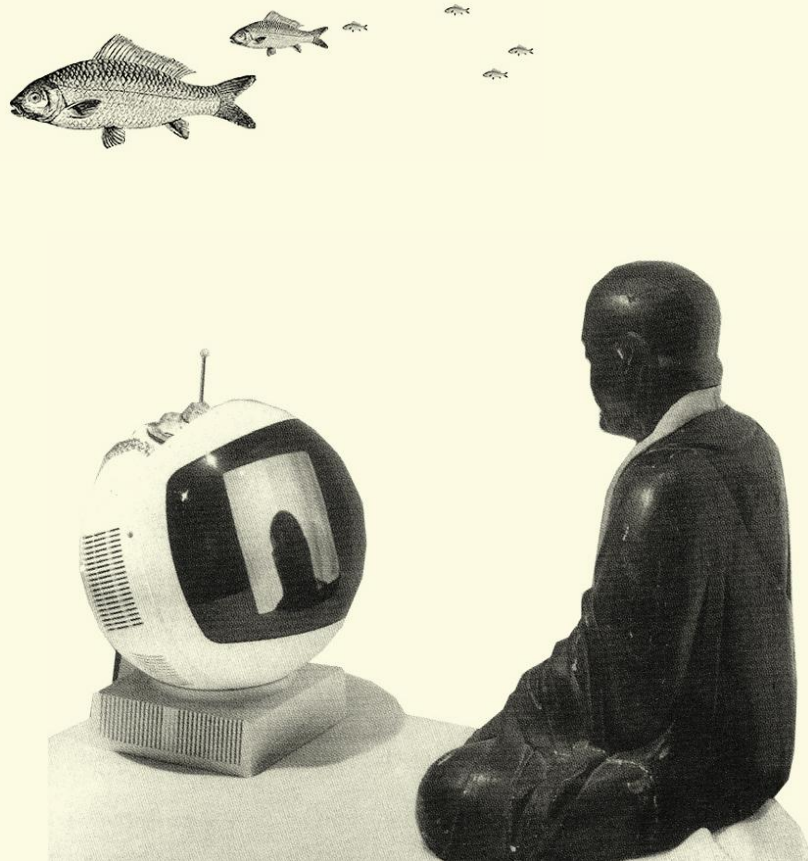


IdLab

**IdLab**

[www.viacascia6.it](http://www.viacascia6.it)



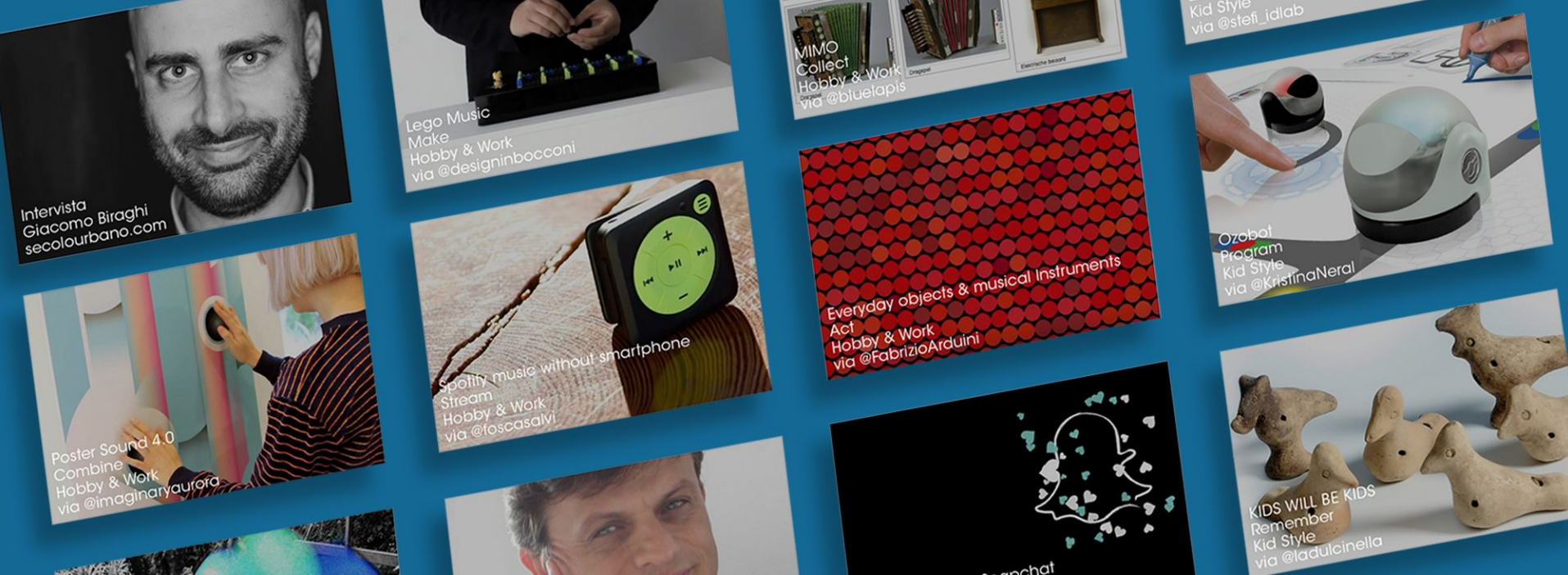
**IdLab** is a Milan based company, that focuses its design work on new forms of education, communication strategy and great changes made possible by new (social) media.

