FINAL EVENT
11 FEBRUARY 2020 TREVISIO Italy @Palazzo Bomben

Roberto Santolamazza – t2i, Lead Partner

DesAlps DESIGN THINKING FOR A SMART INNOVATION ECOSYSTEM IN ALPINE SPACE
First project idea: spring 2014
DesAlps project started: late 2016
“Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

Tim Brown IDEO
Matter of perseverence of any actor....
Emphasizing the strong and continuous connection among these worlds means paving the way to regain a sustainable competitive advantage on the long term.
Expand horizons

Service Design
Platform Design
Piloting across Europe

Servitization era
Impact on social ecosystems
Etnography and networking