

INTERACTION DESIGN INSTITUTE IVREA

Interaction Design Institute Ivrea (Interaction-Ivrea) is an independent non-profit organisation, founded by Telecom Italia and Olivetti, and now part of the Progetto Italia initiative of Telecom Italia. Based in Ivrea, it offers a two-year Masters Programme in Interaction Design for participants from all over the world with prior college degrees in design, architecture, communications, computer science or psychology



Mission

Innovate

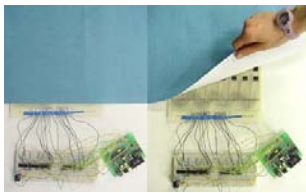
To find new ways to design in the medium of tele-communications - through future concept projects which demonstrate the role of interaction design in the development of services and the devices that allow us to interact with them

Educate

To teach a group of designers to be pioneers in this field - through an international multidisciplinary masters course

Communicate

To be a centre for the dissemination of the culture of interaction design - what it is, how it is done and how it can lead to products and services which fit the needs and desires of ordinary people.



"Now we're in 2004, interaction design is the only possible way to interpret the term design - in personal technologies, in living spaces, in our clothes. Just as, in the Fifties and Sixties, the only possible design was industrial design, so now we are faced with the challenge of interactivity."

-Stefano Mirti, architect, Interaction-Ivrea associate professor



The Design Process at Interaction-Ivrea

1. Understand the users' experience...
...how they live, what they need and want...
2. Imagine new opportunities
with brainstorming, opportunity mapping...
3. 'Just-enough' prototyping:
models to reveal the quality of the experience.
(It's not enough to see that the technology works.)
4. Design solutions:
 - . what is the role of the product or service in people's lives?
 - . what is the right mental model for the user?
 - . what is the look and feel of the interaction?
 - . what are the technical issues to solve?
5. Craft the interactive experience...
...what people will see, hear and feel.
6. Present and test the outcome

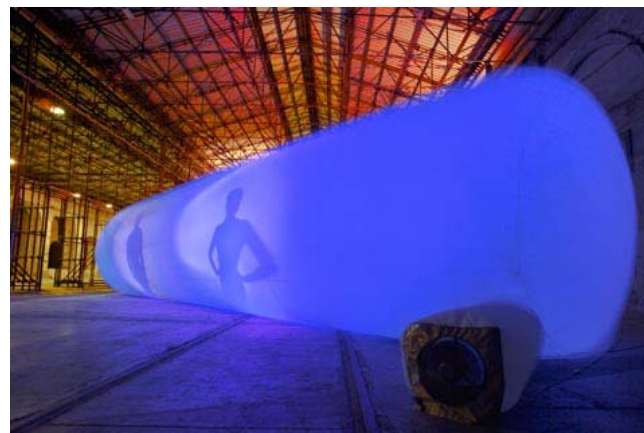




The installation of the Strangely Familiar Future products by Interaction Design Institute Ivrea students, presented at the Fuori Salone 2005 event by Tecno.



Cliostraat, Laboratorium and Interaction Design Institute Ivrea present at Pitti Immagine Uomo 67, Word City and the interactive installation Cloud.



From 2 to 12 October, Interaction Design Institute Ivrea presents itself with CICCIO, an inflatable interactive environment, at Beyond Media, a yearly international festival, exhibition and event in Florence, dedicated this year to "Intimacy".



Within the impressive event Domus Curcular, held during the Milan Furniture Fair on the 14 April 2005 at San Siro, Interaction Design Institute Ivrea presented the Greenhouse Project, several installations containing the second year students' 'work in progress' thesis.



Interaction Design Institute Ivrea
Via Montenavale 1
10015 Ivrea (To)
Italia

Tel: +39 0125 422 11
Fax: +39 0125 422 101

