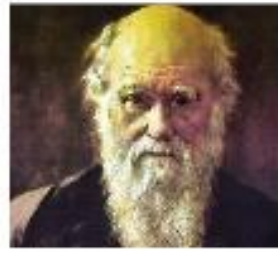


ARTlab



Collaborative Innovation

De-Sign = Giving a New Meaning





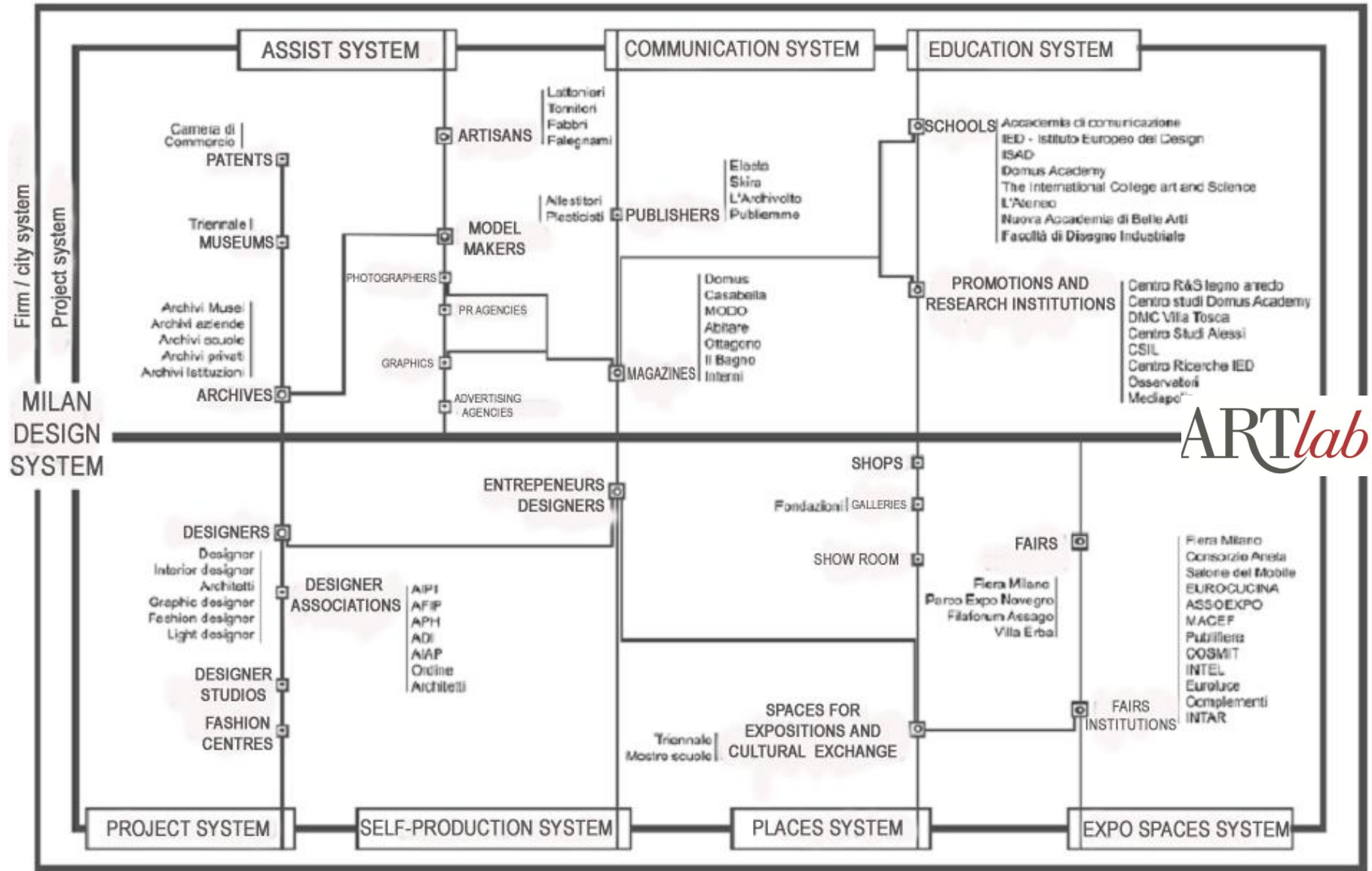
Art Lab sas di Dalia Gallico & co. operates as a study and analysis observatory in the areas of innovation between culture, fashion and design to promote the "Project Culture" as a strategic tool for research, consultancy and training (of public and private institutions). It is an innovative and technological laboratory supporting the international activity of Fashion Art and Design. It uses the most innovative multimedia skills and technologies for "design oriented" heritage. Training activities, research, new technologies to enhance identity (brand image), design, marketing, communication and retail (design experience).

