

Francesco P. Zurlo

Curriculum Vitae

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OMISSIS

Francesco Paolo Zurlo, PhD

Short Profile

- **Dean**, School of Design, Politecnico di Milano, since January 2022
 - **Past President**, POLI.design s.c.r.l, Politecnico di Milano, May 2020 – May 2022
 - **Deputy Dean**, School of Design, Politecnico di Milano, February 2016 – December 2021
 - **Head of Product Design Course** (Bas + Mas), School of Design, Politecnico di Milano, since January 2016 – December 2021
 - **Full professor**, Industrial Design ICAR 13 (Furniture Design, Strategic Design, Service Design), School of Design, Design Department, Politecnico di Milano, since December 2014
 - **Associate Professor**, Industrial Design ICAR 13 (Furniture Design, Strategic Design, Service Design), School of Design, Design Department, Politecnico di Milano, since January 1st 2005
 - **Assistant Professor**, Industrial Design ICAR 13 (Furniture Design, Strategic Design, Service Design), School of Design, Design Department, Politecnico di Milano, (from 01.04.2004 to 31.12.2004)
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- **Scientific Committee**, Design thinking for Business Observatory, School of Management, Politecnico di Milano, since 2017
 - **CI.lab (Creative Industries Lab)**, founder and director, a research and didactic center focused on creative industries, since 2015
 - **CUID** (conferenza universitaria italiana del design), **Vice-President**, since 2018
 - **SID - Scientific Design Association** (Società Italiana del Design), **Advisory Board Member**, January 2014 - 2015
 - **ADI – Association for the Industrial Design** (Associazione Italiana del Design) **INDEX curator** (ADI Design Index is the publication that collects, yearly, the best of Italian design put into production); since February 2014
 - Politecnico di Milano, **Design Department Executive Board Member**, responsible for Research Issues, January 2013 – December 2014
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- **Master in Furniture Design, co-director**, I level International Master, Faculty of Design, managed by Consorzio POLI.design, since 2018
 - **MDS (Master in Strategic Design) co-director**, I level International Master, Faculty of Design, managed by Consorzio POLI.design with MIP (School of Business Administration of Politecnico di Milano); Master Course taught in English; since 2003 (co-direction since 2015);
 - International Executive **Master in Design Strategy and System Innovation Director**, I level International Master, Faculty of Design, managed by Consorzio POLI.design, with Lantao Culture Development, Beijing; Master held in China and taught in Chinese (with translation) for Chinese students; since 2009.
 - **Master Design for Kids & Toys, Director**, Consorzio POLI.design, with Assogiocattoli (Association of Italian manufacturers and distributors working in this field), powered by MDS (Master in Strategic Design); international course taught in english; 2012 - 2021

- **Wine Design. Riti, oggetti e territori per creare sistema attorno al vino, Director**, Higher Education Course, Consorzio POLI.design, powered by MDS (Master in Strategic Design); 2012-214
- **BST. Brand dei Sistemi Territoriali**. Progettare la marca di un territorio e l'incoming turistico. (Brand of territorial systems); **Co-director**, Higher Education Course, Consorzio POLI.design, powered by MDS (Master in Strategic Design), 2008-2014
- **D4A. Industrial design for Architecture**, I level International Master; **Head teacher of "Design Strategy"** module (20 hours), **Master Course Committee Member**, Consorzio POLI.design, Master taught in English, since 2011
- **INDACO Department (Industrial Design, Arte, Comunicazione e Moda)**, Politecnico di Milano, **Deputy Director** (January 2011 - December 2012)
- **Consorzio POLI.design, General Director**, (Politecnico di Milano); March 2004 – February 2009;

Education and Training

- **DI.Tec. (Disegno Industriale e Tecnologia dell'Architettura) Department**, Politecnico di Milano (Coordinator Professor Tomàs Maldonado 1997, Professor Ezio Manzini since 1998).
Earns **Ph.D. in Industrial Design**; dissertation title: *Un modello di lettura per il Design Strategico. La relazione tra design e strategia nell'impresa contemporanea*; (Building a framework for the Strategic Design: the Relationship Between Design and Strategy Within Contemporary Business), Advisor Prof. Ezio Manzini; 1999, Grade A
- **Università "La Sapienza" di Roma, Faculty of Architecture**
Earns **Laurea Degree in Architecture** with thesis on Industrial Design: *Progetto di un sistema innovativo per l'attrezzatura di spazi di lavoro* (Innovative Workspaces Solutions); 1993; Grade 110/110 with honors.
- **Liceo Ginnasio Statale "A. Calamo"**, Ostuni, BR, Italy;
Earns Classical Lyceum Diploma, 1984

Research Activities

Co-financed Researchs

- **CNR (National Research Council) - 1996**

“Modernità e progetto dell’arredo nell’area romana: 1919 – 1945”; funded by CNR (Consiglio Nazionale delle Ricerche), (Announcement of Competition n.201.18.6, linked to the Comitato Nazionale per la Scienza e la Tecnologia dei Beni Culturali). Title: “I fondamenti del disegno industriale nel movimento moderno.”, at I.T.A.C.A. Department (Innovazione Tecnologica nell’Architettura e Cultura dell’Ambiente) Faculty of Architecture, Università “La Sapienza” di Roma. 1996;

- **MIUR (Research co-financed by the Ministry of University) 1998-2000**

Research sponsored by the Minister of University and Scientific, Technological Research, 1998-2000, “Il ruolo del design industriale per l’innovazione di prodotto. Development of the Italian project resources among local resources and global markets”. In this research Professor Zurlo has developed the scientific aspects, the analysis methodology, the case studies related to the lighting field, the research on *Design e Sistemi Produttivi Locali*, (SPL). He has coordinated the activity of the national research community (17 research units in 12 universities), and has organised and taken part in seminars and meetings;

- **INDACO: Assegni di ricerca (Contract Research)**

From April 2000 he is assignee of a grant (in conformity with art. 51, comma 6, law 27.12.1997, n. 449) about “**Il design industriale per i distretti industriali**”, at DI.Tec department, Politecnico di Milano. The grant was renewed in 2001, 2002, 2003 (until 31 March 2004).

- **CNR – 2001**

Planning and formulation of the CNR research proposal “**Design for trust. - Progettare per la fiducia. Linee guida per il community building nei sistemi produttivi locali.**” Together with the Faculty of Scienze della Comunicazione, Università di Siena (S. Bagnara, P. Marti) and *Club dei Distretti*. Financed research. Scientific Responsible for the coordination. 2001;

- **MIUR 2001**

Planning and formulation of the MIUR co-financing research proposal, concerning “**Me.Design: strategie, strumenti e operatività del disegno industriale per valorizzare e potenziare le risorse dell’area mediterranea tra locale e globale.**” Financed research. Scientific Responsible for the coordination. 2001;

Coordination and scientific direction of the project “Riflettere Mantova”, included in the research programme Me.Design, for the production of a handbook containing the visual guidelines of Mantova identity, with the support of the City Council Administration; April-December 2003

- **European Research: E.Va.N (European Value Network) 2003-05**

INDACO Department Researcher for the European Research (V Innovation Programme) on design driven innovation in the field of “furniture” sector; partners: University of Limerick (Ireland); Dalt (Design à long term), Bruxelles, UEA (European Furniture Association); CLAC (centro legno arredo Cantù); Webmobili, Italy; 3P3Più; Rational, Germany; Arthur Bonnet, France; coordinator: prof. Roberto Verganti, MIP, Politecnico di Milano.

