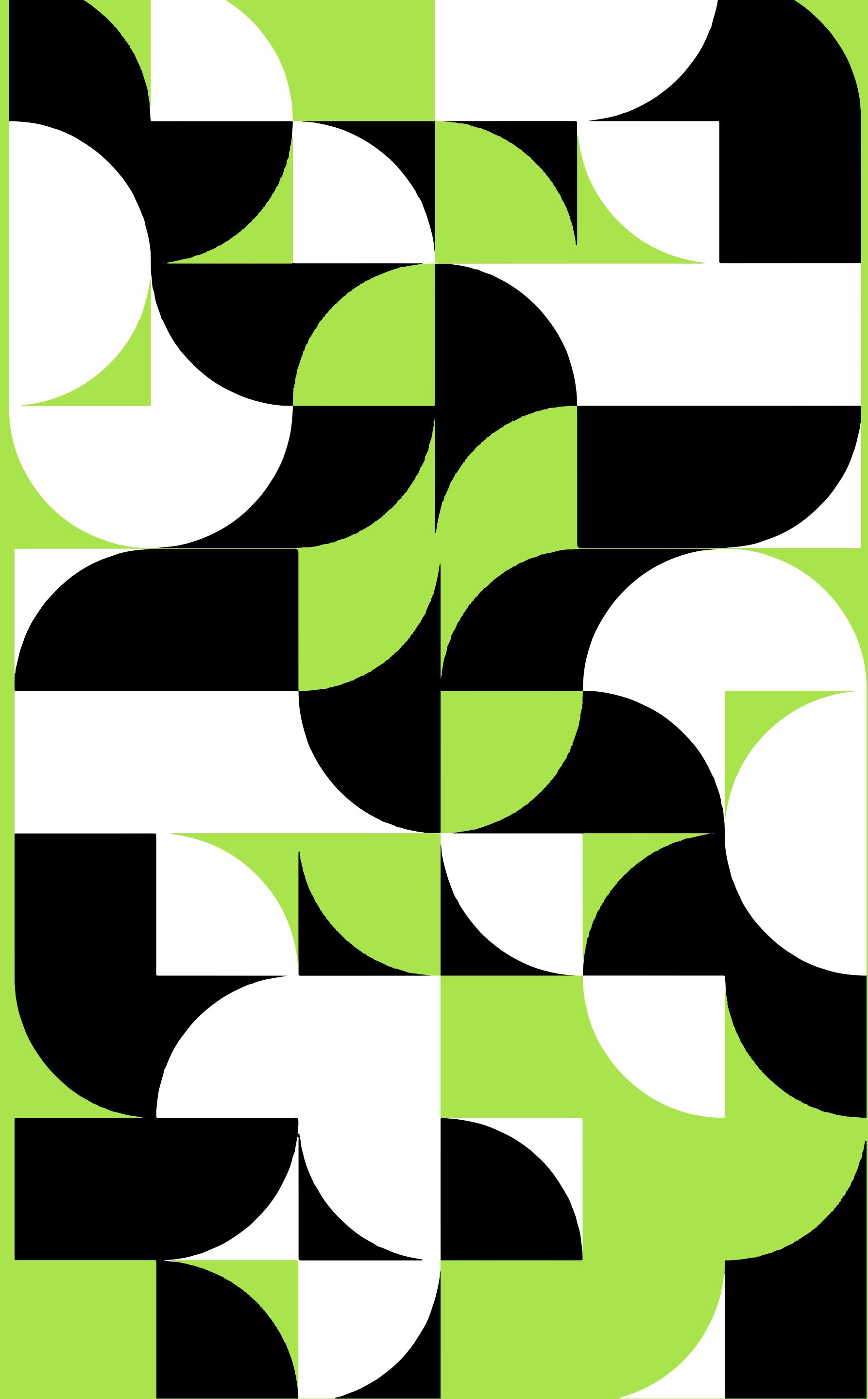


**TILEtalks**



# 01/Concept

# The Department

The **Department of Design** was founded in 2002, and among the most relevant figures, including masters and students, we find the entire cultural and stylistic legacy of authors such as Branzi, Castiglioni, Mari, Magistretti, Ponti, Sottsass...



# The Department

The fathers of the department, deeply infused with the culture of bauhaus, gave birth to the **Milanese style** famously renowned, imitated and desired worldwide.

Within the visual identity of the current department, the forms and spirit of the masters are visibly emphasized, accompanied by shades of black and white and characterized by a bright green tending to shades of yellow.



# Conferences

Academic conferences are a crucial component of teaching and research in design. Always a vector of culture and knowledge, they are also responsible for generating new stimuli and ideas that build the future of people and the discipline. **Dipartimento di Design already collaborates with several speakers** and organizes many conferences both on the Bovisa campus and in and around the city of Milan.



# Conferences

## Target

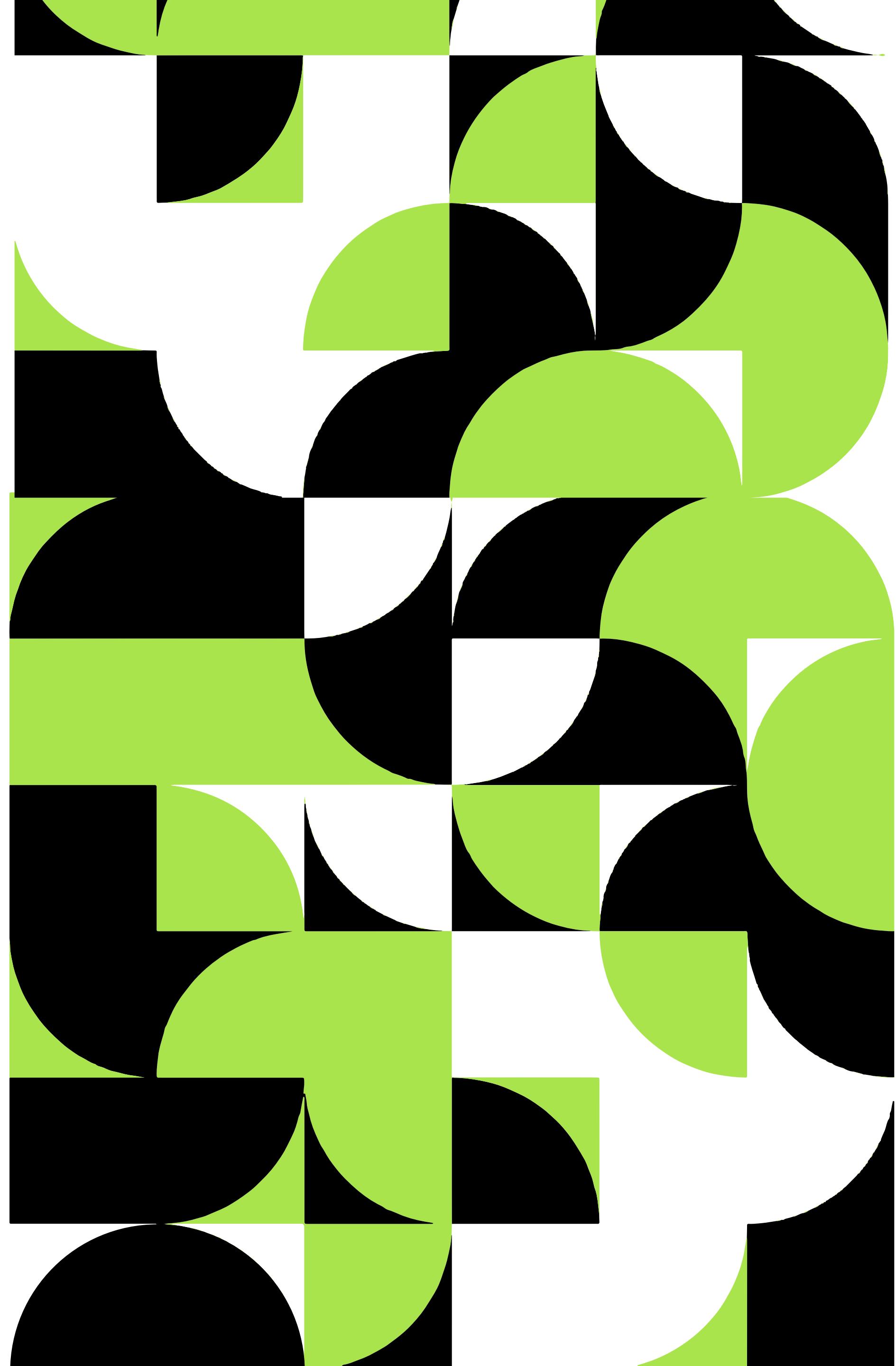
All the students from Politecnico will be included in the target of our project, as well as all the students coming from other universities. Teachers, researchers and outsiders who are interested in the conferences also form a solid component of our target.

The posters will be hanged in the first place in Politecnico's campuses, so it's important that they **get along with the architectures and match the environment**.

## Categories

The selected topics for the conferences are **Kids**, **Ai**, and **Environment**, the choice was based on their significant impact on society and their potential for innovative solutions. The main topic of these conferences is future.



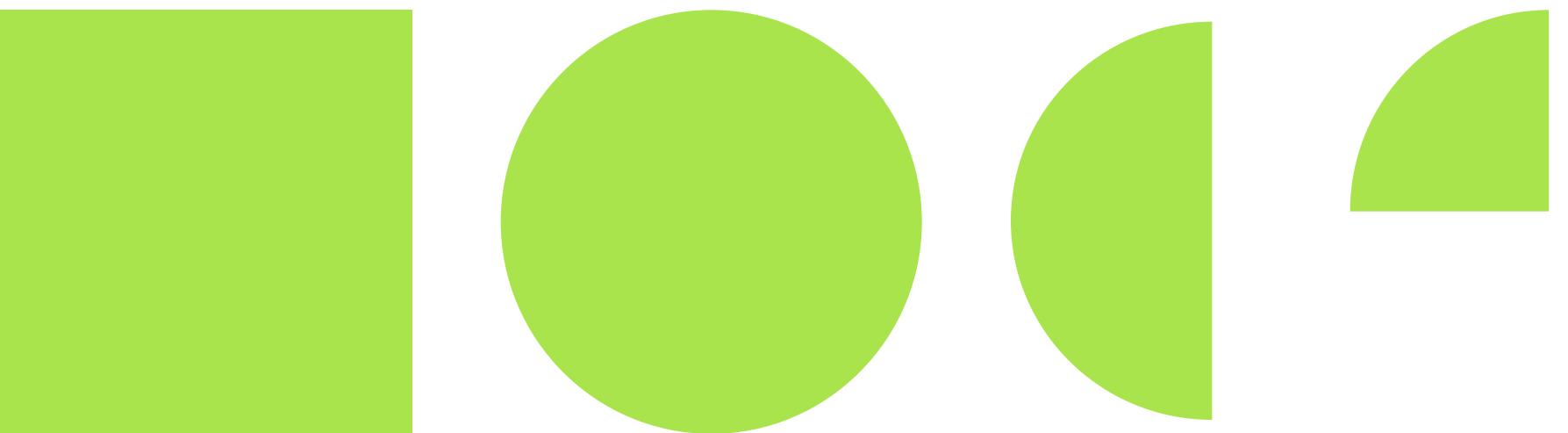


02/Style

# Stylistically ➤

Therefore we decided to **respect all the cultural roots** of which this institution comes from and to combine them with new shapes and colors that would allow for a **diversification of the identity** without departing from the pre-existing style.

