ELV
Culture of Innovation

Education 4.0

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ELV is a multidisciplinary team that believes in Culture as an engine of innovation and a marketing tool with very high potential. Our work is based on cultural design and artistic direction in order to represent, narrate, enhance and disseminate the heritage of Territories, Institutions and Companies.

To achieve this goals we harmonize the analog and digital worlds using new technologies.

We are the facilitators through which ideas become projects aimed at the enhancement of heritage for historical family businesses, museums, foundations, historical mansions and territories devoted to cultural and experiential tourism.

Education 4.0

To Institutions, Companies and Students who had:

- A creative DNA

- The intention to innovate digitally

- A willingness to communicate in new ways

The digital tranformation
Institutions and Companies needs

Institutions and companies need to invest in digital transformation in order not to find themselves lagging behind consumer expectations.

Education 4.0

Our Approach:

In response to these needs, ELV - Culture of Innovation promotes culture as an engine of change, offering innovative training with high potential.

The technological component becomes fundamental in order to represent, narrate and disseminate heritage of Institutions and Companies.

Education 4.0
Our approach

The training paths are composed of a series of hybrid and blended learning activities, based on cooperative and learning-by-doing methods.

Education 4.0

Innovative professionalizing educational projects

Professionalizing education
Companies and Institutions needs

Today, companies and institutions are looking for increasingly dynamic, experienced professionals who are promoters of digital transformation. To meet this need, ELV proposes collaboration among schools, training providers, companies and institutions. Having identified possible areas for development, training and associated project work is structured. The solutions developed by the students will then aim to respond to the real needs of companies and institutions.

Professionalizing education
Goals: innovative and professionalizing paths

- Reduce the gap between school and the world of work by offering guidance and awareness on new digital professions

- Training in the use of new technologies and associated tools stimulating children to critical and creative thinking, working on concrete and achievable project works

- Proposing engaging and empowering teaching

Professionalizing education
Possible areas of project work development

- Development or implementation of products and services
- Projects related to internal and external Communication
- Construction of ad hoc Gamification experiences
- Design of physical and digital models and prototypes
- Visual and experiential exhibits

Case study

ELV - Culture of Innovation has proposed, with the collaboration of Fondazione Cova, three courses funded by the Regione Lombardia and European Social Fund to train professionals for an innovative labor market, experts in manufacturing 4.0, experience design and digital fabrication.

makers+

ELV
Culture of Innovation

SCUOLA COVA

Training in Gamification, Virtual Reality and Augmented Reality.
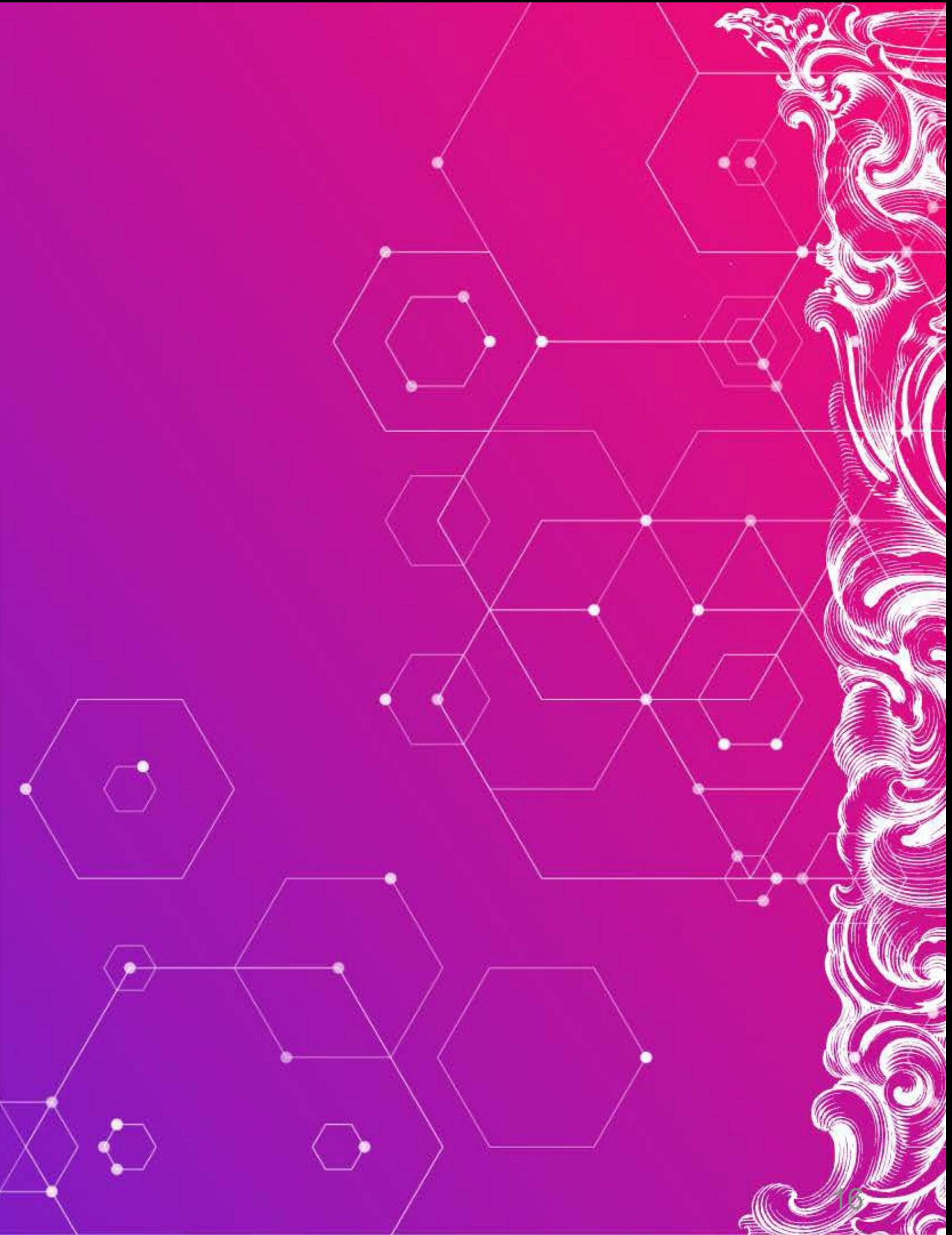
Training in Experience Design

