

Designtech[®]

INNOVATION HUB MILANO



OUR VISION

We live in a world that experiences a constant innovative drive. Phones have been smart for a while and our cars are becoming more and more smart too, while the places where we live in remain largely inanimate.

We spend 90% of our time in indoor spaces, where **design is always a characterizing element**, playing a very important role in defining the quality of our life. That's why these are the next spaces to be conquered by technology.

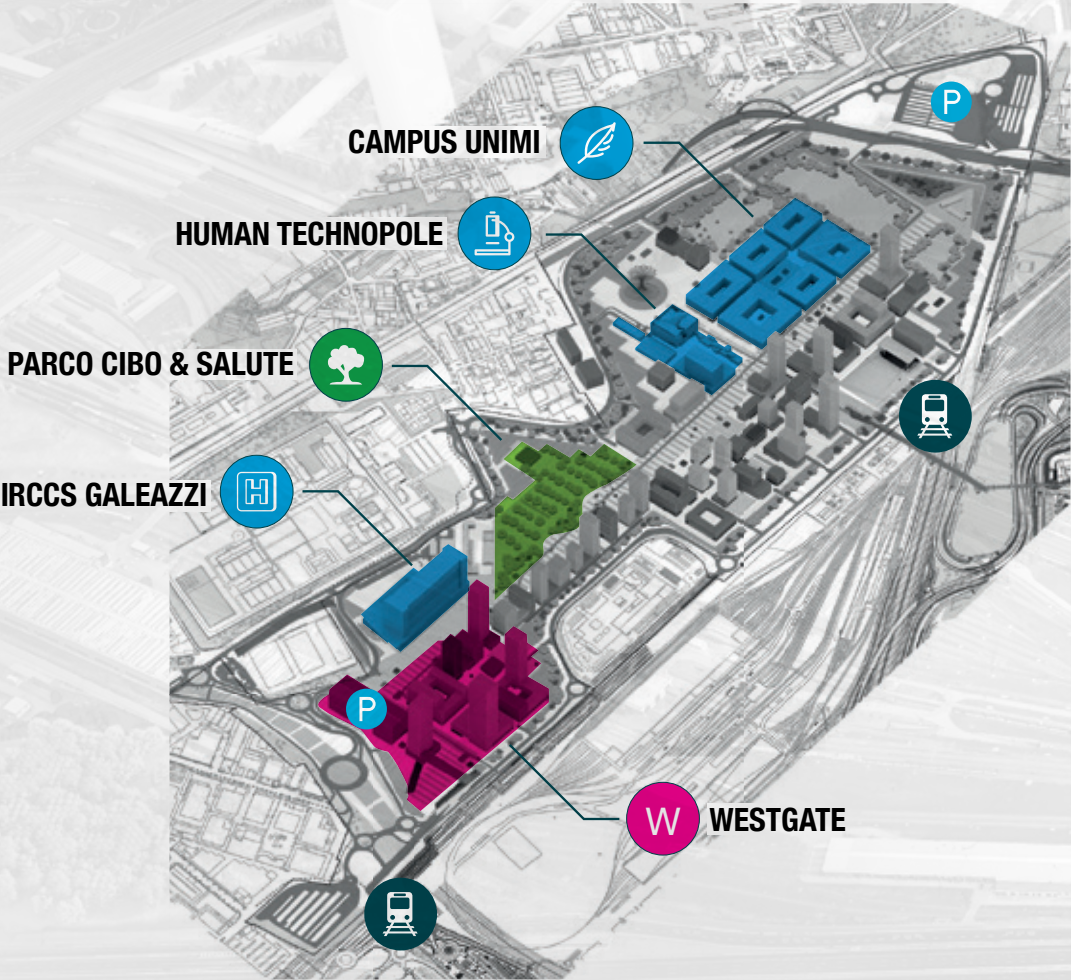
We envision indoor spaces responding to our physiological and psychological needs, with technology supporting our living environments to keep us well. We are working to turn the space around us, regardless if we are at home or in the office, into **our next and ultimate smart device to anticipate and serve our needs.**

