

How a Technology Identity Can Enhance the Diffusion of Good Design Practices in Product Sound Design

*Original*

How a Technology Identity Can Enhance the Diffusion of Good Design Practices in Product Sound Design / Degiorgis, D.; D'Addario, M.; Lerma, B.; Dal Palu', D.. - In: DIID. DISEGNO INDUSTRIALE INDUSTRIAL DESIGN. - ISSN 1594-8528. - STAMPA. - 1:(2023), pp. 840-851. ( Disrupting Geographies in the Design World Bologna (Italia) 20th-22nd June, 2022) [10.30682/diiddsi23t5a].

*Availability:*

This version is available at: 11583/2985643 since: 2024-02-02T14:02:43Z

*Publisher:*

Fondazione Bologna University Press

*Published*

DOI:10.30682/diiddsi23t5a

*Terms of use:*

This article is made available under terms and conditions as specified in the corresponding bibliographic description in the repository

*Publisher copyright*

(Article begins on next page)

# diid

disegno industriale  
industrial design

theoria  
pòiesis  
praxis

diid.it

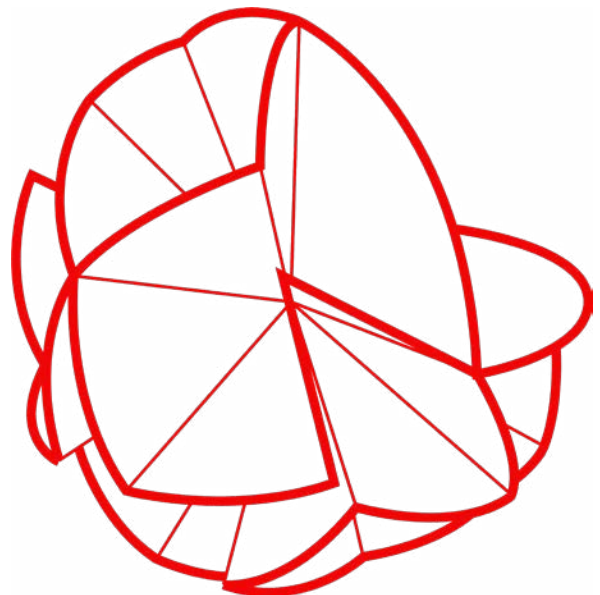
DIGITAL  
SPECIAL  
ISSUE  
1

# Disrupting Geographies in the Design World

Proceedings of the 8<sup>th</sup> International  
Forum of Design as a Process

Alma Mater Studiorum — Università di Bologna

Editors  
(Eds.)  
Erik Ciravegna  
Elena Formia  
Valentina Gianfrate  
Andreas Sicklinger  
Michele Zannoni





# Colophon

**diid**  
**disegno industriale**  
**industrial design**  
**Digital Special Issue 1**  
— DSI 1

**Year**  
XXI

diid is an open access  
peer-reviewed scientific  
design journal

diid is published  
three times a year

Registration at Tribunale  
di Roma 86/2002  
(March 6, 2002)

www.diid.it

Print subscription  
(3 issues)  
Euro 60,00  
Subscription office  
ordini@buponline.it

**Editor-in-chief**  
Flaviano Celaschi  
Alma Mater Studiorum  
— Università di Bologna

**Deputy Editor-in-chief  
and Managing Editor**  
Elena Formia  
Alma Mater Studiorum  
— Università di Bologna

**Editors**  
Erik Ciravegna  
Elena Formia  
Valentina Gianfrate  
Andreas Sicklinger  
Michele Zannoni  
Alma Mater Studiorum  
— Università di Bologna

**Founded by**  
Tonino Paris

**Associate Editors**  
Viktor Malakuczi  
Sapienza — Università  
di Roma

Lorela Mehmeti  
Alma Mater Studiorum  
— Università di Bologna

Elena Vai  
Alma Mater Studiorum  
— Università di Bologna

**Art Director**  
Davide Giorgetta

**Editing Assistant**  
Olga Barmine

**CC BY-NC-SA**  
Creative Commons  
Attribution  
NonCommercial  
ShareAlike

Copyright © 2023  
diid disegno industriale  
industrial design

**Publisher**  
Fondazione  
Bologna University Press  
Via Saragozza 10  
40123 Bologna  
Tel. (+39) 051 232 882  
Fax (+39) 051 221 019  
www.buponline.com  
info@buponline.com

