



name\_**VALENTINA AURICCHIO**

### **Abstract**

PhD in Politecnico di Milano in 2008. Specialized in managing strategic design projects and in particular international projects for small and medium industries. After her PhD she has worked as project manager for Poli.Design dealing with projects in collaboration with institutions and companies such as: Italian Trade Commission, Promos and Italian Ministry of development. From 2009 to 2011 she has been director of IED Research Centre where she has dealt strategic projects with several companies such as: Accor, American Express, Artsana, Augusta Westland, Confindustria Macerata, Dyloan, ERSAF, Fondazione Cariplo, Ferrarelle, Formart Compassi, Fratelli Carli, Globo Giocattoli, Edizioni Gribaudo, H-Farm, Kickers, Kraft Foods, La Sterpaia, Luxottica, Mandarina Duck, Museo d'Arte Gallarate, Prodir, Promos, Rhimal Design, Samsonite, San Raffaele, Vodafone. From 2012 to 2014 she has been Co-editor of Ottagono, international magazine in Design and Architecture. In the field of disseminating the design culture, she has participated in several conferences and seminars nationally and internationally. She has international experience in projects developed in Brazil, Chile, Egypt and Europe and she has collaborated with European and extra European companies. She teaches in Politecnico di Milano in a master course in Product Service System and she has also taught as a visiting professor in other institutions in the field of strategic design and design thinking methods (IED, Marangoni, Srishti School). She has written and participated in some EU funded projects since at the beginning of her career she has worked inside the International Relations office of the Design Department of Politecnico di Milano.

### **Education**

#### **2005-2008 (PHD)**

Politecnico di Milano (University)  
Industrial Design and Multimedia communication  
(Dottoranda in Disegno Industriale e Comunicazione Multimediale)  
Topic: Internationalization of SMEs in third world countries  
[http://issuu.com/vale\\_a/docs/tesi\\_auricchio](http://issuu.com/vale_a/docs/tesi_auricchio)  
<http://innovstrategy.blogspot.it/>

#### **1999/2000 (GRADUATE)**

Politecnico di Milano (University)  
Industrial Design - Corso di Laurea in Disegno Industriale  
Graduate in Industrial Design  
Final exam grade 98/100.

#### **(9 months) in 1998 (ERASMUS)**

Escola Massana - Balcelona - SPAIN  
Industrial Design

**1993 - 1995 (HIGH SCHOOL - English A-level)**

Aiglon College - SWITZERLAND

A-Level: Physics, Math, Art, Italian, French, English

She has lived 8 years in the United States as a child (in Green Bay, Wisconsin).

**Work experiences**

2012-2014 - Co-editor of Ottagono Design Magazine

[www.ottagono.com](http://www.ottagono.com)

2009-2011 - Director of the Research Centre of Istituto Europeo di Design

[www.ied.it](http://www.ied.it)

2003-up to today - Design manager of Poli.Design, consortium of Politecnico di Milano

[www.polidesign.net](http://www.polidesign.net)

2009-up to today - Visiting professor of Politecnico di Milano - Master Course in Product Service Systems

[http://www.chinese.polimi.it/uploads/media/06\\_Design.pdf](http://www.chinese.polimi.it/uploads/media/06_Design.pdf)

2003-2009 - Researcher of Design Department of Politecnico di Milano

[www.design.polimi.it](http://www.design.polimi.it)

**Research projects (a selection)**

2013 - Icon development for EXPO 2015

A competition of four architecture firms for the development of a concept for a temporary architecture in Italy - **ITALY**.

<http://www.polimi.it/en/university/university-projects/expo2015/mobile-expo/>

2013 - Acre Made in Amazonia - a collaboration between the State of Acre, through the Instituto Dom Moacyr e SEDENS, with the support of SEBRAE, CNI, BID e FIEAC, and POLI.design - **BRAZIL**. Developing a local sustainable production line of new furniture products.

(for Poli.Design and State of Acre)

<http://www.polidesign.net/en/ACRE>

2010 - 2nd Egypt Design + industry workshop

Long-distance product development and engineering in the furniture sector - **EGYPT**.