CF : 04006720967

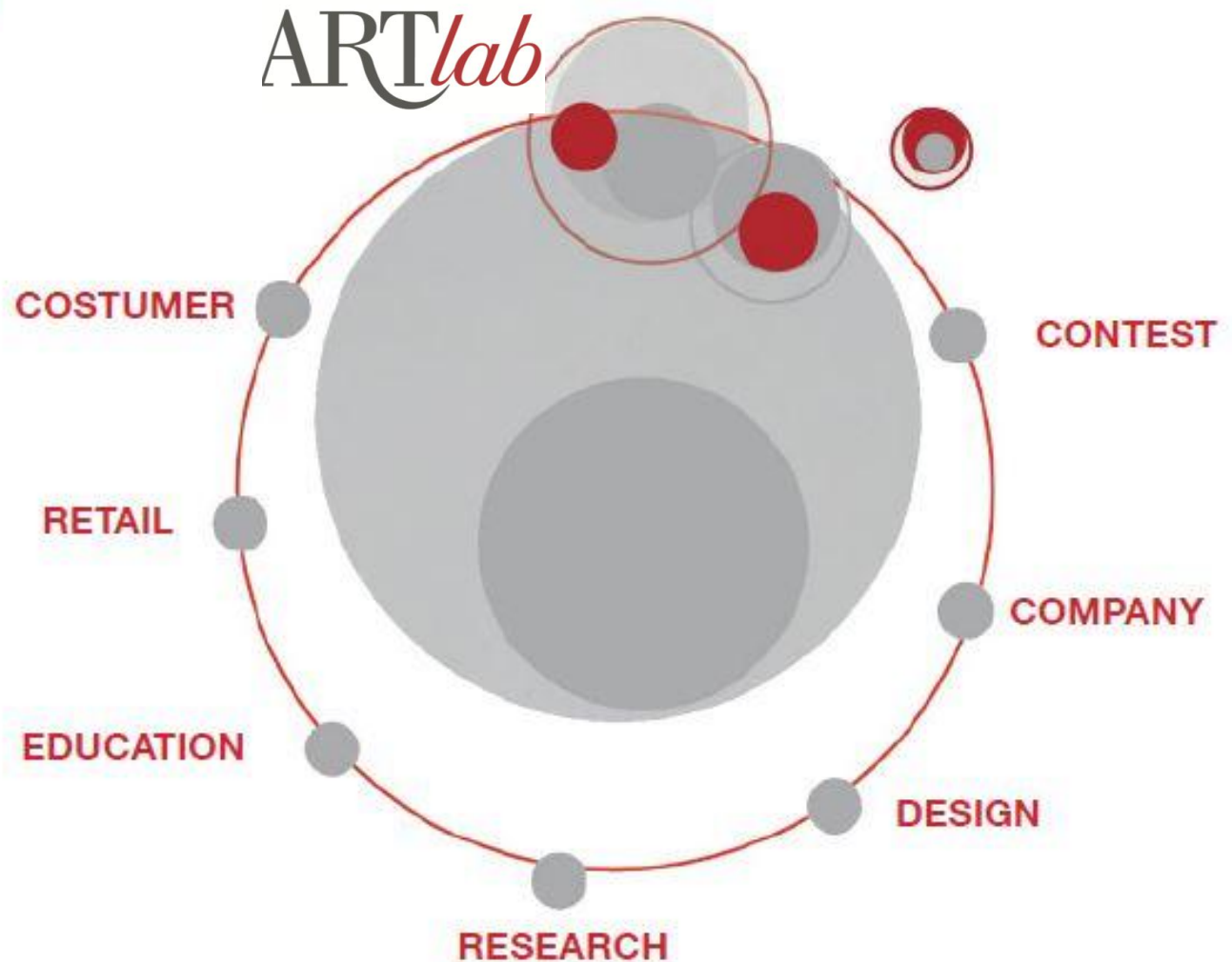
Founded : 04/07/2003

Address: MILANO (MI) PIAZZA CASTELLO 22 CAP 20121

Life long education programs about Milan Fashion Design System innovation – The network



[Circle thinking]



Acting on the “demand side” is to **put companies and institutions to be able to access resources or services designed to support innovative processes**, technological, product, market, related to communication, distribution, product visibility, in the accompaniment internationalization processes, etc.

[Design point = collaborative innovation] ARTlab

- > To facilitate the meeting between designers (product and process) and companies in different productive sectors (national or international)

The “best practices” are based on a clear principle:

to compare Italian design with a series of new scenarios of some excellent companies (in the world).

www.signumlab.com





Design will always be more considered as a strategic resource for the maintenance and increase the competitive advantage of production (with less time and less economic resources).

LifeLong Learning

DESIGN FOR BUSINESS
BUSINESS FOR DESIGN

DESIGN FOR BUSINESS

- New scenarios of Consumption/Service and Trends analysis
- Networks Planning and Tools for sharing innovation and develop creativity
- Strategic Co. Marketing: building the Future "together"
- Strategic Planning of Product and winning
- Brand Building
- Research and Innovation in Materials Environmental engineering and resources for a more responsible design
- Strategies and New Tools of Communication
- Retail Experience

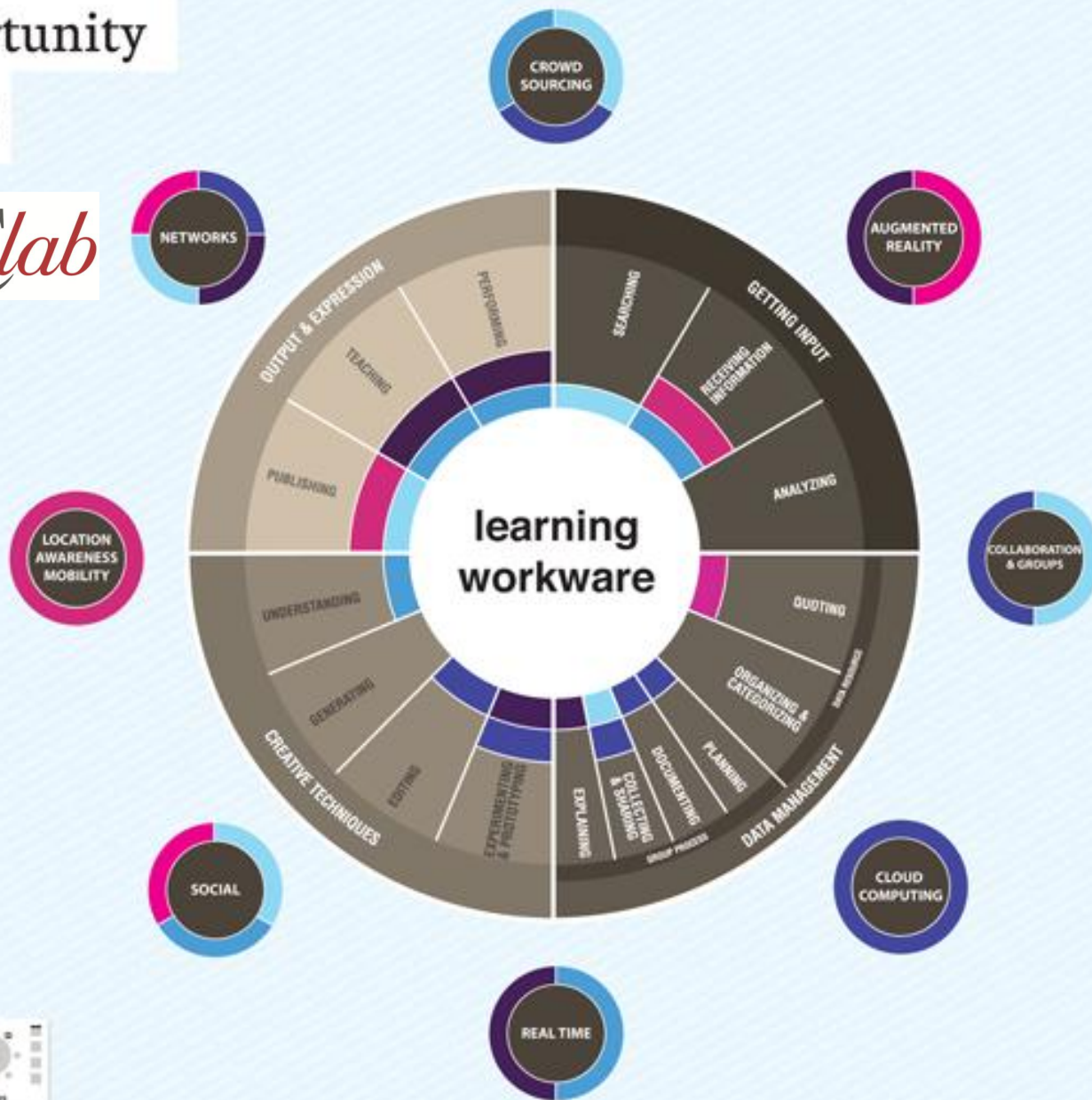
ART*lab*

BUSINESS FOR DESIGN

- Organize to compete and manage innovation
- Choose the new technologies
- Financing growth
- Strategic Design-Product Planning
- Forms of management of territorial cooperation for local development
- Dynamics of organizational behavior
- Organization of Production, times and timing methods and methods analyst
- Dealing with market

Opportunity Map

ARTlab



Key



Scenarios



RESEARCH JOURNEY

Description: Tracking and sharing a collective searching task either digital or physical, seeing what searches were made and what areas were missed, seeing search journeys made by others before looking for similar info.

Context: School workspaces, personal workspaces, any physical place.

Technologies:



CLOUD BOX

Description: A cloud-based application for collaboration on a collective creative assignment. Both a productivity tracker, planner and version tracker/ file storage. Multiple users work on the same files on a timeline.