Narrative Codes and Interactivity

Lombardia Plus 2019-2020
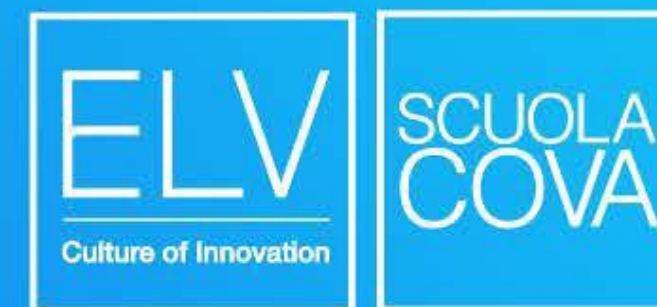
Prototyping for Communities

Design participatory experiences for the territory and its audiences, with the help of digital fabrication, gamification principles, and real and virtual interactive narratives.
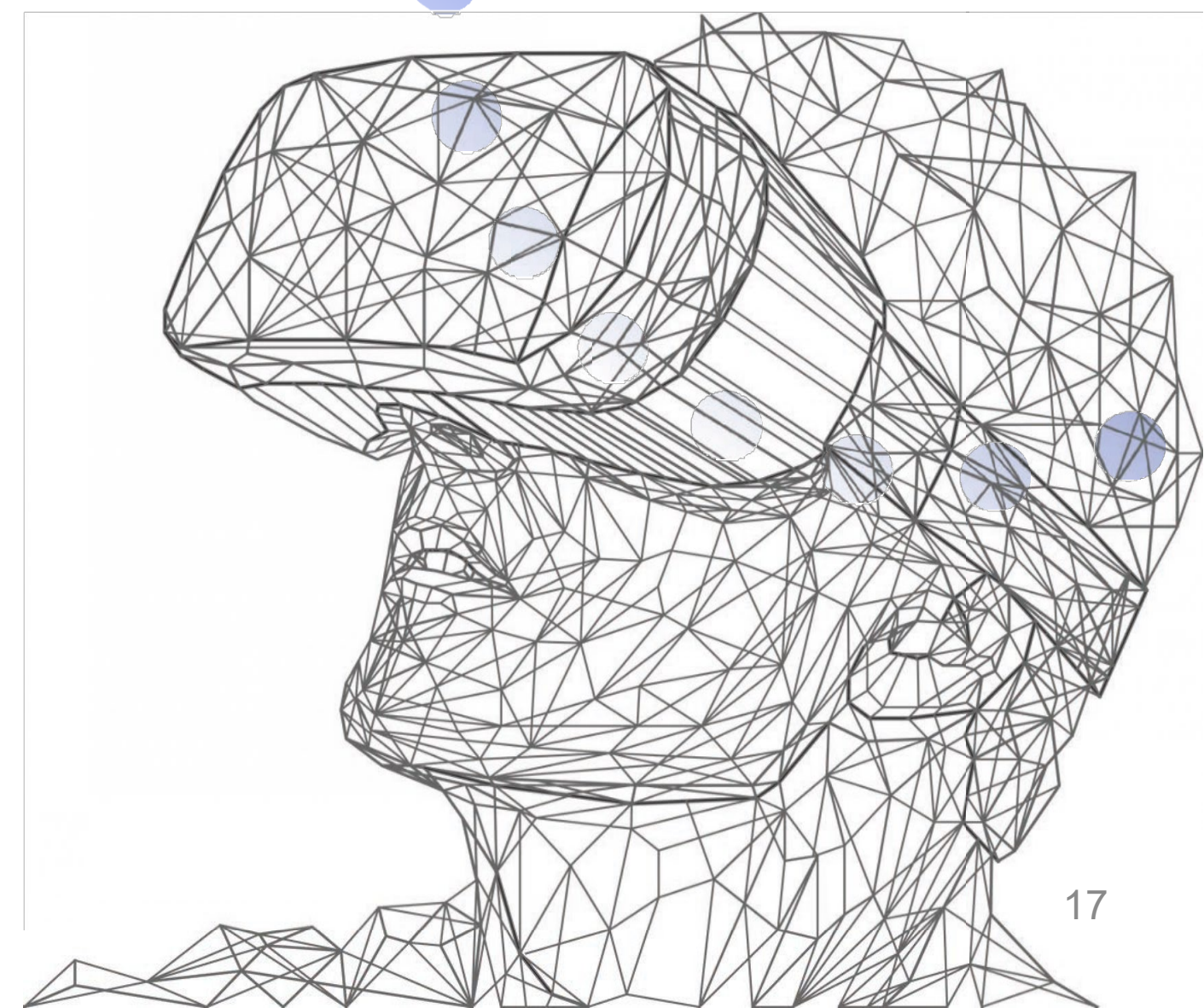
UNIONE EUROPEA
Fondo sociale europeo