Additions



Subtractions



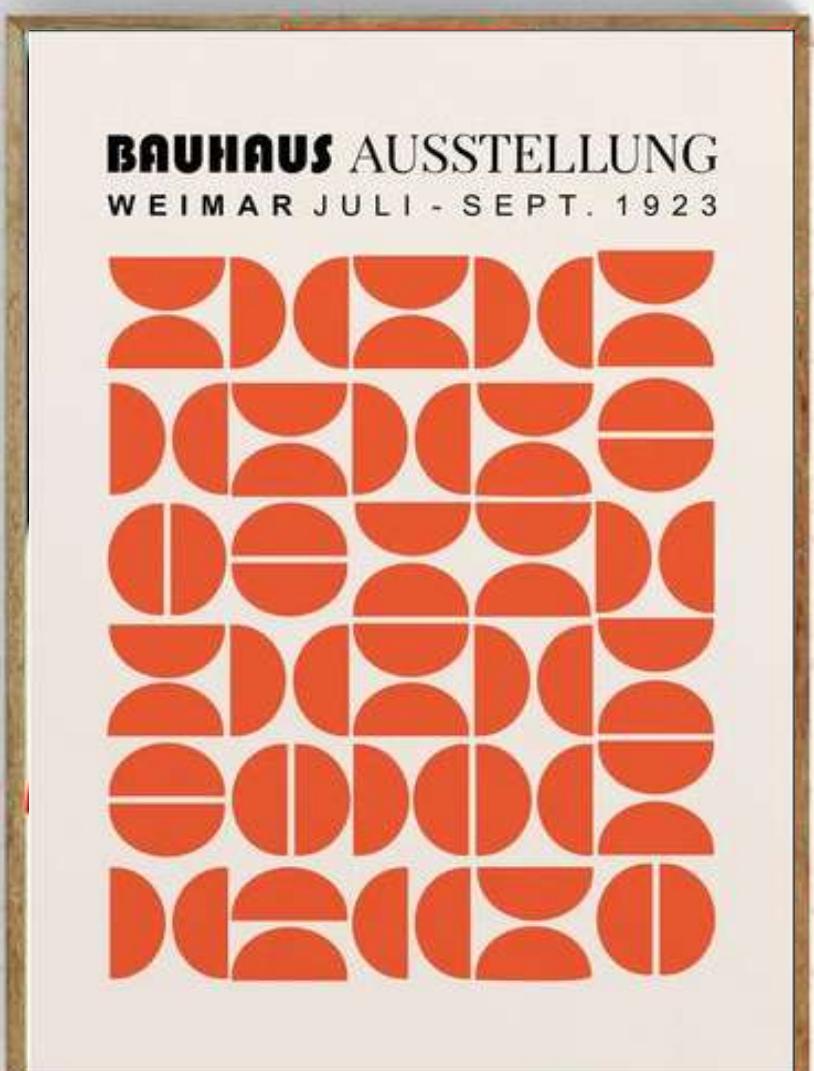
Combinations



# Stylistically ➤

Because of their ability to connect and combine together to create **creative patterns**, we decided to translate the previously obtained shapes into forms reminiscent of the "Neue Bauhaus" style, which is very similar to the reference style.

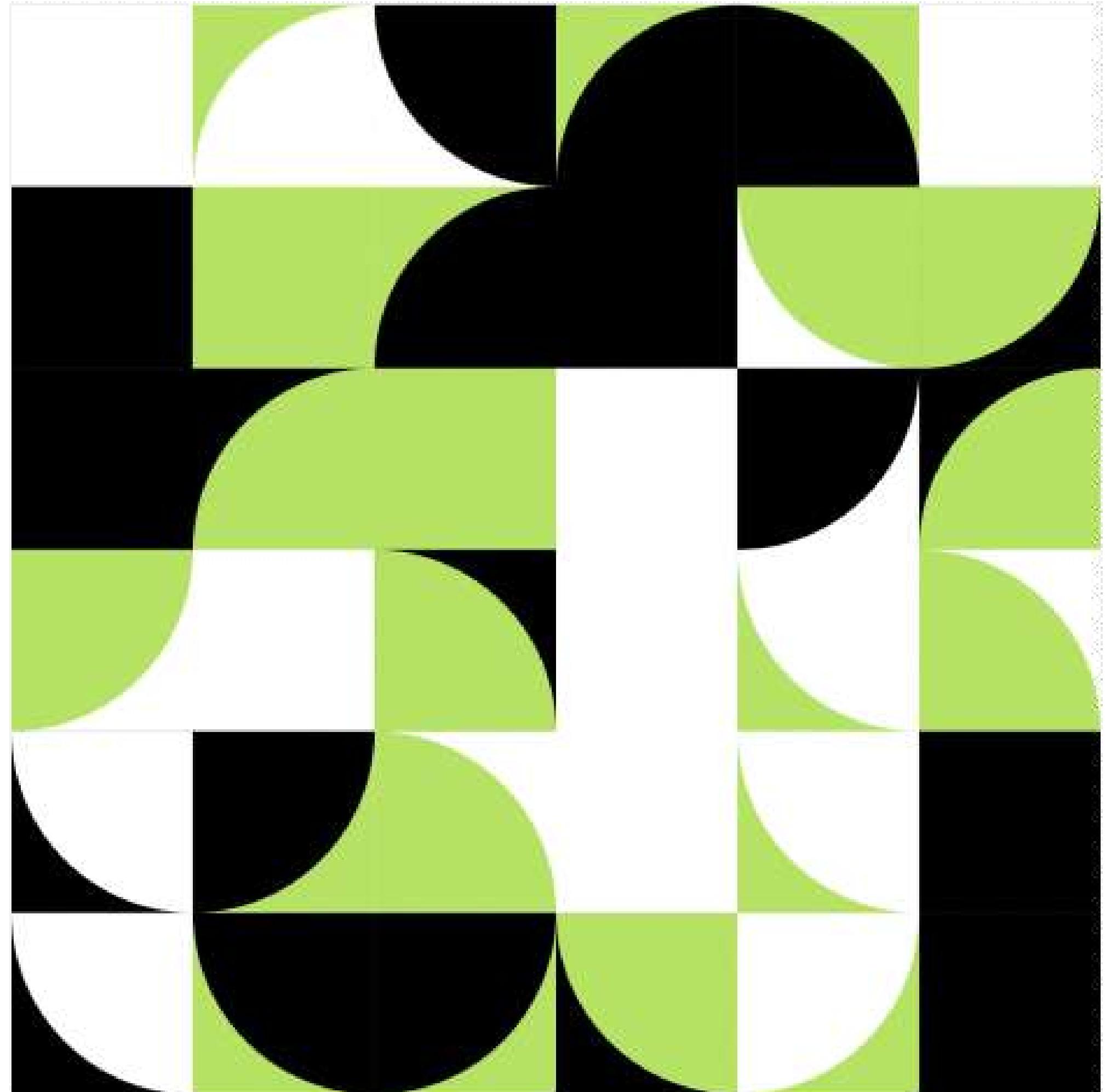




# Pattern

The pattern derived from the reimagining of the department's style consists of a variable grid of squares with an arc oriented in one of the four possible directions. Both the arc and the background will be colored with a random color chosen from a palette of 3 colors, and if the extracted colors are the same, a solid square will appear.

Its variability and natural tendency to combine its geometries into contiguous forms make this pattern a **perfect graphic device for conference communication**, capable of filling and making compositions dynamic even in the absence of other graphic elements.

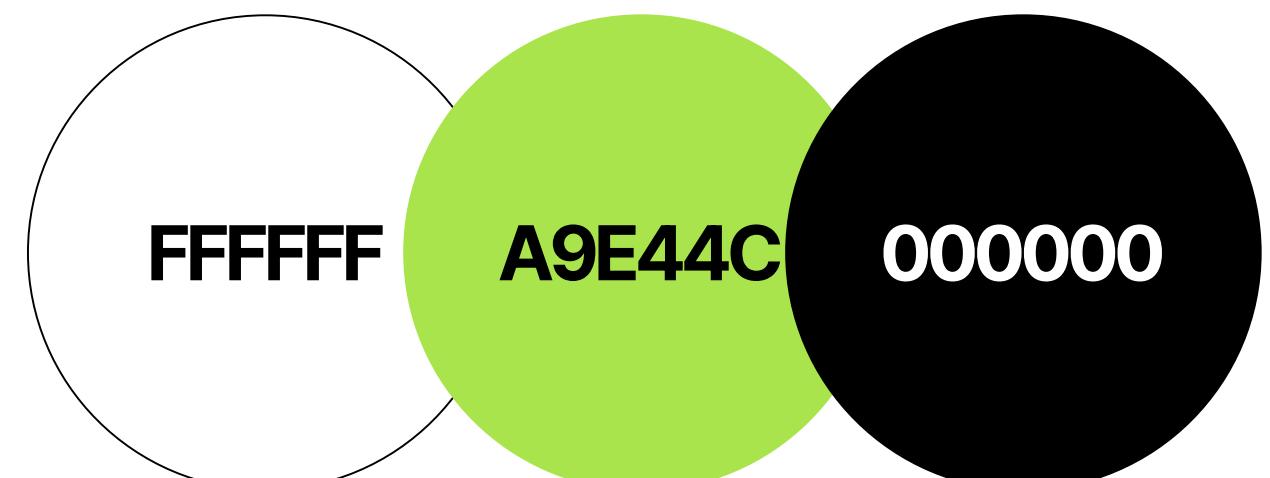


# Identity

Three different palettes were defined for the three categories. Those will color in a variable way our pattern and will give a **solid and distinct character** to every conference, so that the observer will know at first glance what the conference is about.

The colors are on purpose very saturated and every palette is composed by a light, medium and dark color, in order to be able to pull them over in an **efficient and readable way**.

