

I EDITION  
COURSE  
ONLINE

# PLANNING, DESIGN AND MANAGEMENT OF WORKPLACES

*Theory and case histories of corporate workspaces*

## WHAT IS THE COURSE ABOUT?

INTERNATIONAL AND  
INTERDISCIPLINARY COURSE ON  
WORKPLACE MANAGEMENT

## WHERE AND WHEN

12-15 JULY 2021

from 13.30 p.m.

LIVE WEBINARS

## WHO CAN APPLY?

**Designers, company employees, architects** and more, who want to learn through theory and concrete case histories how the discipline of workplace management can improve the working quality.

**Practitioners** who work in the field of **architecture, facility management, real estate management and HR management** who are interested in expanding their knowledge on workspace design and management..

## PROGRAM PILLS – DAY 1 & 2

12 July

*Theoretical Lessons*

- User Personas (1,5h) – Prof. **Tamàs Berky** (Consultant, Garapena Ltd.)
- User journey mapping and service blueprint (1,5h) – Prof. **Antonio Iadarola** (NYU, Tandon School of Engineering)

*Case histories*

Prof. **Chiara Tagliaro** will host a discussion on Human-centered workplace with Giovanni Bevilacqua from **UniCredit**

13 July

*Theoretical Lessons*

- Workplace strategy, briefing and concept (1h) – Prof. **Ying Hua** (Cornell University)
- Benchmarks and case studies for workplace design (1h) – Prof. **Chiara Tagliaro, Silvia Leoncini** and **Alessandra Migliore** from Politecnico di Milano will present their research.

*Case histories*

Prof. **Chiara Tagliaro** will hosts a discussion on Workplace change and strategy with Federica Pedroni from **CBRE**

## ORGANIZATION & PARTNERS



POLITECNICO  
MILANO 1863

DIPARTIMENTO DI ARCHITETTURA,  
INGEGNERIA DELLE COSTRUZIONI  
E AMBIENTE COSTRUITO

REC  
Real  
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SUMMER SCHOOL ON  
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## FURTHER INFORMATION

✉ [sswm-dabc@polimi.it](mailto:sswm-dabc@polimi.it)

in [rec-realestatecenter](http://rec-realestatecenter)

🌐 [www.rec.polimi.it](http://www.rec.polimi.it) 

## COSTS

Full course 12 July-15 July  
(12 hours course - online)

€ 800,00

Sconto del 15% (=680€) per:

- gli iscritti all'Ordine Architetti della provincia di Milano
- aziende che iscrivono più dipendenti al Corso

CFP from *Ordine Architetti PPC della provincia di Milano* only attending 75% or more of the course and upon successful completion of the final quiz.

## PROGRAM PILLS – DAY 3 & 4

14 July

*Theoretical Lessons*

- Workplace management around Europe: cross-country comparison of practices (1h) – Prof. **Chiara Tagliaro**. **Alice Paola Pomè** from Politecnico di Milano will present her research.
- Technology applications in the workplace environment (1h) – Prof. **Ingrid Nappi** (ESSEC Business School)
- KPIs for workplace management (1h) – Prof. **Chiara Tagliaro** (Politecnico di Milano)

*Case histories*

Prof. **Chiara Tagliaro** will hosts a discussion on KPIs for an effective workplace with Monica Guarda from **Enel**.

15 July

Course ends. Prof. **Chiara Tagliaro** will hosts a discussion on Workplace as a campus with Silvio Zani from **Zambon**.

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## DIRECTORS

**Chiara Tagliaro**, Researcher,  
Politecnico di Milano (DABC)

**Andrea Ciaramella**, Associate  
Professor Politecnico di Milano, Founder  
Real Estate Center

## ORGANIZATION

**Silvia Leoncini**, Researcher Politecnico  
di Milano (DABC)

**Alessandra Migliore**, PhD Candidate,  
Politecnico di Milano (DABC & DIG)

**Alice Pomè**, PhD Candidate, Politecnico  
di Milano (DABC)

## KEY DATES

from 20 MAY to 27 JUNE  
Registration Online

at

[www.polimi.it/index.php?id=5782&uid=4725](http://www.polimi.it/index.php?id=5782&uid=4725)

by 2 JULY 2021 (mandatory)  
Fee payment

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