

## List of scientific titles

### Personal information

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### Education

January 2008 – December 2010

*PhD in Industrial Design and Multimedia Communication, Design Department, Politecnico di Milano*

Awarded on 17/02/2011.

*Thesis title: **Designing SMEs Collaborative Networks.***

*Subtitle: Guidelines and competencies in strategic design.*

*Keywords: Strategic Design, Service Design, Design and SMEs, Open Innovation, Social Capital.*

*Description: The research focuses on understanding how Strategic Design can support the development of innovation and knowledge in small and medium companies through networking and collaboration. In particular, it studies the recent and future evolution of the ways to intend firms and its connections, and it focuses on Strategic Design as an approach to problem-setting and problem-solving. The main result of the dissertation is a design tool-kit that enables firms to strategically plan their network, aiming at improving innovation processes.*

2004 – 2006

*Master degree in Industrial Design.*

Awarded at: Politecnico di Milano, Design School, grade 110 L /110.

Title of the thesis: **Scenarios and Trends for Russia. A frontier for design Made in Italy.**

2003 – 2005

*MEDes – Master of European Design.*

Awarded studying at:

Politecnico di Milano, School of Design, Italy.

Konstfack, College of Arts, Crafts and Design, Stockholm, Sweden.

The Glasgow School of Art, Glasgow, U.K.

### I. TEACHING EXPERIENCES

2007 – today

**Faculty member and thesis supervisor** in the Master in Product/Service Systems Design, School of Design, Politecnico di Milano.

2011 - 2014

**Contract professor, Innovation Studio**, Master Degree in Product/Service Systems Design, Design School, Politecnico di Milano.

Name of teaching: Design for Product Systems, and main responsible of the course.

2013

**Faculty member** in the Master in Service Design, POLI.design, Consortium of Politecnico di Milano.

2011 - 2012

Teaching assistant in the Final Synthesis Studio, Master Degree in Product/Service Systems Design, Design School, Politecnico di Milano.

2007 – 2011

Teaching assistant in the Concept studio, Master Degree in Product/Service Systems Design, Design School, Politecnico di Milano.

2007 - 2009

Teaching assistant in the Metadesign Studio, Industrial Design study course, Design School, Politecnico di Milano.

## Teaching for specialization courses, masters, and PhD

February 2014

Project Leadership

**Master in Service Design**, POLI.design, consortium of Politecnico di Milano.

Workshop "Service Design for Craft and Entrepreneurship. A new system of services for Confartigianato Lombardia", in cooperation with Confartigianato Lombardia.

October – December 2013

PhD pre-examiner, **Aalto University**, Finland

Pre-examination of the PhD dissertation entitled 'Places of Creation: Design in Industry Agglomerations'

Developed by Emma Linder

Supervisor Ilpo Koskinen

2008 – 2013

Project Leadership and Thesis supervision

**Master in Business Design**

Domus Academy, Milan, Italy

2008 – 2014

Coordinator and promoter of the workshop "**Design & Innovation. The Italian experience**".

Collaboration between POLI.design, Consortium of the Politecnico di Milano, and Osaka University of Arts. Yearly workshop.

2008

Coordinator and promoter of the workshop "**Design made in Italy and Italian style**", supported by ICE, in collaboration with Venice International University, "La Sapienza" Università di Roma and Hong Kong Politecnico.

## II. SCIENTIFIC TITLES

### *Research experiences*

2014 – 2017

Research staff for the project **EDIP – European Design Innovation Platform**, European project funded by DG Enterprise and Industry within the First Action Plan of the European Design Innovation Initiative. Project manager for the POLIMI group, leader of WP3 - 'Design in Innovation Policies'.

2014

Consultant for The Glasgow School of Art in the project **Designing the Future Economy**, in cooperation with Imperial College London and Queen Mary University London, funded by AHRC (Arts and Humanities Research Council) in UK.

2014

Consultant for **Regione Lombardia** on the development of a design policy for the regional government.

2012 – today

Co-promoter **MEDes program – Master of European Design**, ongoing collaboration between six European universities to offer an intercultural experience in design education, in which excellent students selected by each school are abroad for two years before graduating in their home school.

February 2012 – April 2014

Project Manager for the research **DeEP – Design in European Policies**, European project funded by DG Enterprise and Industry within the First Action Plan of the European Design Innovation Initiative.

2013 – 2014

Expert in the research '**Pistoia Intelligent Tourims**', in collaboration with Regione Toscana, and the local associations of the Pistoia Province.

2013

Researcher and training responsible (in charge of the State of Goiás) in the project '**Programa Senai para a inovação empresarial**', in collaboration between Brazil (SENAI) and Italy (POLI.design). The project has transferred a methodology and a set of tools to teach design innovation to Brazilian consultants and companies.

2013 - 2014

Researcher in the project '**Make Factory. New connection models among design, digital fabrication and production networks**' funded under the program FARB of Politecnico di Milano. The project has explored the role of design in the relationship with industry and the new manufacturing technologies.

