

Miaosen GONG, PhD, Associate Professor

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Short cv:

Dr. GONG Miaosen is an associate professor of School of Design at Jiangnan University. Currently, he is a member of Faculty Administrative Committee and the director of DESIS lab. previously he was vice dean for postgraduate and international relation. Tutored by Prof. Ezio Manzini, he did his PhD study in design at Politecnico di Milano, jointed with MIT, focusing on strategic design for sustainability, particularly on design for social innovation. He is a member of International Coordination Committee of DESIS network (www.desis-network.org) and co-coordinator of DESIS-China. He is also one of founders of China Design Research PhD Colloquium and China Service Design Education Forum. He has more than 60 peer-reviewed academic publications in international conferences and journals, and is reviewers of several international design conferences and journals. His applied research fields include public service and active welfare, healthcare, mobility, cultural industry and etc. He has strong industrial collaboration focusing on key competitiveness building by design innovation, main partners include Philips, Atlas.copco, Media, Sany, Jialing, Changhong, Ingshi, Longfor, Idataway and etc.

Qualifications

2007-2010: PhD in Design, Politecnico di Milano, jointed with MIT

2005-2006: Special Master of Strategic Design, Politecnico di Milano

2000-2003: Master of Art Design, Jiangnan University

1996-2000: Diploma of Industrial Design, Nanjing University of Science and Technology

Positions of Trust

Member of International Coordination Committee, DESIS network (2013-)

Co-coordinator, DESIS-China regional cluster (2009-)

Chair, Jiangnan University DESIS International Symposium (2010-)

Track co-chair, “Design for Adaption” Cumulus Detroit 2022

Guest Lecturer, PhD programme in Design, Tehran University (2021-)

Guest researcher, The Hong Kong Chinese University Shenzhen (2020-)

Board member, China Service Design Education Forum (2016-)

Founding member of China Design Research PhD Forum (2015-)
Member of executive committee for education, China Innovation Design Alliance (2015-)
Member of trustee council, Chinese Mechanical Engineering Society- ID association (2014-)
Board member, Keyihui Social Design Lab (2014-)
Member of trustee council, Jiangsu Industrial Design Association (2013-)
Member of scientific and editorial Board, Disegno Industriale Industrial Design (DIID) (2011-)
Design Specialist, Horizon R&C Group (2015-1017)
Member of DeSForM 2013 International Program Committee (2013)
Member of Executive Committee, Redesign Design Education conference (2012-2016)
Visiting professor, Industrial Design department, TU/e, Netherland (2012-2014)
Member of Executive Committee of Rangsit University International Design Symposium (2012)
Panel, Accreditation of Learning Programme, HKCAAVQ (2011)
Visiting fellow, Hong Kong Design Institute (2011)
Reviewers of Conferences including Cumulus, IASDR, DRS, DesignED and etc.

Selected speeches/lectures

2022 keynote, *Enabling, Empowering, Inspiring: Design for well-being*, in Service Design for People's well-being forum, Homeking international
2022 Lecture series, *Chinese Civilization and Design Culture*, for PhD program in Design, Tehran University
2022 keynote, *Unity of Thinking and Diversity of Design Culture*, in “Activism in culture and society” 2021 GAFA DESIS symposium, Guangzhou Academy of Fine Art
2021 invited lecture, *Talking about service design and its value*, in Class in Air, JingDong Logistic
2021 keynote, *Sustainable design in the view of Chinese culture*, in “sustainable development for our future society” 2021 SGID international conference, Hubei University of Industry
2021 keynote, *Chinese context of social innovation and cultural interpretation*, in “pluriversal cultures and common crisis” 2021 Jiangnan University DESIS international symposium
2021 paper presentation, *Discovering Design Values in the Chinese Pre-Qin Classics*, in Design Culture(s) Cumulus Conference Proceedings Roma 2021, Roma: Sapienza University of Roma.
2021 Lecture, *Service Design in the perspective of social innovation*, 100 design talks, China bridge
2020 Lecture, *Problem-oriented applied innovation and design roles*, in AIRS, The Hong Kong Chinese University Shenzhen
2020 Lecture, *Design for Social innovation and Exploration*, School of Design, Xihua University
2019 speech, *Campus and city @Jiangnan university*, in DESIS thematic forum, at Cumulus Conference Rovaniemi, University of Lapland
2019 Keynote, *Ecological emergency and social innovation in the perspective of culture tracing*,

in “design 2030” 2019 Jiangnan University DESIS symposium

2018 invited speech, A Chinese interpretation on bottom-up and top-down, in DESIS session, Cumulus conference Wuxi, Jiangnan University

2018 keynote, *Service design and the educational framework*, in “Linking” The 3rd Service Design education forum, Nanjing University of Arts.

