

2nd Designing Retail & Services Futures Colloquium

14.05.25-15.05.25



DRSFC | Milan, Italy, 14 - 15 May 2025

Theme

Sustainable retail and service futures

Call for papers: submission date February 2nd, 2025

The Special Interest Group (SIG) **Designing Retail & Service Futures** from the Design Research Society (DRS) was established in 2021 under the guidance of the **Design Research Society**. The SIG strives to gain a better understanding of the value of design in the commercial sector, including disciplines, such as interior design, architecture, retail and hospitality, branding, marketing, strategic design, design management and consumer psychology. **Design and its value** have been a subject of study for many years and from many different disciplinary perspectives (ranging from product design to marketing, business economics, service design, management, environmental psychology, (interior)architecture, etc.). However, these perspectives have been developed in a fragmented way with discrete research methods and results that present limitations to practically applying these findings holistically across the inter-related fields of design, retail, and services.

Recent developments, that have been accelerated by the pandemic and the current economic crisis, show that in practice, **services are becoming integral to retail and vice versa**. The consumers' needs and the

dedication of retailers to serve these needs have sparked new approaches that unite both service and retail design. Whether it be online or offline (or both), for a product or a service or an experience, or all together... It is only natural that the research community support the development of this field through furthering insights. This colloquium focuses on bringing together various disciplines to contribute their related knowledge and insights with the objective of calibrating terms and meanings that strive for consensus across disciplines related to retail and service design. In addition, the colloquium emphasises the importance of sustainability in retail and service design. By integrating sustainable practices, the goal is to contribute to a future where retail and service design are not only holistic and encompassing but also environmentally responsible and sustainable. The integration of sustainability into these discussions ensures that the advancements in retail and service design also address the critical need for environmental stewardship, making the field more relevant and responsible in the context of contemporary global challenges.

Themes

This two-day colloquium will bring together scholarly experts and practitioners in the areas of retail design, service design and hospitality design to share their knowledge and experiences with fellow academics and practitioners. Scholarly, conceptual, empirical and practitioner papers are welcomed, especially those that address the proposed colloquium themes:

- Towards responsible retail design and services, championing sustainability, inclusion and diversity
- Contemporary retail spaces online and offline
- Phygital retail spaces
- Human-centred retail design and services within the sustainable theme
- Intersection between retail design and services
- Reimagined future retail design and services
- Co-creative processes in retail design and services
- Innovation in retail, service or hospitality design
- Localism and sustainability
- What role can technology play in more sustainable retail and service design?
- The role of customer experience in more sustainable futures
- Restorative retail design and services
- Other aspects of Sustainable Retail, hospitality, and Service Futures

Venue

The event is hosted by **Politecnico di Milano | Italy**. The second International Colloquium of the SIG Designing Retail & Service Futures will be held from May 14-15, featuring presentations by leading academics and practitioners in this field at Politecnico di Milano, campus Bovisa. It will be the second colloquium to be organized

by the Special Interest Group Designing Retail & Service Futures of the Design Research Society (DRS). In this way, we envisage opening up our international ambition.

Design
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Participants

This **interdisciplinary colloquium** welcomes academic papers from researchers in any field of design, management, marketing and also related areas of the humanities and social sciences as long as design is studied.

Doctoral students are particularly welcome. We will host a **PhD-event** exploring (new) methods and approaches to retail & service design research.

The colloquium organizers also extend an invitation for **collaborative papers between academics and practitioners**.

Submission guidelines

Papers of up to 4000 words (ex. references), with up to 6 keywords, and which may include images, will be subjected to a peer review process to be then published in the Colloquium proceedings (with ISBN number). The proceedings will be included in the **DRS online library**.

Papers should be submitted in the following format, downloadable from this link:

<https://bit.ly/sig-drsf-template-2025>

Key dates

Submission of papers: Midnight February 2nd, 2025 (CET)

Notification of acceptance: February 28th, 2025

Registration opening: March 1st, 2025

Colloquium: 14 – 15th May 2025

All accepted papers will be published in the Colloquium's proceedings (with ISBN number). A selection of papers presented at the Colloquium will be invited to submit a full paper to be reviewed for publication in a Palgrave edited book or a special issue in the Corporate Reputation Review.

More detailed information and registrations (from March 1st) will be made available at:

<https://www.retailexperiencelab.com/drsfc2025/>

Organising committee



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Any inquiries about this colloquium can be directed to
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We hope to welcome you to Milan in May 2025!