

POLI.design's new board of directors appointed: Anna Barbara assumes the position of board president

Milan, April 27, 2023 – The POLI.design Shareholders' Meeting appointed the new Board of Directors. The president will be in charge for the three-year period 2023-2026

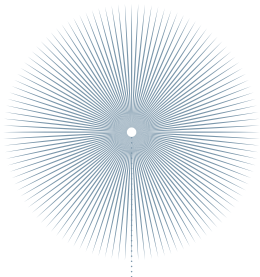
Anna Barbara, Associate Professor in Interior and Spatial Design at the Politecnico di Milano, Scientific Director of the course Olfactive Design and Scientific Director of D|Tank, the think tank of the Department of Design and POLI.design, **will chair the Board of Directors of the Society**, which counts among its Members the Politecnico di Milano, ADI, AIPI, AIAP and FederlegnoArredo. On the Board of Directors, in addition to Professor Anna Barbara, will sit **Simona Belforti** (delegated by Member FederlegnoArredo), **Antonia Sabina** (Vice President ADI Association for Industrial Design) and **Marco Tortoioli Ricci** (President AIAP). They are joined by **Cabirio Cautela**, Professor at Politecnico di Milano, Department of Design, and Co-Director of the Design Thinking for Business Observatory at Politecnico di Milano, as well as **CEO of POLI.design since May 2022**.

Professor **Anna Barbara**, architect and associate professor in **Interior and Spatial Design** at the School of Design, Politecnico di Milano, has taught at Tsinghua University, Academy of Art and Design, Beijing (China); Kookmin University, School of Architecture, interior design, at Master Brain 21 Seoul (South Korea); in universities in the USA, France, Thailand, Brazil, Jordan, UAE, India, etc. She was a 2000 **Canon Foundation Fellow** at Hosei University, Tokyo (Japan). She was **Special Mention of Borromini Prize** 2001, selected by Archmarathon 2018, selected ADI-Index 2019, **Special Mention Fedrigoni Top Award – Large Format Communication** 2023.

The relationships between the senses, time, spaces, and design are the main themes he develops in research and design and disseminates in training, lectures, and publications.

He has designed **international sensory designs** for: Trinity, Pioneer, Panasonic, Ibiden, Honda, Fujitsu, Suruga, Lexus, Toyota, Toyota, Ford, Exmovere, Jadeluck, International Robotics, Fissan, Lancome, Symrise, Guerlain, Cleaf, Venini, AAD of Abu Dhabi, Acell, Natura, Vantone, Vats, etc. in France, China, Japan, USA, Europe, Brazil, UK, UAE, as **founder and CEO of Senselab**.

She's author of "*Storie di Architettura attraverso i sensi*" (Bruno Mondadori, 2000; Postmedia Books, 2018); "*Architetture invisibili. L'esperienza dei luoghi attraverso gli odori*" (Skira, 2006); "*Sensi, tempo e architettura. Spazi possibili per umani e non*" (Postmedia Books, 2012); "*Sensefulness, nuovi*



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paradigmi per lo Spatial Design” (Postmedia Books, 2019); *“Extended Store. How digitalization affects the retail space design”*, con Yuemei Ma, (Franco Angeli, 2021) e molte altre pubblicazioni.

In 2021, he launched the first Executive Course in Olfactive Design with POLI.design.

We express our thanks to **Matteo O. Ingaramo** who has led the company, as **General Manager** (2009 – 2020), **CEO** (2020 – 2022) and **Chairman of the Board of Directors** (2022 – 2023), leading POLI.design to play the role of a bridge between universities, companies, institutions and professional worlds. In particular, he has achieved significant goals in **internationalization**, with particular focus in **China** and **South America**, and in managing the company at a time of crisis such as the pandemic.

In a complex economic and social context such as the current one, **design can be transformed into a resource** capable of orienting societies and production systems towards **new models of development**, also becoming a **strategic lever** to establish itself in global competition, while respecting identities and diversity. This is why in the coming **years POLI.design will continue to offer training** to young graduates and professionals – about 1,000 each year from nearly 90 countries – with a bouquet of **training products** that has now reached more than 50 titles, half of which are delivered in English. Seven thematic areas cover the training offerings: **architecture and interior design, product design, business design, fashion design, communication design, digital and interaction and cultural heritage**. Also in the foreground are on-demand training and competitions developed for and with companies and other types of institutions, with a precise orientation toward innovation.

POLI.design, A consortium company founded by the Politecnico di Milano in 1999, it is a university institution of recognized excellence, gathering around it a unique postgraduate research and training hub. Together with the School of Design and the Department of Design, it is part of the prestigious Design System of the Politecnico di Milano, an aggregate of resources, skills, facilities and laboratories, among the most important in the world. POLI.design develops training for young graduates and professionals - University Masters and Executive Courses designed to explore the culture of design at 360° - as well as services for companies in the field of training. It operates in the perspective of internationalization, establishing from time to time partnerships of purpose with universities, schools, institutions, corporations and companies.

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