



November 13, 2009

The conference “Innovation in Packaging Design. Keywords and Tools” is organized on occasion of the presentation of the project *Packaging Design Archive* (www.packagingdesignarchive.org) as a result of the research program “Research activity for the definition of tools for an observatory of packaging area” developed by the Communication Design Research and Teaching Unit (UdRD d.com) of the INDACO Department with the contribution of COMIECO (the National Consortium for the Recovery and Recycling of Cellulose-based Packaging).

During the conference, a confrontation will be developed, at international level, concerning current research and teaching activities, aimed at examining and debating innovation in packaging design.

The conference is intended to provide an overview on the state of the art and to encourage the definition of new paths of innovation in the area of Communication Design.

The conference addresses to all the subjects who deal with the project of packaging and who contribute, with different role to the increasing of the innovation of the sector: students, researchers, designers, producers, specialized magazines, institutions etc.

The conference proceedings will be collected in a scientific publication.

POLITECNICO DI MILANO. BOVISA CAMPUS

PK BUILDING. CASTIGLIONI HALL

Via Durando 10, Milan (Italy)

NOVEMBER 13, 2009

h.2.00 – 6.00 pm



ORGANIZED BY

Politecnico di Milano _ INDACO Department
UdRD d.com _ Communication Design Research and Teaching Unit
Identity Systems/Packaging Design

SCIENTIFIC COMMITTEE

José Allard, Pontificia Universidad Católica de Chile (Cl)
Giovanni Baule, Politecnico di Milano
Arturo Dell'Acqua Bellavitis, Politecnico di Milano
Sebastián García Garrido, Universidad de Málaga (Es)
Vladimir Ivanov, Saint-Petersburg State Polytechnical University (Ru)
Marco Sachet, The Italian Institute of Packaging

SCIENTIFIC PROJECT

Valeria Bucchetti

COORDINATION

Erik Ciravegna

GRAPHIC DESIGN

Elena Zordan

COORDINATION SUPPORT GROUP

Davide Mandelli, Konstantina Mavroidakos, Francesca Pasini, Elena Zordan

WITH THE CONTRIBUTION OF



MEDIA PARTNER

Italia/Imballaggio



CONFERENCE PROGRAM

1.45 pm REGISTRATION

2.00 pm WELCOMING AND CONFERENCE OPENING

ARTURO DELL'ACQUA BELLAVITIS, head of INDACO Department, Politecnico di Milano

GIOVANNI BAULE, head of Communication Design Program, School of Design, full professor of INDACO Department, Politecnico di Milano

PIERO ATTOMA, president of COMIECO

PIERO CAPODIECI, president of AssoGrafici, vicepresidente of CONAI

2.40 pm INTRODUCTION SPEECHES. PRESENTATION OF PACKAGING DESIGN ARCHIVE

VALERIA BUCCHETTI, researcher of INDACO Department, professor of the School of Design, Politecnico di Milano

ERIK CIRAVEGNA, research fellow of INDACO Department, lecturer of the School of Design, Politecnico di Milano

3.20 pm SPEECHES OF THE INTERNATIONAL GUESTS

3.20 pm - 4.00 pm

IAN ROONEY, director of PACKLAB, senior lecturer of Packaging and Brand Design Department, Lahti Institute of Design, Lahti University of Applied Sciences, Lahti (FI)

4.00 pm COFFEE BREAK

4.20 pm - 5.00 pm

IÑAKI GRANELL, coordinator of Advanced Degree Vocational Training in Advertising Graphics, Escola Massana Centre D'art i Disseny, Barcellona (ES)

5.00 pm - 5.40 pm

SYLVAIN ALLARD, head of Graphic Design Program, Packaging Design professor, École de design, Université du Québec à Montréal, Montréal (CA)

5.40 pm FINAL REFLECTIONS



SYLVAIN ALLARD

CV

Sylvain Allard is professor and director of the graphic design program at UQAM's École de design in Montreal. He studied graphic design at Concordia University and worked for several years at Gottschalk + Ash Int'l in Montreal as an art director.

