

Discussing the Future of Design with Mauro Porcini at St. John's University

R. C. (October 24, 2019)



St. John's University in collaboration with Your Italian Hub presents A Night of Design with Chief Design Officer of PepsiCo Mauro Porcini, an event dedicated to discussing the social and economic impact of design thinking and human-centered design with one of its major and most successful exponents.

On October 28, 2019, [St. John's University's School of Professional Studies](#) [2] celebrates its adherence to the Design Factory Global Network, a prestigious global network of innovation hubs in universities and research organisations with the mission to create change in the world of learning and research through passion-based culture and effective problem solving.



This will be the first in a series of events in the form of encounters, exchanges, and collaborations on both global and local scales, which will bring together students, faculty, and industry leaders to foster radical innovations and cultivate the development of highly sought out professional skills such as problem solving, innovation, and entrepreneurship.

“We want to show the importance and the potential social and economic impact of methodologies such as design thinking,” states Katia Passerini, Dean of the College of Professional Studies. “Mauro Porcini’s achievements as Chief Design Officer of PepsiCo, is a perfect illustration of their effectiveness and of how the human-centered approach can become a best business practice.”

As former President of the leading multinational information technology company IBM, Thomas Watson Jr. stated in a 1973 lecture at the University of Pennsylvania, “Good design is good business.”

The event will take place from 4 to 6pm at the Collins College of Professional Studies, St. Augustine Hall, 2nd Floor on St. John's University's Queens campus.

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