Context: Personal workspaces

Technologies:

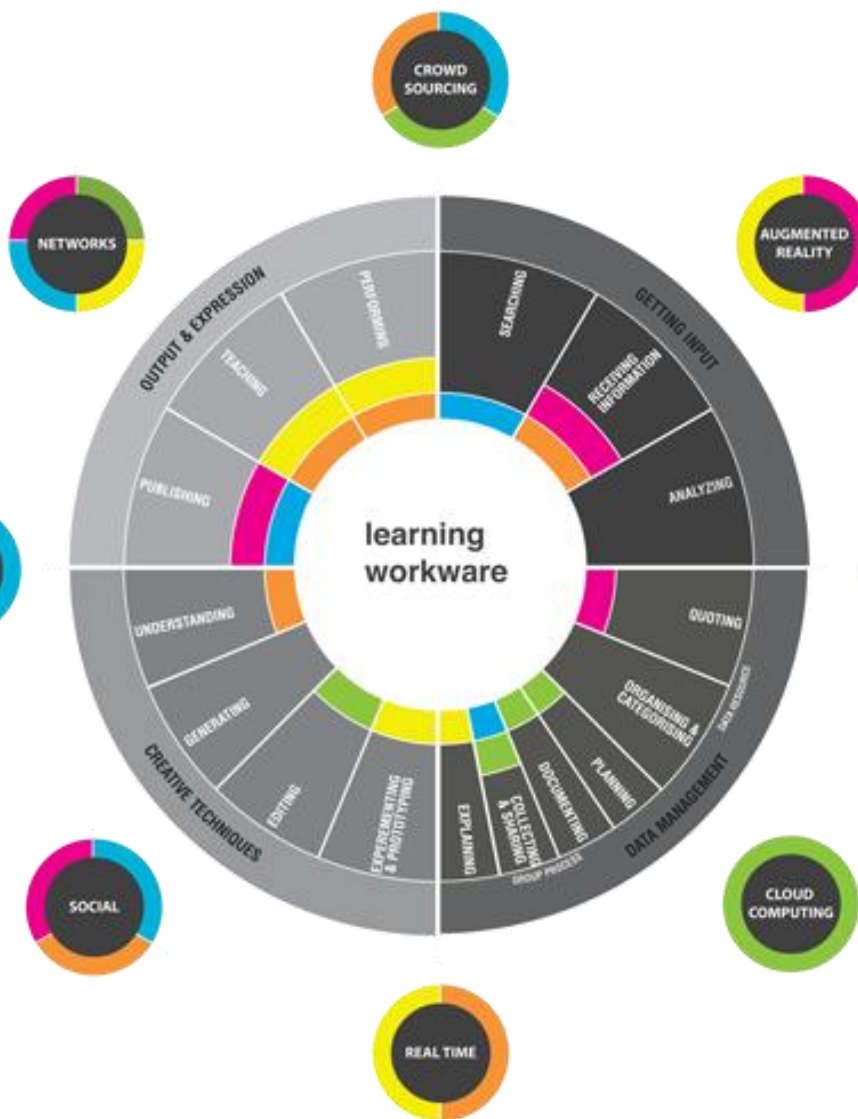


3D TUTORIALS

Description: Using real-time 3D filming equipment like the Kinect for tutorials about complex physical activities would allow the user to choose their viewing position and angle real time. Since the environment is digitized, there are other possibilities for example allowing users to interact with the virtual representation. For example leaving notes in the space, interacting with the presenter or having avatars. There is also the potential to review the material later.

Context: Labs, workshops, distributed individuals in virtual classes

Technologies:



VIRTUAL INFO LAYER

Description: A system for augmenting physical objects collected in specific spaces, with relevant, networked digital information. Tags correspond to information stored on the web. Attendees use a mobile device connected to the Internet to access the digital layer, allowing for limited feedback for example ratings or comments and possible social opportunities eg. connecting with others of similar interest.

Context: Libraries, exhibitions, expos

Technologies:



AUDIENCE RESPONDER

Description: A system for a presenter to get real time "abstract" feedback from the audience, for example level of interest or understanding. Audience has a device that allows them to input the data with minimal distraction. Feedback visualized via web app on a computer of the presenter. Presentation can be visualized alongside feedback after presentation to identify corresponding areas that need to be revisited.

Context: lectures and presentations

Technologies:

