Elisa Maria Bertucci

Portfolio 2026

Space and Service Designer

elisamariabertucci@gmail.com

About me · Ghent, Belgium

I am Elisa Bertucci, a junior service designer

Education BSc in Product & Communication Design. Postgraduate in Space & Service Design (Thomas More).

Background Product, Communication and UX/UI design.

Approach I blend creativity, curiosity and **user-centered thinking** across digital and spatial experiences.

Interests Sustainability, new materials, and exploring cultures through travel and community projects.

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Selected works

01 **CiLAB**
Internship · 2026

02 **Zilvermeer**
Postgraduate project, group project · 2025-26

03 **MaterialData**
Bachelor’s thesis, individual project · 2024

Want to see more?

Visit my website

Portfolio - Elisa Bertucci

01 · CiLAB, Mechelen · 2026

A plan so a textile atelier stops relying on memory

Problem

At CiLAB, staff found stock from memory and visitors could not see it before coming.

My part

I did the interviews, blueprint, zones, QR codes and online inventory.

My choice

I tied the online list to the room: numbered zones, QR codes. No extra work for staff.

Result

Tested with the team on real tasks: QR zones, online inventory, an Open Atelier.



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Meet CiLAB

Strong social mission



CiLAB and its values

CiLAB is a circular textile atelier in Mechelen where people **repair, upcycle, swap or donate clothes and materials**.

The founder wants it to be **a community hub as much as a service**: a place that creates social impact alongside economic activity and supports inclusion through meaningful work.

No structure, no record

Limited visibility

Time-consuming



The challenge

CiLAB's services and stock were valuable but **hard to access**. Staff found fabrics, tools and ongoing projects **from memory**, and visitors couldn't see what was available before coming in.

My mentor Jan asked me to design **a service system and a material library** that keep this knowledge in one place, clear for visitors and staff.



The outcome

I looked at how this growing service could become easier to navigate for both visitors and staff.

The result is **a connected service system**: an Open Atelier model, a clearer storage logic, QR-supported inventory management and a digital platform.

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Research and first steps

The key question: **how might CiLAB make circular textiles visible, findable and usable without adding work for its team?**

One-to-one talks with the people involved

Internal team



Jan (logistics, policies)
Sibille (art direction)

Abaseen, Isa and Mumtaz
(sewing experts)

Users
Clients
Partners



Worker question

1. Do we have it?
2. Where is it?

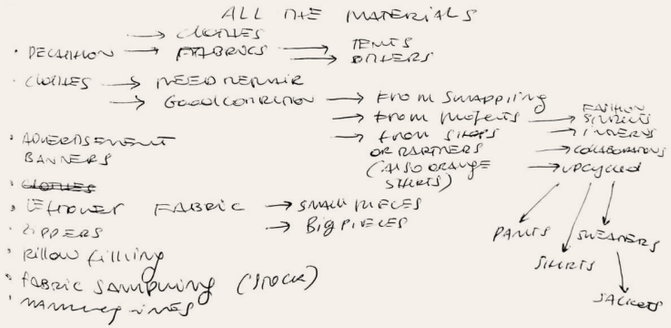
Visitor question

1. Can you do this?
2. Where can I see it?

My approach

- Observed daily workflows and material handling.
- Interviewed the team and people close to CiLAB.
- Found the pain points in material retrieval, client contact, storage and visibility (SWOT).
- Mapped how staff, visitors, partners, space and digital tools connect.

From this

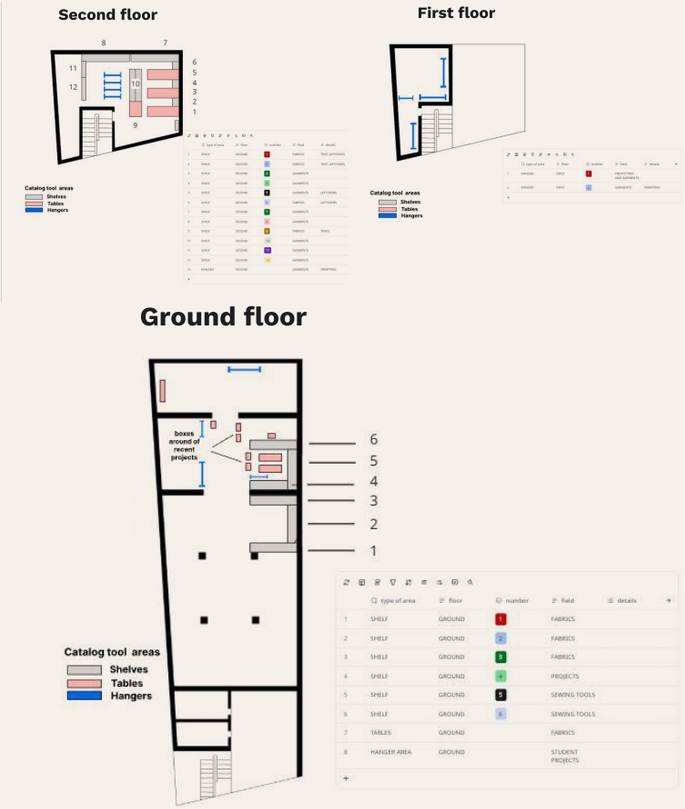


To this



From micro to macro

From scattered storage to one connected service. I turned the research into a concept that links the atelier to a digital inventory. Numbered zones, clear signage and QR codes give every material a traceable place, and an online catalogue shows visitors what's there before they come.

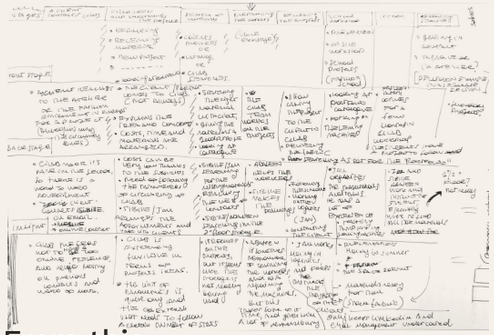


The zones

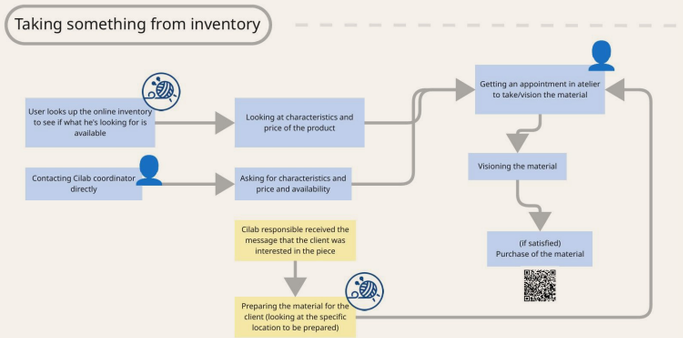
- **Digital inventory** of fabrics, garments, tools and projects.
- **QR-coded storage zones** and material IDs.
- **Clear zones** for repairs, projects, tools, donations and swaps.
- Online info on rentals, mentoring and repairs.
- An **Open Atelier** for the neighbourhood.

