
Margherita Pillan

CURRICULUM VITAE

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Personal information

Italian citizen

Place of work: Dipartimento del Design, Politecnico di Milano, Via Durando
38/A
20158, Milano, Italy

Email: margherita.pillan@polimi.it

Office phone number: 022399.5936

Member of **Soroptimist International**

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Education and qualifications

Foreign languages: English (fluent, written and spoken)
French

Margherita Pillan has earned the following qualifications:

- **National scientific qualification as full professor of Industrial Design.** Competitive State Exam Sector: 08/C1 – Design e progettazione tecnologica dell'architettura - Abilitazione scientifica nazionale come professore di prima fascia ai sensi dell'art. 16 della Legge 240/2010 Settore Concorsuale 08/C1.
- **PhD in Ingegneria Elettronica e delle Comunicazioni** (Electronic and Communication Engineering) from the Politecnico di Milano – Dipartimento of Elettronica e Informazione (currently DEIB – Dipartimento di Elettronica, Informazione e Bioingegneria), VI ciclo, 1994.
- **Laurea in Physics**, top university degree, from the Università degli Studi di Milano, 1985.
- **Secondary school degree** Diploma di maturità, at Liceo Scientifico Statale A. Volta, Milan, 1980.

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Current positions and appointments

- **Associate Professor at the Department of Design** at the Politecnico di Milano since 2005. Competitive State Exam Sector: 08/C1 – Design and Architectural Technology. Disciplinary Scientific Sector: ICAR/13 – Industrial Design.
- **Programme Board Coordinator** of the **MSc degree course in Digital and Interaction Design** at the School of Design under the Politecnico di Milano. <http://www.digitalinteractiondesign.polimi.it/>
- **Scientific director of the Interaction and Experience Design Research Lab** at the Department of Design of the Politecnico di Milano. www.interactionlab.polimi.it
- In the academic year 2018/19 **professor** of the following courses at the School of Design of the Politecnico di Milano:
 - *Processi e Metodi di Produzione di Artefatti Comunicativi* (Processes and Methodologies for the Creation of Communication Artefacts) for the Bachelor's Degree Course in Communication Design.
 - *UX Design* for the MSc Degree course in Digital and Interaction Design. Teaching language: English.
 - *Professional workshop* for the students of the second year of the MSc Degree course in Digital and Interaction Design. Teaching language: English.
 - *Workshop 2* for the students of the MSc Degree course in Communication Design (co-teaching).
- Advisor for four **PhD students** at the Department of Design, Politecnico di Milano.
- Member of the **Management Committee** and responsible for Design activities at the interdepartmental research laboratory **Pheel – Physiology, Emotion, Experience Lab** for an evidence-based investigation into user experience. The research laboratory was created in December 2016 as a collaboration of the departments of Management Engineering, Bioengineering, and Design of the Politecnico di Milano. <http://pheel.polimi.it/>.
- Member of the **Management Committee** of the interdepartmental research laboratory **Brain** focused on the development of tools, methodologies and protocols for monitoring the functional activities of the human brain. The lab was founded in 2015 in collaboration with the departments of Physics, Mathematics, Design and Bioengineering at the Politecnico di Milano. <http://www.brainlab.polimi.it/>
- Member of the **International Scientific Committee** of the francophone international review **Sciences du Design** since its foundation in 2015. <http://www.sciences-du-design.org/>
- Member of the **Committee for Didactics** (Commissione Didattica) at the Design Department of the Politecnico di Milano.

