

Daniela Selloni

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Profile

Service designer, PhD in Design, research fellow and contract professor in Product Service System Design at the Politecnico di Milano – School of Design. She is member of POLIMI DESIS Lab (part of the international network DESIS - Design for Social Innovation and Sustainability) within the Department of Design, where she contributes to numerous European and Italian researches. “Creative Citizens” is her last applied-research activity, focused on the co-design and co-production of a new generation of public-interest services, involving a group of citizens in a specific Milanese neighbourhood – Zone 4.

She also teaches service design at the “Master in Strategic Design” and “Master Progettare Cultura” (Master Design for Culture) of POLI.Design and Università Cattolica del Sacro Cuore.

She is currently covering the role of Tutor for the Internships within the Master Degree in PSSD – Product Service System Design at Politecnico di Milano.

In 2013 she was visiting scholar at Parsons, The New School for Design in New York.

Her research interests cover service design and design for social innovation, focusing on collaborative services, public services, sharing economy, methods and tools for co-design, design activism, design for policy, design for local development and sustainability.

She also acts in an advisory capacity for companies, start-up incubation programmes and public agencies, dealing essentially with the intersection between service design and sharing economy.

Research activities

Research fellow at POLIMI DESIS Lab, Department of Design, Politecnico di Milano, she is currently involved in numerous European and Italian researches, among them:

- *CIMULACT - Citizen and Multi-Actor Consultation on Horizon 2020*: a EU project that has as a main objective to engage citizens and stakeholders in the co-creation of European research agendas based on real, validated and shared visions, needs and demands. The project engages more than 1000 citizens in 30 countries in Europe, involving also policy makers and a wide variety of researchers and experts. Main activities: definition of methods and tools for workshops and co-design sessions, elaboration of research programme scenarios for the next EU R&D agenda.
- *Human Cities - Challenging the City Scale*: a European Research aiming at exploring the ways of re-inventing the urban territories by designing public spaces with citizens. Main activities: case studies analysis, mapping and taxonomy development, co-design sessions and exhibitions.
- *Creative Citizens*: an applied-research activity (resulted from her PhD) for creating a meeting space among citizens, designers, institutions and local actors to co-design services for daily life within a community of residents located in a particular neighbourhood of Milan, i.e. Zone 4. She is the curator and coordinator of the project and currently candidate to the next Compasso d’Oro ADI Award.
- *CoHub Milano*: this is two-years experimental programme based on the creation of a collaborative space specifically devoted to investigating on sharing economy within the city of Milan. This space is named ‘CoHub’ and it is an actual public place provided by the Municipality.

Formerly, she was involved in the following research activities (also in connection with Parsons DESIS Lab, at Parsons, The New School for Design in New York and with Strategic Design Scenarios, a design research agency based in Brussels):

- *Revitalize NYC*: a project developed with Parsons DESIS Lab and founded by Rockefeller Foundation, in collaboration with the Municipality of NYC, aiming at promoting social innovations and enhancing the community resilience, especially in the Lower East Side of Manhattan, by the design of a fictional public agency called “NYC Office of Public Imagination”. Main activities: scenario building, concept generation testing different co-design methods and tools, rapid prototyping.
- *City Scout*: a project for developing a web and mobile application for the real time exchange of user generated content and urban data, together with Ulisse srl and the Italian Chamber of Commerce. Main activities: case studies analysis, concept generation, co-design workshops.
- *Feeding Milan. Energy for change*: a strategic project for place development, launched by Slow Food Italy, the Politecnico di Milano – Department of Design and the University of Gastronomic Sciences. Founded by Fondazione Cariplo, the project aims to create a network of services to connect farmers in the peri-urban area directly to consumers in the town. Main activities: scenario building, concept generation, co-design sessions, rapid service prototyping.
- *Sustainable Everyday*: an open platform to stimulate social conversation on possible sustainable futures managed by Strategic Design Scenarios in Brussels; it resulted from a scientific exhibition curated by Ezio Manzini and François Jégou, held at “La Triennale di Milano” in 2003, entitled “Sustainable Everyday. Scenarios of urban life.” Main activities: content and visual research, storyboarding and visualization prototyping.
- *EMUDE - Emerging User Demands for Sustainable Solutions*: an European Research aiming at exploring the potential of social innovation as a driver for technological and production innovation, in view of sustainability. Main activities: content and visual research, scenario building, service visualization.
- *HiCS - Highly Customer-ized Solutions*, an European Research project to develop, test and implement a methodology based on a platform of partners oriented to the generation of industrialised, context specific and sustainable solutions that respond to society’s ever-changing needs. Main activities: content and visual research, scenario building, service visualization.

