



INTERACTION DESIGN INSTITUTE IVREA





*Interaction Design Institute Ivrea focuses on how people interact with communications and computers. We aim to develop deep technical and cultural knowledge, as well as fostering managerial skills and entrepreneurship in the field of communications services. Our products will be **people**: innovators capable of developing new concepts, skills, and business models; and **ideas** about how to design products and services that are culturally desirable, technically feasible, and economically viable.*

(from the Institute's Mission)

The term 'interaction design' was first coined by Stanford University teacher Bill Verplank (a Visiting Professor and member of the Explorers' Club of the Institute), as a successor to the concept of 'user-interface design'. Today interaction design is an area of study aimed at understanding how technology interacts with the cognitive processes and choices of the user, and also a new design method to create products and services that merge aesthetics and culture, technology and the humanities. Interaction design studies environments, systems and objects in their relationship with people and their culture and history. It is a new design methodology to develop communication applications and technological products and services, aimed at satisfying the new needs arising from the use of technology.

Today this design methodology is used by many large companies in many countries, and is considered an important method for designing new media and communication tools, work and play. In the words of Bill Moggridge of IDEO, London, an industrial designer and pioneer of interaction design: 'Interaction design is to communication technologies what industrial design is to mechanical engineering and what architecture is to civil engineering'.



Interaction Design Institute Ivrea has three main activities: a specialist post-graduate school, a research laboratory for design innovation, and a programme of knowledge-sharing activities. The curriculum strives for a synthesis between research, design practice and business, and it produces, at the product level, in-depth knowledge of the process of interaction design and its cultural and economic implications.

Today the Institute is focused on communication services. Its students from all over the world acquire the full range of design skills, from the stage of the initial idea to that of realisation.