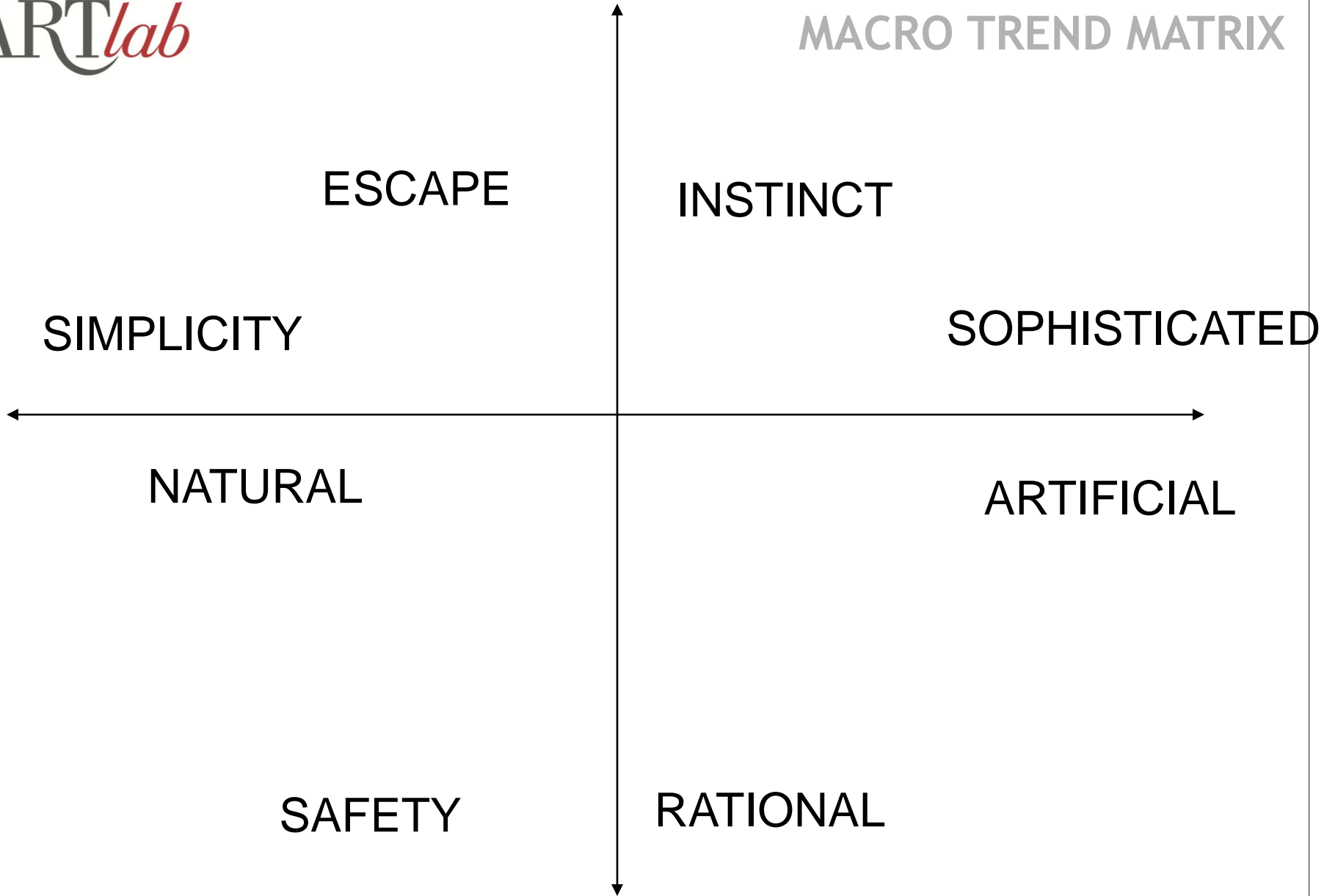


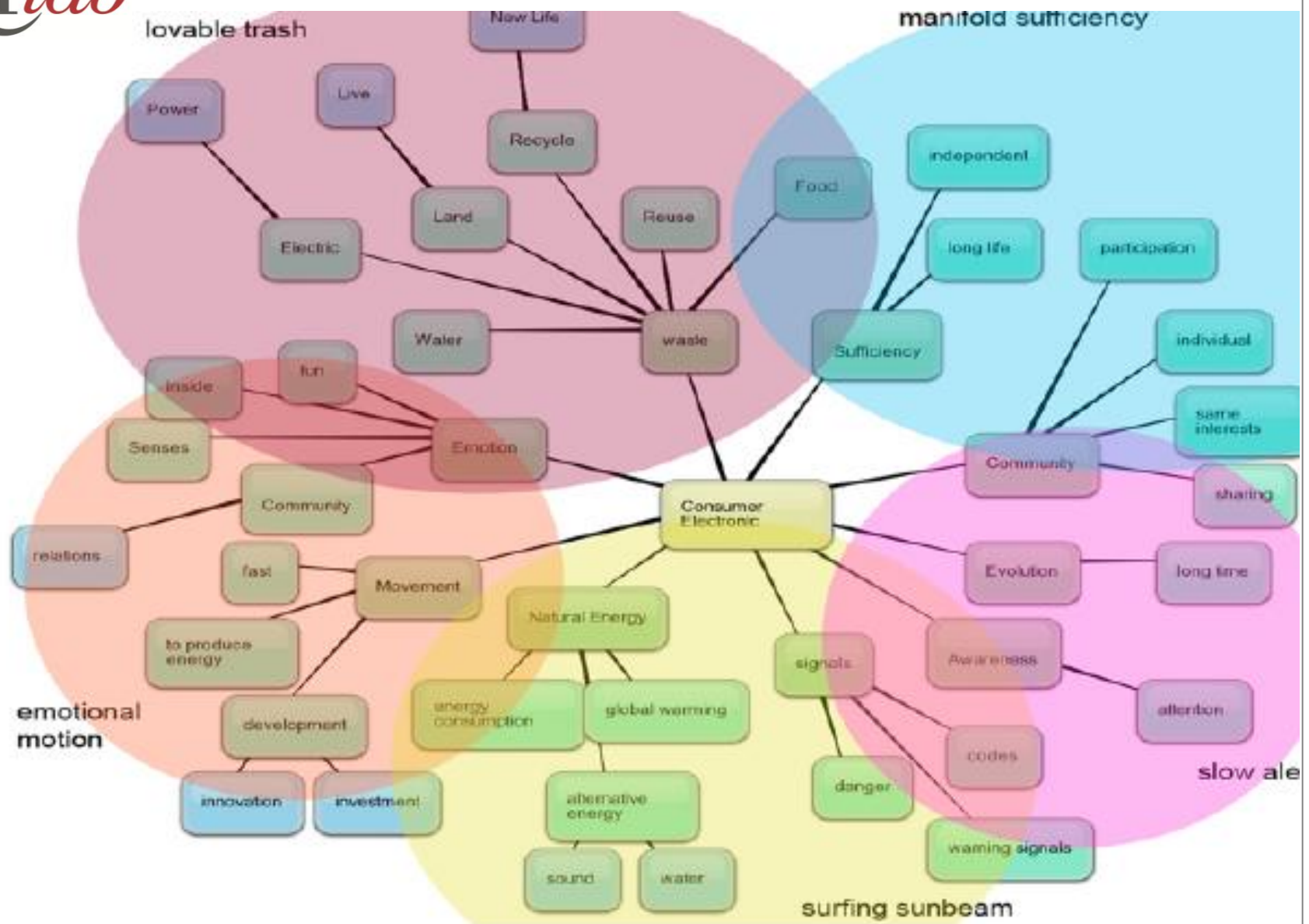
INNOVAZIONE CULTURALE — CULTURAL INNOVATION —

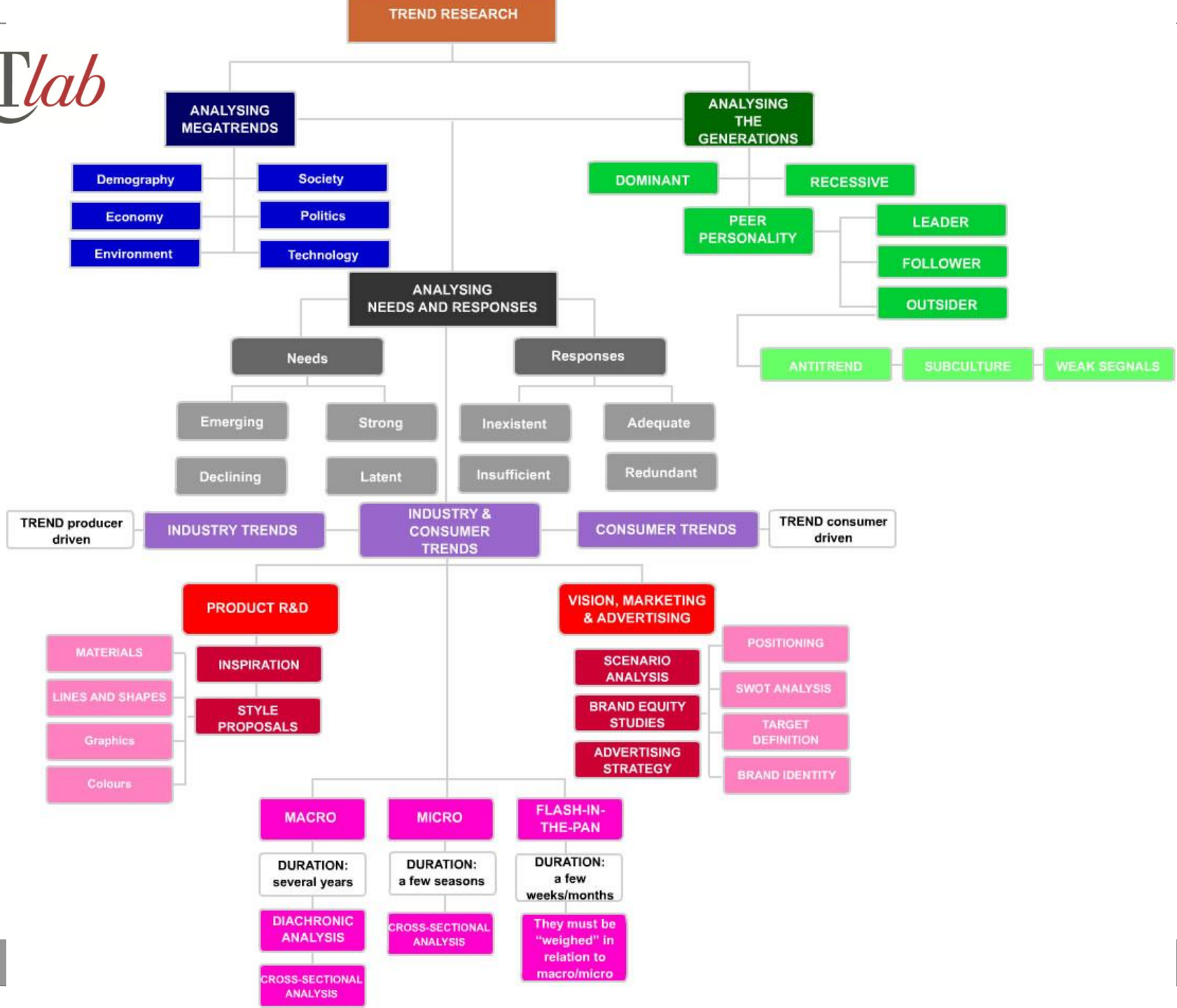
**Il primo passo consiste
nel cambiare il modo
di guardare il mondo**