**ISSN**  
1594-8528

**ISSN Online**  
2785-2245

**DOI**  
10.30682/diiddsi23

**ISBN Online**  
979-12-5477-329-1

## Scientific Board

**Mariana Amatullo**  
Parsons School of Design  
— The New School

**Laura Badalucco**  
Università Iuav di Venezia

**Alberto Bassi**  
Università Iuav di Venezia

**Anna Bernagozzi**  
École nationale supérieure  
des Arts Décoratifs, Paris

**Paola Bertola**  
Politecnico di Milano

**David Bihanic**  
Université Paris 1  
Panthéon-Sorbonne

**Andrea Boeri**  
Alma Mater Studiorum  
— Università di Bologna

**Olindo Caso**  
Delft University  
of Technology

**Manuela Celi**  
Politecnico di Milano

**Erik Ciravegna**  
Alma Mater Studiorum  
— Università di Bologna

**Mirko Daneluzzo**  
Dubai Institute of Design  
and Innovation

**Claudia De Giorgi**  
Politecnico di Torino

**Alessandro Deserti**  
Politecnico di Milano

**Dijon De Moraes**  
Universidade do Estado  
de Minas Gerais

**Franco Fassio**  
Università di Scienze  
Gastronomiche di Pollenzo

**Daniele Fanzini**  
Politecnico di Milano

**Luigi Ferrara**  
George Brown College

**Carlo Franzato**  
Pontifícia Universidade  
Católica do Rio de Janeiro  
— PUC-Rio

**Giuseppe Furlanis**  
ISIA Design Firenze

**Claudio Germak**  
Politecnico di Torino

**Valentina Gianfrate**  
Alma Mater Studiorum  
— Università di Bologna

**Miaosen Gong**  
Jiangnan University

**Christian Guellerin**  
École de Design Nantes  
Atlantique

**Roberto Iñiguez Flores**  
Tecnológico de Monterrey

**Çiğdem Kaya**  
Istanbul Technical  
University

**Giuseppe Lotti**  
Università degli Studi  
di Firenze

**Mario Losasso**  
Università degli Studi  
di Napoli Federico II

**Roberto Montanari**  
Università degli Studi  
Suor Orsola Benincasa  
di Napoli

**Nicola Morelli**  
Aalborg University

**Andrew David Morrison**  
Oslo School of Architecture  
and Design

**Spartaco Paris**  
Sapienza Università  
di Roma

**Daniela Petrelli**  
Sheffield Hallam University

**Andreas Sicklinger**  
Alma Mater Studiorum  
— Università di Bologna

**Francesca Tosi**  
Università degli Studi  
di Firenze

**Ambra Trotto**  
RISE — Research  
Institutes of Sweden

**Michele Zannoni**  
Alma Mater Studiorum  
— Università di Bologna

## Main partners

Latin Design Process



DISEÑO | UC  
Pontificia Universidad Católica de Chile  
Escuela de Diseño



## Related activities and projects



## Endorsers



SID Società Italiana di Design

## In collaboration with



## Reviewers

The Proceedings of the 8th International Forum of Design as a Process have undergone a rigorous peer-review process to ensure the scholarly quality of the contributions contained herein.

The Editors extend their sincere appreciation to the following Scholars who served as Reviewers for this Digital Special Issue.

Tarek Abdellatif	Valentina Frosini	João Nunes Sampaio
Cosimo Accoto	Rossana Gaddi	Boon Ong
Elena Alfaro	Vanessa Galvin	Giulio Palmitessa
Giulia Allegrini	Silvia Gasparotto	Anty Pansera
Margherita Ascari	Pamela Gatica	Veronica Pasini
Margarida Azevedo	Gionata Gatto	Amina Pereno
Laura Badalucco	Angela Giambattista	Merav Perez
Silvia Barbero	Valentina Gianfrate	Pier Paolo Peruccio
Luca Barbieri	Clara Giardina	Bárbara Pino Ahumada
Esra Bici Nasır	Carlo Giardinetti	Davide Pletto
Alessandra Bosco	Debora Giorgi	Gregory Polletta
Saveria Olga Murielle Boulanger	Michael Gray	Alessandro Pollini
Sabrina Bresciani	Pablo Hermansen	Shalini Prasad
Elena Brigi	Oscar Huerta	Diego Pucci
Francesca Calabrese	Çiğdem Kaya	Nathalie Rodríguez Estrada
Alberto Calleo	Elif Kocabıyık	Valentina Rognoli
Alfredo Calosci	Christopher Kueh	Maximiliano Romero
Serena Cangiano	Kristina Lamour Sansone	Ludovica Rosato
Stefano Capolongo	Jennifer Lane	Ilaria Ruggeri
Lina María Cárdenas	Carla Langella	Francesca Sabatini
Paolo Cardini	Lorna Lares López	Mariana Salgado
John Cardozo	Beatriz Leal Ramos	Jorge Sanabria
Giorgio Casoni	Margo Lengua	David Sánchez Ruano
Andrea Cattabriga	Ruth Maribel León-Morán	Romina Santi
Manuela Celi	Beatrice Lerma	Andreas Sicklinger
Gabriel Cereceda	Ami Licaj	Leila Signorelli
Simona Colitti	Lígia Lopes	Ricardo Sosa
Pietro Costa	Anna Lottersberger	Frank Spencer
Doriana Dal Palù	Stefano Luca	Chiara Sponza
Giorgio Dall'Osso	Patricia Mann	Laura Succini
Dolly Daou	John Martin	Ermanno Tasca
Antonio De Feo	Martina Massari	Martin Tironi
Vanessa De Luca	Mauricio Mejía	Umberto Tolino
Barbara Del Curto	Paula Melo Signerez	Florencia Toro Silva
Özgen Osman Demırbaş	Riccardo Mercuri	Beatrice Turillazzi
Carmelo Di Bartolo	Leonel Merino	Elena Vai
Loredana Di Lucchio	Giuseppe Mincoelli	Virginia Vignali
Amir Djalali	Katharine Mollenhauer	Paula Wuth
Alice Donferri Mitelli	Pierluigi Molteni	Burcu Yahız
Sergio Donoso	Carlos Montaña	Nélida Yanet Ramírez Triana
Seyedarshia Eghbali	Roberto Montanari	Michele Zannoni
Paola Fabbri	Edgardo Moraga	Carola Zurob
Daniele Fanzini	Alfonso Morone	
Anne Farren	Erica Isa Mosca	
	Federica Natalia Rosati	