Dipartimento



Kids

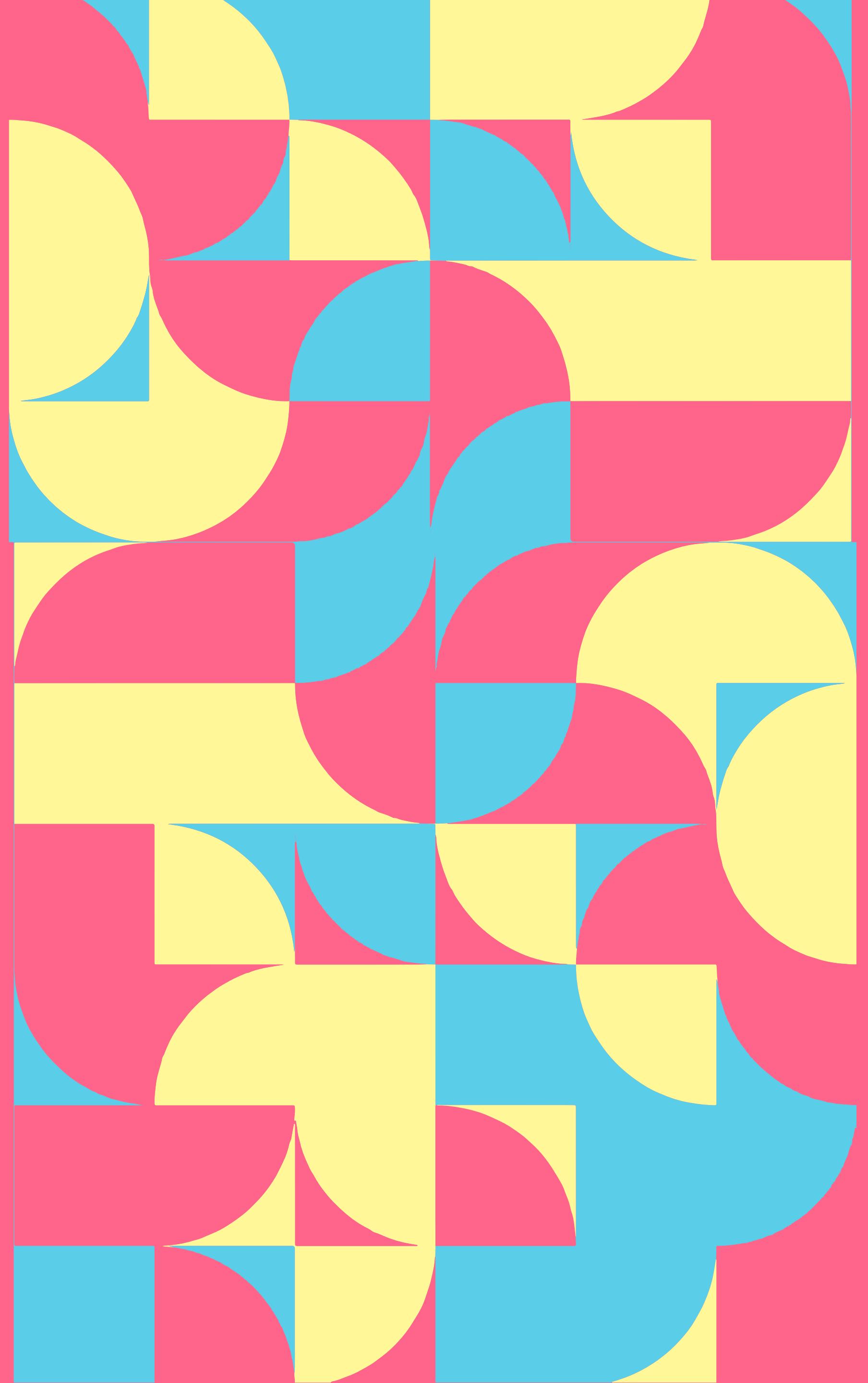


AI and tech



Environment



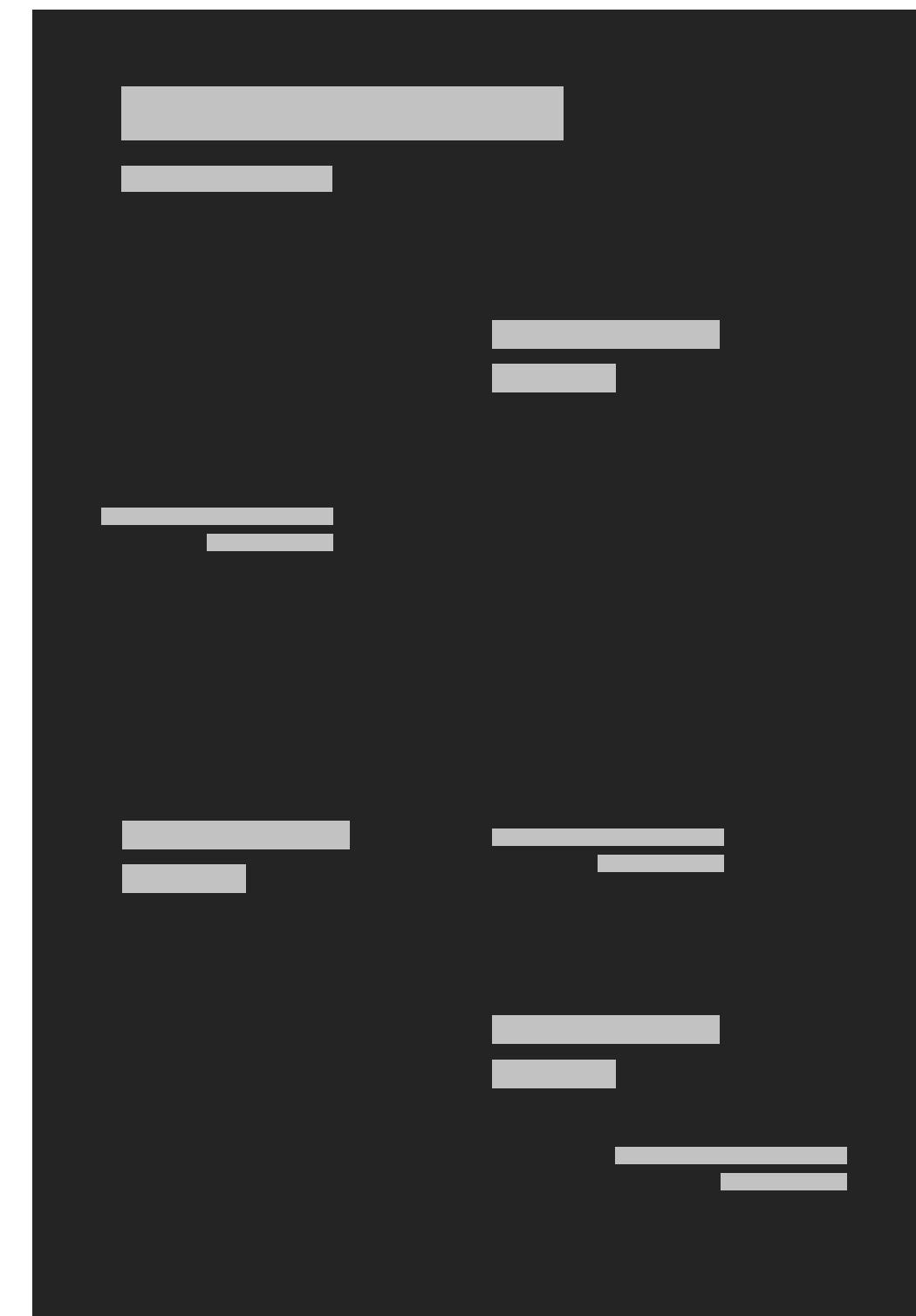


## 03/Wireframes

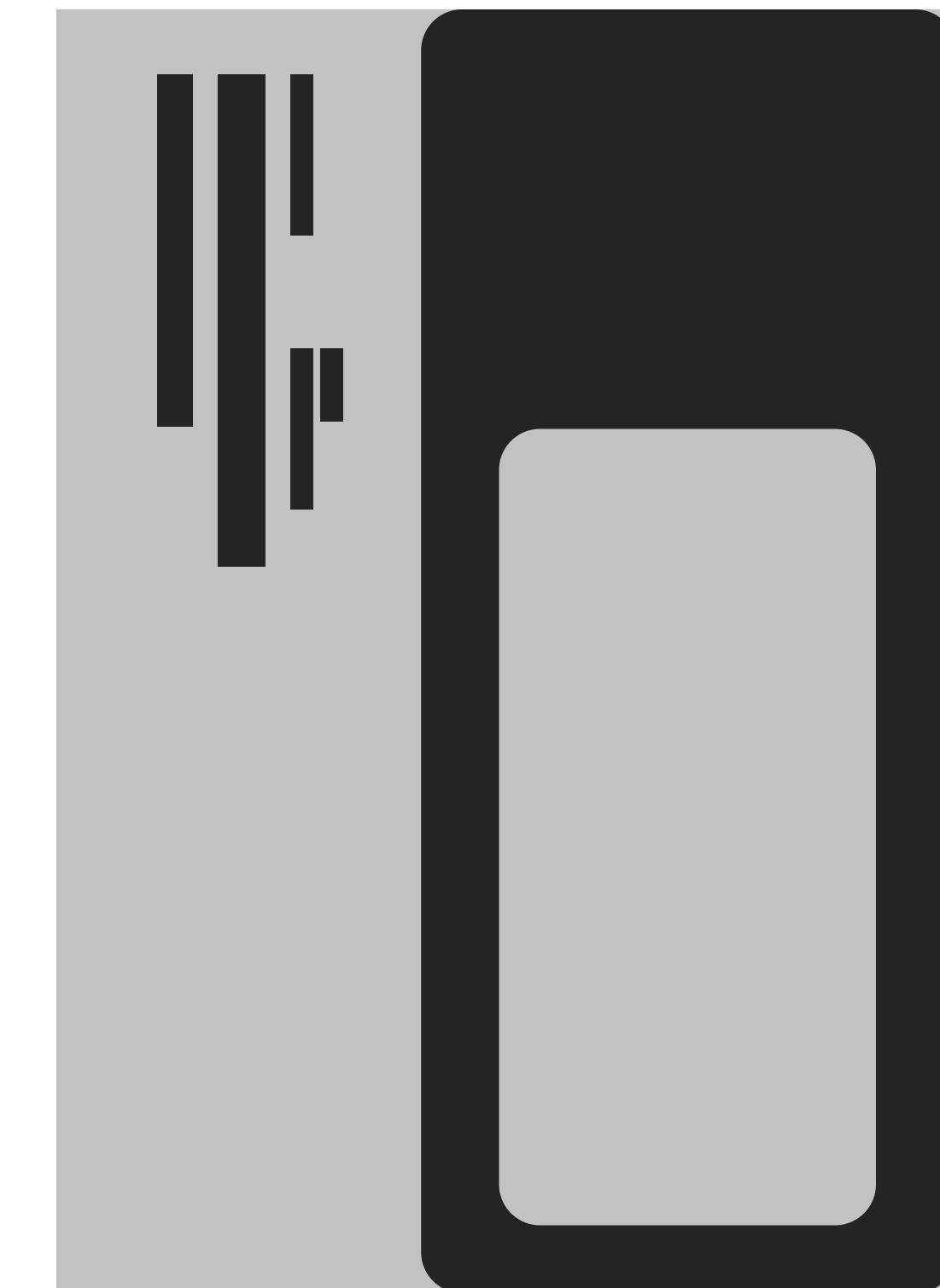
# The posters



Cycle of conferences



Calendar



Single conference

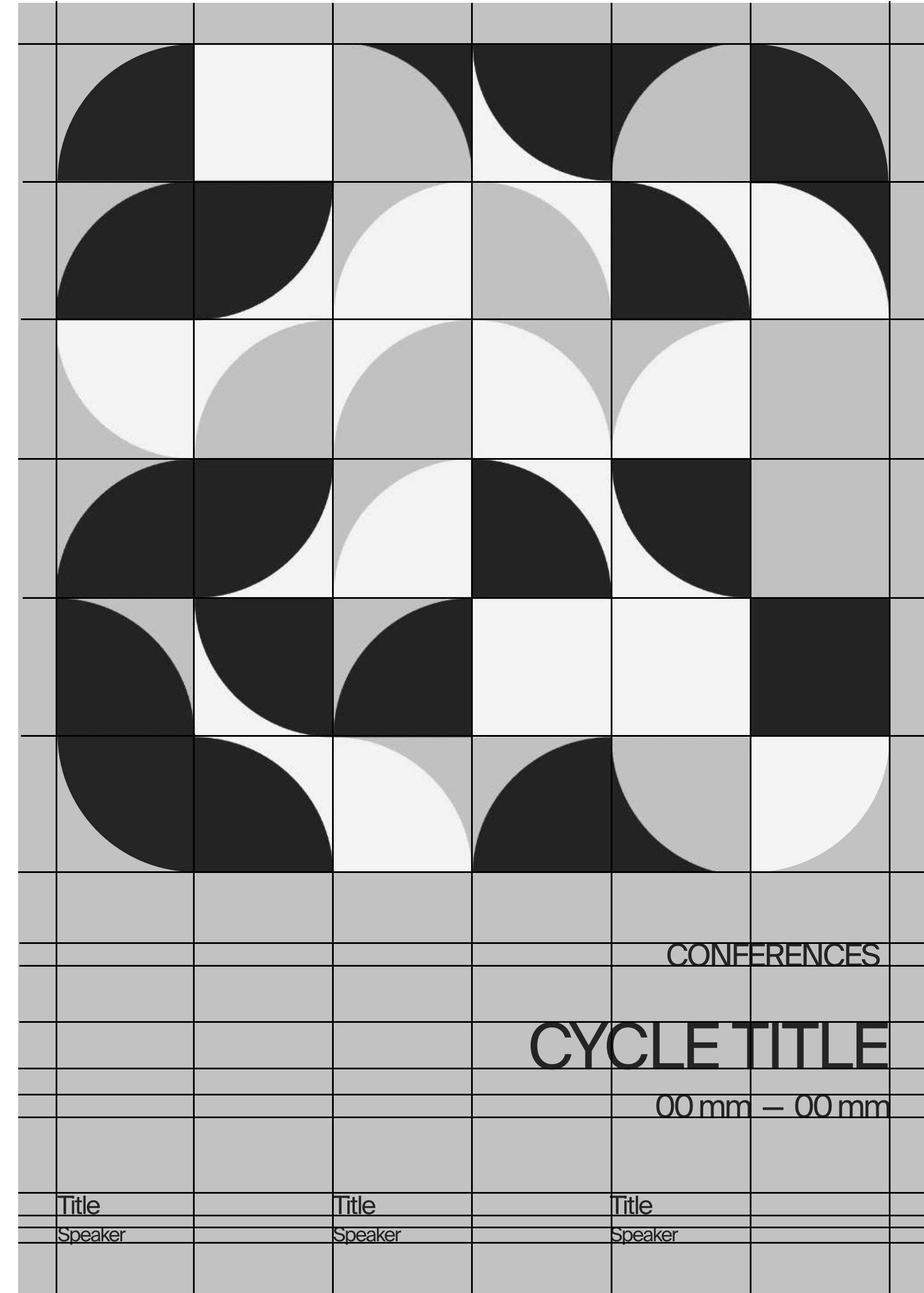
# Cycle of conferences

The poster for the cycle of conferences will be used to **sponsor all the conferences** of a specific topic in a defined period of time.

It will be hanged around cities and shared on social media on targeted accounts, as its main purpose is to raise awareness about the events, so its design is meant to be impacting and very easy to understand at first glance.

## Contents:

- A 6×6 grid generation
- Category of event
- Duration period
- Title of the cycle of conferences
- Titles of the single conferences
- Names of the speakers

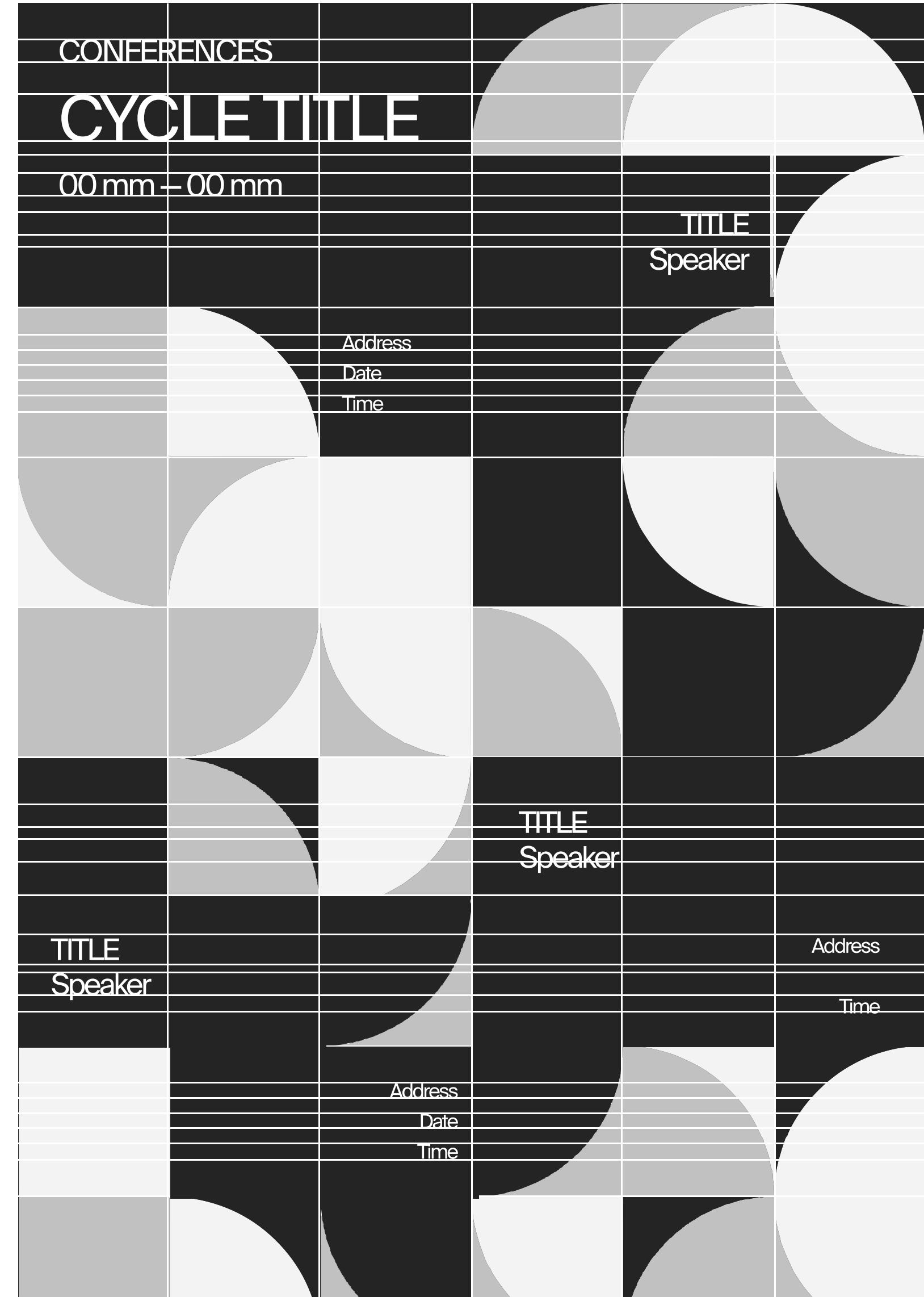


