Nicola Morelli

Personal Details

Name:	**Nicola Morelli**
Current Position:	**(2019 to now) Professor, Aalborg University, Copenhagen, Denmark**
Previous Positions:	**(2012 to 2019) Professor with Special Responsibilities, Aalborg University, Aalborg, Denmark**
	(2002 – 2012) Associate professor Aalborg University
	(1999 – 2002) Researcher, Chief Investigator, TeleCentra Project, RMIT University, Melbourne, Australia
	(1996 – 1999) Post PhD researcher, Centre for Design, RMIT University

Education

1989	**Laurea in Architettura, University of Naples, Italy**
1996	**PhD Industrial Design, Politecnico di Milano, Italy**

Summary

Nicola Morelli (BArch, PhD) is Professor at the Department of Architecture, Design and Media Technology (AD:MT) at Aalborg University. He has been among the funders of the Master in Service Systems Design at Aalborg University, and the promoter of service design in other educations at Aalborg University and in other academic Institutions. Together with the Service Design Lab at AAU – CPH he has participated in several EU-Funded projects as local coordinator or Work Package leader to several other international projects.

Nicola Morelli has been working on design for the service sector, focusing on user involvement, social innovation and co-design, strategic and methodological aspects and new communication and representation techniques for service design.

Teaching activities

Academic courses and curriculum development

2012 – on-going *Service Systems Design Master*: Course of *Designing Product-Service Systems* (Lectures)

2012 – on-going *Service Systems Design Master*: Supervision of students of different semesters and final theses

2012 – 2020 – Master in Service Design, Politecnico di Milano

2010 – 2011 - *Service Systems Design Master* at Aalborg University: Curriculum development

2011 – 2015 *Industrial Design Bachelor, Aalborg University*: Coordination, supervision and lectures for the Service Design Semester

2002 – 2011 *Industrial Design Master, Aalborg University*: Coordination, supervision and lectures for the Service Design Semester.

1998 – 2001 *Industrial Design Master* RMIT University, Melbourne, Australia: course of *Environmental Perspectives*

1994 -1995 *Industial Design Bachelor,* Politecnico di Milano, course of *Environmental characteristics of Industrial Products*

Workshops

2015 – HEAD (Geneve, CH)) *Service Design workshop*

2013 – Istanbul Technical University. (Istanbul, TK) *Service Design and Social Innovation*

2005 – Creative I-College (Pune, IN) *Introduction to Service Design* for a Bachelor Education in Product design

Research projects and activities

2020 May – Ongoing – T-Factor EU H2020 Project

2020 October – Ongoing – CAPE project. Nordforsk project

2020 March – Ongoing – NordicPath. NordForsk project

2020 January – Ongoing **Easyrights** EU H2020 Project

2019 January – Ongoing: **WeNet**. EU H2020 project

2017 - 2020: **MUV - Mobility Urban Values**. EU-H2020 project

2017 - 2021: **DESIGNSCAPES** EU-H2020 project

2016 - 2018: **Open4Citizens. Empowering Citizens to Make Meaningful Use of Open Data.** EU H2020 Project (Project coordinator)

2016 May: **ServDes2016 The Service Design and Innovation conference**, **Copenhagen**. Conference Organiser.

2013-2015 **My Neighborhood** project ICT and social media tools for urban neighbourhoods.

2010-2013 **Life 2.0**, an EU-funded project for the development of new Locational Positioning and social networking services to support elderly people's independent life. (Project technical coordinator)

2009-2012 **Sundinnovation:** development of methods and tools to create services to support type 2 diabete patients. Founding: Erhverv og Byggestyrelse

2006 – 2009 **Ludinno** methodologies and tools for user-driven innovation. Coordinator for Denmark. Funding: Nordic Innovation Council

Publications (last 5 years)

2021

Drabble, D., Simeone, L., Iacopini, G., Morelli, N., & De Götzen, A. (2021). Applying Theory of Change to strategy articulation cycles in design projects: Potentials and shortcomings through the Designscapes case study. Strategic Design Research Journal, 14(2), 438-455.

Morelli, N., & Slade, T. (2021). Targeting Design Intervention across Levels of Complexity. In Design Culture(s): Cumulus Conference Proceedings Roma 2021 Vol. 2, pp. 4275. Editrice Universita La Sapienza.

Morelli, N. (2021). The Design Culture and the Challenges of the new Normal. In Design Culture: Cumulus Conference Proceedings Roma 2021 Vol 2, pp. 2512. Editrice Universita La Sapienza.

Simeone, L., Drabble, D., Junge, K., & Morelli, N. (2021). The potential of Theory of Change to visually model the underlying logic behind service design projects. In Proceedings of the Cumulus Conference pp. 3795-3809

2020

Morelli, N., De Götzen, A. & Simeone, L., (2020), *Service Design Capabilities* Springer.