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How it works



From this



To this: the service blueprint of the inventory

Service blueprint

I built a service blueprint that lines up the client journey with staff tasks, the physical workshop and the digital system behind it. It showed how **requests, bookings, material search, repairs, pick-up and inventory updates** could run as one process.



Adding a material has to be quick

A private section for staff

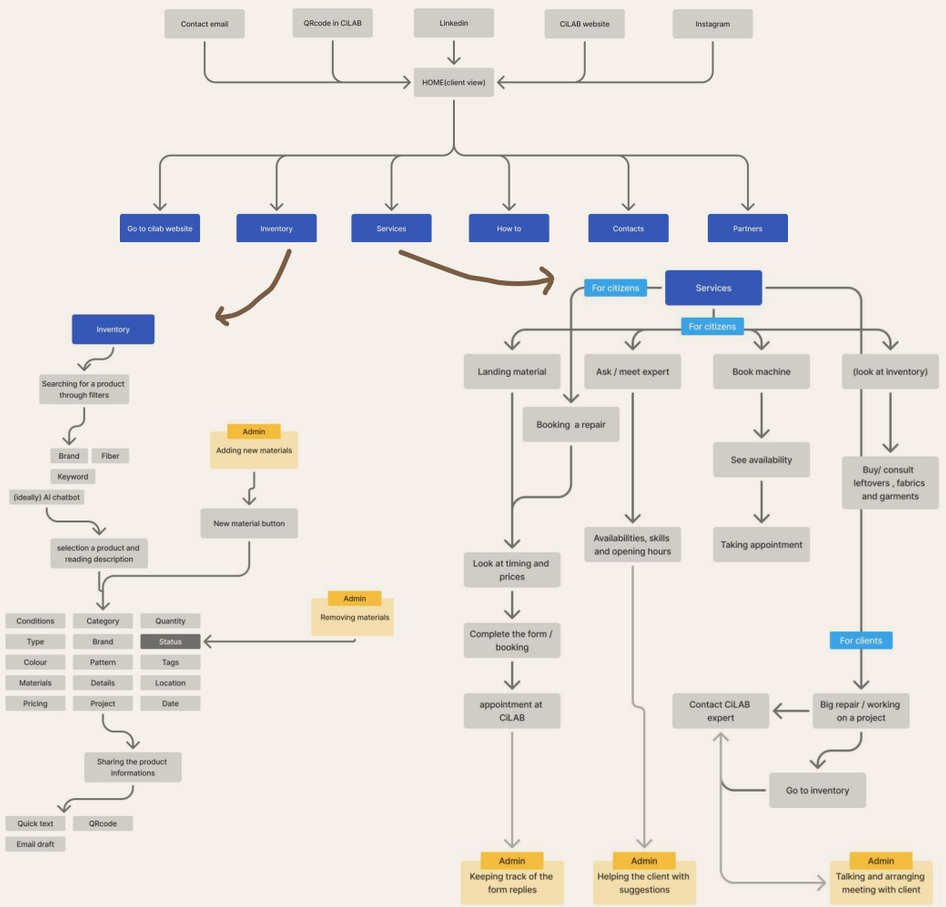
Clear zoning

User testing

To check that my three prototypes fit the way CiLAB already works, I tested them with the team on real tasks:

- Look up materials for a test project
- Log in and add a garment
- Upload pictures
- Add a new zone in the physical space

CiLAB website shortcut



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Why a material library?

Services for the public

- Renting a machine
- Taking from inventory
- Requesting a repair
- Mentoring

Services for clients and partners

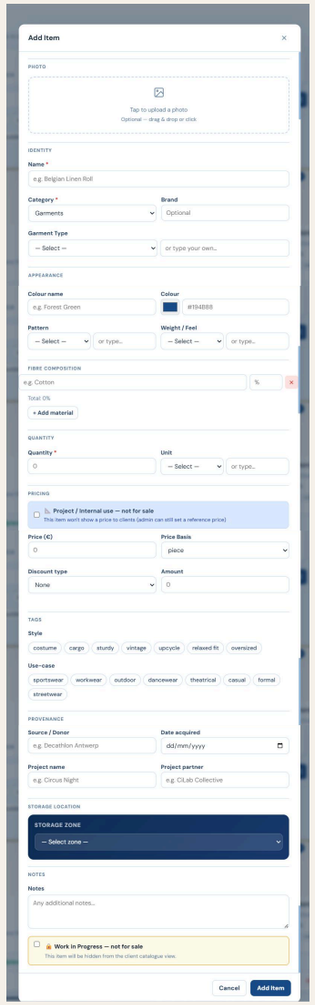
- Envisioning materials
- Looking at projects
- Material sheets on request
- Direct contacts and availability

Services for CiLAB staff

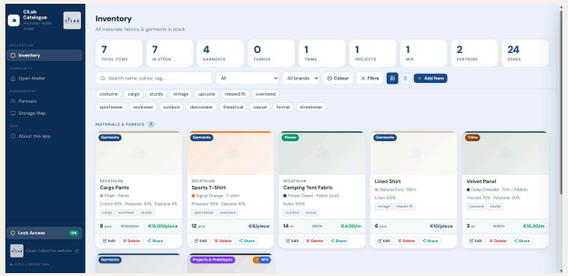
- Keeping track of material
- Easier flow
- Online database
- Easier to help citizens
- Faster communication with clients

The impact

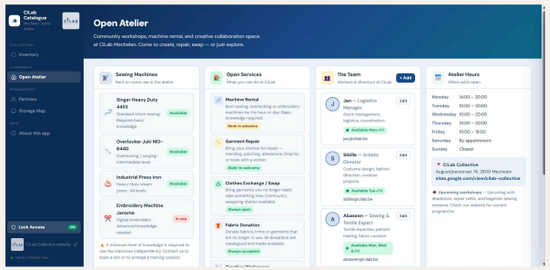
The concept makes CiLAB **less dependent on individual memory**, speeds up finding materials and gives visitors clearer access to its services. It also strengthens CiLAB's role as a community hub for repair, reuse and textile circularity.