- **PRIN (Progetti di ricerca di Interesse Nazionale_ MIUR) 2004**
Researcher for the funded research project: *Sistema Moda: mappatura delle risorse eccellenti in area lombarda*; Coordinator Arturo Dell'Acqua Bellavitis; 2004 – 2006,
- **PRIN 2005**
Researcher for the funded research project: *China connection. Il design come motore della costruzione di nuovi scenari di sviluppo per le imprese italiane a est*, 2006-2008, Coordinator: Luisa Collina;
- **Lombardy Region 2007**
Research Project “New Generation by Designing” under the programme "Saturno 2007" – co-financed by Lombardy Region, Ministero del Lavoro e della Previdenza Sociale, Fondo Sociale Europeo; with Camere di Commercio della Lombardia e Unioncamere; POLI.design, Consorzio del Politecnico di Milano; 2007-2008; Researcher
- **Lombardy Region 2007**
Research Project “Business Idea Design. Innovare con la cultura del progetto in ambiti a forte emergenza sociale” under the programme "Saturno 2007"; co-financed by Lombardy Region, Ministero del Lavoro e della Previdenza Sociale, Fondo Sociale Europeo; with Camere di Commercio della Lombardia e Unioncamere; POLI.design, Consorzio del Politecnico di Milano; 2007-2008; Researcher
- **Comunità Montana di Scalve, BG, Italy, 2009**
Funded Research, Research Project "Programma integrato di attività, studi e iniziative tese alla valorizzazione dell'Ecomuseo delle Orobie"; INDACO Department, with Ecomuseo delle Orobie, 09.2009 - 05.2011, Scientific Coordinator;
- **PRIN 2009**
"La diffusione di tecnologie led nei settori dell'arredo e dell'illuminotecnica come leva di vantaggio competitivo design driven", (The diffusion of LED technology in furniture and lighting sectors as design-driven competitive advantage); Research Unit Scientific Coordinator, Design Department, Politecnico di Milano; 2011-2013
- **Lombardy Region, “Green Move” project - 2011**
"Green Move" Project – fundings: Fondo per la Promozione di Accordi Istituzionali - Bando Accordi Istituzionali per la Realizzazione di Programmi di R&S nei settori Energia, Ambiente, Agroalimentare, Salute e Manifatturiero Avanzato - coordinator prof. Alberto Colorni; 1.3.2011 - 28.02.2013, Researcher.
- **European Research: CCALPS (Creative Companies in Alpine Spaces) – 2011**
Funded under the programme Alpine Spaces (2011); INDACO Department - Politecnico di Milano and Lombardy Region (coordinator); Partners: Lyon Chamber of Commerce and Industry, French Riviera Chamber of Commerce & Industry, Innovation and Technology Transfer Salzburg Ltd, Regional Development Agency of the Ljubljana Urban Region, MFG Public Innovation Agency for ICT and Media, University of Haute Alsace - Intelligence Process Modeling System, Piedmont Region, Supsi; Scientific Coordinator for the Design Department, Politecnico di Milano;
- **Fondazione Cariplo - 2013**

Funded Research “La Strada Verde”, INDACO Department, Politecnico di Milano; partners: Comune di Colere, Comune di Valbondione, CAI di Bergamo, Parco delle Orobie (coordinator); 03.2011 - 12.2013; Scientific Coordinator

- **FARB, (Fondi di Ateneo per la Ricerca di Base), Politecnico di Milano, 2014**
Funded Project: *Design per la creazione di nuova impresa. Riformulare gli strumenti di design per accelerare lo sviluppo di startup e creare nuove imprese* (Design for new venture development. Reframing design tools to boost startups and create new business venture), Researcher; 2014-2015
- **European Research: CREA Summer Academies - (Creative Companies in Alpine Spaces) – Scientific Coordinator - 2014 - 16**
Funded under the programme HORIZON 2020; Design Department Department - Politecnico di Milano (coordinator); under DG CONNECT department, EU.
- **European Research: EASME** (European Agency for Small Medium Enterprises), **2016-2018**, under Horizon 2020, project “Capabilities for Design-Driven Innovation in European SMEs; scientific contribution on didactic modules in “design”; with MIP_ Business School of POLitecnico di Milano; coordinator: D'Appollonia.
- **European Research: New Challenges for Public Libraries - Newlib**, Creative Europe - Sub-programme Culture (2014-2020) – 'Support to European cooperation projects – Smaller scale cooperation projects' from 2017 to April 2019 with Regione Lombardia, Department of Culture and Identity; scientific support.
- **European Research: Co-Create** Setting up a network of Competitive MED Clusters with the contribution of CREATIVE industriEs; Interreg Program: Priority Axis 1_ Promoting Mediterranean innovation capacities to develop smart and sustainable growth; Partner; from 1.9.2016. to 31.8.2019; in charge of some WPs

Funded research activities abroad

- **MCTES – Portugal, 2009**
Member of the International Panel “*Reforming Arts and Culture Higher Education in Portugal*” 01/2009 07/2009, supporting the reform of Arts Higher Education in Portugal, Ministerio da Ciência, Tecnologia e Ensino Superior_ MCTES, Portugal,

Advisor or Examiner on PhD Theses

- Tutor: Omar Acevedo Perez, *Il Prodotto di Denominazione di Nazione come strategia di posizionamento de un Paese e il ruolo del Design (Nation-Product as a Country Brand Positioning Strategy: Descriptive model for developing a nation-product)*; Dottorato di ricerca in Design, XX ciclo, Politecnico di Milano, 2007;
- Advisor: Sergio Donoso, *Etnografia virtuale per il design: criteri per lo sviluppo di un osservatorio multiculturale in rete, come strumento per la ricerca metaprogettuale*. Dottorato di ricerca in Design, XX ciclo, Politecnico di Milano, 2007;

- Advisor: Maria Rosaria Scelsi, *Active Ageing Based Solutions. Un contributo al design dei servizi per la terza età*. Dottorato di ricerca in Design, XX ciclo, Politecnico di Milano, 2010
- Advisor: Lara De Sousa Penin, *Design strategico per l'innovazione sociale sostenibile nei contesti emergenti : Framework e strategie operative (Strategic design for sustainable social innovation in emerging contexts : Framework and operative strategies)*, XVIII ciclo, Politecnico di Milano, 2005
- Opponent: Giulia Simeone, *Cibo per la città - L'agricoltura periurbana sostenibile come motore di sviluppo del territorio attraverso un approccio di Design dei Servizi*. Dottorato di Ricerca in Design, XXII ciclo, Politecnico di Milano, 2012
- Advisor: Daniela Seminara, *Un approccio empatico per trasferire conoscenza di design. Il ruolo dei centri di ricerca universitari per il trasferimento di design knowledge verso le micro e piccole imprese. (The Empathic Processes To Transfer Design Knowledge. The University design centre's role in approaching micro-small and craft enterprises to share values and to develop responsible innovations)* XXI ciclo, Dottorato di ricerca in Design, Politecnico di Milano, 2008
- Advisor: Marco Sammiceli, *Design per il sacro: oggetto e soggetto nella valorizzazione di un bene culturale di interesse religioso. Il caso di Milano nella modernità*, XXI ciclo, Dottorato di Design e Tecnologie per la valorizzazione dei Beni Culturali, Politecnico di Milano, 2009;
- Advisor: Viviane Nunes, *Innovation through Community Building: a strategy to improve wood furniture production in a Brazilian local context*, XXV ciclo, Dottorato di Design, Politecnico di Milano, 2014.
- Advisor: Xue Pei, *New Scenario of Collaborative Social Enterprises: exploring the enable abilities of design-driven strategy in startup process through building stakeholders' network*, 29th edition; ongoing research activity;
- Advisor: Han Han, *Furniture Meets Fashion—Cross-industrial brand collaboration between design-intensive firms: an exploration on an alternative branding strategy in emerging consumer markets*; ongoing research activity; 29th edition; ongoing research activity;

QUT (Queensland University of Technology) - Australia

- Master of Applied Sciences, QUT – Queensland University of Technology, Brisbane, Queensland, Australia, 2013: valutazione del lavoro di Erica Christine Pozzey: *Unpacking the opportunities for change within a family owned manufacturing SME: A design led innovation case study*.
- Master of Applied Sciences, QUT – Queensland University of Technology, Brisbane, Queensland, Australia, 2011: valutazione del lavoro di Carl David Behrendorff, *Social Implications of Radical Technology Adoption within the Livestock Industry*, 2011