2018 keynote, *Service design for social innovation*, in Service Design Forum, Shanghai Dianji Univeristy

2017 keynote and workshop, *Service innovation design for smart community*, Nanjing University of Industry.

2017 *EV 3.0: A Design-driven Integrated Innovation on Rapid Charging Model BEV Mobility*, in “RE:Research” 2017 IASDR conference, University of Cincinnati

2016 keynote, From design activities, to design activism and to social enterprise, in 2016 Cross-strait Youth Design Forum, Taibei, China

2016 keynote, *Service design and social innovation: paradigmatic shift in means and meaning*, in 2nd Service design education forum, Guangzhou Academy of Fine arts

2016 Speech, *Design driven social innovation*, in East Asia Social Innovation Initiative(EASII) Beijing Workshop, Beijing Univeristy, Beijing

2016, keynote, From design activities, to social actions and to social enterprises: A case of design for social innovation, in DESIAP conversations: practices of design & social innovation in Asia-Pacific, the Thai Creative and Design Center, Bangkok

2016 lecture and workshop of Service design, International summer school 2016: co-designing better urban living and wellbeing, Lahti University of applied science, Lahti

2016 Lecture, *Design-driven innovation: innovation design exploration in economic new normal*, in China, CSST, Shenzhen

2015 Invited speech, *EV3.0: Radical innovation of rapid charging EV and service system*, Lift China 2015, Shanghai

2015 Presentation, *Design-Driven Social Innovation*, in Asia Consortium 2015, HK PolyU, HK

2015 Keynote Speech, *Design for Innovation of Service in the Age of MI*, 2015 Experience Design forum, Alibaba, Hangzhou

2015 Keynote Speech, *Design-driven Innovation and Service Design*, 2015 Service design forum, Horizon R&C Group, Shanghai

2015 Public Lecture, *Design-driven innovation*, Nanjing University of Aeronautics and Astronautics, Nanjing

2015 Presentation, *Wangjing Beishu: Integrated innovation of organic farming and consumption for mass market*, DESIS-FOOD seminar, Cumulus conference, Milano, Italy

2014 Public Lecture, *Chinese Qualities for Sustainability in Global Context*, TU/e, Eindhoven, Netherland

2014 Paper Presentation, *The Intellectual Disabled People as Assets*, in Cumulus conference Aveiro,

University of Aveiro, Aveiro, Portugal

2014 Public Lecture, *Feeding the planet: GIDE 2014@JU*, Thomas More University, Mechelen, Belgium

2013 Keynote, *DESIS China: A network of Design Lab*, 2013 DESIS-Japan conference, Tohoku University, Sendai, Japan

2013 Invited speech, *The Chinese View of Sustainable Qualities*, “Emerging Practice” Design Education Forum 2013, Tongji University, Shanghai

2013 Invited speech, *Design Qualities of Means and Meaning: Pilot exploration and reflection on service design for social innovation*, DeSForM 2013, Jiangnan University, Wuxi

2013 Invited lecture, *Next Design for transformative innovation*, China North Vehicle Research Institute, Beijing

2013 Public Lecture, *Product, system, service and experience: design transformation*, Fudan University, Shanghai institute of visual art, Shanghai

2012 Public Lecture, *Design for Social Innovation and the Educational Reflection*, TU/e, Eindhoven, Netherland

2012 Presentation, *Creative communities for sustainable lifestyle in HK*, DESIS forum-Cumulus conference, Aalto University, Helsinki, Finland

2012 Invited speech, *Design for Chinese Social Innovation: Pilot PSS Design Experiences for Sustainable Lifestyles*, Redesign design education conference 2012, Jiangnan University, Wuxi