# Contents

14

**The Latin Network for the Development  
of Design Processes**

16

**8th Forum Main Partners**

18

**Disrupting Geographies  
in the Design World**

20

**People**

26

**Impact**

**Track 1**

# **There's No Plan(et) B: Sustainable Transitions to Systemic Planet-Centric Design**

30

**There's No Plan(et) B.  
Sustainable Transitions to  
Systemic Planet-Centric Design**  
Erik Ciravegna, Clara Giardina, Davide Pletto

40

**Beyond Collaboration: A Network Analysis  
of Local Stances and Global Frameworks  
in the Collective Design of the City**  
Francesca Sabatini, Martina Massari,  
Saveria Olga Murielle Boulanger

50

**Alter\_Azioni: Designing  
between Biological and Artifactual.  
Scenarios for a Short-Term Future**  
Pietro Costa, Raffaella Fagnoni

62

**(Systemic) Design for Sustainable  
Territorial Transition: A Literature  
Review of State of the Art**  
Asja Aulisio, Silvia Barbero, Amina Pereno

72

**Dasein ist Design:  
An Ontological Discussion of Design  
in the Ecological Crisis Time**  
Sabrina Lucibello, Carmen Rotondi

80

**The More-Than-Human Trend  
in Design Research: A Literature Review**  
Annapaola Vacanti, Francesco Burlando,  
Isabella Nevoso, Massimo Menichinelli

90

**Being and Nature.  
The Aesthetic Ecocentrism**  
Adriano Pinho, Francisco Providência

102

**Forward to the Primitive.  
New Sustainable Design Processes  
Characterized by Primitive Aesthetic**  
Jurji Filieri, Elisabetta Benelli

110  
**How Long Does It Take For a Paradigm Shift. A Design-based Critical Essay on Materials and Fabrication Processes**  
Guilherme Giantini, Lígia Lopes

118  
**Sustainability Needs Service Efficacy**  
Chiara Olivastri, Giovanna Tagliasco

126  
**Systemic Design Applied to Medtech. Guidelines for Corporate Training on Sustainable Healthcare**  
Enrica Ferrero, Giulia Ferrero

138  
**Reducing Waste in Healthcare: A Systemic Design Approach for Sustainable Disposables Manufacturers**  
Gabriele Maria Cito, Angela Giambattista

150  
**A Framework to Design Appliances for the Circular Economy Scenario**  
Chiara Battistoni

162  
**Digital Fashion Technologies & Practices: Design Driven Sustainable Transition in Fashion Industry**  
Ludovica Rosato, Alberto Calleo

170  
**Material Resources as a Contextual Complex System**  
Michele De Chirico

180  
**Diffuse Micro-Factory: Circular Distributed Production System for Microbial Nanocellulose**  
Lorena Trebbi

190  
**From Sea to Fashion. Seaweeds as Material for a Sustainable Transition**  
Paolo Franzo, Clizia Moradei

198  
**The Sound of Sustainability. Biomaterials and New Sensory Frontiers**  
Giovanni Inglese, Sabrina Lucibello, Carmen Rotondi

208  
**Unpacking Ceramic History in Asia and Europe: Contribution to New Reusable Packaging Design**  
Raquel Gomes, Cláudia Albino

## Track 2

# Intersectional Design for an Accessible and Empowering World

220  
**Intersectional Design for an Accessible and Empowering World: Views from the 8th Forum of Design as a Process**  
Valentina Gianfrate, Lígia Lopes, Margherita Ascari, Simona Colitti

226  
**Viva! Colinas. Service Design for Tourism and Reconciliation in Communities of Former Colombian Guerrilla**  
Beatriz Bonilla Berrocal

238  
**The Digital Archive as an Inclusive Tool for Knowledge Construction Through Design Practices**  
Alessandra Bosco, Fiorella Bulegato, Silvia Gasparotto

248  
**Intercultural Design Approach. Narrative Design for a Multicultural Society**  
Irene Caputo, Marco Bozzola, Claudia De Giorgi

258

**From Wayfinding to Placefinding.  
Orientation and Alterity in Urban Spaces**

Daniela D'Avanzo, Salvatore Zingale

268

**A Meta-Analysis for an Interactive,  
Intersectional and Inclusive  
Exhibition Based on the SDGs**

Sergio Degiacomi, Francesca Zoccarato,  
Simone De Pascalis, Pietro Crovari,  
Fabio Catania