IdLab was born as a spin-off of the *Interaction Design Lab* international design landmark from 2005 to 2012.

Today the company focuses on consulting activities for businesses and organizations, developing complex communication strategies emphasizing aspects of brand reputation, , digital marketing and community engagement.

IdLab has worked with numerous organizations and companies, including *Accademia Abadir, Akademie Schloss Solitude, Alta Scuola Politecnica, Banco Popolare, Confindustria Ceramica, Expo Milano 2015, Fiera Milano, Fondazione Agnelli, Fondazione di Venezia, Rai, Rete Ferroviaria Italiana, Università Commerciale Luigi Bocconi, Università degli Studi di Milano Bicocca.*

[www.viacascia6.it](http://www.viacascia6.it)



**Homi Smart**

**(2016 - ongoing)**

**Client: HOMI / Fiera Milano**

**[www.homismart.homimilano.com](http://www.homismart.homimilano.com)**

**[@HOMIsmartmilano](https://twitter.com/HOMIsmartmilano)**

HOMI Smart is an experimental format in which innovation - in every possible form - becomes the object of observation, meeting place and exchange. Designers, communication experts, academics and companies are engaged in meetings, workshops, discussions and exhibitions. HOMI Smart is also a twitter magazine, a physical and virtual meeting place for renewing traditions and community building around the themes of lifestyle, technology and design.





**Mystery Things Museum**  
(2016 - ongoing)  
[www.mysterythingsmuseum.net](http://www.mysterythingsmuseum.net)

Mystery Things Museum is a temporary museum that exists a single day in different locations and situations. A collaborative collection of mysterious objects, those kinds of objects which seem beautiful and interesting but for which we fail to understand their functioning or reason of being. A museum generated by the community, a place to visit and see the collected objects, but – above all – the museum as a place to bring your own objects. The quantity and quality of its collections grow with the passing of time.



Progetto sviluppato dagli studenti di Relational Design per il festival Radice Pura



## Relational Design (2014 - ongoing)

Project in partnership with Abadir

[www.relationaldesign.it](http://www.relationaldesign.it)

Relational Design is a modular learning proposal including online courses, traditional lectures and workshops in Milan, Catania, London, Barcelona and other European cities.

An itinerary between analog and digital: design, traditional practices, old media and new media to grow in an ever-changing world.