Regione
Lombardia

fse

POR FSE 2014-2020 / OPPORTUNITÀ E INCLUSIONE

The Cmakers+ project, presented under of the Regione Lombardia's call for proposals, received the highest score for the quality and innovation of the training proposal.

Professionalizing education
Prototyping

The role of the companies and institutions involved was decisive so that the students could not only receive theoretical and technical training but also put into practice what they learned, through the conception and prototyping of projects and solutions designed according to the specific needs (needs) of the companies.

Professionalizing education
Analysis

For a structured start of the activities, ELV - Culture of Innovation interfaced prior to the start of the course with Companies and Institutions to analyze the state of affairs and define in a shared way the needs of companies in the areas of communication, digital innovation identity and cultural enhancement.

Having highlighted the specific needs, ELV was then able to define areas of intervention and orient the course (and the hours of classroom and fab lab design) towards the shared objectives from time to time.

Professionalizing education
The training plan

- Project Management
- Design Thinking
- Principles of Gamification
- Virtual and Augmented Reality
- UX and UI Design
- Experience Design
- Communication Design
- Digital Storytelling
- Principles of Interaction Design
- Territorial Marketing

100h FAB LAB

300h TRAINING and TEAMWORK

250h STAGE
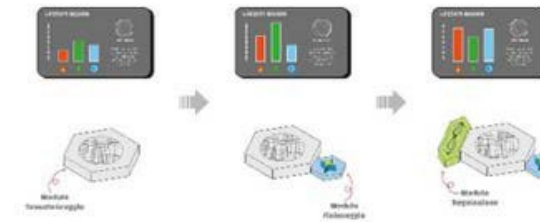
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Professionalizing education
Didactics

In order to make the program consistent and structured with both a cross-cutting and vertical approach on individual topics, some lecturers took the entire course; other trainers-partners selected by ELV-held seminars and focus on individual topics of project and professional interest instead.

Some of the prototyped solutions are given here for explanatory purposes

/ Kit a moduli di supporto alla vendita (analogico e digitale)

Interazione Fisico-Digitale

Interfaccia software *adaptive* (funzioni per i clienti)
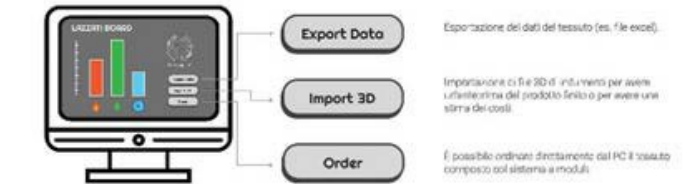
Moodboard fotografico

