Personal Information

Alessandro Deserti

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CURRENT POSITION

Full professor in Design
Politecnico di Milano – Department of Design

EDUCATION

Master Degree in Architecture. Politecnico di Milano

PROFESSIONAL EXPERIENCE

Since 2018	Director of the Department of Design of the Politecnico di Milano.
Since 2018	Director of the Specializing Master in Furniture Design
	Coordinator of the **SISCODE** – H2020 project, DG Research and Innovation, SwafS Programme
Since 2018	Member of SID, Italian Design Scientific Association
From 2008 to 2011	Coordinator of the reasearch group "Design and culture", Politecnico di Milano – Dipartment di Design
From 2014 to 2016	Coordinator of the Politecnico research team for the **SIMPACT, EU project,** FP7 Programme
From 2013 to 2015	Coordinator of the Politecnico research team for the **Smart Campus** project**,** CIP ICT PSP Programme
From 2013 to 2015	Member of the research team of the **My Neighborhood	My City** project**,** CIP ICT PSP Programme
From 2010 to 2011	Coordinator of the Bachelor Degree programme in Product Design. Politecnico di Milano – School of Design
From 2010 to 2013	Member of the research team of the **Peripheria** project**,** CIP ICT PSP Programme
From 2010 to 2013	Member of the research team of the **Life 2.0** project**,** CIP ICT PSP Programme

ATTACHED FILE – SINTHESIS OF THE CURRICULUM VITAE

Alessandro Deserti is full professor in design at the Politecnico di Milano, where he has been chair of the Product Design and the Furniture Design programmes (BSc and MSc), and where he is currently Head of the Department of Design, counting more than 110 professors and researchers, and Director of the Specializing Master in Furniture Design.

His main research lines deal with design-enabled innovation processes, methods and tools, with particular reference to their introduction or development in new fields, and ways in which their adoption can be combined with systemic and organisational change. In recent years he investigated the application of design methods and tools in diverse contexts, such as human smart cites, social innovation, responsible research and innovation (RRI), public sector innovation (PSI), business model innovation, construction of entrepreneurial opportunities and creation of new business.

At the same time, he teaches design methods, processes and tools with a focus on more traditionally design-oriented sectors, and recently established an international Specializing Master Programme in Furniture Design, of which he is co-director with Professor Francesco Zurlo.

He has a longstanding experience in applied research and technological transfer and worked as a consultant for many companies and institutions, coordinating projects at different levels: innovation strategies; innovation processes, methods and tools; product portfolio management; new product development; communication strategies and tools; interior and exhibit design. He served some major international brands, as well as large public bodies, such as: SENAI. Brazil, Aprica Kassai Inc., Japan; Matsushita-Panasonic Group, Japan; Gardesa SpA, Italy; B&B Italia SpA, Italy; MD Movéis group SA, Brazil; Creative Academy (Richemont Group), Italy; SZFA - Shenzhen Furniture Association and Shenzhen Design Institute, China; Chengdu Design Institute, China; Chengdu Mingzhu Ltd, China; Quanyou Ltd, China; Monza and Brianza Chamber of Commerce, Italy; Mantova Chamber of Commerce, Italy; Lombardy Region, Italy.

From 2000 to 2001 he managed the construction of DI.LAB, the workshops system of the Design Department, one of the most advanced international structures in this field, conceived as a multidisciplinary and integrated system of laboratories meant to support teaching and research in the field of design. He coordinated the system from 2002 to 2008.

He teaches in BSc, MSc, PhD and post-graduate specialization programs at the Politecnico di Milano, and has been lecturing in several universities, institutions and companies in Italy and abroad.

He has been supervisor of several MSc degree theses and PhD dissertations.

He has been member of several research groups in national research projects funded by the Italian Ministry of Research, as well as in international.

He has been reviewer for ANVUR, the National Agency for the Evaluation of Universities and Research Institutes.

He has been international member of tenure committees for:
- The School of Design Strategies at Parsons The New School for Design, New York;
- The School of Design at the Hong Kong Polytechnic University, Hong Kong;
- The Aalto University, Espoo, Finland.

He served as international referee for STW Technology Foundation (Dutch funding agency for academic research in the field of applied sciences) for the proposals submitted under the "Research through Design" Programme.

He has been track chair, speaker and delegate in several international scientific conferences.

He was member of the organising committee and general chair of the international conference "DPPI11. How can Design Research serve Industry?", organised in cooperation with ACM and held at Politecnico di Milano on 22-26 June 2011.