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Main past positions and appointments

- 2018 **Co-chair and member of the organizing committee** in the conference **ServDes 2018** on Service Design, hosted by the Politecnico di Milano in 2018.
Track Chair for “*Community and relationship building*”.
- 2017 – 2019 Member of the **Scientific Committee** of the Department of Design at the Politecnico as a representative of the research cluster (sezione) “Products, Strategies and Services” at the Design Department. Ended in January 2019.
- 2017 Member of the **Commissione Scientifica** – Scientific Committee - of the Department of Design at the Politecnico as representative of the department section “Products, Strategies and Services”. The Scientific Committee is part of the governance system of the Department, taking the form of a board that discusses the administration and organization topics with regards to research and human, spatial and economic resources.
- 2016 – 2018 **Coordinator** of the team in charge of organizing the **MSc Degree course in Digital and Interaction Design** at the School of Design under the Politecnico di Milano.
- 2016 Co-founder of the **interdepartmental research lab PHEEL – Physiology, Emotion, Experience Lab** with colleagues of the departments of Management Engineering and Bio-Engineering. Currently a member of the management committee. The team includes professors and researchers from the Departments of Management and Economic Engineering, of Bioengineering and of Design. The laboratory aims to develop applied research on cognitive and emotional phenomena with respect to the use of products and services, and digital media. The laboratory is focused on industrial applications of monitoring techniques (eye-tracking, EEG, ECG, skin conductance and others). Presently, the PHEEL lab collaborates with public and private companies in the design-oriented, evidence-based investigation of the experience of users interacting with digital media and devices.
- 2015 – 2017 Member of the **Faculty of the PhD School** of the Department of Design under the Politecnico di Milano for this period.

- 2015 Founder of **IEX - Interaction and Experience Design Research Laboratory** at the Department of Design of the Politecnico. The lab now counts the participation of around fifteen people (professors, research fellows and PhD students; and Margherita Pillan is the scientific director. The team researches on several different topics such as the design of smart and connected products, interactive and digital media, responsive environments, service design, the testing and evaluation of interfaces, UX Design.
- 2015 Co-founder of the **interdepartmental research laboratory Brain** in partnership with professors of the departments of **Physic Engineering, Mathematic Engineering, and Bio-Engineering**. The laboratory aims to develop new instrumental capabilities to investigate human reactions in activities and map human brain activity. The team includes researchers and professors from different disciplines: Bioengineering, Mathematics, Physics Engineering, and Design. The applications of the research range from diagnostics and remote care-giving, to applied studies on perception.
- 2015 Member of the **Programme Committee** for the international conference **DeSForm-Design and Semantics of Form and Movement**, 2015 on the Aesthetics of Interaction: Dynamic, Multisensory, Wise. (www.desform2015.polimi.it).
- Track Chair for “*From smart to wise: toward a new conception of digital products and services*”.
- 2013 – 2018 Responsible for the Design activities at the **Cube JOL-Joint Open Lab** created in 2013 by TIM-Telecom Italia at the Politecnico di Milano.
- 2013 – 2017 **Headed the committee for the admission test for all Bachelor’s Degree courses** at the School of Design, Politecnico di Milano, heading test methodology, contents and organization procedures as the delegate of the dean. Margherita Pillan was responsible for the whole process, and of content development.
- 2013 – 2015 Member of the **Advisory Committee** (Giunta) at the **Department of Design at the Politecnico di Milano** (May 2013- May 2015).
- 2011 – 2015 Executive vice-dean at the School of Design of the Politecnico di Milano (March 2011- December 2015).
- 2011 – 2017 **President of the Commissione Paritetica** (Joint Commission) at the School of Design of the Politecnico di Milano. This is an institutional collegiate body, aimed at monitoring the quality of the education programmes and processes of university schools. The work team includes students and professors, and it issues annual reports for the national system of quality assessment.

