B4B

Saturday, 23rd March 2013, 14.30
Salone del Restauro 2013
Via della Fiera, 11, Ferrara

Organization Design, Team Building & Management
LEGO & ARCHITECTURE
The serious play of understanding **time | space | relationships**

We need innovation and new **ideas**. We need team players. But where does innovation come from? How could we encourage **creativity**? And, most importantly, how can we capitalize on **team work** during the difficult times we live in? LEGO® SERIOUS PLAY® method focuses on **team building**, **strategy** and vision definition and helps developing individuals' and teams' **identities** development. The method is employed by **companies**, public and private **organisations**, temporary teams focusing on specific **projects**. TekneHub Lab, from the High Tecnology Network of the Emilia Romagna, is delighteds to invite Companies, **Research Centres**, Professionals, Public bodies and **Organisations** to discover the method through the voice of that who invented it (Robert Rasmussen) and through the many stories of those who have successfully employed the method.

Organisation and Scientific Coordination:
Department of Architecture, University of Ferrara
TekneHub, Technological Scientific Pole of University of Ferrara, Construction Platform, High Tecnology Network of the Emilia Romagna

14.30 **Patrizia Bertini** ESC Rennes School of Business (France) [Moderator]
Introduzione

14.40 **Robert Rasmussen** Rasmussen Consulting (Denmark)
The LEGO SERIOUS PLAY method: a thinking, communication and problem solving techniques for groups insights to its the origin, purpose, functionality and theoretical underpinnings.

15.10 **Per Kristiansen**, Advisory Board for LEGO® SERIOUS PLAY® (Denmark)
Applying the LEGO® SERIOUS PLAY® method. examples of method use in business over the last 10 years.

15.40 **Lucio Margulis** Juego SerioTM (Argentina)
Architecture 2.0: how to understand needs' space and tools using LEGO® SERIOUS PLAY® method.

16.00 **Elena Marchiori** Executive Director webatelier.net Lab, Facoltà di Scienze della Comunicazione, Università della Svizzera italiana, Lugano – (Switzerland) URL: *User Requirements with Lego®, a methodology to elicit user requirements for online communication applications*

16.20 **Carlo Bughi** University of Ferrara, Department of Architecture (Italy)
What is Heritage? Team building in education. A student's experience at the Department of Architecture, University of Ferrara

16.40 **Michael Turner*** Nicholson Museum, University of Sydney (Australia)

17.00 **Giuseppe Mincolelli**, Università di Ferrara, CHIDEC (Italy)
Cultural Heritage Inclusive Design Contest: presentation

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