

DESIGN FOR NEXT LAZIO 2017 | ABOUT

The Lazio Region, through Lazio Innova, launches the first edition of **DESIGN FOR NEXT LAZIO**, an international project addressed to companies operating in Design.

The initiative is coordinated by Lazio Innova, the regional agency for innovation supporting both enterprises and the local public authorities by providing services for startups and biz development, venture capital, internationalization services, financial and valorization of regional clusters and regional champions. Its task is to enhance Lazio as a Region of Innovation with an international dimension and promote technology transfer and the innovation-competitiveness-internationalization process, to enter the international value chain.

DESIGN FOR NEXT LAZIO aims to connect Businesses and Design in the Lazio Region directly involving Professionals, Associations and Schools of design. That's why the project is realized in partnership with Sapienza University of Rome (Department of Planning, Design, Architectural Technology), ISIA Roma Design (Istituto Superiore per le Industrie Artistiche), IED (European Design Institute), QDU (Quasar Design University), RUFA (Rome University of Fine Arts), ADI (Territorial delegation of ADI Association for Industrial Design), OAPPCR (Ordine degli Architetti, Pianificatori, Paesaggisti, e Conservatori di Roma), Italian Academy of Arts Fashion Design.

The final goal of **DESIGN FOR NEXT LAZIO** is to create a shared path of co-design to develop new industrial processes and products. Last step of the initiative will be the exposition of all projects and the awarding of the best ones.

DESIGN FOR NEXT LAZIO



SCHOOLS

06

ACCADEMIA ITALIANA www.accademiaitaliana.com
IED www.ied.it/roma
ISIA www.isiaroma.it
QUASAR DESIGN UNIVERSITY quasar.university
RUFA www.unirufa.it
SAPIENZA www.uniroma1.it

PROFESSORS

16

VALENTINA CAPITANI Quasar Design University
ALESSANDRO CIANCIO Rufa
VINCENZO CRISTALLO Sapienza University of Rome
ROBERTO DI COSTANZO Accademia Italiana
NUNZIASTELLA DI LEO Quasar Design University
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MARIO FOIS ISIA
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LORENZO IMBESI Sapienza University of Rome
SABRINA LUCIBELLO Sapienza University of Rome
CHRISTIAN LUDOVICI Accademia Italiana
FILIPPO PERNISCO Accademia Italiana
ALESSANDRO SPALLETTA ISIA
ELY ROZENBERG Rufa
MARIO RULLO Rufa
FRANCESCO SUBIOLI IED

APRIL
12 DAY 1
 H. 14.00-17.00

ROUND TABLE 1

SMART CITY

Welcome: Riccardo Monachesi (Regione Lazio)
Introduction and Chair: Loredana Di Lucchio, Lorenzo Imbesi (Sapienza University of Rome, Italy)

Keynote address: Nicola Morelli (Aalborg University, Denmark)

Presentation of the final concepts of DESIGN FOR NEXT LAZIO 2017 – co-design for business and start up

Final roundtable: discussants: Salvatore Iaconesi (Nefula, Italy), Nicola Morelli (Aalborg University, Denmark), Francesca Tosi (Università di Firenze, Italy), Louise Valentine (University of Dundee, UK), Arturo Vittori (Architecture and Vision, Italy)

VALLE GIULIA, AUDITORIUM
 Via Antonio Gramsci 53, 00197 Roma

APRIL
13 DAY 2
 H. 14.00-17.00

ROUND TABLE 2

CULTURAL HERITAGE

Welcome: Paola Elviri (Regione Lazio)
Introduction and Chair: Loredana Di Lucchio, Lorenzo Imbesi (Sapienza University of Rome, Italy)

Keynote address: Carola Zwick (Weissensee Academy of Art, Berlin, Germany)

Presentation of the final concepts of DESIGN FOR NEXT LAZIO 2017 – co-design for business and start up

Final roundtable: discussants: Manuela Celi (Politecnico di Milano, Italy), Claudia De Giorgi (Politecnico di Torino, Italy), Raffaella Fagnoni (Università di Genova, Italy), Luca Guerrini (Politecnico di Milano, Italy), Carola Zwick (Weissensee Academy of Art, Berlin, Germany)

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THE TOPICS

In order to focus on strategic topics, the initiative is taking into account three thematic areas:

INDUSTRY 4.0, DESIGN FOR SMART CITY, CULTURAL HERITAGE.

