

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

POLITECNICO DI MILANO



DIPARTIMENTO
INDACO

ORGANIZED BY
UdRD d.com
Communication Design
Research and Teaching Unit
Identity Systems/Packaging Design

SCIENTIFIC PROJECT
Valeria Bucchetti

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*

IT WILL BE DEVELOPED A CONFRONTATION, AT
INTERNATIONAL LEVEL, AMONG RESEARCH AND
TEACHING ACTIVITIES, AIMING AT EXAMINING AND
DEBATING INNOVATION IN PACKAGING DESIGN.
THE CONFERENCE WILL PROVIDE AN OVERVIEW
ON THE STATE OF THE ART AND IT WILL ENCOUR-
AGE THE DEFINITION OF NEW PATHS OF INNOVA-
TION IN THE AREA OF COMMUNICATION DESIGN.

FOR MORE 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 Programme, School
of Design, and 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, research professor of INDACO Department, teacher
of the School of Design, Politecnico di Milano

ERIK CIRAVEGNA, contract researcher of INDACO Department, teacher 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 Programme, teacher of Packaging
Design, 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 PACKAGING AREA.