# Calendar

The poster for the calendar will be used by people to obtain informations about the conferences such as topic, date, time, place and speaker of the conference, so the informations have to be clear and greatly understandable, always maintaining the core identity. It is meant to be hanged in parts of the campus and of the city where the user has a higher attention span such as info points or affissions in the city center, not in busy roads.

## Contents:

- A 7×9 grid generation
- Duration period
- Names of the speakers
- Title of the cycle of conferences
- Titles of the single conferences
- Dates of the single conferences
- Time of the single conferences
- Places of the single conferences



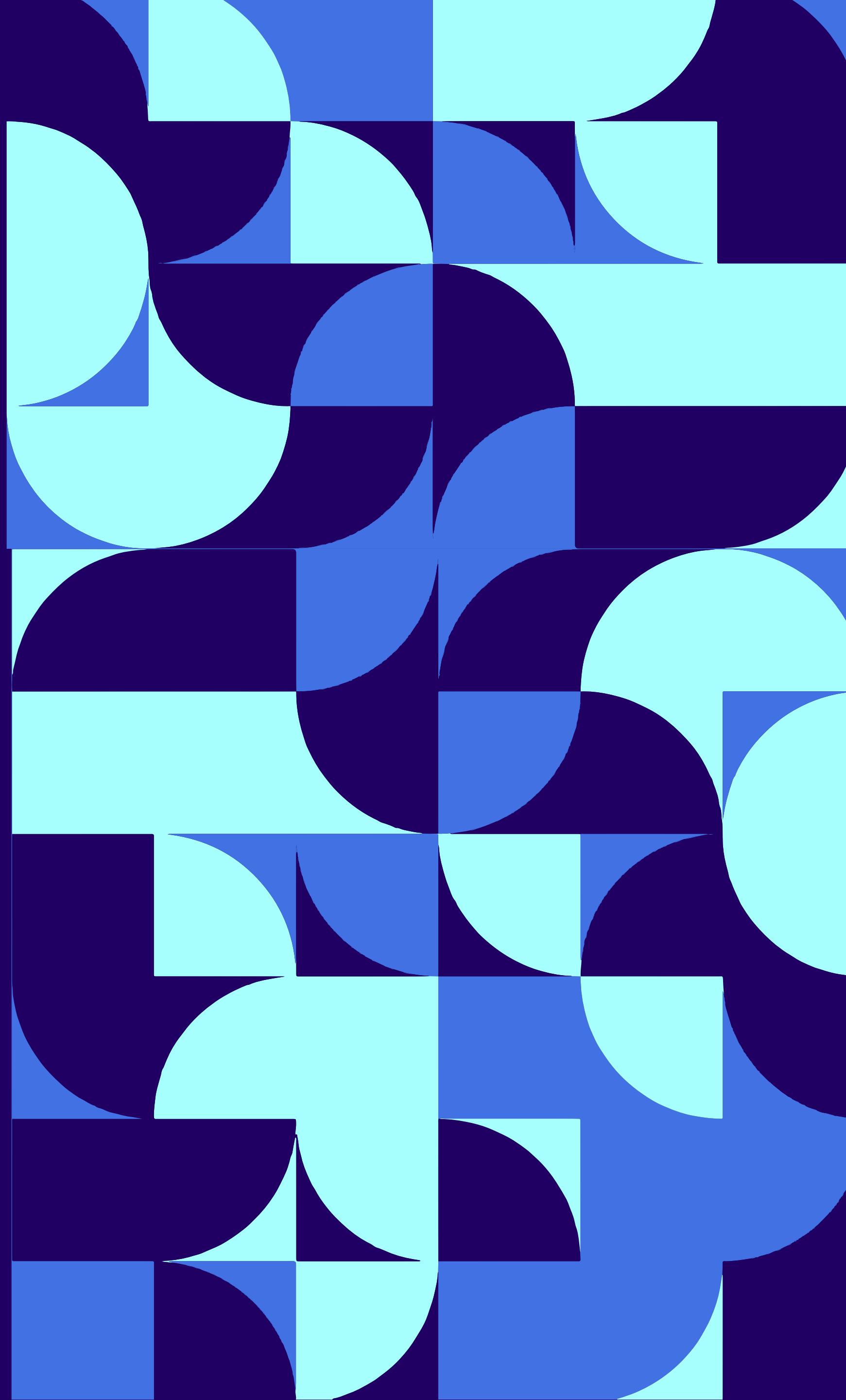
# Single conference

The poster for the single conference is meant for people to find accurate and **specific informations about a single conference** after reading the other two posters. It is meant to be hanged in university buildings and outdoors, as well as social media and websites.

