

INNOVATE HERITAGE ICONS WORKSHOP (FOOD – LIFESTYLE PRODUCT & SERVICES)

Theme

- Innovate **Heritage icons: contextualizing local cultural experiences into global markets**. To be chosen between food, lifestyle, or services.

Lecturers

- Federico Ferretti: Innovation and design consultant, Coordinator of the 1st level Master in Innovation, strategy and product, Milan

INNOVATION WORKSHOP

Design Process & Business Model Innovation

12:00 – 14:00

- Welcoming and Intro
- Create meaningful products and services for new or existing businesses (Extend- Evolve- Envision: different case studies from lecturers first hand experience: Masterlock, Swiffer, Audi Reebok).
- Design Driven Innovation
 - Design Evolution (from designing for people to designing with people)
 - Organize to fuel innovation (designing with people)
 - Design Ecosystem (Brand – Service – Product /Configuration Experience Offering)
- Wrap-up

Lunch break

14:00 – 15:30

Innovation Workshop Part 1

15:30 – 17:00

- Workshop Intro
- EX1
 - Quick Brief
 - Quick Brief Solutions Execution

- Solutions review and discussion
- Decoding Innovation
 - Defining Innovation (10 types of Innovation)
 - Creating Innovation (Double Diamond)
 - Assessing Innovation (Breakthrough Model)
 - Delivering innovation (Back-casting)

17:00 - 17-15 Break

Innovation Workshop Part 2

17:15 - 19:00

- EX2
 - Extended Brief
 - Extended Brief Solutions Execution
 - Extended Brief Solutions Prototyping
 - Solutions review and discussion
 - Solutions Mapping (Extend - Evolve- Envision)
and Q&A