**The first step consists
of changing the way
of looking at the world**

ART*lab*







INFORMAL

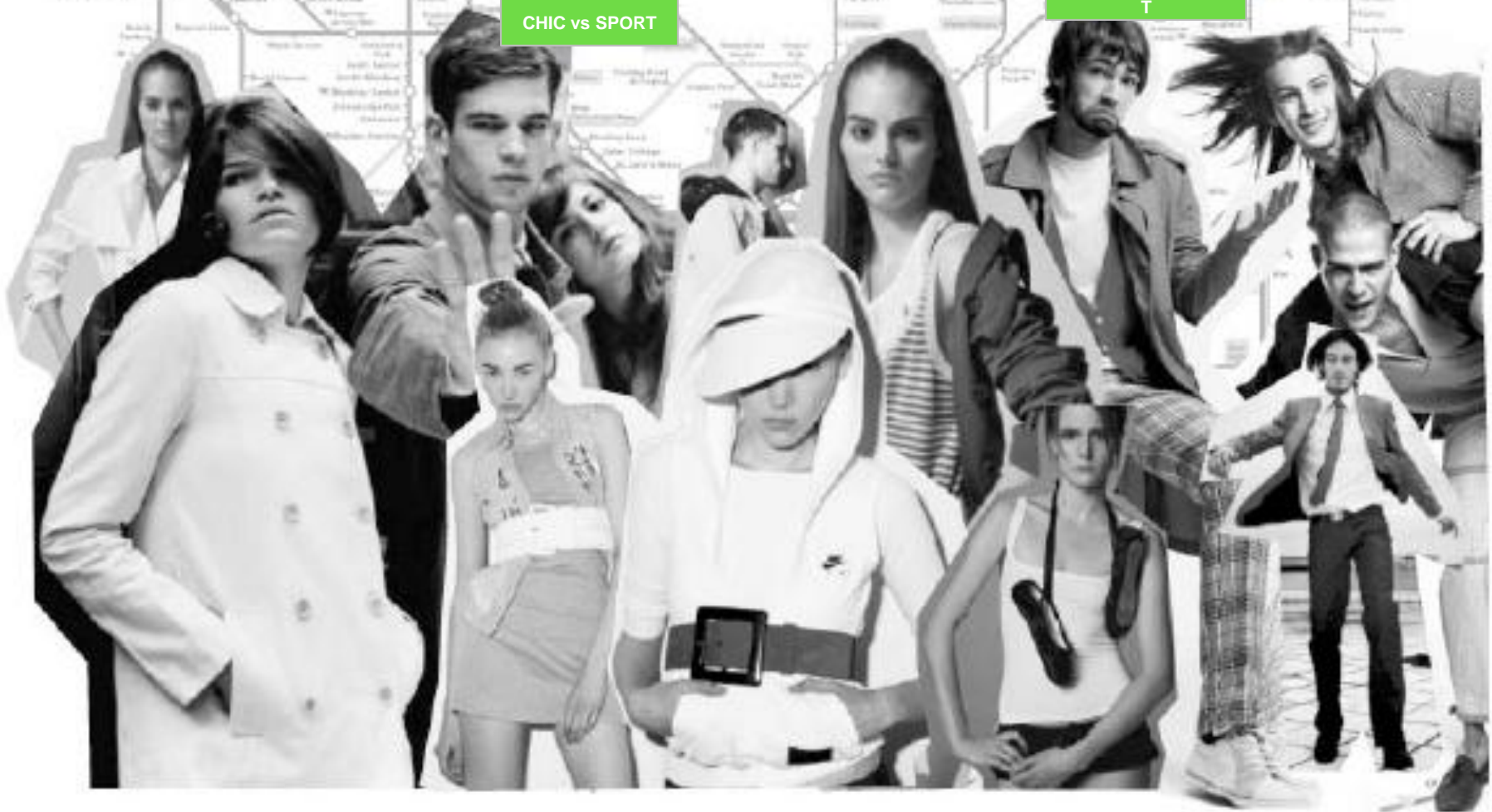
24 HOURS

URBAN

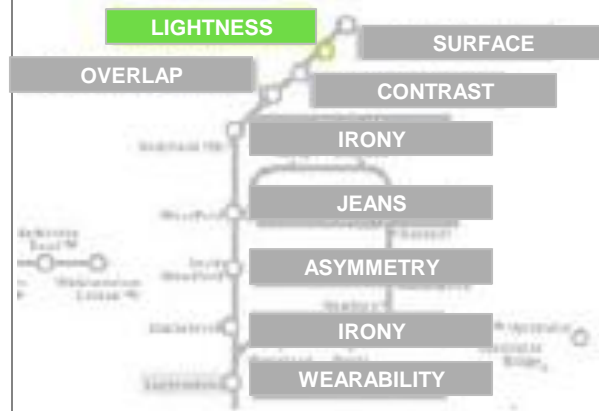
DECORATION vs MINIMAL

CHIC vs SPORT

UNDERSTATEMENT



| WHO | INPUT |



INNOVAZIONE TECNOLOGICA — TECHNOLOGICAL INNOVATION —

La ricerca sui materiali
e sui processi apre nuove
strade al progetto

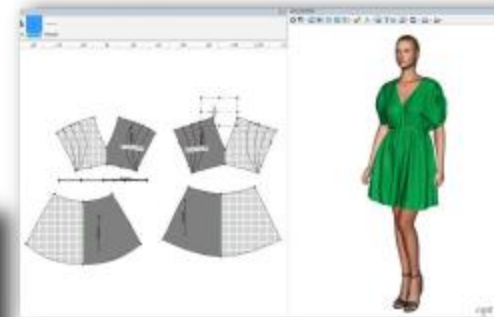
Research into materials
and processes opens up
new roads to design