Daniela Selloni also participated in developing and writing numerous proposals for EU and Italian research calls: CoPLUS – *Co-creating Public Services*, DEPSI – *Digitally Enhanced Public Service*, SINCE – *Social Innovation Culture Empowerment*, TRANSITION – *Transnational Network for Social Innovation Incubation*, SELECT – *Sustainable Everyday Life Cultures*, FEEDing – *Cities Food-Ecology Experimental Design for Cities*.

Teaching and mentorship activities

Daniela Selloni regularly teaches at Politecnico di Milano, additionally she teaches service design in many other universities, schools and institutions. She is also involved in mentorship activities within several startup incubation programmes.

- Contract professor in Product Service System Design at the School of Design - Politecnico di Milano (2015- ongoing)

- Lecturer for the Master “Progettare Cultura” (“Designing Culture”), Politecnico di Milano and Università Cattolica del Sacro Cuore (2010 - ongoing)
- Lecturer for the Master in “Strategic Design”, POLI.Design, Politecnico di Milano (2010- 2015)
- Lecturer for “Sharing School - a four-days school on CO-Cities and CO-territories” curated by RENA, Collaboriamo, Casa Netural, LabGOV, Matera (2016)
- Lecturer for “ASVI Social Change -Non profit school for management. Training, connecting, supporting the best managers of non profit and social innovation.” – Milan (2016)
- Lecturer for the 4-days workshop “Service Design – Change to Innovate”- curated by CSS Parma, Fondazione Cariparma and Euricse- European Research Institute on Cooperative and Social Enterprises - Parma (2016)
- Lecturer for the workshop “Social and Collaborative Enterprise” - Sharitaly, 3rd edition, within the Collaborative Week - Milan (2015)
- Lecturer for the Summer School “Good Governance and responsible citizenship”, curated by RENA - “Rete per l’Eccellenza Nazionale”, Matera - (2015)
- Mentor in service design for the startup incubation programme “Innovazione culturale 2 ”, Avanzi - Make a Cube and Fondazione Fitzcarraldo, funded by Fondazione Cariplo (2015)
- Lecturer for Training course "Share in Action" FEEM, in collaborazione con Associazione Alumni Accenture, b-ventures, Fondazione Italiana Accentur – Milan (2015)
- Lecturer for the “Labgov Workshop- Laboratory for the Governance of Commons”, LUISS School of Government - Rome (2015)
- Lecturer for the workshop “Service design thinking and social innovation applied to the rural world” at Rural Hub – Calvanico (2015)
- Lecturer for the programme “Puglia Capitale Sociale”, curated by Regione Puglia, Bari (2015)
- Lecturer for the Master “Design of People Centered Smart Cities”, Università degli Studi di Roma Tor Vergata, Rome (2015)
- Lecturer for the “Sharing School - a four-days school on sharing economy” curated by RENA, Collaboriamo, Casa Netural, OUIShare, LabGOV, Matera (2015)
- Lecturer for the “Insight programme: from the idea to the business model” at Sardegna Ricerche, Cagliari (2015)
- Lecturer for the Social Design course at NABA - Nuova Accademia di Belle Arti - Milano (2014)
- Lecturer for the programme “IMPRESapp Sharing Ideas”, curated by Laboratori dal Basso - ARTI Puglia, Bari (2014)
- Mentor in service design for the startup incubation programme “Unipol Ideas”, curated by Avanzi -Make a Cube and founded by UNIPOL, Bologna (2014)