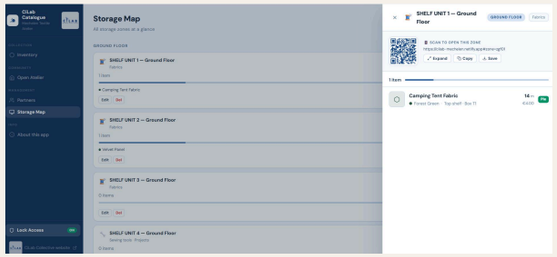
Admin access
→ product details



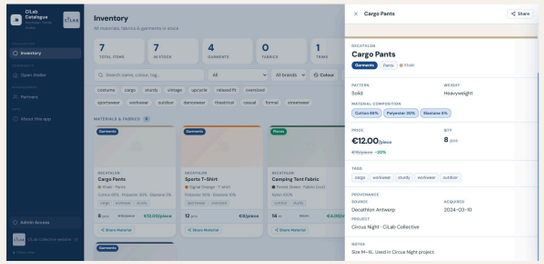
Main page → admin access



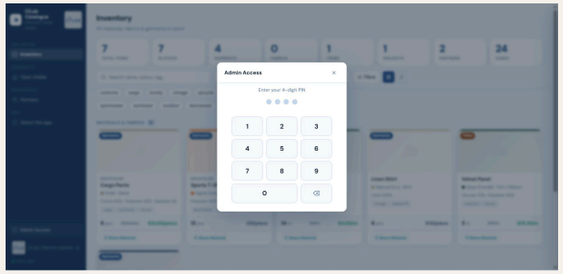
Open Atelier section



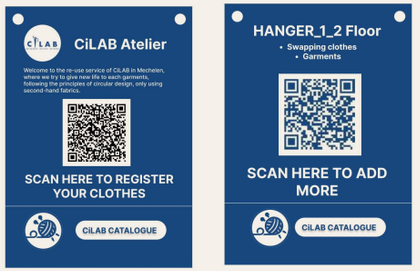
Admin → storage locations and QR



Admin → garment details



Code for admin access



QR code system

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02 · Zilvermeer, Mol · 2025-26

A summer-only venue, planned to work all year

Problem

Zilvermeer empties out after summer. Cafés struggle and the park has no clear identity.

My part

In a team of five, I drew the concept illustrations and designed the Good, Bad and Wish wall.

My choice

We focused on one venue, Glinstering. It is underused outside summer.

Result

Tested with stakeholders, we agreed one direction: indoor play, workshops, a garden.

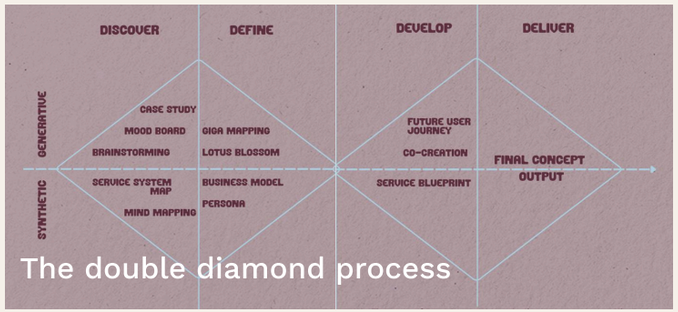


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The project: research and first steps



Research reports



The double diamond process

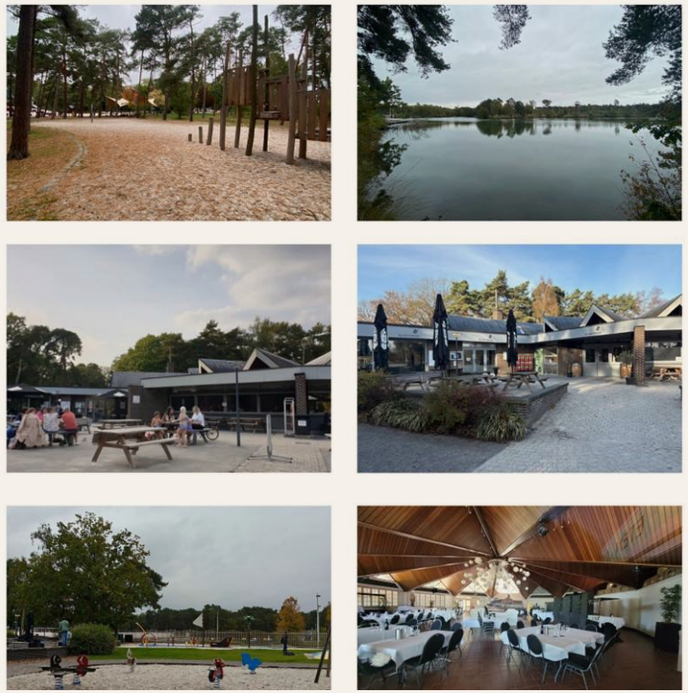
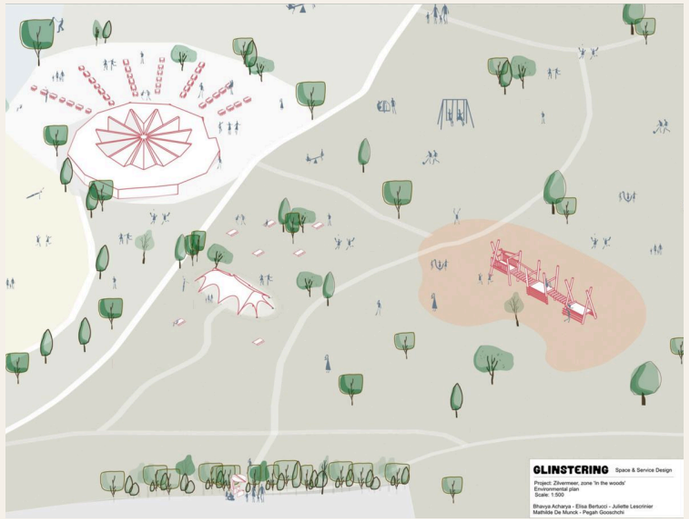


Illustration: Mathilde De Munck



Research and design process

In a team of five, I worked on a service and spatial redesign for Zilvermeer, a recreational park in Mol. We explored how **hospitality, public space and visitor services** could work together all year round, balancing visitor needs, stakeholder priorities and feasibility. It started with **in-depth research on the client, the visitors and the site**.

