Nicola Morelli is Professor with Special Responsibility at the Department of Architecture, Design and Media Technology (AD:MT) at Aalborg University. He is the director of the Service Design Lab at AAU – CPH. Previously he worked at RMIT University (Australia) and Politecnico di Milano (Italy).

For several years now, he worked in several EU-Funded projects, as project leader or work package coordinator. He also worked on Scandinavian and Danish national research projects.

Nicola Morelli has been working on design for the service sector, focusing on user involvement and co-production, use of open data in service design, design for social innovation and sustainability, methodological aspects and new communication and representation techniques for service design. In his activity, he collaborated with several public and private organisations in Denmark and in Europe.

**Publications**

*On Digital Citizenship and Data as a New Commons: Can We Design a New Movement?*
Mulder, I., Jaskiewicz, T. & Morelli, N., jul. 2019, I : Cuaderno Centro de Estudios en Diseño y Comunicación. 73, s. 97-109

*Measuring the Change Towards More Sustainable Mobility: MUV Impact Evaluation Approach*
OpenDataLabs: New Infrastructures for Open Data Commons

The stakeholder map: a conversation tool for designing people-led public services

Urban Innovation through Co-Design Scenarios: Lessons from Palermo

Service design as the ground for alternative social and economic scenarios

A Multilevel Approach for Social Transformations and its Implications on Service Design Education

Framing Design to support Social Innovation: The Open4Citizens Project

Integrating PSS and Service Design Approaches for Service Innovation

REDOing Design Education: a framework proposal for a new value creation process

Empowering Citizens with Open Data by Urban Hackathons

Design for social innovation and new product contexts

Leveraging design activism to guide public projects towards citizen inclusion: a case study of Copenhagen Street Lab

Open Data as a New Commons: Empowering citizens to make meaningful use of a new resource
Overlapping research and design phases through participatory strategies  

Revisiting PSS and service design in the light of the SD-logic  

Service Dominant Logic. Changing perspective, revising the toolbox  

Service Design Geographies, Proceedings of the ServDes2016 Conference  

Open data for citizens: Empowering citizens to make meaningful use of open data  

Designing Integrated Product-Service System Solutions in Manufacturing Industries  

Designing for Few and Scaling Up for Many  

Challenges in Designing and Scaling up Community Services  
Morelli, N., 7 maj 2015, I: The Design Journal. 18, 2, s. 269-290 22 s.

Challenges and perspectives in Service Design curricula. The case of the Service Systems Design Master of Aalborg University in Copenhagen  

Challenges in Designing and Scaling-up Community Services  

Scaling Up Local and Individualized Solutions, Challenging Existing Logic  

Shaping a New Service Design Programme  
Morelli, N. & Götzen, A. D., 2014, I: Touchpoint - The Journal of Service Design. 6, 2, s. 86-89 4 s.

Developing services to support elderly everyday interaction  

Reframing Practice through Provocative Co-design  
The Tradition of Industrial Design and the Industrialisation of Services

Design as a Problem and Design as a Solution for Sustainability

Critical Points of Contact: Exploring networked relations in urban mobility and service design

Active, Local, Connected: Strategic and Methodological Insights in Three Cases

Cross-cultural aspects of ICT use by older people: preliminary results of a four-country ethnographical study

From Research-Based Teaching to Teaching-Based Research and Back

Beyond mass customization: exploring the features of a new paradigm

Beyond the experience. In search of an operative paradigm for the industrialisation of services

Beyond mass customization: Exploring the features of a new paradigm

Beyond the experience: In search of an operative paradigm for the industrialisation of services

Beyond the Experience. In search of an operative paradigm for the industrialisation of services

Design as a problem and Design as a Solution for Sustainability

Designing a product service system in a social framework: methodological and ethical considerations

Service as Value co-production: reframing the service design process

Product Service Systems and Non-Market Oriented Approach – Methodological and Ethical Considerations from a Design Perspective

**The Lunch Currier Project**

Entre la lógica industrial y la responsabilidad social: En función de los cambios en el nuevo escenario global, se hace necesario establecer una nueva agenda para el diseño industrial.

**Mass Customisation and Highly Individualised Solutions. Stretching Mass Customisation Beyond the Traditional Paradigm of Industrial Production.**

**New Representation Techniques for Designing in a Systemic Perspective**
Morelli, N. & Tollestrup, C., 2007, Design Inquiries, Nordes 07 Conference. 7 s.

