

An outdoor cinema setup in a park. A large white screen is mounted on a metal frame, positioned in front of a large tree. The screen shows a cloudy sky. In the foreground, there are several black folding chairs and some green plants. The background is filled with lush green trees and a building is visible in the distance.

CULTURE RELOADED

Product Service System Design, Politecnico di Milano
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Concept ideation

From research to concept



From Research to Concept

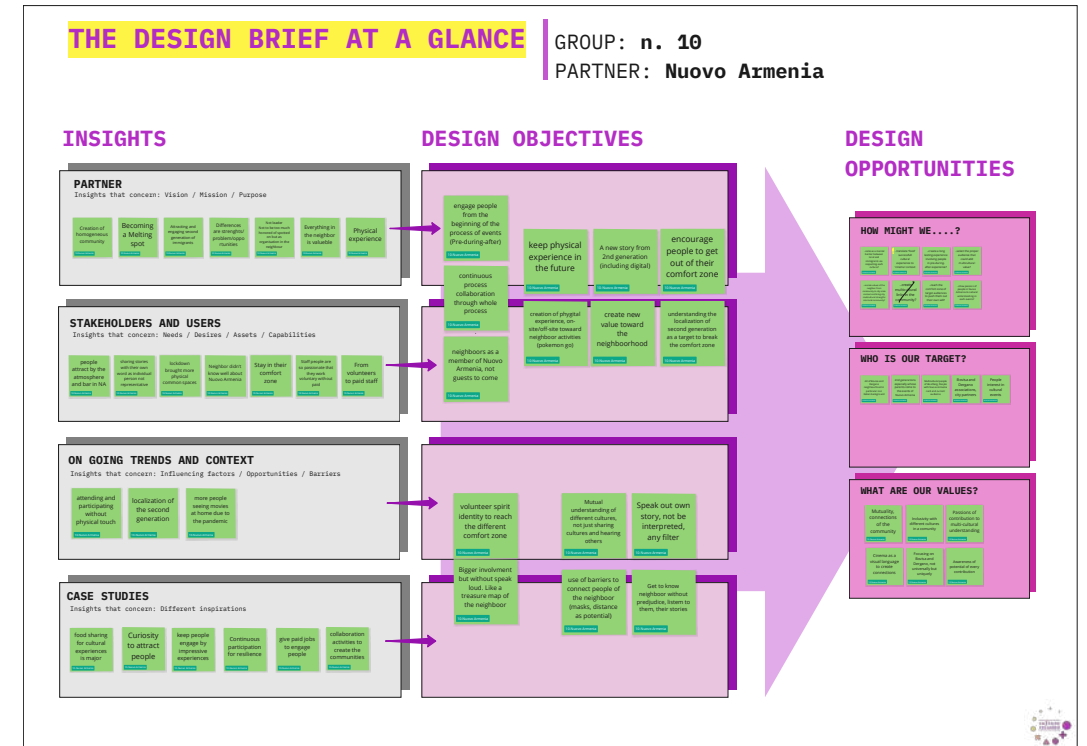
Based on the results of our research and insights, firstly, we tried to find some opportunities. Using physical tools and digital tools for instance brainstorming with post-it and sketching and miro platform for virtual brainstorming, we defined which would be our main question to be solved and the opportunity.

Firstly we redefined our insights from the results of research from a different point of views such as partners and case studies. This leads to design objectives, considering together different elements, which shows which directions we would like to realise. Based on these objectives we set some 'how might we...?' questions to answer by our concepts. Related to our how might we questions, we also made our assumptions of the value of our concepts and their targets.

Not only digital brainstorming during the online meeting but

also basic sketching in a physical meeting produced concepts. This helps us to appreciate onsite activities for non-virtual activities which also Nuovo Armenia highly evaluates.

Even though the social situation is very tough because of a pandemic, our concepts are presumed to have onsite activities, following values from Nuovo Armenia and the community. And also considering the great potential around an open air space, as emerged from post Covid19.



The first concept ideation on Miro board

Our Concepts

After we organized our idea and some insights, we came up with three concepts of services. Each one of them was related to the HMW questions we focused on.



Concept I. Museo Nuovo Armenia

Museo Nuovo Armenia is a museum of the neighbour Bovisa and Dergano, where to collect culture present there for creating, sharing and spreading the passion behind its cultural activities.

Value Proposition



Show the passion behind Nuovo Armenia people's



Creation of an artist fanbase



Know the real feedbacks and share behind stories and activities



Join new community easier and interact without the language barrier

Merendiamo?



Concept II. Merendiamo?

Merendiamo? is a conviviality collector of people from the neighbourhood, by sharing and discovering merenda (snacks) goods from the world, before, during and after the vision of a film, thanks to a collaboration with exotic stores of the neighbourhood.

Value Proposition



Expand the audience from different communities



Respecting and understanding other cultures

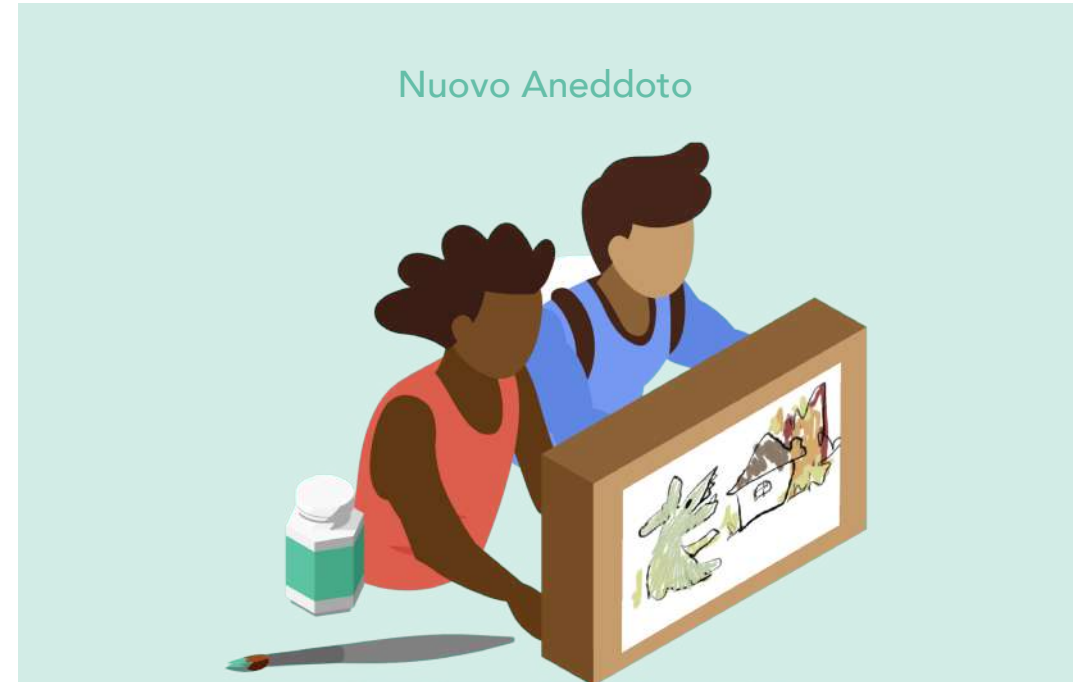


Creation of new spontaneous connections among people



Enable to start the dialogue from new people with merenda

Nuovo Aneddoto



Concept III. Nuovo Aneddoto

Nuovo Aneddoto is a co-created activity of Bovisa and Dergano for producing Anecdote film made by and in Nuovo Armenia, by using upcycled paper collected in the neighbour. The use of these positive stories is a visual gate among different cultures.

Value Proposition



Engaging people with the co-production approach



Showing the positive view of each culture by stories.



Integrating into other cultures overcoming language barriers



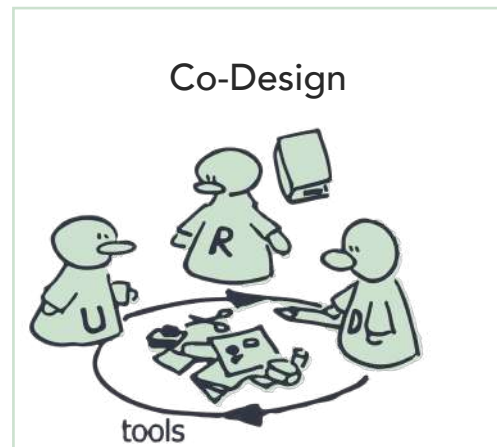
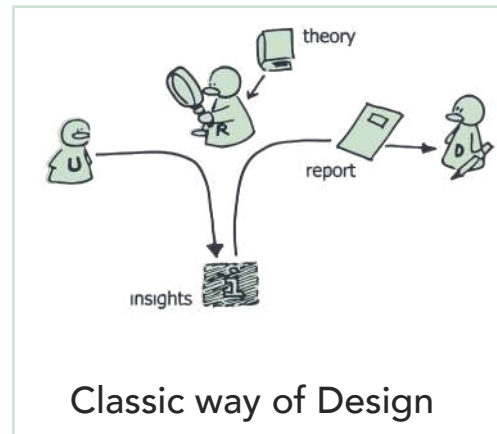
Anecdotes or legends are educative and enrich our perspectives

Co-Design aims

What is Co-design and why are collaborations with non-designers important?

The aim of Co-Design and the role of designers.

Design or designing is not the privilege of designers anymore. Recently, a collaborative or co-creation process is more important than before. Thus, through co-design sessions, designers and non-expert designers collaborate to share ideas from each side and get valuable insights from both sides. Organizing co-design sessions means that designers should also facilitate the session, even before the session, using effective tools and communicating in the right way. To equip these abilities for co-design is also the aim for us during the co-design phase.



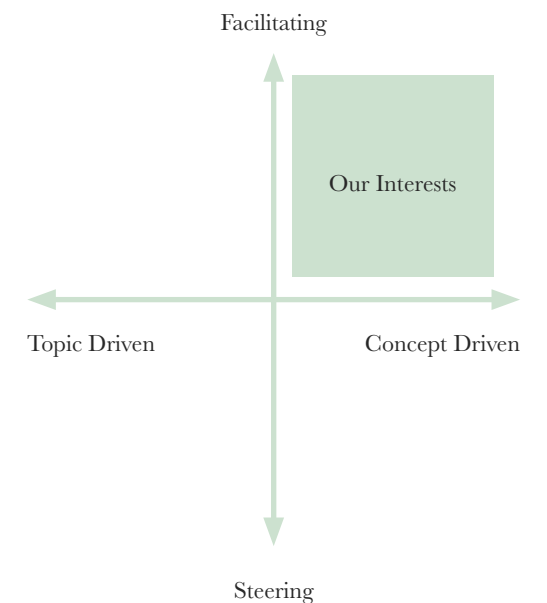
Sanders, E. B. N., & Stappers, P. J. (2008). Co-creation and the new landscapes of design.

Concept Driven or Topic Driven?

For the co-design with Nuovo Armenia, our group prepared three concepts to propose. Then, we conducted a concept-driven co-design session rather than topic-driven to understand perspectives from the organizers.

Besides, our group was asking them to improve the concept considering the detail and feasibility in order to launch and implement the idea in a sustainable way. Thus, our co-design session is more related to facilitating than steering.

Aims of sessions are to engage proper stakeholders and activate them by detecting their needs, to generate/evaluate/develop ideas for arriving to useful insights.