Materiali ipotizzati per il kit

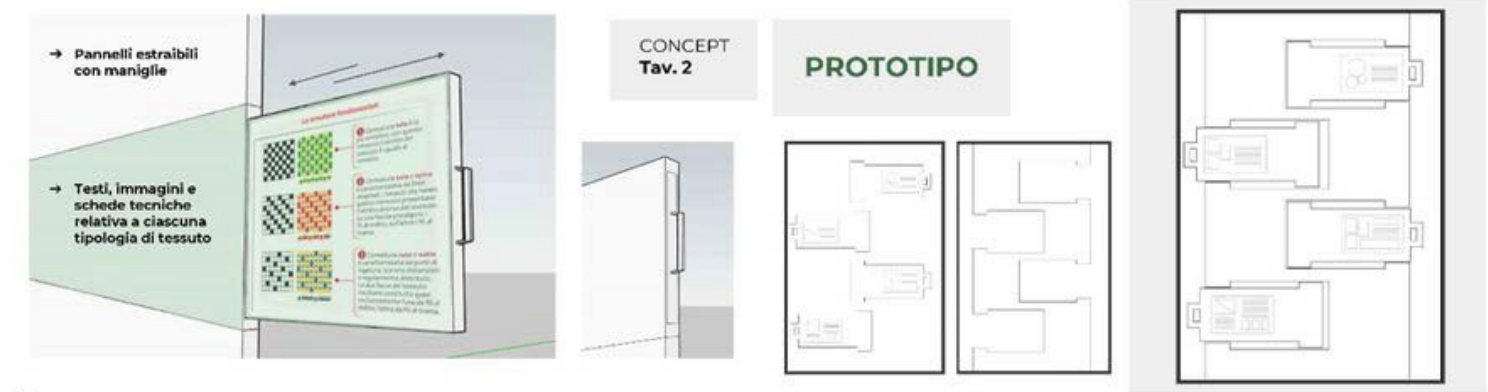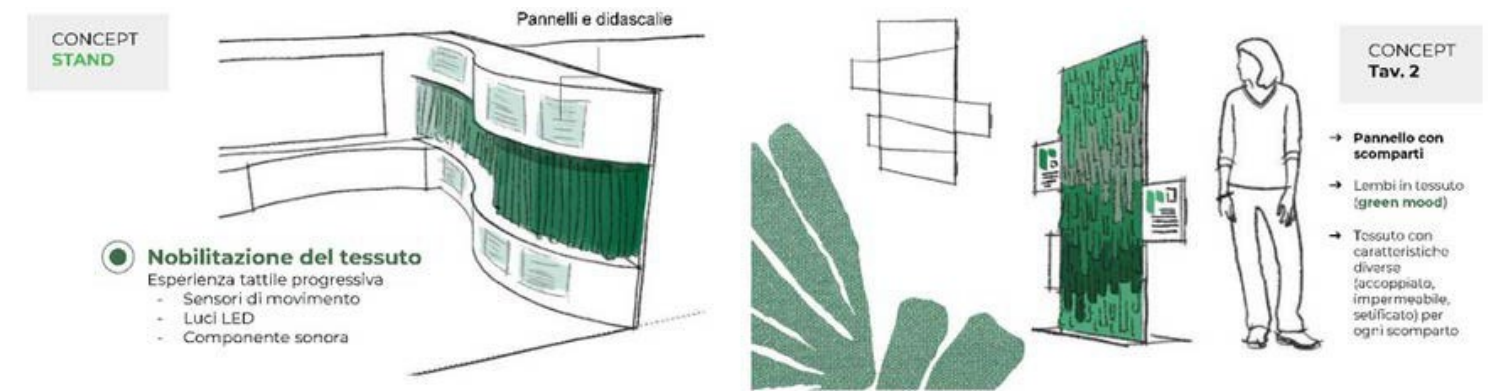/ **Exhibition** modulare (grandi spazi e versione fieristica)
di approfondimento delle caratteristiche dei tessuti piu' innovativi (qui *Graphene*)
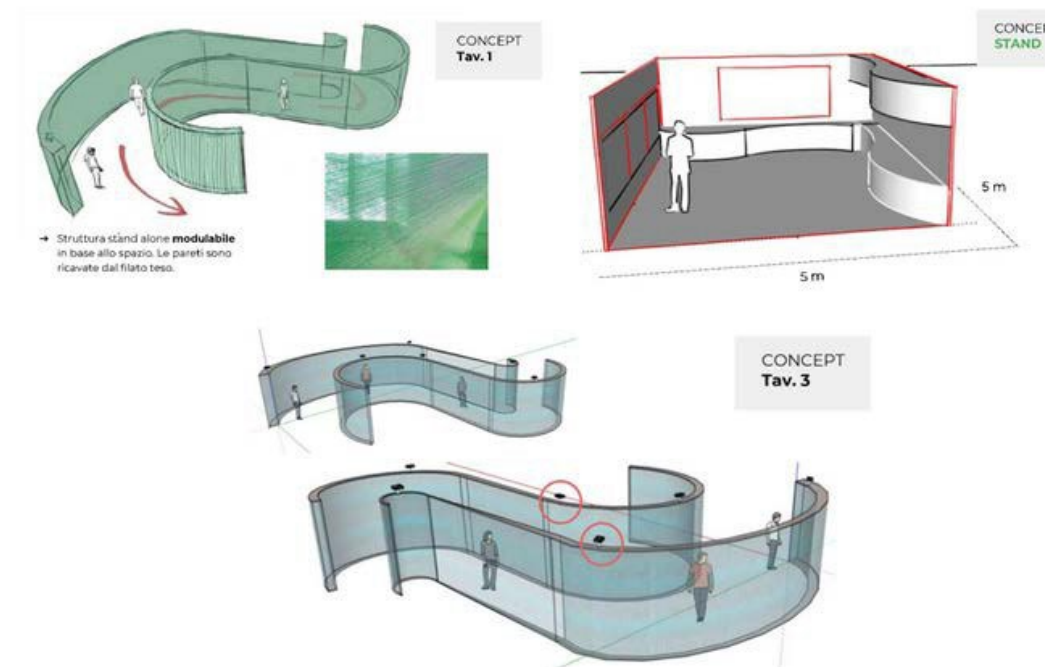
Sales support module kit (analog and digital)

