

POLITECNICO
DI MILANO
PK BUILDING
CASTIGLIONI HALL
Via Durando 10
Milan (Italy)

POLITECNICO DI MILANO



DIPARTIMENTO
INDACO

ORGANIZED BY
[UdRD d.com](http://UdRD.d.com)
Communication Design
Research and Teaching Unit
Identity Systems/Packaging Design

SCIENTIFIC PROJECT
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COORDINATION
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WITH THE CONTRIBUTION OF



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INNOVATION IN PACKAGING DESIGN

KEYWORDS AND TOOLS

NOVEMBER 13, 2009 h.2.00 pm

INTERNATIONAL CONFERENCE ORGANIZED
ON OCCASION OF THE PRESENTATION OF

PACKAGING DESIGN ARCHIVE *

A CONFRONTATION WILL BE DEVELOPED,
AT INTERNATIONAL LEVEL, CONCERNING CURRENT
RESEARCH AND TEACHING ACTIVITIES, INTENDED
TO EXAMINE AND DEBATE INNOVATION IN PACKAGING
DESIGN. THE CONFERENCE WILL PROVIDE AN OVER-
VIEW ON THE STATE OF THE ART AND WILL ENCOUR-
AGE THE DEFINITION OF NEW PATHS OF INNOVATION
IN THE AREA OF COMMUNICATION DESIGN.

PRE-REGISTRATION: WWW.COMIECO.ORG/SEMINARIO_INTERNAZIONALE.ASPX
FOR FURTHER INFORMATION: PACKAGINGDESIGN.INDACO@POLIMI.IT

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, vicepresident 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



* WWW.PACKAGINGDESIGNARCHIVE.ORG

AN ARCHIVE OF PROJECTS, A TOOL
FOR THE MONITORING OF INNOVATION
OF THE PACKAGING DESIGN AREA.