Meroni, A., Selloni, D., & Rossi, M. (2018). Massive codesign

Goals / Purpose of each session

It's a challenge to illustrate a pleasant future for Nuovo Armenia and the neighbourhood. The involvement of habitants in the area and transversal people in this field, such as citizens, designers, researchers in the field, shops and food trucks around the Bovisa and Dergano region. Following the direction we would like to develop more, we kept in consideration also other concepts values. Besides, we prepared three different kinds of sessions involving three main stakeholders: Staff of Nuovo Armenia, Audiences, and Prospective collaborators.

For each stakeholder, we ask ourselves: Which are the main issues we want to know from them? Would the answers we are looking forward to getting? Before designing the boundary objects, we start with defining the goal we desire to reach.

We defined clearly why we would like to have a Co-Design session with each stakeholder and what we would like to know. This is the list of them.



Staff of Nuovo Armenia

Staff of Nuovo Armenia

To find the concept touching their heart and develop with them together.

- Which elements of the concept are more in line with their values?
- What prospective activities could be done to reach the values?



Audiences

Audiences

To understand which kind of environment, in which conditions they would like to be. And understand if they want to come, and what they are expecting.

- What could be attractive and valuable to the audience?



Prospective collaborators

Prospective collaborators

To find a friendly collaboration with Nuovo Armenia respecting each other's point of view.

- How to organize your business in terms of collaboration with Nuovo Armenia?

Organising Co-Design Session

How to manage a good collaborative session from scratch.

We spent about 10 days on concepts generation. Once we summarised 3 concepts, we moved to the Co-Design phase. This Co-Design phase in our group is mainly divided into 3 steps that are: preparation, execution, and interpretation.

In the **preparation step**, we looked up methods and tools for co-design session and some cases which co-design session was held with non-designers. This is because to understand better how to organise a session and to figure out what methods and tools are proper for our aims. Then, we created our original tools which are suitable to have a session for Nuovo Armenia.

In the **execution step** we had 6

sessions in total, with 15 people. Because of a severe pandemic situation, we had to invite them to virtual Co-Design session hold with “Miro” board, except one participant who had a physical Co-Design session (before Dpcm of 3rd Nov).

We slightly improved our tools to make them more effective based on the feedback of each session.

When we finished every Co-Design sessions, we moved to the **interpretation step** of the results. At the beginning of this step, we gathered the results in every session and found some links between each idea in different sessions. Then, we analysed and interpreted what we could add to the original concept to improve it.

Our Steps



10 days to concept generations, Brainstorming, sketching, and refining ideas

Looked up methods and tools, and created our general tools for 10 days

One week for organising 6 sessions with 15 people and Modifying tools based on feedbacks.

Reorganising and analysing the results to Interpret what could be the most important insights to change the original concepts

11. Oct	12. Oct	13. Oct	14. Oct	15. Oct	16. Oct	17. Oct
	Concept Generation					
		Brain Storming				
18. Oct	19. Oct	20. Oct	21. Oct	22. Oct	23. Oct	24. Oct
					Preparation	
3 Concepts Draft Deciding				3 Concept Fixing		
25. Oct	26. Oct	27. Oct	28. Oct	29. Oct	30. Oct	31. Oct
						Execution
				Tool Fixing		
01. Nov	02. Nov	03. Nov	04. Nov	05. Nov	06. Nov	07. Nov
Co-Design Session Audience				Co-Design Session Nuovo Armenia / Collaborators	Co-Design Session Audience	Co-Design Session Audience
08. Nov	09. Nov	10. Nov	11. Nov	12. Nov	13. Nov	14. Nov
Interpretation						
Reorganising results	Redefining our concept			Presentation Day		

A plan of 1 month

This calendar shows our plan of the progress. This plan started from concept generation and ends at the interpretation of the results of Co-Design Session.

Preparation for Co-Design

This is the first time experience for us to facilitate Co-Design. Through the preparation of our sessions, we could get to know better how to organise Co-Design.

Looking for Participants

Participants

Our primary stakeholders for developing our concepts are Nuovo Armenia, possible future audiences of Nuovo Armenia, and prospective collaborators. For the session with Nuovo Armenia we invited members who work regularly for the organisation.

For the audience perspective, we contacted a satisfying number of people for organising at least two Co-Design sessions, with people from the absolutely different cultural background. In addition, we tried to mix gender and age groups to get diverse ideas from different perspectives.

We also wanted to engage in sessions some possible collab-

orators with Nuovo Armenia in food and beverage services. We had one session with a food truck shop and another one with a bubble tea shop.

We already have known some of them and they have been a bridge to contact others and some others we met for the first time. In this case, we found them mainly online. However, a more human interaction such as calling them instead of contacting via mail we have seen is better working.

Thus, it is possible to say that they were quite fresh to generate ideas during our session because they did not even know well what we are doing and what Nuovo Armenia is.



Staff of Nuovo Armenia



Audiences



Prospective collaborators

4 people in total

3 of them are directors of Nuovo Armenia and 1 of them is a food blogger who had an experience of collaboration with Nuovo Armenia

9 people in total

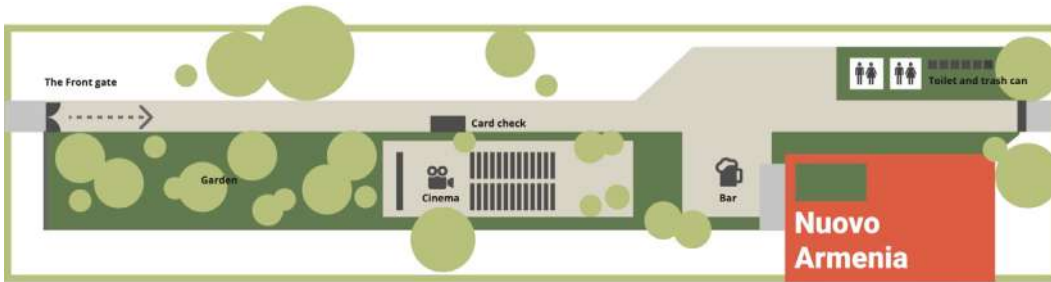
Most of them are working in Milan and the age groups are diverse. We also had a couple of students who study at the University in Milan.

2 people in total

Food related people. A Taiwanese who is running a bubble tea shop in Milan and an Italian who is the founder of a Food truck brand that has transformed into a dark kitchen.

Designing boundary objects

We decided to have a virtual boundary object for these Co-Design sessions to have sessions mainly remotely. The primary platform we chose is Miro because it is one of the simplest platforms for online collaboration. Besides, it is easier for us to manage the session.

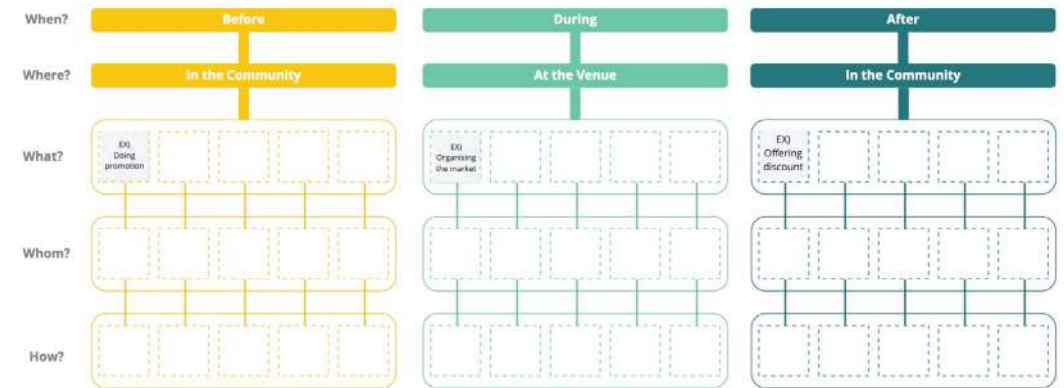


To start with a conversation with the people who did not visit Nuovo Armenia's venue, we design the visual map to highlight some key elements of the environment.

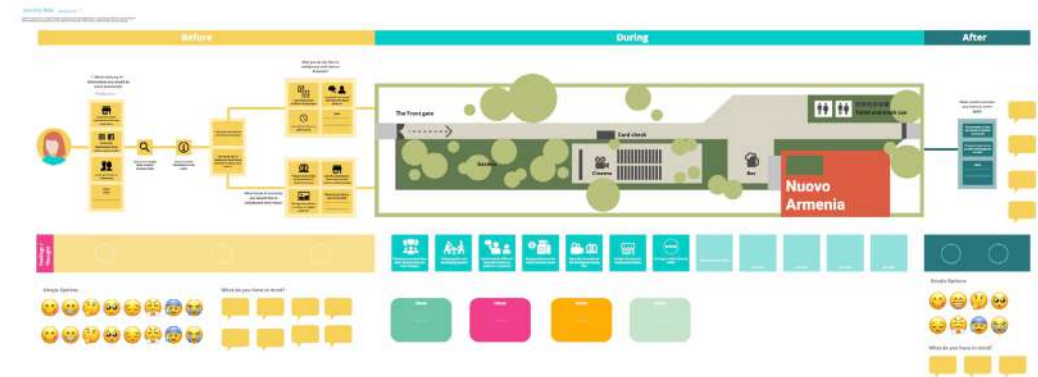


In addition, we visually provide some simulation activities for the offline session, to make people imagine the situation easier.

Take the issues and perspectives we expect into account; we design diverse objects for different stakeholders to interact with us.



Activities map for stakeholders.



Journey map for audiences.

Designing tools

Different materials for different stakeholders

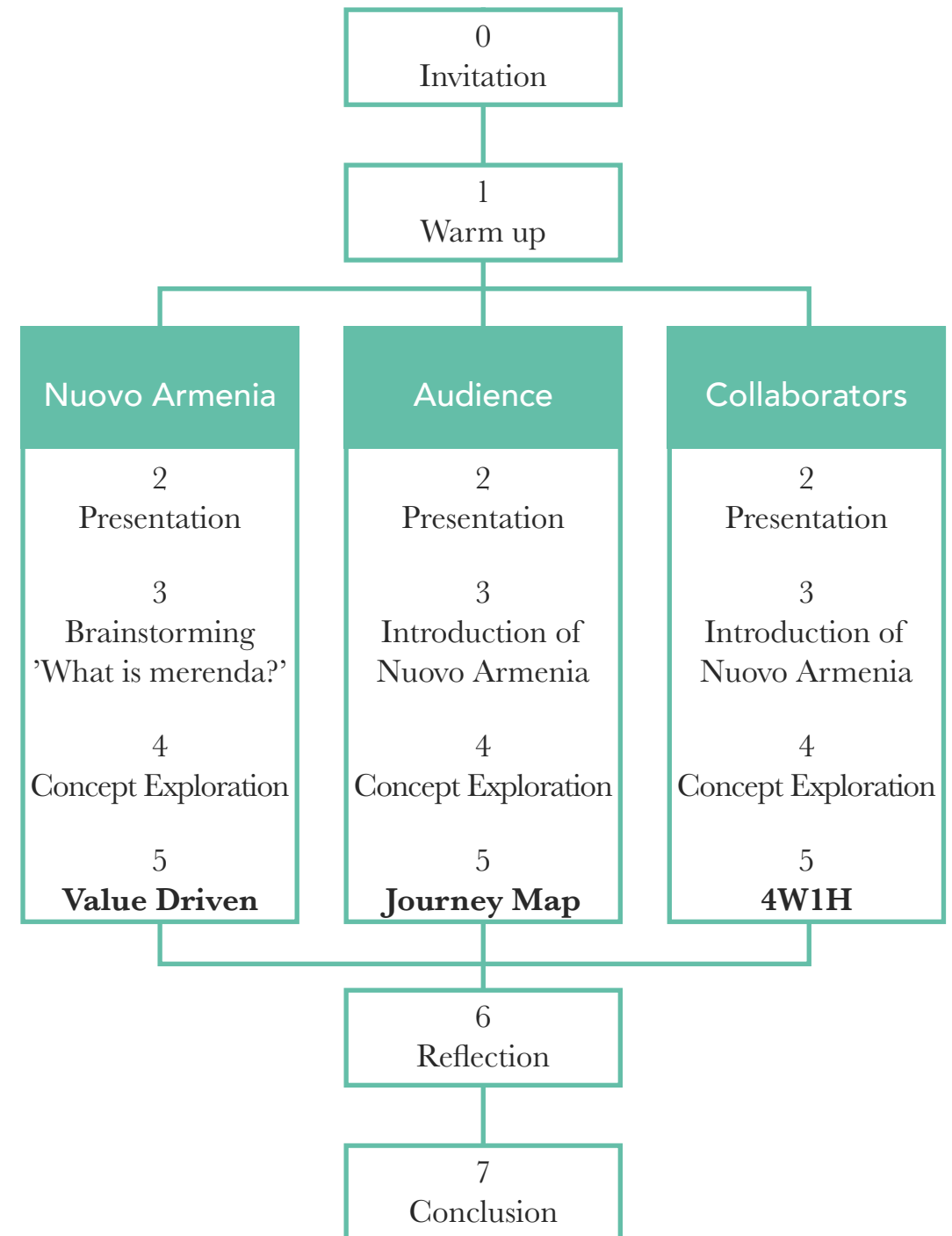
For our Co-Design session, we prepared all the required materials by ourselves. To have effective sessions related to Nuovo Armenia's situation, we produced our original tools referring to standard and orthodox tools for service design and co-creation.

