

Sustainable Innovation 05

Global 'state of the art' in sustainable product/service development and design

10th international conference part of the "Towards Sustainable Product Design" series of conferences 24&25 October 2005. Farnham Castle.Farnham.UK

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Group: Ezio Manzini, Carlo Vezzoli, Carlo Proserpio from Polytechnic of Milan

ACTIVITIES

- To carry out research and didactic activities into strategic design, design of services, development of product and scenarios using a sustainability approach;
- To provide advice for the development of eco-efficient products, services and system;
- To plan events, exhibitions, prizes, conferences.

EXAMPLES

- Working on the instruments for supporting environmental design;
- Network of educational centres (Rapi.rete C. Vezzoli). The brief of the rapi.rete network is the consolidation and dissemination of the academic discipline of environmental requirements of industrial products at a national level within different universities and other educational centres. The network performs a range of activities and has a web site (www.polimi.it/rapirete) containing information on: Courses; teachers; theoretical programmes; student results; educational support tool; audio/video distance education modules;
- Doing experiments with SME through the use of thrown material or faulty products for the development of new families of products. (image 1).
- A new social role for designers, and for schools of design (image 2- 3-4).

Name of Design: **"Mag-cotto biscotto di te"** .
 Designers: **Cecilia Polidori and Antonia Teatino.**
 Realized with thrown material.

Name of Design: **"Gardens in Town"** in a Park North of Milan.
 Designer: **Camilla Masala.**
"Gardens in Town" as possible solution to the problems of loneliness of old people, and as an opportunity for a closer contact with nature.

Name of Design: **"Solar head service - AMG"**.
 Designer: **Tullio Pagano.**
This new product-service mix is sold as a complete service, which is a significantly benefit for the environment. The combination of methane and solar energy used to produce hot supplies is 70% of what is needed.

Name of Design: **"CasaQuick"**, movable unit for detergents delivery.
 Designer: **Ottavio Allegroni.**
"Casa Quick" is a service providing added value to the product life cycle, based on a home-delivery distribution of detergents. The environmental benefits are obtained by optimisation of distribution processes, in terms of both packaging and transportation.