Member of Faculty and Examiner for PhD

- Member of the Scientific Board of professors at PhD in Industrial Design and Multimedia Communications, INDACO department, Politecnico di Milano (2005-2009);
- Member of the Scientific Board of Professors at PhD in Design e Tecnologie per la valorizzazione dei Beni Culturali, INDACO and BEST departments, Politecnico di Milano (2008-2011).
- Università di Milano Bicocca; Ph.D. QUA_SI Qualità della vita nella Società dell'Informazione; coordinator: Guido Martinotti; Serves as a full member of assessment board granting the degree of PhD, edition XXI; June 2009

- Politecnico di Milano, Dottorato in Design, Serves as a full member of assessment board granting the degree of PhD in Design Research, edition XXI; 2009.
- Portugal
Advisory Board Member for the Artistic Studies PhD. Faculdade de Ciências Sociais Universidade, Universidade Nova de Lisboa, Fall 2014
- Finland
AALTO University; Department of Design, Doctoral Programme Committee of the Aalto University School of Arts, Design, Opponent for the examination of a dissertation, Fall 2014

Applied Research (privately financed research)
(selection of most significant activities)

- **Rome City Council – ITACA Department - Università di Roma “La Sapienza” - 1996**
Resarcher for issues related to “Street Furniture” for “Manuale dell’arredo urbano per la città di Roma” for which ITACA Department was entrusted by the City Council, Università di Roma “La Sapienza” (coordinatore Corrado Terzi); 1996;
- **COICO (centro servizi per il distretto industriale calzaturiero fermano – maceratese)**
Participation in the formulation of the practical guide for product innovation, commissioned to SDI Pescara (resp.le prof. A.Valicelli, prof. A.Marano, Università di Chieti), by COICO (centro servizi per il distretto industriale calzaturiero fermano – maceratese) with the essay “Designing product-system strategies”. October 2002-July 2003.
- **Lombardy Region, “INGENIO” project**
Advisor for the Applied Research held by Daniela Seminara: “Pass. Lab Innovazione”, studio di una collezione innovativa di maniglie per Pasini Srl”; July 2007 – October 2007;
- **B&B Italia**
Funded research, Indaco Department, “Strumenti e metodi per l’ottimizzazione del processo di creazione dei dati tecnici necessari al rivestimento di mobili imbottiti;
- **B&B Italia and Lombardy Region (cofinanziamento Dote Ricerca)**
INDACO Research “Sustainable Mass Customization & Design”; scientific coordinator; 2011;
- **Accor Services**
Funded research; INDACO department; “Finding new added-value services for Accor”; scientific coordinato, 2008-09
- **Trend mosaici, Vicenza**
Funded Research; Consorzio POLI.design; “Evoluzione dei punti vendita (pavimentazione e rivestimenti) in una prospettiva ambientale”; Scientific Coordinator, 2008.
- **Nardi Elettrodomestici**
Funded Research; Consorzio POLI.design; “Sviluppo di un nuovo prodotto per il mercato rustico e old style”; Scientific Coordinator, January 2008 - June 2008

- **Meroni Serrature**
Funded Research; Consorzio POLI.design: “Sviluppo di una nuova famiglia di pomoli innovativi per il mercato degli spazi pubblici e privati”; Scientific Coordinator, April 2007 – March 2009
- **Giovanardi Spa**
Funded Research; Consorzio POLI.design; Branding and new Development; Scientific Coordinator; Design Management; 2007 – 2011;
- **Visual Wall**
Funded Research; Consorzio POLI.design, with Baraldo Industrie and Balance System; “Progetto di sviluppo comunicativo e strategico per un innovativo sistema di allestimento di spazi fieristici e commerciali”; Design Management; September 2009 - December 2010
- **Eleri – Eco Inn. New Brand**
Funded Research; Consorzio POLI.design; Conto Sistema Fondimpresa; New strategies of PSS, using MaterBi (biodegradable Plastic); Design Management; May 2008 - April 2009;
- **Grechi Illuminazione**
Funded Research; Consorzio POLI.design; New Development of a LED Street Lighting System; Scientific Coordinator, Design Management; May 2008 - April 2009
- **Grechi Illuminazione**
Funded Research; Consorzio POLI.design; New Development of a Street (Smart) Furniture; Scientific Coordinator, Design Management; May 2010 - November 2011
- **Colombo Design**
Conto Formazione, Fondimpresa; funded research, Consorzio POLI.design: new scenarios of promotion and distribution for Colombo handles; Scientific Coordinator, Design Management April 2012 – December 2012
- **Berkel SpA**
Conto Formazione, Fondimpresa; funded research, Consorzio POLI.design: “New PSS for new markets and emerging needs”; Scientific Coordinator, Design Management May 2012 – to date
- **Assogiocattoli**
Funded Research; Consorzio POLI.design: “Generazione Expo e nuovi linguaggi. Il sistema prodotto gioco per in nuovo Made and Thought in Italy.” Scientific Coordinator, April 2011 – November 2011
- **Lombardy Region**
Funded Research; Consorzio POLI.design; “Designing the Identity of the Ecomuseo Network in Lombardy”; September 2008 – February 2009; Scientific Coordinator
- **VIVAWOOD**
Funded Research; Consorzio POLI.design (Design for Kids and Toys course); with ADI (Associazione Disegno Industriale); and the Carpentry Workshop of the Prison of Bollate; A new collection of wood-made products for kids; Preliminary research; Design Management 2013
- **Cartier, Paris**

Funded Research; Consorzio POLI.design; “Images de Préciosité”, Blue-sky research for the “Cabinet d’Innovation” Cartier, Paris, Scientific Coordinator, 2013

- **Monitillo Marmi**
New Product Development: a collection of marble and stone-made products;
Preliminary research and Design Direction; 2014 – to date;
- **Accord Lighting Systems**
Senai Funded Research, under the EDITAL 2012 Programme, with UFPR (Universidade Federal de Paraná); supporting strategic positioning and research on new LED lighting Systems for Low Income Brazilian Customes; 2014 – to date
- **Yves Rocher Group _ Stanhome _ France**
Design thinking process activation to develop and innovative tool for cleaning; 2015 – 2016; launch of the product on April 2017
- **Universiis social cooperative _ Udine**
Consultancy project to: design the “communication” towards the Public Administration; gamification approach to exchange knowledege among the organization’ members;
- **Mitsubishi Electric _ MERCE UK**
Scenario Building about the future of living; 2015-2017
- **Fondazione Cariplo _ Milan**
Co-participatory design with FC stakeholders to redesign the visual image of FC for its 25th birthday; 2016-17

Teaching Activities

Contract teaching activities

- Teaching Assistant in “Morfologia dei Componenti” course, prof. Corrado Terzi. School of Architecture, Università di Roma “La Sapienza”. 1994-97
- Lecturer in “Industrial Design” (with Isao Hosoe); Faculty of Scienze della Comunicazione, Università di Siena. A.A. 2000 – 2001; 2001- 2002;
- Lecturer in “Industrial Design” at Polo di Como, Politecnico di Milano, Corso di Laurea in Design di Prodotto Arredo, A.A. 2001-2002; 2002-2003; 2003-2004; 2004- 2005);

Teaching activities (Assistant Professor and Associate Professor, since 2004):