(for IED Research Centre and Egyptian Furniture Export Council)

<http://centroricerche.ied.edu/blog/egypt-second-design-industry-workshop-2010/511>

[http://www.rhimal.com/news/news\\_ws2.html](http://www.rhimal.com/news/news_ws2.html)

2009 - SCAD Savannah College of Art and Design - DESIGN &

INNOVATION: The Italian experience - **USA**. A workshop during the Design Week in Milano.

(for Poli.Design and Italian Ministry of International Commerce)

<http://www.luxuryinterior.it/articolo/i-futuri-ambasciatori-del-made-in-italy/24858/>

2008 - DIMI - Design Innovation Made in Italy - Between **ITALY and INDIA**. A three month course for 30 Indian students in Milano.  
(for Poli.Design and Italian Ministry of International Commerce)

2003-2006 - Project Manager of "CDIP- Pyme: Desarrollo de una Unidad de Diseno de Productos ad alto valor agregado para la Pequena y Mediana Empresa" - **ITALY and CHILE**. Connecting Italian companies with the local reality in Valparaiso and developing a local Design Center.  
(for Poli.Design, design consortium of Politecnico di Milano and Regione Lombardia)

2004 - User research for the development of a ONLINE Community website for an Italian Company - **ITALY**.  
(for Design Department of Politecnico di Milano and National Education Ministry)

2003-2006 - Project Manager of "Design for 3 Brazilian Industrial Districts" - "Design per 3 Distretti Brasiliani" - **BRAZIL**.  
Nova Friburgo: underwear; Campina Grande: shoes; Paragominas: furniture  
(for Poli.Design, design consortium of Politecnico di Milano)

2003-2005 - Project Manager of three European Culture 2000 Design projects - **EUROPE**.

2003-2005 - Project Manager of the development of a Global Brand for a Japanese Company (Food design) - **JAPAN**.  
(for Poli.Design, design consortium of Politecnico di Milano)

2003-2005 - Project Manager of an international Design workshop with the school of Osaka - **JAPAN**.  
(for Poli.Design, design consortium of Politecnico di Milano)

2003-2006 - Project Manager of the Research Me.Design: Design for the enhancement of Mediterranean resources - **MEDITERRANEAN**.  
(for Design Department of Politecnico di Milano and National Education Ministry)

## Teaching

Visiting professor, course Design Thinking, Politecnico di Milano - Facoltà del Design, year 2011-2012, 2012-2013, 2013-2014, 2014-2015  
**(in English)**

Visiting professor, course Progettazione 6, in Istituto Europeo di Design, year 2011-2012

Visiting professor, course Visualization and Prototyping, Design Thinking, Politecnico di Milano - Facoltà del Design, year 2009-2010, 2010-2011 **(in English)**

Tutor del course "Rappresentation and Communication" in Laurea Specialistica in Product Service System Master course with prof. Giuliano Simonelli, Politecnico di Milano - Facoltà del Design, year 2008-2009 **(in English)**

Tutor in course "Materials for design" with Gianluca Brugnoli in Laurea Specialistica in Product Service System Master, Politecnico di Milano - Facoltà del Design, year 2008-2009 **(in English)**

Tutor of the workshop "Design Camping" in Laurea Specialistica in Design degli Interni with prof. Peter Di Sabatino, Politecnico di Milano - Facoltà del Design, year 2008-2009 **(in English)**

Visiting professor, course Disegno Industriale with Elena Marinoni, Istituto Marangoni, year 2008-2009, **(in English)**

Tutor in course "Metadesign: Trends, Scenarios and Retail" in Laurea Specialistica in Product Service System Master course with Prof. Luisa Collina, year 2005-2009 **(in English)**

Professor of international course in English: "METADESIGN: Trends, Scenarios and Retail", Srishti Design School, Bangalore, INDIA, from July to October in 2006 **(in English)**

Visiting professor of Powerpoint intensive course, Master Strategic Design, Poli.Design, year 2005-2007 **(in English)**

Tutor in course Laboratorio di sintesi finale "Designed in Italy" in Laurea Specialistica in Disegno Industriale with Prof. Giuliano Simonelli, Politecnico di Milano - Facoltà del Design, year 2005-2006

Tutor in course Laboratorio di sintesi finale "Design dell'ospitalità" in Laurea Specialistica in Design degli Interni with Prof. Giuliano Simonelli and Prof. Luisa Collina, Politecnico di Milano - Facoltà del Design, year 2004-2005