Coinciding with rapid development of the internet, he started his own studio in 1992 and went on to acquire an expertise in interface design for the Web with a particular interest in the user experience of interactive structures. Sylvain has taught a various educational institutions including, since 1994, at the École de design of the Université du Québec à Montreal where he has become professor in 2003. In 2007, he was received the Award of Excellence in Teaching given by UQAM's Faculty of Arts.

For many years, Sylvain has been active in research related to packaging design. He is particularly interested by the environmental impact of packaging and the role of the designer in our present conjuncture. For several years now, he has taught a packaging class in the graphic design program and the work of his students have won several awards and have been published in many design publications.

Sylvain Allard is invited regularly to give conferences on packaging design and eco-packaging and he is continues to be an outspoken critic and observer of new trends in packaging design which he publishes along with his own research on his design blog <http://packaginguqam.blogspot.com>.

Abstract

“Packaging design and sustainability: to be part of the solution”

The environmental concerns associated with packaging are a subject of increasingly importance in the media. Although the general public has taken packaging for granted without worrying about its impact, they are now becoming more and more sensitive to environmental issues and therefore, they are beginning to apply pressure and demand sustainable packaging.

Can we reconcile market forces with environmental values? What is the role of design in this equation? Are designers of tomorrow ready to face this new paradigm in their creation?

Sylvain Allard presents results of research developed with students in graphic design at UQAM and significant international projects.



IÑAKI GRANELL

CV

Barcelona (Spain) 1971.

Graphic designer.

- Former student at Escola Massana, Centre D'art i Disseny (Barcelona) from 1992 to 1997.
- Teacher of Projects Workshop and Typography at Escola Massana since 2004.
- Coordinator of Advanced Degree Vocational Training in Advertising Graphics since 2006.
- Corporate Identity and Signage Systems consultant for the Barcelona's City Hall and Generalitat de Catalunya (catalan government) since 2007.

Abstract

"16 years of Packaging. 1993-2009"

The Escola Massana from Barcelona celebrates every year since 1993 the Seminar of Packaging Massana ProCarton which lasts for one intensive week, in collaboration with other national and international Design Schools or Universities, and sponsored by different industrial companies from packaging and cardboard sector.

Work groups are organized by couples of students coming from Graphic, Industrial Design and other study plans.

During all this time, each couple develops one project -always searching new proposals and experimental points of view- and is closely monitored by professors and professionals who also give talks, lectures, discussion boards, etc.

The development of a work with professionals of various origins and different training and trades, but the same authority may be troubling, but the continued effort and good willingness of students and teachers managed to convert it, in few years, into an academic experience with pedagogical interests added to what could have been just a packaging workshop.



IAN ROONEY

CV

Since 2005 Ian Rooney has held the position of Senior Lecturer of Packaging Design at the Lahti Institute of Design and he is also the Founder and Director of PACKLAB. in Finland. The Institute is one of the leading design institutions in Scandinavia and the packaging design department is considered to be a world leader in educating packaging designers.

Through PACKLAB. Ian has attracted business co-operation and he build strong relationships with some of the leading companies in the world including: Coca-Cola, Nokia and Nestlé. This has directly benefited education as well as influencing businesses ideas of packaging design.

In 2009, Ian brought together some of Finland's most talented packaging designers and developed an independent partnership consultancy called 'PACKLAB. Partners'. The idea was to build on the success of the educational department, bringing together key ex-students who also believe in joined-up-thinking and the need for holistic approaches to packaging design. Ian is currently the Managing Director of the of PACKLAB. Partners where every partner has an education in packaging design, making it one of the world's first solely packaging design educated consultancies. Ian has worked as an independent consultant since 2007, working for Finnish government institutions and is at the forefront of bring the packaging industry closer together. He is also often invited as a Visiting Professor at educational institutions and as a keynote speaker at industry conferences. He has also contributed to conference papers, books and industry trade publications.

Prior to his current appointment in education Ian worked as a Creative Director for in-house design teams and leading design consultancies. Ian graduated in Packaging and Communication Design at graduate and postgraduate level at the School of Cultural Studies and at the Faculty of Art, Computing, Engineering and Sciences at Sheffield Hallam University in the England.

Abstract

"A discipline in it own right. Packaging design education and practice in Finland"

PACKLAB. is the Packaging and Brand Design department at the Lahti Institute of Design, the lab's role is to work in close partnership with industry and to support the four year undergraduate degree programme. The department is the only full-time packaging design education in Scandinavia.