**New Representation Techniques For Designing in a Systemic Perspective**

**Social Innovation and New Industrial Contexts: Can Designers "Industrialize" Socially Responsible Solutions?**
Morelli, N., 2007, I : Design Issues. 23, 4

**Time Line**
Morelli, N., 2007, I : Engineering Designer. 33, 2

**The Ecology of the Artificial: The Environment as a Context, the Environment as a Problem for Industrial Design**
Morelli, N., 25 mar. 2006, København

**Design In New Industrial Context: Reframing the Activity of Industrial Designers in the context of Globalisation**
Morelli, N., 2006, Milano, Italy


**NEW REPRESENTATION TECHNIQUES FOR DESIGNING IN A SYSTEMIC PERSPECTIVE: Educating Designers**

**The system around the product: Definition of an operative paradigm for industrial design in a systemic context**

**The System Around the Product, Shifting the Focus from Material to Immaterial Aspects in Design Solutions**

**Values and Contexts for Innovation**
Morelli, N., 2006, Aalborg, Denmark
Design in new industrial contexts: shifting design paradigms and methodologies

New design competences for localized production systems: a case study in Denmark

The introduction of Service Design within Industrial Design Curricula: the comparison of three design approaches and educational experiences

The system Around the Product: Methodologies and experiences focusing on material and immaterial aspects in design solutions

Developing new PSS: Methodologies and Operational Tools

System Design: Broadening the Context for Design Action

Morelli, N., jan. 2003, I : Design Studies. 24, 1, s. 73-99 27 s.

Design for Social Responsibility and Market Oriented Design: Convergences and divergences

Designing New Corporate Strategies: Methodological contributions from a design perspective
Morelli, N., 2003, Managing Through Variety : The European Style?. Bocconi University EURAM

Logical Spaces for Urban Nomads

Progettare per l'Ambiente: Guida alla Progettazione Eco-Efficiente dei Prodotti
Lewis, H., Gertzakis, J., Grant, T., Morelli, N. & Sweatman, A., 2003, Milano. 228 s.

Designing Product-Service Systems, A Social Construction Activity: A Case Study on Urban Telecentres

Industrial Ecology and Extended Producer Responsibility
The Design of Product/Service System from the Designer’s Perspective

Design plus Environment

Le Nuove Funzioni Urbane: Il Telelavoro

The Space of Telework

Urban Recovery in Australia: Towards the Definition of Urban Quality

Architettura

Design

Architettura

Design

Architettura

Design

Priser
Design for All Foundation Award 2013
Nicola Morelli (Modtager), jan. 2013

Presse/medie
Ny app skal gøre pendlere mere bæredygtige
Nicola Morelli
25/09/2017
5 elementer af Mediedækning

Når nettet kan knytte netværk
Nicola Morelli
10/05/2012
1 element af Mediedækning
Projekter

T-Factor. Unleashing future-facing urban hubs through culture and creativity-led strategies of transformative time
Morelli, N.
02/03/2020 → 29/02/2024

EASYRIGHT. Enabling immigrants to easily know and exercise their rights
Morelli, N.
02/01/2020 → 31/12/2022

INOS: Erasmus+ KA203-2019-004: Integrating open and citizen science into active learning approaches in higher education
Triantafyllou, E., Teo, E. A., De Götzen, A., Morelli, N. & Serafin, S.
01/09/2019 → 31/08/2022

WeNet: WeNet - The internet of us
De Götzen, A., Morelli, N., Simeone, L. & Bjørner, T.
01/01/2019 → 31/12/2022

MUV: Mobility Urban Values
Lissandrello, E., Morelli, N., De Götzen, A. & Becermen, B.
01/06/2017 → 01/06/2020

Designscapes
Morelli, N., De Götzen, A., Simeone, L. & Laugesen van Dam, K.
01/06/2017 → 31/05/2021

O4C: Open4Citizens. Empowering citizens to the make meaningful use of open data
01/01/2016 → 30/06/2018

Service Systems Design Master: innovation and Entrepreneuship
De Götzen, A. & Morelli, N.
01/09/2014 → 30/09/2015

MyN: My Neighbourhood
Morelli, N., Kristensen, M. W. & Mogensen, P. W. Z.
01/01/2013 → 30/06/2015

Senhjerneskade in Frederikshavn Kommune
12/01/2011 → …

Life 2.0: Life 2.0 Geographical positioning services to support independent living and social interaction of elderly people
Morelli, N., Prasad, N. R. & Kristensen, M. W.
ICT PSP
01/11/2010 → 31/10/2013

SundhInnovation
Morelli, N.
Brugen-Dreven Innovation - Erhverv-og byggestyrelsen
05/02/2009 → 04/02/2012
Ludinno
Morelli, N., Haase, L. M. & Poulsen, S. B.
<ingen navn>
19/05/2010 → 30/06/2012

Ludinno - Bruger-Dreven-Innovation
Poulsen, S. B., Morelli, N. & Rosenstand, C. A. F.
<ingen navn>
01/10/2007 → 31/05/2009

I.De.A Innovation og Design til Ældre
Morelli, N.
Erhvervs-og Byggestyrelse. Bruger-dreven Innovation
01/01/2008 → 31/12/2009

Design og Aktive Welfare
Morelli, N.
Forskningsråd for Samfund og Erhverv (FSE)
01/01/2007 → 30/06/2008

Smarth Health
<ingen navn>
21/08/2006 → 30/06/2007

I.De.Ho
Morelli, N. & Kofoed, L. B.
01/01/2004 → 01/05/2004

I.De.Ho Innovation and design for hospitals
Morelli, N. & Kofoed, L. B.
01/01/2005 → 31/12/2007