

Jan-Christoph Zoels
Senior Associate Professor
Interaction Design Institute Ivrea
via Montenavale, 1 - 10015 Ivrea (TO)
Italia

Tel +39 0125 422 155
Fax +39 0125 422 101
Tel +39 335 134 7819 mobile
jc.zoels@interaction-ivrea.it
www.interaction-ivrea.it

Jan-Christoph Zoels is a Senior Associate Professor at Interaction Design Institute Ivrea, Italy. His design research focuses on the user experience of devices and services. Classes taught include '50 ways to understand a user', 'Designing Desire' and 'Strategic Design: Putting People First'. He leads the 'Applied Dreams' initiative: collaborative innovation workshops with industry leaders such as Sony, Hitachi, Orange, Fiat and Telecom Italia.

His consulting activities include EliasArts, Motorola, IBM. Zoels is an external mentor for the Center for Product Design in Health Care at Halmstad University, Sweden.

As a lead researcher for Design for Future Needs, a European Commission project, he demonstrated how design thinking can be used for policy planning, especially the EU's science and technology policies and its strategic planning of industrial R&D programmes.

Previously a Director of Information Architecture Sapien, Jan-Christoph Zoels was responsible for strategic direction, creative scope and the integration of various aspects of the user experience. He led the user experience team for the development of MD Consult Cardiology for Harcourt Brace. Other projects included designing websites for Goldman Sachs, Lucent and Cablevision, as well as application design for mobile devices. He was also the creative lead for the mobile practice of Sapien.

Prior to his tenure at Sapien, Zoels was responsible for strategic product development as a Senior Designer at Sony Design Center USA. There he developed concepts for Sony PDA, Electronic Music Distribution and various interface designs for interactive TV and remote controls. He currently holds four patents.

Presentations

Design Predicts the Future when it Anticipates Experience; The Power of Design, ALGA National Design Conference, Vancouver, October 23-26, 2003

Anticipating Experiences; Interactive Project Lab 2003 - Banff Boot Camp, August 18 - 23, 2003 at the Banff New Media Institute (BNMI), Canada

Design Strategy as a Way of Creating Imaginable Futures; DUX 2003, San Francisco, June 5-7, 2003

Human-centered Foresight and Innovation Processes; 2byTwo symposia, Institute of Design, Illinois Institute of Technology, Chicago May 28-31, 2003

Consumer Confusion; BMW Marketing Innovation Lab Forum, Munich, February 5, 2003

The Power of Experience; Innovation Management Roundtable, Munich, March 24-25, 2003

Design for Future Needs; Future Perfect conference, Brussels, 10-11 December 2002

Learning by Design; The Future of Learning, organized by Sony Computer Science Laboratory, Porto, Portugal, April 2002

INTERACTION DESIGN INSTITUTE IVREA

Interaction Design Institute Ivrea (Interaction-Ivrea) is an independent non-profit organisation, founded by Telecom Italia and Olivetti, and now part of the Progetto Italia initiative of Telecom Italia. The President of Interaction-Ivrea is Senator Franco Debenedetti. Based in Ivrea, it offers a two-year **Masters Programme in Interaction Design** for participants from all over the world with prior college degrees in design, architecture, communications, computer science or psychology. Admission is based on a thorough **selection process**. **Scholarships** are available for those accepted.

Interaction-Ivrea is directed by Professor Gillian Crampton Smith and acts - through its **two-year Masters Programme** and the **innovation projects** that are carried out independently or in **partnership with Italian and international businesses** - as a cultural centre for extending and disseminating interaction - design knowledge and know-how. It aims to develop the culture of interaction design, which originally emerged in Silicon Valley, in a European context, building particularly on Italy's heritage and present strengths in design, innovation and lifestyle. In doing this, it will forge a distinctively Italian fusion of technology, service models, and design for products and services.

Mission

Interaction Design Institute Ivrea develops our capacity to innovate new products and services. These services help us interact with each other in new ways-through communications, network and information technology. The Institute, which combines a masters programme and clusters of future concept projects, is part of Telecom Italia's Progetto Italia. Interaction-Ivrea aims to

Innovate

To find new ways to design in the medium of tele-communications - *through future concept projects which demonstrate the role of interaction design in the development of services and the devices that allow us to interact with them*

Educate

To teach a group of designers to be pioneers in this field - *through an international multidisciplinary masters course*

Communicate

To be a centre for the dissemination of the culture of interaction design - *what it is, how is it done and how it can lead to products and services which fit the needs and desires of ordinary people.*

To find more information about Interaction-Ivrea see our website at www.interaction-ivrea.it