

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

CITY SERVICE HUBS

The new places to go.



POLITECNICO
MILANO 1863

DIPARTIMENTO DI DESIGN

Politecnico di Milano
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Promoters

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**CITY SERVICE
HUBS**

the new places to go

Context.

In contemporary cities, as Service Economy continues its ascent as a major economic sector, citizens are offered a growing number of public and private services to support them in their daily lives. Many services remain virtually unknown and one of the challenges is to make them available, visible and accessible so that users can choose them and assess them. It is therefore important to envisage new ways to close the gap between citizens and services.





The project.

Design of spaces for citizen engagement, the City Service Hubs. The Hubs offer an innovative mix of public and private services, focusing on specific areas of need: food, health, sport, housing, transportation, environment, work, tourism, production, culture, education, family/ageing. The City Service Hubs are physical spaces made to house activities of co-design and co-production of services. They are new type of urban localities, unique and scalable, different from traditional retailers, something in between new “shops” and service factories

The design process.

May – June 2017. The projects were developed by the students of the M.sC. in Product Service System Design of Politecnico di Milano, following these steps:

| 1st assignment: Analytical and ethnographic research.

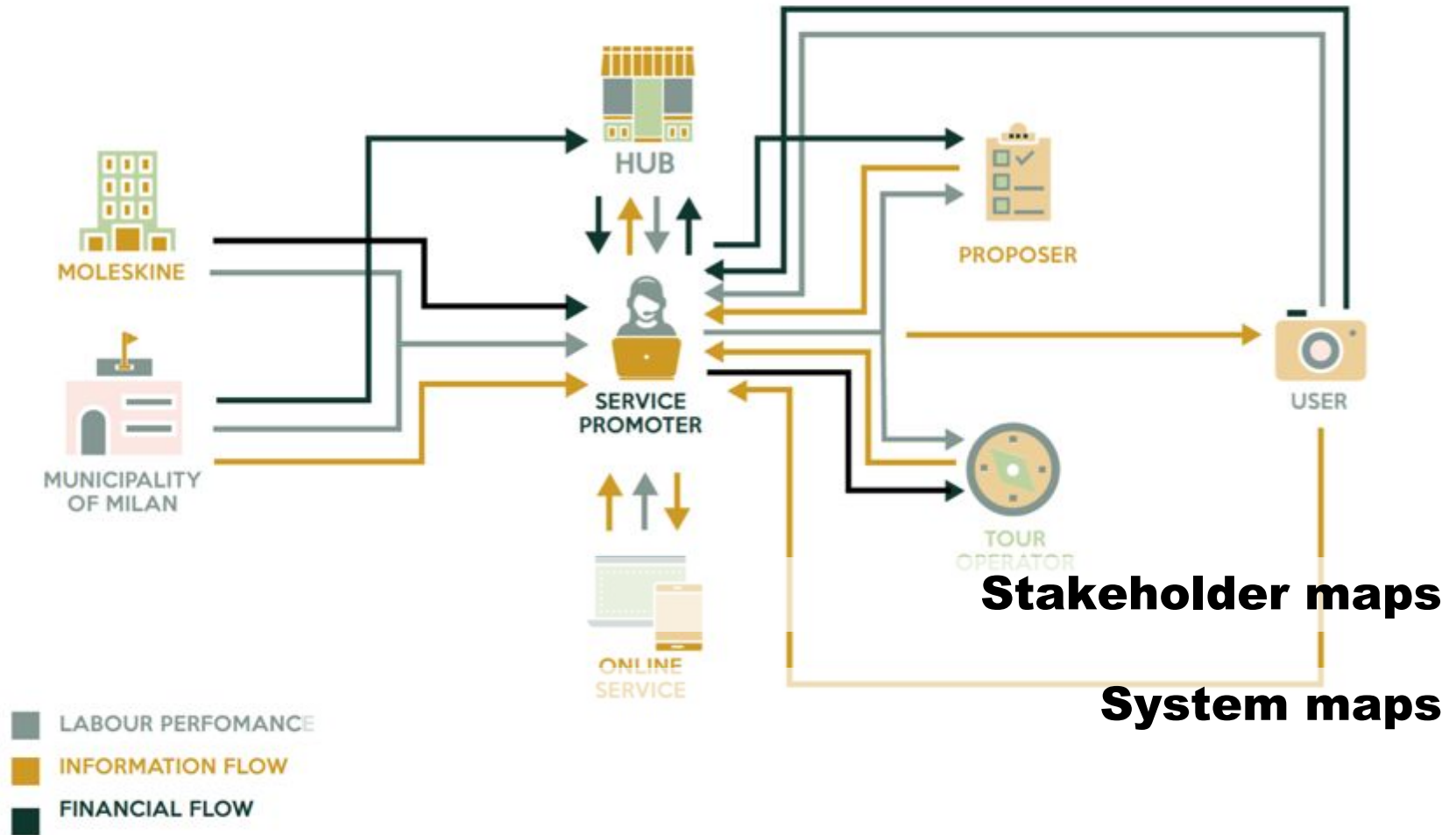
Understanding the topic and opportunity framing, observing people and contexts on-field;