- 2010 – 2015 Member of the **scientific committee** of the interuniversity consortium **ARD&NT – Arte, Design e Nuove Tecnologie**.
- 2010 – 2015 Member of the **faculty of TFA – Tirocinio Formativo Attivo**, the new institution for teaching certification, teaching courses and coordinating the track on Technology.
Responsible of the Technology Area, e TFA – Tirocinio Formativo Attivo, (2011-2015).
- 2010 – 2012 Cooperation with the **Accademia di Brera**, Scuola di Nuove Tecnologie, in education and design activities during the project **MIND - Milan Network Design**, supported by the city administration.
- 2009 – 2018 **Member of the scientific committee** in the faculty of the Bachelor’s Degree and MSc programmes in Communication Design.
- 2008 – 2019 **Collaboration with TIM – Telecom Italia**, in research on the design of digital and mobile services, smart spaces and products.
The cooperation is still ongoing, and TIM has been funding, for six years, **PhD scholarships** for research projects under the supervision of Margherita Pillan.
TIM also funded several research projects in the field of Interaction and Service Design.
- 2007 – 2013 Collaboration with Prof. Ezio Manzini in research on Service Design for Social Innovation, and with the cluster **Public&Collaborative** within the **DESIS – Design for Social Innovation international network**. With DESIS, she was involved in the project “Mobile and Collaborative” funded by TIM –Telecom Italia and endorsed by the administration of the Province of Milan (2009).
- 2006 – 2010 Member of the committee **Osservatorio della didattica** aimed at the monitoring the quality of the teaching programmes at the School of Design
- 2005 She earned the position **of Associate Professor of Design**, Competitive State Exam Sector: 08/C1 – Design and Architectural Technology. Disciplinary Scientific Sector: ICAR/13 – Industrial Design

- 2003 – 2009 **Member of the faculty of SILSIS – Scuola Interuniversitaria Lombarda di Istruzione Secondaria Superiore**, the university school for teaching certification (secondary and high school professors).
Professor of courses for qualifying for the disciplines “A33 – Educazione Tecnica”, and “A27 – Disegno Tecnico e Artistico”.
Coordinator of the programmes of teaching class A27.
- 2002 **Scientific Director** of the second edition of the **post-graduate course MEM – Master in Editoria Multimediale e Comunicazione Multimediale** (Multimedia Publishing and Digital Communication), organized by the Politecnico di Milano and ANEE - Associazione Nazionale Editori Elettronici, with the endorsement and support of the most important Italian publisher companies, such as Sole24Ore, Domus, Rizzoli, De Agostini
- 2001 – 2005 **Assistant professor** at the Department of Design (at the time, INDACO – Industrial Design for the Arts, the Communication and Fashion)
- 2001 **Scientific Director** of the post-graduate course **MEM – Master’s in Editoria Multimediale e Comunicazione Multimediale** (Multimedia Publishing and Digital Communication), organized by the Politecnico di Milano and ANEE - Associazione Nazionale Editori Elettronici.
- 1999 – 2001 **Adjoined professor** in the programme of Scienze della Comunicazione at the University IULM in Milan, teaching “Progettazione e Produzione Multimediale” (Design and implementation of multimedia artefacts)
- 1996 – 2001 Cooperation with the **Centre METID – Metodi e Tecnologie Innovative per la Didattica** (Innovative Methodologies for Didactics) at the Politecnico di Milano.
- 1999 – 2000 **Cooperation with ANEE- Associazione Nazionale Editori Elettronici**, the national board of Digital Publishers, in projects aimed at the assessment of the quality of digital media and hypertexts.
- 1993 – 2000 **Assistant Professor of Electrical Engineering** at the Dipartimento di Ingegneria Elettronica e Informazione at the Politecnico di Milano
- 1990 – 1998 **Consultant** for companies: Telettra, Honeywell-Bull, ST-SGS Thomson.

1990 – 1993 **PhD student in Electronics and Communication Engineering** at the Department of Elettronica e Informazione (currently DEIB – Dipartimento di Elettronica, Informazione e Bioingegneria). Her PhD research focused on the development of CAD tools for the design of analog integrated circuits

1989 **Visiting researcher** for one month at the **Hewlett Packard** research labs in **Santa Rosa**

1989 **Visiting researcher** for six months at the **Department of Electrical Engineering of the University of California, Berkeley**, in the PhD lab coordinated by Prof. Alberto Sangiovanni Vincentelli, with the endorsement and support of Telettra. Her research focused on CAD - Computer Aided Design tools to support the design of integrated circuits, and on design tools for the physical layout of circuits.

1985 – 1990 **Researcher** at the research laboratories on **High frequency integrated circuits** and **Gallium Arsenide devices** at **Telettra** s.p.a. in Vimercate, Milan.