- Lecture for the experimental programme “Co-Mantova”, curated by Labgov - Laboratory for the Governance of Commons and Camera di Commercio di Mantova, Mantua (2014)
- Mentor in service design for the start-up incubation programme “Innovazione Culturale”, curated by Avanzi - Make a Cube and founded by Fondazione Cariplo (2014)
- Lecturer for the “Bollenti Spiriti School”, curated by ARTI Puglia, Taranto (2014)
- Lecturer for the Master in “Creative Industries”, Università Cattolica del Sacro Cuore (2014 - 2015)
- Lecturer at the “Transdisciplinary Design MFA”, Parsons - The New School for Design, NYC (2013)
- Mentor in service design for the startup incubation programme “Change Makers”, Avanzi - Make a Cube, and founded by Telecom Italia (2013)
- Lecturer for the Summer School “Good Governance and responsible citizenship”, curated by RENA - “Rete per l’Eccellenza Nazionale” (2012)
- Lecturer on the training course “Supermilano - Integrated System for the enhancement of cultural goods in the North-West Milan area”, curated by Afol Nord Ovest Milano, Bollate - Milano (2012)
- Academic Tutor in several courses at the School of Design, Politecnico di Milano:
 - Product Service System Design, with Prof. Anna Meroni (2012- 2014)
 - Service design studio, with Proff. Ezio Manzini and Anna Meroni (2004-2006)
 - “Representation and Visualization of complex projects”, course with Prof. François Jégou (2003-2005).

Conferences, talks and jury

- Conference “Design and Participation” within the programme “Learning the change” curated by RENA – Rete per l’Eccellenza Nazionale, 23 March 2016, Milan.
- Conference “Service Design and participation” within “Design dei servizi - di cosa stiamo parlando” curated by SDIN programme (Service Design for Innovation), 3 February 2016, Milan.
- Round Table “Sharing city: la condivisione al servizio della comunità” with: Social Policies Councillor Pier Francesco Majorino, Wellbeing Councillor Chiara Bisconti and Culture Councillor Filippo Del Corno. Conference “Milano Sharing City”, 13 November 2015, Milan.
- Conference with Ezio Manzini “Collaboration and relationality - Design and social quality within sharing economy”, Sharitaly 3rd Edition, 9 November 2015, Milan.
- Jury Member for “Sharitaly Awards” within Sharitaly 3rd Edition, 9 November 2015, Milan.
- Chair session in the conference “City as Commons”, track “Cities, collaboration and the Commons”, 1st IASC Thematic Conference on Urban Commons, 6 November 2015, Bologna.

