

## Rethink! Service Design Stories Vox Populi. A post-emergency inquiry.

How did behaviors and needs change during the COVID-19 emergency?  
**RETHINK! Service Design Stories** is back, the first Italian festival dedicated to Service Design with an online seminar dedicated to companies, organizations and professionals operating in the field of innovation and services.

**Tuesday, October 6 2020 from 18.00 to 20.00**  
**Within the Milan Design City schedule**  
**On Fuorisalone Meets**

Website: [www.rethinkfestival.it](http://www.rethinkfestival.it)  
[www.polidesign.net](http://www.polidesign.net)

*Milan, September 2020* – On the occasion of Milano Design City and in continuity with the June edition, here comes the autumn appointment of **"Rethink! Service Design Stories"**, the first Italian festival dedicated to service design that brings together designers, companies and institutions to promote the growth of a critical culture on the subject of service innovation.

**Vox Populi. A post-emergency inquiry** is the title of the online event held on the Fuorisalone Meets platform on **October 6 starting at 6.00 pm (CEST)**. The seminar will explore three points of view: **sociological, entrepreneurial and technological**, so to **analyze how behaviors and needs have changed during the COVID-19 emergency**.

A team of researchers from Politecnico di Milano performed a qualitative research on the Milan area to understand how citizens are experiencing and have experienced the lockdown and how the transition towards a "new normal" is being faced. The insights of the survey will be presented, being food for thought on the real needs of citizens and the ability of organizations to respond adequately to renewed needs. Vox Populi is therefore the telling of everyday stories that differ in social context, work environment, habits. The event will be divided into different phases: the

**sharing of a summary** of the research, the **interpretation and commentary of three experts** who will intertwine **social, design and technological aspects**, and finally, a collective reflection on how to transform these stimuli into design proposals.

The pandemic caused by COVID-19 has radically changed the way we live, work and socialize. The crisis should be read as an opportunity to rethink the future, the models of innovation and relationships, on the small and large scale, and with configurations that intertwine bottom-up and top-down models. The answers will have to be multiple, differentiated and apt to the new needs and renewed priorities of people and of public and private organizations.

Rethink! is promoted by **POLI.design - Politecnico di Milano** and its **Service Innovation Academy** and is part of **Milano Design City**.

Main Sponsor of the initiative is **PwC Italy**

Partner **ThoughtWorks**

Technical Partner **Spaces**

Media Partner **Brera Design District** e **Studiolabo**

Patronage of **Regione Lombardia**

With the support of **Dipartimento di Design del Politecnico di Milano**

Registration is free after registration and / or invitation

<https://meets.fuorisalone.it/m/ret-kne-nnx/detail#meeting-subscription-form>

#### Info

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**POLI.design**, founded in 1999 by the Politecnico di Milano, together with the School of Design of the Politecnico and the Department of Design, forms the Design System of the Politecnico, an aggregate of resources, skills, structures and laboratories, among the most important in the world. POLI.design plays a pivotal role between the various players that are part of the design ecosystem and develops training for young graduates, professionals and companies.

[www.polidesign.net](http://www.polidesign.net)

The POLI.design **Service Innovation Academy** is a University Innovation Center of the Politecnico di Milano that has always been committed to achieving excellence in research, training, innovation and design. Through training, applied research and cultural productions, it allows companies, organizations and professionals to innovate their product / service, to acquire the skills of service design and to become part of a strategic network.  
[www.serviceinnovationacademy.com](http://www.serviceinnovationacademy.com)

**PwC Italy** is an international network that has the goal to create trust in society and solve important problems. It is present in 158 countries with over 276,000 professionals, committed to ensuring the quality of fiscal, legal, audit and consulting services. Within PwC Italy, **Experience Consulting** is a multidisciplinary team that combines all the skills typical of a Design Agency with those of Management Consulting, to help companies to create innovative and sustainable business models, starting from the user experience.

<https://www.pwc.com/it/it/services/consulting/experience-consulting.html>

**ThoughtWorks** is a software consulting firm and a community of more than 7,000 people driven by a common passion for technology and spread across 43 offices in 14 countries. For more than 25 years, it has been helping its clients solve complex business problems where technology is the differentiator. When the only constant is change ThoughtWorks prepares for unpredictability.

<https://www.thoughtworks.com/>

**Spaces** provides creative work environments with a unique entrepreneurial spirit in hundreds of locations around the world. His workspaces are designed to inspire open-minded, innovative and revolutionary people who want to achieve and exceed their goals.

Designed for people working in the creative field, Spaces cultivates ideas by bringing together a dynamic community of small businesses, freelancers and entrepreneurs under one roof.

Spaces is an operating brand of IWG plc, the group owner of numerous important workspace suppliers. Other brands in the IWG portfolio are Regus, Signature by Regus, HQ and No18.

[www.spacesworks.com/it](http://www.spacesworks.com/it)

**Fuorisalone** with the Design City Edition announces 2 weeks of events in showrooms and other design venues in Milan, and beyond. The Salone del Mobile and the Fuorisalone have always played an economically and socially important role for Milan, which over time has become the world capital of design. from 28 September to 10 October, Milan restarts with Milano Design City: 2 weeks of events in showrooms and other design venues.

<https://www.fuorisalone.it>