



**POLITECNICO
MILANO 1863**

SCUOLA DEL DESIGN

in collaboration with



DēLonghi Group

DIETER RAMS

On the occasion of the exhibition “**DIETER RAMS - A glance at the past and the future**”, which will be held at the **ADI Design Museum** from **4 May to 11 June 2023**, with the contribution of the **DeLonghi Group**, the **School of Design of the Politecnico di Milano** is organising a number of collateral events to help visitors discover **Dieter Rams** and the principles of **Good Design**.

22nd May 2023
h 6.00 pm

MARKUS ORTHEY

Design Director - Braun

DARIO GRASSELLI

Design Director - DeLonghi

SAMUELE MEDA

Design Director - Kenwood

INTRODUCTION

NICOLA SERAFIN

General Manager De'Longhi Group

*The role of design and designers in contemporary businesses:
which competences and skills are most promising for the designers of the future.*

ADI Design Museum
Piazza Compasso d'Oro 1
Milano

The initiatives are open to all Politecnico di Milano students as is the exhibition (accessible free of charge at the ADI Design Museum from 4 May to 11 June 2023)

Students will be able to participate in a "Passion in Action" by taking part in the events and completing the planned challenge. Closing date for entries 19 May 2023.

More information on
<https://www.polimi.it/corsi/didattica-innovativa>

www.design.polimi.it