

Nicola Morelli

Curriculum Vitae March 2021

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. As a leader of 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-production, 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 *Industrial 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 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 June - ongoing: **MUV - Mobility Urban Values**. EU-H2020 project

2017 June - ongoing: **DESIGNSCAPES** EU-H2020 project

2016 - 2018: (Denmark, Sweden, The Netherland, Spain, Italy) **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 (Denmark, Portugal, Italy, United Kingdom, Finland) **My Neighborhood** project ICT and social media tools for urban neighbourhoods.

2010-2013 (Denmark, Spain, Finland, Italy and Bulgaria) Technical coordination of the **Life 2.0**, an EU-funded project for the development of new Location Positioning and social networking services to support elderly people's independent life.

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

2006 - 2009 (Denmark, Norway, Finland and Sweden) **Ludinno** methodologies and tools for user-driven innovation. Coordinator for Denmark. Funding: Nordic Innovation Council

Publications

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>

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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

2016

Casciola, L. C., Vasco, M. C., Grøndal, E., Jonsson, A., Morelli, N., & Götzen, A. D. (2016). Overlapping research and design phases through participatory strategies. In *Proceedings of the fifth Service Design and Innovation conference: Service geographies* (pp. 488-494). Linköping University Electronic Press.

Costa, N., Patrício, L., & Morelli, N. (2016). Revisiting PSS and service design in the light of the SD-logic. In A. De Götzen, & F. Grani (Eds.), *Service Design Geography: Proceedings of the ServDes2016 Service Design and Innovation Conference, Copenhagen* (pp. 119-131). Linköping: Linköping University Electronic Press.

Morelli, N., & Götzen, A. D. (2016). Service Dominant Logic. Changing perspective, revising the toolbox. In *Proceedings of the fifth Service Design and Innovation conference: Service Geographies* (pp. 132-142). Linköping University Electronic Press.

Morelli, N., Götzen, A. D., & Grani, F. (Eds.) (2016). *Service Design Geographies, Proceedings of the ServDes2016 Conference*. Linköping University Electronic Press.

Götzen, A. D., & Morelli, N. (2016). Open data for citizens: Empowering citizens to make meaningful use of open data. In *Proceedings of the 14th Participatory Design Conference* (pp. 117-118). New York: Association for Computing Machinery. <https://doi.org/10.1145/2948076.2948096>

2015

Costa, N., Patrício, L., & Morelli, N. (2015). Designing Integrated Product- Service System Solutions in Manufacturing Industries. In *QUIS14 Accelerate the Impact of Service Research: The 14th International Research Symposium on Service Excellence in Management* (pp. 790-799)

Morelli, N. (2015). Designing for Few and Scaling Up for Many. In V. Rianne, D. Coen, & S. Janneke (Eds.), *Proceedings of the 4th Participatory Innovation Conference 2015: PIN-C 2015 Reframing Design* (pp. 209-216). The Hague: The Hague University of Applied Sciences.

Morelli, N. (2015). Challenges in Designing and Scaling up Community Services. *The Design Journal*, 18(2), 269-290. <https://doi.org/10.2752/175630615X14212498964394>

Morelli, N. (2014) "Challenges in Designing and Scaling-up Community Services". *ServDes 2014 : De Götzen, Amalia, Morelli, N, Grani, F. (2014) "Challenges and perspectives in Service Design curricula. The case of the Service Systems Design Master of Aalborg University in Copenhagen". Proceedings of the fourth Service Design and Innovation conference*. Linköping University Electronic Press, 2014. p. 394-400 *Proceedings of the fourth Service Design and Innovation conference* . Linköping University Electronic Press, 2014. p. 215-225.

2014

Morelli, N, De Götzen, A (2014) Shaping a New Service Design Programme, in: *Touchpoint - The Journal of Service Design*, Vol. 6, No. 2, 2014, p. 86-89.

Morelli, N. De Götzen, Grani, F (2014) "Challenges and perspectives in Service Design curricula. The case of the Service Systems Design Master of Aalborg University in Copenhagen" in *Proceedings of the Fourth Service Design and Innovation Conference*, Linköping University Electronic Press, P 394-400

Morelli, N. (2014) " Challenges in Designing and Scaling Up Community Services" in *Proceedings of the Fourth Service Design and Innovation Conference*, Linköping University Electronic Press, P 215 - 225

Morelli, N. (2014) Scaling Up Local and Individualised Solutions, Challenging Existing Logic, in *Proceedings of the 7th World Conference on Mass Customisation, Personalisation and Co-Creation (MCPC 2014) - Twenty Years of Mass Customisation - Towards New Frontiers*. Brunoe, T. D., Nielsen, K., Joergensen, K. A. & Taps, S. B. (red.). Springer Publishing Company, s. 473-485 (Lecture Notes in Production Engineering).

2013

Christiansen, L.; Poulsen, S. Bolvig; Morelli, N. Simonsen, J. Bredmose (2013) "Reframing Practice through Provocative Co-design", in *Proceedings of the Participatory Innovation Conference PIN-C 2013*. ed Helinä Melkas; Jacob Buur. Lahti, Finland : Lappeenranta University of Technology Press, 2013. p. 335-339.

Morelli, N. (2013) "the Tradition of Design and the Industrialisation of Services", in *Service Design with Theory* Lapland University Press.