1985 **Graduation in Physics** at the Università degli Studi di Milano within a theoretical/experimental education programme focused on Solid State Materials. She developed her research for her final dissertation at the Research Laboratories of Telettra s.p.a. Her final dissertation was on the electrical characterization of semiconductor structures for high frequency integrated circuits and FETs- Field Effect Transistors on Gallium Arsenide.

5 Research

Margherita Pillan's research interests cover different areas, and mainly express in the domains of Service Design and Interaction Design, ranging from the design of connected products to the project of interactive multimedia applications; from the project of responsive spaces to the development of systems for ambient intelligence; from the definition of strategies for multiple channel communication to the creation of usable and accessible interfaces.

Margherita focuses on methodologies for Interaction and Service Design, and on design-oriented studies with users within an approach referring to the theories of Design for Experience and UX Design.

The design of innovative services and applications, and the creation of digital and hybrid physical/digital products and solutions, that have characterized the realm of her research interests for the last twenty years, require the collaboration of multiple partners and stakeholders, and of several different experts with specific backgrounds. In such contexts, the designer plays multiple roles, orienting design strategies; addressing the design stages in view of the fulfilment of the relevant needs, values and requirements of the final users; creating innovative scenarios for services and user activities; inventing new devices and functionalities; and establishing a dialogue between the project partners, with old and new forms of visualization and scenario envisioning. As a consequence, the focus of M. Pillan's research is on design-oriented user studies, and on the development of designs and tools for the creation of innovative services and systems in multicultural design environments, capable to managing the complexity of new design challenges and to optimizing the experience of users.

In her research activities, she has collaborated with a number of companies and research institutions; these collaborations provide the resources to fund experimental research and the activation of scholarships for PhD and research grants. Currently, M. Pillan is advising four doctoral students, and funding two research fellows.

M. Pillan considers as relevant and cogent the ethical issues that relate to the development and diffusion of digital applications and services. With regards to this, she has a special focus on the impact of the use of personal information and data in services and she was the advisor of a PhD study, recently concluded, aimed at developing a design approach (including dedicated tools and activities), to raising the awareness of designers and project stake-holders on the consequences of the treatment of personal data for individuals and communities. Furthermore, M. Pillan's recent interests focus on UX Design for social inclusion and Interaction Design for sustainability. Her present efforts aim at the construction of a network to partners to develop projects on these topics, and to orient the education of the MSc program in Digital and Interaction Design toward design

M. Pillan has been actively involved in the formation of research groups, capable of aggregating researchers in view of a recognizable cultural project, as is the case for the departmental research laboratory *IEX _ Interaction & Experience Design*, for which she is the scientific director, and the interdepartmental laboratories *PHEEL - Physiology, Emotion, Experience Lab*. The latter is an advanced experimental laboratory for basic and applied research on emotional and cognitive processes of users interacting with media, products, spaces, and services. Margherita Pillan is also member of the management committee of the interdepartmental laboratories *Brain*, that was created with her contribution.

6 Teaching

Since 1996 Margherita Pillan has covered the role of Professor for courses at the Politecnico di Milano. She has also been invited as visiting Professor for courses in other universities, both in Italy and abroad, and was part of education programmes for educators in the national teaching certification system. As professor, she has tutored students working at their final dissertation, promoting theoretical and experimental research.

She covered the role of *executive vice dean* for five years with Prof. Arturo dell'Acqua Bellavitis, dean of the School of Design at the Politecnico di Milano.

M. Pillan is presently the *Programme Board Coordinator* of the MSc Degree course in *Digital and Interaction Design* at the School of Design at the Politecnico di Milano. The course was created in 2017; M. Pillan was the main promoter for this education project, and she was the delegate of the dean for coordinating the committee in charge of the course organization.

She is actively involved in the PhD activities at the Design Department of the Politecnico di Milano being the advisor for PhD students. She has taught as Professor of courses for design practitioners and researchers.

Since she joined the School of Design, M. Pillan has been actively involved in the monitoring of the education programs, being a member of the *Osservatorio della Didattica* in the years 2006-2010, and the president of the *Commissione Paritetica* (Joint Commission) in the years 2011-2017. The approach she adopted in the Commissione Paritetica was indicated as a best practice by the Presidio AVA – Assicurazione Qualità della Didattica at Politecnico di Milano.

