

CONFERENCE

Sustainability Through Aesthetics and **Made in Italy**

Andrea Tosi

Bio

Andrea Tosi has a background in user experience design and cognitive sciences, he worked as researcher and user experience designer at CNR Istituto di Psicologia-Roma and DARC Milano.

He has 18 years of experience first as head of Business Design School at Domus Academy, now he is the Dean of International Partnership and Innovation at IED - Istituto Europeo di Design. He is specialized in Development, Management of Educational Programmes, as well as teaching, research, and consultancy about creative and innovative methodologies aimed at enhancing and managing the transformation process, applying design methodology to non - design fields. He collaborates with companies and creative agencies as designer, business designer in brand and product identity strategies.



Moderator: M. Pinar Sağiroğlu

Date:

1st March 2018, Thursday

Program:

10.00 - 12.30 Seminar

12.30 - 14.00 Lunch Break

14.00 - 16.00 Workshop

16.00 - 17.30 Cocktail & Ceremony

Place:

Yıldız Teknik University

Faculty of Architecture

Alpay Askun Conference Hall

Besiktas, Istanbul