## Contents:

- A  $9 \times 4$  grid generation
- Picture of the speaker
- Name of the speaker
- Title of the conference
- Date of the conference
- Time of the conference
- Place of the conference





## 04/Technologies

# Technologies



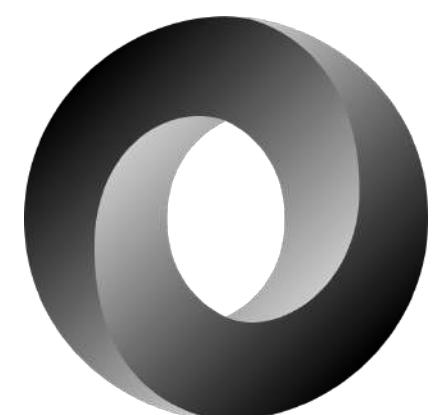
## HTML5

Main structure of the page



## CSS3

Layout of the page



## JSON

Data storage and transmission



## P5.JS

Javascript library for creative coding and behaviour of the page



## BROWSER

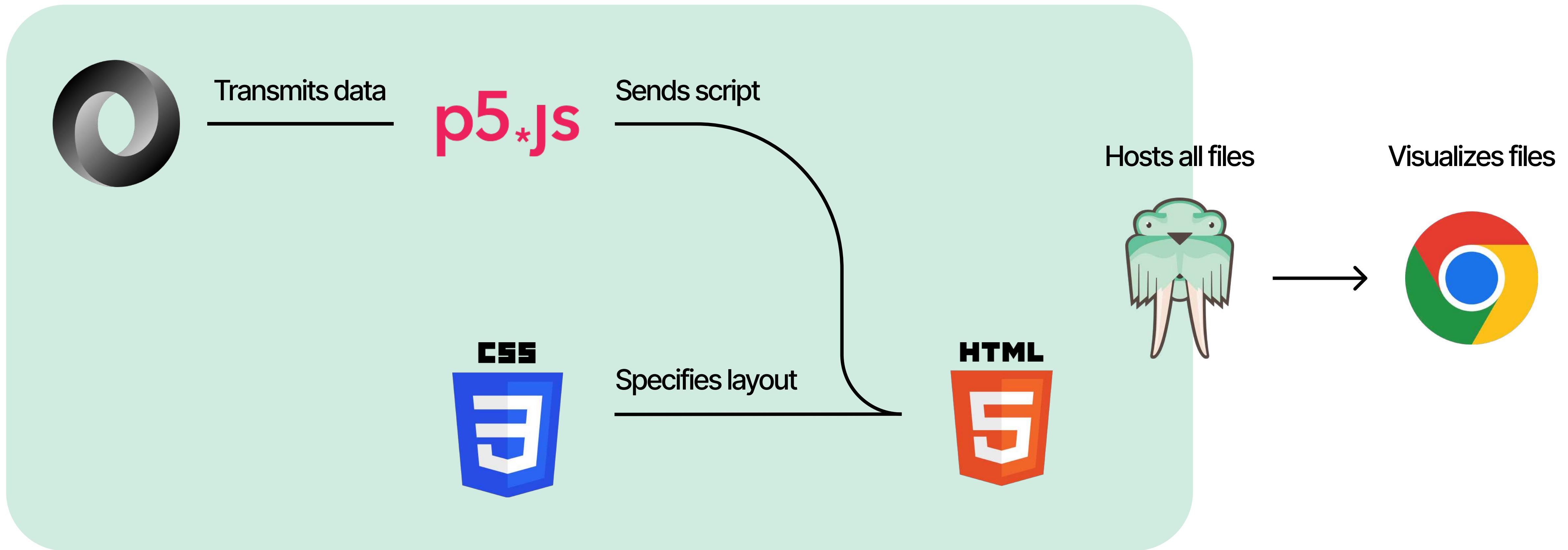
