca azione.* p. 59-63, Clean Edizioni, Napoli, 2003
- Article  
**F. Zurlo, *La strategia del design,*** in: *Impresa & Stato*, p. 8-10, 2003
- Article  
**F. Zurlo, *Dal Design Management al Design Strategico,*** ""Sviluppo & Organizzazione"", vol. 193, p. 55-60, 200
- Book  
**F. Zurlo**, R. Cagliano, Simonelli G., R. Verganti, ***Innovare con il Design: il caso del settore dell'illuminazione in Italia,*** Il Sole24Ore edizioni, Milano, 2002
- Book chapter  
**F. Zurlo, *Milano nella rete del design.*** In: Bertola P., Sangiorgi D., Simonelli G. (Eds. by), *Milano Distretto del Design. Un sistema di luoghi, attori e relazioni al servizio dell'innovazione.* p. 87-99, Il Sole 24 Ore, Milano, 2002
- Book Chapter  
**F. Zurlo, *Progettare l'identità del sistema prodotto artigianale.*** In: V.Cristallo, A. Morone, M.Parente, (Eds. by), *Rinnovare la tradizione: il comparto ceramico di Cerreto Sannita e San Lorenzello,* p. 63-66, Libria, Napoli, 2002
- Book Chapter  
**F. Zurlo**, S. Maffei, *La contemporaneità difficile - riflessioni sul giovane design italiano.* In: V.Pasca, V.Trapani.(Eds. by), *Scenari del giovane design. Idee e progetti dall'Europa e dal Mondo.* p. 169-184, Milano, Lupetti, 2001
- Book Chapter  
**F. Zurlo, *Opos Flanerie.*** In AA.VV, *Opos 1991-2000,* Abitare Segesta, Milano, 2001
- Book Chapter  
**F.Zurlo, *Design e competenza: un'analisi del caso italiano,*** in: Maffei S.; Simonelli G. (Eds. by). *Il design per i distretti industriali,* pp. 59-86, Edizioni Poli.design, Milano, 2000
- Paper Published in International Convention Proceedings  
**F. Zurlo**, S. Maffei, ***Designing in a situated domain. Design competence as the result of context-specific sociotechnical relationships. The Sistema Design Italia case.*** in: "Doctoral Education in Design. Foundations for the future". pp. 117-126, Staffordshire University Press, La Clusaz, 2000

- Paper Published in International Convention Proceedings  
**F. Zurlo, S. Maffei, *Design and competence. Design process as the result of interactive relationships between key actors, within context-specific boundaries. Evidence from Italy.*** in: *Design Plus Research, Proceedings*, pp. 467-475, Edizioni POLI.design, Milano, 2000
- Paper Published in International Convention Proceedings  
**F. Zurlo, S. Maffei, *Designing a competence. Design process as the result of a "learning by interacting" practice. Evidence from Italy.*** In: "Working Papers on Art and Design", p. 1-6, Hertfordshire University Press, Hertfordshire University, 2000
- Article  
**F. Zurlo, S. Maffei, *Sistema design Italia: una rete di ricerca per la competitività del sistema produttivo italiano.*** In "Techne World Wide Magazine", Milano, 2000
- Book Chapter  
**F. Zurlo, G. Simonelli, *Sistema design Italia: strumenti e metodi per la ricerca tramite studi di caso.*** In G.Simonelli, *Percorsi nella produzione di apparecchi di illuminazione*, edizioni POLI.Design, Milano, 1999
- Article  
**F. Zurlo, *Edit. European Design Tools***, in "Activa Design Management", Vol.16, pp. 100.107, 1999
- Article  
**F. Zurlo, *Prodotti per il terzo millennio***, in "Activa Design Management", vol. 1, pp. 110-121, 1999
- Article  
**F. Zurlo, *La Scala Web: il teatro interattivo***, in "MC Microcomputer", Vol. 1, pp.168-169, 1998
- Article  
**F. Zurlo, *Isao Hosoe: progettare con un raggio di luce***, in "MC Microcomputer", Vol. 4, pp. 149.153, 1998
- Article  
**F. Zurlo, *Design a stelle e strisce***, in "MC Microcomputer", Vol. 5, pp. 166-167, 1996
- Article  
**F. Zurlo, J. Fotiadis, *Philip Johnson's Visitor Center. Gestualità e computer***, in "Archimedia", Vol. 5, pp.20-23, 1994