Relational Design partners are (among others): *Comune di Milano, Casa Jasmina Arduino, Internazionale, Punkt, Commonground, ADI e AIAP.*



# design 1o1

redux

## **Design 1o1**

**(2013 - ongoing)**

**Client: Iversity / IdLab**

**[www.design1o1.net](http://www.design1o1.net)**

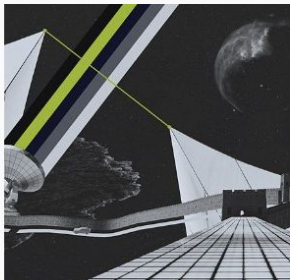
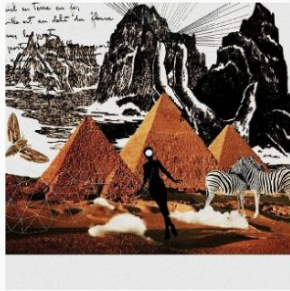
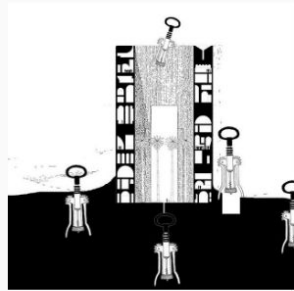
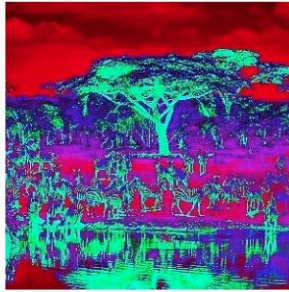
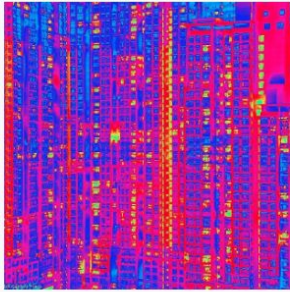
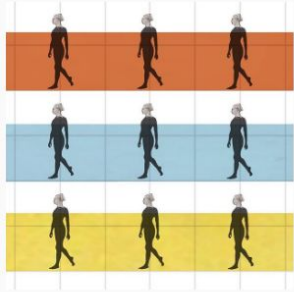
IdLab has developed over the past 5 years an expertise in the design and management of innovative MOOCs and digital communities. A MOOC (Massive Online Open Course) is a course designed to provide distance learning to thousands of students exclusively through digital channels.

Participants come from anywhere around the world and can access to course contents only via web and social media.



#storytelling1o1

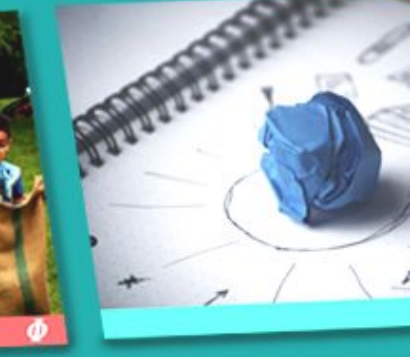
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**Design 1o1** (or design basics) was the only Italian proposal selected for the “MOOC Production Fellowship” contest by **Iversity and Stifterverband fuer die Deutsche Wissenschaft**. Design 1o1 consists of a journey into contemporary design through 101 exercises.

After this first MOOC IdLab has developed together with the “Design 1o1” community – some thousands of people (from the close to the loose ones) who share many nice things between one another mainly on the [Design 1o1 Arena](#) – many more MOOCs experimenting with different topics, tools and social media.

