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
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Design for a New Humanism

A CURA DI EDITED BY
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Introduzione

UN GRUPPO DI DISCUSSIONE

Il tema è stato recentemente sottoposto a numerosi dibattiti e approfondimenti, che evidenziano la necessità di un'approccio integrato e multidisciplinare. In particolare, la questione della 

LA FINE DELLA PRODUZIONE AUTOMONTATA

La fine della produzione automontata è un fenomeno che sta colpendo molte zone industriali, in particolare quelli caratterizzati da una forte specializzazione e da una capacità di produzione limitata. Questa evoluzione ha determinato un cambiamento nella dinamica industriale, con conseguenti sfide per le aziende e per le forze che le supportano. Tuttavia, l'importanza di questo fenomeno non deve essere sottovalutata, poiché può avere implicazioni a lungo termine per l'economia e la società in generale.
Introduction

A DISCUSSION GROUP

Design is ....[

THE DIRECTIONS OF CHANGE

Product design, even in a new, appropriate and meaningful [expression], is not alone able to respond to the needs of a society undergoing such changes and forced to face up to severe problems, such as the reduction in energy resources, safeguarding the environment and the directions of evolution.

Harnessing the change and developing new views about the role of design are precisely the task of research and teaching, whose mission is based on three aspects. As a consequence, updating, and partly the comprehension of the industrial product, will depend on what scientific research and teaching can make to the interspersed world, composers and designers, and the means to which the cultural directions that lead toward a more sustainable society of widespread knowledge extend to the system of networks may be received.

In this area, the research developed by the Toyota Politecnico group, aimed at the local success in the industrial product and as a benchmark component can be cited as "Elephantine", new approaches to possible ways of working design along the three main axes of change: design-production-narrative. Many of the case studies in this publication, drawn up in partnership with local clients (companies, institutions, associations and others) show research paths in which the main objective is to create products, but rather the methodologies of research and the meta-design, or where the design-product is the actual research, directed toward "service design", the metasystem approach to products and environments of the "virtual world" and "network technologies". Above all, the constantly evolving development design that is focused in the area, on the social environment, and the context, which is the history and the region, and on the relationships between the traditional and innovative.

It is in view of approaches and strategies open to the technical analysis of design, as a way to possible answers to a design question that is changing from "How to do" to "Product" - design problems. Thus "What to do" or, "design" - strategic tasks for change, illustrated in relation to the world in the most open, flexible approach.

If this refers to product design, it will concern the many dimensions of what strategy to adopt to manage the product; if it refers to service design, it will concern the need for good product for the world of broad views; comprising the new mission of change and participation, if it refers to the production process it will concern of the capacity of systemic design to transform production toward a new linear process in which the outputs are at various stages repositioned (for new sustainable products), at times in very different directions than the original production chain.

There are many other who ask why design is not measured only by giving shape and function to the physical product but also with non-material products, new services and strategies, acting across the role of other disciplines.

The mission is to modify design. It is capable of anticipating different fields of knowledge, from social sciences to the humanities, and it defines a wide-ranging theme, from work to health, data, transport, civil, natural and social services. Furthermore, it is able to communicate conceptual pathways and views that are normally discussed and understood only within the academic and scientific world, or even if it is visible to the everyday world.

"Designs are flexible" is also the core of the "2008 World Design Capital", which is presenting some important events on research and teaching. The theme of the international conference "Changing the Change", dedicated to the role and potential of design on the road to sustainability. It is regarded as a place for the discussion of ideas and will feature more than 300 participants from all over the world, discussing their own research, and internationally acclaimed speeches. The event is in the Summer School, where ideas on very typical subjects of an international nature are applied. More than 200 students from the best design schools will try to apply some of the new emerging design thinking.

This publication is dedicated to these initiatives and to the role played by them by the Toyota Politecnico industrial design group.

Claudio Germain