ART*lab*

The Ready to Wear System. One Size fits ALL

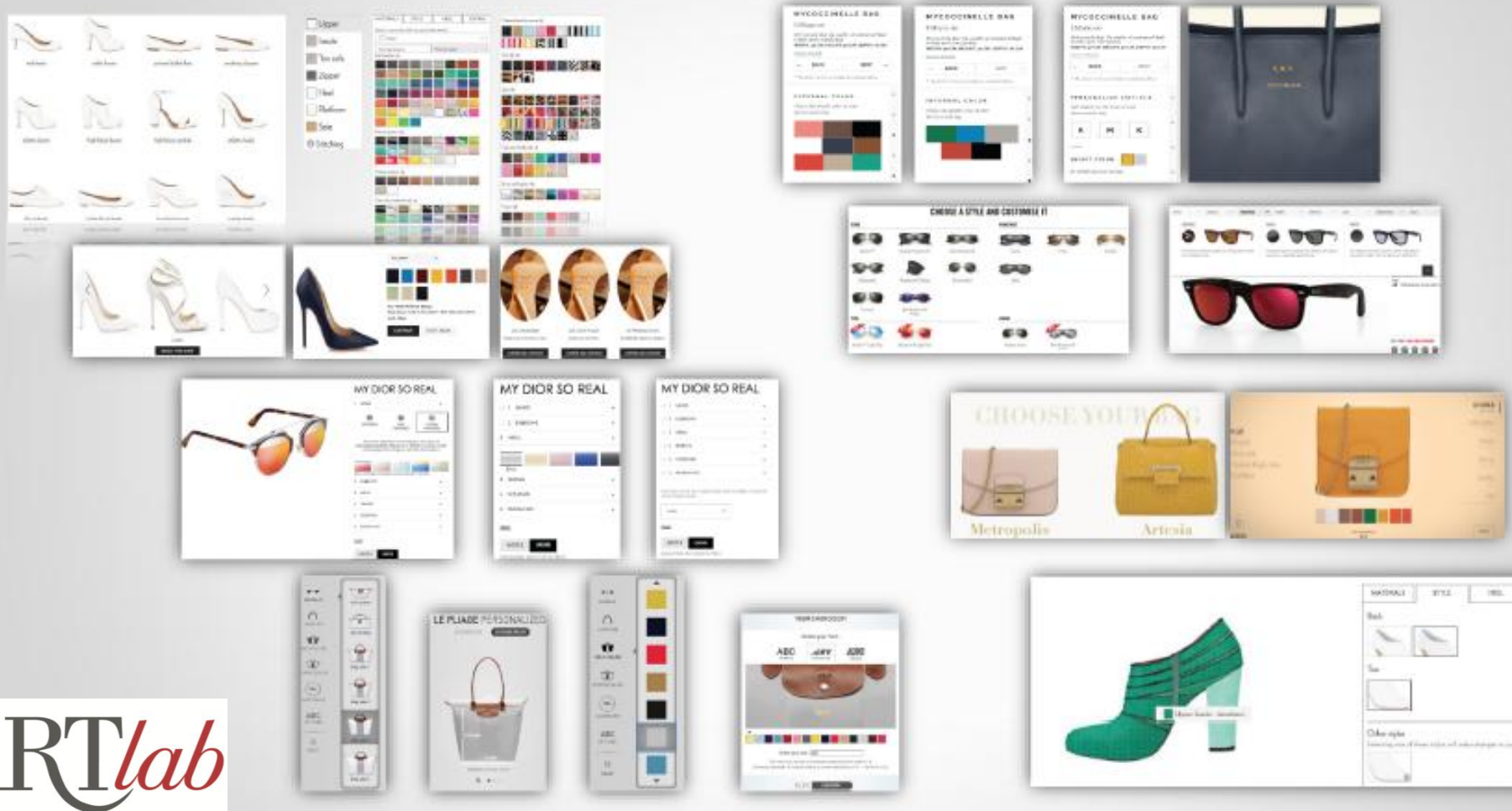


Virtual Collections: 3D Fashion, Product Personalization, Made to Measure



Each Virtual Capsule collection is comprised of a selection of items that follow the theme or mood of the collection. Each product within the v.c.c. is made up of elements, and each element has it's own set of possible configurations.

Customization & Personalization



ARTlab



INNOVAZIONE DEL PROCESSO

PROCESS INNOVATION

**La creatività pianificata
e indirizzata da un processo
codificato con precisione**

**Planned and focused creativity
as a result of a carefully
worked out process**

ART*lab*









**INNOVAZIONE
NEI SERVIZI
E NELLA
DISTRIBUZIONE**

**INNOVATION
WITHIN
SERVICES AND
DISTRIBUTION**

**Idee e strumenti
per accompagnare
i prodotti sul mercato.**

**Ideas and tools that
go together with products
on the market**

ART*lab*



**INNOVAZIONE
NEL PRODOTTO
LA PERSONA**

**PRODUCT
INNOVATION
PEOPLE**

**Risposte migliori
alle domande di ogni età:
apprendimento, immagine,
tempo libero**

**The best answers
to questions of every age:
learning, pictures, free time**

ART*lab*

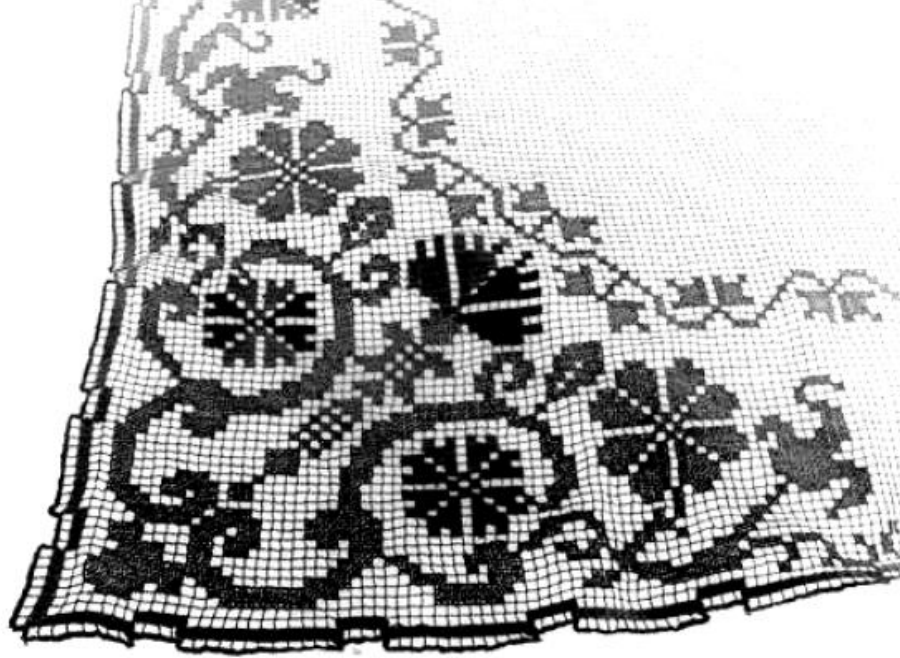
Tradition VS Innovation

ART*lab* approach:

_ connection to “**KNOW HOW**”
of tradition, for which invest o
creativity/design, using
available technologies

_ **technological innovations**,
KNOW WHY in which the
process is aimed at knowledge
that play on realization of new
goods
AND NOW????

