

IPR Speaker Series
in conjunction with the Department of Preventive Medicine



Mariana Amatullo, PhD

- Co-Founder and Vice President, Designmatters at ArtCenter College of Design
- Scholar-in-Residence, Weatherhead School of Management, Case Western Reserve University

**Design, Public Health and Innovation:
Case Study Insights from Designmatters at ArtCenter**

This presentation will highlight 2 case studies of public health campaigns developed by Designmatters, the social innovation department of ArtCenter College of Design. Both cases exemplify the value of adapting innovative collaborative methodologies and an evidence-based approach to integrating design thinking and a human-centered research into strategic communication for public health efforts. The first case study, Es Tiempo, is a campaign raising awareness and support for prevention and treatment of cervical cancer that is an initiative of the USC Norris Comprehensive Cancer Center, the Keck School of Medicine, the Annenberg School of Communication and Journalism. The second case study, Santi the Mascot, is a public health campaign targeting young children and their caregivers for prevention of severe burns and is an ongoing collaboration with Coaniquem, one of the leading rehabilitation and medical care centers for children who are victims of severe burns in Chile.

A practitioner-scholar, educator, and author, Dr. Mariana Amatullo has overseen the award-winning portfolio of Designmatters collaborations in art and design education and social innovation at ArtCenter in Pasadena since establishing the groundbreaking program in 2001. Through her leadership, ArtCenter is the first design institution to be affiliated as a non-governmental organization (NGO) with the United Nations and formally accredited with organizations such as the Organization of American States, the Pan American Health Organization and the United Nations Population Fund. Amatullo holds an M.A. in art history and museum studies from University of Southern California and a Licence en Lettres Degree from the Paris-Sorbonne University. She attained a Ph.D. in management from the Weatherhead School of Management at Case Western Reserve University, where she's a scholar-in-residence and a design and innovation fellow. A native of Argentina, Amatullo was brought up through the diplomatic corps and grew up around the world.

DATE/TIME: Friday, January 29th from 10:30am – 11:30am
LOCATION: SSB 301 (2001 N. Soto St., Soto Building, USC Health Sciences Campus)