2011 Public Lecture, *Service Design for Social Innovation: collaborative workshops between Jiangnan University and Politecnico di Milano*, Sapienza Università di Roma, Rome, Italy

2011 Invited speech, *Sustainable design for social innovation*, 2011 World Chinese Design Forum, Wuhan University of Science and Technology, Wuhan

2011 Paper presentation, *Emerging course experiences of PSSD for sustainability in China*, “The Tao of Sustainability” an international conference on sustainable design strategies in a globalization context, Tsinghua University, Beijing

2011 Paper presentation, *Mobilized Collaborative Services in Ubiquitous Network*, HCI International 2011, Orlando, USA

2011 Presentation, *NeWuxi: Food network*, DESIS forum-Cumulus conference 2011, Strate College, Sevres, France

2010 Paper presentation: *DESIS-China: A Polit Action on Networking Design Schools in China*, DesignED Asia Conference, Hong Kong

2010 Invited Speech, *DESIS-China: a network on design for social innovation and sustainability*, the conference of “The Truth of Sustainability-Art · Design · Science”, Tsinghua University, Beijing

2010 Public lecture, *A Study Journal of Europe and America: from Product, Service to Social Innovation*, Nanjing University of Science and Technologies, Nanjing,

2010 Paper presentation, *Design for Collaborative Services*, Cumulus Conference, Genk, Belgium

Selected research/ professional consultant projects

- 2022, “DaoXiangcun” cultural creative design for traditional sweet, PI, sponsored by Daoxiangcun group
- 2021, Catalogue of Chinese products for the aged, PI, funded by National Research Center for Rehabilitation Technical Aids
- 2020, “Maotai” Service design for Chinese wine experience, PI, sponsored by Dataway
- 2020, Interface and user experience design for IP big data platform, PI, funded by Jiangsu Intellectual Property Office
- 2019, PSSD of bio-based material and business mode innovation, PI, sponsored by Longjun environmental protection
- 2019, Service design for The property management, PI, sponsored by Longfor group
- 2018, Dream of Health in Smart Home, PI, funded by The Hong Kong Chinese University Shenzhen
- 2018, Sustainable Design for professional machine series, PI, funded by Aoxin Tech
- 2017/18, Industrial Design of Sany STH 1056A Telehandler, PI, Sany Ocean
- 2017, Smart home and community for elderly society, PI, sponsored by Media group
- 2015/16 Patient-centred design research: An Explorative User Research on Chronic Disease in China, Principal investigator, sponsored by Philips Design
- 2011/ 2015 Design for social innovation towards sustainable lifestyle in China, Principal investigator, funded by Educational ministry
- 2013/ 2015 Strategy of Innovation Design in China, Project member, funded by China Academy of Engineering
- 2013/ 2015 Design for Change, Partner coordinator, funded by Lille Design, Paris
- 2013/ 2014 User research and design definition of refrigerator, Principal investigator, sponsored by Chonghong Electronic
- 2012/15 Innovation Design for Rapid Charging Oriented Battery Electric Vehicle (Duke EV 3.0) Principal investigator, in cooperation with Jiangsu Duke New Energy Automobile Co., Ltd
- 2011-2015, Design-driven social innovation for the people with intellectual disabilities (Keyihui), Principle investigator, partially funded by local government.
- 2011/ 2012 CCSL_HK: Creative communities for sustainable lifestyle in HK, Principle investigator, funded by VTC-HK
- 2009/ 2012, SEE&SEEK, PERL initiative, Partner, funded by the European Commission and UNEP.
- 2007/ 2009, CCSL: Creative Communities for Sustainable Lifestyle, Manager of CCSL-China programme, funded by UNEP

Recent selected publications

- 巩淼森.农业和乡村经济新业态与设计价值[J].装饰,2022(01):26-31.DOI:10.16272/j.cnki.cn11-1392/j.2022.01.007.

Gong, M.(2021). Discovering Design Values in the Chinese Pre-Qin Classics, in Loredana Di Lucchino, Lorenzo Imbesi, Angela Giambattista and Viktor Malakuczi(eds). Design Culture(s) Cumulus Conference Proceedings Roma 2021, Roma: Sapienza University of Roma.