The current situation

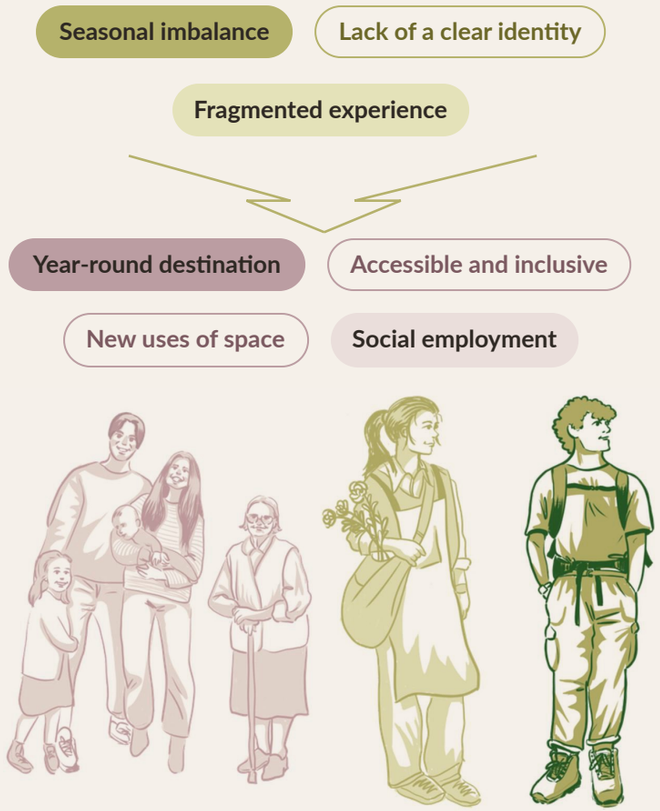
Zilvermeer **depends heavily on the summer season**. When summer ends, visitor numbers drop and the cafés and restaurants struggle to keep going. The park also **lacks one clear identity**, so walking through it feels fragmented.

Focus: Glinstering

My group focused on one venue: **Glinstering**, a mid-century building in the ‘In the Woods’ zone, between the playground, the lake and the forest. Today it’s **a tavern, summer bar and event venue**, busy in summer and underused the rest of the year. We saw it as the natural heart of a year-round social hub.

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Personas and stakeholder co-creation



Research outcome and personas

We used **personas, future user journeys and service blueprints** to map how families, nature lovers and workshop participants move through the zone. The aim: link hospitality, play and nature into one smooth experience, in every season.



Co-creation materials

I designed tools to bring stakeholders into the process, including **a Good, Bad and Wish wall** and guided interviews with my team. These sessions tested our ideas against real operational needs and helped us agree on a shared direction.



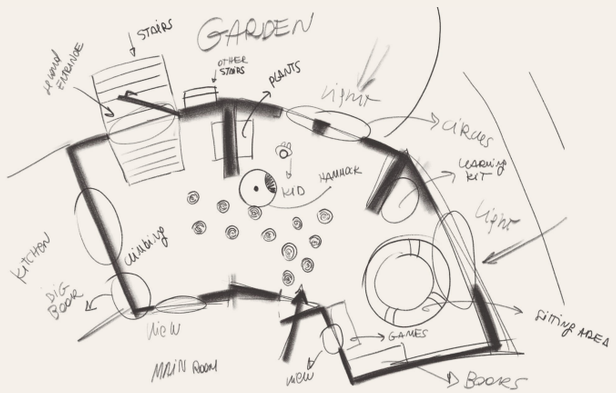
Good, Bad and Wish wall: co-creation activity

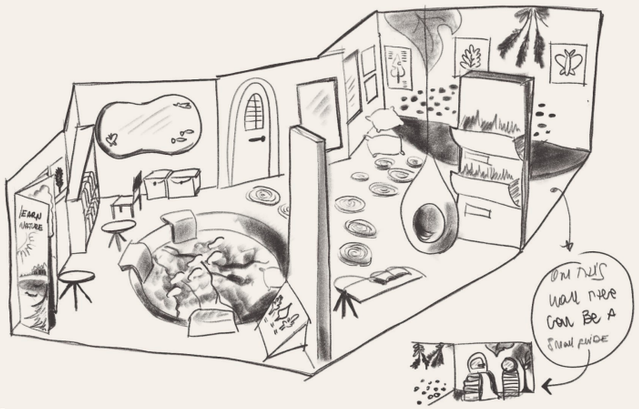


Stakeholder interviews during co-creation

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Concept illustrations: redesigning the services





Second park entrance



New service: birthday parties

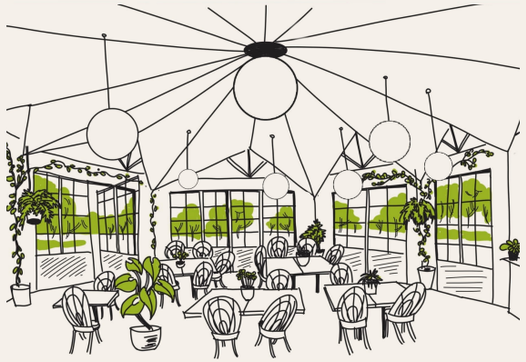


New space: Glinstering garden





New space: indoor play area



New look: glass doors



New activity: garden workshops

New spaces

- **Indoor play zone:** areas for active play, quiet observation and learning about Kempen nature.
- **Workshop space:** part of the restaurant, closed off with flexible curtains when needed.
- **Glinstering garden:** under an existing tent, full of herbs and native Kempen plants.

New services

Nature workshops, kids' camps in high and low season, and birthday parties give families reasons to come back all year.

Routines keep autumn and winter alive: **a post-run coffee, Sunday family brunch, pancake Wednesday**.

Partners like **VELT, Natuurpunt and Toekomsthelden** help run them, while Glinstering's kitchen adds a garden-to-table offer.

New activities

Nature workshops give families a reason to visit all year:

- **Garden:** organic gardening, climate-smart landscaping and sustainable cooking.
- **Indoor:** herb cooking or plant printing for up to 30 people, rain or shine.
- **Outdoor:** growing and caring for native plants along the forest trail.