| 2nd assignment: Co-design with the diverse stakeholders and beneficiaries to design e develop the solution;

| 3rd assignment: design and development of the solution.



Governance and Policy Making



Since all the projects are addressed to the city of Milan, they all took into account the specific role of the Municipality of Milan and the relations among all the public and private actors involved in delivering or sponsoring the solution. Those relations, together with the financial, information and material flows are shown through the stakeholder maps and system maps, two peculiar service design tools.

Activism and Civic Participation

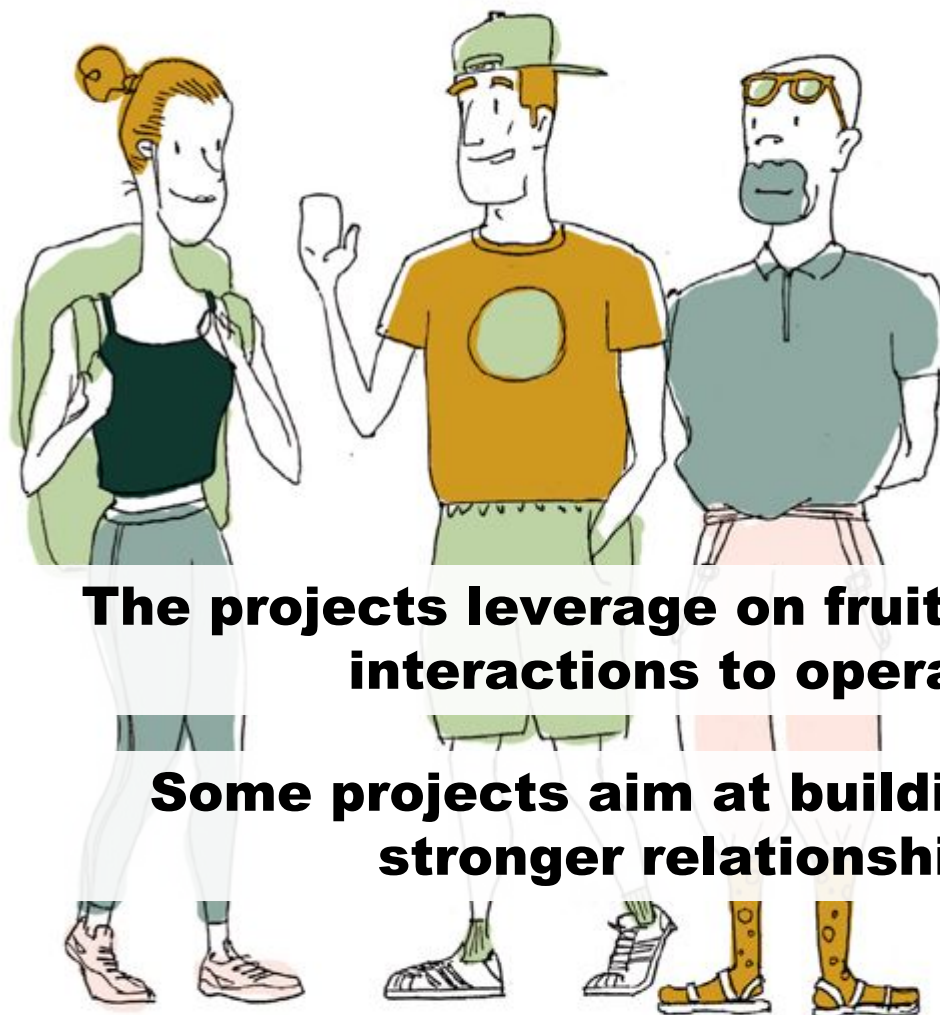
Citizens co-design and co-produce services

