



PhD in ARCHITECTURAL URBAN INTERIOR DESIGN - 40th cycle

**PNRR 630 Research Field: CORPORATE UNCANNY. DECONSTRUCTING ATMOSPHERE AS
A DEVICE OF SOCIAL ENGINEERING**

Monthly net income of PhDscholarship (max 36 months)
€ 1300.0
In case of a change of the welfare rates during the three-year period, the amount could be modified.

Context of the research activity	
Motivation and objectives of the research in this field	<p>The co-funded research, to be developed within the PhD program in Architectural Urban Interior Design in cooperation with Laszlo SRL, aims to contribute to achieving Mission M2C3 of the PNRR on the energy efficiency and refurbishment of buildings, with an expected impact also on M1C2, on the competitiveness of the national production system, especially in the construction sector.</p> <p>Its focus is on one of the most environmentally unsustainable practices in building design, namely the periodic renovation of commercial interiors for marketing reasons, which is currently prompted by the ambiguous concept of atmospheric design. This concept, which has been central in the architectural culture for overcoming the implicit determinism of the functionalist approach, also reflects the experiential and affective turn dictated by the logic of the market economy. A logic for which atmosphere is not an unspecified concept reflecting the will to enrich people's spatial experience but rather a precise device to help sell a certain product. As such, especially in retail design, it is subject to marketing theories that fix the service life cycle of commercial interiors in a span that goes from 3 to 5 years. For this reason, the objective of the research is to deconstruct both the myth and the practice of atmospheric design by deepening the theoretical premises of its different interpretations, analyzing their fundamentals by design, and verifying the validity of their assumptions.</p>



	<p>Finally, a comprehensive and critical framework that goes beyond the instrumentality of certain economic discourses is recomposed to envision new sustainable intervention strategies.</p> <p>For this purpose, the research development will take advantage of the AUID PhD program in which it will be included by possibly intersecting the topics of the research lines foreseen for the 2024-25 academic year, namely:</p> <ul style="list-style-type: none"> - Critical approaches to architecture and architectural design theories: reframing premises and goals, with case studies from the past and present times. - Architecture and mass media: how architectural design interacts with political and social issues. - Architecture as a contemporary narrative: studying as research, criticism, and education produces ideas, ideologies, fetishism, and critical thought. - Research by design: exploring potentialities and applications on specific topics of the design-driven research methodology, testing the implications and the outcomes of research on/through/by design.
<p>Methods and techniques that will be developed and used to carry out the research</p>	<p>The candidate will develop a research methodology starting from the lectures and assignments of the AUID courses and the Polimi PhD School courses. In addition, the candidate will have the opportunity to conduct their research with Laszlo SRL, a company specializing in retail design and concept management for luxury brands, for a minimum stay of 6 months.</p> <p>In this way, while working within the PhD course on the theoretical aspects of the topic, they will have access to documents, studies, and international regulations to deepen the design-based investigation of the practice of "creating atmospheres?". An additional six months (minimum) in an academic institution abroad will help the candidate test the international relevance and overall replicability of their finding by confronting them with external research realities.</p> <p>For the general frame of the research activity, AUID refers to the "Charter on Architectural Research" (2012, updated in 2022) elaborated by the European Association</p>



	<p>of Architectural Education (EAAE), to the "Principles for Innovative Doctoral Training" by the Directorate-General for Research & Innovation of the European Commission (2011) and the Regulations of the Polimi Doctoral School. Studying the different formats, methods, and expressions of research in architectural design, the candidate will profile a personal methodology considering the specificity of the selected topic, the target, and the attended results. The program considers design to be a necessary component of any research. With the AUID Faculty and the Supervisor(s), each candidate will find a specific position in the field bordered by research, design, theory, and practice.</p>
<p>Educational objectives</p>	<p>The training of the candidates aims to give a strong capacity of orientation in the field of architecture, of choosing and elaborating a selected theme, of organizing appropriate methodologies of investigation and dissemination, of producing texts, drawings, and artifacts that match the requested character of scientific research: originality, relevance, and rigor, as defined in the "Charter on Architectural Research" by EAAE.</p> <p>The faculty's primary educational goal is to drive the candidate to develop research using a well-organized method by conducting a comprehensive survey of the chosen question, which leads to an original track and output. The candidate is helped to acquire the skills to organize a consistent analysis of case studies, formulate a clear proposal for an original approach to a question, and elaborate innovative strategies and research methods. The supervisor and the board will support the candidate in delivering autonomous and innovative scientific products disseminated through seminars, publications, and conferences.</p>
<p>Job opportunities</p>	<p>The Program aims to train highly qualified researchers and professionals who will work in academic institutions, research centers, and public administration, as well as in the private sector, in the fields of architectural, urban, and interior design:</p> <ul style="list-style-type: none"> - University researchers and lecturers in the scientific



	<p>fields of the Ph.D. Program.</p> <ul style="list-style-type: none"> - Researchers with an excellent scientific profile in complex architectural developments and interventions for recovery and transformation. - Independent professionals qualified to manage highly complex design processes. - Designers with tasks of high responsibility in institutions and professional structures and leading manufacturers engaged in traditional residential and special utilities, cultural institutions (museums, libraries, universities, schools, cultural centers), public and private services, commercial networks, accommodation, and leisure.
Composition of the research group	<p>0 Full Professors 0 Associated Professors 1 Assistant Professors 1 PhD Students</p>
Name of the research directors	Jacopo Leveratto

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Further information is available at: http://www.auid.polimi.it	

Additional support - Financial aid per PhD student per year (gross amount)	
Housing - Foreign Students	--
Housing - Out-of-town residents (more than 80Km out of Milano)	--



(more than 80Km out of Milano)	
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Scholarship Increase for a period abroad	
Amount monthly	650.0 €
By number of months	6

National Operational Program for Research and Innovation	
Company where the candidate will attend the stage (name and brief description)	LASZLO s.r.l.
By number of months at the company	6
Institution or company where the candidate will spend the period abroad (name and brief description)	RMIT, Melbourne, Australia
By number of months abroad	6

Additional information: educational activity, teaching assistantship, computer availability, desk availability, any other information
<p>Some of the universities that are cooperating in the research:</p> <ul style="list-style-type: none"> • Katholieke Universiteit Leuven • Aarhus School of Architecture • TU Delft, School of Architecture • TU Berlin, Institute for Architecture • University of Ljubljana <p>Research Budget: purchase of study books and material, funding for course participation, summer schools, workshops, and conferences).</p> <p>The Candidate can count on financial aid with a total amount of 5.300,25 euros:</p> <p>1st year: max 1.766,75 euro; 2nd year: max 1.766,75 euro; 3rd year: max 1.766,75 euro.</p> <p>Teaching assistantship: (availability of funding in recognition of supporting teaching activities by the PhD student).</p> <p>There are various forms of financial aid supporting the teaching practice. The PhD candidate is encouraged to participate in these activities within the limits of the Polimi and AUID regulations.</p> <p>Workspace: In the AUID hall, on the 4th floor of Bldg. 12 in Leonardo Campus, are available workstations for shared use. All the Ph.D. students can use their laptops with a wireless connection. Workstations and other equipment are available in the various departmental laboratories (Dastu).</p>