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How the service will feel

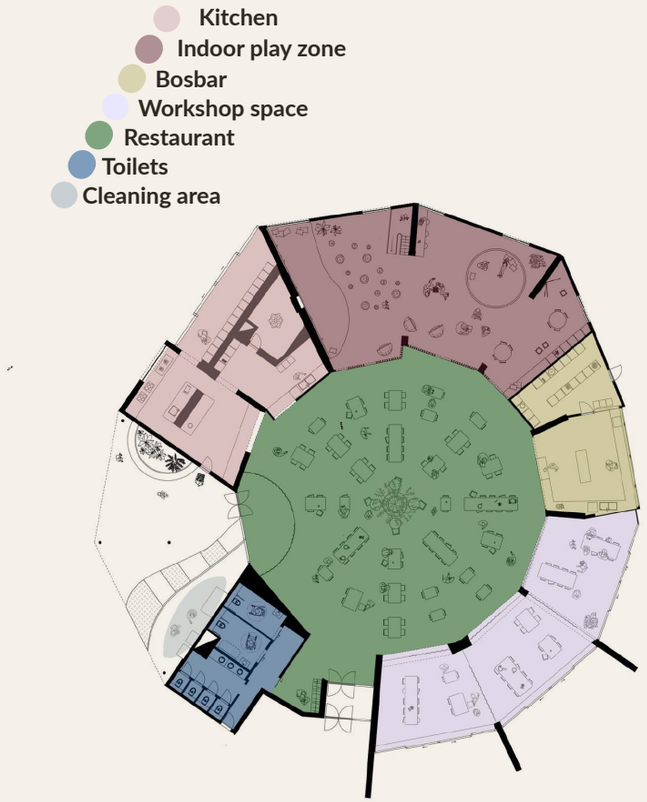
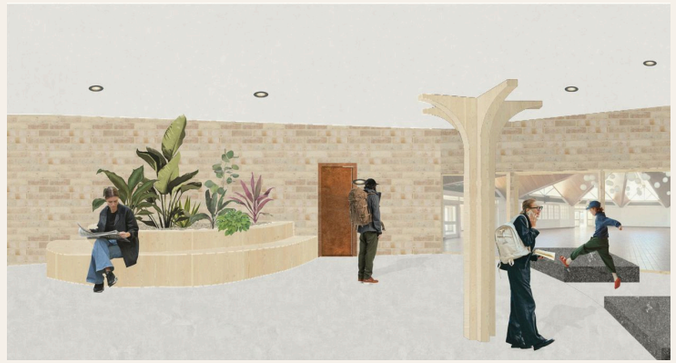


Illustration: Juliette Lescrinier

Floor plan of Glinstering

The plan follows a clear route: entrance and cleaning area, toilets, restaurant, workshop space, Bosbar, indoor play zone and kitchen. **Every space stays visually and functionally connected to the others.**

Glinstering entrance



Bosbar



Illustrations: Juliette Lescrinier

Entrance and bar renders

At the entrance, visitors can clean muddy shoes, bikes, pushchairs and wheelchairs, then rest on a planted bench. The new Bosbar is visible from both the restaurant and the terrace, and **part of the counter is lowered for children and wheelchair users**.

Service blueprint of the routines

https://elisabertuccidesign.com/zilvermeer-service-blueprint.pdf



The impact

Glinstering becomes a year-round community hub where families, locals and visitors meet around food, play and nature. Through **social employment**, people referred by the Flemish job agency VDAB work alongside experienced staff and build skills for the regular job market.

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03 · MaterialData, Genoa · 2024

A digital material library for students and teachers

Problem

Materials multiply, from plant-based to bioplastics. Students needed an easy way to navigate them.

My part

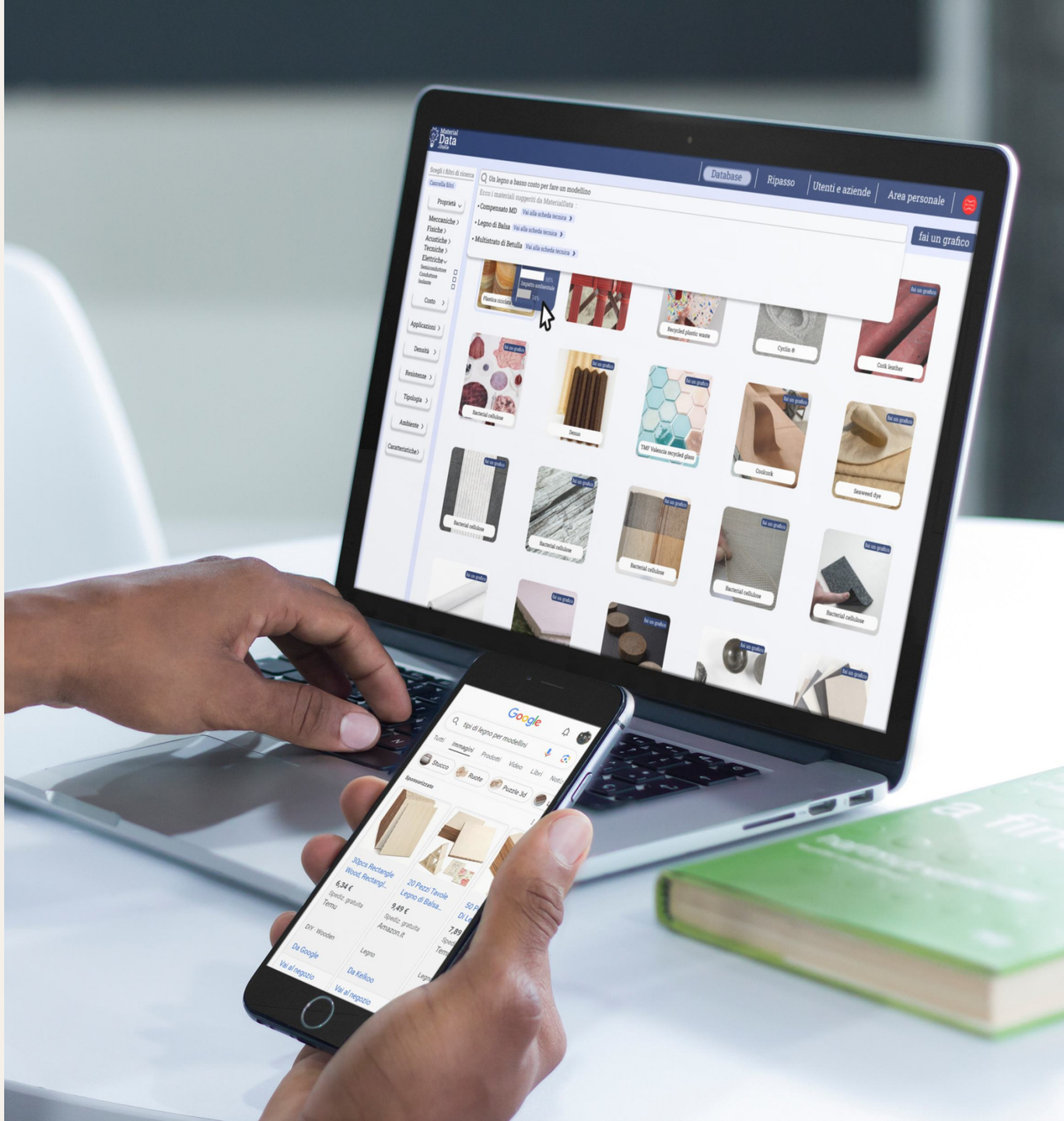
Individual bachelor’s thesis: I did the research, user flows, wireframes and visual identity.

