

Anna Meroni

Politecnico di Milano

INDACO - Unit of Research DIS-Design and Innovation for Sustainability

Via Durando 38/a 20158 Milano Italy

Assistant professor in Industrial Design.

Degree (laurea) in Architecture (1996) and PhD in Design (2000) at Politecnico di Milano.

Curriculum Vitae, December 2008

[Born in Milano, 29 -07-1968]

Anna Meroni, architetto e designer, è Dottore di Ricerca in Disegno Industriale. Lavora come ricercatore nell'Unità di Ricerca Design and Innovation for Sustainability del Dipartimento INDACO (Industrial Design, Arts, Communication and Fashion) del Politecnico di Milano, dove è anche docente di Design dei Servizi e Design Strategico.

Professore a contratto in altre scuole e università, dal 2004 è nel comitato scientifico, nella faculty e poi co-direttore del master internazionale in Design Strategico, organizzato dal Consorzio POLIdesign per il Politecnico di Milano.

E' inoltre nel collegio del Dottorato in Design della stessa istituzione.

Si occupa di design dei servizi e innovazione di sistema per la sostenibilità: è coinvolta in numerose attività di ricerca nazionali ed internazionali, nell'organizzazione di convegni e mostre, e scrive per giornali di ricerca scientifici.

La principale area di ricerca riguarda l'innovazione sociale sostenibile in differenti campi d'attività: ha in particolare maturato una rilevante esperienza nel sistema alimentare e nelle questioni ad esso collegate. Altri ambiti di ricerca riguardano i servizi a supporto della residenza e la mobilità urbana sostenibile.

Anna Meroni, architect and designer, is PhD in Industrial Design. She works as researcher in the research unit DIS, Design and Innovation for Sustainability, of the Department INDACO (Industrial Design, Arts, Communication and Fashion) of Politecnico di Milano, where she is Assistant Professor in Service and Strategic Design.

Visiting professor in other schools and universities, from 2004 she is in the scientific board, in the faculty and co-director of the International Master in Strategic Design organised by the Consortium POLIdesign for Politecnico di Milano.

She is also in the board of the Dottorato in Design of the same Institution.

Her topics are service design and system strategic innovation towards sustainability: she is involved in several national and international research activities, in the organisation of symposiums and events, and writes for scientific design journals.

Her main area of interest and investigation is social innovation considered in different areas of activity: in particular she has matured a relevant experience in the food system and related issues. Other subjects of investigation are services for housing and sustainable urban mobility.

Training and academic qualifications

- ↘ 2008 _ Assistant Professor in Design, at Department INDACO (Industrial design art communication and fashion) of Politecnico di Milano
- ↘ 2005 _ Researcher in Design, at Department INDACO of Politecnico di Milano
- ↘ 2001 _ PhD in Design at Politecnico di Milano (1997-2000);
- ↘ 1996 _ Milano, professional exam of the Ordine degli Architetti of Milano
- ↘ 1996 _ Degree in Architecture at Faculty of Architecture of Politecnico di Milano;

Main research interests

Service and Strategic Design. Strategic social innovation considered in different areas of activity: in particular the food system and related issues, services for housing and sustainable urban mobility.

Recent and current research activities:

Basic research:

2005 - 2007 *Il parco agricolo: un nuovo strumento di pianificazione territoriale degli spazi aperti*, for the Italian Ministry of University and of Scientific and Technological Research

2004 - 2006 *EMUDE, Emerging User Demands for sustainable solutions*, EU funded specific support action (2004-2006) within the 6th Framework, international coordination

2001-2004 *HiCS, Highly Customised Solutions*, EU funded research within the Growth Programme (2001- 2004), in the 5th F.P. international coordination

Applied research:

- ↘ 2008 *Scenarios of sustainable living in the kitchen*, for the Italian company Valcucine.
- ↘ 2005 - 2008 *Creation of a new product and brand for a well-being food*, for the Japanese company Sunstar
- ↘ 2007 *Ecomobility. Solutions for a "0 impact" mobility*, for the Italian company Archimede Energia
- ↘ 2006 - 07 *Intelligent Mobility System Sector Scenarios: scenarios and strategies for the innovative use of the mobility credits management technology*, for the Norwegian company Q-Free.

Didactic Activities

- ↘ Professor of Service Design at the Industrial Design Master of Politecnico di Milano, since 2004
- ↘ Professor of Strategic Design at the Product Service System Design Master, since 2006
- ↘ Professor of Design at the Master in Valorizzazione e gestione delle risorse gastronomiche of Università di Scienze Gastronomiche, Pollenzo, since 2008

- ✚ Co-Director and lecturer of the International Master in Strategic Design organised by the Consortium POLI.design for the Politecnico di Milano, since 2005

Visiting professor at:

- ✚ Master in Business Administration (MBA), Consorzio MIP of Politecnico di Milan.
- ✚ Magíster en Diseño Estratégico (MDE), I livello _ Cile, Universidad de Valparaiso e Consorzio POLI.design.
- ✚ Curso de especialização em Design Estratégico _ Brasile, Porto Alegre, Escola de design Unisinos e Consorzio POLI.design
- ✚ Curso de Disegno Industrial, Universidad del Norte _ Colombia, Barranquilla
- ✚ International Summer School, Torino World Design Capital, "Designing connected places. Places, identities and sustainable development" Pollenzo 13-20 July 2008