January 2010 – December 2010

Researcher for **BAI – La fabbrica del bagno italiano. Servizi di design per l'aggregazione delle imprese della filiera manifatturiera delle Valli Bresciane**. The project has promoted the creation of a productive chain of craft companies in the Valli Bresciane District for the export of an idea of Italian bathroom.

September 2009 – February 2010

Researcher for **IDEAS AT DARESBURY**, implemented at ImaginationLancaster, research center within Lancaster University, UK. The project has worked with local SMEs to design knowledge exchange activities and tools for engaging participants in understanding social networks, creativity, and innovation.

January 2008 – December 2008

Researcher for **Design.INT – Design and services for internationalization of craft companies. A pilot project for the bathroom sector**. The project has looked at experimenting on strategies to create collaborative networks of craft companies.

March 2007 – April 2007

Coordinator, researcher and visualizer for the book **Brand Italia Cercasi. Perché sono pochi i brand italiani in Cina**.

### **Publications**

Mortati, M. (2015). "A Framework for Design Innovation: Present and Future Discussions", *Design Issues*, volume 31, number 4 (Autumn 2015), pp. 4-15.

Mortati, M., Villari, B. (forthcoming). "Design capabilities and business innovation". In DeFillippi R., Rieple A., Wikström P. *Business Innovation and Disruption By Design*, UK: Edward Elgar Publisher.

Maffei, S., Bianchini, M., Mortati, M. (2015). *Design 2020. Le sfide della trasformazione del sistema design Lombardo*. Milano: Libraccio.

Arquilla, V., Maffei, S., Mortati, M., Villari, B. (2015). Assessing european design policy: towards an evaluation culture, Conference Proceedings, Cumulus 2015, Milan, Italy.

Bolzan, P., Mortati, M. (2015). Designing through additive manufacturing: present and future discussion, Conference Proceedings, Cumulus 2015, Milan, Italy.

Mortati, M., Villari, B., Maffei, S. (2014). Design capabilities for value creation. Conference Proceedings, DMI Academic Conference 2014, London, UK.

Maffei, S., Arquilla, V. Mortati, M., Villari, B. (2014). Introduction and approach. In AAVV (Eds) *DeEP Design in European Policy*. Lancaster, Great Britain: Lancaster University press.

- Maffei, S., Arquilla, V. Mortati, M., Villari, B., Evans, M., Chisholm, J., Landoni, P. (2014). Evaluating design innovation policies. In AAVV (Eds) DeEP Design in European Policy. Lancaster, Great Britain: Lancaster University press.
- Mortati, M., Villari, B. (2014). Examples of design policy evaluation. In AAVV (Eds) DeEP Design in European Policy. Lancaster, Great Britain: Lancaster University press.
- Maffei, S., Arquilla, V. Mortati, M., Villari, B., Evans, M., Chisholm, J. (2014). Strategies to support design policy evaluation. In AAVV (Eds) DeEP Design in European Policy. Lancaster, Great Britain: Lancaster University press.
- Maffei, S., Arquilla, V. Mortati, M., Villari, B. (2014). A web tool for design policy evaluation. In AAVV (Eds) DeEP Design in European Policy. Lancaster, Great Britain: Lancaster University press.
- Mortati, M., Villari, B. (2014). Key lessons learnt on design policy evaluation. In AAVV (Eds) DeEP Design in European Policy. Lancaster, Great Britain: Lancaster University press.
- Maffei, S., Arquilla, V. Mortati, M., Villari, B. (2014). Recommendations for policy makers. In AAVV (Eds) DeEP Design in European Policy. Lancaster, Great Britain: Lancaster University press.
- Mortati, M., Villari, B. (2014). Design for Social Innovation. Building a Framework of connection between Design and Social Innovation. Conference Proceedings, ServDes 2014, Lancaster, UK.
- Mortati, M. (2013). *Systemic aspects of Innovation and Design. The perspective of Collaborative Networks*. PoliMI SpringerBriefs.
- Mortati, M. & Villari, B. (2013). "Crafting social innovators: Designing collaborative, participative, networked solutions in urban contexts", *Craft+Design Enquiry*, Vol. 5, pp. 125 – 140.
- Maffei, S., Mortati, M, Villari, B. (2013). Making/Design Policies Together, Conference Proceedings, EAD 2013, April 2013, Gothenburg, Sweden.
- Mortati, M. & Villari, B. (2013). Connected Communities of Makers, Conference Proceedings, EAD 2013, April 2013, Gothenburg, Sweden.
- Mortati, M. & Villari, B. (2012). "Bridging languages: new challenges for future designers", *Design Management Review*, Vol. 23, N. 4, Fall 2012, pp. 73 – 81.
- Mortati, M. (2012). "Argonauti dell'oriente: imprese e relazioni". In Zurlo, F. (Ed) *Branding for China. Promuovere il Brand Italia in Cina*. Rizzoli Beijing.
- Mortati, M. & Villari, B. (2012). Exploring a less tech-dependent side of collaborative creative design, Conference Proceedings, ICDC 2012, September 2012, Glasgow, UK.
- Mortati, M. & Simonelli, G. (2012). The Italian public system supporting Innovation: which role for design?, Conference Proceedings, ICDHS 2012, September 2012, San Paolo, Brasil.
- Mortati, M. & Cruickshank, L. (2012). "Nets: Applied Cognitive Design Tools for Social Networks", *International Journal of Entrepreneurial Research and Behaviour*, Vol. 18, N.4, pp. 509 – 523.
- Mortati, M. & Cruickshank, L. (2011). Design and SMEs: the trigger of creative ecosystems, Conference Proceedings, DPPI11, June 2011, Milan, Italy.
- Arquilla, V., Genco, D., Mortati, M. (2011). The design of a Knowledge Exchange Network between university and SMEs: the DEA experience, Conference Proceedings, DPPI11, June 2011, Milan, Italy.
- Mortati, M. (2011). *Designing SMEs' Collaborative Networks. Guide lines and competencies in Strategic Design*. PhD Dissertation, February 2011, INDACO Department, Politecnico di Milano, Italy.
- Mortati, M. & Cruickshank, L. (2010). The net approach: Social Networks in action and design cognitive tools, Conference Proceedings, Engage HEI Conference 2010, May 2010, Bradford University, Bradford.