In addition, we prepared various materials for different stakeholders. This means the tools which we selected for Nuovo Armenia was different from that for Audiences either Stores.

Language variation of tools

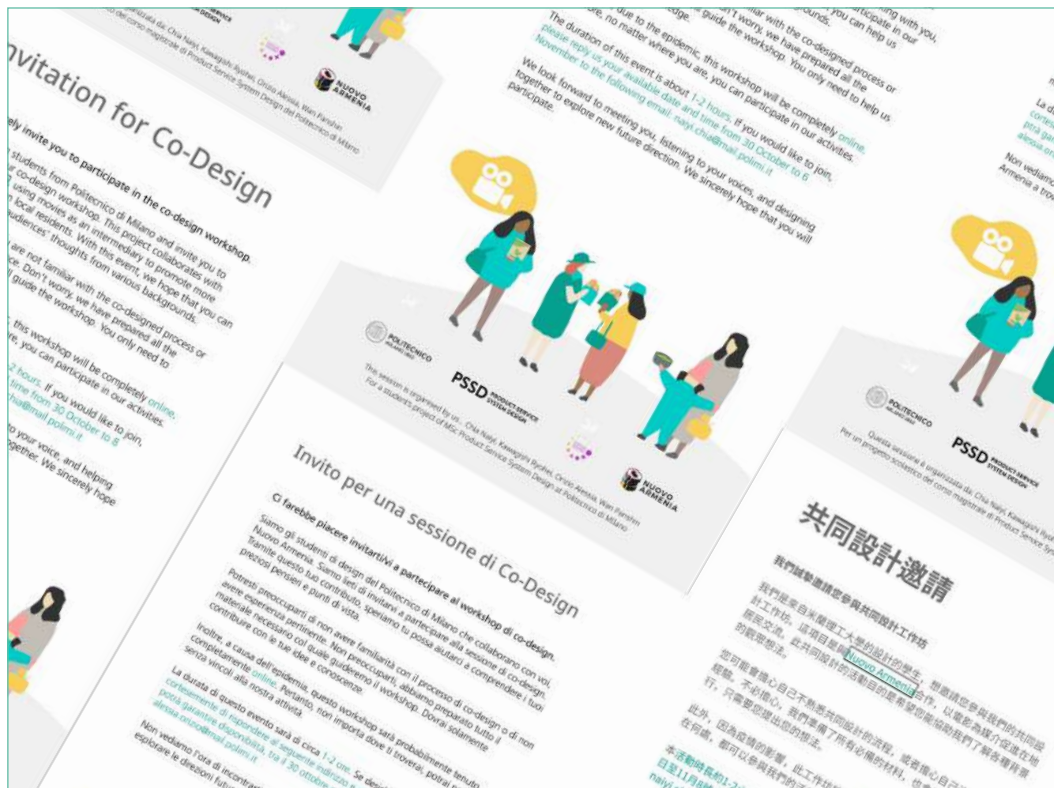
In some cases, our special guests that come from all around the world had some language preferences. Depending on the guests' language, we changed the language for our tools in their proper language. We preferred a better interaction and liberty of expression of the user. Each board was re-elaborated in the proper one, starting from English content and arriving at English material.

The illustration in the next pages shows the flow of the session and the tools which we chose for each participant.



0. Invitation

We recognised that our guests might have no experience of Co-Design. Thus, we sent them a digital invitation card in order to give them a good first impression and reduce their worry about joining the session. We prepared in different languages, in English, Italian, and Mandarin Chinese because this invitation card should be pleasant.



1. Warm up

It consists of a short session to break the ice with the participant, in which we want to present basic information about the session. Each session was composed of simple tools described below as A. B. C. but then implemented with some other short activities depending on the stakeholders involved in that session.

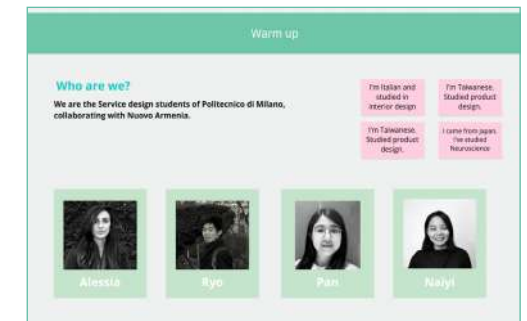


A. Welcome board

This is where all members for a session gather at the beginning to get a warm welcome before proceeding the session.

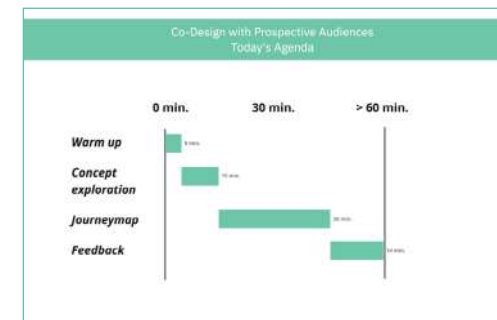
B. Presentation

For entering in contact more, we start with giving us a name to faces they see through the camera. And also add brief info about us.



C. Agenda of activities




We presented to the participants what they would expect, to name activities they will do in order to leave a soft knowledge after the session.



Designing Tools: Nuovo Armenia

Giving warm welcome to this Co-Design session, we moved a brainstorming with members of Nuovo Armenia to get some ideas on what ‘merenda’ means for them.

After the welcome introduction, the interactive part is starting. We first explain in very short the 3 main things for managing space and tools in Miro that are:

-  - Moving in the space
-  - Writing a text
-  - Move objects

2. Presentation


Then, the first activity in which the person had the control was the “know each other” part, for having some info about him.



3. Brainstorming 'What is merenda?'

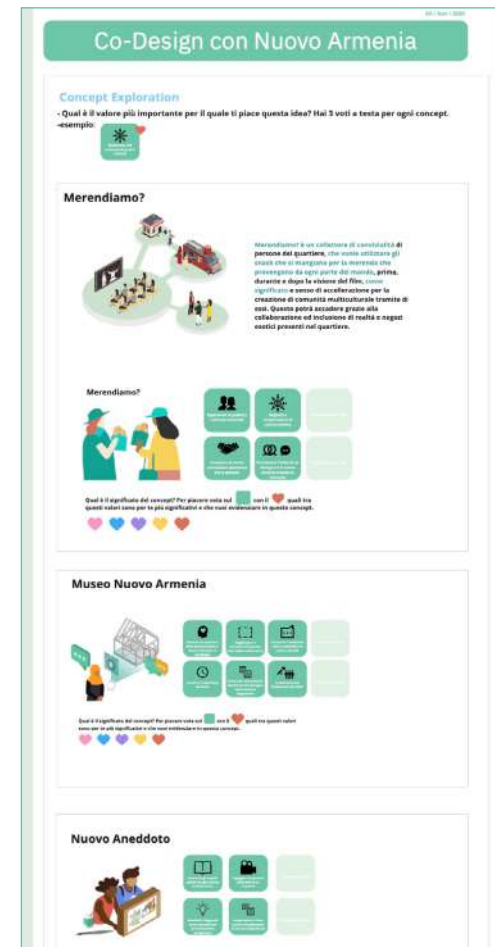
This brainstorming was supposed to reduce the barrier to give an idea and to show that every idea is interesting.



 [You can see our miro board here](#)

4. Concept exploration

In the session with Nuovo Armenia, we firstly proposed our main concept, merendiamo?, and then we also introduced other two concepts to show to focus on values which each concept has, to consider whether we could combine some values.



5. Value Driven




Because we had recognised Nuovo Armenia has a number of ideas which they would like to do, we decided to develop these ideas following the values of concepts rather than expanding freely.



Designing Tools: Audiences

Fortunately, we had the possibility to find different people who would like to join our co-design session. We designed some activities for them to know each other in the warm-up session. Then, the following exercise -journey map- is the primary tool we want to develop together.

After the welcome introduction, the interactive part is starting. We first explain in very short the 3 main things for managing space and tools in Miro that are:

-  - Moving in the space
-  - Writing a text
-  - Move objects

2. Presentation

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3. Nuovo Armenia introduction

We gave an overall introduction to our participants of what Nuovo Armenia is and their mission.

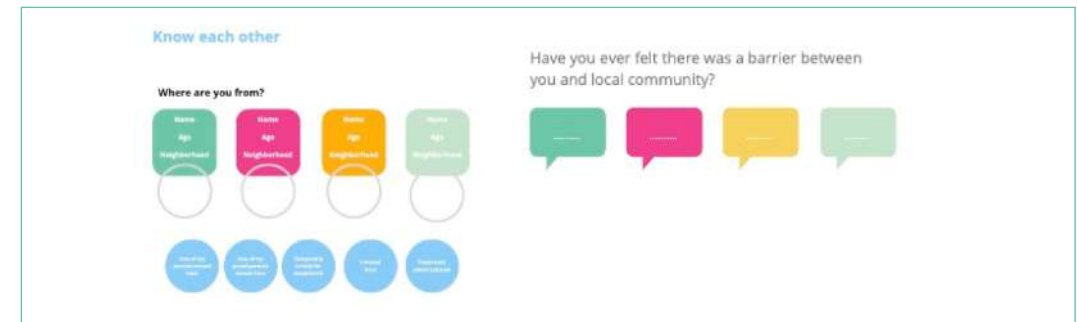


[You can see our miro board here](#)

3.1. Know each other

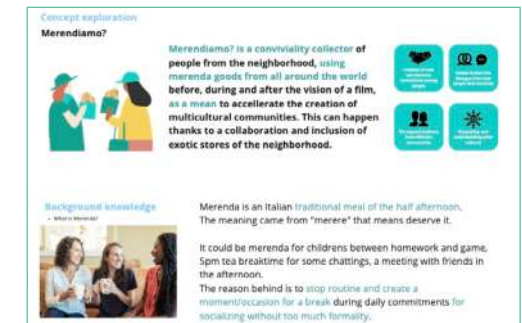
Before we start to explain our concept, we tried to know our audience better. We try to understand their personal information more detailly and the

relationship with their neighbourhood through this activity. In particular understand which target they are and to know more about their origin.



