Uomo al centro del progetto. Design per un nuovo umanesimo. Man at the centre of the project. Design for a new humanism

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Uomo al centro del progetto
Design per un nuovo umanesimo
Man at the Centre of the Project
Design for a New Humanism

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Introduzione

UN GRUPPO DI DISCUSSIONE

Il business viene e viene come menzionato nel testo per l’interazione del funzionamento della società con la società. Con la nascita del business, ci siamo resi conto che non esistono soluzioni definitive per affrontare tutti i problemi. Per questo, la necessità di una nuova prospettiva è fondamentale.

Il business è un fenomeno complesso, ma qui vedremo come sia possibile affrontarlo e come sia possibile trovare soluzioni. La necessità di un business efficace è fondamentale per affrontare i problemi della società contemporanea.

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IL BUSINESS E IL PREZZO

Il business è un fenomeno complesso, ma qui vedremo come sia possibile affrontarlo e come sia possibile trovare soluzioni. La necessità di un business efficace è fondamentale per affrontare i problemi della società contemporanea.
Introduction

A DISCUSSION GROUP

Design intended and used as a flexible tool for remaking the changes in contemporary society. Such is the basis of this publication communicating the research directions of the Tante Polimorum group, which are many feared but have a common aim: to use, the main subject of design work, that is, the creation of designs.

Good design has always paid special attention to the real need, but in this case, the inhabitant and user, in the stated terms of the design and of the present and future designer, who is directed by way of research aimed at a new cultural humanization.

The essays and the case studies in the second part do not follow any linear logic. They represent studies that explore the different directions of interaction from the idea of a new humanly rationally determined by research and scientific exhibition method "team" problems (researchers), to the design for cultural areas, where design is now able to make effective contributions in terms of improvement to the system and its communication.

They thus range from the design methods/directions extensively studied by the Tante team to present expert training, that of "the creative designer", to "contemporary urban context" and the new image relating to sustainability.

Although investigating in different areas of knowledge and skills, the research has the same direction and aims:
- the meaning attributed to design, intended as cultural value and means of upgrading skills;
- design as emotions and sensations of knowledge;
- design as model of work;
- design as means of framing new means of innovation;
- design as methodological means of exploring new sectors;
- design as means of approaching complexity;
- design as means of reaching social, regional and production changes;
- design as means of orientation for a more sustainable society of networks and communication.

THE DIRECTIONS OF CHANGE

Product design, even if good, appropriate and beautiful (expressive) is not alone able to respond to the needs of a society undergoing significant changes and forced to face up to new problems, such as the reduction in energy resources, safeguarding the environment and the directions of economics.

Examining the changes and developing new views about the role of design are precisely the tasks of research and training, whose mission is based on three aspects. As a consequence, updating, and partly the comprehensive of the industrial product, will depend on what scientific research and training can make to the interpersonal world, companies and designers, and the means to which the cultural directions that lead toward a more sustainable society of widespread knowledge expanded by the system of networks may be received.

In this area, the research developed by the Tante Polimorum group aimed to locate success in the industrial product and an incisive study of the "Enlightenment", new express some possible ways of restructuring design along the three main axes of change: design-production-renewal. Many of the case studies in this publication, drawn up in partnership with local firms (companies, institutions, associations and others) show research paths in which the main objective is the product itself, but rather the ethical and social project and the meta-design, or, where the design product in the actual research, directed toward "service design", the "system" approach to production and improvement of the "virtual world" and "network technologies". Above all, the concept of developing design direction is focused on men, on his relationship with the environment and the context, with history and the region, and on the relationship between past and present. The idea is a synthesis of influences and projects open to the ethical reconstruction of design, as the answer to possible answers to design questions that is changing from "how to do" (translating as design) - problem solver, into "what to do", or design - strategic tool for change, intended to move in the world a more open, flexible approach.

If this refers to product design it will concern the move from how to design a good product to what strategy to adopt to remain the product, if it refers to service design it will involve around the need for good products to take the world of ideas coming to the new condition of designs and sensitivities, if it refers to the product to move it will assume the capacity of systematic design to produce production toward a new design process in which the outputs are at different stages inserted into reports for new sustainable productions, at times in very different directions to those of the original production chain.

There are many today who ask why design is not measured only with giving shape and grace to the physical product but also with non-material products, new scenarios and strategies, cutting across the role of other disciplines. The reason is the flexibility of design. It is capable of interpreting different fields of knowledge, from technical sciences to humanities, and of developing wide-ranging themes, from work to health, from transport, cultural assets and disasters. Furthermore, it is able to communicate conceptual pathways and views that are normally discussed and understood only within the academic and scientific spheres of the society community by way of everyday trivia.

"Designs flexibility" is also described in the book "Tante Polimorum World Design Capital", which is being presented as important events on research and training. The first in the continuous conference "Changing the Change", dedicated to the role and influence of design on the need to sustainability. It is regarded as a place for the discussion of ideas and will feature more than 200 interventions from all over the world, discussing their own work, and internationally acclaimed speakers. The event is the Summer School, where ideas on very topical subjects of international nature are applied. More than 200 students from the best design schools will try to apply some of the scenarios emerging from the audience.

This publication is dedicated to these initiatives and to the role played in them by the Tante Polimorum industrial design group.

Claudio German