Open and collaborative services



All of the project envision scenarios where citizens play active roles both in co-designing and co-producing services, at different levels.

Social Interactions and Relations

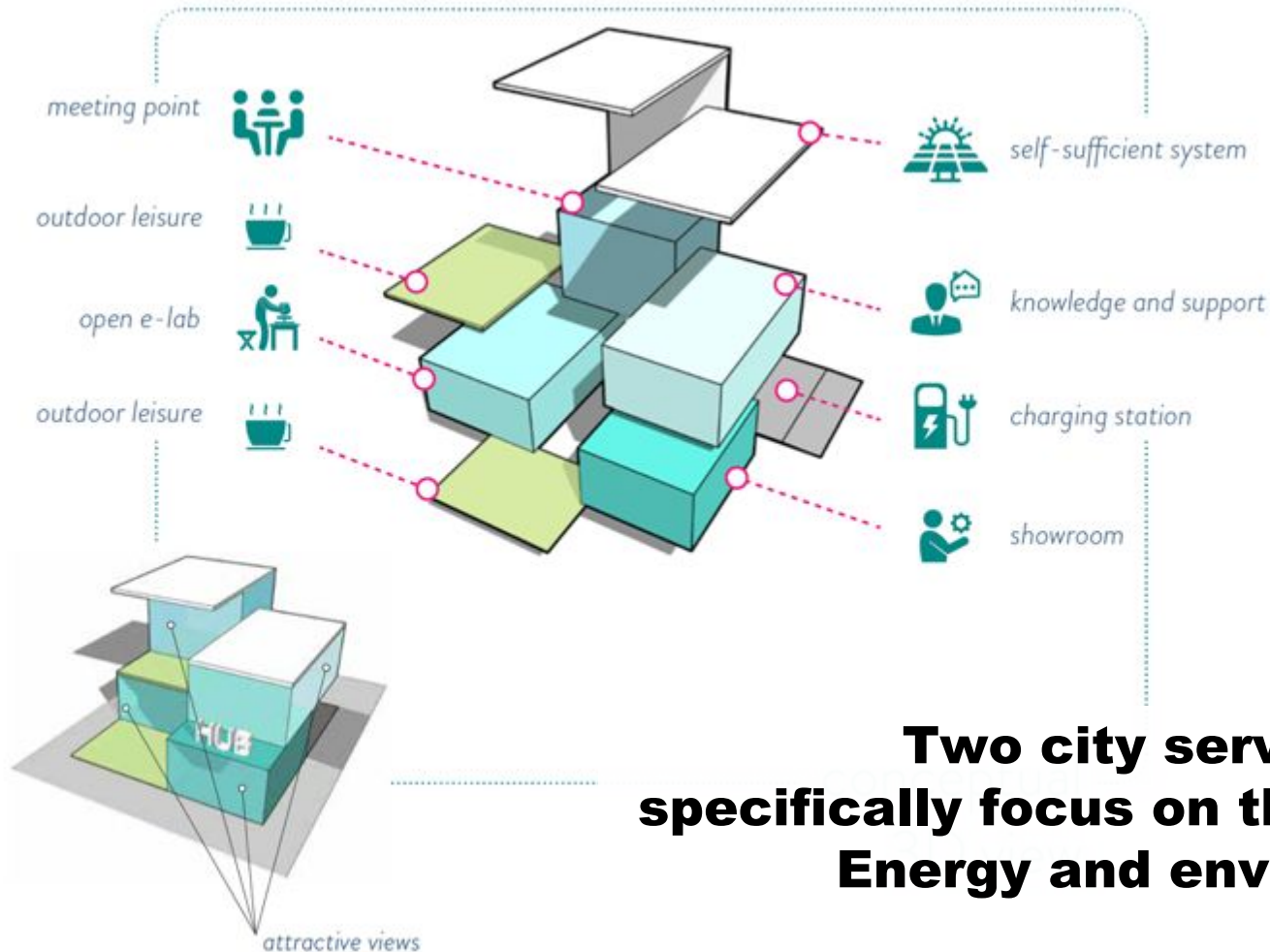


The projects leverage on fruitful interactions to operate

Some projects aim at building stronger relationships

The projects leverage on fruitful interactions between different stakeholders and some of them rely on those interactions to assure the functioning of the service. Some of the projects aim specifically at building and strengthening relations, being them among familiars, tourists and locals or neighbours.