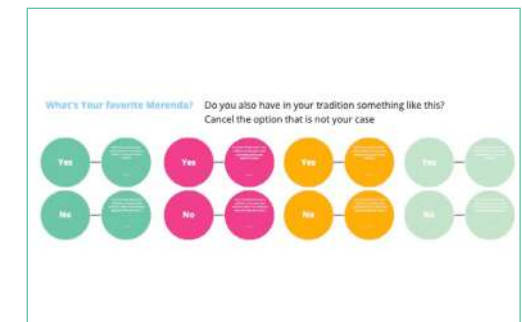
4. Concept exploration

Then, we presented our main concept which we want to work on and conduct the session, presenting the idea and values behind.



4.1 What's your favourite merenda?

We ask our audience if they have similar “tea time” or “merenda” time in their culture. What did they eat?



5. Journey map

Finally, we arrived at the main activity: the journey map. The aim of this tool was to investigate and discover in each phase of the process the preferences of people and reasons behind them. And also to co-create with them an ideal event in the venue, combining space and activities together.



Thanks, survey and reward

The last board is for concluding the co-design section. Here we want the last interaction by leaving a link of the digital survey that we have created in order to receive immediate feedback about the session. These answers are really important for us because since sessions are one after the other, this activity let us know immediately some repenting changes that we can do to the later session.



ward for the session, something that makes their help tangible. So we inform them that they will be constantly updated among the channel we used for the call about the next steps of the work.




The main point we ask is about the enjoyable experience. This level of gratifications for us is a mean of usability of our tools, from a visual and language level.

At last, we want to leave a re-

Designing Tools: Collaborators

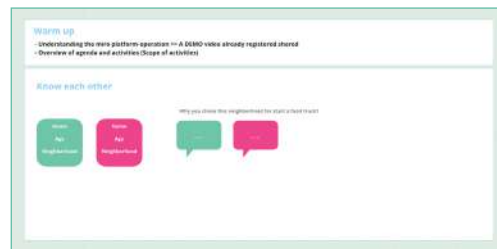
After presenting the agenda we started the interactive part and deep understanding of the concept

The interactive part is starting, so we first explain in very short the 3 main things for managing space and tools in Miro that are:

-  - Moving in the space
-  - Writing a text
-  - Move objects

2. Presentation


Then, the first activity in which the person had the control was the “know each other” part, for having some info about them.



3. Nuovo Armenia introduction

We gave an overall introduction of what Nuovo Armenia is and their mission to our participants, having some info about him.



 [You can see our miro board here](#)

4. Concept exploration

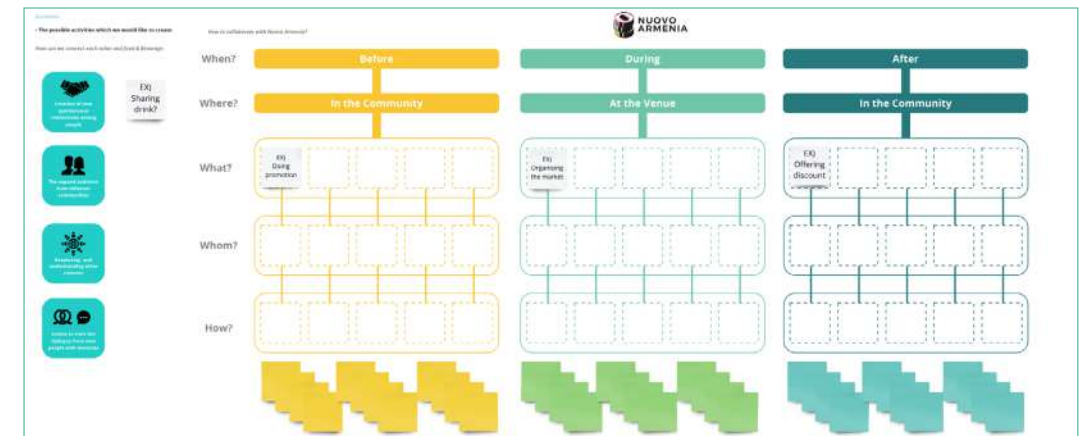
We presented the concept we want to explore with them and conduct the session, presenting the idea and values behind, for exploring together its potential.



5. 4W1H activity

Finally, we arrived at the main activity, called “4W1H”, in which the knowledge of the shop owner was useful to create ideas and knowing how we can

create interaction with them in each step of the process.



Co-Design with Nuovo Armenia

In the co-design sessions with Nuovo Armenia, we held one session in Italian, to let them express easier their feelings



Nuovo Armenia Session

Date : 05/11/20

Duration : 2 hours online

Participant : Gina Bruno, Alessia Bellarosa, Myriam Sabolla, Elena Perondi

Language : Italian

Introduction

For a Co-Design session with Nuovo Armenia, we invited 4 members who work very hard voluntarily with their passion for Nuovo Armenia. They are Gina, Alessia, Myriam, and Elena. Gina is a president of Nuovo Armenia and she is also a sociologist. Alessia is a member and participant for a curator of “cinema di ringhiera”. Myriam, from the food sister, is a food blogger who had collaboration activities in the past. Then, Elena is the founder and business engineer of Nuovo Armenia. All four members have huge curiosity and gave us honest and fruitful feedbacks throughout the whole session.

Fast brainstorming

- Per conoscere cosa significa 'merenda' per te
- Per te la merenda è uno snack o qualcosa di più?

Cosa rappresenta la 'merenda' per te?

Co-Design with their creativity

We proposed our main concept Merendiamo? to Nuovo Armenia beforehand, however, we showed the other concept as well to find out whether some values which each concept has are also attractive. We revealed that they were also interested in some values such as ‘Anecdotes or legends are educative and enrich our perspectives’, thus our Co-Design session was more opened than we imagined at first.

In the beginning, we started from a brainstorming about what is the meaning of merenda for each member to break the ice and to get everyone ready to develop an idea in a certain context. We found that merenda is not just a light meal in the late afternoon but also it has some nostalgic and me

In addition, the word ‘merenda’ was actually not liked by members of Nuovo Armenia because

Merendiamo?

Qual è il significato del concept? Per piacere vota sul con il quali tra questi valori sono per te più significativi e che vuoi evidenziare in questo concept.

Museo Nuovo Armenia

 con il quali tra questi valori sono per te più significativi e che vuoi evidenziare in questo concept.'"/>

Qual è il significato del concept? Per piacere vota sul con il quali tra questi valori sono per te più significativi e che vuoi evidenziare in questo concept.

Nuovo Aneddoto

 con il quali tra questi valori sono per te più significativi e che vuoi evidenziare in questo concept.'"/>

Qual è il significato del concept? Per piacere vota sul con il quali tra questi valori sono per te più significativi e che vuoi evidenziare in questo concept.

Co-Design with Audiences

In the co-design sessions with audiences, we held three sessions in different languages to manage our participants and enlarge our multicultural perspective



1st Audience Session

Date : 01/11/20

Duration : 13:00 -15:00 Physical

Participant : TangZhong Chiu

Language : Mandarin Chinese

Introduction

Mr Chiu is our member's landlord, a 59 years old Chinese who moved to Milan 30 years ago. He lived in Bovisa for over 20 years and owned a bar at Bisceglie. He is the only participant in this session because he was more comfortable speaking in Chinese. He is a kind and talkative person to give us precious insights during the activity.

Insights from this session

After an in-depth discussion, we knew that the Chinese people in Milan have a strong community to call the Chinese participants to their organization's cultural event. Most of the Chinese in Milan have these kinds of communities in diverse sectors, such as the Chinese Bar and Restaurant organizations.

However, in these years, Mr Chiu has tired of attending



events because he felt its hard to keep the conversation with the younger people. The generation gap is a difficult barrier for him. The motivation for him to attend the event is his familiar people or people of his age

that have the same perspective. About our concept of Merendiamo?, he thought it is a great motivation to attract the second generation of these new habitants, but the new habitats in his age would be too busy to join. In addition, he thought it would be difficult for him to introduce the story or knowledge behind the food during the event. He has lived in Milan for over 30 years; therefore, he is not familiar with some Chinese traditions. He suggested inviting some people

with food competence to share the story behind.

In addition, he thought it would be difficult for him to introduce the story or knowledge behind the food during the event. He has lived in Milan for over 30 years; therefore, he is not familiar with some Chinese traditions. He suggested inviting some people with food competence to share the story behind.





2nd Audience Session

Date : 06/11/20

Duration : 16:00 -17:00 Digital

Participant : Claire Yean, Karin Verstelle, Zu Yu, Silvana Mangione

Language : English

Introduction

Since we knew Nuovo Armenia would like to exchange opinions from different cultural backgrounds, fortunately, we had mix cultural audiences to join the sessions.

Participants' info



Claire Yean, Age 28, American Taiwanese had a great passion for Italian culture and film. Now she has difficulties to find a contract job to stay in Italy.



Karin Verstelle, Age 55, Dutch, moved here 35 years ago for studying Italian literature. She loved to watch a movie in Cinemino.



Silvana Mangione, Age 28, Italian, lived in Bovisa before. She exchanged to Japan and passionate with international food and cultural events.



Zu Yu, Age 37, Taiwanese, finished her second master of architecture in 2019 and stayed in Milan. She is interested in film event and international food.

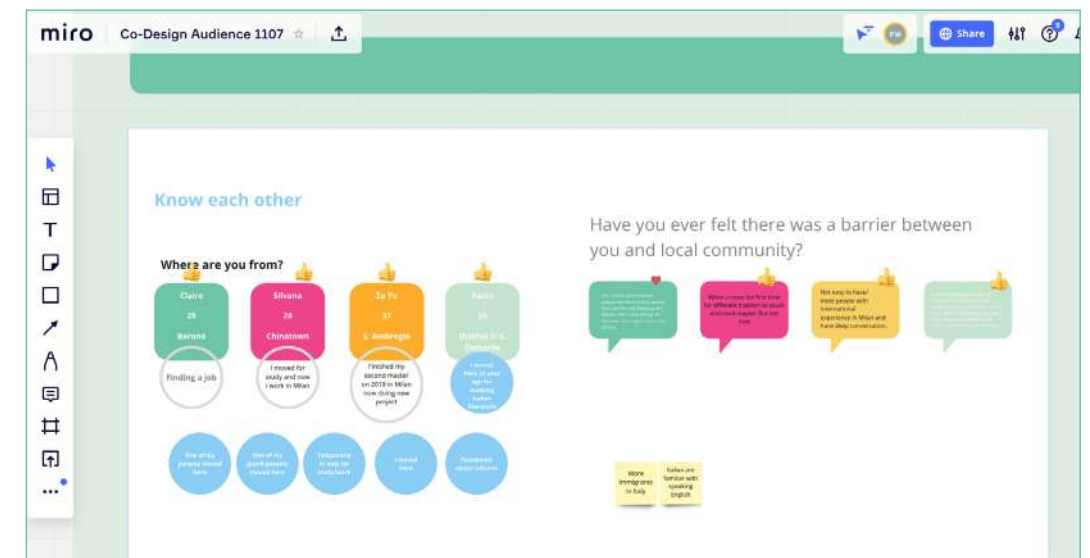
Insights from this session

This session can be described as the first audience session with multi-background and age diversity. With these participants' help, we get an inside look at the new habitants' thoughts about Milan.

