

NEED

WHEN
DESIGN
EMPOWERS
HUMAN
POTENTIAL

NEED

WHEN DESIGN EMPOWERS HUMAN POTENTIAL

Milano Ventura Lambrate Design

14/19 Aprile 2015

Spazio Logotel, via Ventura 15

a cura di Logotel

Project & Content Management: Cristina Favini

Direzione scientifica: Susanna Legrenzi e Stefano Maffei

Demography, Technology, Weather, Geo-politics, Wealth, Social and Cultural changes: change is a challenge, global and common also when it comes from the individual. Everything we put into action changes the human priorities flow. For this reason, the society agenda needs to re-analyze the system of needs, modifying sense and goals.

With this in mind we need to ask ourselves:

“Which are the needs of the future?”

“What does the future needs?”

NEED is voyage of discovery of ‘needs’, highlighted throughout a multitude of case studies, connected to bring light to several goal-oriented design approaches and paths. Changes have been looked as a reconfiguration, re-interpretation and revival of some categories of needs: individual and collective, micro and macro, human and artificial, tangible and intangible, present and future.

In the last years, we forgot questions, values, ideas and visions, letting comfort hide the contemporary challenges.

We thought we must not deal with the unsolved issues of the individuals, the communities, organizations and environment. Design did the same.

This current key makes broaden our view and start listening even more essential because basic needs come to light again, but also to anticipate the needs of the next generations, nowadays impossible to access and unavailable, that must be rewritten and designed.

Talking about #Beauty #Care #Environment #Knowledge #Learning #Participation #Relationship #Technology #Work, “NEED, When Design enables a positive change” will explore projects and researches to design artefacts, utilities and scenarios with the goal of transforming and perfecting individuals, the society and the environment. Objective? To show a possible and big horizon of change.

The “NEED” exhibition, curated by the service-design company Logotel (www.logotel.it) can be enjoyed on the website www.need-design.it and on Facebook and Twitter through Logotel Horizon, the Logotel account that promotes public initiatives on design, innovation and the future.

BIO

LOGOTEL

We are a service design company that shapes and drives business transformation in a collaborative way. Since 1993, we've been tracing paths of enduring innovation with our Clients, in order to generate sustainable value and shared sense for organizations and for their people through a design-driven approach.

We're a team made up of more than 130 people and we are located in Milan in 2,000 m2 of spaces in the former Faema factory plant. Our company is currently working with 50 Clients, co-developing more than 70 different projects.

In 2014, in addition to working on service design projects, we trained more than 5,000 people; we also design and manage 29 social and business communities that daily connect and deliver services to more than 60,000 people.

PROJECT & CONTENT MANAGEMENT

Cristina Favini Strategist and Manager of Design, head of the Weconomy project, she has "designed" and managed service design projects for important Italian and international businesses at Logotel since 1998. Designer of the "Iceberg" model for the physical and digital transformation of the business and its sales networks, in the last 15 years she has put her passion for collaborative innovation into practice, designing, implementing and sharing numerous concepts at international level.

She develops analyses and research, sharing her studies and the experience she has acquired at conferences, seminars and workshops.

Passionate about design, she collects "game books and artist books", using them to explore the meeting of different languages and disciplines.

DIREZIONE SCIENTIFICA

Susanna Legrenzi is curator of design exhibitions and of online and offline

communications projects. Ex art and design *Io Donna* (*Corriere della Sera*) news editor, since 2014 she has been Head of Social Media Strategy at Expo Milano 2015. Since 2013 she has been Adjunct Professor in Visual Culture at Politecnico di Milano.

Stefano Maffei is Associated Professor at Design School of Politecnico di Milano, where he teaches Product Innovation/Production models. He is Director of Master of Service Design at Politecnico di Milano. Now, he is in charge of Innovate production and distribution models and advanced distributed manufacturing micro-systems. He is the author and coordinator of Design Research Maps, awarded with the 22th Compasso D'Oro for Research and Design. He is the curator of Subalterno1, one of the most important design gallery focused on auto-production.

PRESS INFO:

Mauro Scarpellini

+39 339 3752495

ufficiostampa@logotel.it