## Other activities

### Jury Member

- Lombardy Region. Jury Member for selection of work for **Fattori@app**; Competition for new Applications aimed at promoting the Lombardy Didactic Farms; November 2012
- Lombardy Region, Monza Chamber of Commerce; Monza/Brianza Province: Jury Member for selection of new ideas for “**It’s a Start Monza Edition**”; June 22<sup>nd</sup> 2012
- Apulia Region, Agenzia Pugliapromozione; Jury member for selection of new concepts for “Uffici Informazione e Accoglienza Turistica” (**Touristic Information Offices**); May 2012

### Exhibitions organization

- **Longevity, Exhibition**, scientific coordinator, Politecnico di Milano Design Department; Complex Systems & Artificial Intelligence Research Center - Università di Milano-Bicocca; NUST - Nanjing University of Science and Technology, Grey-panthers Association, Milano, April 8-13 2014

### Editorial activities

- Assessment of **English Books** on Design Management and Strategic Design in order to translate them in Italian; Zanichelli Editore, Milano, 2012, 2013
- **Peer Reviewer** for several International Conferences and Refereed Journals
- **Editorial Board Member** of “Il Progetto” (1998-2000), ““Sviluppo & Organizzazione”” (2011-2012); “SDI Review” (2003 -2005), “DIID” (Disegno Industriale, Industrial Design), 2012;
- **Articles published** on ““Sviluppo & Organizzazione””, Abitare, DIID, Arte e Critica, **Corriere della Sera**.

### Awards and Patents

- **Housewares Design Award** (Secaucus, NJ, USA), for the Electric Shaver, Arc3™ ES-SL41 Men’s Wet/Dry Shaver (Best In Category), POLI.design team leader; 2013
- **Registered Patent** (Asia and North America) for the Electric Shaver, Arc3™ ES-SL41 Men’s Wet/Dry Shaver; POLI.design team Leader; inventor; 2012
- **Compasso d’Oro for the SDI Research Project**, Sistema Design Italia; as member of the Scientific and Advisory committee; Politecnico di Milano; 2001

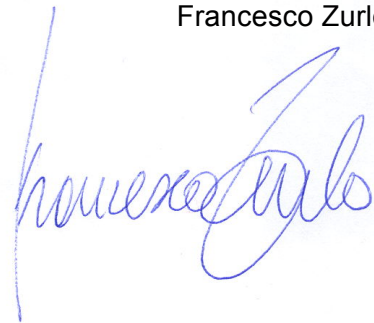
### Other activities

- Founder of the **Associazione Base Bovisa**, aimed at supporting the young designers, in collaboration with Consorzio POLI.design, Zona Tortona Association, Euromilano Real Estate Development – Milano, 2006;
- DEA, **Design e Artigianato per il Trentino**, Advisory Committee Member; CEii Trentino and consorzio POLI.design, Milano, 2010
- **DES**, Advisor Committee Member, (research centre for **service design**, director Ezio Manzini), INDACO Department, Politecnico di Milano, 2010-2012
- **DESI** (Design for Social Innovation) Research Laboratory, Member, International network for creativity in social innovation, ([www.desisnetwork.org](http://www.desisnetwork.org)), with a focus on “Ageing and Ingenuity”, since 2012

- Inter-departments Cluster “**Tecnologie Innovative e Industria per le Costruzioni**”, Advisory Committee Member, Politecnico di Milano, 2009-2012
- **UNI** (Ente Unificazione Italiana: Italian Authority for Standardization), Workgroup on “**Riconoscimento della figura professionale del designer**” (study on the acknowledgment, by Law, of the professional role of the designer), representative of Design Department, Politecnico di Milano, since January 2014
- Promoter and supporter of **new start-ups**, proposed by ex students of the Master Degree (Product Design for Innovation) and MDS (Master in Strategic Design); amongst them: Verretta, 2014 <http://www.verretta.com>; (new lifestyle products inspired by local tradition in Sansepolcro, Tuscany); and Craftventure, 2013 (a new service idea connecting artisans and international young people willing to learn the Italian Craftmanship competence)

Milano 31.07.2014

Francesco Zurlo



Il sottoscritto è a conoscenza che, ai sensi dell'art. 26 della legge 15/68, le dichiarazioni mendaci, la falsità negli atti e l'uso di atti falsi sono puniti ai sensi del codice penale e delle leggi speciali. Inoltre, il sottoscritto autorizza al trattamento dei dati personali, secondo quanto previsto dalla Legge 675/96 del 31 dicembre 1996.