Modular exhibit (exhibit at corporate headquarters or trade show)

Some of the prototyped solutions are given here for explanatory purposes

Modular exhibits (exhibit at corporate headquarters or trade show)

Some of the prototyped solutions are given here for explanatory purposes

Virtual tour
(production chain)

Business model analysis of a new service and related product

/ **Virtual Tour Lazzati Group** (catena di produzione)

BMC generale

Some of the prototyped solutions are given here for explanatory purposes

Virtual tour
(art gallery, corporate collection)

Interactive digital corporate archive
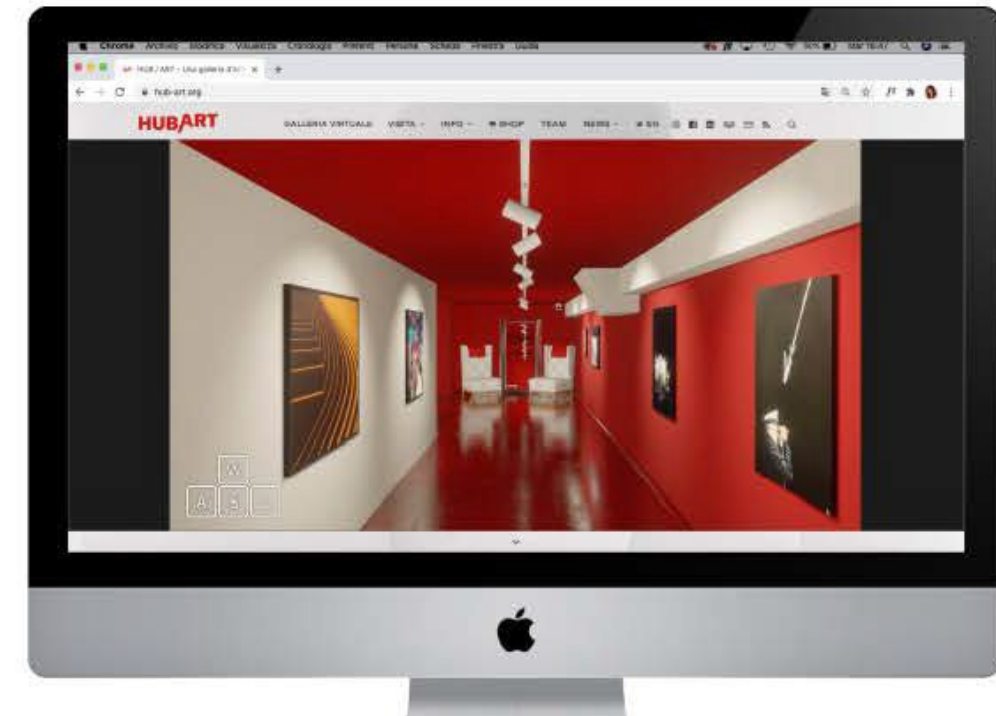
Some of the prototyped solutions are given here for explanatory purposes

Customer journey
(guerrilla marketing project)