Tutor in the Workshop "Cities as Design tools: the case of Milan" in Master of European Design Network (MEDes) with Prof. Luisa Collina, Politecnico di Milano - Facoltà del Design, year 2004-2005 **(in English)**

Tutor in the Workshop "Oggetti, corpi e luoghi: progettare partendo dai testi di Marosia Castaldi" with Santiago Miranda, Politecnico di Milano - Facoltà del Design, year 2004-2005

Tutor in the Workshop "Cucinare, servire, conservare" with Carlo Vannicola, Politecnico di Milano - Facoltà del Design, year 2004-2005

Tutor of the project "Dining Design" planned by: Adam Tihany; Project: "Ristorante Cinese a piazza Navona Roma" presented at the Salone del Mobile 2004

Since 2005 to today, Tutor of over 60 thesis of the course Product Service System, Politecnico di Milano - Facoltà del Design **(in English)**

## Conferences

Speaker in MiArch, Milano, **ITALY**, 2014  
<https://www.eventi.polimi.it/#miarch2014>

Speaker in TED talks - Tedx Milano Woman, at Vodafone Theatre, Milano, **ITALY**, 2013  
<http://www.youtube.com/watch?v=ilp-HNJUA18>

Speaker in "Design con i sud del mondo", at Villa il Ventaglio, Firenze, **ITALY**, 2011  
<http://atelierwanda.wordpress.com/2011/11/15/design-con-i-sud-del-mondo/>

Moderator and participant in "Design Business" conference, at IED Barcelona, **SPAIN**, 2011  
[http://www.ied.edu/uncategorized/blog/the-first-design-business-conference-2011-in-barcelona/2182#.VFiffSG9\\_8](http://www.ied.edu/uncategorized/blog/the-first-design-business-conference-2011-in-barcelona/2182#.VFiffSG9_8)

Speaker in "Innovation through Design, "Design+Ricerca=innovazione", at Loggia dei Mercanti, Milano, **ITALY**, 2010

Speaker in Cradle to Cradle (C2C) e sistema design: un'alleanza strategica per promuovere la RSI nelle imprese, at Università Bocconi, Milano, **ITALY**, 2010

Speaker with prof. Dell'Acqua Bellavitis, at DIMI - Design Innovation Made in Italy, Italian Trade Commission seminar in India, Mumbai, **INDIA**, 2009

Speaker at EDULEARN09, International Conference on Education and New Learning Technologies, Barcellona, **SPAIN**, 2009

Speaker at SANA 2008, "SOCIAL DESIGN and the implications of design projects", organized by Salamanca Design, at Bologna Fiere, Bologna, **ITALY**, 2009

Representative of Facoltà del Design with Regione Lombardia at Queensland, Brisbane, **AUSTRALIA**, 2007

Speaker at "CONNECTED 2007", Sydney, **AUSTRALIA**, 2007

Organizer of the final seminar of the project, Poli.Design, Consorzio del Politecnico di Milano in collaboration with Regione Lombardia, Milano, **ITALY**, 2006

Tutor in the Strategic Design seminar, "Progetto di trasferimento di knowhow a Santiago (Cile) con PMI, artigiani e designer locali" with EUROCHILE, Santiago, **CHILE**, 2005

Organizer of the conference "Me.Design: Strategie, strumenti e operatività del disegno industriale per valorizzare e potenziare le risorse dell'area mediterranea tra locale e globale" at Castel dell'Ovo, Napoli, **ITALY**, 2003

## Publications

### BOOKS AUTHOR

Auricchio, Valentina. Colonetti, Aldo e Capatti, Alberto (edited by). (2012). Design in Cucina. Bologna, Italia: Giunti

**ISBN 978-88-09-77758-3**

### BOOKS EDITOR

Auricchio, Valentina and Faust, Jurgen (edited by). (2011). Design for Social Business: setting the stage. Milano, Italia: Lupetti Editore.

**ISBN 978-88-8391-371-6**

### CHAPTERS IN BOOKS

Auricchio, Valentina. (2004). "Ascoltate, non giudicate!". In Luisa Collina (edited by). Il corpo delle cose. Workshop progettuale curato da Santiago Miranda. Milano, Italia: Edizioni POLI.design.

