



POLITECNICO
MILANO 1863



丝绸之路大学联盟
UNIVERSITY ALLIANCE OF THE SILK ROAD

Summer School
July 19th-30th 2021

Innovation and Design: The Italian Way

10 online courses to discuss the peculiarities of the Italian approach in developing design-driven innovations in several industries: Furniture, Arts and Culture, Fashion, Food, Materials, Yacht.

Courses will be available on ikcest.org, from July 19th to 30th. Follow them at your own pace! To attend create an account [here](#) and register to the courses within July 19th. Upon registration fill in the verify code: S25380.

- 1 | **Design-Driven Innovation: Meaning as a Source of Competitive Advantage**
CLAUDIO DELL'ERA / Associate Professor, Politecnico di Milano, School of Management
- 2 | **Innovation and Design the Italian Way**
PAOLO BARTOLI / Architect, Guest Lecturer at POLI.Design and Politecnico di Milano
- 3 | **Innovation in Cultural Heritage: the Italian Way**
DEBORAH AGOSTINO / Associate Professor, Politecnico di Milano, School of Management
- 4 | **Innovating fashion by design. The Italian Fashion between cultural roots and future developments.**
PAOLA BERTOLA / Full Professor, Politecnico di Milano, Design Department
- 5 | **Design for Food & Food for Design: Culture and Social Innovation**
ANNA MERONI / Full Professor, Politecnico di Milano, Design Department
- 6 | **Materials for Sustainability**
MARINELLA LEVI / Full Professor, Politecnico di Milano, Department of Chemistry, Materials, and Chemical Engineering 'Giulio Natta'
- 7 | **Market, Trend And Research In Yacht Industry**
ANDREA RATTI / Associate Professor, Politecnico di Milano, Design Department
- 8 | **Innovation Capacity And The City: A Design Driven Approach To Smartness.**
GRAZIA CONCILIO / Associate Professor, Politecnico di Milano, Department of Architecture and Urban Studies
- 9 | **Interior Design: the Italian Way**
ALESSANDRO BIAMONTI / Full Professor, Politecnico di Milano, Design Department
- 10 | **Italian Industrial Districts**
LUCIA PISCITELLO / Full Professor, Politecnico di Milano, School of Management

For more information: www.eventi.polimi.it/xxxxx