Some of the prototyped solutions are given here for explanatory purposes
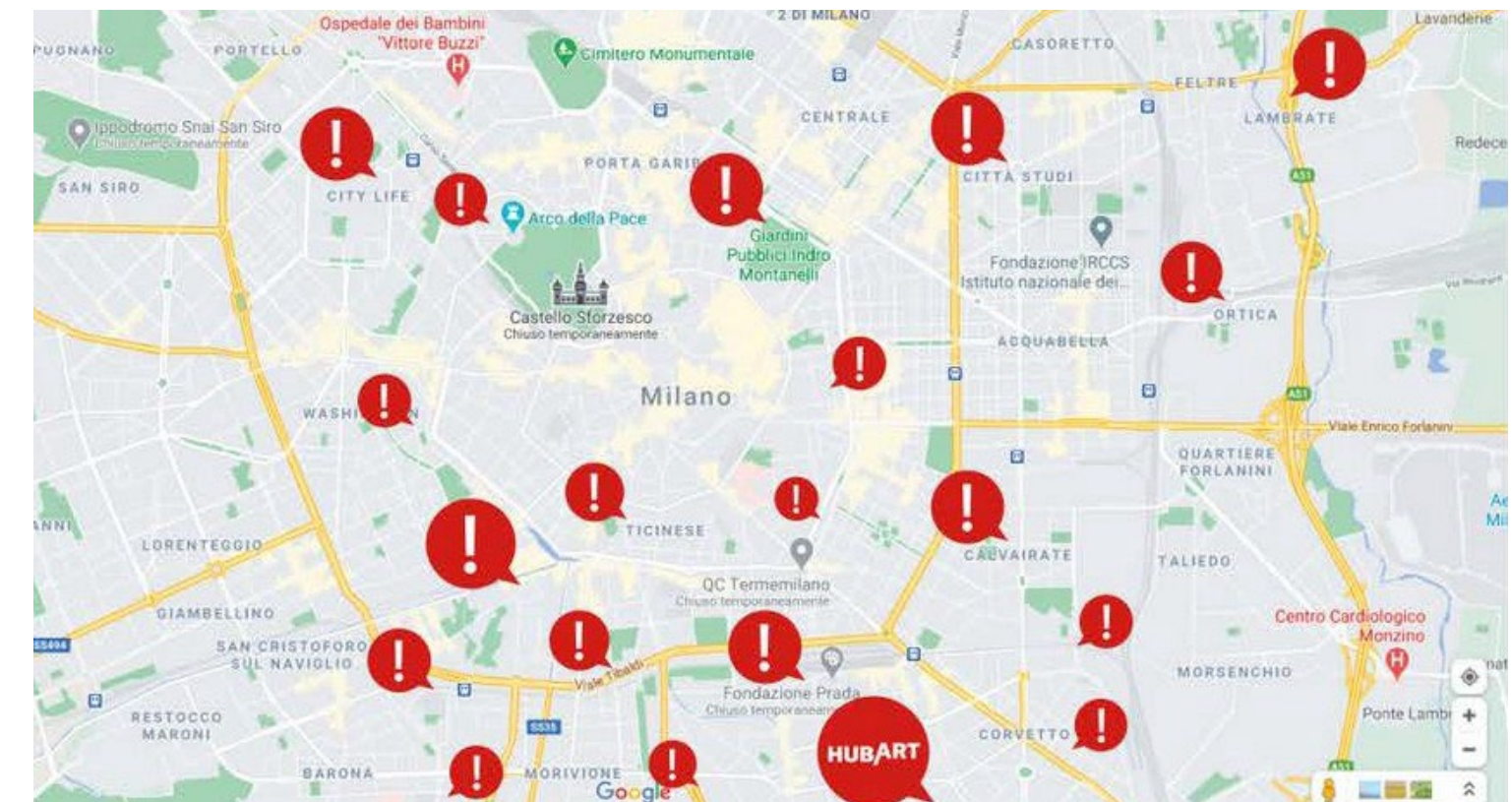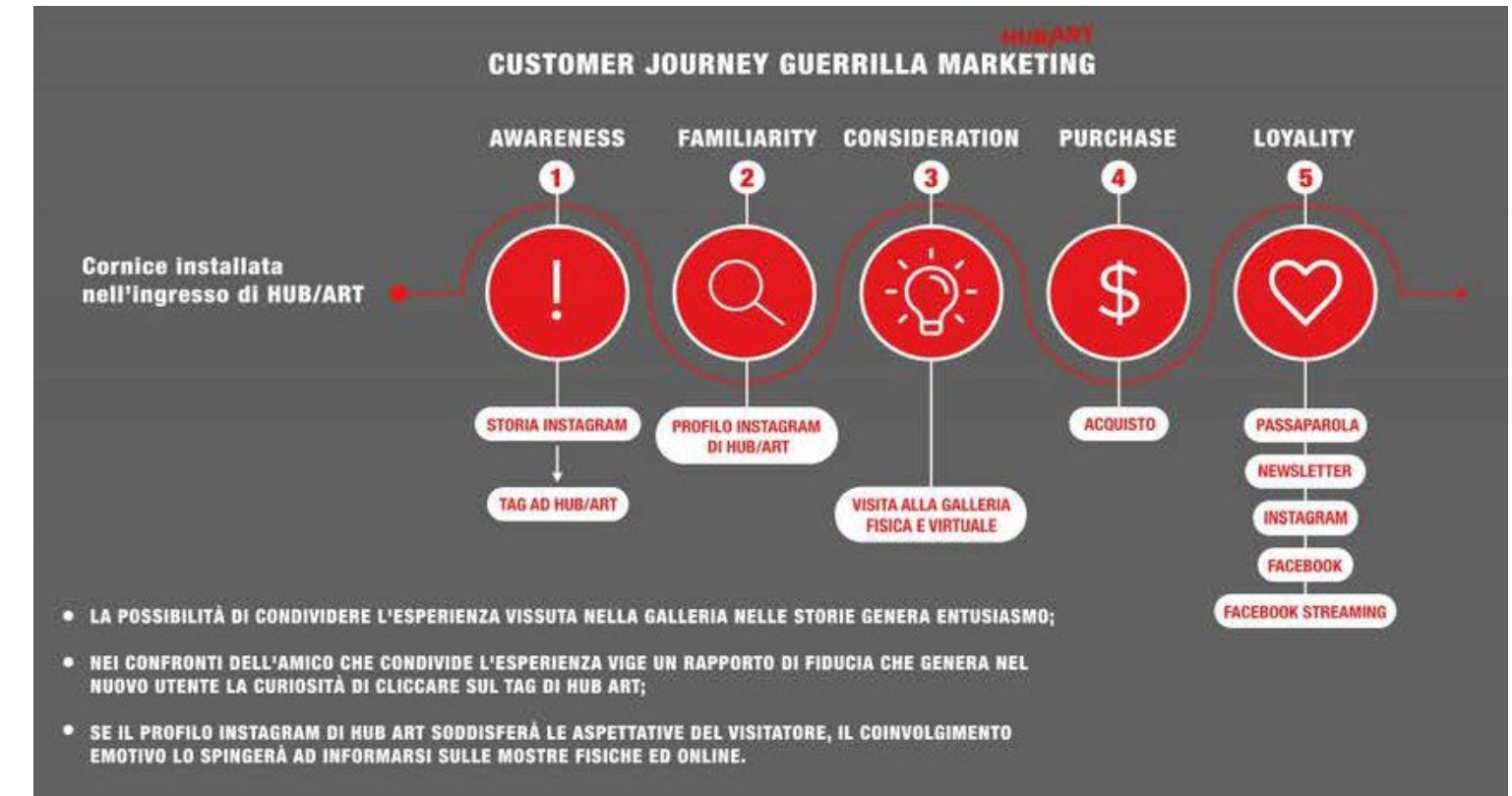
Virtual tour
(art gallery, corporate collection)