De Götzen, A., Simeone, L., Becermen, B., Morelli, N. & Saad-Sulonen, J., (2020) " The hackathon format: an analysis of its possible interpretations under a service design perspective " Aug 2020, *NordDesign 2020*

Saad-Sulonen, J., De Götzen, A., Morelli, N. & Simeone, L., (2020), "Service design and participatory design: time to join forces? " Proceedings of the *Participatory Design Conference*. Del Gaudio, C., Parra-Agudelo, L., Clarke, R., Saad-Sulonen, J., Botero, A., Botero, A., Londono, F. C., Londono, F. C. & Escandon Suarez, P. A. (eds.). Association for Computing Machinery, p. 76-81 6 p.

Ehn, D. E. H., De Götzen, A., Simeone, L. & Morelli, N., Mar 2020, " Do they (know they) need a service designer? An investigation of service design capabilities through the lens of the market." (Accepted/In press) *ServDes.2020 – Tensions, Paradoxes, Plurality*. Linköping University. Linköping

2019

Mulder, I., Jaskiewicz, T., & Morelli, N. (2019). On Digital Citizenship and Data as a New Commons: Can We Design a New Movement? *Cuaderno. Centro de Estudios en Diseño y Comunicación*, (73), 97-109.

Morelli, N., De Götzen, A., & Simeone, L. (2019) Design capabilities for the evolution of value creation. In *Proceedings of Academy for Design Innovation Management 2019 London*

Morelli, N., Götzen, A. D., & Simeone, L. (2019). Open data as new commons: design strategies to support the creation of communities and practices around a new shared resource. In S. Miettinen, & M. Sarantou (Eds.), *Managing complexity and creating innovation through design* Routledge.

Abbasi, M., Cullen, J., Li, C., Molinari, F., Morelli, N., Rausell, P., ... Van Dam, K. (2019). A triplet under focus: Innovation, design and the city. In Concilio, G, Tosoni, I, *Innovation, design and the city* (pp. 15-41). Physica-Verlag. SpringerBriefs in Applied Sciences and Technology https://doi.org/10.1007/978-3-030-00123-0_2

Concilio, G., de Götzen, A., Molinari, F., Morelli, N., Mulder, I., Simeone, L., ... van Dam, K. (2019). Innovation and design. In *SpringerBriefs in Applied Sciences and Technology* (pp. 61-83). Physica-Verlag. SpringerBriefs in Applied Sciences and Technology https://doi.org/10.1007/978-3-030-00123-0_4

Simeone, L., van Dam, K., & Morelli, N. (Accepted/In press). A preliminary review of the concept of circular economy in design research. In *Proceedings of Cumulus conference Rovaniemi 2019*

Simeone, L., Drabble, D., Iacopini, G., van Dam, K., Morelli, N., De Götzen, A., & Cullen, J. (2019). Articulating a Strategic Approach to Face Complexity in Design Projects: The Role of Theory of Change. In *Proceedings of Academy for Design Innovation Management 2019 London*

Caroleo, B, Di Dio, S., Vesco, A. Lissandrello, E. Morelli, N. "Measuring the Change Towards More Sustainable Mobility: MUV Impact Evaluation Approach" in *Systems,* Vol.7, n. 30, P 7-30

2018

Costa, N., Patrício, L., & Morelli, N. (2018). A Designerly-Way of Conducting Qualitative Research in Design Studies. In A. Meroni, A. M. O. Medina, & B. Villari (Eds.), *Proceedings of the ServDes2018 Conference: Service Design Proof of Concept* (pp. 164). Linköping: Linköping University Electronic Press. Linköping Electronic Conference Proceedings, No. 150

Costa, N., Patrício, L., Morelli, N., & Magee, C. L. (2018). Bringing service design to manufacturing companies: integrating PSS and service design approaches. *Design Studies*, *55*, 112-145. https://doi.org/10.1016/j.destud.2017.09.002

Morelli, N., Götzen, A. D., & Simeone, L. (2018). A system of innovation to activate practices on open data: The Open4Citizens project. In H. Knoche, E. Popescu, & A. Cartelli (Eds.), *The Interplay of Data, Technology, Place and People for Smart Learning: Proceedings of the 3rd International Conference on Smart Learning Ecosystems and Regional Development* (pp. 99-109). Springer. Smart Innovation, Systems and Technologies, Vol.. 95 https://doi.org/10.1007/978-3-319-92022-1_9

Morelli, N., Götzen, A. D., Mulder, I., & Concilio, G. (2018). Designing with Data, Democratization through data. In C. Storni, K. Leahy, M. McMahon, E. Bohemia, & P. Lloyd (Eds.), *Proceedings of the DRS 2018 : Design as a catalyst for change* (Vol. 4, pp. 1339-1341). London, UK: Design Research Society.