M. Pillan has been part of all the education programs organized by Politecnico di Milano for the teaching qualification that involved the discipline of Design. She was professor of courses for professors at the *SILSIS – Scuola Interuniversitaria Lombarda di Istruzione Secondaria Superiore* and of the *TFA – Tirocinio Formativo Attivo*, being also coordinator of the section *Tecnologie*.

M. Pillan has always been committed to teaching methodologies; she collaborated with the center *METID – Metodi E Tecnologie Innovative per la Didattica* at the Politecnico for a number of years, and she has been constantly updating her teaching contents and education methodology. With METID, she developed significant expertise in the field of remote learning and education platforms, also being part of the design team and professor for the online programme on Computer Engineering at Politecnico di Milano.

She was the design coordinator in an education project for youths in the Italian prison system funded by the MIUR – Ministero dell'Istruzione, l'Università e la Ricerca, managing the development of the multimedia contents in the project *AURORA - Ausilio per il Recupero, l'Orientamento e il Reinserimento degli Adolescenti*.

Pillan has been collaborating with the China Academy of Art in Hangzhou on education programs at university level on Interaction Design on the design of connected objects for the last four years, also being the advisor of a PhD research on this topic.

She was director of two education programmes for post-graduate students, the course *MEM – Master's in Editoria Multimediale* and occasionally taught courses for design practitioners at Cefriel and for Polidesign.

In the first semester of the academic year 2019-2020 she is professor of the following courses:

- **PROCESSI E METODI DI PRODUZIONE DI ARTEFATTI COMUNICATIVI**

CFU: 6

Students: *BSc in Communication Design - Design School of the Politecnico di Milano*