Interactive digital corporate archive
Archivio di

TOUR & COLLABORAZIONI
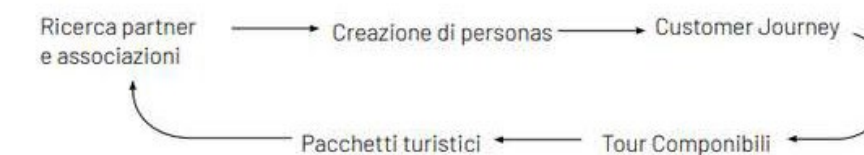
QUESITO DI PARTENZA:

Come ricollocare Spazio Archivio Negroni nel contesto Milanese?

DUE DIREZIONI:

Ricerca sistematica di realtà territoriali interessanti

Progettazione di esperienze per turisti

FASI DI PROGETTAZIONE:

Ricerca partner e associazioni → Creazione di personas → Customer Journey → Tour Componibili → Pacchetti turistici

PERSONAS

MARIANA NAPOLITANI

"Nulla è mai scontato nel design"

Marianna vive a Roma, ha 23 anni, è single e dopo la laurea specialistica in design di interni ha appena iniziato uno stage.
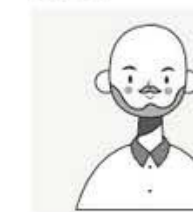
LUCA GUGLIELMI

"I genitori sono gli unici lavoratori che non hanno vacanze"

Luca vive a Bergamo, ha 49 anni e si è risposato da poco; dopo un dottorato post laurea ha iniziato a lavorare come commesso viaggiatore e tutt'ora fa questo.

