

The Specializing Master in Design for Kids & Toys

PENTA-WORKSHOP

The first workshop of the Specializing Master in Design for Kids & Toys will be managed in collaboration with H-FARM and Clementoni.

According to Master's Committee meeting the idea is to manage a Penta-Workshop thanks to the partnership and collaboration offered by CILAB (Creative Industries Lab) to the invited different Design Schools Italy (**Politecnico di Milano**), China (**Ningbo University**), Israel (**Tiltan School, Haifa**), Argentina (**Universidad Austral in Buenos Aires**), Australia (**UNSW Sydney**).

 Mexico City, Mexico* CDT (UTC -5)	7.00	●	 Mexico City, Mexico* CDT (UTC -5)	6.00	●
 Montréal, Canada* EDT (UTC -4)	8.00	●	 Montréal, Canada* EDT (UTC -4)	7.00	●
 Buenos Aires, Argentina ART (UTC -3)	9.00	●	 Buenos Aires, Argentina ART (UTC -3)	8.00	●
 Rome, Italy* CEST (UTC +2)	14.00	●	 Rome, Italy* CEST (UTC +2)	13.00	●
Israel Daylight Time, IDT* IDT (UTC +3)	15.00	●	Israel Daylight Time, IDT* IDT (UTC +3)	14.00	●
Turkey Time, TRT TRT (UTC +3)	15.00	●	Turkey Time, TRT TRT (UTC +3)	14.00	●
 Beijing, China CST (UTC +8)	20.00	●	 Beijing, China CST (UTC +8)	19.00	●
Australian Eastern Time, AET AEST (UTC +10)	22.00	●	Australian Eastern Time, AET AEST (UTC +10)	21.00	●

The Penta-Workshop offers a great opportunity of experimentation and creativity, by exploring the remote working, involving experts and passionate participants, and promoting international cooperation.

#INTERNATIONAL

#REMOTE

#COLLABORATIVE

The workshop aims at exploring scenarios of “product-service system” innovation for the world of Kids & Toys. **Designing and innovating** toys, plays, places, furniture, apparel, food, services, laboratories, events and much more, by always putting the child at the centre of any creative process.

#DESIGN A PSS

#CHILD-CENTERED DESIGN

The Penta-workshop will be organized following the **three main phases** of the design thinking process. Each phase will have a **punctual 48h Hackathons**.



The workshop will start on 22nd June and will end on 30th of July, **6 weeks** in total (this is mandatory for Italian students but for the other Universities there is the possibility to close the workshop at the end of week 3 with the concept – 10th July). Before the beginning, the committee will share the guidelines regarding the organization with the Universities and each University can indicate a “coach” and eventually a tutor. What the university coach shall do?

- Join the launch of the workshop (if possible)
- 1 hour lecture (webinar) transferring knowledge on a topic relevant for the workshop (previously decided with Polimi)
- Manage design reviews with the team/s of its university to monitor the progress and guide students
- Join the presentations.

WEEK 1 - INSPIRATION							
	MON / 22.06	TUE / 23.06	WED / 24.06	THU / 25.06	FRI / 26.06	SAT / 27.06	SUN / 28.06
<i>Time (Italy)</i>	15.00 - 19.00	TBD according to the Time Zone	TBD according to the Time Zone	TBD according to the Time Zone	TBD according to the Time Zone		
<i>Professor + Tutors</i>							
<i>Activity</i>	Launch of the brief & Lecture (Polimi)	Lecture (Israel) & Teamwork	Lecture (Argentina) & Teamwork	Lecture (Sydney) & Teamwork	Lecture (China) & Teamwork		
<i>Partner</i>	Clementoni powered by H-Farm	/	/	/	/		
<i>Universities</i>	5	5	5	5	5		

22nd June Launch of the brief held by Clementoni (powered by H-Farm) to all the students in the five countries. The brief will have a wide perspective and it will ask the development of new product service systems (PSS) for children in the age 0-3.

During the first week, the lectures will be held by the five Universities (each University will have a COACH and in the first week each coach will have 1 hour webinar to drive students in their design journey). The lectures will be recorded in order to allow foreign students to freely access them. The revisions will be managed by the professors and tutors.

Moreover, each group of students and teacher, from the different design schools, will start research activity, brainstorming and concept generation for the following days.

WEEK 2 - INSPIRATION							
	MON / 29.06	TUE / 30.06	WED / 01.07	THU / 02.07	FRI / 03.07	SAT / 04.07	SUN / 05.07
<i>Time (Italy)</i>	24h	24h	Each team will manage a design review with its University coach	Each team will manage a design review with its University coach	Australia: 9.00 – 10.00 Israel 10.00 – 11.00 China 11.00 – 12.00 Italy 12.00 – 13.00 Argentina 14.00 – 15.00		
<i>Professor + Tutors</i>							
<i>Activity</i>	1° Hackathon / Design Sprint	1° Hackathon / Design Sprint	Data analysis / Teamwork	Data analysis / Teamwork	1° Presentation (Results) – Pitching session		
<i>Partner</i>	/	H-Farm	/	/	H-Farm + Clementoni + other invited institutions		
<i>Universities</i>	5	5			5		

During the second week, the 1° Hackathon/Design Sprint will take place. During the Hackathon the students from the different universities will be organized in mixed groups and they will be asked to collaborate in order to share and to identify common insights regarding the brief and the 'inspiration' phase.