- C.I. Laboratorio di Sintesi Finale, School of Design, Polo regionale di Como, Corso di studi in Design dell’Arredo (Furniture Design), Bachelor Degree, III year, 10 CFU (A.A. 2006-2007; 2007-2008; 2008-2009; 2009-2010);
- Strategic Design, School of Design, Master Degree I, 5 CFU (A.A. 2006-2007; 2007-2008; 2008-2009);
- Preparazione elaborato di tesi (P.E.L.); School of Design, Polo regionale di Como, Corso di studi in Design dell’Arredo (Furniture Design), Bachelor Degree, III year, 10 CFU (A.A. 2006-2007; 2007-2008; 2008-2009);
- Seminari Professionalizzanti; Facoltà del Design, Polo regionale di Como, Corso di studi in Design dell’Arredo (Furniture Design), Bachelor Degree, III year, 5 CFU (A.A. 2006-2007; 2007-2008; 2008-2009);
- C.I. Laboratorio di Sintesi Finale, Scuola del Design, Corso di Studi in Design del Prodotto per l’Innovazione. Master Degree II year, 6 CFU, (A.A. 2010-2011; 2012-2013)
- C.I. Laboratorio di Sviluppo Prodotto, Scuola del Design, Corso di Studio in Design del Prodotto per l’Innovazione, Master Degree I year, 6 CFU, (A.A. 2011-2012; 2012-2013)
- Visualization & Prototyping, School of Design, Product Service System Design course (PSSD), Master Degree I year, 6 CFU, A.A. 2013-2014;
- Laboratorio di Teorie e Pratiche del progetto, School of Design, Polo regionale di Como, Corso di studi in Design dell’Arredo (Furniture Design), Bachelor Degree, I year, 6 CFU, A.A. 2013-14

Master Degree Thesis supervised (2014)

Design di prodotto per l’innovazione course (Product Design for Innovation)

Product innovation

- Luca Sette: Syncro, Discoteca Sorda. Feel the sound.
- Noemi Taormina: Jamù: consolle per musicisti.
- Alessandro Di Fonzo: U-Cook, dispositivo elettrodomestico a funzionamento combinato induzione/micro-onde.

- Cataldo Lo Monaco: Flux. Un sistema parassita per un'innovazione di significato nel settore dell'aeraulica;

Experimental research

- Nima Fardi: Tabù, Autoproduzione, Quotidianità. Un set di candelabri per esplorare il rapporto tra oggetto e cultura del proibito.
- Francesco Pace: Oltre la plastica. Nuovi valori e significati sostenibili di una materia di successo.

Food design

- Silvia Desideri. Progettare l'intorno attorno al cibo. Colori e forme del mangiare slow.
- Lara Caffi: IN/Taglio_Sistema FTF. Design strategico applicato agli strumenti tra la cucina e la tavola.
- Nicola Bonriposi: Asimmetrico: Estetica in tavola per un miglioramento qualitativo;
- Andrea Lombardini: Bonham. Il ritmo a tavola.
- Li Qixing: Partea_ Tea Experience Innovation for Young Generation in China.

Service Design

- Adriana Amato: Pandora: scoprire i luoghi. Una proposta di servizio per mappare le emozioni di territori noti e sconosciuti.
- Maria Dukhvalova Encha: Le stanze del buonumore. Un nuovo modello di servizio per sostenere le mamme nella loro quotidianità.
- Massimo Ferrero: Occhiali on demand. La manifattura digitale per ripensare il "sistema" occhiali.
- Giovanni Castelli: Co-Site. Strutture temporanee e servizi per comunità urbane collaborative.

Design for Toy and Kids

- Paola Intini: Tap-tap-Zoo, Collezione di giocattoli musicali in legno, per bambini da zero a tre anni;
- Raffaella Ratti: Discovery Park. Esperienze empatiche per bambini ipovedenti.

Strategic Design and Branding

- Georgi Trayanov Novoselets Varis: Strategie di design per un nuovo marchio d'arredo.
- Elena Villa: B-Casa: Capsule Collection per Brandina the Original;

Teaching in post graduate courses

(Strategic Design, Service Design, Design Management, Furniture Design)

Lectures and Workshop organization in Master and Courses of POLI.design (**MDS – Master in Strategic Design; MIEID, Executive Master in Interior Design and Management; DDGIO, Design for Kids and Toys; Wine Design, BST, Brand dei Sistemi Territorial; D4A_ Design for Architecture, Brand Design**);

Teaching in other post-graduate courses (selection):

- Master in Five Stars Hotel Management, Luiss Business School, "Design and Luxury Hotel", Fortevillage, Sardinia, March 15th 2011
- MIM, Mobile Imbottito Matera, course held by POLI.design with Sviluppo Basilicata, Arthur D.Little; "Dal prodotto alle strategie di vendita. Nuovi scenari per l'innovazione", Matera, January 20-22, 2011

- Training Course for Executive Managers; funded FONDIRIGENTI, Consorzio POLI.design: "Theories and methods for new product development", 2009-2010
- Comau, FIAT Group, lecture: "Hard & Soft design innovation", Turin, January 17th, 2010
- Fondirigenti, Fondimpresa programme: training courses about strategies for new product development, POLI.design consortium, 2009-2010
- Seminari API _ Associazione Piccola Impresa_ Milano, Facoltà del Design: Design Strategico per l'innovazione nelle PMI (Strategic Design for Innovation in SMEs); 2007, 2008
- DIMI, Design Innovation Made in Italy, the course, held in english, for indian students, managed by POLI.design and ICE (Istituto per il commercio con l'estero, Italia); WS: Design driven innovation in furniture sector, sept. oct. 2008
- ISVOR Fiat (Fiat Corporate University), organizer (with Iveta Merlinova) of "Fiat Marketing Lab"; learning themes: "Customer discover and insight", "Sustainability Marketing", "Product Innovation", 2007-2008-2009
- Master in Ergonomia della comunicazione e del prodotto (Ergonomy for Products and Communication), (ESF European Social Found), I level, Politecnico di Milano; 2004;
- Scientific and organisational manager of the Workshop "CaLABria Design", in the programme Me.design, in collaboration with the Calabria Artesan Corporation Atena, Gioiosa Jonica. 30.09.03 – 02.10.03.
- WD 3° Workshop Design, summer seminar in design applied to Beni Culturali, Laboratory Siti Storici dell'Alto Tammaro, Morcone (Benevento), manager. Organisation: Agenzia SDI Napoli I, prof. Ermanno Guida. 1-6 settembre 2003;
- Scientific coordination and organisation of the Workshop "Design for Trust", Museo dello Scarpone e della Calzatura sportiva, Montebelluna, 2003;
- Worskop per il Master in "Movie Design", ESF Project (European Social Found) Ob.3 Lombardy Region, Politecnico di Milano. 2003;
- Member of the scientific committee e coordination for the Planning Workshop organised by Centro Ricerche Fantoni (Fantoni group) and Poli.Design; Udine. 2000-2002;
- Comunicare l'impresa, (Project n° 26524 "Lo sviluppo delle competenze politecniche nella Piccola e Media Impresa" Obiettivo 4, Asse 2, Subasse 2, Lombardy Region, ESF (European Social Fund), for Poliedra – Polidesign, Politecnico di Milano; course management; April-May 2000

Teaching in post-graduate and graduate courses abroad

- Southeast University, Nanjing, China, Master Degree in Product Design; workshop on "Design Changes"; October 2012;