INDUSTRY 4.0 – In the modern society, everything happens very fast and the demand of products is always high. Industry has to evolve rapidly to be in line with the times. For this reason, the topic is related to the new technological and industrial process that can be employed as a strategy for the modernization of the production system of the territory and the creation of new business.

SMART CITY – This is an attempt to put the citizen and his needs as the main character of city management, shifting from the typical top-down system to power the relationship between "smart cities" and "smart citizens". The way to achieve this change is integrating products, systems and technologies supported by the cloud, to generate a social innovation and give a new chance to the territories.

CULTURAL HERITAGE – Cultural Heritage is the legacy that is inherited from past generations. The topic is the result of a selective process of memory, which is what people choose to remember and what is worth being preserved for future generations. Today our task is the preservation, promotion, access and sustainable use of cultural heritage of our territory. This is possible with the help of digital and communication tools and it is our challenge for the future.

COMPANIES

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LOLIKE

Dear EAD Participants,
DESIGN FOR NEXT LAZIO is a special event organized by Sapienza University of Rome, Regione Lazio and Lazio Innova, that involves our local Design community, schools, professionals, companies.

Please, visit the exhibition, select your favorite project and write its code on the card that you can find in your bag!

COMAG ENGINEERING IN.PA.CO, www.comag.biz
COMPAGNIA ALIMENTARE ITA. alimentareitaliana.it
CTM NETWORK www.ctmnetwork.it
D'ASCENZI www.dascenzi.it
DEVOTO www.devotoarredamenti.com
DIONISI www.dionisi.co.uk
E.D.IT SRL www.edit-srLit
ELETTORAIL www.elettrorail.it
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METATRON www.metatron.it
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OMETEC www.ometec.it
PALLINI www.pallini.com
PASTA FANELLI www.pastafanelli.it
PERINO&PERINO http://www.perinoeperino.it
SEA EAGLE www.seaeagleitalia5.com
STUDIO 14 info@studio14.eu

DESIGNERS

12

ADI Lazio

CHRISTIANO CAMPOLI
MATTEO CARBONOLI
MARCO DE MASI
FABIO LENCI
LUCA MAGARO'
ANGELO RICCHIUTI
GABRIELE ROSA

OAR

SERGIO BERNARDINI
FRANCESCO NAPOLITANO
TIZIANA PRIMAVERA
GIUSEPPE TODISCO
MARIANNA VINCENTI

APRIL
14 DAY 3
 H. 14.00-17.00

ROUND TABLE 3

INDUSTRY 4.0

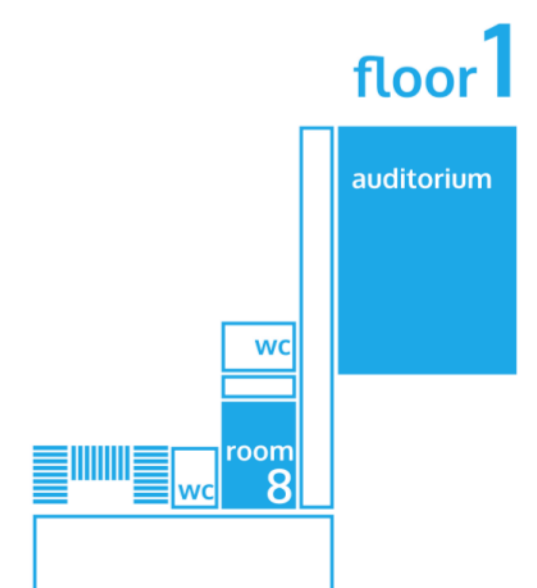
Welcome: Luigi Campitelli (Lazio Innova)
Introduction and Chair: Loredana Di Lucchio, Lorenzo Imbesi (Sapienza University of Rome, Italy)

Keynote address: Rodrigo Rodriguez (Material Connexion Italia Srl)

Presentation of the final concepts of DESIGN FOR NEXT LAZIO 2017 – co-design for business and start up

Final roundtable: discussants: Paul Atkinson (Sheffield Hallam University, UK), Roberto Iniguez Flores (Tecnológico de Monterrey, México), Giuseppe Mincoletti (Università di Ferrara, Italy), Rodrigo Rodriguez (Material Connexion Italia Srl)

VALLE GIULIA, AUDITORIUM
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VALLE GIULIA, ROOM 8: Concept Exhibition
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