In the beginning, we asked a question, "Have you ever felt there was a barrier between you and the local community?" and then most answers are yes. We knew from some reports, as an economic centre of the country, even some Italians take Milan as

a city of workaholics; some said, "As they say the real Milanese are experts, who come and go all the time. Let's say it's not a city of love." But then we get more discussion from our guests are actually "at the beginning YES, but not now."

They said, when they get more familiar with Milan's life, they slowly overcome the barrier they felt in the beginning, but it is not easy. So, how might we make Nuovo Armenia become a supporter or even a key character for them to switch the mind from an outsider?





In this journey map activities, we found that if the promotion or the communication materials attract them, there would not be a problem to engage them more

collaboratively. However, some of the audiences said they would like to attend the event like a regular participant to see if the event is valuable.

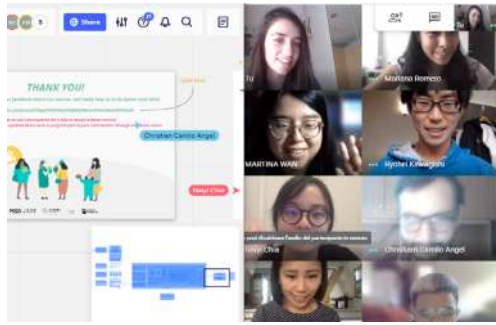


“In an international manner, the English subtitle might be easier for me as a foreigner in Milan to understand the film.” Two of the audiences said they usually went to the place “cinemino” to see some films. The reason why they like to go there, is that they felt it was comfortable to see the movie.

However, in the following discussion, we recognize that the audiences did not care about the weather if the activities would hold outside. If the event will be just a film, they would choose a cosy place. If the event is rich and has a lot of fun with other activities, it is no matter the weather is cold or outside.

“A strong theme. I’d be more interested if I can actually learn more about other cultures.” There were some suggestions from our audiences that the bar can work with the film together. The bar can be work as the character explain the food and beverage during the movie. Also,

introduce where they can find these products in the neighbourhood too. “Food is one of the best ways to exchange opinions”, “Some movies talk about foods that make curious you. An inspiration is talking about this food and propose in a similar version in the shops” One of the audience also mentioned the “burrobirra” in Harry Potter, something iconic that you can see inside a movie.



3rd Audience Session

Date : 07/11/20
 Duration : 14:00 -15:20 Digital
 Participant : Christiam Camilo Ángel, Mariana Romero, Dario Guevarra, Mia
 Language : English

Introduction

We decided to have more than one session for the audience, in order to cover a wider variety in terms of people from a different neighbourhood in Milan, different ages and status and different cultures.

Participants' info



Christiam Camilo Ángel, Age 30, Colombian.
 Living in Lambrate neighbour, that he chose because is near his campus and handy of different services.



Mariana Romero, Age 27, Colombian
 PSSD student living in Dergano, near Bovisa design campus. She integrated into the community quickly.



Dario Guevarra, Age 20, Filipino
 The 3rd generation of Filipino, art student living in Crescenzago. His family own a Filipino restaurant in Milan.



Mia, Age 32, Taiwanese
 Architecture master degree in Domus, living in Barona because is near to her school.

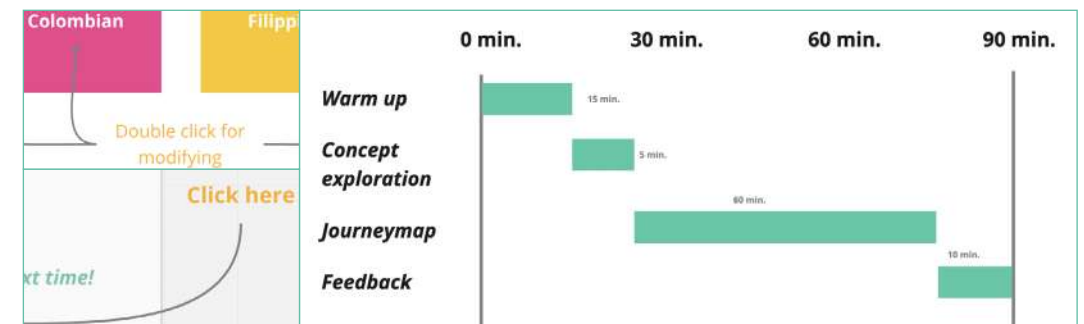
Advances from previous session

Contents of the session were the same, but what we felt useful thanks to the previous session was to manage the time in a different way and leave more space for every single opinion. According to the previous audience participants' advice, we decided to make the session half an hour longer but not over 90 minutes. In this way, all the participants can have enough time to think and speak out their thoughts.

To help people get more familiar with the platform, we added more instructions like “click here” or “double click to modify” on the Miro board to let people understand what they should

do on each board. We also informed them in the pre-activity email that we prepare the chatting room and board 15 minutes earlier so our guests can have a chat with us and learn how to use the platform if they want.

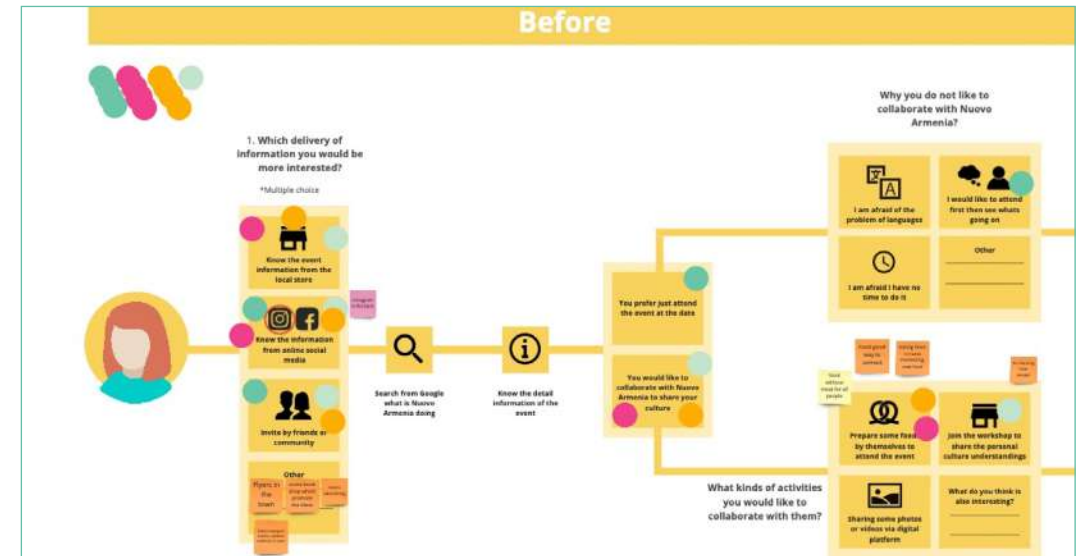
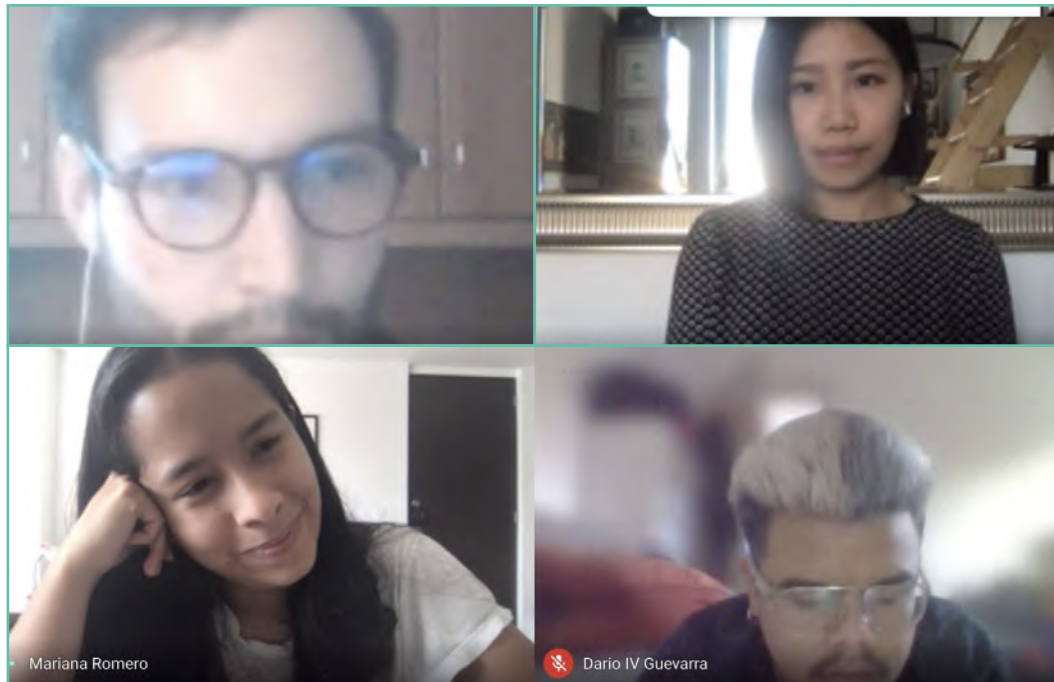
With these advances, we felt all people inside this session were really engaged and kept the entire session's attention. They were able to follow the session very well, thanks to the young age and previous practice with the Miro platform. They were active and gave a lot of ideas and insights.



Insights from this session

The exploration activity in this session attracts more interactions with enthusiastic discussion. Everyone shares some quite different style of merenda they like

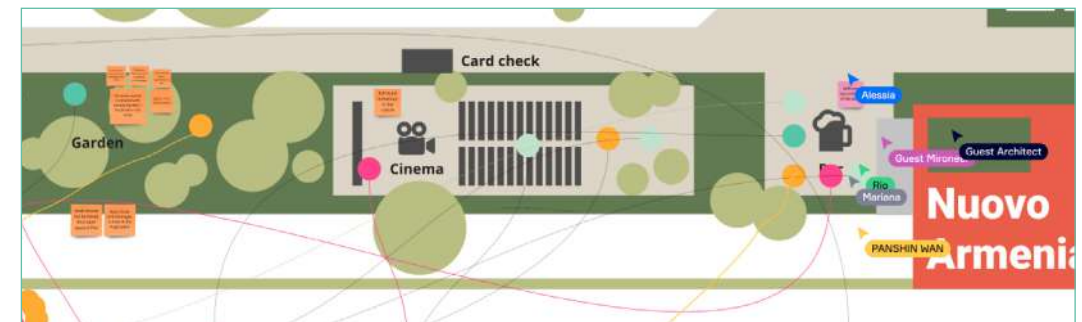
from their home country, and they can quickly start to share the differences with each other. As a good beginning, our participants already show us how food can be an inter medium to stimulate the conversation.



Then we discussed participation in the activity. “Food is a good way to connect.” Most of them would like to collaborate with Nuovo Armenia to share their culture and learning from others with food or through workshops, but one preferred to attend first to know whether the event is worth it.

In the following part, there was an inspiring discussion for new cultural activities and spaces.