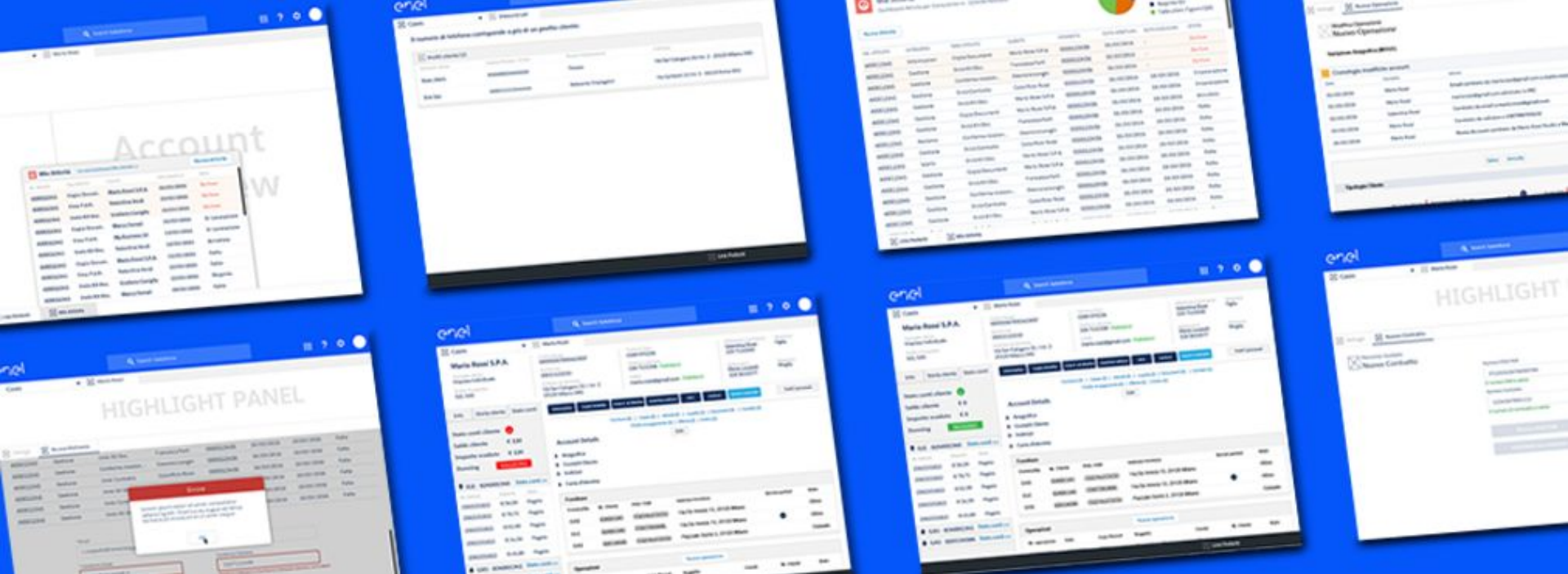
**Storytelling 1o1** is the latest course launched on October 3rd 2016. It is born as an experiment in which teachers together with the students wanted to learn how to conceive, develop and tell a collaborative story using social media and digital tools.



**IL FUTURO È**  
**(2016 - ongoing)**  
**Client: Fondazione Agnelli**

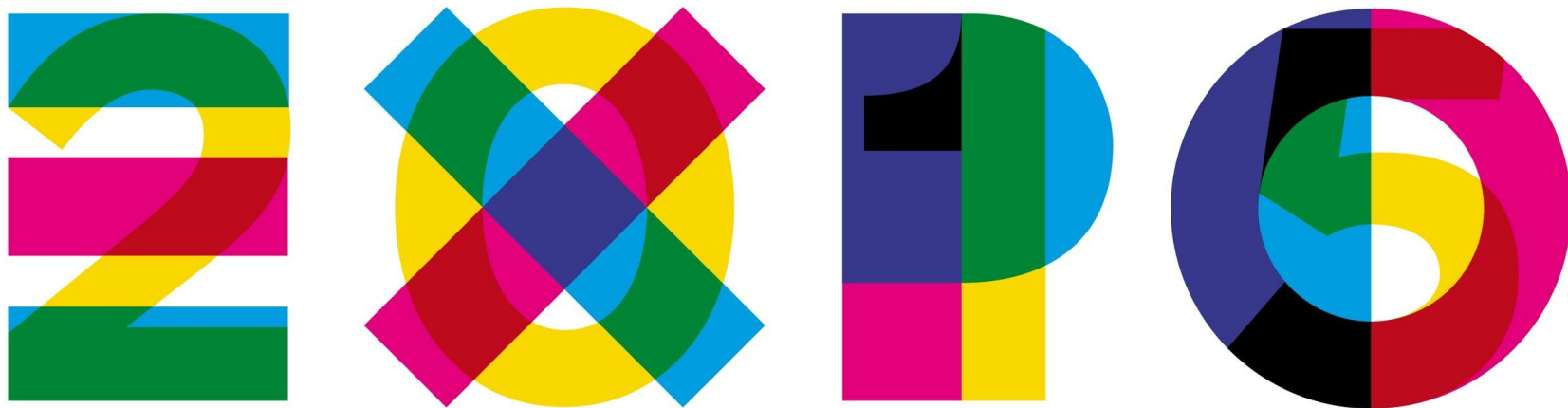
Developing the social media strategy for the project *IL FUTURO È* by Fondazione Agnelli: an independent foundation for research, training and documentation on human and social science. To celebrate the 50th anniversary of its activities, Fondazione Agnelli is interviewing 50 leading figures in different fields of knowledge and society, from politics to medicine, from physics to design, from business to music. Their answer will form a mosaic of 50 videos that will suggest a multifaceted collective view.