Visualization of files & Web API



## SURGE.SH

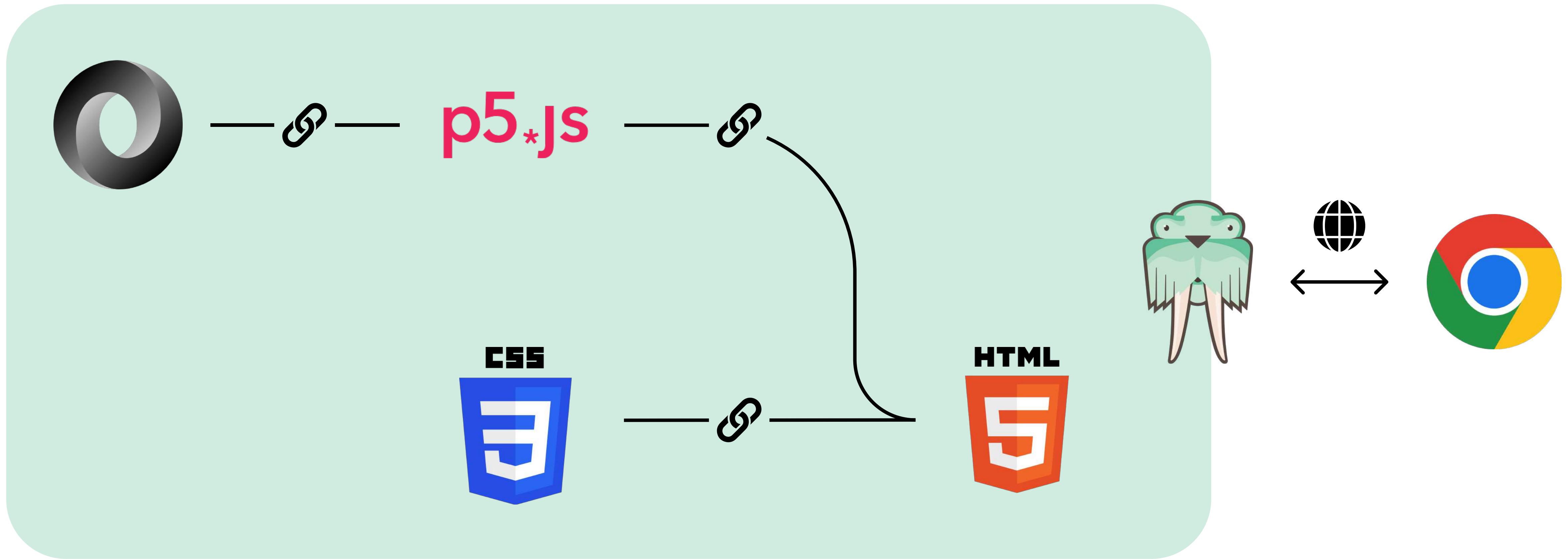
Webhost

# Data structure



\*The communication between the webhost and the browser is unidirectional

# Data transmission

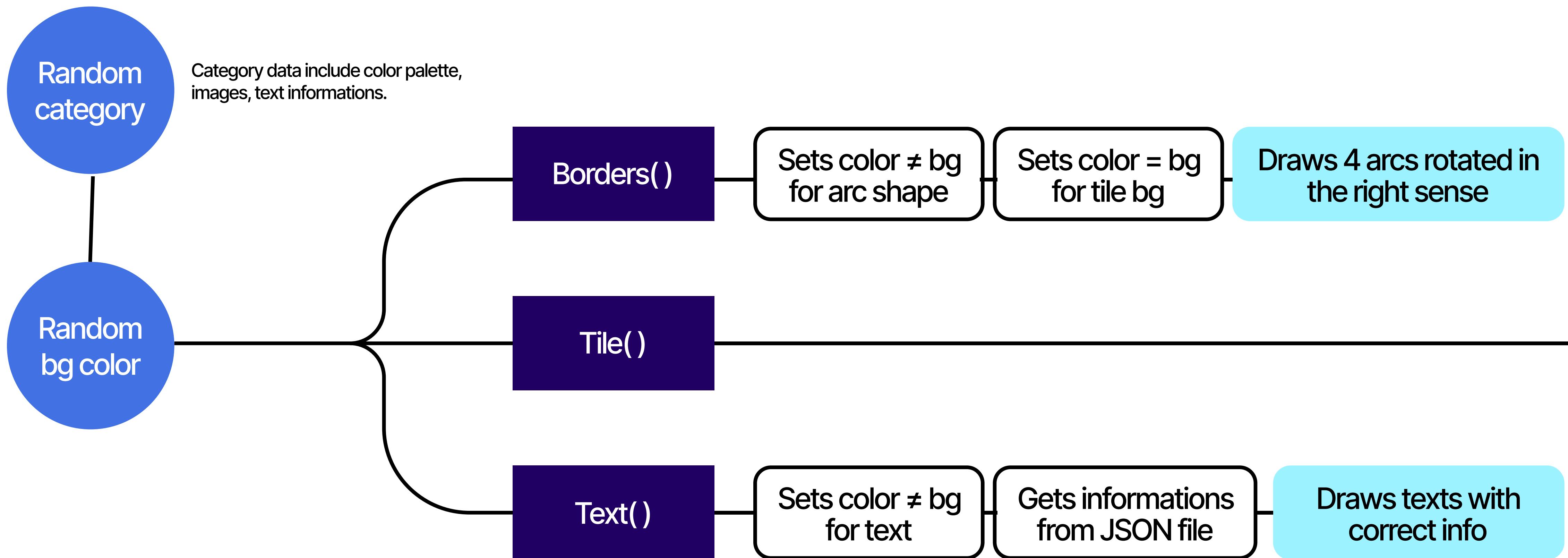


= Local link

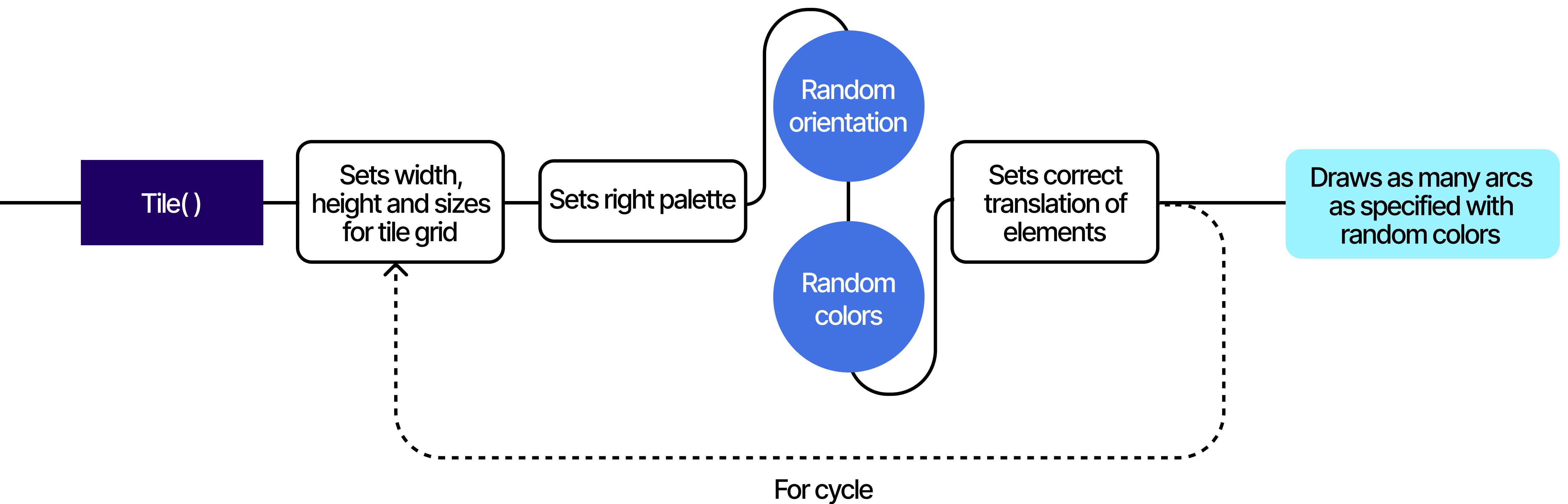
= HTTP request

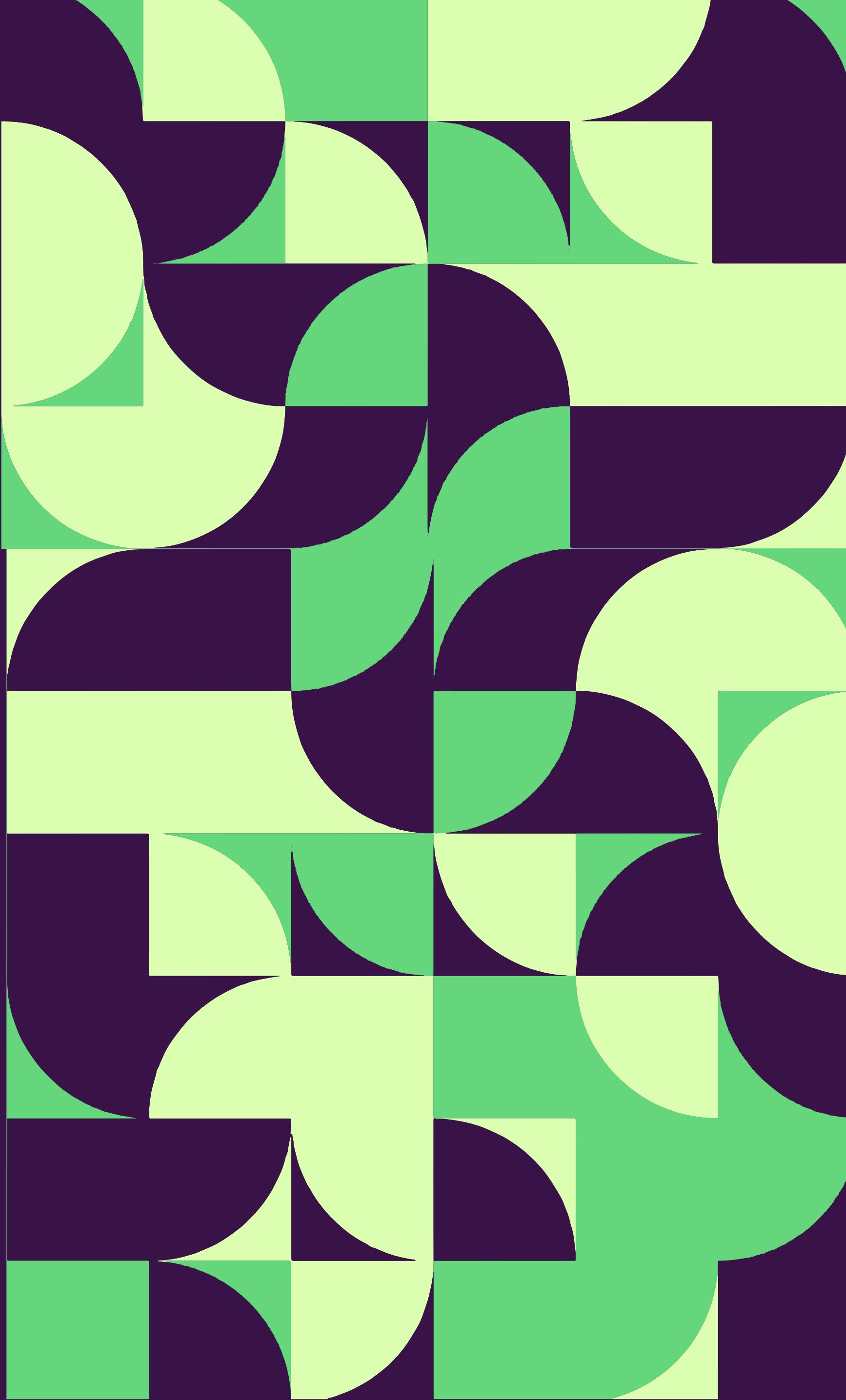
= Local read

# Code structure



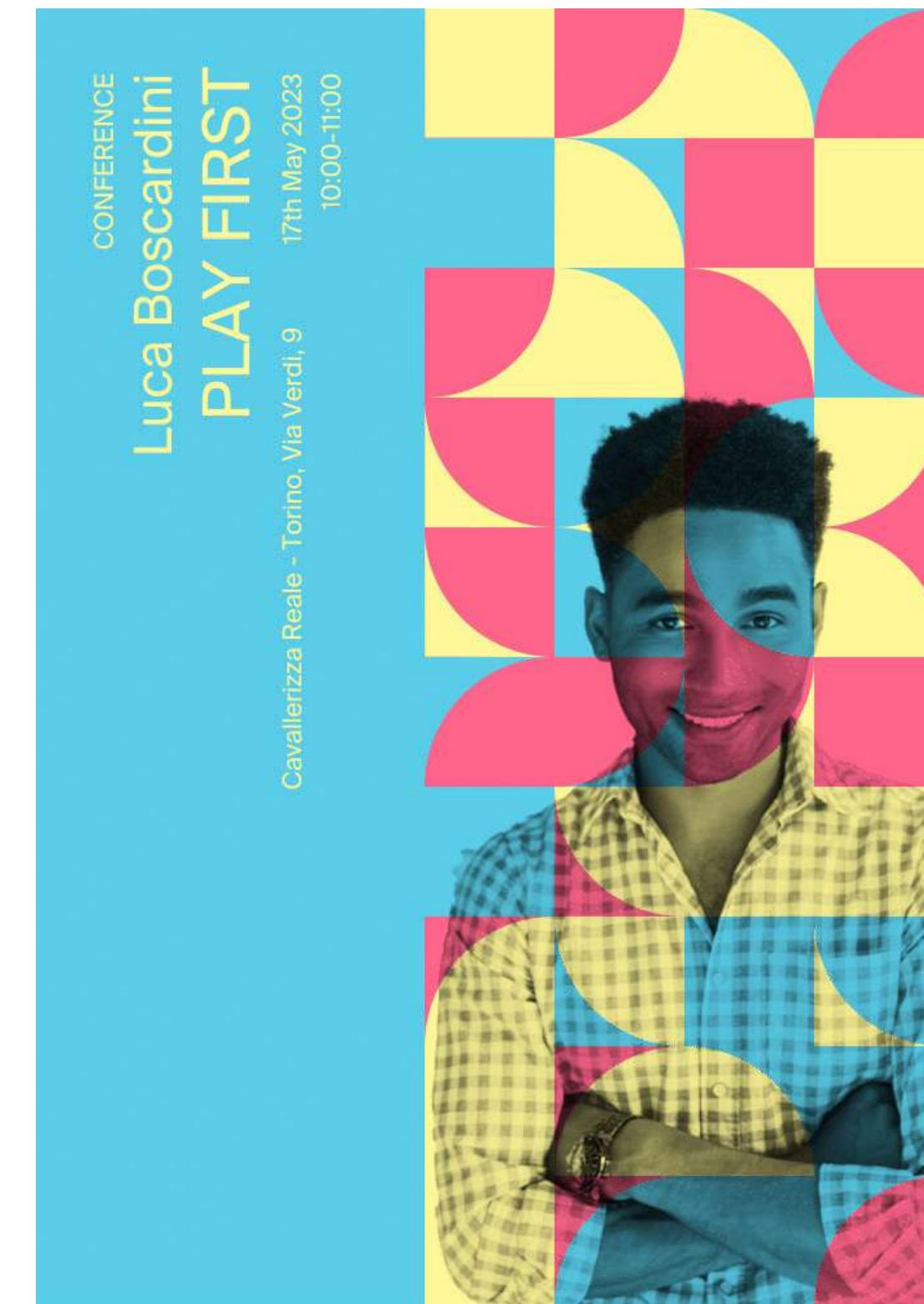
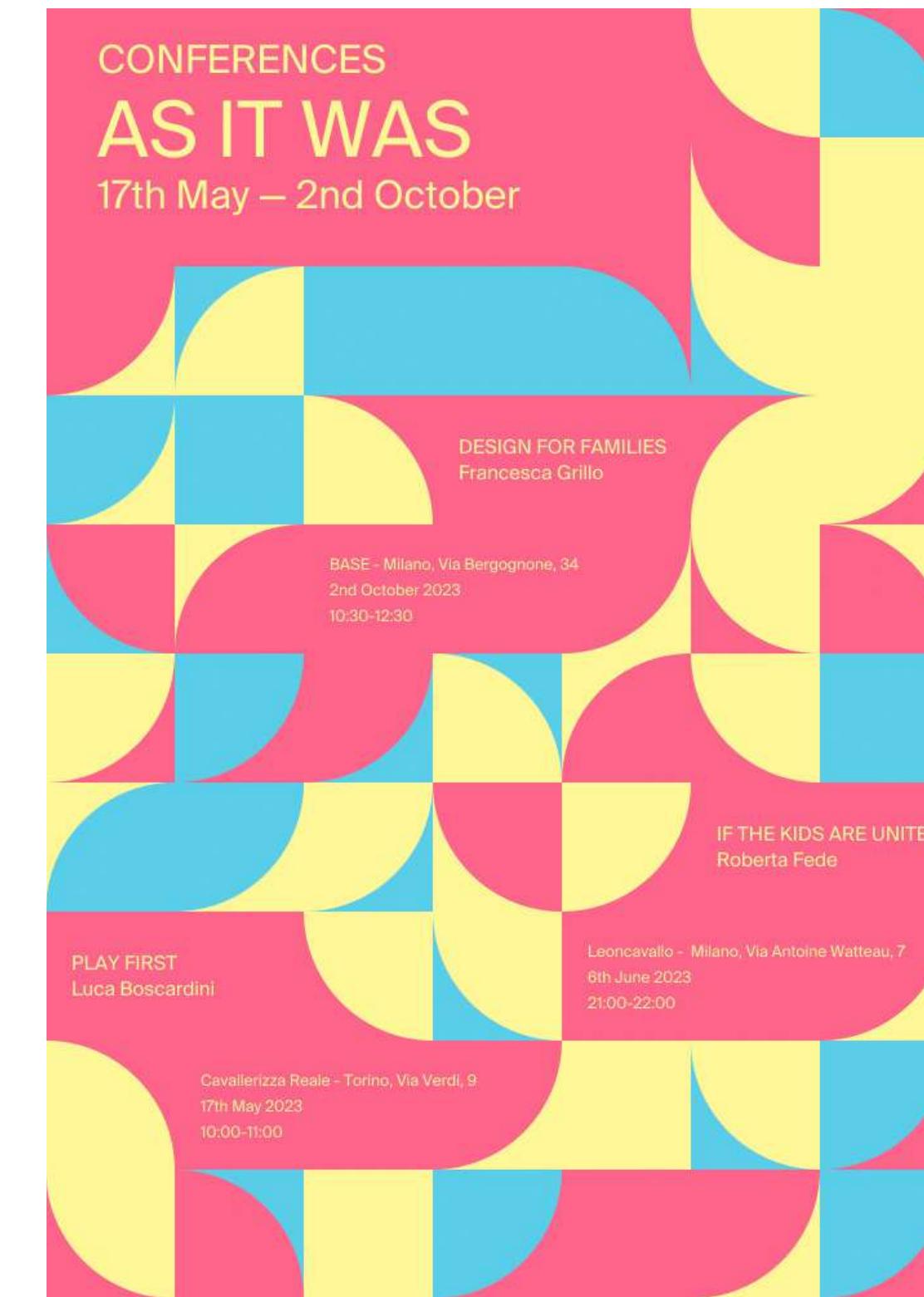
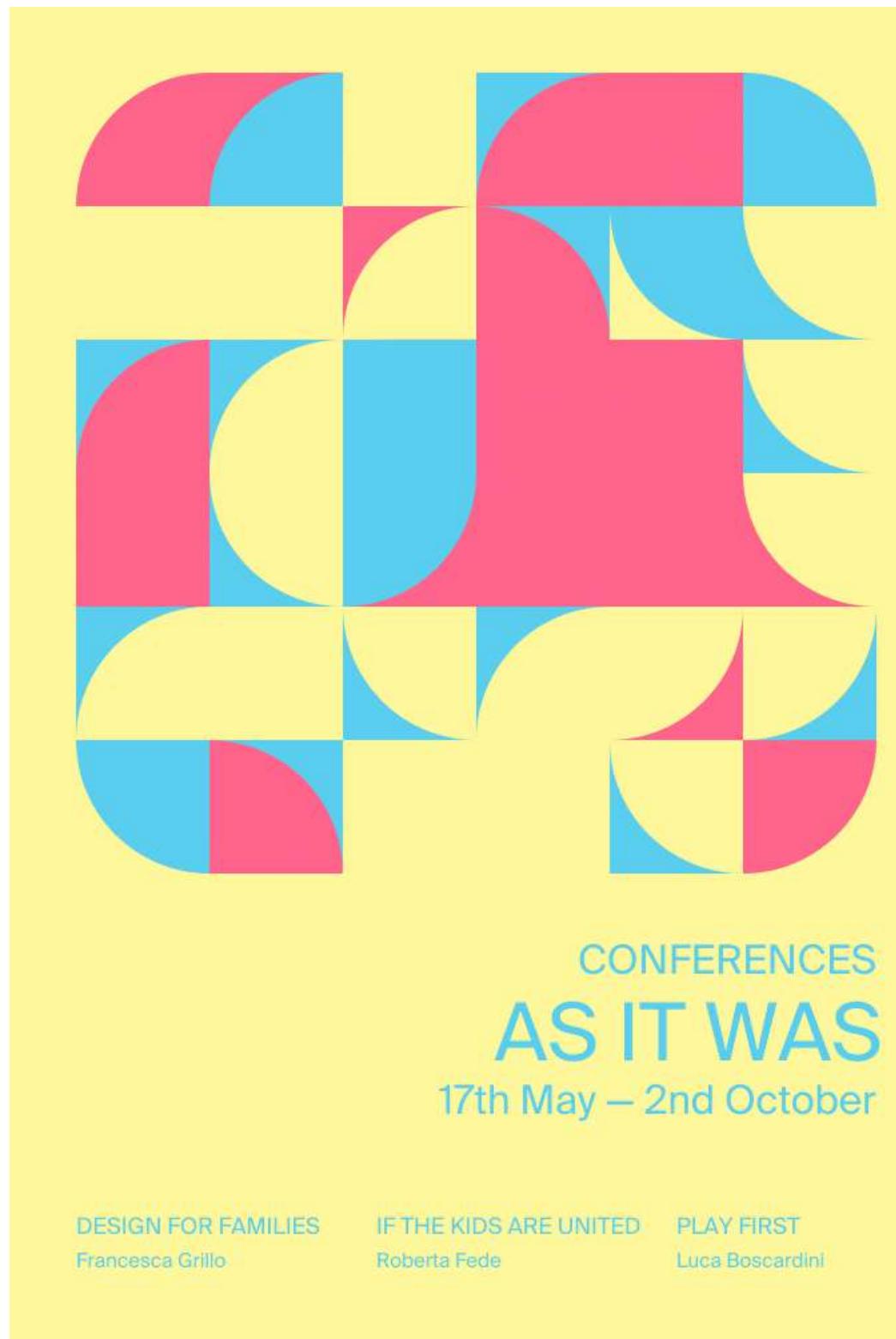
# Code structure