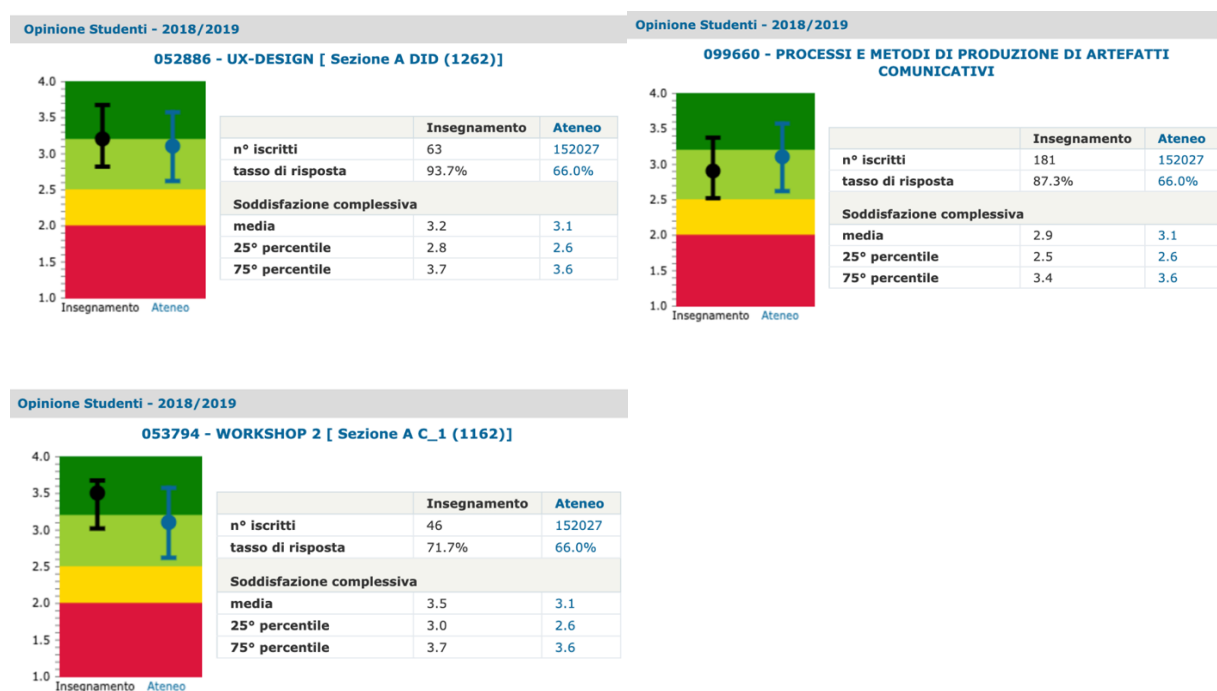
- **UX DESIGN**

CFU: 6

Students: *MSc in Digital and Interaction Design - Design School of the Politecnico di Milano*

Notes: *In English*

These following graphs report the evaluation given by the students of her courses for the academic year 2018 – 2019



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International experiences

- 2019 **Invited speaker** at the international conference Design Walk 2019, “**City UX**” and international workshop, 22th – 25th January 2019, **Kookmin University** and partners, at the Kookmin University in Seoul.
- 2018 **Visiting professor** at the **Design School of the CAA-China Academy of Art** in **Hangzhou**, China. Lecturer of a course on the Design of Smart products in the CAA International Exchange Programme. (9th May - 24th May 2018).
- 2016 **Visiting professor** at the **Design School of the CAA-China Academy of Art** in **Hangzhou**, China, lecturing on the design of smart products in the CAA International Exchange Programme. (22nd October - 8th November 2016).
- 2016 **Invited speaker** at “**Wearable Technology and Design Symposium (WTD)**” within the event “**TxD - Technology x Design**” organized by **the Beijing Institute of Fashion Technology** in cooperation with TechCrunch Beijing, China Design Platform Union, Industrial and Cultural Development Center of Ministry of Industry and Information Technology. (7th November 2016).
- 2016 **Invited speaker** at **Alibaba** in Hangzhou, China, lecturing to the designers of the company about the most recent research developments in Service Design. (3rd November 2016).
- 2015 - Ongoing Member of the **international scientific committee** of the francophone international review **Sciences du Design**.
- 2013 – 2016 **Visiting professor** and correspondent for the Erasmus exchange project for the **Master’s Degree course in “Design, Innovation et Société”**, the University of Nîmes, France.

2014 **Invited speaker** at the conference “**Cultural and Creative Design Manufacturing, Collaborative Innovation Summit Forum**” organized by the **China Academy of Art and by the China Industrial Design Association in Hangzhou, China.**

2013 - 2016 **Invited Professor** and correspondent for the Erasmus exchange project for the **Master’s Degree course in “Design, Innovation et Société” at the University of Nîmes, France.**

2013 **Representing the School of Design** under the Politecnico di Milano at the **Goenka** School of Fashion and Design in Gurgaon, India, as a member of the committee selecting the Indian teaching faculty. (May 2013).

2013 **Invited lecturer** at the Master’s course **De.Lux, Design x Luxury**, organized by Consorzio Polidesign in cooperation with the **Tsinghua University** in Beijing, China, at the Tsinghua Shenzhen Campus.

2012 **Invited speaker** at the **School of Design Strategies of the Parsons New School of Design** event in New York, presenting a lecture on “Designing Meaningful Public Services”, in the seminar cycle “Service Design Performances”. (31st January 2012).

2011 **Invited lecturer** at the **Global Education Conference on Creative Industries** in **Shanghai.**

2011 Scientific coordinator of the Game Design workshop **Lunarcade** at the **Shanghai Theatre Academy** in Shanghai, China.

2010 **Invited professor** at the **Institute Without Boundaries at the George Brown College in Toronto**, Canada, in an intensive design studio workshop on Social Innovation for the development of the local territory, within a project supported by the City Systems of Toronto and promoted by the TCHC - Toronto Community Housing Corporation.

1989 Visiting researcher for one month at the **Hewlett Packard** research labs in **Santa Rosa**, California, where she worked on mathematical modelling of FETs.

1989 For six months, **visiting researcher** at the **Department of Electrical Engineering** of the **University of California, Berkeley**

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Publications - books

All the works listed below were published with by companies affiliated to the international ISBN Agency and provided with a ISBN code.