Morelli, N. and M. Kälviäinen (2013). "Developing services to support elderly everyday interaction", in *Service Design with Theory*. S. Miettinen and V. Anu, Lapland University Press.

2012

Morelli, N. (2012) "Design as a Problem and Design as a Solution for Sustainability", in *International Journal of Innovation and Sustainable Development*. Vol6 n 3, P 265 - 280

2011

Jensen, Ole B, and Morelli, Nicola (2011) "Critical Points of Contact : Exploring networked relations in urban mobility and service design", in *Danish Journal of Geoinformatics and Land Management*, vol 46, Nr 1, p.36-49

Morelli, N. (2011) "Active, Local, Connected: Strategic and Methodological Insights in Three Cases", *Design Issues*, 27, 2, Spring 2011, p.90-110

Blat, J, Sayago, S. Kälviäinen, M. Morelli, N. Rizzo, F. (2011) " Cross-cultural aspects of ICT use by older people: preliminary results of a four-country ethnographical study", in *Proceedings of the Irish Human Computer Interaction Conference*, P 9-12

2010

Morelli, N. (2010) "Beyond the experience. In search of an operative paradigm for the industrialisation of services"; *Proceedings of the first Nordic Service Design Conference*, Oslo
Poulsen, S.B., Morelli, N., (2010) From Research-Based Teaching to Teaching-Based Research and Back, *Proceedings of the EPDE10 : International conference on engineering and product design education*. Trondheim, September 2010.

Morelli, N. Nielsen, L.M. (2009) "Beyond Mass Customization: Exploring the Features of a New Paradigm", in Piller, M, Tan, *Handbook of Research in Mass Customization and Personalization*. World Scientific, p. 97-117

2009

Morelli, N.(2009) "Service as Value co-production: reframing the service design process". I: *Journal of Manufacturing technology and Management* . 2009

2008

Morelli, N.; Jonas, W. ; Munch, J. (2008)." Designing a product service system in a social framework - methodological and ethical considerations. " *Proceedings of the Design Research Society Conference 2008*. Sheffield Hallam University, 2009.

2007

Morelli, N. (2007) 'Social innovation and new industrial contexts. Can Designers Industrialize socially responsible solutions?' *Design Issues*, vol 23, n. 4 Autumn 2007

Morelli, N. Nielsen L.M.(2007) 'Mass Customisation and Highly Individualised Solutions. Stretching Mass Customisation Beyond the Traditional Paradigm of Industrial Production' Conference: MCPC 07. The 2007 World Conference on Mass Customisation and Personalisation, MIT Cambridge, HEC Montreal

2006

Morelli, N. ; Tollestrup, C. (2006) 'New Representation Techniques For Designing In A Systemic Perspective'; *Conference: Educating Designers for a Global Context*, Salzburg, Austria, September 6, 2006 - September 8, 2006.

Morelli, N. (2006) 'Developing new PSS, Methodologies and Operational Tools'. *Journal of Cleaner Production*,. 14(17): p. 1495-1501

Morelli, N. (2006) 'Industrialisation and Social Innovation: Design in a New Context', *Conference: Wonderground*. Design Research Society, Lisbon, Portugal

Morelli, N. (2006), 'Globalised markets and localised needs - relocating design competence in a new industrial context', in *Engineering & Product Design Education Conference*, Salzburg.i.).

2005

Morelli, N. (2005) , " At designe i en systemisk kontekst: metodikker og værktøjer" in *Pandoras boks: metode antologi*. Botin, L. & Pihl, O. (red.). Aalborg: Aalborg Universitetsforlag, s. 122-134

Morelli, N. (2005) , "Design in new industrial contexts: shifting design paradigms and methodologies " in *Proceedings of EAD06: 6th European Academy of Design Conference*. Hauschild Verlag

Eriksen, K. R. & Morelli, N. (2005), "New design competences for localized production systems: a case study in Denmark " *In the Making Conference Papers*.

Maffei, S., Morelli, N., Pacenti, E. & Sangiorgi, D. (2005), "The introduction of Service Design within Industrial Design Curricula: the comparison of three design approaches and educational experiences " In *Proceedings of DETM: Design Education. Tradition and Modernity*. National Institute of Design.

2004

Morelli, N. (2004), "Developing new PSS: Methodologies and Operational Tools" in *Proceeding of the Second International SusProNet Conference SUSTAINABLE PRODUCT-SERVICE-SYSTEMS. 'PRACTICAL VALUE'*, June 3-4, 2004, Brussels, Belgium.

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2003

Morelli, N. (2003) 'Product-Service Systems: a Perspective Shift for Designers. A Case Study: the Design of a Telecentre', in *Design Studies*. Vol 24, n. 1, P73-99

Morelli, N., (2003) "Design for Social Responsibility and Market Oriented Design: Convergences and divergences" in *Techné : The Design Wisdom*. Calvera, Anna (ed.). Barcelona: University of Barcelona

Craven, D. & Morelli, N., (2003), "Logical Spaces for Urban Nomads " in *Transportable Environment, 2 : Theory, Context, Design, and Technology*. Kronenburg, Robert (ed.) : Lim, Joseph (ed.) : Chii, Wong yunn (ed.) (red.). London and New York: Spon press

Morelli, N. (2003), "Designing New Corporate Strategies: Methodological contributions from a design perspective " *Proceeding of the EURAM Conference Managing Through Variety : The European Style?*. Bocconi University EURAM

2002

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