ALTA SCUOLA
POLITECNICA

POLITECNICO DI MILANO | POLITECNICO DI TORINO

Coordinator Gaetano Cascini
Tutors Serena Graziosi, Francesca Montagna, Federico Rotini

Monday, May 16th

11:00 – 12:00	**Design Methods: Introduction**
	Gaetano Cascini, *Politecnico di Milano, Dept. of Mechanical Engineering*
12:00 – 13:15	**Understanding Designing: What are Designers Doing When They Design**
	John Gero, *University of North Carolina at Charlotte, Dept. of Computer Science and School of Architecture*
13:15	*Lunch*
14:15 – 15:30	**What Affects Designers Designing**
	John Gero, *University of North Carolina at Charlotte, Dept. of Computer Science and School of Architecture*
15:30 – 16:30	**Airport Passenger Experience Design: The Malpensa Case**
	Giorgio Medici, *SEA Aeroporti Milano*
16:30 – 17:00	**Project Work Intro**
	Federico Rotini, *Università degli Studi di Firenze*
17:00 – 18:30	**Team Working Session: team introduction and work plan**
18:30 – 19:30	*McKinsey&Company meets the ASP students* (ASP Event)

Tuesday, May 17th

09:00 – 10:15	**The End User in Your Design Process**
	Johan Kildal, *IK4-TEKNIKER*
10:15 – 11:30	**Engineering, Design and Creativity: the Role of the Emotions**
	Marco Maiocchi, *Politecnico di Milano, Dept. of Design*
11:45 – 13:00	**Hands On Design Task Clarification**
	Serena Graziosi, *Politecnico di Milano, Dept. of Mechanical Engineering*
13:00	*Lunch*
14:00 – 18:00	**Team Working on identification of requirements and related classification**
18:00 – 18:30	**Discussion on Design Tools Application**
	Tutors
18:30 – 19:30	*UBS meets the ASP students* (ASP Event)

Wednesday, May 18th

09:00 – 10:15	**Research, Design, Innovation**
	Johan Kildal, *IK4-TEKNIKER*
10:15 – 11:30	**A Journey at the Heart of Game Design**
	Pier Luca Lanzi, *Politecnico di Milano, Dept. of Electronics, Information and Bioengineering*
11:45 – 13:00	**Hands On Problem Framing and Idea Generation**
	Gaetano Cascini, *Politecnico di Milano, Dept. of Mechanical Engineering*
13:00	*Lunch*
14:00 – 15:00	**UX at Bosch**
	Simone Bosatelli, *User Experience Corporate Department at Robert Bosch GmbH*
15:00 – 18:00	**Team Working on Idea Generation in Co-Design**
18.00 – 18:30	**Discussion on Design Tools Application**

Thursday, May 19th

09:00 – 10:15	**Design for Innovation – How to Engineer the Innovation Diffusion into the Design Activities**
	Francesca Montagna, *Politecnico di Torino, Dept. of Management and Production Engineering*
10:15 – 11:30	**Engagement Through Gamification**
	Pier Luca Lanzi, *Politecnico di Milano, Dept. of Electronics, Information and Bioengineering*
11:45 – 13:00	**Hands On Concept Formulation and Assessment**
	Gaetano Cascini, *Politecnico di Milano, Dept. of Mechanical Engineering*
	Federico Rotini, *Università degli Studi di Firenze*
13:00	*Lunch*
14:00 – 18:00	**Team Working on Idea Selection and Concept Formulation**
18.00 – 18:30	**Discussion on Design Tools Application**
18:30	*Election of the ASP Students Representatives* (ASP Event)

Friday, May 20th

09:00 – 10:00	**Team Working on Preparation and Presentation**
10:00 – 11:15	**Creativity and Innovation Methods for Design**
	Elies Dekoninck, *University of Bath, Dept. of Mechanical Engineering*
11:30 – 12:45	**User-centred Design Methods**
	Elies Dekoninck, *University of Bath, Dept. of Mechanical Engineering*
12:45	*Lunch*
13:45 – 15:30	**Team Presentations**
15:45 – 16:30	**Awards and Closing Session**
	Gaetano Cascini & Tutors

Hotel Tower Genova Airport
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Plenary Sessions and ASP Events take place in
Room Sport