278

**From Empathy to Inclusive Design:  
Multisensory Solutions for (Not Only)  
Socially Sustainable Projects**

Federica Delprino

288

**Etnography in Sever Do Vouga:  
Reality->Change First Step to Engage  
a Creative and Rural Community**

Pedro Fragoso Lopes, Gonçalo Gomes

298

**The Implementation of U.D. in a Metal  
Processing Plant of the Metropolitan  
Zone of Guadalajara (MZG)**

Luis Erik Hernández Sánchez, Enrique  
Herrera Lugo, Jaime Francisco Gómez  
Gómez, Francisco Javier González Madariaga

312

**Towards Better Public Sector Innovation.  
Co-designing Solutions to Improve  
Inclusion and Integration**

Ilaria Mariani, Francesca Rizzo, Grazia  
Concilio

322

**Creating Methodological  
Design Processes for Empowering  
Artisans of Cali, Colombia**

Edgar Andrés Martínez Muñoz,  
Diana Marcela Giraldo Pinedo

332

**Empowering Through Design:  
Regional Development Strategy  
of Los Lagos as an Intersectional Case**

Daniel Moreno, Katherine Mollenhauer,  
Arturo Orellana

344

**Inclusive Merchandising.  
A Storyteller for an Accessible University**

Monica Oddone, Marco Bozzola,  
Claudia De Giorgi

354

**Geopolitics of Fashion. Glocal Power  
Evidence and Design Activism for Leading  
Disrupting Textile Debris in Chile**

Bárbara Pino Ahumada

366

**Intersectional Design in Practice: A Critical  
Perspective on Sustainability for All**

Alessandro Pollini, Pilar Orero,  
Alessandro Caforio

374

**Empower to Care or Care to Empower?  
The Theory Behind the Practice  
That Transforms**

Marcia Santos da Silva, Gustavo Severo de  
Borba

384

**Perspectives of Sound: Promoting  
Social Inclusion Under the Principle  
of "Access for All" in Museums**

Yi Zhang, Raffaella Trocchianesi

# Design and Responsive Technologies for Human Wellbeing

- 396  
**Design and Responsive Technologies for Human Wellbeing**  
Mirko Daneluzzo, Michele Zannoni, Giorgio Dall'Osso, Silvia Gasparotto
- 406  
**Are You Me? Re-Embodiment Process for Telepresence Robots**  
Lorenza Abbate, Claudio Germak
- 418  
**Ethnographic Study: Finger Food Systems, Contribution to a Project Program in Food Design**  
Lígia Afreixo, Francisco Providência
- 426  
**Exhibitions as Hybrid Environments. Exploring Situated & Embodied Interaction in Cultural Heritage**  
Letizia Bollini, Marco Borsotti
- 440  
**Brain Training, Mindfulness, and Wearables: Empowering Employee Wellbeing Through Neurotechnologies**  
Francesca Bonetti, Giorgio Casoni
- 450  
**Data Driven Design: From Environment to the Human Body**  
Elena Cavallin
- 458  
**(Re)Active Materials. Well-Being's Concept Evolution and Advanced Material Innovations**  
Noemi Emidi
- 468  
**PASSO Project: Design of a Smart System Using Biofeedback to Train People with Parkinson's Disease**  
Silvia Imbesi, Giuseppe Mincoielli
- 478  
**Pathos: A digital service to improve women's hospital experience**  
Elisa L'Angiocola, Angela Giambattista
- 490  
**IF THIS THAN THAT Broken Linear Logic. Rethinking and Representing the Design Process**  
Margherita Ascari, Andrea Cattabriga, Simona Colitti, Ami Liçaj
- 500  
**Health Communication as Apo-Mediation. The Impact of Communication Design on Health Prevention and Perception**  
Daniela Anna Calabi, Alice Maturo
- 512  
**From Applications to Implications: Design as a Process for Humanising Future Robotics**  
Christiam Mendoza, Roberto Íñiguez Flores, Ruth León Morán
- 522  
**Mixed Reality as Activator of Collaborative Processes for Transcultural Future**  
Alessandra Miano
- 532  
**Sustainable Data-Driven Strategies and Active Well-Being: A Case Study**  
Giuseppe Mincoielli, Gian Andrea Giacobone, Michele Marchi
- 544  
**Counterpoint. Are We Sure That All These Data Are Good for Us?**  
Antonella Valeria Penati, Carlo Emilio Standoli
- 554  
**The Augmented Body: Technological Contamination in the Fashion-Tech Paradigm**  
Elisabetta Cianfanelli, Margherita Tufarelli, Elena Pucci
- 564  
**Responsible Tech Innovation Through Design: A Participative, Reflective, and Systemic Approach**  
Jane Vita, Tiina Mäkelä, Teemu Leinonen

# Design Values Out of the Mainstream: New Geographies of Influence

578

**Design Values Out of the Mainstream:  
New Geographies of Influence**

Qassim Saad, Andreas Sicklinger,  
Lorela Mehmeti

588

**An Analytical study to develop  
the traditional craft in the field  
of creative industries in Egypt**

Hoda Aman

600

**Enhancing social well-being through  
social innovation approach and design  
expertise: a case study for social  
innovation in a local district in Turkey**