1. Pillan, M. (2011). *Comunicazione a misura d'uomo: Esperienze di design antropocentrico*. Milan, Italy: Franco Angeli.
2. Maiocchi, M., & Pillan, M. (2009). *Design e comunicazione*. Firenze: Alinea.
3. Pillan, M., & Sancassani, S. (2004). *Il bit e la tartaruga*. Milan, Italy: Apogeo.
4. Aureggi, M., Bertolo, M., & Pillan, M. (2004). *E-content design: Orizzonti di ricerca per la multimedialità interattiva*. Milan, Italy: Poli.design.
5. Pillan, M., & Sancassani, S. (2003). *Costruire servizi digitali*. Milan, Italy: Apogeo.

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Papers and contributions to books

All the works listed below were published with by companies affiliated to the international ISBN Agency and provided with a ISBN code.

Under evaluation

1. Pavlovic M., Pillan M. (2019 – submitted for publication). *Designing Customer Experiences for Hospital Digitised Services*. Journal of Design Research. Inderscience Publishers.
2. Conti G.M., Mazzola A., Motta M., Pillan M. (2019 - submitted for publication). *Fashion and brand awareness: an evidence-based approach to the analysis of distinctive elements in communication. Sense of Time and Place*. Special Issue of Fashion, Style & Popular Culture Journal Intellect.

Accepted for presentation and publication

3. Varisco, L., Pillan, M., & Marti, P. (2019). Defining a Data Impact Tool for Design Courses. *Proceedings of the Conference on Design and Semantics of Form and Movement - Beyond Intelligence, DeSForM 2019*, 12. Cambridge, MA, USA. In printing.

Published works

4. Varisco, L., Pavlovic, M., & Pillan, M. (2019). Anticipating Ethical Issues When Designing AI Agents That Employ Personal Data. In A. Marcus & W. Wang (Eds.), *Design, User Experience, and Usability. Design Philosophy and Theory* (Vol. 11583). Cham: Springer.
5. Costa, F., Aureggi, M., Migliore, L., Perego, P., Pillan, M., Standoli, C. E., & Vignati, G. (2019). Design for Sustainability and ICT: a Household prototype for waste water recycling. In M. Ambrosio & C. Vezzoli (Eds.), *Proceedings of the 3rd LeNS world distributed conference VOL. 4. Edited by M. Ambrosio and C. Vezzoli*. Milan, Italy: Poli.design.
6. Pavlovic, M., Botto, F., Pillan, M., Criminisi, C., & Valla, M. (2019). Social Consensus: Contribution to Design Methods for AI Agents That Employ Personal Data. In W. Karwowski & T. Ahram (Eds.), *Intelligent Human Systems Integration 2019* (Vol. 903, pp. 877–883). https://doi.org/10.1007/978-3-030-11051-2_134
7. Pillan, M., Costa, F., & Aureggi, M. (2019). The Complexity of Simple Goals: Case Study of a User-Centred Thermoregulation System for Smart Living and Optimal Energy Use. *Sustainability*, 11(13). <https://doi.org/10.3390/su11133632>
8. Frölunde, L., Pillan, M., & Piredda, F. (2018). New paradigms related to community building and identity in service design: Exploring global and local design initiatives. *Cross-Cultural Design: 10th International Conference, CCD 2018: Held as Part of HCI International 2018, Las Vegas, NV, USA, July 15-20, 2018: Proceedings. Part 1: Methods, Tools, and Users*, 885–895. Cham: Springer.
9. Pillan, M., & He, S. (2018). Investigation of Chinese enclave in Milan to encourage the openness: Food business as a breakthrough point. In R. M. Carrilho Bonacho, A. P. De Sousa, C. Viegas, J. P. Martins, M. J. Pires, & S. V. Estêvão (Eds.), *Experiencing Food: Designing Dialogues: Proceedings of the 1st International Conference on Food Design and Food Studies (EFOOD 2017), October 19-21, 2017, Lisbon, Portugal* (pp. 11–14). Retrieved from <https://www.taylorfrancis.com/books/e/9781351271950>
10. Pillan, M., Pavlović, M., & He, S. (2018). Mental Model Diagrams as a Design Tool for Improving Cross-cultural Dialogue Between the Service Providers and Customers: Case of the Chinese Restaurant Business in Milan. In P.-L. P. Rau (Ed.), *Cross-Cultural Design. Methods, Tools, and Users* (Vol. 10911, pp. 78–96). https://doi.org/10.1007/978-3-319-92141-9_6
11. Wu, Y. & Pillan, M. (2018). The Crowdfunding Platforms as a Tool for Designers to create Connected Objects. *DS 89: Proceedings of The Fifth International Conference on Design Creativity (ICDC 2018), University of Bath*, 199–206. Bath, UK.
12. Rossi, M., Costa, F., Buratti, G., Pillan, M., & Amoruso, G. (2018). PUDCAD– Practicing Universal Design Principles in Pesign Education through a CAD-based game– kick-off workshop in Milan. In *Advances in Intelligent Systems and Computing* (Didapress, pp. 229–232).
13. Wu, Y., & Pillan, M. (2018). An exploration of interaction design methodologies for education: Comparing professional vs. Educational approaches, and investigating the role of local design cultures. In Aaron Marcus & W. Wang (Eds.), *Design, User Experience, and Usability: Designing Interactions* (pp. 127–147). <https://doi.org/10.1007/978-3-319-91803-7>