### ARTICLES in MAGAZINES

Auricchio, Valentina. (2014). "Multimedial soul". Bologna, Italia, October n° 274, p. 84: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "Hospitable landscape". Bologna, Italia, October n° 274, p. 62: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "Differently coloured lights". Bologna, Italia, October n° 274, p. 50: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "Surface depth". Bologna, Italia, September n° 273, p. 94: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "MS4 double smart". Bologna, Italia, September n° 273, p. 84: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "Schools: project well-being". Bologna, Italia, July-August n° 272, p. 34: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "Design on the move". Bologna, Italia, June n° 271, p. 66: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "Come-back strategies". Bologna, Italia, June n° 271, p. 38: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "Milano Design Week". Bologna, Italia, June n° 271, p. 36: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "Satellite findings". Bologna, Italia, April n° 269, p. 98: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "Bits Academy". Bologna, Italia, March n° 268, p. 154: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "Soko". Bologna, Italia, March n° 268, p. 112: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "Freedom of access". Bologna, Italia, March n° 268, p. 36: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "Taking it seriously". Bologna, Italia, March n° 268, p. 38: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "Spatial destructuring". Bologna, Italia, February n° 267, p. 102: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "For a new world". Bologna, Italia, February n° 267, p. 68: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2014). "Leader of respect". Bologna, Italia, February n° 267, p. 36: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2013). "No holidays for creativity". Bologna, Italia, November n° 265, p. 74: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2013). "Quality spaces and material awareness". Bologna, Italia, November n° 265, p. 70: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2013). "Augmented reality: instructions for use". Bologna, Italia, September n° 263, p. 50: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2013). "Food design: concepts beyond the table". Bologna, Italia, July-August n° 262, p. 63: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2013). "The travelling merchant". Bologna, Italia, June n° 261, p. 58: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2013). "Innovation cyclone". Bologna, Italia, May n° 260, p. 68: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2013). "Quality central". Bologna, Italia, Aprile n° 259, p. 118: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2013). "Devine design". Bologna, Italia, Aprile n° 259, p. 57: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2013). "Rethinking education". Bologna, Italia, Aprile n° 259, p. 42: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2013). "Carefree design". Bologna, Italia, March n° 258, p. 36: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2013). "Nourishment for the mind". Bologna, Italia, February n° 257, p. 36: in Ottagono Magazine, Compositori Comunicazione.

Auricchio, Valentina. (2010). "Comunità di Design". Milano, Italia, 11 Ottobre, p. 23: Nova 24, Il Sole 24 Ore.

<http://www.ilsole24ore.com/art/tecnologie/2010-10-14/comunita-design-081227.shtml?uuid=AYYpRqZC>

#### RESEARCH BOOKS

Auricchio, Valentina and Collina, Luisa and Simonelli, Giuliano (edited by). (2009). DIMI, Design Innovation Made in Italy. Connecting India and Italy through design. Milano, Italia: Edizioni POLI.design.

**ISBN 978-88-95651-08-8**

#### INTERNATIONAL PAPERS

Auricchio, Valentina. (2009). "International Design Governance: tools and methods for building and managing global value chains". Barcelona, Spain: EDULEARN09, IATED Conference.

**ISBN: 978-84-612-9802-0**

Auricchio, Valentina. (2008). "Design education. Internationalization of design research and education centers". Madrid, Spain: ICERI Conference.



**ISBN: 978-84-612-5091-2**

Auricchio, Valentina. (2007) "INTERNATIONAL DESIGN ROUTES: Design strategies for international networks of designers and craft enterprises". Sydney, Australia: Connected 2007 Conference.

**ISBN: 978-0-646-48147-0**

Auricchio, Valentina and Simonelli, Giuliano (2005). "Stimuli for change: Projects for building territorial design systems, Methodology and Case Histories". India: DETM2005 conference.

**ISBN: 81-86199-57-8**

Auricchio, Valentina and Simonelli, Giuliano and Zurlo, Francesco. (2005). "Global Community Interactions: The Future Role Of Design In International Territorial Competition/Cooperation". Mexico: MX Design Conference.