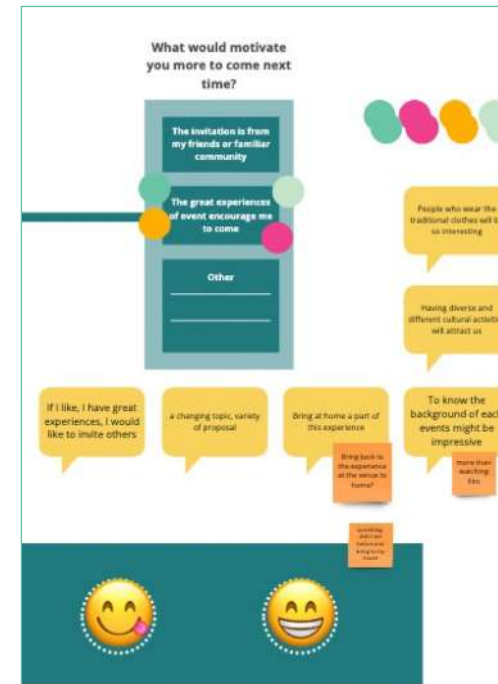
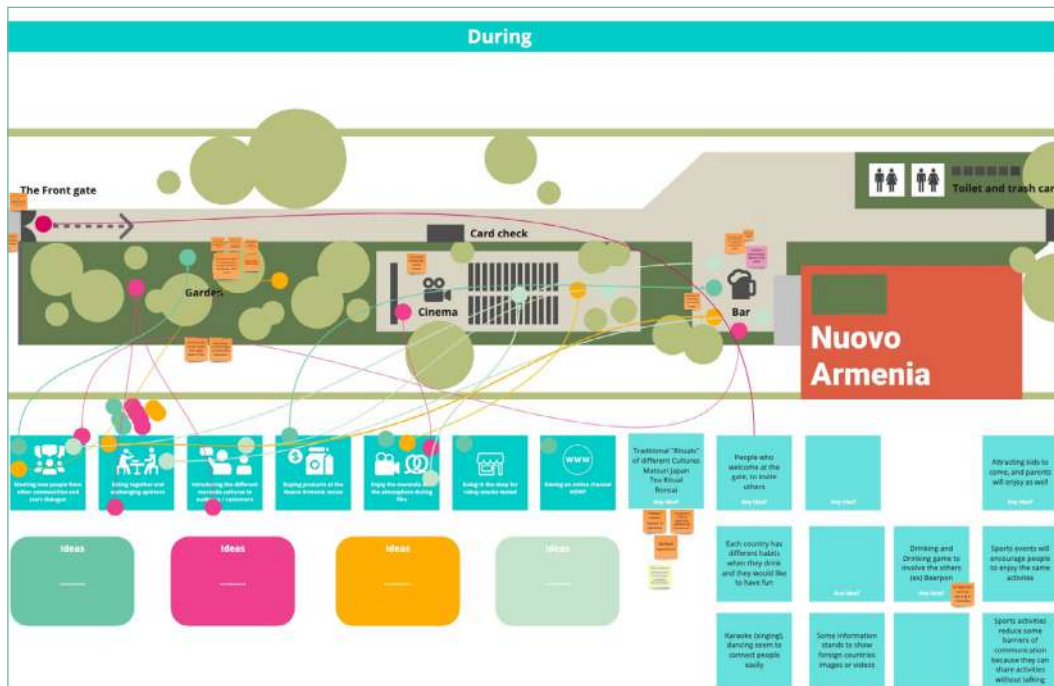
We found that the bar and the garden are the two areas which people had more imaginations for building connections. The same thing happened in the other sessions.



The bar is not just a place to order a drink, but it can offer a game to connect people. “Each culture has its own entertained way during drinking.” And games or some activities sometimes can reduce the barriers to new communication.

The possibility of the garden is potential. We had supposed weather is the main pain point for attending outdoor events; however, when people talk about the garden activities, they brought out some examples, like

the crowded Christmas markets in Germany with hot drinks, chill music, and a warm atmosphere. In other words, this shows that the weather can be overcome somehow and make the activities continue during winter. Some activities, like seasonal events, workshops, or thematic markets, are suitable for the garden. The garden can become a melting pot of food and sociality (soft activities) instead of the Bar zone for drinks and playing/dancing (hard activities).



of cultures. Similar concepts can be found in the codesign with collaborators, in which the bubble tea shop owner said a variety of flavour and even different combinations keep the guests coming.

The concept of rewards to bring at home, or we can say a kind of souvenir, means a meaningful reminder of the event’s experience. It is not necessarily physical stuff. The most important thing is that they can reflect their memory in Nuovo Armenia with the souvenir, will encourage them to come again. And even become a kind of promotion if people share it with their friends or family.

The motivations to keep attending the events can be divided into three perspectives, the experience of the former event, the topic, and the rewards. Obviously, people will keep joining the event if they have a great experience. We should create the whole experience about culture, food, how they eat, how they play, and the story behind them. With the topic perspective, We believe changing topics and the variety of proposals can attract people to come with a diversity

Co-Design with Collaborators

In the co-design sessions with Collaborators, we held two sessions in different languages to manage our participants.



1st Collaborator Session

Date : 04/11/20

Duration : 1 hour online

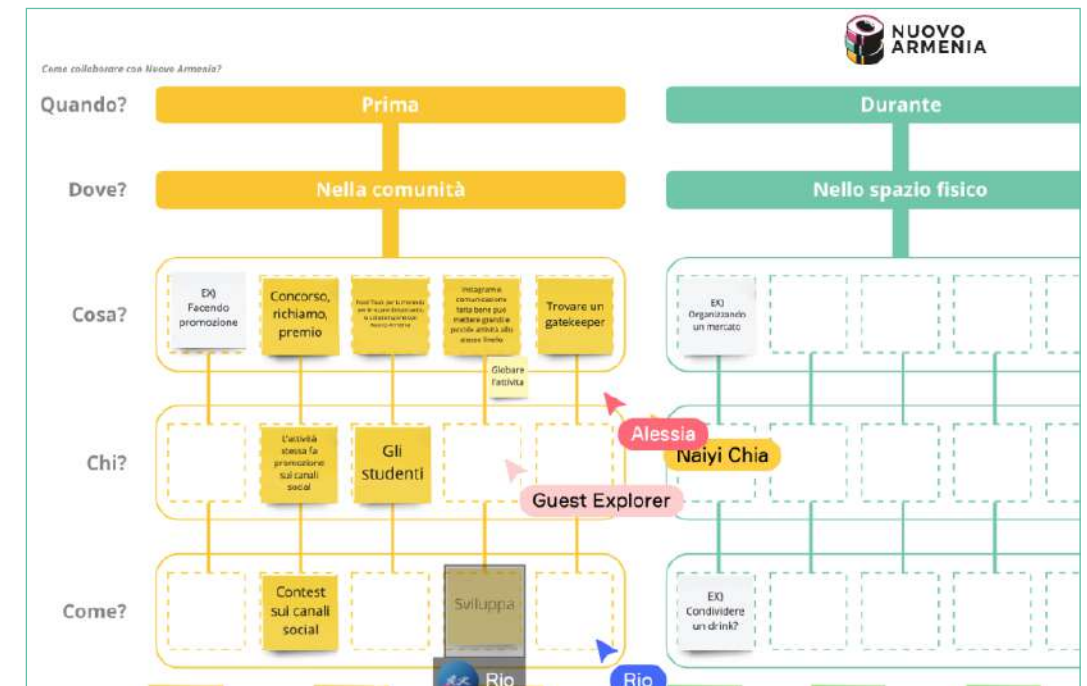
Participant : Marco

Language : Italian

Introduction

Marco is the owner of Street gourmand, a food truck in Milan with the physical lab in Rho fiera. He is passionate about travelling and food. And he also likes a lot staying in contact with people. So he started his business with food truck preparing high quality burger.

He enjoyed a lot moving around cities for different events, with the possibility of changing places frequently. Due to Covid situation and fewer people around streets willing to eat outside, he decided to move quickly his business into dark kitchen: a format of a restaurant without a physical restaurant, present only on delivery platforms.



Co-design in mother tongue

With Marco we prepared the Italian version in order to let him feel more comfortable to talk. And this really helps us a lot to let him understand us quickly and say what he wants to say without pressure, since the time he had was not so much.

This session was the first one among all, and what we realised is that even if some people have a high level of digitalisation,

starting to use a new platform could be a distractive obstacle. The “blank page” was blocking a bit his ideas, so for the main activity, he prefers to just tell to us without direct interaction on the platform. After starting to create a dialogue around 4W1H tool, he was surprised about the fact that his ideas and explanation could become real visible material.

Insights from this session

Due to Covid-19, his business was affected a lot, and doing street food in a desert neighbourhood wasn't working anymore. Then, they quickly moved their business into dark kitchen. In relation to the use of our space, not furnished with right tools for cooking, in case of an activity related to food emerged the potential of using part of their business in a different way (eg. just their machinery for one event by renting). A network made of hardware for improv-

ing the software. With a food truck, he could reach the right people in the right timing related to each proposal. But what is fundamental is to be unique for each food proposal, make things special and curated and not offering just food for nutrition but new tastes for creating great memories. Offering a unique food cultural proposal/traditional. Just delicious food will not give a great experience but the story behind or new findings with a new dish creates an impressive experience.



2nd Collaborator Session

Date : 05/11/20

Duration : 2 hours online

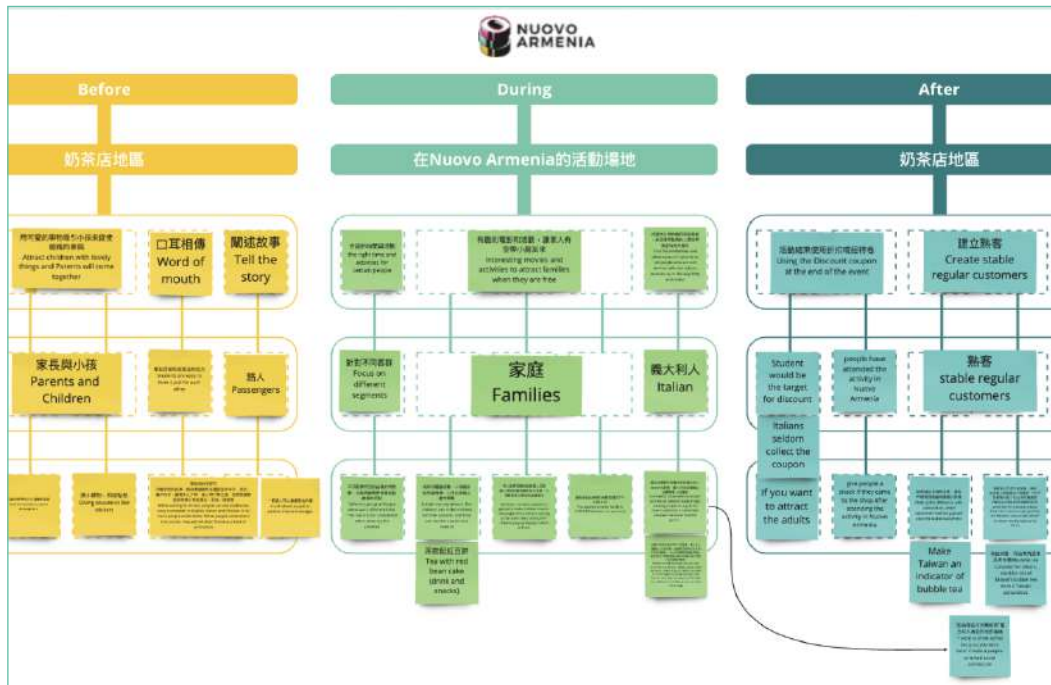
Participant : Puca

Language : Mandarin Chinese

Introduction

Puca is the owner of PUCATÈ, a bubble tea shop in Milan. She is so fascinated with the Italian food culture that she came to Italy to study Food Design. Because she was familiar with Italian food culture, she thought she could also share Taiwanese food culture with her Italian friends. But when she started to try many bubble tea shops in Milan, the tastes are far different from Taiwan.