Two-days of data analysis will follow.

The results will be presented on the last day of the week in order to be ready for the next design phase.

WEEK 3 - IDEATION							
	MON / 06.07	TUE / 07.07	WED / 08.07	THU / 09.07	FRI / 10.07 *	SAT / 11.07	SUN / 12.07
<i>Time (Italy)</i>	24h	24h	Each team will manage a design review with its University coach	Each team will manage a design review with its University coach	Australia: 9.00 – 10.00 Israel 10.00 – 11.00 China 11.00 – 12.00 Italy 12.00 – 13.00 Argentina 14.00 – 15.00		
<i>Professor + Tutors</i>							
<i>Activity</i>	2° Hackathon/ Design Sprint	2° Hackathon / Design Sprint	Revision + Teamwork	Revision + Teamwork	2° Presentation (Concepts)		

<i>Partner</i>	/	/	/	/	H-Farm + Clementoni		
<i>Universities</i>	5	5			5		

During the 2° Hackathon/Design Sprint the students from the different universities will be organized in mixed groups and they will be asked to collaborate in order to share and identify common insights regarding the brief and the 'ideation' phase.

Based on the research activity performed there will be a brainstorming session to develop a large number of concepts for new products according to the general brief proposed. Each team will develop 4 concepts. The students are going to achieve and to deliver the following outcomes: concept development (4 concepts), concept assessment, and idea consolidation.

The results will be presented on the last day of the week in order to be ready for the next design phase.

* The participation of the four Universities can end on 10th July.

WEEK 4 - IDEATION							
	MON / 13.07	TUE / 14.07	WED / 15.07	THU / 16.07	FRI / 17.07	SAT / 18.07	SUN / 19.07
<i>Time (Italy)</i>	15.00 - 19.00	15.00 - 19.00	15.00 - 19.00	15.00 - 19.00	15.00 - 19.00		
<i>Professor + Tutors</i>							
<i>Activity</i>	Lecture/Revision + Teamwork	Lecture/Revision + Teamwork	1° Playtest	Lecture/Revision + Teamwork	Lecture/Revision + Teamwork		
<i>Partner</i>	/	/	/	/	/		
<i>Universities</i>							

During this phase, each team will select 1-2 concept that will be developed in terms of scenario of use, feasibility and technical information. After defining the boundaries and main characteristics of the selected concepts, each team will prototype and test their concepts, implementing and redesigning some aspects if needed.

The students will be asked "stress out" the ideas in order to empower their selected concepts through the product service system development.

During the fourth week it is also possible to organize one remote playtest with children to test the ideas, through remote playful activities.

WEEK 5 - IMPLEMENTATION							
	MON / 20.07	TUE / 21.07	WED / 22.07	THU / 23.07	FRI / 24.07	SAT / 25.07	SUN / 26.07
<i>Time (Italy)</i>	15.00 - 19.00	15.00 - 19.00	15.00 - 19.00	15.00 - 19.00	15.00 - 19.00		
<i>Professor + Tutors</i>							

Activity	3° Hackathon/ Design Sprint	3° Hackathon / Design Sprint	Lecture/Revision + Teamwork	Lecture/Revision + Teamwork	2° Playtest		
Partner	/	H-Farm	/	/	H-Farm		
Universities	5	5					

The students will be asked to select the right tools in order to visualize, and further test, their concepts through the explanation of the technology development and communication system.

During the 3° Hackathon/Design Sprint the students from the different universities will be organized in mixed groups and they will be asked to collaborate in order to share and identify common insights regarding the brief and the 'implementation' phase. This last hackathon aims at thinking "out of the box", disrupting ideas in order to think more creatively about them.

During the fifth week it is also possible to organize one remote playtest with children to test the ideas, through remote playful activities.

WEEK 6 - IMPLEMENTATION							
	MON / 27.07	TUE / 28.07	WED / 29.07	THU / 30.07	FRI / 31.07	SAT / 18.07	SUN / 19.07
Time (Italy)	15.00 - 19.00	15.00 - 19.00	15.00 - 19.00	15.00 - 19.00			
Professor + Tutors							
Activity	Lecture/Revision + Teamwork	Lecture/Revision + Teamwork	Lecture/Revision + Teamwork	Final Presentation			
Partner	/	/	/	H-Farm & Clementoni			
Universities							

During the last week, the teams are going to prepare the final presentation about not only the chosen concept but also regarding the entire collaborative design process and creative remote experiences.

On the 30th of July, each team will present the final concepts to the Master committees, H-Farm and Clementoni staff and the other Universities.