OUR MISSION

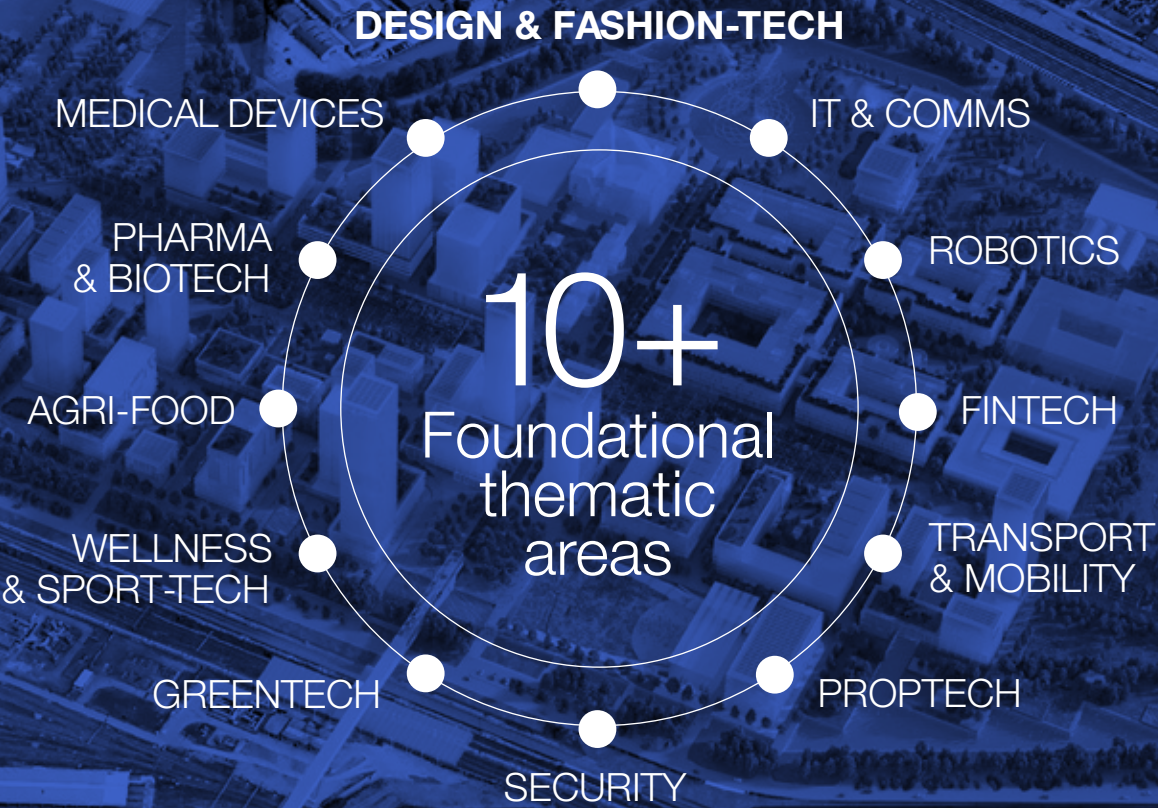
The DesignTech Hub is born within the new Milan Innovation District (MIND) with the mission to **accelerate and drive the commercialization of digital technologies into the design ecosystem**, so to achieve also a cultural shift in the industry to be more open and collaborative.

A new vibrant innovation ecosystem, at the heart of the Italian design court, that brings together under one roof a powerful cohort of innovators, startups and scaleups, digital freelancers and industry professionals, architects, interior designers, industrial designers, fashion designers, young entrepreneurs, industry leaders, tech corporates, service providers and researchers for a Design more connected with the future of living.

Public Anchors



Federative Innovation Ecosystem



VALUE PROPOSITION

The DesignTech Hub represents the destination for the innovation ecosystem when the theme is design, to shape and implement a transformative vision for the sector. When fully operational it will count with **1,000 coworkers**, of which 700 permanent residents and 300 visiting startups and professionals from all over the world who will participate in innovation challenges and/or acceleration programs.