- Università San Francisco de Quito, Quito, Ecuador, Workshop “That’s our way for strategic design”, March 1st and 2nd 2012;
- Università di Queretaro, School of Architecture, Queretaro, Mexico; lecturer on “Design for Local Development”, July 25th-29th 2011;
- Università di Valparaíso, School of Architecture, Valparaíso, Chile, Scientific Direction (2006 - 2010) and Teaching at Master Diseño Estratégico (MDE), 2006, 2007, 2009, 2010, 2011, 2012;
- Unisinos, Universidade do Vale do Rio dos Sinos, Curso Especialização in Design Estratégico, Rio Grande do Sul, Brazil, 2006, 2007, 2008; coordination and teaching;
- CETIQ_T Rio de Janeiro; under the programme *Senai Design Futures* project, direction and teaching for the course “Strategic Design”, for the professors of Cetiq/T; 40 hours course; 2010;
- SENAI – Serviço Nacional de Aprendizagem Industrial – Brasil; Senai Design Futures project: as coordinator for Paraná and Santa Catarina states, professor Zurlo proposed, managed and applied a new methodology for design driven innovation adopted by the whole Senai organization; (with Consorzio POLI.design), 2008-2010; 2014
- Hangzhou Dianzi University, School of Design, Product Design Course, lecturer on “Product Innovation”, July, Hangzhou, China, 2009
- Lantao Culture Development, “Herbal treatment: design driven innovation for competitive companies”; for Chinese Furniture Companies, Head Teacher; 2006
- Scientific coordinator of the course Especialização in Design Estratégico, Unisinos University, Rio Grande do Sul, Brazil, since 2006
- Master MAUD 03, (Maestría Universitaria de Diseño), Diseño para la sociedad: Diseño y turismo; Univesidad Pablo de Olavide, Sevilla, Spain. 2003

Lectures in other Schools (Italy and abroad):

Lessons relate to the following issues: Furniture Design; Strategic Design, Design for Local Development; New Product Development; Meta-project; Design Driven Innovation; Marketing and Design; Design Thinking; Design Management; locations:

- Università “La Sapienza”, School of Architecture, Roma;
- Università degli Studi “Federico II”, School of Architecture, Napoli
- Domus Academy, Milano;
- IULM, Scuola Superiore di Comunicazione e Marketing, Milan;
- Scuola Politecnica del Design (SPD), Milan;
- Stoa, Istituto di Studi per la Direzione e Gestione di Impresa, Ercolano (NA);
- Politecnico di Valencia, Alcoa Design School, Spain;
- Eurochile, Innovation Relay Center, Santiago do Chile;
- Universidad Federal do Paraná, Curitiba, Brazil
- The Tokyo University, Tokyo
- China Academy of Art, Hangzhou, China
- Nanjing University of Science and Technology, China;

- Southeast University, Nanjing, China
- L'EBABX - École d'Enseignement Supérieur d'Art de Bordeaux
- Université Paris Ouest Nanterre La Défense

Congress and Seminars (a selection)

- “Design of the Options”, lecture, “3D - Design pour le Développement Durable des Productions Artisanales Locales”, Programme du Formation Formateurs du projet TEMPUS, Workshop, School of Architecture, Firenze, July 1st 2014
- “Cross Creativity. Creatività e Cultura al centro dell’Innovazione”, CCALPS EU Funded Project, Conference Chair, Palazzo Lombardia, Milano, June 19th 2014;
- “Design Multidimensionale. CODE: quando il design diventa strategico.” Conference chair, Design Library, Milano, May 20th 2014
- “Creative Camp: Strategic Design Supporting Creative Start Up”, workshop for CCALPS EU Funded Project, Stuttgart, May 19-20 2014;
- “A Toy World”, speech, Design Library, Milano, February, 27th 2014
- “Generational Ambidexterities”, workshop during the Exhibition: “Longevity”, organized by Design Department, Politecnico di Milano, Milano, April 11th 2014
- “Design Training: the Italian Way”, Keynote speech at “4th International Innovation Design & Education Forum” conference, Nanjing University of Science and Technology, Nanjing, September 20th 2013
- “Wine Design: the experience of the Master in Strategic Design”, lecture at Workshop “Vini – Vindi – Vinci. Design et Vin en Aquitaine”, École des Beaux Arts de Bordeaux, Erasmus Exchange Programme, September 2-13 2013
- “From interior design to experience design”, lecture, in “HO.RE.CA.” Conference organized by Sooo Felix, Minsk, Belarus, June 6th 2013
- “Design Stories”, speech at “Social Enterprise. Il nuovo paradigma per la comunicazione e condivisione della conoscenza in azienda.” Università Cattolica del Sacro Cuore, Milano, March, 7th 2013
- “Cultura Creatività Lavoro. Verso Europa 2020: idee, progetti e programmi”, EU project: CCALPS; Regione Lombardia; Palazzo Lombardia, Milano, June 20th 2013;
- “Internationalization and Design”, speech at “Design Summit”, an event managed by RCS-Corriere della Sera, Borsa di Milano, Milano, April 8th 2013
- “Branding for China”, lecture, in “Innovazione per la competitività delle Imprese”, organized by Polo Cento, Università degli Studi di Firenze, Calenzano, December 10th 2012
- “Branding for China”, lecture, in “Design Talk”, in Beijing Design Fair, managed by Abitare, RCS Beijing, Beijing Design Week; September 30th 2012, Beijing, China;
- “Le Strategie del Design”; book presentation during the event “Pordenonelegge”, Parco Galleria d’Arte Moderna, September 22th 2012;
- “Branding for China”, presentation of the research findings; conference organized by RCS and Beijing Design Week, Fondazione Italia Cina; Milano; June 18th 2012;
- “Design and Internationalization”, speech, in “Design Days” conference, organized by the “Creative Industries Regional Council” of European Union, Bruxelles; June 7th 2012;
- “Strategic Design for the Shoe Industry”, lecture, École des Beaux Arts de Bordeaux, Erasmus Exchange Programme, July 2012;
- “Branding Nordest. Alla ricerca di una nuova identità per la Venice Region” in “Festival Città Impresa”, Conference, Fondazione CUOA, Altavilla Vicentina, May 4th 2012;
- “La didattica progettuale nel design”, lecture during the Politecnico di Milano Conference on Education, Politecnico di Milano, Milano, May 17th 2011;

- “Sense-making products and services for senior citizens” in: “Ageing Society: from scientific-technological knowledge to new market opportunities”, an international workshop organized by ALIAS (a Cariplo project: ALta formazione e Internazionalizzazione nell'Ageing Society) and The Tokyo University, Tokyo, September 8th 2011;
- “Spazi e strumenti della cucina domestica e collettiva tra XX e XXI secolo”, in “Baccanale 2011. Sapori d'Italia.”, chair Aldo Capatti; Biblioteca Comunale, Imola, November 11th 2011;
- “Sustainable Fashion, Design and Innovation for a Better Quality of Life” in “Engaging the Cultural Sector in Creating an Ecological Age”, Conference, Palazzo Marino, Milano, October 19th 2011;
- “I territori del design. Le nuove geografie del progetto”, in “SocietAbile. Il progetto come processo sociale”, chairs: S.Maffei, L.Parolini, P. Volontè; Scuola del Design, Politecnico di Milano, Milano, April 19th 2011;
- “Didattica e ricerca di design al Politecnico di Milano”, in *Festival del Design in Brianza. Le mille storie del design*, conference managed by Informazione e Formazione, CLAC SRL, Monza, October 30th 2010;
- Conference Chair for the DPPI 2011 conference “How Can Design Research serve Industries”, Milan, 22-25 June 2011
- “Concept Design. The products as stories”, Guangzhou Design Week, Guangzhou Fair, Guangzhou, China, December 8-11;
- Senai/Cetiqt, *Design Estratégico na Construção de Cenários*, Exhibition “Design 2010”, Rio de Janeiro, November 17th
- “Colloque sur le Brand Design”, Université Paris Ouest Nanterre la Défense, “Le design stratégique et la création de la valeur: Cas Panasonic”, March 24th, 2010, Paris;
- Des | Ciclo di Seminari sul Design dei Servizi “Creatività e sviluppo locale. Potenzialità dei servizi come piattaforme abilitanti.” chairs: Ezio Manzini, Francesco Zurlo, Beatrice Villari; School of Design, Politecnico di Milano, June, 16th 2009;
- BFC _ Business for Contract; Reed Business Information; “Design strategico come elemento guida dei progetti contract;” Unione delle Camere di Commercio di Milano; Milano, October 16th 2008;
- FUTSU, Furniture Trends Update, *Design strategic per il comparto Arredo* Pordenone Fiere, October 22th 2008
- Workshop “Epifanie Tecnologiche” in World Business Forum 2008, , Milano Convention Centre, Fiera Milano City organized by MIP and HSM Italia; October 29th 2008
- Workshop “Italy and Turkey: Design and Industrial Partnership” Organized by Promos, Azienda speciale della Camera di Commercio di Milano per le attività Internazionali, and IMOB_ Istanbul Furniture Fair; IMOB-CNR exhibition center: “Lombardy Design Sectors and Future Prospects in the Design Sector” 01.02.2008
- Workshop “Design di innovazione tecnologica o strategia di comunicazione?”, Abitare il Tempo Fair, Verona, 22.09.2007
- “Design Strategico e Impresa Italiana”, in: “Management, Innovazione e Design: una nuova cultura per le imprese italiane”; conference organized by Domus Academy e POLI.design, in conjunction with PDMA; Assolombarda, Milano; October 19th 2006;
- “Emozione ed esperienza ottimale”, in Workshop ENGAGE, Coordination Action co-financed by the European Community under the IST Priority of the VI Framework Programme, “Progettare per le emozioni. Metodologie ed esperienze a confronto”: MIP-Politecnico di Milano, February 26th 2007;
- Seminar “Design in(g) Valparaiso”, Escuela de Diseño, Universidad de Valparaiso, 23th April 2005;
- Primer Seminario – Taller “El Diseño Estratégico para la internaciolization de la Empresa, Eurochile, Fundacion Empresarial Comunidad Europea-Chile, Santiago, 22nd April 2005