The misunderstanding of bubble tea encourages her in some way to be the one telling the story of Bubble tea from the Taiwanese perspective. At the same time, she tried to find a job to stay here and kept learning Italian. The idea of opening her own tea shop, PUCATÈ, came into her mind.



Co-design in mother tongue

Although Puca is good at both English and Italian, she still believes she is more confident in expressing her feelings and concepts in Mandarin Chinese. We prepared the Mandarin Chinese version in order to let her feel more comfortable to talk. And this helps us a lot to let her understand us quickly and say what she wants to say without pressure. In the session, we quickly wrote down what she said with

a few keywords and translated with google translator in order to let all of our members understand immediately.

Insights from this session

We were inspired a lot by talking with a shop owner with design background. Puca shows us how she understands her customers and how she creates the whole experience for different types of customers.

We knew that there are huge differences between different cultures, keeping some people from trying. PUCATÈ considered this kind of fear and tried to find the similarities as a bridge to help people understand the differences. For example, to attract Italian customers, they combine Italian drinking habits into Taiwanese snacks.

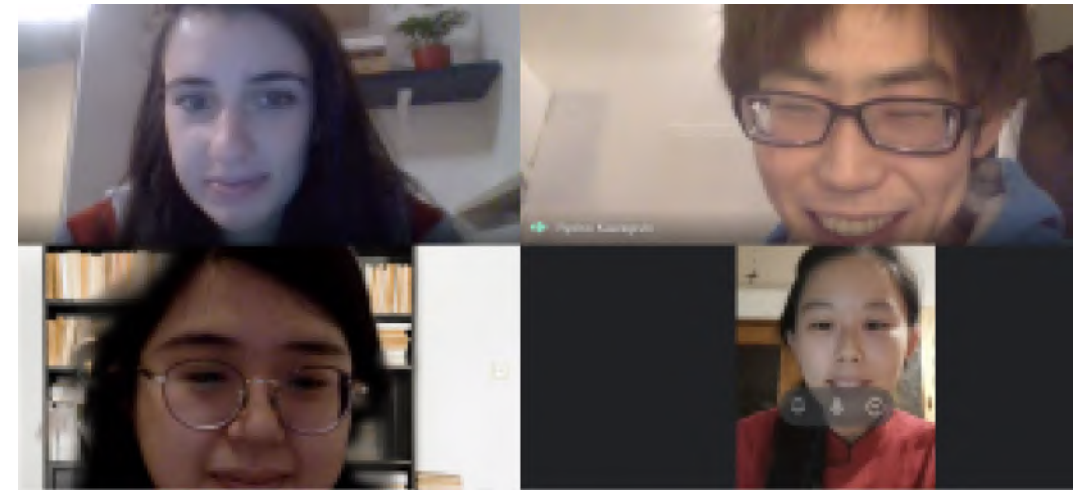
Generally, a cup of bubble tea is about 700 cc to let people take away, which against the drinking habits of having espresso in a bar. So they provided smaller cups and started to have a chat with their customers for telling the behind story about bubble tea while customers are having

drinks. They just changed the form a little bit but maintained the core value to help more people not being afraid to try.



Despite the cultural point of view, we also need to consider that different groups of people have various lifestyles and motivations for attending activities. PUCATÈ's owner said she discovered families mostly show up in the afternoon. So she held an activity when kids could learn how to make bubble tea for their parents. Parents can have a relaxing afternoon chatting with friends in the store and see their kids playing happily with someone taking care of them. When parents and kids have a great experience, they would like to come again.

From her words, we understood the importance of knowing the audience better and the relationship between them. Providing high-quality content is essential, but at the same time, the way to present the content also needs to be careful.



If we enjoy Co-Designing, everyone will smile

Thanks to each session, new ideas and insights emerged, and let us move from very spontaneous ideas to a direction formulation. So, first individually and after collectively, we have formulated a collective understanding and profit of each session.

Here we summarised our insights through the whole 6 sessions.



“Food is a poem”

Moving tangible parts of food and cinema (story) into intangible meaning.

“Reverse understanding”: from plate to ingredients and their stories.

From cinema to cultural positive meaning behind.



Desire to celebrate

Learn about different cultures and celebrate them and where they came from.

Connections with the heritage and want to show others.

Integration means a fusion as a result of global connection. When fusion is a strength for build a community.



New perspectives

The changing of their business could be investigated from others perspectives, such as using their tools, in which they are experts, for creating something new.

They could be involved more than just cooking, they can also learn.

Evaluation

Once we finish the Co-Design session, we were willing to reflect what the session went

Feedback of Sessions

We enjoyed co-designing very much, session after session, because from one to another we tried to improve some lack that we felt. Both on the preparation and execution.

Rapid evaluation

We prepared a questionnaire by Google form to get immediate feedback about our Co-Design session. This is mainly because we would like to know whether they enjoyed the session and what they felt difficult. The results help us to think about how to improve our following Co-Design sessions and what to do if we do another session in the future.

We are grateful about positive evaluations, but more about evaluations in which some problems emerged. The most important feedback was about the first session with the audience.

Here we tried to stay in the time of the Agenda, since the day before, with another session that started late because we were waiting for some members, we arrived at a point in which two people has left the session without finishing it. So, in this case, we received one comment that said that was difficult to follow everything due to connection problems, technical difficulties and suggested us to take more time to let everyone express enough, especially in the “creation part”. So, for following sessions, we thought to suggest in the e-mail invitation with links of platforms, to join 15 minutes before the beginning, and start opening both platforms and especially for being more in confidence with Miro operations.

Attention level

We found unexpectedly that the level of attention of people was really high in all phases, and people that accepted to partici-

pate were really motivated. The only limit in attention is that a few people were not so digitalised and showed difficulty to express themselves as quickly as others.

Delay

Working in an online manner with people that we don't know could be in some cases unpredictable. The first and second sessions started half an hour late. In one case was just one person, so the only problem was the uncertainty of presence and to contact him. In the other case happened that we had one member on time and others late, so we realised that we had to improvise with that person till other members arrived, for a number of minutes unknown. So, we thought that in this case it's needed to break the ice by speaking, and maybe for next time could be useful to create some activities, or extra material to entertain/inform them.

Creativity

We realised very simple activities because we wanted to concentrate on the contents instead of form.

What impressed us was the map tool that we prepared for the “Journey map” of the audience. Even if we explained to imagine an ideal event in the venue with cards activities and let them formulate passing through one by one, what happened was a starting of the incredible flow of arrows connecting activities, places and people.

New direction for our concept

Thanks to the rich Co-Design sessions, we got many insights and we could develop our concepts further

Concept evolution

This chart summarised how we developed our concept thanks to Co-Design sessions

Original

Food as a way to create community



Film that accompanies others activity/parallel dimension



Stories that represent the community variety



After Co-Design

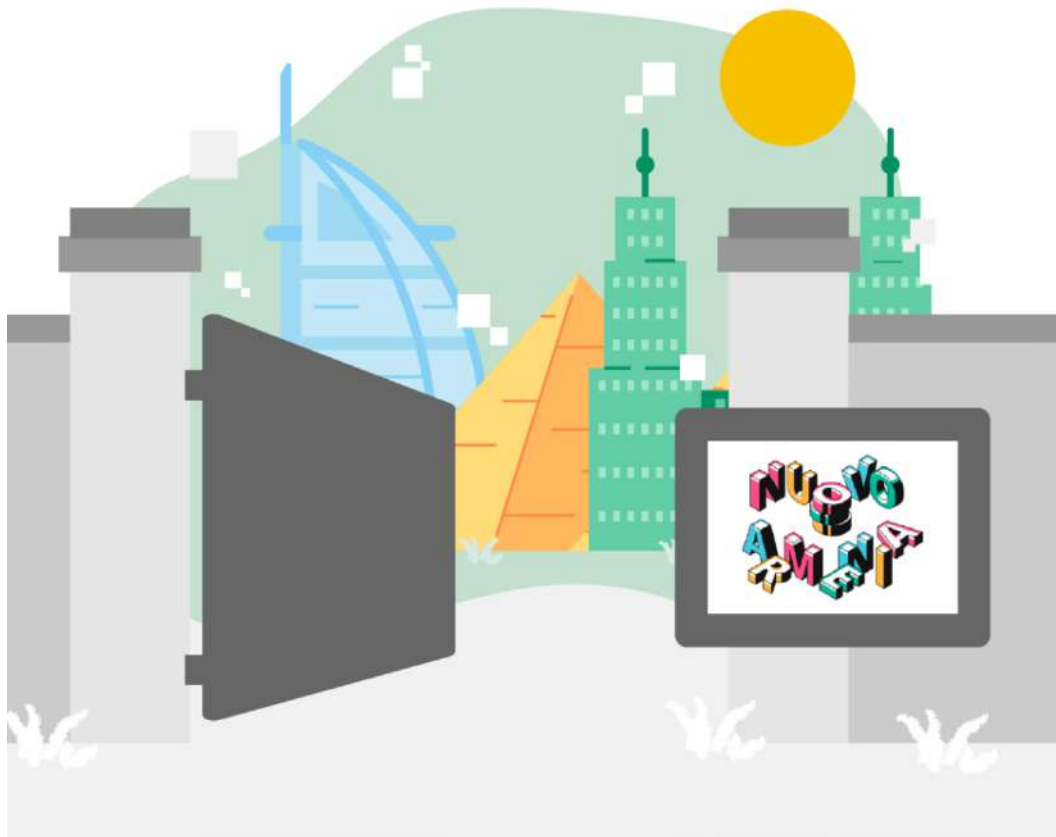
Food as the means to enrich cultural understanding throughout the neighbour

Film for creating new activities related/integrated dimension

Stories that investigate the community variety

Mundus Novus

“Lasting journey to experience the human sensibilities from cultures”



The Concept of 'Mundus Novus'?

Mundus Novus is a parallel world of Nuovo Armenia, made of cultural aspects, in which the audience from the neighbour can enter and start an experimental journey throughout the world.

This concept is keeping the fulcrum of international film event, and want to move them to another enriched dimension, by starting from film and creating “Cultural Series” built-in and with the neighbourhood. The film is the plot to create a story told through the cultural side, opening to others’ senses.

We want to create a new world of Nuovo Armenia, made of new experiences to try, taste new food, see new places, listen to stories, and create a cultural understanding. In addition, we want to create an Atlas of “mental exploratory sense” for people of the community, a unique sensibility around food and culture.

Why it is named 'Mundus Novus'?

The name of this concept, Mundus Novus, is a homage of an Italian explorer Amerigo Vespucci. We would like to encourage people to create a new world with neighbourhood, with curiosity as he found a new continent during his adventure. We hope the community can start a journey to create a new world with Nuovo Armenia within this idea.

Mundus Novus would like to involve the participants in exotic experiences and create a new sensibility around Culture and Food with five senses: seeing, hearing, smelling, tasting and touching.

