

### **Interaction Design Institute Ivrea**

Interaction-Ivrea is a new centre for education and research in interaction design, based in Ivrea, Italy, with students and staff from 24 different countries. Its mission is to explore potential futures with interactive computer technology, and to develop new methods and insights into their design. The Institute has three arms: a masters programme, a laboratory for design research, and a knowledge-sharing initiative. Its founding sponsors, Telecom Italia and Olivetti, established Interaction-Ivrea to foster innovation and collaborations among designers, technologists, social scientists and business people.

[www.interaction-ivrea.it](http://www.interaction-ivrea.it)

**Jan-Christoph Zoels** Jan-Christoph Zoels is a Senior Associate Professor at Interaction Ivrea. His design research focuses on the user experience of networked and mobile devices.

Previously a Director of Information Architecture of Sapient, Jan-Christoph Zoels was responsible for strategic direction, creative scope and the integration of various aspects of the user experience. Prior to his tenure at Sapient, Zoels was responsible for strategic product development as a Senior Designer at Sony Design Center USA. There he developed concepts for Sony PDA, Electronic Music Distribution and various interface designs for interactive TV and remote controls. He currently holds four patents.

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**Silvia Gabrielli**

Dr Silvia Gabrielli is a cognitive psychologist who has contributed to develop the Whirlpool Europe DFFN case study. During the last eight years Silvia has participated in different EU funded research projects aimed at the design/evaluation of information and educational systems. These research experiences have made Silvia a strong supporter of the 'participatory design' approach that she has applied to the development of new technologies for both children and adults. Silvia is currently working as a researcher at Interaction Ivrea (Italy).

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