Milan, internationally recognized as the capital of design, has always catalyzed the best talents in the field and deserves a world-class hub to **attract the most innovative and disruptive startups**, linking them with senior industry leaders and capable professionals with extensive in-sector experience.

Architecture

Interior
Design

Industrial
Design

Fashion
Design

Yacht
Design

1000
WORKSTATIONS

For this reason the hub will have dedicated facilities such as **7500 m² of co-living spaces and 7500 m² of co-working spaces**, designed for the specific needs of the industry, turning it into a “Living Lab” where human-centered research is conducted in indoor environments to test new smart living and smart working solutions. IoT-enabled spaces will allow the **collection of data on biometrics and behavior patterns** from residents, generating valuable insights for new products and services development that will change how residential, hospitality and commercial buildings are built and furnished to respond people’s needs.

Among the hub’s facilities there will be about 5,000 m² of integrated spaces for events, showrooms and a co-factory, the latter being a fully digitized laboratory designed to support **rapid prototyping** of new product from corporates and startups.

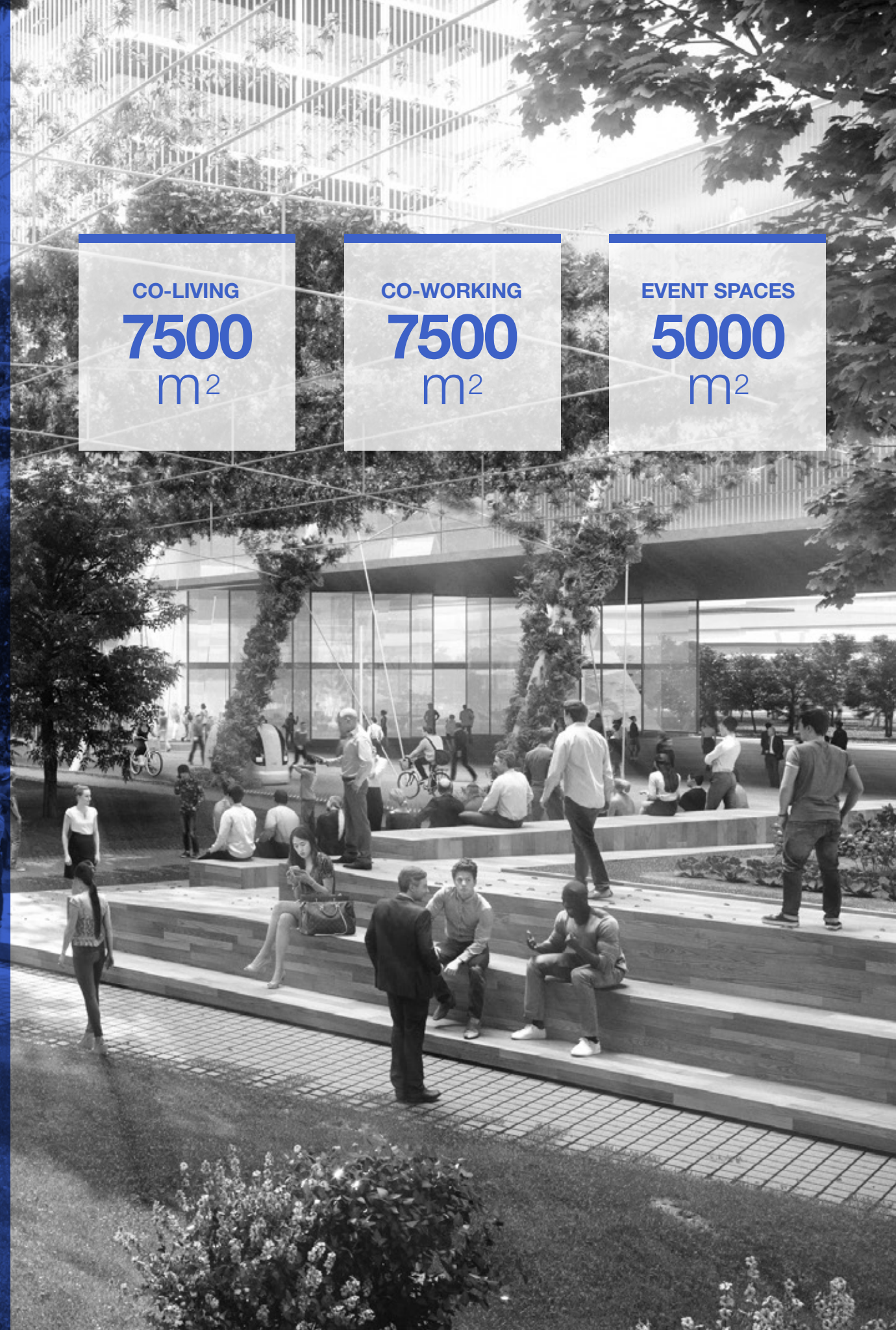
Startups and professionals can subscribe to a membership (monthly, quarterly, half-yearly or annual) that includes desks and/or beds.