Yagmur Gizem Avci, Ece Cinar, Cigdem Kaya

610

**Cultural Factories: Conversion of Industrial  
Areas into Cultural Hubs**

Eva Vanessa Bruno, Beatrice Lerma,  
Doriana Dal Palù, Claudia De Giorgi

620

**Bahrain Knowledge Bay. Using Design  
Thinking to Establish an Infrastructure  
Towards Knowledge Economy**

Halim Choueiry

630

**Culture and creativity as assets  
for inclusive growth in small  
and remote places: a design-led process**

Annalinda De Rosa, Davide Fassi

640

**Culture-based Innovation:  
A Localized Approach for Designing**

Alaa El Anssary, Ahmed Wahby

650

**Burning approaches to tensing  
the present: a new political  
dimension of design**

Fabiana Marotta

658

**Design Resistance. Material  
Solutions for local remoteness**

Martina Taranto, Barbara Pollini,  
Valentina Rognoli

668

**How Should Technology Follower  
Companies of Developing Countries  
Innovate Through Design Capability?**

Bilgen Tuncer Manzakoglu

680

**Subjectivation and cities: relationships  
between local independent fashion  
and Possible Future Scenarios**

Paula Visoná, Mágda Rodrigues da Cunha,  
César Kieling

# New Education Pathways for Future Designers in a Changing World

696

## **New Education Pathways for Future Designers in a Changing World**

Valentina De Matteo, Elena Formia, Roberto Iñiguez Flores, Laura Succini

706

## **Decolonizing the Design Process: A Case Study in Authorship, Power, and Control**

Scot Geib

714

## **OpenMind Handbook. A System of Design Tools and Processes to Empower Democracy Culture in Primary Schools**

Valentina Facchetti, Laura Galluzzo, Ambra Borin

724

## **Architecture, Design and Community in Colombia. More Urban, More Rural, More Social: The Workshop Experience**

Sasha Londoño-Venegas, Adriana Jaramillo Botero

736

## **Creative Community for Generation Z Teachers in Brazil Through Strategic Design**

Lara Maria Luft, Debora Barauna, Gustavo Severo de Borba

746

## **Design Thinking and Career Development: A Comparative Study**

Clio Dosi, Eric Guerci, Jacek Jakięta, Joanna Świętoniowska, Eleni Vordou, Maria José Varadinov, Matteo Vignoli, Gastão de Jesus Marques, Joanna Wójcik

760

## **Design Processes: From the Historical Perspective to the Application in Startups Companies**

Isabela Moroni, Amilton Arruda

772

## **Design and Innovation: Where Do We Want to Play? Inquiry Into Some Design's Strengths and Weaknesses in Innovation**

Marco Limani

782

## **Design Ecosystem in Portugal. Education, Research and Entrepreneurship**

Marlene Ribeiro, Francisco Providência

790

## **The Design Posture: A Collaborative Learning-By-Doing Approach**

Rita Duina, Marco Berni, Andrea Del Bono

798

## **Advanced Manufacturing for Sustainable Fashion. Developing Interdisciplinary Educational Experiences**

Daria Casciani

810

## **Co-designing Contents With Situated Stakeholders: An In-Field Process in Nolo (Milan)**

Davide Fassi, Francesco Vergani

820

## **Creativity and Mirror Effect: Teaching Creative Skills Through Non-traditional Pedagogies**

Alejandra Amenábar Álamos

830

## **How Design Thinking Could Benefit Future Educational Environments in a Post-Pandemic Era?**

Yuqing Zhu, Yunyu Ouyang

840

## **How a Technology Identity Can Enhance the Diffusion of Good Design Practices in Product Sound Design**

Daphne Degiorgis, Marco D'Addario, Beatrice Lerma, Doriana Dal Palù

852

## **Learning and Teaching From and by Social Media. Instagram to Support Blended Learning Models**

Vittorio Linfante, Andrea Manciaracina

864

## **Education & Practice in Open Design. Improving the Learning Experience Through Knowledge Connections**

Fabrizio Valpreda

876

**You Can Never Solve Problems With  
the Same Mindset That Created Them.  
How Can We Change the How and the  
What We Teach to Enable Our Students  
to Become Truly “Terrestrial” Designers?  
A Proposition Following Bruno Latour’s  
“Terrestrial Manifesto”**

Angela Grosso Ciponte, Evelyne Roth

884

**Good for Good. Designing  
Packaging in the Era of Deliveries**

Loredana Di Lucchio, Ivo Caruso

896

**Onboarding Future Systemic  
Innovation Designers Through  
Informal and Collaborative Activities**

Leonardo Moiso, Sofia Cretaio,  
Cristina Marino, Chiara L. Remondino,  
Paolo Tamborrini

908

**Material Practices in Transition:  
From Analogue to Digital in Teaching  
Textile and Fashion Design**

Delia Dumitrescu, Martina Motta

918

**Designing for the Future of  
Education Through Cultural Heritage**

Nour Zreika, Daniele Fanzini

928

**We Need to Talk About Learning Design.  
A Proposal for Critical Conversation**

Suzanne E. Martin

938

**Collaborative Learning of Ph.D.  
Candidates in Design on Emerging  
Scenarios in Scientific Publication**

Eleonora Lupo, Sara Radice

948

**Scenarios, Networks and Systems:  
An Alternative to Dichotomous Patterns**

Liana Chiapinotto, Fernando Guimarães  
Horlle, Tássia Ruiz, Celso Carnos Scaletsky

# The Latin Network for the Development of Design Processes

The Latin Network for the Development of Design Processes is a group of researchers, academics, students and business professionals of Latin languages and cultures who study and operate in a particular field of design known as design processes. They meet in a Forum, conceived as an international specialised conference, to engage in lively discussions and debates about their studies and experiences.