Götzen, A. D., Kun, P., Simeone, L., & Morelli, N. (2018). Making sense of data in a Service Design education. In *ServDes.2018 - Service Design Proof of Concept: Proceedings of the ServDes.2018 Conference* (pp. 177-188). [014] Linköping University Electronic Press. Linköping Electronic Conference Proceedings, No. 150

Morelli, N. (2018). Open Data: Creating Communities and Practices for a New Common. In M. Vafopoulos, A. Folstad, T. Vilarinho, S. Diplaris, & A. Satsiou (Eds.), *Internet Science: INSCI 2017 International Workshops, IFIN, DATA ECONOMY, DSI, and CONVERSATIONS, Thessaloniki, Greece, November 22, 2017, Revised Selected Papers* (pp. 126-136). Springer. Lecture Notes in Computer Science, Vol.. 10750 https://doi.org/10.1007/978-3-319-77547-0_10

Concilio, G., Molinari, F., Morelli, N., Torntoft, L. K., Götzen, A. D., Mulder, I., ... Sorensen, A. S. (2018). OpenDataLabs: New Infrastructures for Open Data Commons. In *The proceedings of the 17th European Conference on Digital Government (ECDG 2017)* Academia Militar.

Giordano, F. B., Morelli, N., De Götzen, A., & Hunziker, J. (2018). The stakeholder map: a conversation tool for designing people-led public services. In A. Meroni, A. M. O. Medina, & B. Villari (Eds.), *ServDes.2018 Conference : Service Design Proof of Concept* Linköping: Linköping University Electronic Press. Linköping Electronic Conference Proceedings, No. 150

Lissandrello, E., Morelli, N., Schillaci, D., & Di Dio, S. (2018). Urban Innovation through Co-Design Scenarios: Lessons from Palermo. In H. Knoche, E. Popescu, & A. Cartelli (Eds.), *The Interplay of Data, Technology, Place and People for Smart Learning : Proceedings of the 3rd International Conference on Smart Learning Ecosystems and Regional Development* (pp. 110-122). Springer Publishing Company. Smart Innovation, Systems and Technologies, Vol.. 95 https://doi.org/10.1007/978-3-319-92022-1_10

2017

Sbordone, M. A., & Morelli, N. (2017). Service design as the ground for alternative social and economic scenarios. In L. Di Lucchio, L. Imbesi, & P. Atkinson (Eds.), *Design for Next: Proceedings of the 12th European Academy of Design Conference* (pp. 614-621). Routledge. The Design Journal, No. Suppl. 1, Vol.. 20 https://doi.org/10.1080/14606925.2017.1353009

Morelli, N., & Götzen, A. D. (2017). A Multilevel Approach for Social Transformations and its Implications on Service Design Education. In L. Di Lucchio, L. Imbesi, & P. Atkinson (Eds.), *Design for Next: Proceedings of the 12th European Academy of Design Conference* (pp. 803-813). Routledge. The Design Journal, No. Suppl. 1, Vol.. 20 https://doi.org/10.1080/14606925.2017.1353026

Morelli, N., Aguilar, M., Concilio, G., Götzen, A. D., Mulder, I., Pedersen, J., & Torntoft, L. K. (2017). Framing Design to support Social Innovation: The Open4Citizens Project. In L. Di Lucchio, L. Imbesi, & P. Atkinson (Eds.), *Design for Next: Proceedings of the 12th European Academy of Design Conference* (pp. 171-184). Routledge. The Design Journal, No. Suppl. 1, Vol.. 20 https://doi.org/10.1080/14606925.2017.1352823

Costa, N., Patrício, L., Morelli, N., Magee, C., & Cressyc, M. (2017). *Integrating PSS and Service Design Approaches for Service Innovation*. Paper presented at QUIS 15, Porto, Portugal.

Morelli, N., & Götzen, A. D. (2017). REDOing Design Education: a framework proposal for a new value creation process. In *Design School Kolding: Cumulus Conference* (pp. 436-446). Designskolen Kolding. Cumulus Working Papers, Publication Series G

Concilio, G., Molinari, F., & Morelli, N. (2017). Empowering Citizens with Open Data by Urban Hackathons. In *Conference for E-Democracy and Open Government (CeDEM), 2017* (pp. 125-134). Krems, Austria: IEEE. https://doi.org/10.1109/CeDEM.2017.28

Morelli, N. (2017). Design for social innovation and new product contexts. In *Routledge Handbook of Sustainable Product Design* (pp. 540-554). Taylor & Francis.

Casciola, L., Götzen, A. D., & Morelli, N. (2017). Leveraging design activism to guide public projects towards citizen inclusion: a case study of Copenhagen Street Lab. In *Design School Kolding: Cumulus Conference* Cumulus Working Papers, Publication Series G

Morelli, N., Mulder, I., Concilio, G., Pedersen, J., Jaskiewicz, T., Götzen, A. D., & Aguilar, M. (2017). Open Data as a New Commons: Empowering citizens to make meaningful use of a new resource. In *Internet Science: 4th International Conference, INSCI 2017* Springer. Lecture Notes in Computer Science, Vol.. 10673 https://doi.org/10.1007/978-3-319-70284-1_17

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