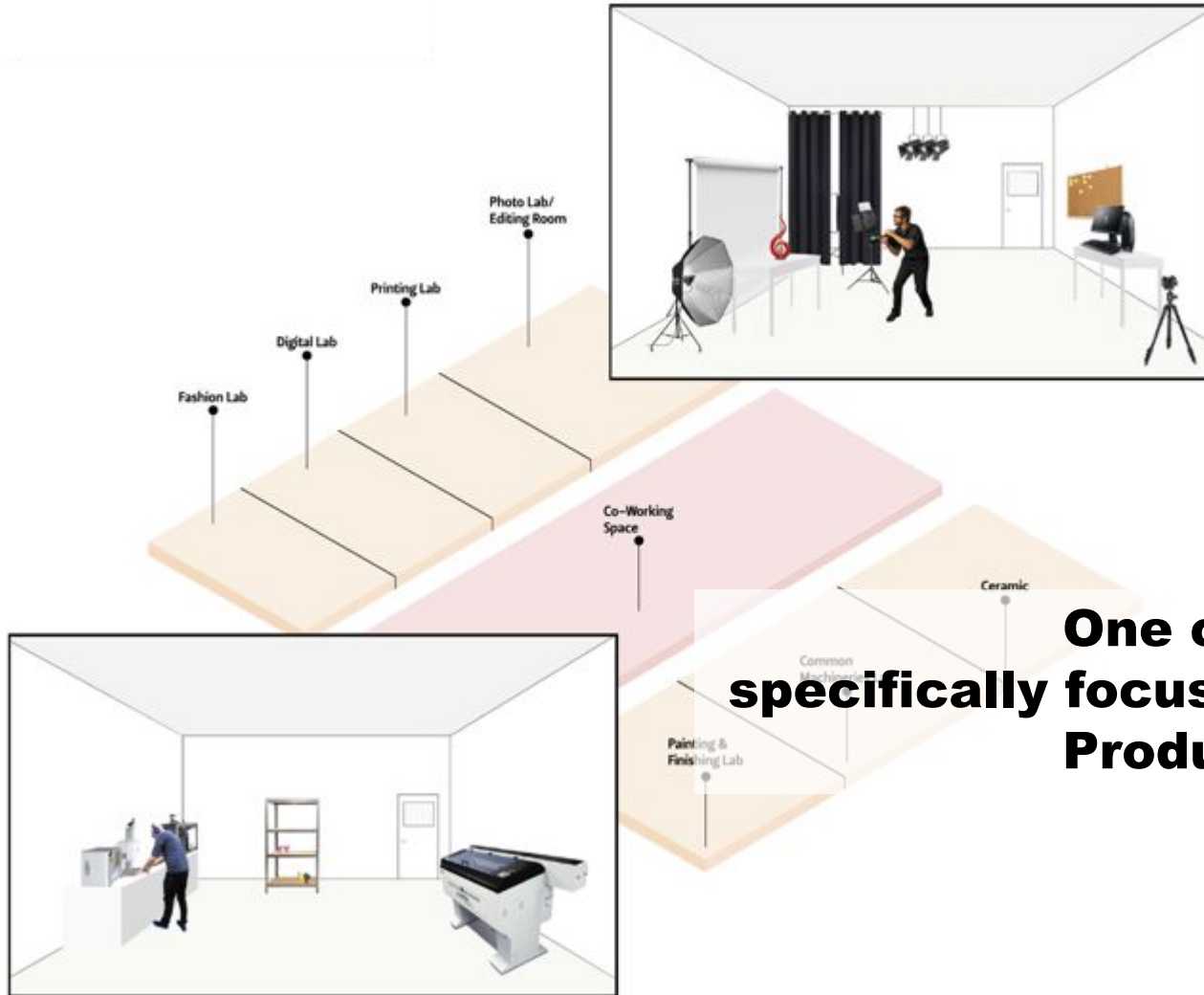
City and Environmental Planning



**Two city service hubs
specifically focus on the areas:
Energy and environment**

Two of the projects focused respectively on the areas: energy and environment. The city service hub addressing the energy issue is run by a partnership with the public administration and private sponsors. It provides services for domestic management and for open development of new projects and solutions about clean energy. The hub addressing the environmental issue aims at providing the citizens with the functional knowledge, the spaces and tools they need in order to make them discover the cool and convenient side of up-cycling, and therefore base on it their new philosophy of life.

Production, Distribution and Consumption



One city service hub specifically focuses on the area: Production and craft

One project focused on the area of production and craft. The city service hub addressing this topic aims to encourage artisans to expand their businesses, helping artisans in producing, exhibiting and selling their crafted goods.

It supports its members to experiment and participate in activities that help them meet and co-create with other disciplines and become innovative in their fields.