- Round Table within the conference: “Abitare il progetto, un bilancio di alcuni casi milanesi.” Master in housing sociale e collaborativo - Politecnico di Milano, Dipartimento di Design. 28 October 2015, Milan.
- Conference “Listening to co-designing together with citizens” at IX Summit Information Architecture, organized by Architecta (Società Italiana di Architettura dell’Informazione), 24 October 2015, Bologna.
- Conference “Designing the city together with residents”, within the programme Explore Talks on Sharing economy, curated by Coppa + Landini, 15 July 2015, Milan.
- Conference “Service design and collaborative services” within the programme “Europeando”, IED Cagliari, 1 July 2015, Cagliari.
- Round Table coordinator “Design at service of citizens and institutions: from bottom-up collaborative practices to co-design of public services and policies” within Festival “Comunità del Cambiamento” curated by RENA - “Rete per l’Eccellenza Nazionale”, 13 June 2015, Bologna.
- Conference “Start up experience: Sharing Economy & Disruptive Innovation”, organized by PoliHub in collaboration with Osservatori.net - Digital Innovation and Economy Up, 11 February 2015, Milan.
- Conference “Smart City and Gamification”, organized by Connected City Council, Urbano Creativo and Frontiers of Interaction, 21 January 2015, Milan.
- Conference “Sharitaly, 2nd Edition – Regulating without repressing. Policies and institutions for an Italian Way to sharing economy”, curated by Collaboriamo, Università Cattolica del Sacro Cuore, UCSC- Expo Lab, 1 December 2014, Rome.
- Conference “Regenerating communities through participation. Youth and Civic Service in an European perspective”, an event of “Presidenza Italiana del Consiglio dell’Unione Europea”, 30 October 2014, Milan.
- Conference “Suburban Revolution” - Round Table “Design Activism”, at the Smart City Exhibition, organized by Forum PA, 22 October 2014, Bologna.
- Conference “IM Social Innovation: Nuoro on the road” within the project “IMSardegna”, 17 October 2014, Nuoro.
- Jury Member for “HackToscana: a civic hackathon for creating prototypes supporting OpenToscana” curated by RENA - “Rete per l’Eccellenza Nazionale”, within Internet Festival, 11 October 2014, Pisa.
- Conference “Le Giornate di Bertinoro – from dualism to co-production”, an event dedicated to the civil economy curated by AICCON – “Associazione Italiana per la Promozione della Cultura della Cooperazione e del Non Profit”, 10 October 2014, Bertinoro - Forlì.
- Talk at Workshop on Social Enterprise – WIS “Re-designing services to increase the impact”, curated by IRIS Network (“Istituti di Ricerca sull’Impresa Sociale”) and Euricse (European Research Institute on Cooperative and Social Enterprise), 18 September 2014, Riva del Garda - Trento.
- Selected researcher to talk at Forum of the Public Administration with Minister Marianna Madia: “How to change the PA for transforming Italy into a more simple and fair country?”, organized by Forum PA, 27 May 2014, Rome.

- Conference CUMULUS Spring 2014 “What’s on: Cultural Diversity, Social Engagement, Shifting Education”. University of Aveiro, 9 May 2014, Aveiro - Portugal.
- Conference “Sharing economy and service design within the cooperative governance”, curated by IRIS Network (“Istituti di Ricerca sull’Impresa Sociale”) and Euricse (European Research Institute on Cooperative and Social Enterprise), 26 February, Bologna 2014.
- Conference “Italy beyond crisis. Reason for change”, curated by “Scuola di Cultura Politica – Casa della Cultura”, 16 February 2014, Milan.
- Conference “Sharitaly, the first Italian event dedicated to the sharing economy”, curated by Collaboriamo, Università Cattolica del Sacro Cuore and Fondazione Enrico Mattei, 29 November 2013, Milan.
- Conference EAD - 10th European Academy of Design Conference “Crafting the Future”. Göteborg: HDK, School of Design and Crafts, 18 April 2013, Göteborg - Sweden.

Design professional activities

Daniela Selloni is also an independent service design professional:

- Service and communication designer (2006 - ongoing): Daniela Selloni acts in an advisory capacity for service and communication design in numerous companies and agencies.

Main activities: user and trend research, benchmarking, scenario building, concept generation and development, production of scripts (screenplays, rundowns, service scripts), storytelling and storyboarding, integrated communication activities.

Main clients: Alpiq, Fay-Tod’s group, Ubi Banca, Telecom Olivetti, BNL, ING Direct, UNIPOL, Poste Italiane, Fiat, Bolton group, Hotel Galles Milano, Luxottica Group, Poletti shirts.

Main agencies: Doing, Clonwerk, DPR eventi, Filmmaster Events, Grey WorldWide, Input eventi, Mis Mas, Momentum Italia, Net Service, Studio12 Sinergie, The Family, Vega entertainment.

In particular Daniela Selloni is currently Innovation Advisor for Leroy Merlin S.r.l., curating the FAI programme (Formazione, Accelerazione Innovazione).