He has been chair and organiser of a few national and international workshops.

He has received grants for various EU-funded projects, within the 7th framework programme and the H2020

programme, where he has been actively working as a researcher and coordinator of his research team. In particular, he worked in the following research and innovation projects:

SISCODE. Society in Innovation and Science through CO-DEsign (EU research project funded under the H2020 Programme. Call H2020-SwafS-2017-13: Integrating Society in Science and Innovation - An approach to co-creation - Grant Agreement No: 788217. 2018-2021).
SISCODE aims to understand co-creation as a bottom-up and design-driven phenomenon that is flourishing in Europe (in fab labs, living labs, social innovations, smart cities, communities and regions). The project is analysing favourable conditions that support its effective introduction, scalability and replication; and using this knowledge to cross-fertilise RRI practices and policies. To reach this aim SISCODE is running a European study to compare co-creation ecosystems and describe effective dynamics and outcomes of the integration of society in science and innovation. Moreover, the project is experimenting with design as a new system of competences capable to support the development of implementable RRI and STI solutions and policies. Finally, the project is trying to understand the transformations needed to embed co-creation in STI policy making, overcoming barriers and resistance to change.

SIMPACT. Boosting the Impact of Social Innovation in Europe through Economic Underpinnings (EU research project funded under the 7th European Framework Programme. Theme SSH.2013.1.1-1: Economic underpinnings of social innovations - Grant Agreement No: 613411. 2014-2016).
The SIMPACT project aimed at advancing the understanding of social innovation's economic dimensions, creating new concepts, models and instruments for policy makers, innovators, investors and intermediaries. The project systematically investigated how social innovations can enable the most vulnerable in society to become economic assets, integrating critical analysis of current and previous work with future-oriented methodologies, new actionable knowledge and continual stakeholder participation.

My Neighbourhood | My City (ICT Policy Support Programme: Open Innovation for Internet-enabled Services and Next Generation Access in "Smart" Cities - Grant agreement No. 325227. 2013-2015).
The My Neighbourhood | My City project experimented service design methods and tools in 4 different European neighbourhoods (in Aalborg, Birmingham, Milan and Lisbon), with the aim of identifying and supporting the establishment and upscale of grassroots and community-based initiatives and social innovation practices, through the adoption of a web-based service platform.
My Neighbourhood combined new digital technologies with the Living Lab methodology to help strengthen existing ties and resolve communal issues in the real, day-to-day life of neighbourhoods.

Perifèria. Networked Smart Peripheral Cities for Sustainable Lifestyles (ICT Policy Support Programme: Open Innovation for Future Internet-enabled Services in "Smart" Cities - Grant Agreement No. 271015. 2011-2013). The Perifèria project moved from recognizing cities' smartness in their capability to include citizen-driven solutions as concurrent city infrastructures, together with the traditional physical and technological layers. The project successfully experimented the participatory development of FI-enabled services in different European cities.

Smart Campus. Building-User Learning Interaction for Energy Efficiency (ICT Policy Support Programme: ICT for Energy Efficiency in Public Buildings - Grant Agreement No. 297251. 2013-2015).
The Smart Campus project developed and experimented advanced services and applications supported by a data gathering platform, to make public buildings smarter (particularly in terms of energy efficiency) through the combination of technologies and transformation of user behaviour. The project experimented the integration of real-time information systems and intelligent energy management systems that drive a bi-directional learning process, such that the user learns how to interact with the building and the building learns how to interact with the user in a more energy efficient way. The project targeted public buildings (universities located in Helsinki, Lulea, Lisbon and Milan) through the use of services enabled by ICT, with the aim of supporting the transformation of users' behaviour through the interaction between the users and the intelligent energy management system of buildings.

LIFE 2.0. Geographical positioning services to support independent living and social interaction of elderly people (ICT Policy Support Programme: Open Innovation for future Internet-enabled Services in "Smart" Cities - Grant Agreement No. 270965. 2010-2013).

The LIFE 2.0 project experimented new services for elderly people, based on the use of tracking systems that increase the opportunities for: a) social contacts between elderly people in their local area; b) acquiring knowledge about people living in the areas and events occurring close by; c) getting knowledge about commercial services and assistance available in their area; and d) offering their residual capabilities and skills to friends, family and other people of any age, living in their area. The project experimented the use of geographical positioning systems to provide on-time localised information about opportunities and services, with the aim of increasing elderly people's control and social contacts within their living area, thereby increasing their physical and social activity, and reducing their sense of loneliness and isolation.

