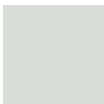




KNOWLEDGE-SHARING



Knowledge dissemination is a core activity of the Institute.

In 2001 the Institute initiated contacts and collaborations with the following companies and organisations: Fiat Research and Fiat Telematica of Turin; Hitachi Design Group of Milan; IDEO, London and San Francisco; Intel in Portland, Oregon; Milan Polytechnic; MiLaNò of Milan; Motorola of Boston and Milan; Sant'Anna School of Pisa (Department of Haptic Research); Sony-Ericsson, London; Telecom Italia; University of Milan Bicocca; Viacom, Milan; and Whirlpool, Varese.

At the same time the staff and management of the Institute participated in numerous meetings and interaction design-related conferences in England, Italy, Japan, Portugal, Switzerland and USA.

The Institute is developing many channels for knowledge and know-how sharing, with its Associate companies and with the broader international community. The various audiences to which the Institute reaches out were given the opportunity to take part in or be informed about projects, special interest conferences and workshops, moderated news groups and mailing lists, management-targeted briefings and papers, educational activities and ad-hoc training, reading lists, abstracts, links, high-profile annual events and show-piece lectures, and publications in academic journals and the mass media.

Furthermore, continuous communications and PR activities (like exhibitions, press conferences, end-of-year events and special conferences) ensured a constant communications flow nationally and internationally, during the start-up phase, student recruitment, and the course of the first academic year.