Simonelli G., Arquilla V., Mortati M. (2009) Internationalizing through design, Conference proceedings, D2B – Design Management Symposium, Beijing, April 2009.

Simonelli G., Arquilla V., Mortati M. (2009) Design.INT. Design for SMEs' global integration, Conference proceedings, INTED International Technology, Education and Development Conference, Valencia, March 2009.

Mortati M., Simonelli G. (2008) A model for approaching through design SMEs' internationalization processes, Conference proceedings, DesignED Asia 2008, Hong Kong, December 2008.

Zurlo F., Mortati M. (2008) *Brand Italia cercasi. Perché sono pochi i brand italiani in Cina*. Edizioni POLI.design: Milano.

### **Organization of Conferences and reviewer**

2014

EAD Conference 2015 "Value of Design Research"

Reviewer for the track: "Design in government - the value of design to policy-making and policy implementation"

ServDes.2014 "Service Futures"

Conference reviewer.

2013

Crafting the Future

10<sup>th</sup> European Academy of Design Conference

Convenor for the track: "Making Together - Open, Connected, Collaborative".

2011

DPPI11 – Designing Pleasurable Products and Interfaces

Politecnico di Milano, DESIGN Department

Responsible and coordinator of the Local Organizing Committee.

### **Academic collaborations and invited speeches**

21 May 2015

*Webinar – "Design for Europe platform. How to boost design-driven innovation".*

Invited speaker as expert of Design Policy.

Topic: Design Policy in Europe. Mainstreaming design in European innovation policy.

24-26 September 2014

*Errin Design Days – "The Economic Value of Design and how to Support Young Designers and Enterprises"*

Invited speaker to the panel with design projects funded by the EU.

Topic: what are the results of these projects and what is next for European policies and funding? How can the EU help support young designers and trigger spillover effects?

13 May 2014

*RADI! Creativity Week*

Invited speech at the Creative industries center of Riga Technical university.

The topic of the speech has looked at how design can inform the development of the Latvian society and the national economy through its tools and methods.

November – December 2013

Reviewer for the conference ServDes 2014 'Service Futures'.

9-11 April 2014, Lancaster University, UK.

June 2011

Design PhD Conference, Lancaster University, UK.

Invited keynote for the conference.

Title of the speech: Designing SME's Collaborative Network. A PhD Experience.

September 2009 – February 2010

Visiting PhD at: ImaginationLancaster, Lancaster University, UK.

### ***Organization of seminars and workshops***

14 May 2014

*RADI! Creativity Week*

Organisation of one workshop with high level policy makers at the State Chancellery in Riga, Latvia.

The workshop has explored the role of design in public administrations, and the possibilities to develop a design policy for Latvia.

12 – 14 March 2014

*"Fast Forward. Design Practice and Education in the near Future"*

Organisation of the PhD Colloquium within the Symposium organized by the MEDes (Master of European Design) at the Glasgow School of Art.

The event has brought together PhD candidates to compare experiences and have their work reviewed by experienced PhD supervisors.

14 – 15 March 2011

*"Designing Connectivity"*

Seminar organized in collaboration with the British Consulate General Milan.

Two days to discuss and work on the topics of design, connectivity and collaboration.

8 - 9 October 2010

Innovation Festival Milano.

Event: Milano PhD Design. La ricerca di design per innovare.

Two days of discussion on the connection between design research and innovation.