Established companies will have access to corporate memberships that includes multiple packages of use of co-working and co-living facilities, in order to offsite R&D and HR teams aimed to do innovation and talent scouting, as well as hosting staff and clients while traveling to Milan. Corporate members will also have the exclusive opportunity to do product placement and set up branded areas that will work as “Live Showrooms”.

CO-LIVING
7500
m²

CO-WORKING
7500
m²

EVENT SPACES
5000
m²



EXCLUSIVE BENEFITS FOR CORPORATE MEMBERS

The hub will provide a neutral space for the design industry to meet and collaborate with startups, scaleups, innovative SMEs, big tech companies, promoting and facilitating open innovation dynamics along the value chain.

Benefits and advantages will vary according to the level of membership that the company will subscribe.



Audit and Open Innovation Strategy

The company acquires knowledge, relationships and skills useful to design an open innovation strategy, having also the chance to sponsor tailored calls based on its own specific innovation needs.



Product Placement

The company has the opportunity to place its products in the campus facilities and/or samples in the showrooms, as well as making them available for consultation in the online 3D library that is available to all hub's professionals.



Governance and Coordination

The company has the opportunity to participate in the governance of the hub, contributing to the definition of innovation policies. It will also have privileged access to the most important public and private stakeholders of MIND project.



Startup Scouting & Acceleration

The company sponsors an exclusive acceleration program for startups, which will be selected according to the open innovation brief designed.



Research and Data Analysis

The company can access to exclusive reports of campus professionals'/users' behavior models on the use of spaces, obtained by on-site detection.



Coworking and other facilities

Depending on the membership subscribed, the company can use a certain number of workstations, and pay-per-use any additional workstations required, as well as any other spaces and facilities of the hub such as the co-factory to optimize the product development and prototyping.



Networking and Events

The company has free access to all the hub's calendar events that include open days, seminars, training courses focused on technological innovation in the field, meetings with startup founders, market and innovation managers, so that its engagement level with the innovation ecosystem is always at the top. It is also entitled to receive VIP passes and marketing kits for the annual summit during the Milan Design Week, as well as having priority access to organize its own events at the DesignTech Hub.



Labs and Showroom

The company has the opportunity to sponsor and brand some exclusive spaces - aka Living Lab - which act as a live showroom, that is to say interactive environments designed to make people discover, try (in a real-life environment) and buy new product categories that combine design with technology, creating unique user experiences (especially for early adopters and opinion leaders in the industry).

An aerial photograph of a city, likely London, showing a dense urban layout with numerous buildings, streets, and green spaces. Overlaid on this image is a semi-transparent architectural model of a city development. The model features several tall, rectangular buildings of varying heights, some with flat roofs and others with more complex, stepped profiles. These buildings are arranged in a grid-like pattern, with some clusters and some isolated structures. The model is rendered in a light, translucent grey, allowing the underlying city image to be visible through it. The overall tone of the image is dark and moody, with the architectural model providing a clear contrast to the background.

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