This New World focuses on the creation of new and unique cultural material, for knowing cultures but also create a fusion of them. The two cultural disciplines of Cinema (stories) and Food will be merged together and become a new applied art. For creating so, the service is composed of experimental activities within a Lab in Nuovo Armenia, that want to offer a fully immersive experience in cultures, with the harmonization of gastronomic knowledge (cultivating, preparing, cooking) and storytelling. This can happen with an eye into innovative solution and technologies, considering social and environmental impact and social and physical wellbeing.

Activities in Mondo Nuovo Armenia Lab will follow an innovative didactic model, which the final aim is to sustain and nourish passion of people, with attention on sustainability and creativity. This can happen thanks to the innovative equipment and food goods furnished thanks to shop partners. In this way, the space in the venue is built such as Agorà, where the knowledge is transmitted in a horizontal manner.

All the material created with didactic Lab will create an Atlas of Nuovo Armenia. New discoveries could be spread in a blog/social etc and the Atlas at the end could become a new bible of New World knowledge and experiments.



1. Film selection

Shall we depart for Mondus Novus?

We believe in the “Cinema al buio” activity realised the past summer in Nuovo Armenia. We want to build the Mondo Nuovo Armenia service around that and starting from there.

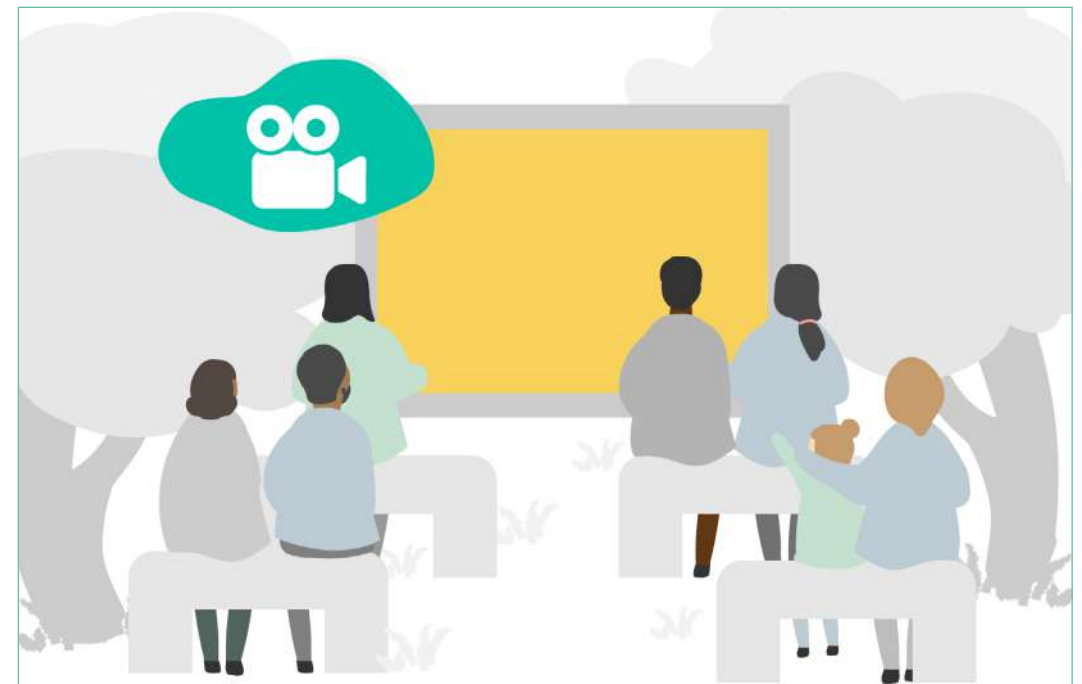
- 1) Nuovo Armenia staff will decide to start from the selection of a country where to find the international film. The service will start with a better selection of people involved in the phase of “Film Jury.”
- 2) The film Jury made of multicultural people will select a preferred film from that country.

How to involve right people?

Nuovo Armenia believes in direct relationships among people. So, first is important to select them properly. To engage the people we have targeted, we need to move in two directions. First, to involve a special figure present in the community: the gatekeeper. This is a key person that will become a bridge of attraction from Nuovo Armenia to his community. He can engage both people physically or with online tools. Second, the partnership with exotic shops will start and become a communication channel with the targeted audience.

2. Vision of the film

The first event of the cultural review is the Film Night. Here, thanks to the support of the gatekeeper and shops communication channels, the community of that country but also others engaged from others Mondo Nuovo Armenia events will enjoy the vision.



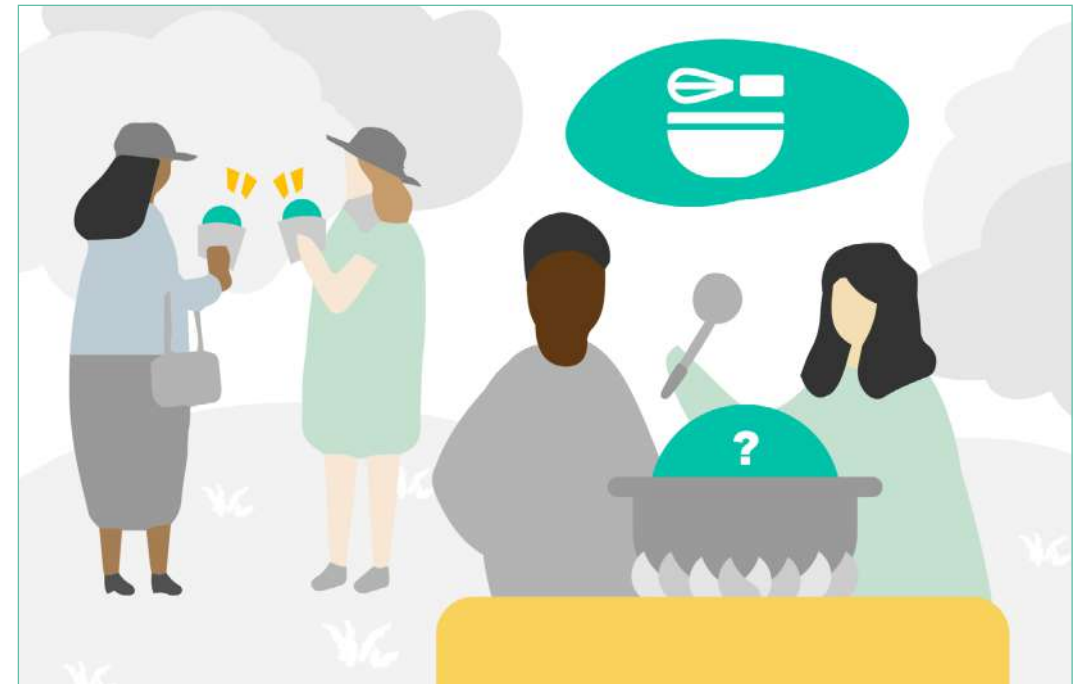
3. Cultural table of decision

Thanks to the vision of the film, people start having interests for that country and thematics inside. To contribute in the creation of a better understanding, we want to experiment with people, through collaborative activities and unpredictable experiment to create a sequent story, for continuing the film and make it real.



4. Cultural workshops

These activities will take place in Mondo Nuovo Armenia Lab, a series of immerse workshops experience with experts people. These activities could go from co-creating cooking workshops to Anecdote storytelling,



5. Atlas of the Mondo Nuovo Armenia

The experimental result is shared in the neighbour to enable people to feel the different senses from diverse cultures. A flavour could be translated to a new taste; a smell might allow you to imagine new visions; a touch would remind you of the embedded memories.



6. Mondo Nuovo Armenia community

We want to create a series, a sequence for a deeper cultural understanding for the community by this new practice to create an Atlas of Nuovo Armenia. The new discovery could be spread to the public both offline and online, and the Atlas could become a further reference to culture and food experiments.



What if we could have another Co-Design session?

What had we done better during previous Co-Design sessions and what will we do for the next time?

Challenging and exciting

At the beginning, we were not very familiar with facilitating Co-Design session because this was the first time for us. As a matter of fact, it was a huge challenge for us to organise a session from scratch. However, we did enjoy the whole process and we wish we could have another session in the near future.

However, this does not mean the session was perfect. We found out some points to improve for having a better session. These points are mainly being more familiar with the Co-Design session, not expecting and asking a lot to participants but underestimating them, and the way of explaining and using the tools.

Practice and facilitate well

Fortunately, we could have 6 sessions in total with energetic participants. We recognised ourselves that the more we had the session, the better we can manage the session.

This means that at the first or second session, we sometimes a little bit nervous to meet a new people via online and we were not sure how we could create good communication with them in a short time.

However, we reflected our way of facilitation right after the session. Then, we could find another way of braking ice, explanation of tools, and encouraging them to generate ideas without hesitation.

'Step by step'

We learned a lot that we should not expect that also non expert designers could deal with the Co-Design session as we expected. Firstly, to be creative or to generate ideas is not easy for designers and also for participants. Thus, we should not push them to give an innovative idea rather we should collaborate to find an idea together and should be willing to help them with our experiences as designers when they are in difficulties.

In addition, we should not ask many tasks and questions to them at the same time. It was only us that had a strong whole image of Co-Design session and the participants were in the middle of trying designing. We had to find a comfortable pace for them to proceed.

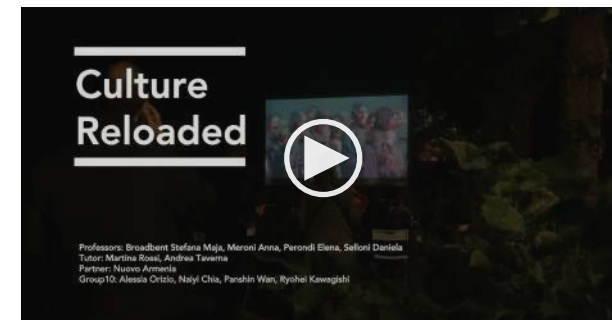
Find friendly tools

We had to pay attention that the tools which we are familiar with might be complicated for participants especially who see the tools for the first time. Using simple and comprehensible tools rather than professional and skills needed tools is very important to have a smooth and less frustrating session.

This also means that we have to be sure that we know participants well in terms of their skill sets and their preference. This reminded us that user centred, understanding people, was essential also for Co-Design session and skillsets of designers.

This Co-Design phase was challenging and exciting. We learned a lot through the whole process and we would like to have another Co-Design session in a better way.

Co-Design Video Gallery



[Play this video clip](#)

This is our video clip which shows our process vividly

Endnote

This is the very last of this Co-Design Report

Acknowledgement

We thanks a lot to all who participated in our Co-Design session:

Alessia Bellarosa, Christiam Camilo Ángel, Claire Yean, Dario Guevarra, Elena Perondi, Gina Bruno, Karin Verstelle, Marco Cavallo, Mariana Romero, Mia, Myriam Sabolla, Puca, Silvana Mangione, TangZhong Chiu, Zu Yu.

[You can see all consent forms here](#)

Who are designing?



Chia Naiyi



Kawagishi Ryohei



Orizio Alessia



Wan Panshin

These four people are always willing to work hard, play hard, and enjoy designing. Mixture of each cultural background and educational career made us strong as a team.

CULTURE RELOADED

Product Service System Design, Politecnico di Milano
Final Synthesis Studio A.Y. 2020/2021

Professors: Broadbent Stefana Maja, Meroni Anna, Perondi Elena, Selloni Daniela
Tutor: Martina Rossi, Andrea Taverna
Partner: Nuovo Armenia
Group10: Alessia Orizio, Naiyi Chia, Panshin Wan, Ryohei Kawagishi