My choice

I opened it up to the whole university, not just Product and Communication Design students.

Result

Design: a database with search, material sheets, a personal area, and a visual identity.



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Why a material library?

The early stages



What is a material library?

A material library is a collection of material samples. It works as **a technical archive that shares knowledge and data**, and it can also teach: it helps university students understand materials in **construction, architecture and design**.



The idea

The starting point: **universities should give every student the right tools to study, focus and create.** That raised a question: does the University of Genoa give its students everything they need?

A material library could be **a reference tool that helps designers choose the right materials** for their projects.

Material Data .UniGe

The outcome

With so many materials on the market and in development, from plant-based materials to bioplastics, the archive needed **an interface that makes a large database easy to navigate**.

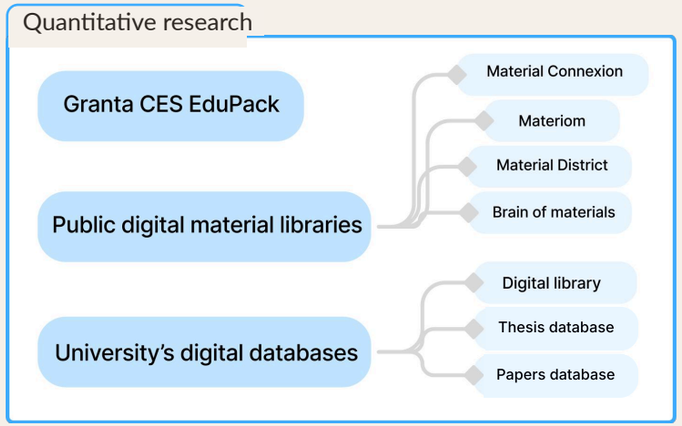
So the idea became a digital (and possibly physical) material library for the **Department of Architecture and Design**.

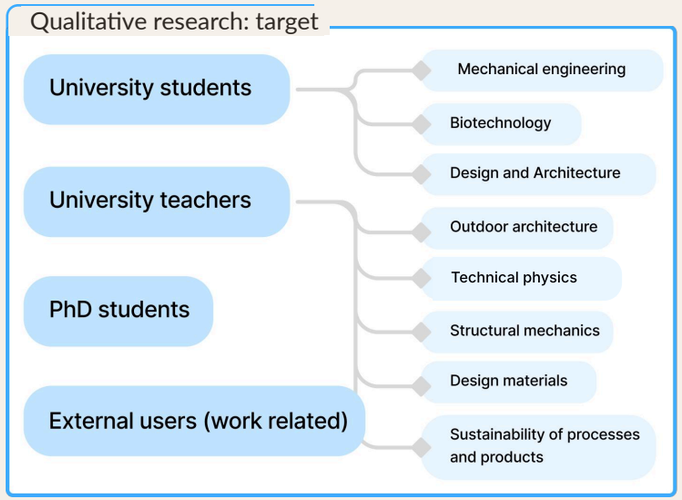
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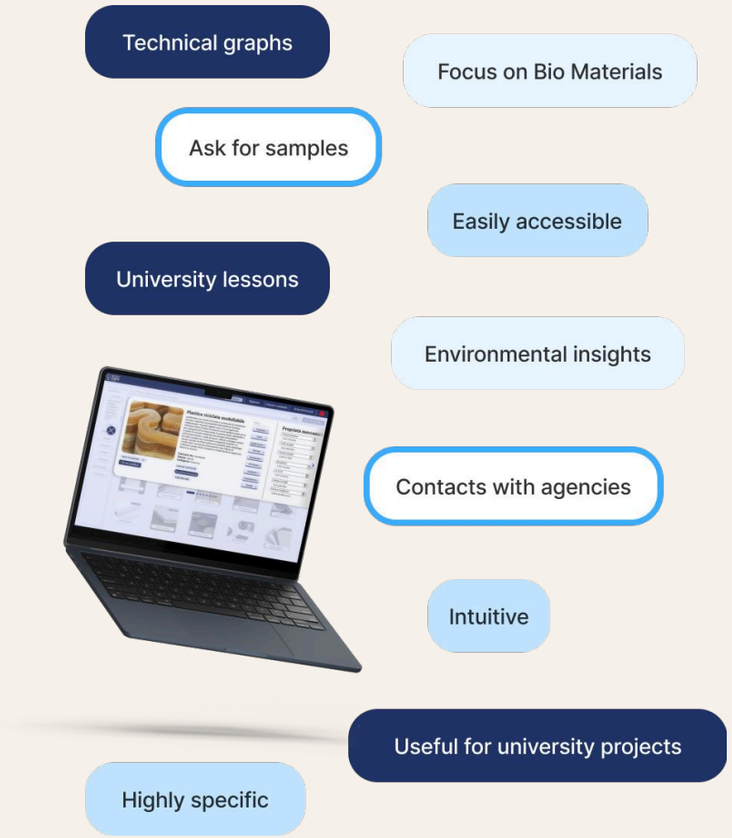
Building the platform

The research and the main features

I combined three research methods: **a review of existing online material libraries**, **an evaluation of the university's online services** and **targeted interviews** with potential users.