- Workshop Capyme AI-Invest, “Diseño factor de desarrollo de la Pyme exportadora”, Eurochile, Fundación Empresarial Comunidad Europea-Chile, Santiago, 18-21 April 2005
- International Workshop “Comunicare tra i distretti industriali campani” – organised by the Faculty of Architecture Luigi Vanvitelli, seconda Università degli Studi di Napoli – seminar December 11th 2003, distretto Sant’Agata dei Goti – Casapulla.
- International congress: I Encontro Italo-Brasileiro em Design como Recurso Estratégico, Curitiba, Paraná, Brasil, 23 June 2003; speech on: “Uma Introdução ao Design estratégico”. Congress on “Formação profissional para estratégias em design de móveis”, 2003.
- “Exploiting resources in the Mediterranean area: which can be the role of design in territorial development”, in International congress “Me.Design. Il design per valorizzare le risorse dell’area mediterranea”, Naples, 13 e 14 February 2003, organization and scientific coordination. February 13th 2003
- WD 3° Workshop Design, Coordination, summer seminar in design applied to Cultural Heritage, Laboratorio Siti Storici dell’Alto Tammaro, Morcone (Benevento), organized by Agenzia SDI Napoli I, prof. Ermanno Guida. September 1-6 2003;
- Workshop “CaLABria Design”, coordination, under the MIUR funded project: Me.design, in collaboration with Artigiani Calabresi Association, Atena, Gioiosa Jonica. September 30th to October 2nd 2003.
- “El Diseño industrial desde las Comarcas Valencianas”, Escuela Politécnica Superior de Alcoy, conference on Design, Alcoy, Spain. July 10th 2000.
- “Design and competence. Design process as the result of interactive relationships between key actors, within context-specific boundaries. Evidence from Italy”, speech during the congress “Managing Knowledge for innovation”, organised by Domus Academy, IRSO, Philips Design, Xerox, Milano, April 7th 2000.
- “Sul giovane design in Italia” in “Design in Europe. The Young New Wave” – Congress organised by Vanni Pasca at “Abitare il Tempo”, Verona Fiere, October 10th 1998.

Design professional activity (selection)

Design Consultancy in Product Design and Strategic Design for several firms; some of them are:

- **Lighting Design:** general plan for the environment and Roman Forum lighting project in Rome, as well as Corviale building (in collaboration with Studio Associato Annunziata, Martino, Terzi, Zurlo). The project was commissioned by ACEA (Azienda Comunale Energia e Ambiente), Rome. 1995-96;
- **Urban Furnishing:** collaboration on the development on new street furniture in Rome with Studio Associato Annunziata, Martino, Terzi, Zurlo, and Studio Mario Bellini, Milano, for JCDécaux, France.
- Design management for **Fiat Corporate Design**. Assistant for Gino Finizio e Ermanno Cressoni (design direction). Project partners are Michele De Lucchi, Isao Hosoe for the projects *Trasformabilità e Personalizzazione* and *Telematica e Mobilità*. 1997-98
- Consultant for **Artemide** Spa (lighting devices), supervisor Ezio Manzini, as regards new product development, in the project *Contesti di vita, contesti di luce*, 2000-2001;
- Società del Travertino Romano, Stone Industry, Roma;
- LCF, Cinema Chairs production, Fiano Romano;
- Zerodisegno, Furniture, Alessandria;
- Allegrini, Chemical Products, Bergamo;
- Seccose, Furniture, Treviso;
- Billiani, Furniture, Manzano;

Design Consultancy on Strategic Design, with Consorzio POLI.design and INDACO Department, for such clients as:

- Reggio Children, Children Schools, Reggio Emilia;
- Gruppo Fantoni, Office Furniture and MDF production, Udine;
- Logotel, Retail Design Division, Milano;
- Ferrarini, alimentari, Parma;
- Banca Popolare di Milano, servizi bancari, Milano;
- L'Oreal group, Cosmetics, Torino;
- Orizzonti, Furniture, Misinto (Milano);
- Delta-Cobra Italia, Electronic Products, Varese;
- Gruppo Auchan Italia, Retail, Milano;
- Reed Business Information, Publishing, Milano;
- SIB, Fair Organization, Fiera di Rimini;
- Richemont Group, Creative Academy, Corporate School, Milano;
- Montegrappa, Fountain Pens, Bassano del Grappa;
- RCS (Rizzoli Corriere della Sera), Publishing, Milano.
- Secomity group, Electronic Products, Beijing
- Hing Lee Furniture, Hong Kong
- Gruppo Cabassi, Real Estate Developers, Milano
- Technogym, Gym Equipment, Cesena
- Patchamama, Carpets Vicenza
- Antoitavia, Real Estate Development, Milano
- Domus Concept, Furniture, Beijing
- Cartier, Richemont Group, Cabinet d'Innovation, Paris
- Mitsubishi Electric, Japan

Zurlo is also **senior design consultant** for applied research and innovation for **Panasonic Electric Works** (now ECO-Solutions), Japan; in this position professor Zurlo is managing new product development processes. Since 2007