The Network was founded in 2008 with the “Carta di Torino” manifesto. Since its very beginning, Professor Ph.D. Flaviano Celaschi has been leading a team that, over the years, guaranteed the cultural and scientific focus of the members of the Network, fostering inter-institutional cooperation. Since 2015, the Network has been hosted by the Alma Mater Studiorum – Università di Bologna, within the Advanced Design Unit (ADU) of the Department of Architecture, coordinated by Professor Ph.D. Elena Formia.



So far, the members organised eight Forums, covering the following thematic axes:

**Design Cultures as Models of Biodiversity**

1st Edition

*Universidade do Vale do Rio dos Sinos, Porto Alegre, Brazil*

June 24-26, 2009

**Design, Art, Craft: Cross-fertilizations and Experiences**

2nd Edition

*Universidade de Aveiro, Aveiro, Portugal*

October 28-30, 2010

**Innovation in Design Education**

3rd Edition

*Politecnico di Torino, Torino, Italy*

November 3-5, 2011

**Diversity: Design/Humanities**

4th Edition

*Universidade do Estado de Minas Gerais*

*– UEMG, Belo Horizonte, Brazil*

September 19-22, 2012

**Advanced Design Cultures. The Shapes of the Future as the Front End of Design-Driven Innovation**

5th Edition

*Tecnológico de Monterrey, Campus Guadalajara, Mexico*

September 18-20, 2014

**Systems & Design. Beyond Processes and Thinking**

6th Edition

*Universitat Politècnica de València, València, Spain*

June 22-24, 2016

**Design & Territory: Emergencies and Conflicts**

7th Edition

*Universidad Nacional de Colombia, Sede Palmira, Colombia*

June 23, 2020

**Disrupting Geographies in the Design World**

8th Edition

*Alma Mater Studiorum — Università di Bologna, Bologna, Italy*

June 20-22, 2022

For more information about the Editions and related publications, see: <https://www.forumdesignprocess.org/dgdw22/past-editions/>

# 8<sup>th</sup> Forum Main Partners

## **Alma Mater Studiorum — Università di Bologna Advanced Design Unit Department of Architecture**

The Advanced Design Unit is a community of professors, researchers and experts who deal with design cultures and their continuous innovation. It operates in the University of Bologna through teaching activities, research, and the third mission.

<https://site.unibo.it/advanceddesignunit/it>

## **Tecnológico de Monterrey (TEC)**

Established in 1943, Tecnológico de Monterrey is a distinguished private nonprofit university dedicated to cultivating leaders with robust entrepreneurial acumen and a profound sense of humanity, making them globally competitive. With a presence in 26 cities across Mexico, the university boasts a student enrollment exceeding 65,000, encompassing both undergraduate and doctoral programs. Garnering recognition on the global stage, the QS World University Rankings (2021) position Tecnológico de Monterrey at an impressive 155th worldwide. Within its esteemed Escuela de Arquitectura, Arte y Diseño, the university nurtures talents in Architecture, Digital Art, Design, and Urbanism.

<https://tec.mx/es>

## **Pontificia Universidad Católica de Chile School of Design**

The UC School of Design equips professionals to navigate intricate scenarios, addressing challenges stemming from the ever-evolving landscape of scientific and technological advancements and the socioeconomic and cultural intricacies of the contemporary world. Rooted in the ethical principles of the University, this educational endeavour places particular emphasis on fostering creative intelligence, nurturing critical thinking, and cultivating social sensitivity.

[www.disenho.uc.cl](http://www.disenho.uc.cl)

## **diid disegno industriale industrial design**

*diid* is an open-access, peer-reviewed scientific design journal published three times a year. It was founded in 2002 to fill a gap concerning scientific journals in Italy related to industrial design and design studies. Over the last two decades, *diid* has investigated design disciplines and practices, recording their development thanks to the significant contribution of Italian and international scientific communities. The one inaugurated in 2021, with issue no. 73, is a new phase. The journal, while exploring advanced design cultures, delves into specific aspects such as anticipation, narratives of complex systems belonging to the evolving landscape of capitalism and relational dynamics, the front-end of innovation, the avant-garde of theoretical and applied design debates. The pivotal theme under the lens of analysis is transformation, aiming to comprehend its various impacts and meanings within the realms of innovation domains. With this approach, it aims at overpassing spatial, cultural, economic, and technological boundaries giving voice to design research coming from different areas.

<https://www.diid.it/diid/index.php/diid>

**8<sup>th</sup> International Forum of Design as a Process**

# **Disrupting Geographies in the Design World**

**Alma Mater Studiorum — Università di Bologna**

**Bologna, June 20-22, 2022**



**Responsible Innovation**

**Social Justice**

**Ecocentrism**

**Changing Education**

**[www.forumdesignprocess.org/dgdw22](http://www.forumdesignprocess.org/dgdw22)**

How design is evolving to respond to the urgent needs facing our environment and society at large? How to understand and design the dynamic relations between artefacts, human beings and the ecosphere? How might design principles and practices adapt their approaches to attend to the diversity that characterised the world?