PACKLAB. is seen as an envisioning centre that provides practical-based research and design development in the generation of new innovative marketable packaging ideas for brands, products and services. The lab has started to challenge how packaging is seen within Finland. The lab's holistic packaging design approach has also attracted international attention and recognition from industry institutions and leading international companies.

Achievements have been realised in the last 4 years as several specific topics have emerged and have been addressed. The following topics will be presented as follows:

- Personal reflections of a packaging design career
- The identity and role of a packaging designer
- Packaging design as a discipline, not as a sub-discipline
- A holistic and human centred approach to packaging
- Challenging education and industries preconceptions of a discipline
- Investing in packaging design education



VALERIA BUCCHETTI

CV

Valeria Bucchetti, visual designer; graduated in “Discipline della Arti Musica e Spettacolo” at the University of Bologna (Italy), PhD in Industrial Design at the Polytechnic University of Milan. Research professor at the Department INDACO, Polytechnic University of Milan, where she teaches ‘Visual communication’ and ‘Packaging design’ in the Communication Design degree.

Since 1987, she has been active in research related to packaging design. She is particularly interested in the communicative impact of packaging and in the potentialities of the new languages in this area.

She won Compasso d’Oro Award (1995) for the multimedia catalogue of Poldi Pezzoli Museum of Milan.

She is author of: *La messa in scena del prodotto. Packaging identità e consumo* (Milano, Franco Angeli 1999), *Packaging design* (Milano, Franco Angeli 2005), *Culture visive* (Milano, Poli.Design edizioni, 2007). She is author with Erik Ciravegna of *Le parole del packaging* (Dativo, Editore, 2009) and she is editor of *Design della comunicazione ed esperienze di acquisto* (Milano, Franco Angeli 2004).

Abstract

“Innovation in Packaging Design. Researches and tools”

Considerations about the roles and functions of packaging implicate a revision of the artefact which mustn’t be limited by the performance and operative dimension of the object. The interrelated relationship between these components needs to deepen the nature of the communicative artefact.

Packaging is able to diffuse ‘other’ communicative contents to make the most of mass-medium potentiality. In particular, we should rather turn our attention to the possibility of packaging to evolve as an artefact for access. In this perspective, we present the lines of research developed by our research group and some didactic results, through which explain our interpretation of the notion of innovation.



ERIK CIRAVEGNA

CV

Erik Ciravegna, communication designer; he was graduated in “Industrial Design” from Politecnico di Milano and he obtained his PhD in “Industrial Design and Multimedia Communication” (DleCM) at the same university. He’s research fellow at the INDACO Department (Industrial Design, Arts, Communication Design and Fashion Design) and he is lecturer in the Communication Design Degree Course of the School of Design (Politecnico di Milano). His research field is packaging design, focusing on the communication qualities of the artefacts and the effectiveness of the information mediated by the package.

He is author with Valeria Bucchetti of *Durabilità e scadenza nella comunicazione di prodotto* (Edizioni Dativo, Milano 2007) and *Le parole del packaging. Glossario ragionato per il sistema imballaggio* (Edizioni Dativo, Milano 2009). He’s also an independent graphic design professional working on identity systems and visual communication projects.

Abstract

“Packaging Design Archive. New paths of innovation in Communication Design”

Design disciplines, and in particular Communication Design, can offer a contribution to innovation processes both in the capability of producing new artefacts, as an answer to the continuous market demand, and in the opportunity of developing tools on the support of the project itself, in other words aiming at facilitating the choices of firms and designers in the implementation of new packaging solutions.

In this perspective, it has been developed the project *Packaging Design Archive*, conceived as an observatory, a tool for the monitoring of innovation in the packaging design field, on support of research and teaching activities, project development and business.

Based on an on-line archive of packaging projects, it is structured and organized according to a range of criteria at the base of communication design: a taxonomy deriving from an analytic reading of the package and considering both the complexity of the functions and components of the artefact (in particular as a communication artefact besides as an object of use) and the several different forms of innovation characterizing its project (development of expressive configurations; research of new languages; increase of pluses of information, service or performance; experimentations connected to emerging and more and more relevant themes such as accessibility, inclusion, sustainability etc.).