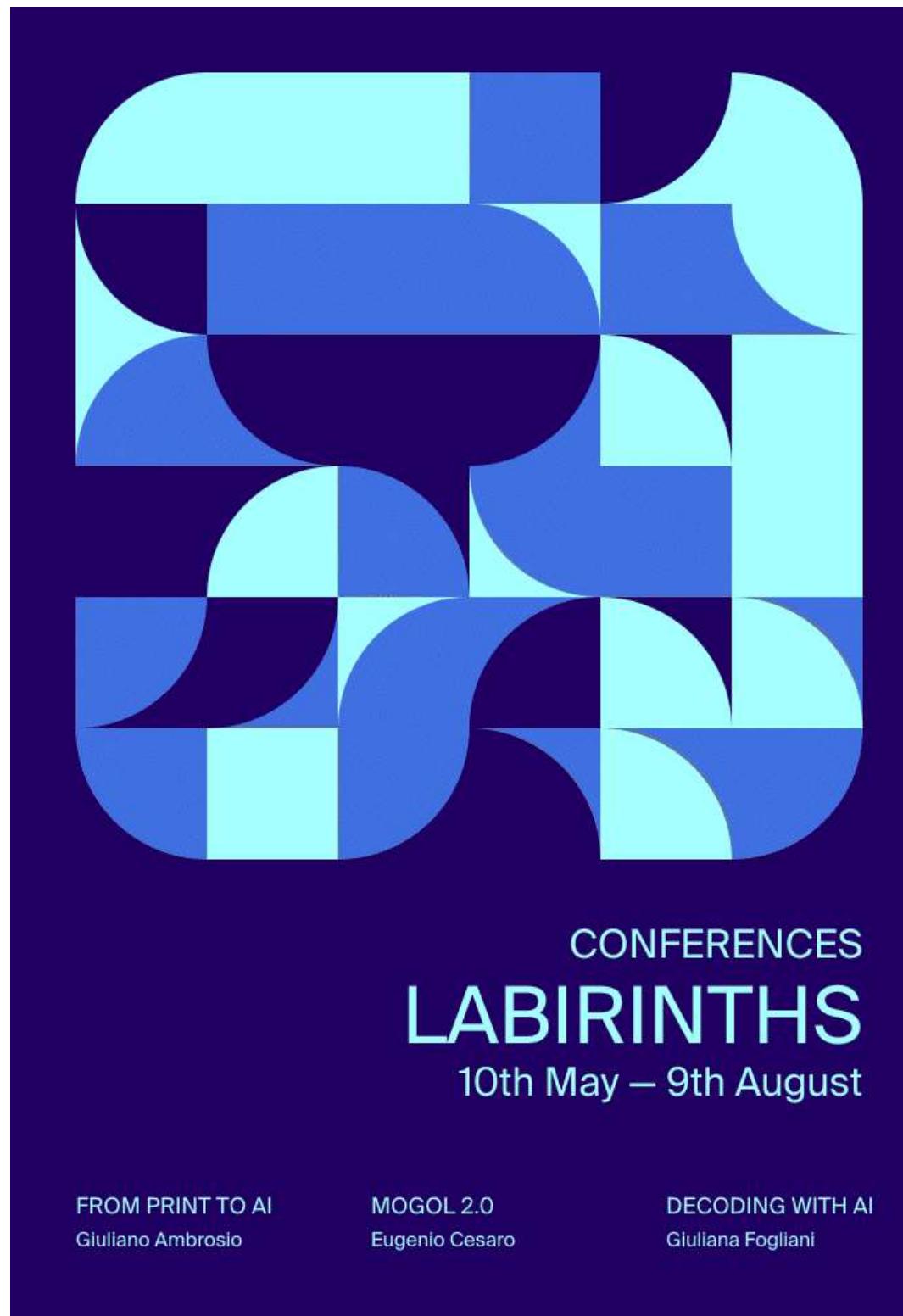


# 05/Results

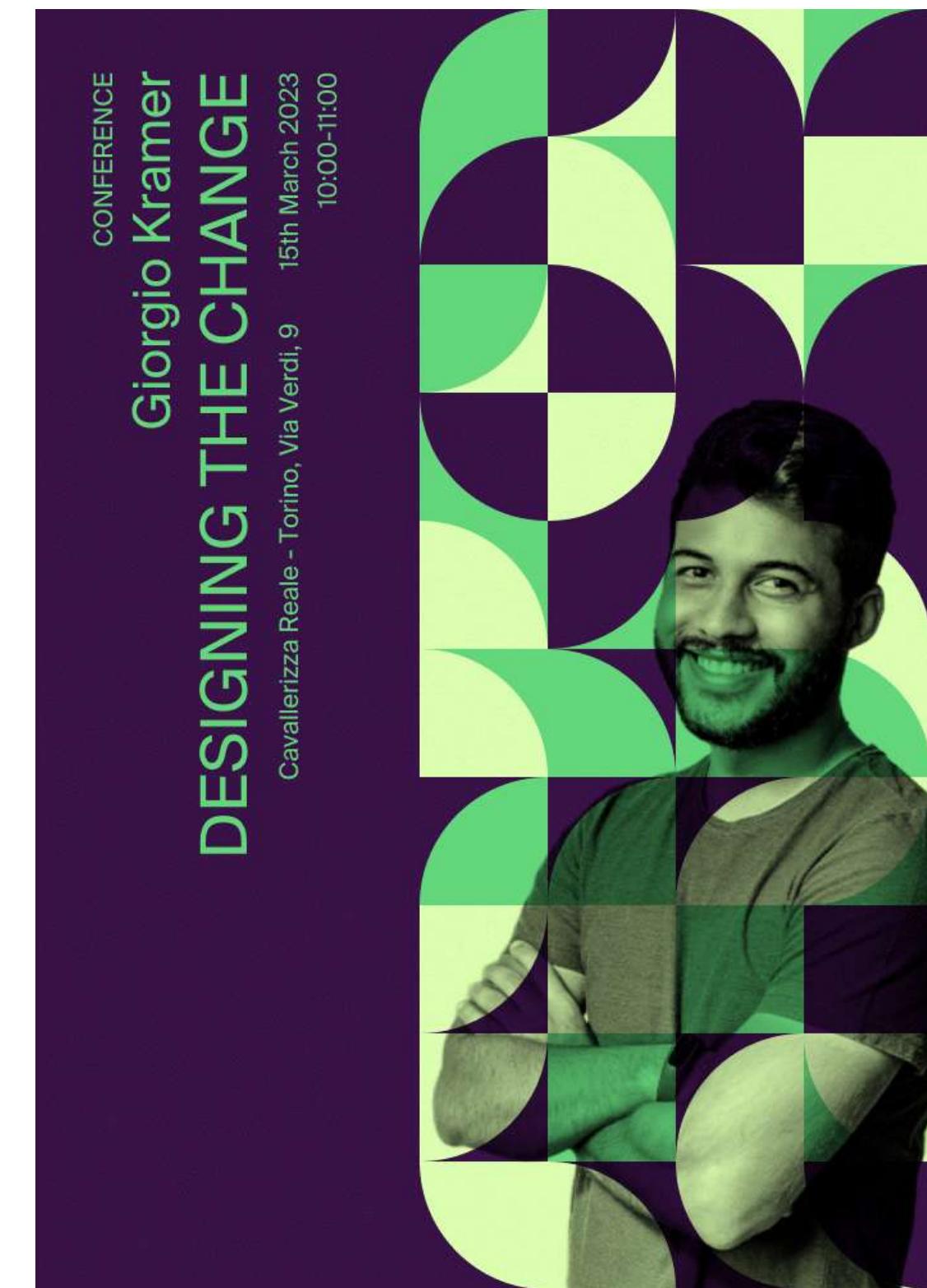
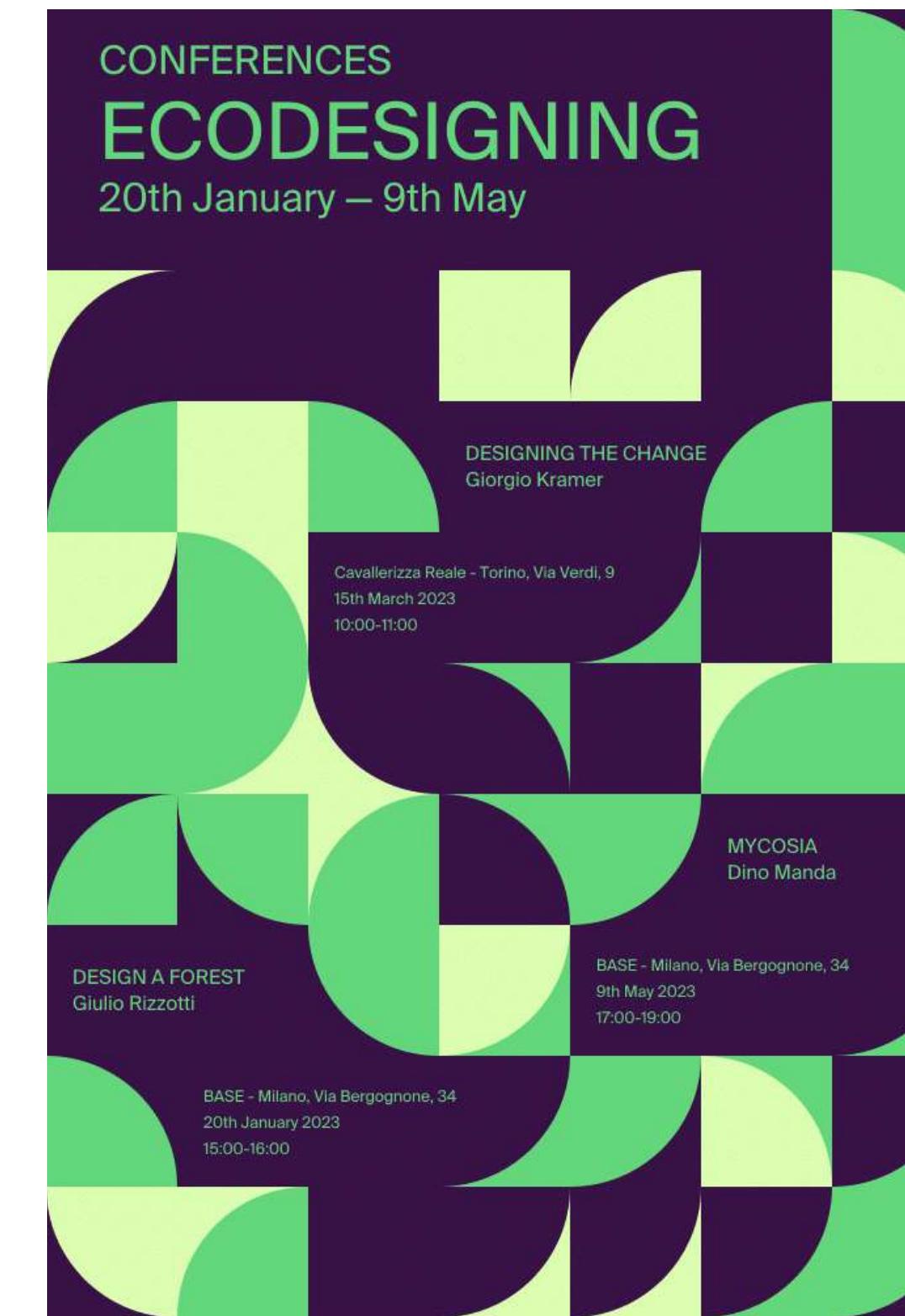
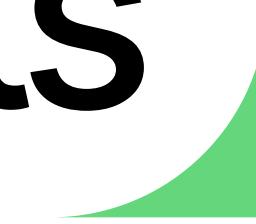
# Kids - Results



# AI - Results



# Environment - Results







CONFERENCES  
**LABIRINTHS**  
10th May – 9th August

FROM PRINT TO AI  
Giuliano Ambrosio

Cavallerizza Reale - Torino, Via Verdi, 9  
10th May 2023  
18:00-20:00

MOGOL 2.0  
Eugenio Cesaro

Fab Lab - Torino, Via Egeo, 18  
22nd July 2023  
17:00-19:00

DECODING WITH AI  
Giuliana Fogliani

Upcycle - Milano, Via Ampère, 8  
9th August 2023  
17:00-19:00

CONFERENCES  
**ECODESIGNING**  
20th January – 9th May

DESIGNING THE CHANGE  
Giorgio Kramer

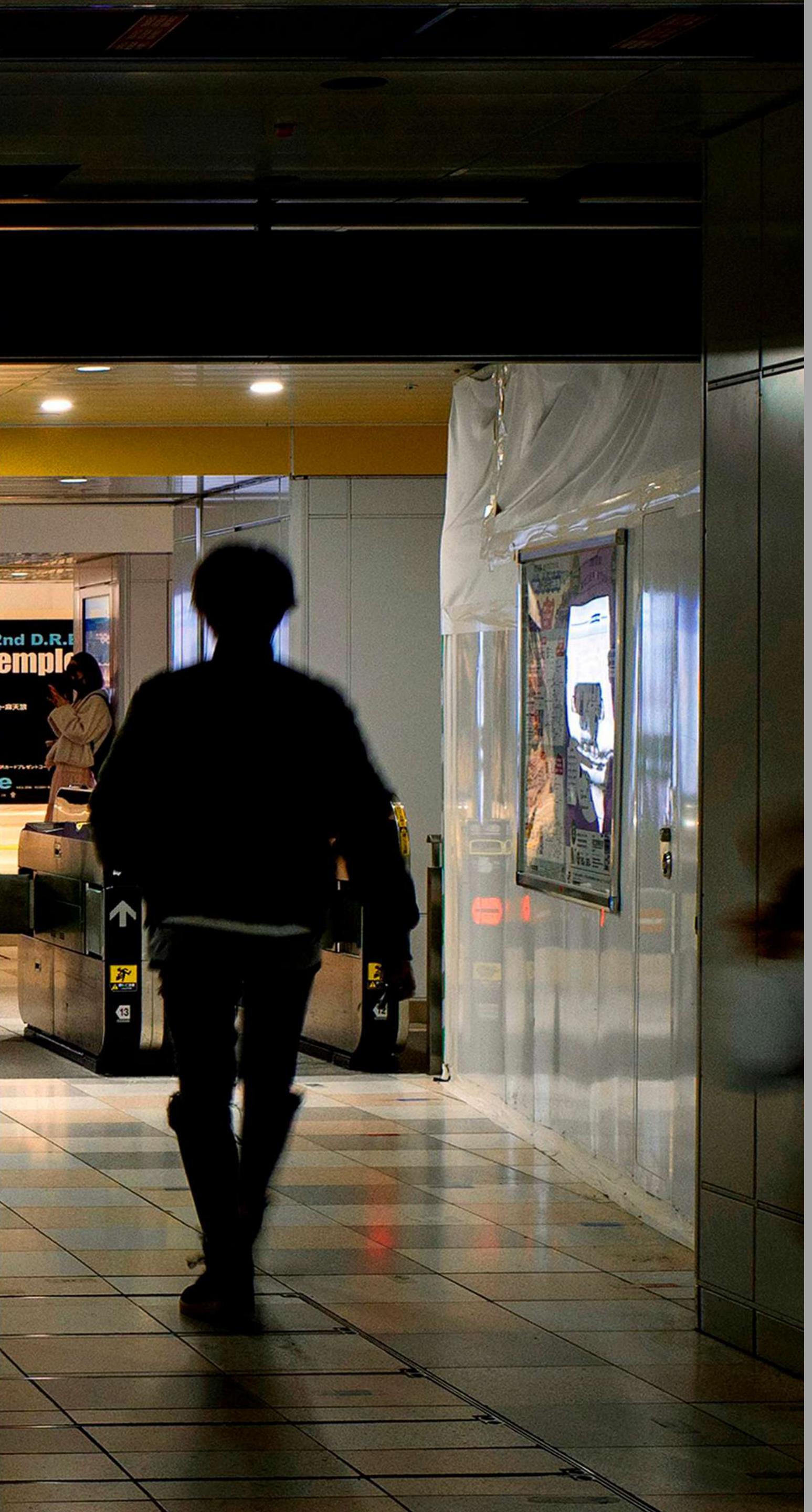
Cavallerizza Reale - Torino, Via Verdi, 9  
15th March 2023  
10:00-11:00

MYCOSIA  
Dino Manda

BASE - Milano, Via Bergognone, 34  
9th May 2023  
17:00-19:00

DESIGN A FOREST  
Giulio Rizzotti

BASE - Milano, Via Bergognone, 34  
20th January 2023  
15:00-16:00



CONFERENCE  
*Giuliana Fogliani*  
DECODING WITH AI

9th August 2023