— **COLLABORATIVE INNOVATION**







I corsi e-learning

dell'Università San Raffaele

pensati per

il professionista del design

CORSI IN PRIMO PIANO

PRODUCT
Image
Unavailable

CORSO TEST 001

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eget gravida mi. Vestibulum blandit lectus a felis ullamcorper tristique. Mauris lectus metus, iaculis nec feugiat quis, iacinia at purus. Suspendisse potenti. Integer ...

Importo 100,00 €
Importo IVA esclusa 100,00 €

Dettagli prodotto

CORSI IN FASE DI ACQUISTO

Non ci sono corsi nel tuo carrello

LOGIN FORM

Nome utente

Password

☐ Ricordami

Accedi

- Registrati →
- Nome utente dimenticato?
- Password dimenticata?

Your Degree Architecture Fashion Design

No.1 Year

- History of the basic principles of art
- Changing styles and trends 1
- Marketing, market research and customer satisfaction
- Design elements
- Ergonomics for Industrial Design
- Mathematics for the design
- Computers and digital representation

No.2 Year

- History of Modern Art
- Changing styles and trends 2
- Design methodologies (Design-strategic product planning)
- Strategies of creativity and innovation in design
- Interior Design
- Strategies and New Communication Tools
- Packaging Design
- Innovations in materials and finishes
- Economic evaluation of products and projects

No.3 Year

- History of Contemporary Art
- Methodology of visual culture
- Communication strategy and brand
- Anthropology of design culture
- Aesthetics
- English for design
- Exhibit and Retail Design

Nuovo evento

agosto 2014 ▶

014

	Gio	Ven	Sab
	3	4	5
	10	11	12
	17	18	19
	24	25	26
	31		

Tutti i corsi

Comunicazioni agli Studenti
 Piattaforma Didattica
 Sala Professori
 "Demo" Piattaforma Didattica
 Tirocinio
 Tutoring
 Test
 Inglese
 Evoluzione Stile e Tendenze I - Storia del costume I
 Marketing
 Elementi di progettazione
 Matematica e statistica
 Informatica
 Concept design - Design accessori moda
 Storia dell'arte
 Strategie di creatività e innovazione per il design
 Valutazione economica dei prodotti e dei progetti - Socioeconomia previsionale
 Fondamenti di disegno multimediale
 Evoluzione Stili e Tendenze II Storia del costume II
 Storia arte moderna
 Innovazione nei materiali
 Scienza e tecnologia dei materiali
 Metodologie progettuali
 Interior design
 Tecniche sartoriali
 Packaging design (L4 - L4-II)
 Antropologia
 Comunicazione
 Exhibit and Retail Design - Decorazione d'interni

NAVIGAZIONE

Home

- [My home](#)
- ▶ [Pagine del sito](#)
- ▶ [Il mio profilo](#)
- ▼ [Corso in uso](#)
 - ▼ [Home interior design \(L4-II\) - Design accessori ho...](#)
 - ▶ [Partecipanti](#)
 - ▶ [Badge](#)
 - ▶ [Introduzione](#)
 - ▶ [Introduzione](#)
 - ▶ [Esempi e fermenti: il design nel cinema](#)
 - ▶ [Tecnologia e caratteristiche dei materiali](#)
 - ▶ [Storia del design per oggetti](#)
 - ▼ [Casi studio](#)
 - ▶ [Konstantin Groic](#)













Dalia Gallico

Curator Events in trade fairs and missions

1)

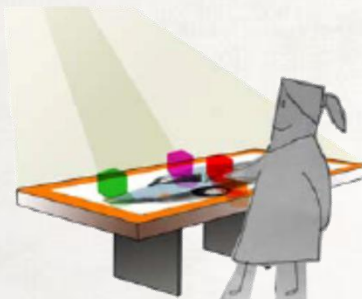
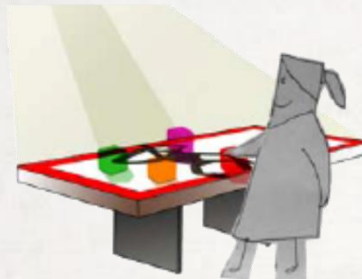
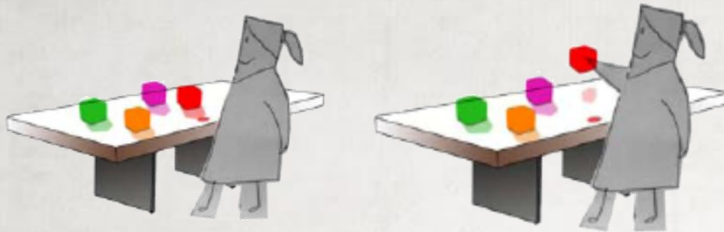
In Italy in order to facilitate the **promotion of products and the knowledge** of the dynamics development of design product/ processes (technical visits to studios, trade fairs, internship, etc. ..)

2)

Organization of Exhibitions of Excellent productions at major trade shows related (ie Fashion Week, Design Week, etc.)

3)

Image events and / or at other prestigious locations. ie Municipality of Milan



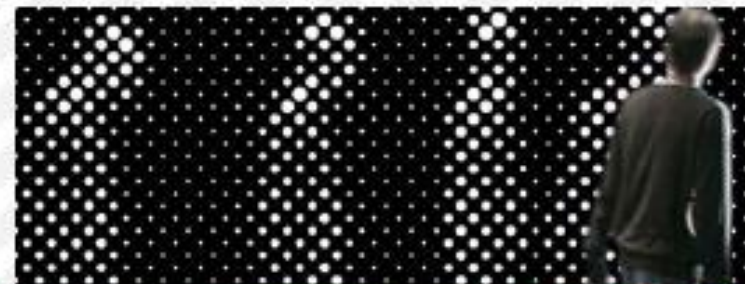


CURATING

Workshop/Competition The winning companies - selected by a jury - have the opportunity to develop innovative products with the help of experts and factory in Milan