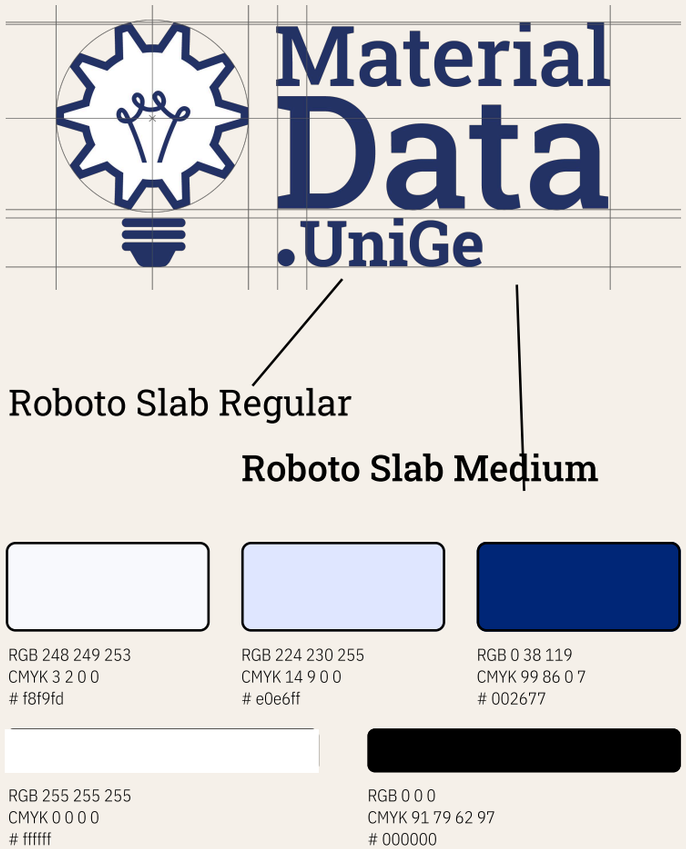






What the research showed

The results shaped both the interface and the features. One need kept coming up: **a student-friendly, accessible and easy-to-navigate tool.** Students first meet the platform in a dedicated course, where its features are explained step by step.



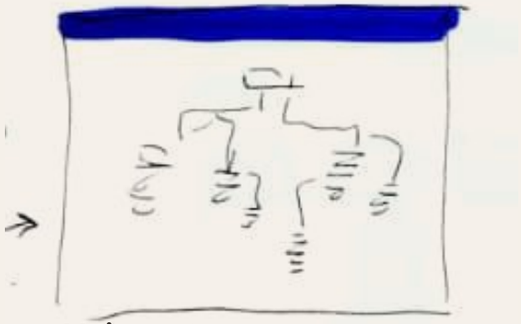
Visual identity

The colour comes from the identity of the **Department of Architecture and Design at the University of Genoa: blue #002677**. The typeface is the one the university uses.

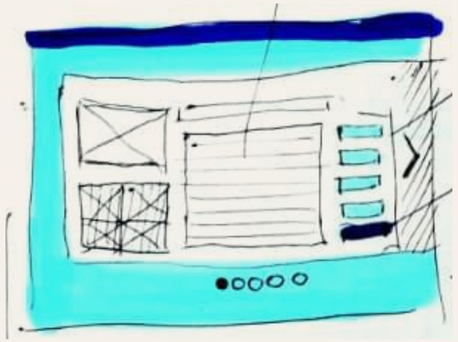
The logo is a **lightbulb-gear monogram, joining work and ideas**: a tool for turning ideas into projects.

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The user flow: a study



Main page

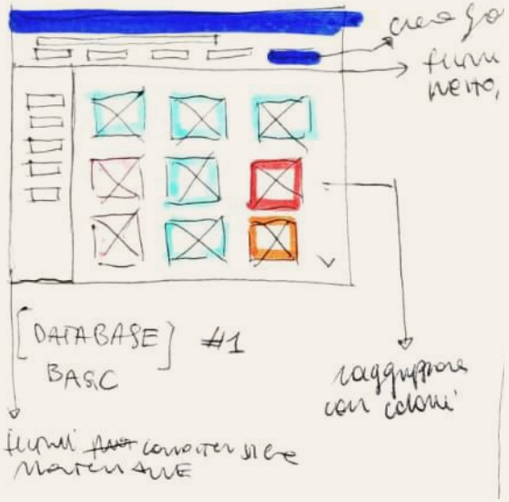


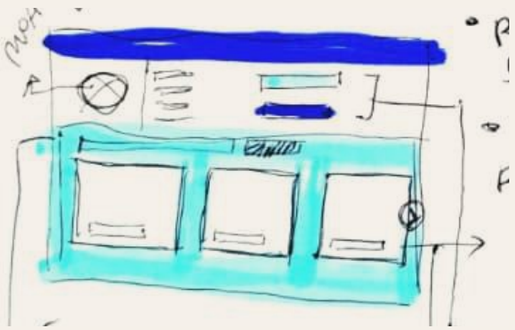
Material sheet

Sketching wireframes

I sketched the user flow in detail, from the opening screen to every feature, to make the platform as easy to use as possible. These are a few of those studies, with the thinking behind them.