Upcycle - Milano. Via Ampère 8  
17:00 - 19:00



CONFERENCE  
**Francesca Grillo**  
**DESIGN FOR FAMILIES**

BASE - Milano, Via Bergognone, 34    2nd October 2023  
10:30 - 12:30



# Opportunities

Dipartimento di Design might want to implement our project's identity to expand the experience of the spectators of the conferences.  
Some examples might be:



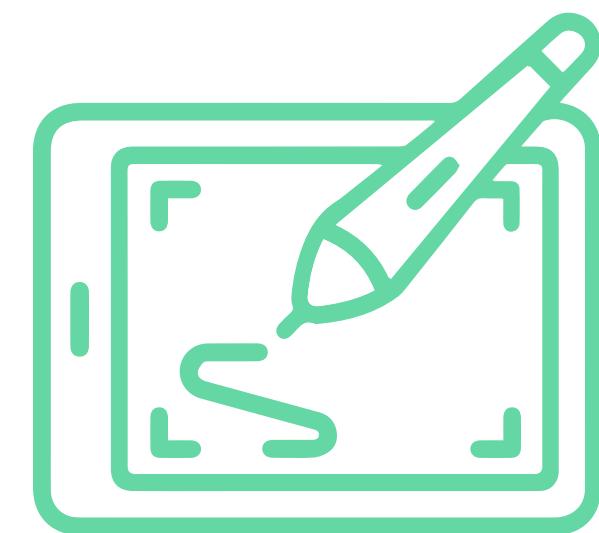
## Interactive Installations

Sensors and motion trackers can create installations that respond to the presence or actions of the viewers, adding an immersive dimension to the conference experience.



## Augmented Reality

Integrate AR markers into our posters so that attendees can use their smartphones to unlock additional content, such as videos, animations, or 3D models related to conference's topics.



## Collaborative Design Platforms

Develop online platforms that allow participants to engage in collaborative design activities increases the sense of community, especially if related to the conference themes using TileTalks' identity.

**Thanks for listening!**