Publications

- Zurlo F., Colombo F., (2022), *I modi della creatività per l'innovazione e la competitività*, in "Io sono cultura 2022. L'Italia della qualità e della bellezza sfida la crisi", edizioni Fondazione Symbola – Unioncamere, Roma;
- Zurlo, F., Patricio, R.; Carrizo Moreira, A.; (2022) *Gamification in innovation teams*. DOI: 10.1016/j.ijis.2022.05.003. In INTERNATIONAL JOURNAL OF INNOVATION STUDIES vol. 6 (3)
- Zurlo, F., Patricio, R., Zhang Z.; (2022), *Supporting a Sustainable and Engaging Online Transition for Co-Design through Gamification*. DOI: 10.3390/su14116716. In SUSTAINABILITY vol. 14 (11)
- Zurlo, F., Italia, M.; (2022), *Barriers and capabilities for embedding a Strategic Design for Sustainability approach in organisation*. In DESIGN FOR ADAPTATION - Cumulus Conference Proceedings Detroit 2022 - Conference date:01/11/2022 -04/11/2022
- Zurlo, F., Han, H., Lin, M.; (2021) *An Exploratory Study of the Business Strategies for Virtual Idols in the Era of Phygitalization—Analysis in the Perspective of Cases in China*. DOI: 10.1007/978-3-030-90179-0_41. In HCI International 2021 - Late Breaking Posters. HCII 2021. Communications in Computer and Information Science Communications in Computer and Information Science - ISBN: 978-3-030-90178-3. In COMMUNICATIONS IN COMPUTER AND INFORMATION SCIENCE vol. 1499
- Zurlo F., Oh Jae-Eun (2021), *The Role of Technology in Reforming Design Education*. DOI: 10.31182/cubic.2021.4.033. In CUBIC JOURNAL vol. 4 (4)
- Zurlo F. (2021), (a cura di), *Hangar Design Group Compendium*, Rizzoli, Milano
- Zurlo, F., Patricio, R., Carrizo Moreira, A.; (2020), *Enhancing design thinking approaches to innovation through gamification*. DOI: 10.1108/EJIM-06-2020-0239. In EUROPEAN JOURNAL OF INNOVATION MANAGEMENT
- Zurlo, F., Zhang Z.; (2020), *Positioning Participant Engagement in Participatory Design*. DOI: 10.1007/978-3-030-60114-0_25. In HCII 2020: HCI International 2020 - Late Breaking Papers: User Experience Design and Case Studies - ISBN: 978-3-030-60113-3. In LECTURE NOTES IN ARTIFICIAL INTELLIGENCE vol. 12423
- Zurlo F., Martino C., (2021), *Il design abilita*, in Zurlo F., Martina C., (a cura di), *Italia Geniale/Design Enables. Bellezza, originalità, creatività del design industriale apprezzato universalmente*; mostra e catalogo per il padiglione Italia di Expo 2020 – Dubai, ADI e Ministero dello Sviluppo Economico, Edizioni ADIPER
- Zurlo F., (2021), *Ode alle cose*, in Galimberti L., Trentatré piccole storie di Design, Electa, Milano;
- Zurlo F. et alii, (2021), *L'imperativo della coerenza*, in ADI Design Index 2021, Edizioni ADIPER, Milano;
- Zurlo F. et alii, (2021), *L'alfabeto del design*, in ADI Design Index 2020, Edizioni ADIPER, Milano;

- Zurlo F., Colombo F., (2021), *I modi della creatività per l'innovazione e la competitività*, in "Io sono cultura 2021. L'Italia della qualità e della bellezza sfida la crisi", edizioni Fondazione Symbola – Unioncamere, Roma;
- Pei, X., Maurer, D., Sedini, C. & Zurlo (2021). *A Research through Design Practice to Envision Home Scenarios in the Post-Covid-19 Future*. In proceeding of Swiss Design Network Symposium 2021. Design as Common Good / Framing Design through Pluralism and Social Values (pp 819-832);
- Hayama, Y., Zurlo, F. Cautela, C., Melazzini, M. (2021). *Narrative in design and business: a literature review and research agenda for the future*. The 28th Innovation and Product Development Management Conference;
- Carella, G., Italia, M., D'Ambrosio, S., & Zurlo, F. (2021). *Design as a creative mean in response to COVID-19*. In Design as Common Good/Framing Design through Pluralism and Social Values (pp. 286-297).
- Zurlo F., (2020), *I modi della creatività (ai tempi del lockdown) per l'innovazione e la competitività*, in "Io sono cultura 2020. L'Italia della qualità e della bellezza sfida la crisi", edizioni Fondazione Symbola – Unioncamere, Roma;
- Zurlo, F.; Santi, R.; Papile, F.; Marinelli, A.; de Liguori, M.; Campus, G.; Del Curto, B.; (2020). *SMA-Tech epiphanies: an educational activity to design for technological innovation with Shape Memory Alloys*. pp.6407-6415. In Proceedings of INTED2020 Conference - ISBN:978-84-09-17939-8
- Zurlo, F. (2019), *Designerly Way of Organizing. Il Design dell'Organizzazione Creativa | Designerly Way of Organizing. The Design of Creative Organization*. DOI:10.19229/2464-9309/522019. pp.11-20. In AGATHÓN - ISSN:2532-683X vol. 5
- Zurlo, F.; Pei, X.; (2019). *Co-designing per il rebranding di una fondazione italiana. Co-designing for rebranding an Italian foundation*, pp.161-166. In AGATHÓN - ISSN:2464-9309 vol. NO.5 | 2019
- Zurlo, F.; Nie, Z.; Camussi, E.; Annovazzi, C 2019. *Service Ecosystem Design for improving the service sustainability: A case of Career Counselling Services in the Italian higher education institution*. DOI:10.3390/su11051427. pp.1-24. In SUSTAINABILITY - ISSN:2071-1050 vol. 11 (5)
- Zurlo, F.; Pei, X.; Sedini, C.; (2019). *Building an Age-friendly City for Elderly Citizens through Co-designing an Urban Walkable Scenario*. pp.69-80. In Conference proceedings of the Academy for Design Innovation Management 2019 Research Perspectives In the era of Transformations - ISBN:978-1-912769-01-8
- Zurlo, F.; Fonseca Braga, M.; (2019). *Handling the Complexity of Design Support Programmes. An interpretative framework for barriers and drivers to introducing design innovation into Brazilian MSMEs*. pp.125-139. In ADVANCEMENTS IN DESIGN RESEARCH. 11 PhD theses on Design as we do in POLIMI - ISBN:9788891786197. In DESIGN INTERNATIONAL
- Zurlo, F., Simoni, M.; Cautela, C.; (2019). *Designer portfolio archetypes in design-intensive industries*. DOI:10.1080/13662716.2019.1613220. pp.1-34. In INDUSTRY AND INNOVATION - ISSN:1366-2716 vol. 2

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- Zurlo, F.; Patricio, R.; Moreira, A.; (2018). *Gamification approaches to the early stage of innovation*. DOI:10.1111/caim.12284. pp.499-511. In CREATIVITY AND INNOVATION MANAGEMENT - ISSN:0963-1690 vol. 27 (4)
- Zurlo, F.; Dell'Era, C.; Cautela, C.; Magistretti, S.; Verganti, R.; (2018), *Re-thinking Design Thinking: from Ideating to Executing, Engaging and Envisioning*. pp.1-30. In XXIX Riunione Scientifica Annuale Associazione Italiana Ingegneria Gestionale.
- Zurlo, F.; Dell'Era, C.; Cautela, C.; Magistretti, S.; Verganti, R.; (2018), *Which kind of Design Thinking is right for you?*. pp.1-29. In Proceeding of the 25th Innovation & Product Development Management Conference - ISBN:19987374
- Zurlo, F., Simoni, M.; Cautela, C.; (2018). *New wine in old bottles or new bottles for new wine? Product language approaches in design-intensive industries during technological turmoil*. DOI:10.1111/caim.12259. pp.1-15. In CREATIVITY AND INNOVATION MANAGEMENT - ISSN:0963-1690 vol. 2
- Zurlo, F.; Han, Han; (2018). *A New Approach to studying brand design strategies: from pedagogy of multiliteracy to design strategies for branding*. pp.124-128. In YISHU SHEJI YANJIU - ISSN:1674-7518 vol. 4-2018
- Zurlo, F.; Arquilla, V.; Carella, G.; Tamburello, M. C. (2018). *Designing acculturated phygital experiences*. pp.153-164. In Cumulus Conference Proceedings Wuxi 2018 Diffused Transition & Design Opportunities - ISBN:978-952-60-0092-3
- Zurlo, F.; Sangiorgi, D.; Patricio, L.; (2018). *Envisioning and evolving: Future evolution of the concept and the practice of service design*. pp.1020-1031. In Service Design Proof of Concept. Proceedings of the ServDes.2018 Conference - ISBN:9789176852378
- Zurlo, F.; Vignati, A.; Fois, L.; Melazzini, M.; Pei, X.; (2017). *E-Learning And Design Practice. Tools and methods for professional learning of strategic design approach*. DOI:10.1080/14606925.2017.1353046. pp.1026-1036. In THE DESIGN JOURNAL - ISSN:1756-3062 vol. 20
- Zurlo, F.; Vignati, A.; Fois, L.; Melazzini, M.; Pei, X.; (2017), *Making Visible: Valuating the Impacts of Design Intervention for Social Cooperative*. DOI:10.1080/14606925.2017.1352836. pp.3326-3339. In THE DESIGN JOURNAL - ISSN:1756-3062 vol. 20
- Paper published in International Convention Proceedings
F.Zurlo et al. (2016, July). *Design and Gamification for Reshaping Relations and Services in Social Cooperatives*. In proceedings of the 20th dmi: Academic Design Management Conference: Design Research Meets Design Practice (pp.1934-1953), Boston, USA, Design Management Institute.
- Paper published in International Convention Proceedings
Pei, X., & Zurlo, F. (2016). ***Design-led Approaches as Catalyst for New Paradigm: social engagement for empowering vulnerable communities and social-oriented***

organisations. Paper presented at ISIRC 2016, the 8th International Social Innovation Research Conference. Glasgow, UK. (abstract & presentation)