- Visual and communication designer at Filmmaster (2003 - 2006) _ Daniela Selloni was part of the creative group designing the Ceremonies for the XX Winter Olympic Games - Torino 2006, with the artistic direction of Marco Balich. She was in charge of: visual and artistic research, all graphic applications in set design, props design, video, all products connected to ceremonies: mediaguide, programs, audience kit - coordinator and visualizer of the ceremony storyboards.

After, she joined Marco Balich’s team as external advisor for other Mega-events such as:

- UEFA EURO 2012 Opening and Closing Ceremonies (Warsaw, Poland / Kiev, Ukraine 2012)
- METINVEST 5th Anniversary (Donetsk, Ukraine 2010)

- DONETSK, UKRAINE Donbass Arena Opening Ceremony (Donetsk, Ukraine 2009)
 - Opening and Closing Ceremonies fo XVI Mediterranean Games (Pescara 2009)
 - New FIAT 500 World Premiere (Turin 2007).
- Curator of Microsuper (2010 - ongoing)_ she is the curator of Microsuper, a research blog telling stories about service design and social innovation.

Awards

- ADI Index 2014 and candidate to the Compasso d'Oro ADI Award 2016 with the project "Creative Citizens".
- Finalist for the Fulbright Scholar Program (a program of the United States Department of State Bureau of Educational and Cultural Affairs) 2013.
- Honourable Mention for the Lucky Strike Designer Award 2004 for the Degree thesis "L'Atelier del fresco."

Education

- PhD in Design cum laude at Politecnico di Milano (26 November 2014). Supervisor: prof. Anna Meroni, External Examiner prof. Eduardo Staszowski.
- Degree cum laude in Industrial Design at Politecnico di Milano, A.A. 2011-2012 (10 April 2003), with specialisation in Strategic and Service Design (5 years degree programme). Final thesis supervisor: prof. Ezio Manzini.
- Erasmus at Escuela Superior de Diseño Industrial ESDI CEU, Valencia, Spain (2001)

Languages

- English, proficient user C2 (understanding, speaking, writing)
- Spanish, proficient user C2 (understanding, speaking, writing)
- French, independent user B2 (understanding, speaking, writing)
- Italian, Mother Tongue

Publications

Selloni, D. (2017). *CoDesign for Public-Interest Services*. Research for Development series. Springer International Publishing.

