• Paper / Proposal Title:
From Simplicity to Chaos. Towards an ‘Ultradisciplinary Stance’ in Space Design for Emerging Conversational Organizations

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• Abstract (300 words):
Technology opens up new possibilities for designing and constructing buildings that are increasingly phygital, digital and physical, made of “bits and atoms” (Gaggioli 2017). Phygital buildings can: capture people while they inhabit the place; automate processes and decrease the amount of people mediation required; empower human behaviours, making human-machine interaction natural and multimodal. Designing phygital buildings is a challenging path that requires the skills of different practitioners: as discussed in this paper, not only architects, building engineers, and ICT experts but also the client – who is co-creator–, UX designers, business designers, and social psychologists.

This contribution –which is part of the TECVAL-InterPhy research project– argues that to realise a phygital building, it is not enough for the project team to be multidisciplinary – simplicity–, i.e., to bring together practitioners with different skills. The team should go beyond disciplines, becoming ultradisciplinary –chaos– (Leoni, 2020), opening a breach to explore outside and between the disciplines involved, and sensemaking in the chaos. Ultra means going beyond, outside or more than (Merriam-Webster, n.d.). Consequently, an ultradisciplinary perspective “cares not at all where knowledge comes
The practitioners of an ultrateam master their disciplines and navigate free and curious among other disciplines. They are not know-it-alls. Instead, they master nanodegrees, which are bits of knowledge for experimenting with innovation. How is such freedom possible? Only through an orientation to the intercomprehension on the communicative level and the intersubjectivity on the professional interactions level, project teams will be able to assume an ‘ultradisciplinary stance’ (Batty 2017). The paper supports this point of view with theoretical reflections emerging from literature review and practice-centred considerations from direct observation and desk analysis of concepts and realisations of phygital buildings in Italy, which are examples of ultraluoghi –ultraplaces– (Galimberti et al. 2019).

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**Giuseppe Leoni** is Founder of E:LAB. Expert in new business models in both public and private sectors. Digital business practitioner since 2007. Member of the Advisory Board of PHYD. Subject expert in Psicologia della Comunicazione per le Organizzazioni e il Marketing at the Università Cattolica del Sacro Cuore of Milan. In charge for the development of Business as a Platform, New Way of Working and Sales Digital Twin, which are innovative projects for Italian and multinational companies and in the development of Digital Citizenship models for public bodies and non-profit organisations.

**Dr Ilaria Vergine** is a PhD student in Psychology at the Università Cattolica of Milan. Her research interests concern: communication in technologically enriched environments from a psychosocial perspective, audience’s engagement in TV series, and health and safety at work (e.g., technostress). Besides, her research centres on qualitative methodology, especially on multimodal discourse analysis and content analysis.

**Beatrice Galimberti** is an architect and PhD student in Urban Planning, Design, and Policy at the Department of Architecture and Urban Studies of Politecnico di Milano. Enthusiast about architecture and urban design practice, research, teaching, and cooperation, her interests focus above all on public space design and the role of uncertainty in design processes. Her ongoing PhD research explores antifragile strategies from several design processes of public spaces in Europe in our time of uncertainty. These are strategies that not only ‘stay with’ uncertainty but also ‘benefit from’ it.

**Carlo Galimberti** is Full Professor of Social Psychology in the undergraduate Psychology Department of the Faculty of Lettere e Filosofia at the Università Cattolica of Milan. He is also Director of the Center of Study and Research in Communication Psychology (Centro Studi e Ricerche di Psicologia della Comunicazione - CSRPC) and organisation leader of LICENT (Communicative Interaction and New Technology Laboratory), based at the same university. In the last few years, he has mainly devoted himself to analysing discourse production with particular reference to mediated experiences (VR, Internet, CSCW) and communicative interaction in Augmented Reality and Mixed Reality.
Environments, paying particular attention to ergonomic issues of mediated interaction and cyberartifacts. He is presently engaged in defining an original dialogic-conversational approach to the study of communicative processes, applying it to the intersubjectivity in mediated and phygitally enriched environments.