

“Kids & Design: For a Better Future”

Sino-Italian Design Lecture

The Xi'an Italian Week was held from April 30th to May 6th in Xi'an Hi-Tech Zone, Jiahuifang. It was organized by Chic Investment with the support of Xi'an Hi-Tech Zone Management Committee, Italy China Foundation and China-Italy Chamber of Commerce. This event was held in order to promote further exchanges and cooperation between Italy and China in different fields, including art, food, lifestyle and education.

4月30日至5月6日“意大利西安周”在西安高新区嘉会坊举行，该活动由奇柯集团承办，得到了高新区管委会、意中基金会和中国意大利商会的全力支持。举办这次活动的目的是进一步推动意大利和中国在不同领域的交流与合作，包含艺术、美食、生活方式和教育等方面。

Taking the opportunity of the "Xi 'an Italian Week" and in order to build a bridge for Sino-Italian educational exchange, TalentBank, the educational platform of Chic Investment, organized the Sino-Italian Design Lecture “Kids & Toys: For A Better Future” on May 4th afternoon inside the Sino-Italian Fashion Hub.

借此次“意大利西安周”的机会，为架起中意教育领域交流的桥梁，作为奇柯集团旗下的教育板块项目，TalentBank人才平台于5月4日下午在中意时尚孵化器组织了中意设计小课堂“儿童与设计：创造更好的未来”。

This event was organized in cooperation with POLI.design, founded by Politecnico di Milano and Xi'an Jiaotong University, one of the most important universities in China that has long-lasting and fruitful cooperation with Politecnico di Milano.

此次小课堂活动TalentBank特邀米兰理工大学POLI.design设计学院与西安交通大学共同参加。西安交通大学是中国重点大学之一，在此之前一直与米兰理工大学有着长期稳定的合作关系。

More than 50 people attended the lecture offline and online, including design students, professors and design enthusiasts both from China and Italy. Before the lecture started, the two professors had the chance to have a friendly talk to know each other and share their experience respectively in cooperating with China and Italy.

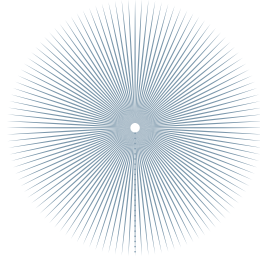
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Campus Bovisa
Via Don Giovanni Verità
25, 20158 – Milano

T. +39 02 2399 7206

info@polidesign.net
www.polidesign.net

P.I. / C.F. 12878090153
C.C.I.A.A. Milano
192631
REA 1593683



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包括中国和意大利**两国**设计专业的教授和学生以及设计爱好者在内**50**余人参与了此次线上线下相结合的小课堂活动。在课堂开始之前，两位教授进行了亲切融洽的交谈，他们分享了各自与中国和意大利之间的合作经验。

The event started with the online lecture of Prof. Luca Fois, faculty member from POLI.design Specializing Master in Design for Kids and Toys. During his lecture “Kids & Toys: The Most Strategic Design For A Better World”, Prof. Fois highlighted the importance to adopt a multidisciplinary approach when designing toys for kids because kids are the future adults, so through designing better toys they can become better adults.

设计课堂由米兰理工大学POLI.design设计学院儿童与玩具设计专业硕士卢卡·福伊斯（Luca Fois）教授远程连线开讲，其课堂主题为——儿童与玩具设计：为了更好的世界的最具策略性的设计。他在课堂中强调在给儿童设计玩具的过程中，要去采用多学科方法的重要性，因为儿童是未来的成年人，所以应通过设计更高质量的玩具帮助儿童未来成长为更优秀的成年人。

The lecture was followed by the questions of a student connected online from Italy that was very curious to learn more about the lesson of Prof. Fois.

一位通过线上参与小课堂的意大利学生在课后提问环节中与福伊斯教授进行了互动，同时她也期待在活动后继续关注教授的课堂，获取更多知识。

Following, Prof. Wang Yupeng from Xi'an Jiaotong University, who was present on site, during his lecture “Importance of Protection of Historic Sites and Relics from Children Education Perspective” focused on how, through design, is possible to increase attractiveness of heritage sites preservation to young people. In addition, Prof. Wang also introduced the efforts of Xi'an Jiaotong University in cooperation with Politecnico di Milano to this regard.

随后，亲临现场的西安交通大学王宇鹏教授展开了自己的小课堂，主题为——面向传统文化教育的古迹与遗址保护设计，王教授讲解了如何通过设计吸引年轻人对遗址保护的热爱。除此之外，他还介绍了西安交通大学与米兰理工大学在遗址保护方面的合作。

At the end of the lecture the two guest professors started an interesting exchange, hoping to remain in contact to discuss about further cooperation and common professional interests.

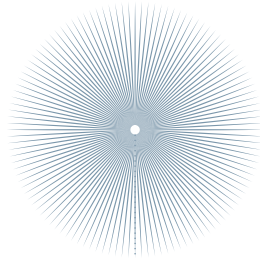
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设计小课堂活动并不止步于此。**两位教授希望未来能**长期保持这种学术和工作联系，以便在感兴趣的共同学术话题中继续进行深入探讨。

The lecture was followed by the visit to the exhibition “The Art of Raffaello – The Loggia of Cupid and Psyche” who left a positive impression among the professors of Xi’an Jiaotong University.

设计小课堂结束后，西安交通大学一行几位教授还参观了“拉斐尔画展——丘比特与普赛克”，这场艺术展给所有人都留下了深刻印象。

Do you want to know more about POLI.design Specializing Master in Design for Kids and Toys?

想要了解更多**关于米兰理工大学POLI.design设计学院儿童与玩具设计专业硕士课程**吗？

<https://www.polidesign.net/en/formazione/product-design/master--design-for-kids-and-toys/>

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