- Paper published in International Convention Proceedings
Pei, X., & Zurlo, F. (2016). ***Social Design Management: Design as an Organisational Tool for Social Business Development***, EAD 11, Sheffield Hallam University, U.K.
- Poster published in International Convention Proceedings
Han Han, Zurlo Francesco, and Menglu Liao (2016), “***Multimodality of Brand Literacy in Acculturation Context — An Alternative Framework for Intercultural Brand-Consumer Communication***”, - Poster Session of ICMM 2016: International Conference on Marketing Management, Tokyo, Japan, May 26-27, 2016.
- Journal Publication
F. Zurlo, M. Simoni, C. Cautela, ***Product design strategies in technological shifts. An explorative study of Italian design-driven companies***, in “***Technovation***” – ISI/SCOPUS Journal (Accepted: 28 June 2014), doi: 10.1016/j.technovation.2014.06.002, forthcoming
- Book
F. Zurlo, V.Nunes, ***MODU.Lares: a collaborative Design Pilot Project as strategy to foster innovation through using Boundary Objects***, Polimi Springer Briefs Series, Milano, forthcoming
- Paper published in International Convention Proceedings
F. Zurlo, C. Sadini, A. Vignati, ***Creativity and Culture for the Territorial Innovation*** in Proceedings, in “Resilient territories: innovation and creativity for new modes of regional development” Hugo Pinto (ed. by), Cambridge Scholar Publishing, forthcoming
- Paper published in International Convention Proceedings
F. Zurlo, C. Sadini, A. Vignati, ***Conceiving a (New) Definition of Hub for the Development of a Transnational Network for Creative Companies***, in Proceedings: *The idea of creative city/The urban policy debate* (eds. D. Wiktor-Mach and P. Radwański), European Scientific Institute, Kokani, Republic of Macedonia, 2014
- Article
F.Zurlo, ***Passare da uno spazio all’altro senza farsi male***, Post for Bicocca Learning and Development Centre BLOG, on “Spazio e Apprendimento”, available in: <http://btcdc.albaproject.it/>, 2014
- Chapter in a Book
F.Zurlo, ***Book Overview***, in C. Cautela, M. Simoni, ***Product design strategies in technological change***, McGraw Hill, Milano, 2014
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F. Zurlo, ***Longevità e limiti del progetto contemporaneo***, in “Longevity”, available in: http://www.grey-panthers.it/wp-content/uploads/2014/04/longevity_singola.pdf , April 2014,
- Article
F.Zurlo, ***In che modo il design degli spazi fisici può facilitare l’apprendimento organizzativo e i processi di formazione?***, Post for Bicocca Learning and Development Centre BLOG, on “Spazio e Apprendimento”, available in http://btcdc.albaproject.it/index.php?option=com_content&view=category&id=96&Itemid=542&limitstart=15, January 2014

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F. Zurlo, ***Design a stelle e strisce***, in "MC Microcomputer", Vol. 5, pp. 166-167, 1996

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F. Zurlo, J. Fotiadis, ***Philip Johnson's Visitor Center. Gestualità e computer***, in "Archimedia", Vol. 5, pp.20-23, 1994

Other activities

Jury Member

- Lombardy Region. Jury Member for selection of work for **Fattori@app**; Competition for new Applications aimed at promoting the Lombardy Didactic Farms; November 2012
- Lombardy Region, Monza Chamber of Commerce; Monza/Brianza Province: Jury Member for selection of new ideas for "**It's a Start** Monza Edition"; June 22nd 2012
- Apulia Region, Agenzia Pugliapromozione; Jury member for selection of new concepts for "Uffici Informazione e Accoglienza Turistica" (**Touristic Information Offices**); May 2012

Exhibitions organization

- **Longevity, Exhibition**, scientific coordinator, Politecnico di Milano Design Department; Complex Systems & Artificial Intelligence Research Center - Università di Milano-Bicocca; NUST - Nanjing University of Science and Technology, Grey-panthers Association, Milano, April 8-13 2014

Editorial activities

- Assessment of **English Books** on Design Management and Strategic Design in order to translate them in Italian; Zanichelli Editore, Milano, 2012, 2013
- **Peer Reviewer** for several International Conferences and Refereed Journals
- **Editorial Board Member** of "Il Progetto" (1998-2000), "Sviluppo & Organizzazione" (2011-2012); "SDI Review" (2003 -2005), "DIID" (Disegno Industriale, Industrial Design), 2012; Springer series Design and Innovation;
- **Articles published** on "'Sviluppo & Organizzazione'", Abitare, DIID, Arte e Critica, IISole24Ore, Corriere della Sera.

Awards and Patents

- **Housewares Design Award** (Secaucus, NJ, USA), for the Electric Shaver, Arc3™ ES-SL41 Men's Wet/Dry Shaver (Best In Category), POLI.design team leader; 2013
- **Registered Patent** (Asia and North America) for the Electric Shaver, Arc3™ ES-SL41 Men's Wet/Dry Shaver; POLI.design team Leader; inventor; 2012
- **Compasso d'Oro for the SDI Research Project**, Sistema Design Italia; as member of the Scientific and Advisory committee; Politecnico di Milano; 2001

Other activities

- Founder of the **Associazione Base Bovisa**, aimed at supporting the young designers, in collaboration with Consorzio POLI.design, Zona Tortona Association, Euromilano Real Estate Development – Milano, 2006;
- DEA, **Design e Artigianato per il Trentino**, Advisory Committee Member; CEii Trentino and consorzio POLI.design, Milano, 2010
- **DES**, Advisor Committee Member, (research centre for **service design**, director Ezio Manzini), INDACO Department, Politecnico di Milano, 2010-2012
- **DESIS** (Design for Social Innovation) Research Laboratory, Member, International network for creativity in social innovation, (www.desisnetwork.org), with a focus on "Ageing and Ingenuity", since 2012

- Inter-departments Cluster “**Tecnologie Innovative e Industria per le Costruzioni**”, Advisory Committee Member, Politecnico di Milano, 2009-2012
- **UNI** (Ente Unificazione Italiana: Italian Authority for Standardization), Workgroup on “**Riconoscimento della figura professionale del designer**” (study on the acknowledgment, by Law, of the professional role of the designer), representative of Design Department, Politecnico di Milano, since January 2014
- Promoter and supporter of **new start-ups**, proposed by ex students of the Master Degree (Product Design for Innovation) and MDS (Master in Strategic Design); amongst them: Verretta, 2014 <http://www.verretta.com>; (new lifestyle products inspired by local tradition in Sansepolcro, Tuscany); and Craftventure, 2013 (a new service idea connecting artisans and international young people willing to learn the Italian Craftmanship competence)

Milano 08 03 2023

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