

“WE HAVE TO
RECOGNIZE
THE NECESSITY
TO DRIVE
INNOVATION IN
THE EVERYDAY
AND EVERYWHERE;
IT CANNOT BE
THE RESERVE
AND THE DESERVE
OF THE START-
UP FEW, BUT
AN INVITATION
FOR ALL TO
TRANSFORM AND
DRIVE PROGRESS
IN EVERY ASPECT
OF SOCIETY.”

INDY JOHAR



scientific coordination
Giuseppe Lotti

INFO

designdrivenstrategies@dida.unifi.it
odmplatform.eu



UNIVERSITÀ
DEGLI STUDI
FIRENZE

DIDA
DIPARTIMENTO DI
ARCHITETTURA

ADVANCED
UNIVERSITY COURSE

DESIGN DRIVEN STRATEGIES

FOR MANUFACTURE 4.0
AND SOCIAL INNOVATION

WHY

In the era of the **fourth industrial revolution**, traditional models of production and consumption are evolving radically and rapidly. Big data, platforms, Internet of Things, augmented reality and artificial intelligence are the keywords of a change that brings about profound social and cultural transformations, well beyond the sole technological dimension. In this unprecedented challenge, enterprises, organizations and institutions across all sectors show the growing need to rely on new professional profiles able to unleash diffused creativity and resilience, turning innovation into an open process of collective experience and connection across meanings, knowledge and know-hows.

In this scenario...

how do we design new products, services and experiences 4.0?

How can we make the most of collective intelligence and open and distributed collaboration to drive sustainable social innovations?

How do we give life to multi-sectoral and multi-disciplinary communities of innovation?

Which role to be played by design and designers?

WHAT

Design Driven Strategies is an Advanced University Course on system thinking and design thinking in the paradigm 4.0. The ultimate goal is to empower students and professionals in using design as a strategic lever for shaping multi-sectoral, collaborative and distributed processes of co-creation, going beyond the conception of innovation (and social innovation) as a linear process. We aim at boosting sustainable, social innovations across design and manufacturing able to drive competitiveness hand in hand with territorial enhancement. The Course is dedicated to shape 'Enablers of Innovation and Social Innovation' across diverse communities and stakeholders, facilitating horizontal collaboration and bridging around real challenges that take together both economics and society, through a design driven approach.

HOW

Design Driven Strategies is rooted in teaching and learning approaches inspired by the concept of Communities of Practice. Guided by expert facilitators, the students will work in team around the ideation of innovative prototypes and projects, in response to real challenges and problems. Besides, thematic workshops, events with speakers at the international level, frontal lessons, networking activities and peer reviews will guide the learners throughout the journey. The Course also offers a unique opportunity of international short mobility at one of the Universities partnering the OD&M Alliance, through a mechanism of competition that will award the most innovative and proactive students.

WHEN

Novembre 2018 - Aprile 2019

Lessons will be on **Friday** and **Saturday**.

112 ore | CFU-ECTS 14

SIGNING UP

Go to the link www.unifi.it/p11409.html.

Deadline: 27 november 2018

CALENDAR

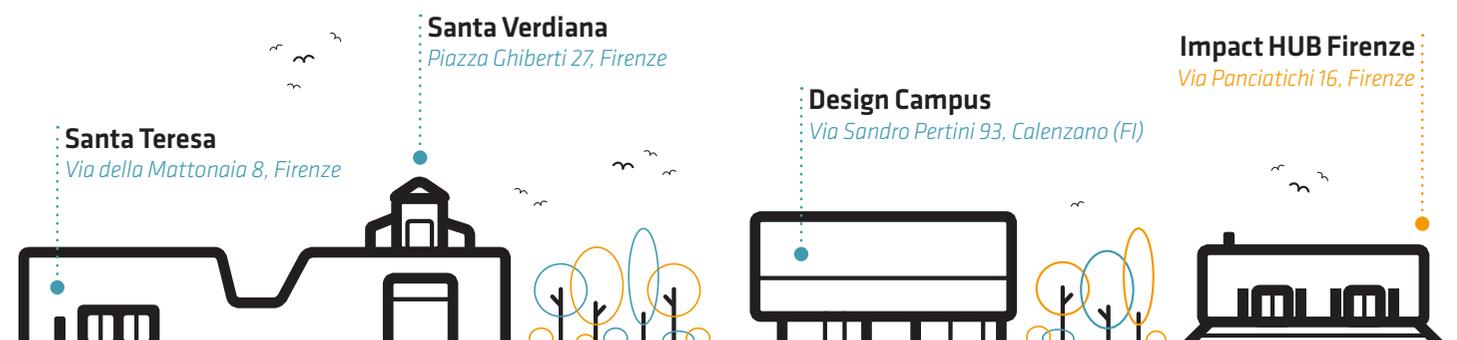
Go to the link:

odmplatform.eu/design-driven-strategies-florence/

MAIN THEMES

Fourth Industrial Revolution and Industry 4.0 | Collaborative economy, platform economy and circular economy | Open Design & Manufacturing | Social Innovation and Design driven Social Innovation | Theory U | System thinking | Art of Hosting | Design thinking.

WHERE



A EUROPEAN PROJECT...

Design Driven Strategy is an initiative of the international Alliance **OD&M - Open Design & Manufacturing** (Erasmus + Knowledge Alliance)

OD&M is:

An **international community** of learning and practice that involves students, professors, practitioners, makers, entrepreneurs and passionate people;



A **lab** that embeds team-working and peer collaboration as salient features for collective inquiry, ideation and co-creation of solutions at the crossroad between design, manufacturing and social innovation;



A **digital platform** that supports peer to peer and community-based mechanisms of learnings' assessment and recognition;



MOBILITY

The course offers opportunities for mobility. At the end of the course the students teams will be selected for live an exchange experience at one of the European Universities partners in the *OD&M* project *.

* **Central Saint Martins (UAL)**, London - UK
University of Deusto, Bilbao - SP
WSB University, Dabrowa Gornicza - PL

MUST HAVE

University Students

Beachelor or Master Degree in

Architecture | Design | Sociology | Antropology | Economy | Engineering | Communication | Marketing.

Business man, professionals and maker refer to Centro Sperimentale del Mobile (CSM) and Agenzia LAMA.

Level **B2 of italian and English** languages.