In an increasingly globalized world, new geographies in and of design offer the stage for negotiating ecosystem's complexity. Design is positioned as a key driver for improving the living standards of many, where human and environmental capitals are pivotal in local economies, and also for the connection to the rest of the world.

The 8th International Forum of Design as a Process (Bologna, June 20-22, 2022) featured speakers from the Global Design community, expanding the original vocation of the Latin Network for the Development of Design as a Process to include researchers and designers of the Mediterranean Area, Middle East, IOR (Indian Ocean Region), and Global South regions. The aim was sharing new perspectives on design futures with responsibility and justice, at the forefront of change, establishing strategic partnerships, and creating accessible knowledge.

The Forum, spanning three-days of meetings, reflection opportunities and networking activities, involved designers, scholars, young researchers, design entrepreneurs, opinion leaders, in an experimental format. Grounded in three pillars – seminars, workshops, and exhibitions –, the event aimed to attract audiences to Bologna, consolidating the potentials of the design world as hub for thought and creative production for present and future generations.

Speakers' contributions inspired the designers' community of practices, and resonated with students and the wide community, to connect design to all aspects of culture and life. This interdisciplinary approach explored the intersections of materiality and culture, post-coloniality, decoloniality, gender studies, and other areas of human thought and action which seek to analyze, question and challenge the disruptive geographies in the world, today.

Five tracks were proposed to address the different dimensions of design futures centered on responsibility and justice.

The submitted papers were reviewed, and a selection is published in this Digital Special Issue of *diid. disegno industriale – industrial design*. Each track begins with a red page containing the original text used in 2022 for the call for papers, also indicating the names of Chairs, Co-Chairs, and Track Editors. Following this, an introductory paper outlines the contents published in the form of research articles for each track.

CONVENORS AND INTERNATIONAL  
ORGANIZING COMMITTEE

# People

## CONVENORS AND INTERNATIONAL ORGANIZING COMMITTEE

**Flaviano Celaschi, Elena Formia, Valentina Gianfrate, Andreas Sicklinger, Elena Vai, Michele Zannoni**  
Alma Mater Studiorum  
— Università di Bologna

**Roberto Iñiguez-Flores, Ruth Maribel León Morán, Alfredo Hidalgo-Rasmussen**  
Tecnológico de Monterrey,  
Escuela de Arquitectura, Arte y Diseño

**Erik Ciravegna, Alberto González, Rodrigo Ramírez, Andrés Villela**  
Pontificia Universidad Católica de Chile,  
Escuela de Diseño

## Managing Editor

**Lorela Mehmeti**  
Alma Mater Studiorum  
— University of Bologna

## SCIENTIFIC COMMITTEE

**Mariana Amatullo**  
Parsons School of Design – The New School

**Laura Badalucco**  
Università Iuav di Venezia

**Alberto Bassi**  
Università Iuav di Venezia

**Anna Bernagozzi**  
École Nationale Supérieure  
des Arts Décoratifs

**Paola Bertola**  
Politecnico di Milano

**David Bihanic**  
Université Paris 1 Panthéon-Sorbonne

**Andrea Boeri**  
Alma Mater Studiorum — Università di Bologna

**Olindo Caso**  
Delft University of Technology

**Manuela Celi**  
Politecnico di Milano

**Mirko Daneluzzo**  
Dubai Institute of Design and Innovation

**Claudia De Giorgi**  
Politecnico di Torino

**Alessandro Deserti**  
Politecnico di Milano

**Dijon De Moraes**  
Universidade do Estado de Minas Gerais

**Franco Fassio**  
Università di Scienze Gastronomiche di Pollenzo

**Daniele Fanzini**  
Politecnico di Milano

**Luigi Ferrara**  
George Brown College

**Carlo Franzato**

Pontifícia Universidade Católica  
do Rio de Janeiro

**Giuseppe Furlanis**

ISIA Design Firenze

**Claudio Germak**

Politecnico di Torino

**Christian Guellerin**

École de Design Nantes Atlantique

**Çiğdem Kaya**

Istanbul Technical University

**Giuseppe Lotti**

Università degli Studi di Firenze

**Mario Losasso**

Università degli Studi di Napoli Federico II

**Roberto Montanari**

Università degli Studi Suor Orsola Benincasa  
di Napoli

**Andrew David Morrison**

Oslo School of Architecture and Design

**Spartaco Paris**

Sapienza Università di Roma

**Daniela Petrelli**

Sheffield Hallam University

**Francesca Tosi**

Università degli Studi di Firenze

**On behalf of the Department  
of Architecture, Alma Mater Studiorum  
— Università di Bologna**

**Fabrizio Ivan Apollonio**

**On behalf of the Università degli Studi  
della Repubblica di San Marino  
(Partner University of Alma Mater  
Studiorum — Università di Bologna)**