**Salesforce for Enel  
(2015 - 2016)  
UX Design consultancy**

Salesforce is an international company leader in Cloud Computing and Customer Relation Management. Enel (one of Europe's biggest energy company) hired Salesforce for the transformation of its CRM. IdLab has been involved as UX design consultant. The involvement spanned from user research, site visits to wireframe and use flows development. IdLab's role consisted in being a bridge between the client and the Business Analysis team, and between BAs and developers by collecting requirements and transforming them into wireframes used to communicate concepts throughout the project team.



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# MILANO

**Stefano Mirti**

**(2014 - 2015)**

**Client: Expo Milano**

**[www.socialmediaexpo2015.com](http://www.socialmediaexpo2015.com)**

Stefano Mirti has been Head of the social media team for Expo 2015.

One of Expo's main aspects was its social media dimension: everyone – through Expo's social media channels – was invited to actively join the event and become part of it.

Expo's social media team built a dense network of Social Media and Communication Managers – from all countries participating to the event – and used this network to enrich Expo's institutional communication.

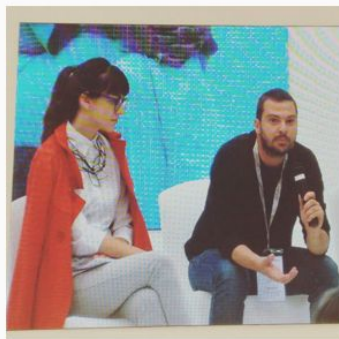
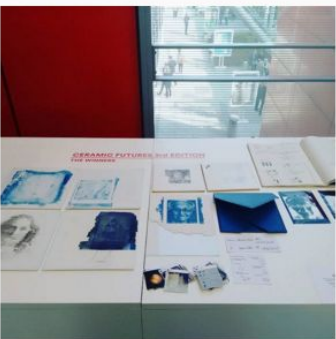
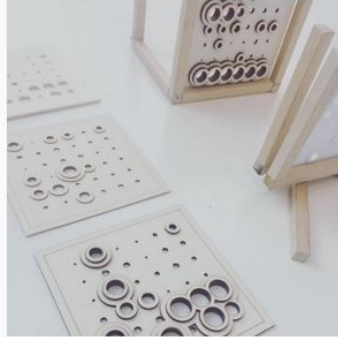


**M9 Social (2014 - 2015)**

**Client: Fondazione di Venezia**

M9 will be a new-concept cultural pole with a museum, exhibition spaces, mediatheque-archives, spaces for educational activities and public services. M9 will narrate the past, understand the present and generate faith in the future. It will be a place in which to portray, study and debate modernity and contemporary times. M9 Social collects all the content produced and shared by M9 on social media.





## Ceramic Futures (2013 - 2015)

Client: Confindustria Ceramica

[www.ceramicfutures.com](http://www.ceramicfutures.com)

The first online social project devoted entirely to ceramics. The project seeks to explore and challenge the versatility of ceramic both as a creative and functional medium. Over the three editions, Ceramic Futures involved international school such as Politecnico di Milano, École nationale supérieure des Arts Décoratifs in Paris and Barcelona School of Design and Engineering. The project combines the traditional design techniques using social media such as Facebook, Twitter and Instagram. The students were asked to actively observe, comment, ask questions and interact through these channels.

# Contatti

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