张仕杰,巩淼森.SOHO 族行为动因分析与健康管理设计策略研究[J].包装工程, 2021,42(12):158-166.

巩淼森.我国服务设计发展有经济和文化优势——巩淼森谈服务设计[J].设计,2020,33(04):57-61.

嵇柔,巩淼森.自然交互设计在智慧家庭中的应用研究[J].包装工程,2019,40(22):208-213.

巩淼森,杨梓,郑彬彬,张雳.社区营造中的共创机制与交互关系[J].中国艺术,2019(04):76-85.

Gong, M., Zhou, X. Liang Q. & XU, J(2017). EV 3.0: A Design-driven Integrated Innovation on Rapid Charging Model BEV Mobility. in the proceeding of IASDR 2017 Conference: Re: research, 31 Oct.- 3 Nov, 2017, Cincinnati, USA.

Noora Nylander, Miaosen Gong and Markus Kretschmer (2017) Creativity Enabling for a Mixture Team by Design Thinking, In Sari Horn(eds.) . Summer School 2016: Co-designing Better Urban Living and Wellbeing. Lahti University of Applied Sciences (ISBN 978-951-827-265-9);

巩淼森. 面向社会创新的服务设计:江南大学 DESIS Lab 的探索历程[J]. 创意与设计, 2017(2).

董玉妹, 巩淼森. 情景剧表演在设计研究中的应用及多重价值[J]. 包装工程, 2017(04):124-127.

裴雪, 巩淼森. 欧洲社会创新设计探究的动态和趋势[J]. 包装工程, 2017, 38(12):22-26.

巩淼森, 李雪亮, 罗小荷. 基于人机交互的家用胎心仪设计研究[J]. 机械设计, 2016(12):126-128.

巩淼森, 李璐, 张雳. 面向智障人士的协作服务设计研究[J]. 包装工程, 2016(20): 74-78.

巩淼森, 周祥. EV3.0: 面向超常快充的纯电动汽车创新设计 1[J]. 创意与设计, 2016(1).

李雪亮, 巩淼森, 肖东娟,等. 面向 COPD 病人康复锻炼的智能拉伸锻炼器设计[J]. 机械设计, 2016(4):119-121.

李雪亮, 巩淼森. 移动互联网视角下老年人智能产品服务设计研究[J]. 包装工程, 2016(2):57-60.

李璐, 巩淼森. 移动互联网背景下的公益服务新特征与设计策略研究[J]. 包装工程, 2016(20) : 95-99.

Gong, M., Geetsom, N., Valsecchi, F., and Jiang C.(2015). Celebration for being elderly. n Andy Milligan, David Collins, Petra Bole and etc.(eds), Celebration GIDE 2015 (pp. 83-89). Milan: Maggioli Editore. ISBN: 978-88-916-0921-2.

巩淼森, 李雪亮, 肖东娟. 面向数字化社会创新的医疗健康服务设计[J]. 包装工程, 2015(12):24-28.

Gong, M. (2014). Design for Chinese Social Innovation: polit PSS design experiences for sustainable lifestyle. In Carlo Vezzoli, Cindy Kohtala and Amrit Srinivasan (eds.), Product-Service

System Design for Sustainability (pp. 336-344). Sheffield: Greenleaf Publishing Limited. ISBN: 978-1-906093-67-9.

Valsecchi, F., Gong M. (2014). Design Implications of Digital Social Innovation: a Playful Approach to Analyse Cases Study Dataset. P.L.P. Rau (Ed.): Cross-Cultural Design, HCII 2014, LNCS 8528, pp. 361–372.

Gong, M., Zhang L., Valsecchi, F. and Xin X. (2014). The Intellectual Disabled People as Asset: a Chinese case study of design for active welfare by co-creation and co-production. Presented in cumulus conference What's on: cultural diversity, social engagement and shifting education. Aveiro, Portugal. 8-10, May 2014.

Selected Awards

Winner, Contemporary Good Design Award, RED Dot, 2020

Gold award, China light industrial design excellent design award, China National Light Industrial Council, 2015

10 Most Appreciated Teacher, Jiangnan University, 2013

Silver award, Excellent paper of industrial design in last 10 years, CIDA, 2011

Silver award, Jiangsu Province Excellent Education Award, Jiangsu education department, 2011