

WORKSHOP PROJECT SHEET

Anno Accademico / Academic Year 2024/2025

Titolo Workshop / Title and subtitle:

DO YOU MIND? Exploring kindness through design

A cura di / By:

Proposed by: Alessandro Ciancio

Entrepreneur: Alessia Vitali – guest lecturer Roberta Necci, Senior Mindfulness Instructor

Indirizzato a / Intended audience:

- to all students

Numero di partecipanti / Number of participants:

min 12/max 24

Requisiti richiesti / Requirements:

- English Language

- supports to be brought into the classroom: Notebook for notes and sketches, pencils, colors, light blanket +personal laptop/ light and tripod for recording videos with smartphones

Durata e Crediti / Duration and Credits:

30 hours – 2 FC

Periodo di svolgimento / Dates:

16-20 June 2025

Giorni, orari ed aule di svolgimento / Days, times, classrooms:

Monday 16 June from 9.30 to 16.30 (1 hour break)

Tuesday 17 June from 9.30 to 16.30 (1 hour break)

Wednesday 18 June from 9.30 to 16.30.00 (1 hour break)

Thursday 19 June from 9.30 to 16.30 (1 hour break)

Friday 20 June from 9.30 to 16.30 (1 hour break)

LOCATION RUFA BENACO – CLASSROOM B02

Breve descrizione / Short description:

Do You Mind? Exploring Kindness Through Design is a 5-day workshop that investigates how kindness can shape the way we design and interact with spaces. Rooted in mindfulness practices and behavioral design theories, the program encourages participants to rethink the role of design in fostering connection, inclusion, and well-being.

Through a blend of experiential activities, reflective exercises, and collaborative design sessions, participants will:

- Develop a deeper awareness of how design influences emotions and behaviors.
- Explore the relationship between intention, presence, and the creative process.
- Experiment with Nudge Design, the Behavioral Design Loop, and Environmental Design to create spaces that encourage positive interactions.
- Co-design a 6x6m pop-up module, intended as a mobile and transportable structure to be showcased at design fairs, sustainability events, and discussions on the future of design, ethical production, and social innovation.

The workshop is an iterative and open-ended journey, where participants will engage in sensory explorations, mindfulness exercises, and design interventions to discover how small, intentional acts can shape a more empathetic and thoughtful design approach.

Selected Bibliography

- Niedderer, K., Clune, S., & Ludden, G. (Eds.) (2017). *Design for Behaviour Change: Theories and Practices of Designing for Change*. Routledge.
- Thaler, R. H., & Sunstein, C. R. (2008). *Nudge: Improving Decisions About Health, Wealth, and Happiness*. Yale University Press.
- Manzini, E. (2015). *Design, When Everybody Designs: An Introduction to Design for Social Innovation*. MIT Press.
- Norman, D. (2013). *The Design of Everyday Things: Revised and Expanded Edition*. Basic Books.
- Rawsthorn, A. (2018). *Design as an Attitude*. The MIT Press.
- Brown, T. (2009). *Change by Design: How Design Thinking Creates New Alternatives for Business and Society*. Harper Business.
- Carroll, M. (2018). *Mindful by Design: A Practical Guide for Cultivating Aware, Advancing, and Authentic Learning Experiences*. A.J. Carson Press.
- Canuti, L., & Palma, A. M. (2020). *L'arte di essere gentili. Buone pratiche quotidiane*. Mondadori.

Short Biography

Alessia Vitali is the Development Director at Fabio Mazzeo Architects and co-founder of Land Education.

Graduated in Architecture from the University of Rome La Sapienza, she also earned a Ph.D., including a research period at Columbia University. Her academic and professional experience includes design critique and teaching roles at the New Jersey Institute of Technology, Parsons The New School, and Columbia University. She has also taught Exhibit Design at BAU Global and collaborated for several exhibitions with La Galleria Nazionale in Rome.

Previously, she was the Academic Director of the Quasar Institute for Advanced Design, where she coordinated educational programs and research, organizing interdisciplinary seminars. She also co-founded Open House Roma, serving as Managing Director, and worked as a Program Coordinator at Fondazione Exclusiva. Her work in cultural programming includes projects for institutions such as MAXXI, MACRO, the Museum of the Trajan Markets, Expo 2015, and Maker Faire.