Recent scientific activities:

Conferences

- ✚ 2008 St Etienne, *Biennale Internationale Design*, Participation as speaker at the conference *Design and Research*, organised by CUMULS (International Association of Universities and Colleges of Art, Design and Media), 20-23 November 2008, Saint-Etienne, France
- ✚ 2008 San Paulo, Participation as key note speaker at the *P&D Brazilian Conference on Design Research and Development*, Organised by, Centro Universitario SENAC, 8-11 October 2008, San Paulo, Brazil
- ✚ 2008 *Torino World Design Capital*, Participation as discussant at the roundtable *Design and Social Innovation* in the International conference of *Design Changing the Change*, 10-12 July 2008, Torino, Italy

Scientific Boards

- ✚ Member of the Scientific Board of the Journal *Food Packages*, Mediartek Italy
- ✚ Paper reviewer for *The Journal of Cleaner Production*, Elsevier, UK
- ✚ Paper reviewer for *IJDesign - International Journal of Design*, National Taiwan University of Science and Technology, China

Recent and main publications:

Books

Anna Meroni, A (edited by), *Creative Communities. People inventing sustainable ways of living*, Edizioni Polidesign, Milano, 2007 (www.sustainable-everyday.net)

Contributions to books

Anna Meroni, "Creative communities: a strategic view to innovation" in Jegou, F., Manzini, E., Collaborative services. Social innovation and design for sustainability, Polidesign. Milano, 2008.

Anna Meroni and Ezio Manzini, "Emerging User Demands for Sustainable Solutions, EMUDE", in: *Design Research Now: Essays and Selected Projects*, edited by Ralf Michel, Birkhäuser Basel, 2007

Anna Meroni, "SOPMF. Solution Oriented Partnership Methodological Framework", in *Solution oriented partnership. How to design industrialised sustainable solutions*, edited by Manzini, E.; Collina, L.; Evans, S., 2004 Cranfield University, Cranfield UK

Ezio Manzini, Anna Meroni, and Francois Jegou, "Design Plan, a toolbox to facilitate Solution Oriented Partnerships", in *Solution oriented partnership. How to design industrialised sustainable solutions*, edited by Manzini, E.; Collina, L.; Evans, S., 2004 Cranfield University, Cranfield UK

Anna Meroni, "Il design dei sistemi alimentari", in *Design Multiverso. Appunti di fenomenologia del design*, edited by Bertola P. Manzini E., 2004, Edizioni Polidesign, Milano

Contributions to Journals and Conferences

Anna Meroni, "Strategic design: where are we now? Reflection around the foundations of a recent discipline" in *Strategic Design Research Journal*, Volume 1, Number 1, July-December 2008, Unisinos, Brazil

Anna Meroni, Giulia Simeone, Paola Trapani, "A vision of an urban countryside. Service Design as a contribution to the rururban planning" in *Changing the Change. Visions, Proposals and Tools. Proceedings*, a cura di Carla Cipolla e Pier Paolo Peruccio, Umberto Allemandi & C. Editore, Luglio 2008

Anna Meroni, Daniela Sangiorgi, Giulia Simeone, Beatrice Villari, "Service Design to foster premium prize and sustainable mobility in urban contexts" in *Changing the Change. Visions, Proposals and Tools. Proceedings*, a cura di Carla Cipolla e Pier Paolo Peruccio, Umberto Allemandi & C. Editore, Luglio 2008

Ezio Manzini and Anna Meroni, "Il modello *slow*: un approccio di design strategico", in: *Scienze Gastronomiche. Il piacere di pensare il cibo*. n°1 / 2007

Anna Meroni and Lia Krucken, *Building stakeholder networks to develop and deliver product-service-systems: practical experiences on elaborating pro-active materials for communication*, in "Journal of Cleaner Production", volume 14, n°17, *Product Service Systems: reviewing achievements and refining the research agenda*, 2006, Elsevier, Science Direct.

Ezio Manzini, Anna Meroni and Francois Jegou, "Uno scenario per il sistema alimentare", in *Disegno Industriale Industrial Design*, n° 19, marzo-aprile 2006, Mancosu Editore

Ezio Manzini and Anna Meroni, *Il design dei servizi per l'innovazione della filiera delle produzioni locali di qualità: piattaforme innovative per l'intermediazione alimentare*, in *Ricerche e innovazioni nell'industria alimentare – VII*; atti del 7° Congresso Italiano di Scienza e Tecnologia degli Alimenti CISETA, edited by Sebastiano Porretta, Chiriotti editore, Pinerolo, 2006

Anna Meroni, *Food de-intermediation. Strategic Design for the creation of transparent food networks* in "Cumulus Working Papers" - Nantes, edited by Eija Salmi e Lotta Anusionwu, University of Art and Design Helsinki, 2006 (www.cumulusassociation.org)

Anna Meroni, *Strategic design for the food sector: Food-System Innovation*, in *Agrindustrial Design Proceedings; Product and Service Design Symposium and Exhibition on Agricultural Industries*, Izmir Turchia 2005, Izmir University of Economics, Faculty of Fine Arts and Design, Department of Industrial Design.