- Meroni, A. and Selloni, D. (forthcoming 2017). *Design for social innovators*. In Walker, S., Evans, M., Jung, J., Cassidy, T., and Holroyd, AT. (eds) 'Design Roots: Local Products and Practices in a Globalised World.' Bloomsbury Academic.
- Selloni, D. and Corubolo, M. (2017). *Design for social enterprises: co-designing an organizational and cultural change*. Design for Next, 12th EAD Conference Sapienza University of Rome 12-14 April 2017.
- Selloni, D. and Manzini, E. (2016). *Policy constellations as ecosystems of design actions*. Strategic Design Research Journal, 9(2): 128-136 May-August 2016 Unisinos.
- Selloni D. (2015). *Il design per la collaborazione*. In Arena, G. and Iaione, C. (eds) 'L'età della condivisione'. Roma: Carocci.
- Selloni, D. (2015). *Hacking Public Services: come riprogettare i servizi pubblici, con i cittadini*. Published on 27 July 2015 in 'Gli stati generali'. Available at http://www.glistatigenerali.com/innovazione_sharing-economy/hacking-public-services-come-riprogettare-i-servizi-pubblici-con-i-cittadini/
- Selloni, D. (2015). *Ezio Manzini on Design When Everybody Designs*. Interview to Ezio Manzini published on 29 June 2015 in 'Shareable'. Available at: <http://www.shareable.net/blog/interviewed-ezio-manzini-on-design-when-everybody-designs>
- Selloni, D. (2015). *How design can contribute to infrastructuring bottom-up initiatives into public-interest services*. CUMULUS Milan 2015 Conference. The Virtuous Circle. Milan, Politecnico di Milano, June 3-7, 2015.
- Selloni, D. (2015). *Ezio Manzini: design per l'innovazione sociale*. Interview to Ezio Manzini published on 25 May 2015 in 'Che Fare'. Available at: <https://www.che-fare.com/ezio-manzini-design-diffuso-per-linnovazione-sociale/>
- Selloni D. (2015). *I servizi collaborativi per la città*. In 'Equilibri – Rivista per lo Sviluppo Sostenibile , Dossier Sharing Economy', 1/2015. Fondazione Enrico Mattei. Bologna: Il Mulino.
- Selloni D. (2015) *Design activism: Progettare per attivare energie civiche*. In: 'Suburban Revolution: periferie al centro'. A cura di G. Dominici e C. Buongiovanni. Edizioni FORUM PA.
- Selloni D. (2014). *Fare CSR progettando servizi collaborativi: l'esperienza di Cittadini Creativi*. In: '15 anni di CSR: quanto vale la collaborazione?' Riflessioni, esperienze, incontri da "Il Salone della CSR e dell'innovazione sociale", Ottobre 2014.
- Meroni, A., Selloni, D., Gamman, Lorraine, Thorpe, A. (2014). *Empowering the Culture of Social Innovation*. CUMULUS Johannesburg Design with the Other 90%: Changing the World by Design. 22-24 September 2014.
- Selloni D. (2014) *New service models and new service places in times of crisis. How citizens' activism is changing the way we design services*. CUMULUS Spring Conference 2014 – What's on: Cultural Diversity, Social Engagement, Shifting Education. University of Aveiro, 8-10 May 2014.
- Selloni, D. (2013) *Design dei Servizi Collaborativi*, in Arena et al. "Sharexpo: Milano Città Condivisa per Expo 2015", available at <http://www.sharexpo.it/il-documento/>
- Selloni D. (2013) *The experience of Creative Citizens*. Touchpoint – The Journal of Service Design. Vol. 5, N. 2. Designing Citizen-Centred Public Services. Service Design Network.

Cantù D., Selloni D. (2013) *From engaging to empowering: a set of co-design experiments with a service design perspective*. Conference Social Frontiers: the next edge of social innovation research. Social frontiers: the next edge of social innovation research. Research papers for a major new international social research conference. London, NESTA, 14-15 November 2013.

Selloni D. (2013) *Design Schools as incubators of social entrepreneurship*. DRS // CUMULUS 2013 -The 2nd International Conference for Design Education Researchers. Oslo: Oslo and Akershus University College of Applied Sciences, 14-17 May 2013.

Selloni D. (2013) *Service Makers. City dwellers and designers creating a Local Distribution System*. 10th European Academy of Design Conference. Crafting the Future. Göteborg: HDK, School of Design and Crafts, 17-19 April 2013.

Bianchini M., Bolzan P., Galluzzo L., Selloni D. (2012) *How the logic of sharing is changing the way we design cultural systems*. Article for the Forum d'Avignon 2012 "Culture: Reasons to hope", available at: <http://www.forum-avignon.org/en/how-logic-sharing-could-change-way-we-design-cultural-systems>

Collection of articles published in the research blog Microsuper, from 2010 – 2014.

Tags of the articles:

Audiovisual research, Business design, City, Co-design, Collaborative consumption, Collaborative services, Craftsmanship and Design, Crowd sourcing, Design Research, Design Thinking, Disintermediation, Event Design, Exhibition Design, Food, Geolocation, Informal economy, Integrated Communication, Marketing, Open Source, Peer to peer, Performing arts, Place development, Product design, Product launch, Public service, Retail, Service Design, Self-production, Sharing, Social Housing, Social innovation, Social Media, Social Responsibility, Storytelling, Strategic Design, Sustainability, Territorial marketing, Urban Green, User Experience, Visual Design.

"Autorizzo il trattamento dei miei dati personali, ai sensi del D.lgs. 196 del 30 giugno 2003".