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2018-2022  
2023-2027

## CALL FOR EXPRESSION OF INTEREST FOR MSCA POSTDOCTORAL FELLOWSHIPS AT POLITECNICO DI BARI

### Research project

**Nome and Surname:** Michele Fiorentino

**Title:** Augmented Design - Reshaping human creativity through artificial intelligence and mixed reality

#### **Description:**

Mixed Reality (MR) and Artificial Intelligence (AI) are revolutionizing engineering and design methodologies in the digital age. This research proposal seeks to investigate human-centered innovations that improve immersive experiences and redefine creative processes such as conceptualization, design, presentation, prototyping, manufacturing, retail, and recycling. We invite interdisciplinary research that combines MR technologies, AI, human factors, user experience, and ergonomics, with a specific emphasis on AI-enhanced MR workflows, intuitive user interfaces, collaborative systems, digital twins, real-time simulation, workforce training and upskilling, workspace enhancement, smart manufacturing, product lifecycle management, and architectural or design visualization. We especially welcome daring and innovative research that challenges the limits of next-generation immersive tools, whether in laboratory settings or real-world applications. Submissions may encompass theoretical frameworks, UI and interaction concepts, technical advancements, usability studies, expert focus groups, and case-based insights. Researchers are also encouraged to investigate user experience evaluation, cognitive load assessment, task performance analysis, iterative usability testing, and the wider social, economic, and environmental implications of this technology on society, including potential risks.

**Candidates should provide detailed CV**

**Candidates must be eligible according to the criteria established by the 2026 MSCA Postdoctoral fellowship call:**

- to have a PhD by the call deadline.
- to have up to 8 years of research experience after PhD.
- to be citizens of an EU State or of an Associated Country.



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- not to have resided or carried out their main activity in Italy for more than 12 months in the 36 months before the call deadline.

## Contacts

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