

30th SEP 2008
WELCOME PARTY

Patio, Facoltà di Architettura e Società
via Ampère, 2

06:30-08:30 pm: WELCOME PARTY

Welcome party with Conference Committees

Scientific:

Cesare Stevan (Dean of Phd course in Interiors), Filippo Alison, Luca Basso, Peressut, Eleonora Bersani, Barbara Bogoni, Gianpiero Bosoni, Agostino Bossi, Andrea Branzi, Mariella Brenna, Luciano Crespi, Arturo Dell'Acqua, Imma Forino, Paolo Giardiello, Marco Lucchini, Manfredo Manfredini, Marina Molon, Gianni Ottolini, Silvia Piardi, Gennaro Postiglione, Raffaele Pugliese, Giacomo Rizzi, Roberto Rizzi, Gian Domenico Salotti, Francesco Scullica, Alberto Seassaro, Michele Ugolini, Marco Vaudetti, Paola Vidulli, Maurizio Vogliazzo, Gabriella Zuco

Coordination:

Luca Basso Peressut, Imma Forino, Gennaro Postiglione, Francesco Scullica

Organizing:

Mariam Alsaigh, Cristina Bergo, Francesca Murialdo, Gaetana Russo

1st OCT 2008
EXHIBITION DESIGN

Aula Rogers, Facoltà di Architettura e Società
via Ampère, 2

09:00-09:30 am: Registration

09:30-10:00 am: OPENING AND WELCOME

Pier Carlo Palermo, Head of Facoltà di Architettura e Società
Cesare Stevan, Dean of Phd course in Interiors

10:00-12:40 am: MORNING SESSION

Chairman: Luca Basso Peressut, Politecnico di Milano

Keynote speaker

David Dermie, Head of the Manchester School of Architecture
Exhibition design: the memory economy

10:30-11:00 am: Coffee break

Kris Pint, Provinciale Hogeschool, Limburg

The fantasy of K.

Kali Tzortzi, Universities of Ioannina and Athens

The art of exhibiting as a branch of architecture

Suzie Attiwill, RMIT University, Melbourne

Exhibition as research

Elena Silvestri, Politecnico di Milano

Museums are not for surfing

12:20-12:40 pm: Closing remarks

12:40-02:00 pm: visit to exhibition "Orientamento Interni: mostra didattica" and Lunch

02:00-04:30 pm: AFTERNOON SESSION

Chairman: Mario Mastropietro, President IDEA

Welcome words by Giulio Ballio, Rector of Politecnico di Milano

Elena E. Giunta, Francesca Telli, Politecnico di Milano

Everyday exhibiting: contemporary exhibition best practises

Uwe R. Brückner, University of Art and Design, Basel

Form follows content

Italo Lupi, Ico Migliore + Mara Servetto, Milano

Active site of communication

Cristina Bergo, Gaetana Russo, Politecnico di Milano

Places & Themes of Interiors Contemporary Research Worldwide_ Exhibition

03:30-04:00 pm: Closing remarks

04:00-04:30 pm: Coffee break

04:30-06:00 pm: PANEL

Chairman: Gianni Ottolini, Politecnico di Milano

Contemporary Research in Italy

Invited Proff: Gianni Accasto, Roma La Sapienza - Lucio Altarelli,

Roma La Sapienza - Luca Basso Peressut, Milano Politecnico - Andrea

Branzi, Milano Politecnico - Agostino Bossi, Napoli Federico II -

Adriano Cornoldi, Venezia IUAV - Luciano Crespi, Milano Politecnico

- Pierluigi Nicolini, Milano Politecnico - Patrizia Ranzo, Napoli SUN

- Maria Clara Ruggieri Tricoli, Palermo - Marco Vaudetti, Torino

Politecnico

06:30-09:30 pm: NIGHT OUT

Happy hour: EDA, via Filippino Lippi, 7

2nd OCT 2008
RETAIL

Aula F.lli Castiglioni, Facoltà del Design
via Durando, 10 - Edificio PK

09:00-09:30 am: Registration

09:30-09:50 am: OPENING AND WELCOME

Alberto Seassaro, Head of Facoltà del Design

09:50-12:30 am: MORNING SESSION

Chairman: Andrea Branzi, Politecnico di Milano

Keynote speaker

Louise Crewe, University of Nottingham
The architecture of fashion

10:20-10:50 am: Coffee break

Graham Cairns, Writtle School of Design
From semiotics to phenomenology in advertising and retail design
Valeria Iannilli, Politecnico di Milano
The future of retail store design
Koenraad Van Cleempoel, Hasselt University
The relationship between retail design and contemporary art
Katarina Dimitrijevic, Jennifer Kopping, Greenside Design Center,
Johannesburg
African Re-Tale in a global narrative

12:10-12:30 pm: Closing remarks

12:30-02:30 pm: visit to Design Laboratories of Dipartimento Indaco
and Lunch

02:30-05:00 pm: AFTERNOON SESSION

Welcome words by Enrico Zio, Director of the PhD School at
Politecnico di Milano

Kirsty Máté, University of New South Wales, Sidney
Green shoes

Giulia Gerosa, Politecnico di Milano
*Retail design as an opportunity for a qualitative development
of the city*

Serena Del Puglia, Università degli Studi di Palermo
Emotional shops

03:40-04:10 pm: Coffee break

Francesca Murialdo, Politecnico di Milano
*Places & Themes of Interiors Contemporary Research Worldwide_
Retail*

04:30-05:00 pm: Closing remarks

from 06:00 pm: EXCURSION

Visit at the Triennale Design Museum

3rd OCT 2008
DOMESTIC

Aula De Carli, Facoltà di Architettura Civile
via Durando, 10 - Edificio D

09:00-09:30 am: Registration

09:30-09:50 am: OPENING AND WELCOME

Angelo Torricelli, Head of Facoltà di Architettura Civile

09:50-12:30 am: MORNING SESSION

Chairman: Gianni Ottolini, Politecnico di Milano

Keynote speaker

Georges Teyssot, Université de Laval
Mapping the threshold: a theory of design and interface

10:20-10:50 am: Coffee break

Maurizio Vitta, Politecnico di Milano
«There are even gods here»
Marie Frier, Anne Marie Fisker, Poul Henning Kirkegaard, Aalborg
University
The interior as generator for the future Nordic industrialised house
Nathalie Bredella, Leibniz University
DeFORMation: technology's gamble with domesticity
Paolo Mazzoleni, Politecnico di Milano
Urban domestic landscape

12:10-12:30 pm: Closing remarks

12:30-02:30 pm: visit to the exhibition "Introduzione all' Architettura
degli Interni" and Lunch

02:30-05:00 pm: AFTERNOON SESSION

Lydia Kallipoliti, Princeton University
*Recirculatory households, or «How to grow tomatoes out of household
effluent»*
John Brown, University of Calgary, Alberta
Domesticating new media
Jeanette Budgette, UNITEC Institute of Technology, Auckland
Allegory and the curtains of Petra Blaisse

03:30-04:00 pm: Coffee break

Mariam Al Saigh, Politecnico di Milano
*Places & Themes of Interiors Contemporary Research Worldwide_
Domestic*

04:20-05:00 pm: Closing remarks & Conclusions