

A black and white photograph of two children playing with a large blue ball. A girl in a white shirt and a dark plaid skirt is leaning over the ball, looking at it. A boy in a striped shirt is lying on his back, also looking at the ball. The background is a plain, light-colored floor.

# DESIGN FOR KIDS&TOYS

THE INTERNATIONAL PENTA-WORKSHOP

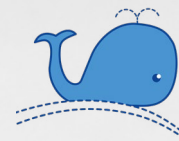
since 2012 | 2nd edition MASTER | 2020/2021

MILANO 1863



SCUOLA DEL DESIGN

**POLI.DESIGN**  
FOUNDED BY POLITECNICO DI MILANO



# THE SPECIALIZING MASTER IN DESIGN FOR KIDS&TOYS



E-LEARNING



TRAINING WEEK



DESIGN WORKSHOP 1



DESIGN WORKSHOP 2



INTERNSHIP



# OUR SCENARIO

## PROBLEM

There is a **lack** of a shared **kids & toy culture**, which is most of the time limited to imitate imitate products for adults in a diminishing way.

## SOLUTION

Train a **new generation of designers** able to manage complex design processes in the world of **products and services** that are **child-centered**.

## MINDSET

Involve and train **truly passionate and enthusiastic people** about through **Learning & Doing** within the best asset powered by Poli.design of Milan.



A baby with blonde hair and blue eyes is looking up from inside a white plastic slide. The baby is wearing a grey t-shirt with red and white horizontal stripes on the sleeves. The background is a soft, out-of-focus white.

# PENTAWORKSHOP

· ACTORS

## **PARTNERS**

The first workshop (from 22nd June 2020 to 30th July 2020) of the Specializing Master in Design for Kids & Toys will be managed in collaboration with **H-FARM** and **Clementoni**.

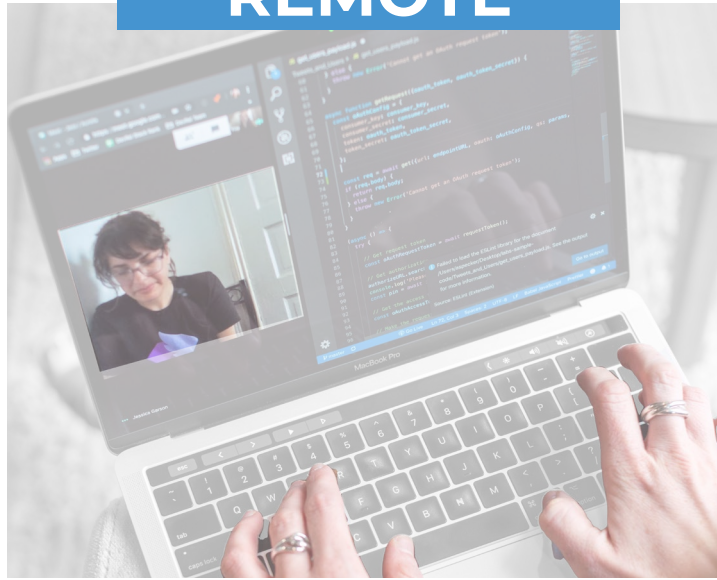
## **INVITED UNIVERSITIES**

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 (**NINBO**), Israel (**Tiltan School, Haifa**), Argentina (**Universidad Austral in Buenos Aires**), Australia (**UNSW Sydney**).

## INTERNATIONAL



## REMOTE



## COLLABORATIVE



# DESIGN **WORKSHOP**

· VALUES & CHALLENGES

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.

# DESIGN **WORKSHOP**

· OBJECTIVES & GOALS

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 center of any creative process.



**DESIGN A PSS**

not only a toy



**CHILD-CENTERED**

parents, family, *care givers*, ...

# DESIGNWORKSHOP

· EXPERIENCE FLOW(S)

The Penta-workshop will be organized following the **three main phases** of the design thinking process.

Each phase will have a **punctual 24h Hackathon**.

