



# marco susani

Marco Susani, architect and industrial designer, is Director of the Advanced Concepts Group, Consumer Designs Organisation at Motorola and until January 2000, was Director of the Domus Academy Research Center in Milan, responsible of the Interaction Design Course, and tutor of many Master on themes related to innovation in design. He has been partner of Sottsass Associati and consultant at Olivetti Design Studio. Susani's recent research focuses on interaction design, telecommunication, media spaces, multimedia, interface devices and robotics.

# designing futures

cultural design is not in crisis now, but in waves of history, design has finished a wave, and another waves of design needs to begin/start again

## *to move on*

What to do with the next generation of products, cannot look like what it looks like now as the next cultural cycle moves on

Depth than quantity, "about quality than quantity"  
Work and innovation meaning, should be new and meaningful to people

be inspired by the world out there  
be influence by the behaviors of the world

knowledge design

Presence of someone that appreciates it

*understanding.*  
work with tradition + innovation

Not necessarily need tradition and conversation to grow  
Need innovation and openmindedness to grow

learn new materials

*know the quality*

**raise the quality** *ecosystems of design*

Market: don't fool people  
Locality: think local, think, glocal ?  
Material Value: aesthetic value out of matter  
Environment: be sensitive  
Experimentation: create discussion

design...  
*stories*

archetypes  
personnas  
scenarios

better understand  
the relationship between creation + user

**the relationship between creation + user**

# I flow

*This conversation is about places, the sense of place, and flows of communication*

So, there is an interesting question of which comes first: **the flows of communication, the flows of walking, the flows of conversation in a physical space - do they come first, or does the architecture come first?**

there is a connection between the two, a connection between behaviours and flows, and people walking and people talking in a circle, and the architecture of a cloister.

## understanding the forms of communication

*seeds of communication grow from one to one relationship to **patterns** of communication environment*  
the way we communicate based on auras



# domus academy

Innovation in design

support working with companies or in basic research  
traditional + contemporary  
**new experiences**

## on themes related to innovation in design

works on a project basis as consultant for international companies  
3M,  
Logitech,  
Phillips,  
Sharp,  
JCDecaux,  
Mitsubishi,  
Casio,  
Montell  
interaction design, advanced product design, material identity, design of services, corporate visions and communication, soft qualities of the environment, and spaces and behaviours. These disciplines and fields of practice correspond in some ways to traditional areas of competence, such as product design, industrial design, or architecture, but these traditional areas are examined in a fresh light, with new eyes, and in the full recognition that something has changed - in the human beings, in the society, in the knowledge, in the role of industry, in the technology - making possible new experiences that the design culture can support.

It is fundamental to simulate the scenarios of interaction concepts that are usually presented and discussed with users, test and evaluate physical objects, the creation of new tools for knowledge management within the whole process of conception, design and management of projects.

## interdisciplinary

one project leader/coordinator

30 ppl

product designers, interaction designers, graphic designers, architects, interior designers, and fashion designers. In addition, we have experts in strategic management and marketing, and we also make use of external consultants such as anthropologists, sociologists, trend analysts, media economists, art critics, and experts in technology.

collective brainstorming  
sharing of common services  
workspace  
large open space

there is a growing need, and desire, to invest in design research

## susani

director of research centre

At the level of the coordination between research and teaching activities, I then report to our Scientific Director, to the General Manager and to the President.

// Take design as an intellectual act of narration. //  
Design is not so much about solving problems, it is about telling interesting stories that create positive experiences for people

# motorola

head of advance concepts design group

## mobile network communication

In October 2000, he became Director of the Advanced Concepts Design Group of Motorola, based in Cambridge, USA, working on the future of mobile networked communication. In this role, he applies a design-oriented vision to the evolution of the product portfolio of the company.

mesh the telephone with the internet in a way that works.  
goal: new version of "the device formerly known as the cell phone".

trying to create applications that people do not yet know they need  
try not to have linear solutions  
people do not know what they want  
will always talk about the older medium that already exists  
innovation itself has changed because society is more sophisticated

tradition?

it can be something old but expressed in a different way

ex. "But the connection between people and the medium of photography is based on the old idea of photography as conservation. Now it could be something which is a new medium of expression which has something to do with photography but could be very different."

"Italian design has always grown outside industry, not inside, and this is positive. But it is also one of its limitations. So I wanted to try to belong to one of the communities called the corporation."

being in a corporation

"if you create momentum, you have enormous power" – unlike consultants. And there is also the involvement with the company culture: "One of the interesting aspects of companies is that they are cultural organizations. **The idea of companies having a soul, an identity, a personality is something I find very interesting.**"

"This is the art of innovation."

"You are trying to draw out from the users what they might do with the technology, so this is an exercise in understanding and seducing them. We know we can't impose this on them. We are not going to artificially create a market . . . We are not going to be able to impose any solution if it is not exciting, if it doesn't make sense. But on the other hand, they can't tell us what they want because this need, this desire, is not expressed. We draw out, we extract a value from something that is already there but is intangible."

story

story is the driving force before the product  
subtlety of understanding how future solutions will support life, and communicating narratives