

Jan-Christoph ZOELS

Short bio:

Jan-Christoph Zoels is a founding partner of [Experientia](#), focusing on people's service experiences to support sustainable lifestyles. He advocates a strategic integration of behavioral modeling, stakeholder engagement and participatory design processes to increase people's awareness, grow their competences and nurture their aspirations.

Clients include 3M, ASUS, BenQ, FCA, Hao-Shi Foundation, Hitachi, Intel, Intesa SanPaolo Bank, ITC ILO, Repower, Samsung, Sony, SITRA, UNDP and Unicredit Bank.

Originally from Germany, he lived for many years in the USA, where he taught at RISD, and was a senior designer at Sony and director of information architecture at Sapien. He joined Interaction Design Institute Ivrea as a senior associate professor, where he ran the business innovation workshops called Applied Dreams.

He has taught at RISD, Jan Van Eyck Academy (Maastricht, Netherlands), Samsung's Innovative Design Laboratory (Seoul, Korea), CIID Copenhagen, RISD's Institute for Design + Public Policy (USA), UGA Terry Business School (USA), Politecnico di Milano and Domus Academy, Milan.

He is a frequent speaker at design conferences and colleges. He holds four patents.