



GRANDIEVENTI

POLITECNICO DI MILANO
SCHOOL OF MANAGEMENT

OVERCROWDED

DESIGN AND INNOVATION IN A WORLD AWASH WITH IDEAS

April 6th, 2017 • h 5.30 - 7.30 pm

Aula Carassa - Dadda, BL 28,
Bovisa Campus, Via Lambruschini 4, Milan



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We live in a world overcrowded with ideas.

Today our digital world makes it so easy to produce new ideas or access the ideas of others. But what is the outcome of all this? Ideas are becoming commodities. How to innovate when quality, instead of quantity, matters? How can we navigate in a world full of opportunities without losing our way in trying out everything? How to find a new meaningful direction?

Overcrowded is an event-challenge that helps us be ready for this unprecedented transformation in the world of innovation. Roberto Verganti's newest book "Overcrowded. Designing Meaningful Products in a World Awash with Ideas" published by MIT Press and released during Milan Design Week 2017 is the inspiration behind this event.

AGENDA

h. 5.30 pm **REGISTRATION**

h. 5.45 pm **WELCOME**
ANDREA SIANESI, Dean MIP Politecnico di Milano Graduate School of Business

h. 6.00 pm **INTRODUCTION**
MATT SYMONDS, Columnist for BBC, The Economist and Forbes

THE SCENARIO: DESIGN AND INNOVATION IN AN OVERCROWDED WORLD
ROBERTO VERGANTI, Professor of Leadership and Innovation, Politecnico di Milano

THE CHALLENGE
MAURO PORCINI, Chief Design Officer, PepsiCo New York

THE EXPERIENCE
ANDREA LAURENZA, Head of Deloitte Digital Italy

WRAP UP
FRANCESCO ZURLO, Vice-Dean, School of Design, Politecnico di Milano



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HOW TO REACH US BY PUBLIC TRANSPORT

FROM THE DUOMO

Take the red subway line M1 towards RHO FIERA-BISCEGLIE, get off at CADORNA and take the train to MILANO BOVISA. Alternatively, take the red subway line M1 towards SESTO FS rail station, get off at PORTA VENEZIA and take the train to MILANO BOVISA.

Estimated journey time: 25 minutes

FROM MALPENSA AIRPORT

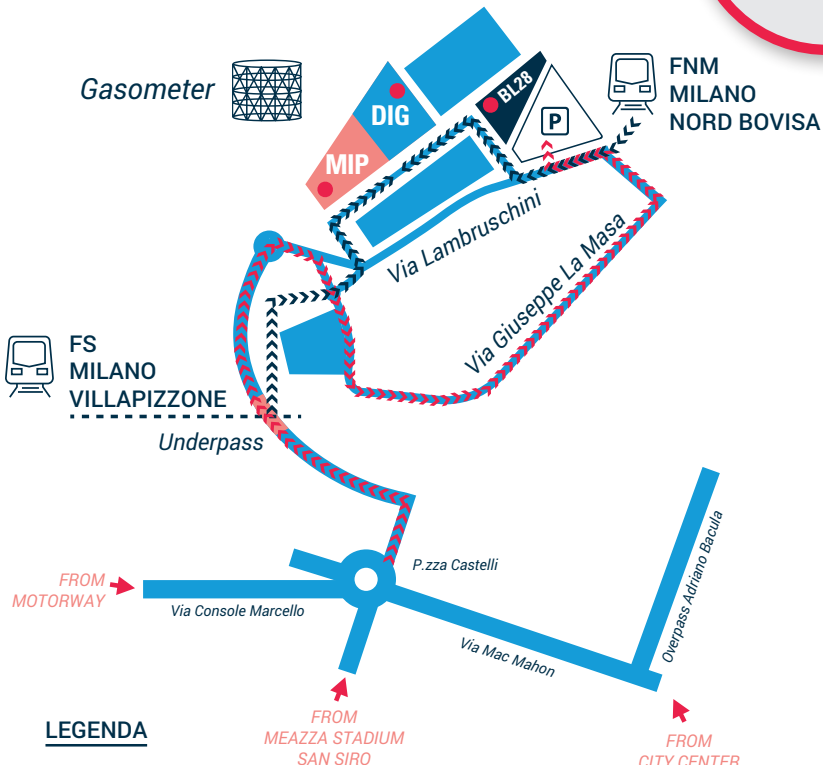
Take the Malpensa Express train and get off at MILANO BOVISA.

Estimated journey time: 30 minutes

FROM LINATE AIRPORT

Take bus no. 73 towards Piazza S. Babila, get off at S. BABILA STATION, take the red subway line M1 towards RHO FIERA-BISCEGLIE, get off at CADORNA and take the train to MILANO BOVISA.

Estimated journey time: 50 minutes



LEGENDA

- ROUTE BY CAR
- WALKING TRAIL