

Perceiving New Sustainable Materials

Original

Perceiving New Sustainable Materials / Bruno, E.V., Dal Palu', D., Lerma, B.. - (2026), pp. 108-109. (Circular design in action: practices, networks, education and research - Exploring the role of community and education in driving action-oriented research and practical innovation Genova 22-23 May 2025).

Availability:

This version is available at: 11583/3014169 since: 2026-08-07T14:13:46Z

Publisher:

Regionales Bauen und Siedlungsplanung Leibniz Universität Hannover

Published

DOI:

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Università
di Genova

DAD DIPARTIMENTO
ARCHITETTURA E DESIGN

Circular design in Action: practices, networks, education and research

Exploring the role of community and
education in driving action-oriented
research and practical innovation

edited by:

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University of Genova,

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Co-funded by
the European Union



Proceedings of the Conference „Circular design in action: practices, networks, education and research - Exploring the role of community and education in driving action-oriented research and practical innovation“.

Conference in Genova, 22-23 May 2025

„Circular Design Education“ conference

from **CiD Erasmus+ Project** - www.cid-innovationalliance.eu

conference organized by

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*The papers in these proceedings were selected through
an open call and underwent double-blind peer review.*

edited by:

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published by:

Regionales Bauen und Siedlungsplanung, Leibniz Universität Hannover

Herrenhäuser Str. 8, D-30419 Hannover

ISBN 978-3-946296-55-3

www.staedtebau.uni-hannover.de/en/territorial-design-and-urban-planning/

Co-funded by the European Union, Erasmus+ Innovation Alliance, Grant 101111686.

Published in the framework of CiD Circular Design Innovation Alliance.

Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or the granting authority EACEA European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by
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The Innovation Alliance Circular Design (CiD) offers a radically new model on how to link design to circularity and urban transformation. The Alliance aims to establish benchmarks for rethinking design in a circular economy, shifting urban design, architecture, product and service design towards carbon-neutral cities, and enhancing bio-based innovation for building.

Blueprints for green, resilience, and digital skills are to support the change towards sustainable, inclusive, affordable cities. They boost the turn to a circular construction and design economy driven by culture and creativity.

CiD operates on three levels: the co-creation of knowledge on circular design, the set-up of an innovation ecosystem for circular design, and educational innovation in academia, green entrepreneurship, and continuous learning and upskilling.

The CiD Innovation Ecosystem brings together relevant actors from academia, research, business incubators, continuous education, civil society organisations, and enterprises. The evolution of the Alliance's results, their dissemination and sustainability beyond the project is supported through the involvement of Europe-wide organisations in architectural practice, society, and culture.

Local and Europe-wide observatories set up within CiD aim at including relevant stakeholders to connect the education and research environments with the surrounding socio/economic environment. The Observatories will contribute to the framework of challenges for the co-creation and flow of knowledge and to novel models for challenge-based education.

Circular design in Action: practices, networks, education and research

Exploring the role of community and education in driving action-oriented research and practical innovation

The Circular Design in Action: Practices and Research conference - organized by Department Architecture and Design of University of Genova - invites scholars, researchers, designers, and practitioners to share their insights and innovative approaches in circular design. This event is part of the CiD Project – Circular Design for Bio-based Innovation towards

Climate-Neutral Cities, an initiative fostering sustainable solutions in architecture, product design, and urban transformation.

In an era of pressing environmental challenges, design plays a fundamental role in shaping a sustainable future. The conference will explore circular economy principles, bio-based materials, and innovative design methodologies that drive the transition toward carbon-neutral cities. Participants will have the opportunity to showcase research, methodologies, and practical applications that redefine how materials, products, and built environments are designed, produced, and regenerated, within two tracks:

- + Track 1: Design for change
- + Track 2: Circular Cities

3.2.1

Poster
Session

Track 2: Circular Cities

Circular Economy | Sustainability | Biomaterials
Renewable Materials | Built Environment
Supply chains | Climate Change

Authors are encouraged to contribute their research and experience exploring the future of architecture and urban planning: how can participative design example as well as resilient architecture experiences, or the use of renewable or reprocessed materials and innovative procedures in the built environment, the optimization of short supply chains and circular economy principles allow the spread of sustainability, answering to the green mandate imposed us from the cogent climate change? This track seeks to empower participants with the tools and knowledge and emerging trends within the architectural and urban planning realms to lead the transformation toward a sustainable

Perceiving New Sustainable Materials.
Perceptual and Sensory Analysis of
Transparent Wood and its Competitors
/ Eva Vanessa Bruno, Doriana Dal Palù,
Beatrice Lerma

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Perceiving New Sustainable Materials