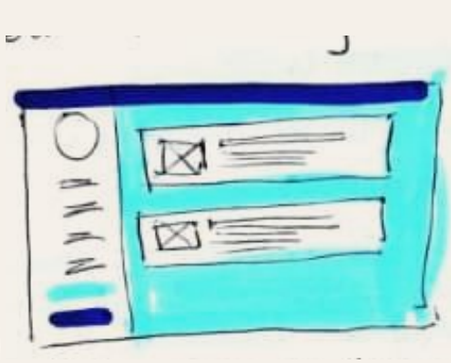
Material selection

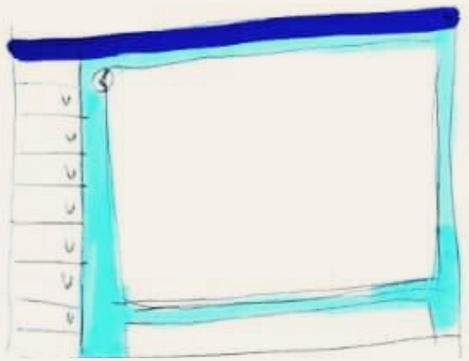




Material selection study

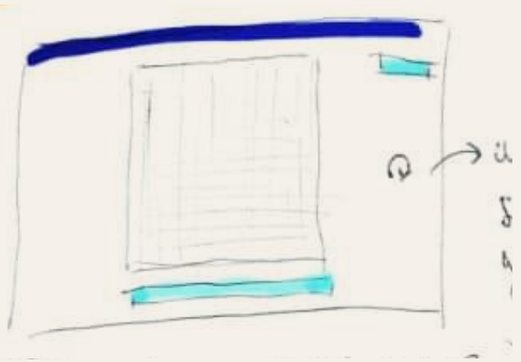
Personal page

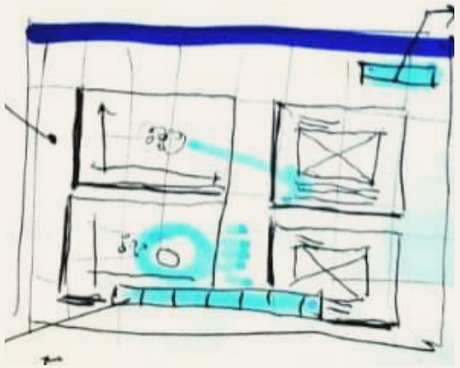




Study section

Adding a project



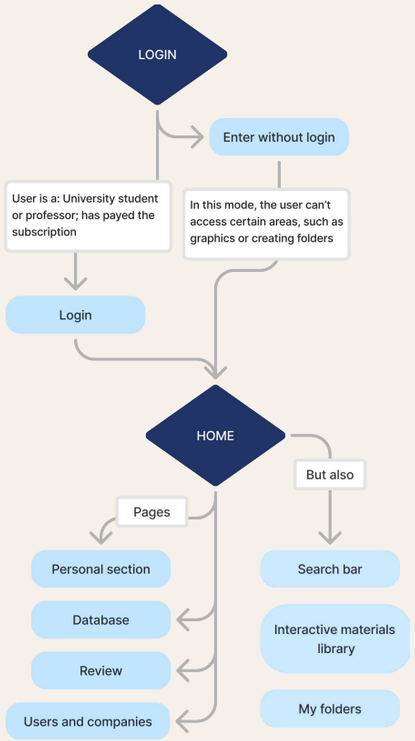


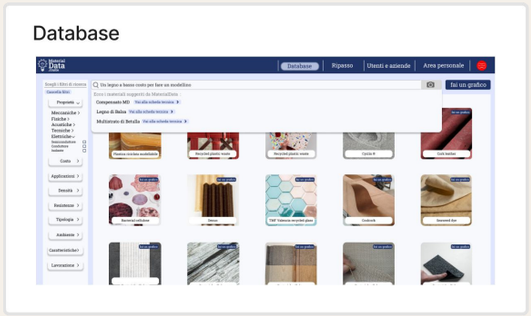
Workspace

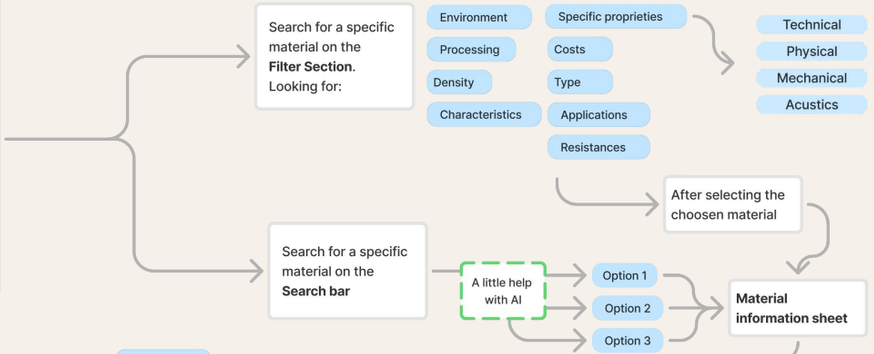
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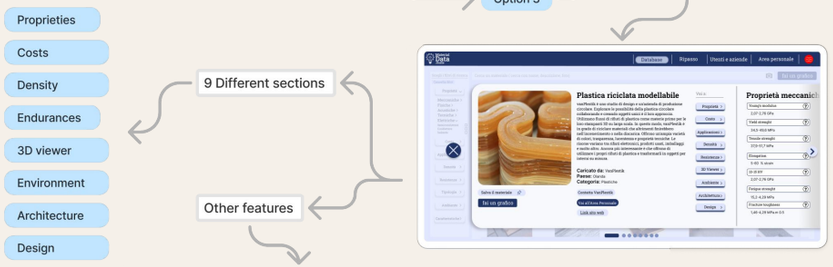
The user flow

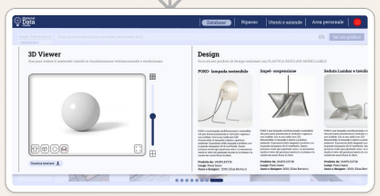
The main sections of the platform

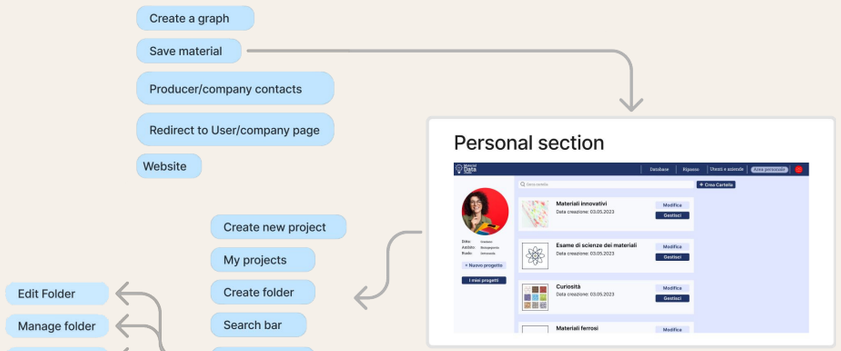












Platform access

The platform is **free for all students, staff and researchers at the University of Genoa** (funded through tuition fees) and open to external users for a fee.

Why? Product and Communication Design students already had part of this resource through Granta EduPack. This opens it up to the whole university.

Main features

The flow covers the database, material search, technical sheets and the personal area. Two more sections:

- **Review area:** theory and formulas for physics, maths and analysis.
- **Users & companies:** an A–Z list to browse their projects and materials.

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