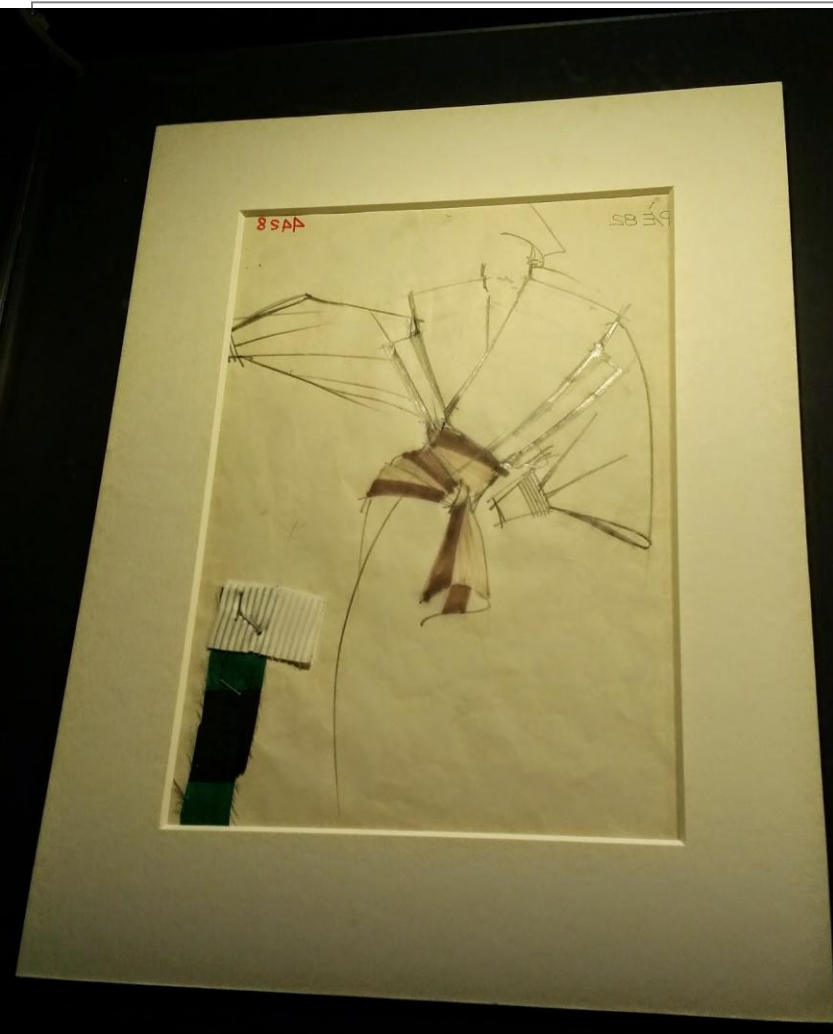
Business missions

Organized-from Italy to enable greater interperety between designers/ companies











Rotonda della Besana



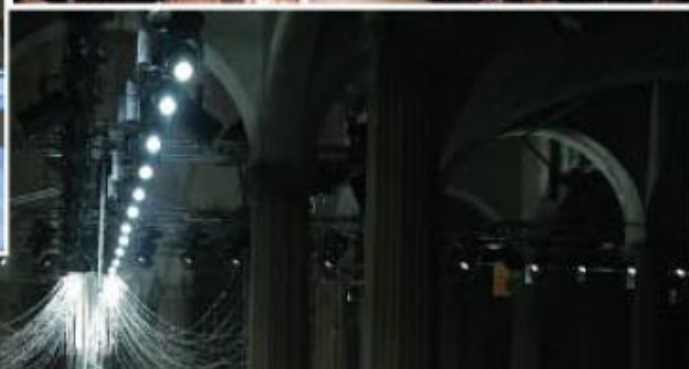
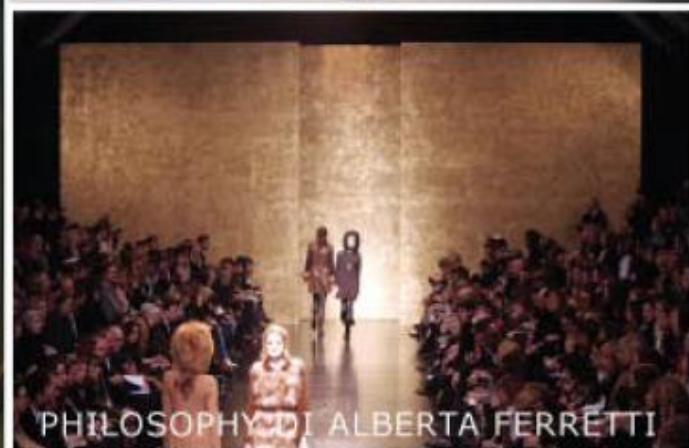
Palazzo della Ragione



Palazzo del Senato



Milano Fiera





Transalpino - Fuoristrada - Milano 2007



100% 2007

18-04



Mannequin dress collection (2011)
Mannequin dress collection (2011)
Mannequin dress collection (2011)
Mannequin dress collection (2011)

Mannequin dress collection (2011)
Mannequin dress collection (2011)
Mannequin dress collection (2011)
Mannequin dress collection (2011)





Dalia Gallico

BOXING DESIGN



In occasione di "Orticola"

BOXING: LANDSCAPE DESIGN

Fuorisalone Milano Design Week

BOXING DESIGN

GIOVEDÌ 19 - ORE 18.30

MONDADORI MULTICENTER - PIAZZA DUOMO, 1 - MILANO

SPAZIO EVENTI
3° PIANO



Incontri/Scontri
tra Design, Cultura
e Innovazione

Paolo Lomazzi
Riccardo Blumer

A cura di Dalia Gallico

BOXING
DESIGN

INGRESSO LIBERO





DALIA GALLICO *Fownder and owner Art Lab Sas Company since 2003.*

She is President of Fashion and Design Faculty, Università San Raffaele Roma. (Italy).

Director of education in Società Umanitaria, important center recognized for professional, hight education and work services by Regione Lombardia.

She is Director for Artlab, strategic laboratory for Municipalty of Milan for Art and Exhibitions in Palazzo Reale (Milano).

She is President of the Signumlab Design Association and Coordinator of the Observatory “When culture leaves the sign”. She is owner of a research company that has experience across different sectors “design oriented” and she is development consultant for important national and international institutions. She leads ongoing research on internationalization, technologies and their communication meanings and applications. A search that considers every field of knowledge from the points of view of deep and fruitful interaction between different disciplines.

She is scientific Director for “Color Institute” and past director “Association Amici Accademia di Brera” in Milano.

She is member of International Board (Fondazione A. Pini Milano; Fondazione A. Rizzoli Milano; Fondazione A. Frammartino Roma; Fondazione Amici del Teatro alla Scala; APDF Asia Pacific Designers Federation and ICAA International Creative Arts Alliance Bejing). Often she works in international development projects “Design Point” including signing the strategic partnerships for research and innovation. Now she is visiting professor and working on international projects for China (CAFA) , Brazil (Sebrae), Colombia (University Pontificia Bolivariana), National Institute of Design in India. Publicist, continuously works with international network developing a showcase of comparison between new trends that are transforming the various fields of culture, information and lifestyle.

She edited the design and implementation of SIT Tourist Information System of Milan (first prize Federcultura). Past President of ADI Lombardia (Lombardy Industrial Design Association) from 2004 to 2010 and Coordinator of the Permanent Observatory Design in Lombardy (which leads to an annual publication of ADI Index and every three years to award the Compasso d’Oro).

*From 1998 to 2005 She plans and coordinates for the Camera Nazionale della Moda Italiana Fashion Masters and higher education courses. She is professor (concept design) and researcher (Tr&nds LAB, Trend Research and New Design Solutions) at the Politecnico di Milano-faculty of design (from 2001 to 2010), the Accademia di Comunicazione (since 2004 director of the master “policies of Made in Italy ”), Accademia di Brera (99-04) and Università Cattolica (96-99). She holds update and qualification seminars for companies and institutions (*life long learning*).*

She is member of prestigious international Scientific Committees and Study Centres (table of Territorial Marketing of the Municipality of Milan, Innovation Forum of the Province of Milan; Politecnico Foundation); She has coordinated many research and development programs for Regione Lombardia (INGENIO;E-learning; F.or.te, Driade, Dafne, SPRING), Public Administrations and private organizations based on the enhancement of “Made in Italy” (Promos and Assolombarda). She was part of “Comitato Moda Nazionale” set up by MISE - Ministero Sviluppo Economico -Roma