Eva Vanessa Bruno, Doriana Dal Palù, Beatrice Lerma

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Transparent Wood (TW) is an innovative material with potential applications in construction, automotive, electronics, and interior design. The AI-TranspWood project, a three-year Horizon Europe initiative, aims to develop AI-driven methods for designing and manufacturing transparent wood composites under the EU's „Safe and Sustainable-by-Design“ framework. The project involves international collaboration between universities, research centres, and companies, with the goal of boosting Europe's leadership in transparent wood production. A research team from Politecnico di Torino leads the project's Dissemination and Communication work packages, ensuring effective communication of findings and stakeholder engagement. A sensory and perceptual analysis of transparent wood was conducted to answer the following research question (RQ): How to promote the adoption and dissemination of Transparent Wood among stakeholders and civil society despite the expectation about native wood and clear plastic? The analysis followed a protocol derived from scientific literature, evaluating samples of transparent wood alongside its direct competitors: wood and transparent plastic. Eighty participants, referred to as “materials testers,” took part in a two-hour workshop where they used a sensory vocabulary tool to describe the three samples in a standardized manner. The research results provide a sensory and perceptual comparison of the materials, offering project partners valuable insights for material development and supporting researchers in promoting the acceptance of new sustainable materials not yet available on the market.

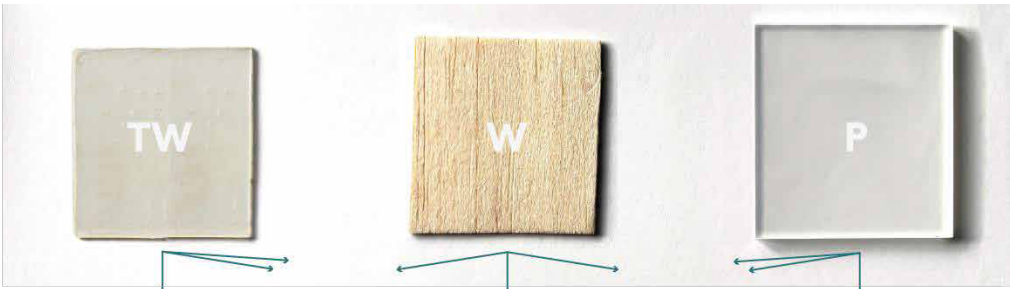


Eva Vanessa Bruno, Doriana Dal Palù, Beatrice Lerma, Politecnico di Torino

Perceiving new sustainable materials

#Materials #SSbD #Transparent Wood #Senses #MaterialsLibrary

Samples



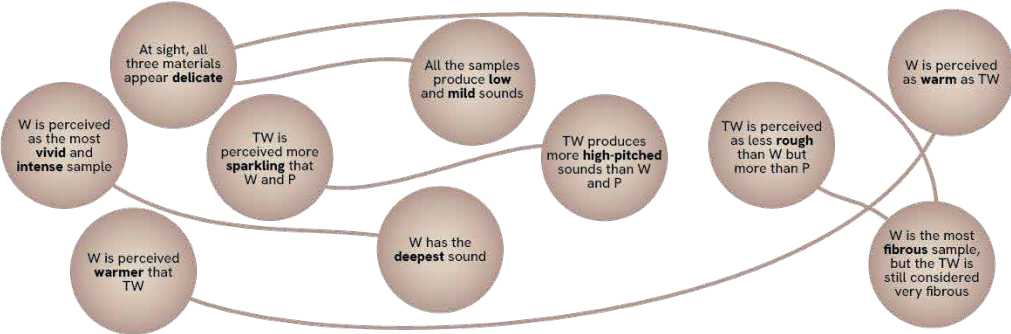
Actions

Rotate the sample to make it vertical, horizontal, oblique Tap the sample with your knuckles, with a pen or a marker Rotate the sample to make it vertical, horizontal, oblique

Test

		TW	W	P		TW	W	P		TW	W	P
45	Vivid	2	12	1	Dull	30	33	22	Warm	10	12	10
40	Warm	14	34	3	Irregular	14	12	13	Irregular	28	43	0
35	Bright	6	14	8	Penetrating	7	24	24	Hard	10	18	27
30	Clear	9	3	25	Strident	11	1	9	Soft	16	12	18
25	Sparkling	17	12	14	Harsh	12	19	26	Rough	17	43	2
20	Delicate	11	7	9	High-pitch.	35	10	21	Slippery	35	8	41
15	Mellow	17	14	10	Low	26	26	31	Sticky	18	1	23
10	Faded	20	9	12	Mild	40	25	18	Fibrous	42	59	1
5	Pale	20	9	25	Deep	4	45	28	Rigid	7	18	22
0	Opaque	30	39	34	Subtle	35	15	19	Smooth	8	2	18

Insights



Perceptual and sensory analysis of Transparent Wood, Wood and Plastic samples. Insights derived from the test.

Transparent Wood (TW) is an innovative material with potential applications in construction, automotive, electronics, and interior design. The AI-TranspWood project, a three-year Horizon Europe initiative, aims to develop AI-driven methods for designing and manufacturing TW composites. A sensory and perceptual analysis of TW was conducted aiming at promoting the adoption and dissemination of it among stakeholders and civil society.

The analysis evaluated samples of Transparent Wood alongside its direct competitors: wood and transparent plastic. Eighty “materials testers” took part in a two-hour workshop to describe the samples in a standardized manner. The results provide a sensory and perceptual comparison of the materials, offering valuable insights for material development and for promoting new sustainable materials not yet available on the market.