 PARTNERS

H-FARM & Clementoni

 TEAMS A

Students from **Kids & Toys Master** and **Product Design Courses** (Politecnico di Milano)

 TEAMS B

Students from **NINBO**, **Tiltan School - Haifa**, **Universidad Austral**, **UNSW Sydney**

 UNIVERSITIES

Professors & Students

## INSPIRATION



1° Hackathon (48h)  
TEAMS A + B

## IDEATION



2° Hackathon (48h)  
TEAMS A + B

## IMPLEMENTATION



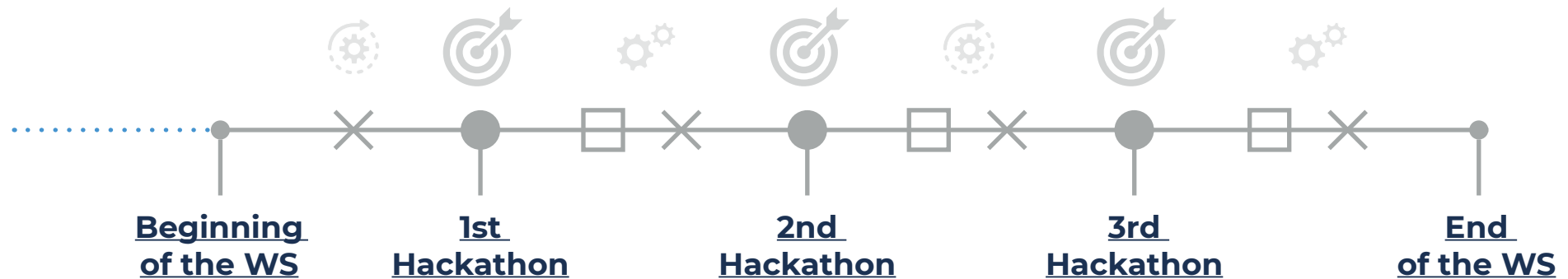
3° Hackathon (48h)  
TEAMS A + B

# DESIGN WORKSHOP

· EXPERIENCE FLOW(S)

The workshop will last **6 weeks**. Before the beginning, the committee will share the guidelines regarding the organization with the Universities.

✕ TEAMWORK □ PLENARY



The brief and the structure of the workshop will be released to all the participants involved.