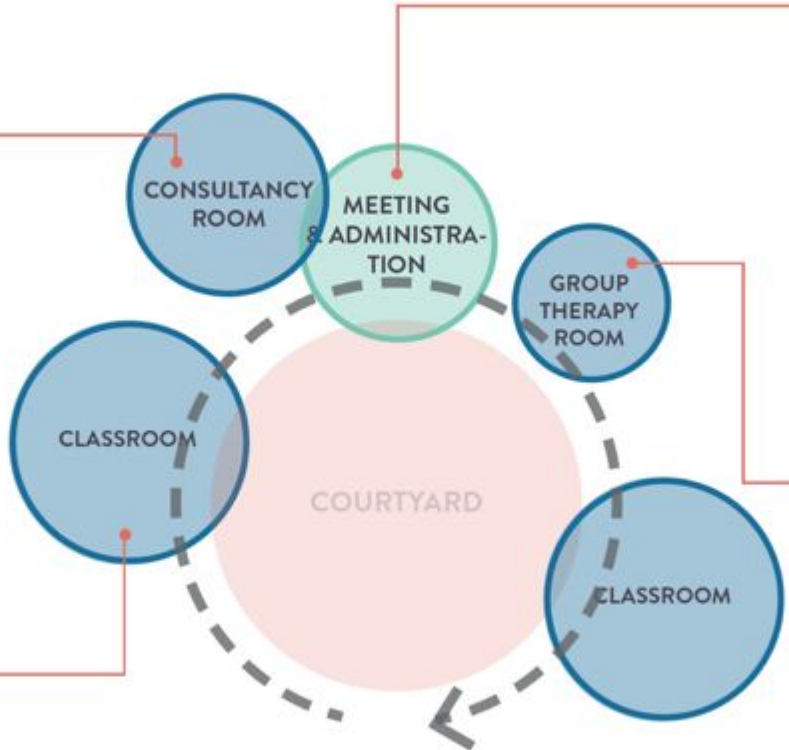
Skill Training and Design Education



**One city service hub
specifically focuses on the area:
education**

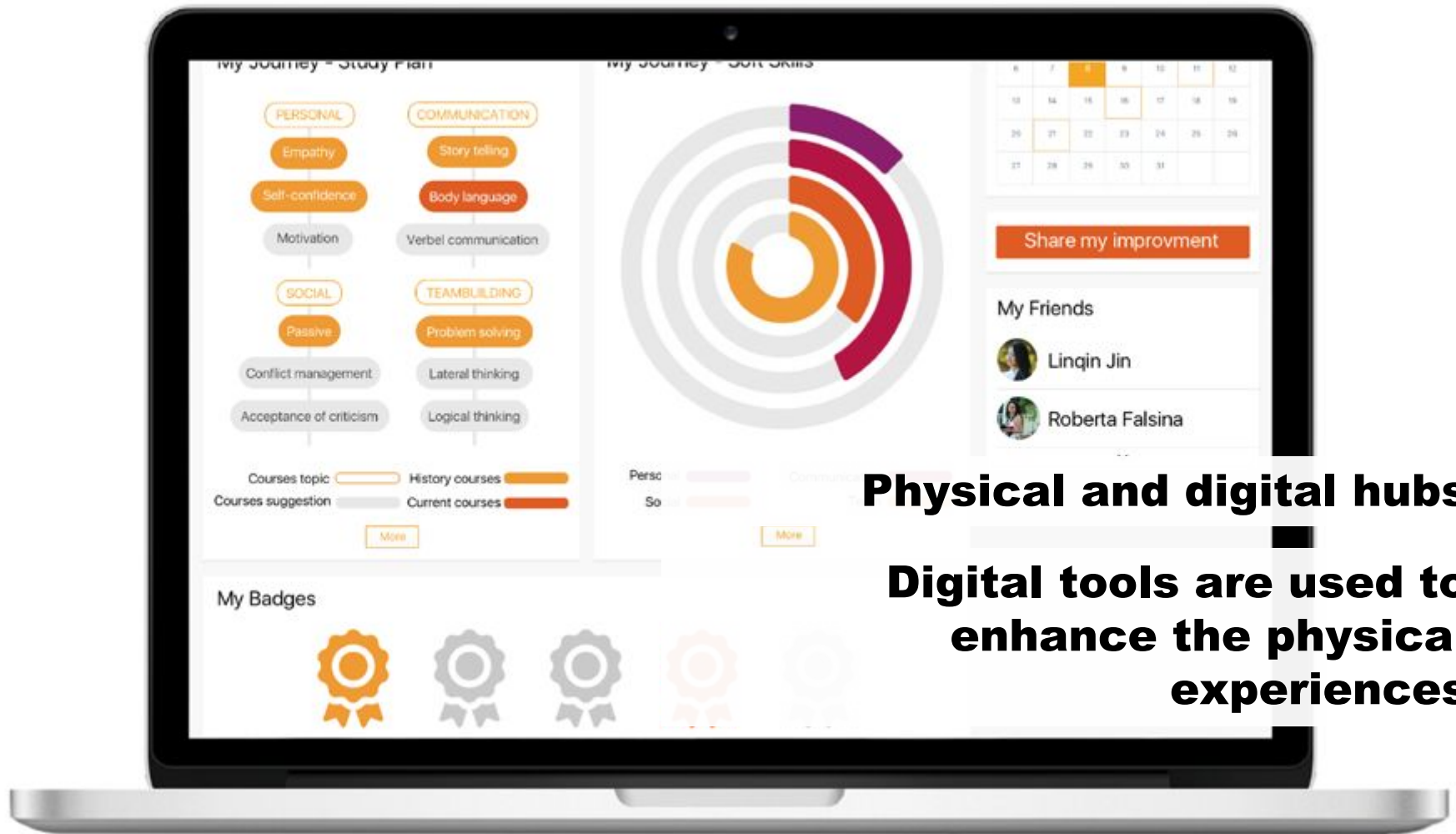
One project focused on the area of education. The city service hub addressing this topic aims at promoting a soft-skill culture, creating shared wisdom amongst citizens by defining an action plan to bring soft-skills out of the companies and into the city, where everyone could benefit from them.

Job Creation



One project focused on the area of work and entrepreneurship. The city service hub addressing this topic aims at creating both formal and informal encounters for companies and job seekers. The hub also provides a common ground for professional improvement and aims at increasing satisfaction in work environment for both workers and companies.

Storytelling and Visualisation



Physical and digital hubs

Digital tools are used to enhance the physical experiences

The hubs are physical places that are empowered by digital tools that help to communicate the activities, connect users and foster collaboration. Therefore for each city service hubs an online platforms has been developed to enable or enhance the physical experiences.

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