RECENT PUBLICATIONS

Deserti A., Rizzo F. (2019), Context dependency of social innovation: in search of new sustainability models, *European Planning Studies*, DOI:10.1080/09654313.2019.1634005.

Deserti A., Eckhardt J., Kaletka C., Rizzo F., Vasche E. (2019), CO-DESIGN for society in innovation, in (Eds) Jürgen Howaldt, Christoph Kaletka, Antonius Schröder, Marthe Zirngiebl, *Atlas of Social Innovation Vol 2*, Oekom, Munich, ISBN 978-3-96238-157-8.

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Deserti A., Rizzo F.(2019), Embedding Design in Organisational Culture: Challenges and Perspectives, in Guy Julier et alii (Eds), *Design Culture Objects and Approaches*, Bloomsbury, London, ISBN: 9781474289849.

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Komatsu T. T., Rizzo F., Deserti A. (2017), *A cases-based analysis of the SI process in real-life contexts*, ISPIM conference, Vienna, June 18-21, ISBN 978-952-335-021-2.

Komatsu T.T., Deserti A., Rizzo F. (2017), *The reactive and proactive features of social innovation: insights and recommendations*, Emes conference, July 5-6.

Komatsu T. T., Deserti A., Rizzo F., Celi M. (2016), *Design Tools to Build Sustainable Business Models for Social Innovation*, 20th DMI: Academic Design Management Conference, Inflection Point: Design Research Meets Design Practice, Boston, USA, 22-29 July, pp. 858-877, ISBN: 978-0-615-99152-8.

Rizzo F., Deserti A., Cobanli O. (2016), Service Design in Public Sector: boosting innovation through design*,* in Javier Castro Spila, Javier Echeverría and Alfonso Unceta (Eds.), Hidden Innovation; Concepts, Sectors and Case Studies, Sinnergiak, ISBN 978-84-935346-2-2.

Deserti A., Rizzo F. and Çobanli O.M. (2016), From Design Thinking to Design Culture In: Institut Arbeit und Technik: Geschäftsbericht 2014/2015. Gelsenkirchen, Institut Arbeit und Technik, p. 55-63.

Deserti A. (2016), Design and the transformation of cities, in G. Concilio and F. Rizzo (Eds), *Human Smart Cities*, Rethinking the Interplay between Design and Planning, Springer, ISBN 978-3-319-33022-8.

Rizzo F., Deserti A., Cobanli O. (2016), *Service Design in Public Sector: Boosting innovation through design*, Proceedings of ServDes 2016, Fifth Service Design and Innovation Conference, Copenhagen 23-25 May, ISSN: 1650-3686 ISSN online: 1650-3740/ISBN: 978-91-7685-738-0

Komatsu T. T., Deserti A., Rizzo F., Celi M., Alijani S. (2016), Social innovation business models: coping with antagonistic objectives and embeddedness, in Sharam Alijani & Catherine Karyotis, Eds., *Finance and Economy for Society: Integrating Sustainability*, special book series entitled "Critical Studies on Corporate Responsibility, Governance and Sustainability", vol. 11, Emerald Group Publishing, IISBN: 978-1-78635-510-2 eISBN: 978-1-78635-509-6, DOI 10.1108/S2043-905920160000011013.

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Deserti A., Mata García L. and Teixeira C. (2015) Entrepreneurial Design: The Role of Design as Driver of Entrepreneurial Opportunity Generation and Assessment. In Chen, J. (Ed.) *When Entrepreneurship Meets Innovation*. Special issue of the *International Journal of Entrepreneurship and Innovation Management,* forthcoming.

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Deserti, A. (2015). Maps and Tools for Advance Design. In Celi, M. (Ed.) *Advanced Design Cultures. Long-Term Perspective and Continuous Innovation*. Springer International Publishing, pp. 37-51. DOI: 10.1007/978-3-319-08602-6.

Deserti A., Rizzo F., Cobanli O. (2015), The Milano Design Week: Events, operators, business models. Proceedings of *IFKAD, International Forum on Knowledge Asset Dynamics Conference*, Bari, 10-12 June 2015, 1604-1615.

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Celi, M., Deserti, A. and Rizzo, F. (2015) *SIMPACT Project. Deliverable 4.1. Part II. Existing Forms of SI. Dynamics & Features influencing SI Processes and Business Models*, pp. 1-87. EU Project Deliverable.

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