

The quality of relationships among people is an increasingly important value

*Original*

The quality of relationships among people is an increasingly important value / Tamborrini, PAOLO MARCO; Vicaretti, Erika. - STAMPA. - (2012), pp. 228-229. ( IV International Forum of Design as a Process. Scientific Thematic Meeting of the Latin Network for the Development of Design Process Belo Horizonte, MG, Brazil 19 a 22nd September, 2012).

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DIVERSITY:  
DESIGN / HUMANITIES

Latin Design Process

4<sup>th</sup> INTERNATIONAL  
FORUM OF DESIGN  
AS A PROCESS

SCIENTIFIC THEMATIC MEETING OF THE LATIN NETWORK  
FOR THE DEVELOPMENT OF DESIGN PROCESSES

ABSTRACTS

Proceedings of IV International Forum of Design as a Process, v. 1  
Sebastiana Lana, Rita Engler, Regina Álvares Dias (org.)

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## ABSTRACTS

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**EdUEMG**  
EDITORA DA  
UNIVERSIDADE  
DO ESTADO DE  
MINAS GERAIS

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POLITECNICO DI MILANO, DEPARTAMENTO INDACO (ITALY)  
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Within the programme of activities of the 4<sup>th</sup> Bienal Brasileira de Design

19<sup>th</sup> - 22<sup>nd</sup> SEPTEMBER 2012  
UNIVERSIDADE DO ESTADO DE MINAS GERAIS // UEMG  
ESCOLA GUIGNARD // RUA ASCÂNIO BURLAMARQUE 540, MANGABEIRAS  
BELO HORIZONTE, MINAS GERAIS (BRAZIL)

## FICHA CATALOGRÁFICA

Scientific Thematic Meeting of the Latin Network for the Development of Design Process: Diversity: Design/ Humanities – Abstracts / organizadores: Sebastiana Lana, Rita Engler, Regina Álvares Dias. Barbacena, MG: EdUEMG, 2012. 390p.:

Proceedings of IV International Forum of Design, 9: 2012, Belo Horizonte, MG, Brazil, 19 a 22nd September, 2012. ISBN 978-85-62578-15-1

1. Design. 2. Design como processo. 3. Design e humanidades. 4. Diversidade. 5. Identidade. 6. Inovação. I. Título

CDD: 745.2

TRACK 5  
selected papers

## The quality of relationships among people is an increasingly important value

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The pursuit of the communities' wellness is a main theme whose, shifting from purely economical evaluations, embraces socio-cultural sphere too. In the current social and environmental unease we live, the attention on social sustainability is emerging as a new turning point for design processes innovation. Setting the human issue at the centre of the project is possible to innovate the methodology by the enrichment of new variables that widen its complexity and solve current needs of the society more effectively.

Systemic Design methodology studies this complexity and is starting focusing on humanities, innovating own design process. Indeed, after working mainly on the dynamics of industrial symbiosis starting from the observation of Nature, the Systemic Design approach is now orienting its own attention on the subject and its territory. Focusing on the importance of the relation between subjects and territory it emerges the importance of exchange and collaboration dynamics.

It means that: on one hand only preserving and feeding the humanities issues as potential richness it is possible to aspire to the formation of multicultural relationships nets towards an improved social sustainability; on the other hand the environmental sustainability could be reached only thinking the territory as a place from which we draw resources but we use contemporaneously according with its natural time of autogeneration.

In particular we propose a case study in which the complexity of socio-cultural relationships represents the plusvalue to increase the quality of exchanges among different communities. Our project is based on a network among people involved in urban events, aimed to enrich them by the improvement of their relationships pattern. Considering the relational exchange an exploitable resource to improve also the event itself, we design a better dialogue among subjects with different cultural background but interested in the same (event's) theme.

This relationships network has a double nature. It refers to:

- a virtual network which, by the worldwide web channel (socialnetworking and georeferencing), allowed to connect people that are geographically distant;
- a real network which, starting from the virtual one, materializes itself generating real meeting.

In this way the global diffusion of the social networks becomes an useful tool for the communication need of the communities. It has been demonstrated how a virtuously use of global dynamics into a project could represent respectively a constructive improvement and an augmented link with daily human habits.

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