

# PhD in Management, Production and Design

## Research Title: Design and Smart City: Towards a More Healthy and Sustainable Living

Funded by	EuroMilano SpA
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Context of the research activity	<p>Technological innovation and citizens awareness about social and environmental issues are changing every aspect of our daily lives. The economic instability of the 21st century and the comprehension of global environmental problems are transforming the values of individuals. This change is reflected in the economic and environmental characteristics of the new services. This is happening under the pressure of the technologies that have changed our lives in recent years and that today are entering public space, influencing our way of understanding, planning and living the city.</p> <p>Equally, residential spaces are experiencing a phase of profound transformation. The interventions are often structured around the mere technological innovation, rather than on the repercussions generated on the community. On the contrary, this phase should be used to develop wide-ranging interventions, able to influence the values of individuals and of living, favoring a reciprocal influence between man, society and city.</p>
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<b>Objectives</b>	<p>A Systemic Design approach applied to a residential context will return products and services based on forms of collaboration in which citizens become actors, favoring the development of a cohesive community and an active and efficient territory. The research will be divided into three main phases:</p> <ul style="list-style-type: none"> <li>- First year: literature review to gain awareness on research topics. Development of a cultural background, usable in the subsequent phases of conceptualization and planning.</li> <li>- Second year: holistic analysis of the intervention context. Use of systemic methodology and quantitative and qualitative investigation tools to identify peculiarities and critical issues on which to intervene.</li> <li>- Third year: development of an innovative project. Long-term planning able to respond to the needs of citizens and to progress together with them, favoring, in addition to resolving the identified criticalities, a slow change of paradigm linked to their lifestyles.</li> </ul>
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<b>Skills and competencies for the development of the activity</b>	<ul style="list-style-type: none"> <li>- Systemic Design approach to solving complex problems;</li> <li>- Experience in the field of designing services for Smart City;</li> <li>- Experience in the field of Design for Behavior Change in Smart Home / City context;</li> <li>- Knowledge in the field of programming apps for Android/IoS;</li> <li>- Use of the Adobe Suite / Microsoft Office and / or Open Office package.</li> </ul>
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