ANTONIO ROSSI

"Si stava meglio quando si stava peggio"

Antonio ha 60 anni e si gode la pensione insieme a sua moglie a Livorno dove vivono dagli anni '50. Ricorda con piacere gli aneddoti sui colleghi di lavoro nell'ex industria di via Pacini.

Some of the prototyped solutions are given here for explanatory purposes

Playful-educational kit

Education 4.0

Teacher training

Teachers Training

We designed a 2D real time platform for interactive and envolving training towards school teachers based on gamification, new teaching methologies, virtual meetings and on creating new bibliography.

Teachers Training

New Methologies and some platform pictures

- Introduction

- Methods of involvement and participation

- Gratification and reward systems

- Culture of trust

- Individual Intrapreneurship

- Critical thinking

- Judgments and merits

- Tools and Case studies

Teachers Training
New Methologies and some platform pictures

Teachers Training
New Methologies and some platform pictures

Lezione #0

Metodi di coinvolgimento e partecipazione

Sistemi di gratificazione e sistemi premiali

Cultura della fiducia

Intraprendenza individuale

Critical thinking

Giudizi e meriti

Tools e casi studio

- Short video lectures
- Lectures
- Tests
- Insights

Teachers Training
New Methologies and some platform pictures

- Library and new bibliography came from ELV and teachers

- Forum with Teachers and among teachers

Teachers Training

New Methologies and some platform pictures

- One's own study
- Awards thanks to gamification

Teachers Training
New Methologies and some platform pictures

- Real-time data from every action made by teachers within the platform. This data is very important to understand the behavior of teachers within the platform, how much they interfaced with each other and with ELV, and how much they actually learned and through this training created new bibliography.

Education 4.0

Training for corporate employees

Training for corporate employees
Some Goals

- Employee engagement

- Shared leadership and distributed responsibility promotion of professional autonomy

- Facilitation of human interactions redesign of products and services

- Training in the use of new technologies and associated tools transparent and innovative communication
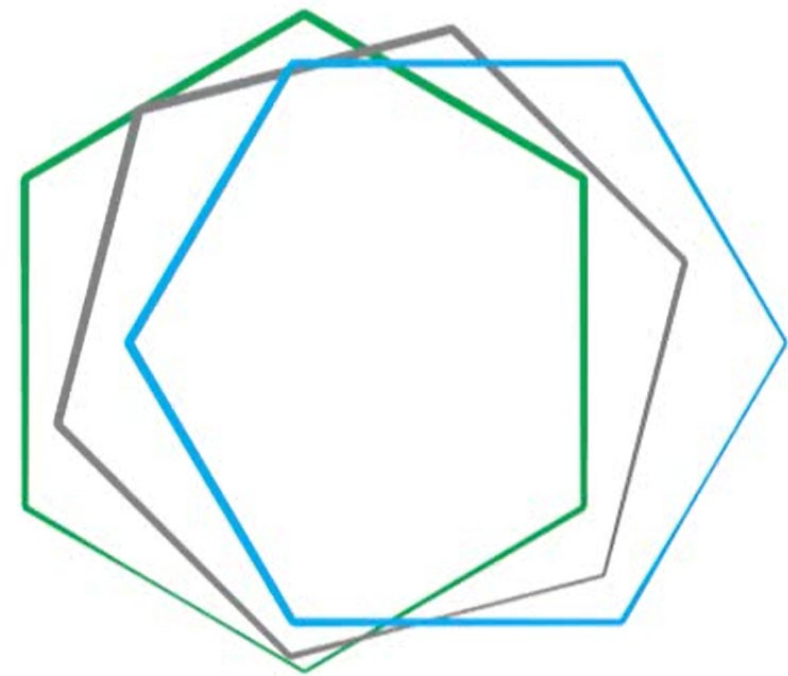
Training for corporate employees
Exemples of applications

- Use of gamification to trigger employee engagement processes

- Working on the corporate mindset

- Starting from corporate culture redesigning products and services through design thinking methodologies

Training for corporate employees
Case study

TIO GAME

Engaging, and interactive training platform (called TIO Game) for HR, leveraging the potential of digital technologies in real-time 3D with **gamification** and **gaming** (e.g. Escape Room)

Training for corporate employees
Case study

Creating a simulator of an experience within a virtual environment allows the "learner" to **put themselves in play, through gamification.** A great advantage given by simulations, is to create experiences in which one is free to experience **"learning by doing"** and to discover what is the winning tactic even through their own **"fail to learn"** mistakes.

Training for corporate employees
Case study

Function visible only to managers, where it ispossible to track in real time the actionsof users.Player performance is displayed with statistics toidentify areas for improvement.

CONTACTS

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