

HOW

boundaries between workspaces
and hospitality spaces are blurring?



#designforhospitality

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 F.lli 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

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Design Hospitality

Anne-Laure Gesterling, 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

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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 Schwaebisch 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*

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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:

How Hospitality and Workspace: vivere, lavorare, viaggiare: l'interior design per la definizione di nuovi scenari tra lavoro e ospitalità. Laboratorio di metaprogetto a.a. 2016-2017 | sez. I2| Proff. Francesco Scullica – Elena Elgani con Arch. Barbara Bisconcini San Cristoforo, Arch. Marco De Allegri, Arch. Alberto Zanetta. Scuola del Design – Politecnico di Milano.

Temporary workspheres Workshop, HEAD – Haute Ecole d'Art et de Design – Genève, 20>24 February 2017, Anne-Laure Gesting, Francesco Scullica, Elena Elgani.

Innovative Workspaces for Nomad Travellers Workshop, HfG Hochschule für Gestaltung Schwäbisch Gmünd – Schwäbisch Gmünd, 24>28 April 2017, Elena Elgani, Francesco Scullica.

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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 Bertolo, 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

For information

www.designforhospitality.com | info@designforhospitality.com

Francesco Scullica 338 7091439 - francesco.scullica@polimi.it

Elena Elgani 349 3275868 - elena.elgani@gmail.com

Facebook [designforhospitality](https://www.facebook.com/designforhospitality) #designforhospitality

For registration

Event Brite website [HOW Hospitality&Workscape](http://HOW.Hospitality&Workscape.com) - 24th May 2017

The conference is

supported by Sistema Design – Politecnico di Milano

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Media Partner

DDN gruppo editoriale

About Hotel - hotel business magazine

Social Media Partner

Digital Strategies for DESIGN

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



www.designforhospitality.com



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