

3M Design Night

Design for a new Mobility in a Smart City

How leading companies are approaching this big change.
And how design, together with new technologies, will
revolutionize the customer experience.

7th Edition

13th November 2018

La Triennale Terrace
Milan





La Triennale Design Museum, Milan

3M Italy and Dirk Lange, 3M Italy & Greece's Managing Director, have welcomed back this seventh edition of the 3M Design Night to la Triennale Palace in Milan, where thought-leaders and creatives alike gathered to candidly discuss the future of mobility across industries and how cross-field collaboration through the lens of design will lead to a better future for people around the globe. Designing not only for and with the customer, but for a better future for us all, was at the heart of all discussions.

“I was discussing how digitization has disrupted our planet. It's truly changed our relationship to existing technology. However, for cars and mobility, this is just starting and there hasn't been as much disruption thus far and the conversation is just beginning.”

Dirk Lange, MD 3M Italy & Greece

“The future of mobility will bring about shifts in social attitudes, touching markets as diverse as car manufacturers, energy providers, insurance and health care.”

Valentina Tronconi, Senior Design Manager, 3M Europe

“We're excited to work with every OEM to create new solutions that will enable the future. The connections we can make together are endless and they fuel the imagination. We're all on this bridge together, but we're also building it as we cross it. The more we come together to design the future, the better the future will be.”

Ray Eby, VP Automotive Electrification, 3M

120 guests. **32** companies

Panel Speakers.



Laura Traldi

Journalist - La Repubblica
Blogger - designatlarge.it



Ray Eby

VP Automotive Electrification - 3M



Ernesto Ciorra
Head of Innovation - ENEL



Eric Lalliard
VP and Chief Scientific Officer - PSA groupe



Kaveh Shirdel
Senior Director UI/UX - NIO



Massimo Biraghi
Int. Expert of Urban Strategies - Secolourbano

Fixing our Future. Disrupting Innovation.

Two key drivers were at the heart of this edition of the 3M Design Night, from keynote to panel to trend presentation: the need to re-examine our future strategies regarding innovation for mobility and sustainability and the importance of creating an intelligent network for people, by people and with people.



Fixing our Future.



New Technologies, Sustainability, Alternative Fuel Sources and Automation. How are we utilizing our past proposals, customer need and current technology to create a more sustainable, accessible and feasible future of mobility?

“The key part of our question is need – what do people need and what do people want? The real promise of autonomy is that we’ll be giving people their time back. We’re on a road to doing that. Autonomy can be used to make the product more useful and give them time back. At NIO, we’re really trying to bring autonomous tech to our customers.”

Kaveh Shirdel, Senior Director UI/UX, NIO

*“We are eager to meet start-ups and innovators. Our doors are open to them. The more humble we can be, the more successful we will be. This is a revolution in the governance of companies – I prefer to be in a company that will survive. **If we don’t innovate, we die. I find***

that often the most innovative people don’t work for money, they work to better the world.

I’m personally happy to be here because 3M is one of our most effective innovation partners.”

Ernesto Ciorra, Head of Innovation, ENEL

*“The autonomous vehicle is the answer to this problem (of accessibility and mobility). The philosophy of hospitals is moving and shifting. **The new idea is that people that are in a situation of handicap should be able to autonomously move thanks to new technology;** in the middle, clearly the answer to this dilemma is the autonomous vehicle.”*

Eric Lalliard, VP and Chief Scientific Officer, PSA Groupe

“Why are we interested (at 3M)? Material science is enabling design. Our materials are used across the electronics industry and can help battery packs work better, enable radically different vehicle designs and bring information to drivers in new ways. For example, data from navigation systems and mirrors can be displayed on the windshield for easy access. We have the materials that can help designers create the vehicles of the future and we want to inspire designers to ask, <what do you want to do with that?>”
Ray Eby, VP Automotive Electrification, 3M

Disrupting Innovation.

“The rate of change is the biggest driver of disruptive innovation in the automotive industry. Historically, it took about 4-5 years to introduce significant change. Now the industry is changing rapidly and one of the biggest reasons for that is the growing role of design. **Technology is enabling more sophisticated design and is quickening our lead times and processes.** The rate of change across the entire process of designing a car from a five-year process to a two-year process is going to be a huge challenge.”

Ray Eby, VP Automotive Electrification, 3M

“If you don’t like risk, you’re not an innovator. Disruption often makes people angry or disappointed when they don’t invest at the beginning and they can end up accusing you of a monopoly when you successfully invest and it pays off. **If you want to invest today, do it! You take risks, you try,**

you invest, you do. If you never try, you’ll never succeed.”

Ernesto Ciorra, Head of Innovation, ENEL

“The organization that we have [historically had] in PSA is not adapted to this new challenge that innovation from start-ups have put in place. Thus, we dedicated a specific direction with the same agility of a start-up. New proposals collaborate with the old, which then allows us to mix the knowledge from our history with the new ideas proposed, but we can’t forget the customer at the end.

Sometimes, people in the scientific department are disconnected from the final customer. We definitely have to plan and find out who our future customer will be.”

Eric Lalliard, VP and Chief Scientific Officer, PSA Groupe

“There’s a lot of impacting factors in what people expect from the future of mobility,

electrification for example opens up so many new opportunities. 3M as an innovation partner and a company is very interesting in terms of their technologies they propose. Some of the opportunities and ideas that can be presented by a collaborative discussion are invaluable. **Many of us are looking for new opportunities. The more that we collaborate the more we can explore those synergies.**

Sometimes some of the relationships we’re trying to solve problems with have been around for a while and there’s a legacy. Those are even some of the wrong partnerships, possibly, to establish new ground.”

Kaveh Shirdel, Senior Director UI/UX, NIO



How can we shift our vision for consumers, for our industries, for ourselves and for tomorrow?



The future of Cities.

For “The Future of the City” project, the City Talk proposed a selection of **10 urban trends** emerging around the world. Housing, public spaces, retail. The way people live and work. Looking at the evolution of cities, to understand our lifestyle and habits.

- **Malls In Disguise**
- **POPOS (Privately Owned Public Open Spaces)**
- **Temporary Everything**
- **Changing Address**
- **Storage Reinvented**
- **Camping In the City**
- **Sensory Urbanism**
- **Design for Refugees**
- **Light-Blue Urbanism**
- **CCCCs (Contemporary Creative-Class Clubs)**

“Mobility meets up new urban environments because it was and will always be at the heart of the city - movement is central. ***Now something is changing, because cars will come back to the center of urban transit, very soon and in a very transformative way.*** We used to love cars and then moved away from them. What is at stake is the fact that we will be able to move in a freer way. This will account for a tremendous amount of changes to the way we move around a city. How will we accommodate this shift in urban living?”

Giacomo Biraghi, International Expert of Urban Strategies, Secolourbano



How can we exploit our current partnerships and our past experiences to create an experience that implicates the design community and technological innovation, all while keeping the customer at the heart of what we do? What concepts are we going to re-appropriate and rethink from past market innovations to create a better, more disruptive future of mobility?

We hope this document can be used to give attendees a set of key starting points to consider how we can grow, collaborate and innovate, bringing smarter mobility and design to a brighter, more curious tomorrow.

We're looking forward to see you again at the next 3M Design Night