**Teams A + B** will have 48h to solve a problem regarding the **first phase** of the design process.

**Teams A + B** will have 48h to solve a problem regarding the **second phase** of the design process.

**Teams A + B** will have 48h to solve a problem regarding the **third phase** of the design process.

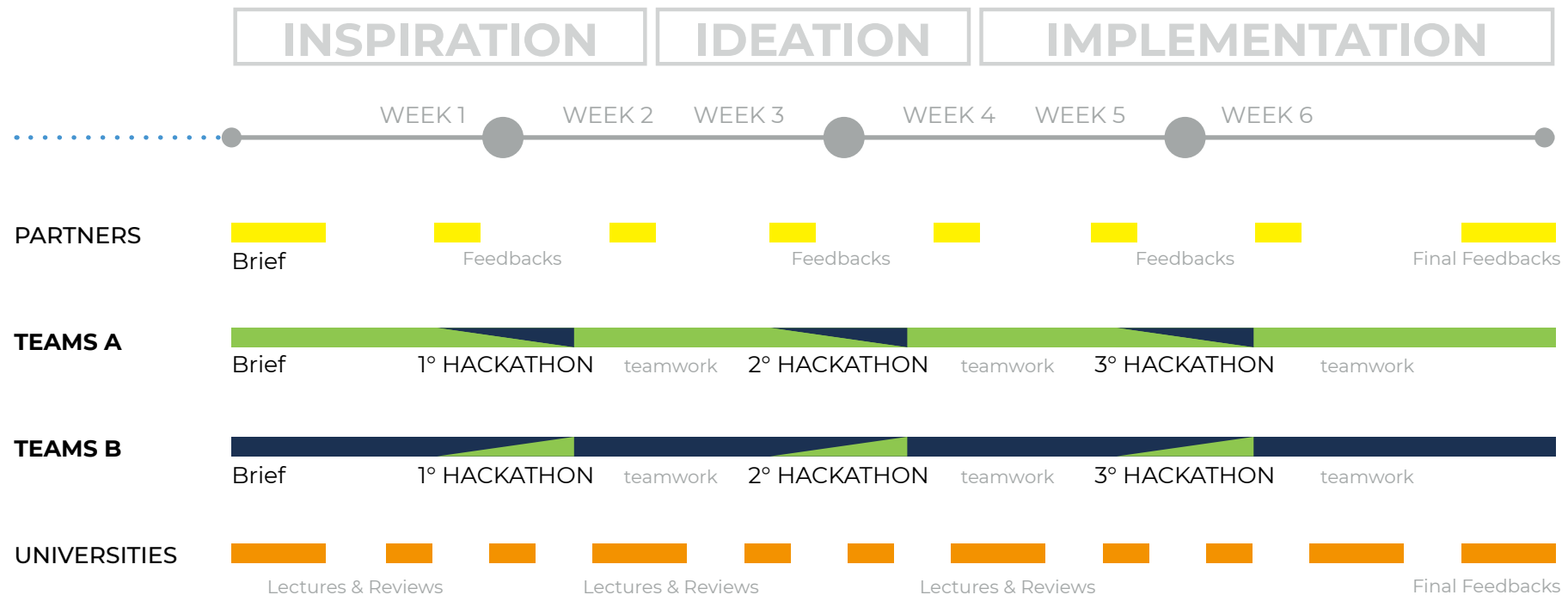
At the end of the workshop, the teams will present their **final projects** to the Partners and the Universities.



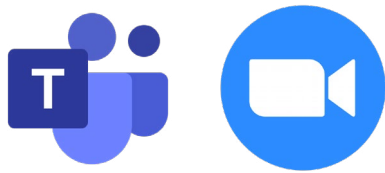
# DESIGN WORKSHOP

· EXPERIENCE FLOW(S)

The **Partners** will share **insightful contents** with the students during different appointments and among various media. The **Universities** will run **lectures, reviews** and **realtime/pre-recorded sessions**.



## SHARING



Multi-user streaming video calls and meetings, with options to share files in chat and record a live video to participate afterwards.



## CO-WORKING



Team communication through thematic channels, private or accessible to all. Interactive remote work sessions, by displaying and modifying a shared virtual space (rooms) in real-time.



## REPOSITORY



Archive and exchange files, collaborate on text documents, create presentations, shared spreadsheets and much more.

# DESIGN **WORKSHOP**

· TOOLS & PLATFORMS

In order to facilitate and support the participants, we will offer **a combination** of interactive tools and platforms.

# AGENDA& ACTIVITIES

## WEEK 1 • INSPIRATION

**LAUNCH OF THE BRIEF** held by CLEMENTONI (powered by H-Farm) to all the students in the five countries.

During the first week, the **LECTURES** will be held by the five Universities. 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.

#BRIEF

#LECTURES

#RESEARCH

# AGENDA & ACTIVITIES

## WEEK 2 • INSPIRATION

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.

#HACKATHON

#ANALYSIS

#PRESENTATION





# AGENDA & ACTIVITIES

## WEEK 3 • IDEATION

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.

**#HACKATHON**   **#IDEACONSOLIDATION**   **#REVIEW**



# AGENDA & ACTIVITIES

## WEEK 4 • IDEATION

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.

**#CONCEPT #PRODUCTSERVICESYSTEM #PLAYTEST**



# AGENDA & ACTIVITIES

## WEEK 5 • IMPLEMENTATION

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.

#TEST #PRODUCTSERVICESYSTEM #HACKATHON



# AGENDA& ACTIVITIES

## WEEK 6 • IMPLEMENTATION

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.

#FINALPRESENTATION



# DO YOU WANT TO JOIN US? DESIGN FOR KIDS&TOYS

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PENTA-WORKSHOP

5 UNIVERSITIES

INTERNATIONAL STUDENTS

MILANO 1863



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