14. Pillan, M. (2017). Wandering eyes: Reframing ethnography and collecting hints for the design of products and systems for domestic environments. *Cumulus REDO Conference Proceedings*, 520–530. Design School Kolding. Kolding, Denmark.
15. Pillan, M., & Colombo, S. (2017). Will smart homes improve our lives? A design perspective towards effective wellbeing at home. *The Design Journal*, 20(sup1), S2580–S2591. <https://doi.org/10.1080/14606925.2017.1352769>
16. He, S. & Pillan, M., (2017). Design for Changing the Stereotypes: The Chinese Food business as a Breakthrough Point. *4D Design Development Developing Design Conference Proceedings*. Presented at the 4D Design Development Developing Design, Kaunas University of Technology. Retrieved from <https://www.ebooks.ktu.lt/cb/1415/4d-designing-development-developing-design-conference-proceedings/>
17. Pillan, M., Varisco, L., & Bertolo, M. (2017). Facing Digital Dystopias: A Discussion about Responsibility in the Design of Smart Products. In M. B. Alonso & E. Ozcan (Eds.), *Proceedings of the Conference on Design and Semantics of Form and Movement—Sense and Sensitivity, DeSForM 2017* (pp. 121–131). <https://doi.org/10.5772/intechopen.71121>
18. Reali, P., Cerutti, S., Bianchi, A. M., Bettiga, D., Lamberti, L., Mazzola, A., & Pillan, M. (2017). Integrated data analysis for the quantification of emotional responses during video observation. *2017 IEEE 3rd International Forum on Research and Technologies for Society and Industry (RTSI)*, 1–5. <https://doi.org/10.1109/RTSI.2017.8065945>
19. Varisco, L., Pillan, M., & Bertolo, M. (2017). Personal digital trails: Toward a convenient design of products and services employing digital data. *4D Design Development Developing Design Conference Proceedings*, 180–188. <https://doi.org/10.5755/e01.9786090214114>
20. Wu, Y., & Pillan, M. (2017). From respect to change user behaviour. Research on how to design a next generation of smart home objects from User Experience and Interaction Design. *The Design Journal*, 20(sup1), S3884–S3898. <https://doi.org/10.1080/14606925.2017.1352891>
21. Pillan, M. (2016, November 24). *Smart Digital Solutions and Desirable Human-Machine Interactions: A Contribution in Terms of Design Methodology*. 730–742. Trento, Italy.
22. Vitale, A. S., & Pillan, M. (2016, June 22). *Products as communication platforms. Investigating and designing the evolution of retail services in the digital era*. 327–336. València, Spain: Editorial Universitat Politècnica de València.
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