**Riccardo Varini**

**Massimo Brignoni**

**HOSTING UNIVERSITY ORGANIZING  
AND TECHNICAL COMMITTEE**

**Margherita Ascari, Luca Barbieri, Alberto  
Calleo, Andrea Cattabriga, Simona Colitti,  
Giorgio Dall'Osso, Valentina De Matteo,  
Matteo Gambini, Silvia Gasparotto,  
Clara Giardina, Davide Giorgetta,  
Lorela Mehmeti, Giulio Federico  
Palmitessa, Davide Pletto, Ludovica  
Rosato, Laura Succini, Andrea Torreggiani**  
Alma Mater Studiorum  
— Università di Bologna

**GRAPHIC DESIGN, WEB DESIGN  
AND SOCIAL MEDIA MANAGEMENT**

**Francesca Cianci, Lorenza Di Battista,  
Ami Licaj, Virginia Vignali**  
Alma Mater Studiorum  
— Università di Bologna

## Keynote Speakers & Guests

### KEYNOTE SPEAKERS



#### **A School for Vernacular Algorithm: Cultural Knowledge Transfer as a System and Aesthetic Algorithmic Encounter**

**Tegan Bristow**  
Wits School of Arts



#### **Designing From Within**

**Paolo Cardini**  
Rhode Island School of Design



#### **Disrupting Geographies in the Design World**

**Flaviano Celaschi**  
Alma Mater Studiorum  
— Università di Bologna



#### **Realists of a Larger Reality: Cities, Political Imagination and Social Creativity**

**Gabriella Gómez-Mont**  
Experimentalista



#### **The Single Issue Lie: Design and Intersectionality**

**Anoushka Khandwala**  
Freelance



#### **Design in Policy-Making**

**Alessandro Rancati**  
New Bauhaus Unit, European Commission's  
Joint Research Centre

## GUESTS



**Rachel Cooper**  
Lancaster University



**Lorenzo Imbesi**  
Sapienza Università di Roma



**Stefano Maffei**  
Politecnico di Milano



**Tonino Paris**  
Sapienza Università di Roma



**Pieri Paolo Peruccio**  
Politecnico di Torino



**Anna Bernagozzi**  
École Nationale Supérieure  
des Arts Décoratifs



**Vanessa De Luca**  
Istituto Design SUPSI

## Keynote Speakers & Guests

### PROGRAM CHAIRS



**Erik Ciravegna**  
Pontificia Universidad Católica de Chile



**Mirko Daneluzzo**  
Dubai Institute of Design and Innovation



**Elena Formia**  
Alma Mater Studiorum  
— Università di Bologna



**Valentina Gianfrate**  
Alma Mater Studiorum  
— Università di Bologna



**Clara Giardina**  
Alma Mater Studiorum  
— Università di Bologna



**Roberto Iñiguez Flores**  
Tecnológico de Monterrey



**Lígia Lopes**  
Universidade do Porto



**Qassim Saad**  
Curtin University



**Andreas Sicklinger**  
Alma Mater Studiorum  
— Università di Bologna



**Michele Zannoni**  
Alma Mater Studiorum  
— Università di Bologna

- 
- 20 National and International Keynote Speakers and Guests**
  - 10 National and International Chairs and Co-chairs**
  - 3 International Universities Involved in the Organization**
  - 7 National and International Endorsers and Partners in the Activities**
  - 138 Long Abstracts Submitted**



**24 Countries**

**150 Participants**

**17 Ph.D. Students and  
Research Fellow Involved**

**13 Master and Bachelor  
Degree Students Involved**

**13 National and International  
Students Involved  
in the Workshop  
“Strange Wonder”**

# Track 5

## New Education Pathways for Future Designers in a Changing World

There is a large consensus about the idea that the pandemic crisis is transforming almost everything for the next years or decades. The crisis will last longer than a few months and its behavioural and social implications could even be permanent, affecting the way we will produce and consume “knowledge” as a direct manifestation of our culture. These boundary conditions could represent the occasion to rethink about our own learning and education frameworks and methods to prepare future designers having a significant role and impact on the emerging challenges affecting organizations and the overall society. The track reflects upon two complementary perspectives. The first, how designers can apply their peculiar productive thinking to specific educational spheres (i.e. academies, universities, schools), but also to other organizations, to produce impactful changes related to cognitive processes and artifacts, moving into an environment where the field of education is going through significant disruptions from multiple points of view. The second, how a non-hegemonic approach to design education could introduce new perspectives on the future of experiences, opening to a more collaborative, inclusive, transdisciplinary and collective learning system. If knowledge has now to be considered at the same time a product, a service, a space, a time, this track invites researchers, practitioners, corporates, students and professionals in the field of education to share their experiences and studies on design-driven processes and related impactful projects on new formats and contents, technologies and interactions, local spaces in global geographies, processes and relationships for the ideation, production, distribution and regeneration of education. In general, the attention should not be addressed to emergency researches and practices arisen during the Pandemic period, but mostly to future focused practices.

### CHAIR

**Roberto Iñiguez Flores**  
Tecnológico de Monterrey

### CO-CHAIR

**Elena Formia**  
Alma Mater Studiorum  
— Università di Bologna

### TRACK EDITORS

**Valentina De Matteo**  
Alma Mater Studiorum  
— Università di Bologna

**Laura Succini**  
Alma Mater Studiorum  
— Università di Bologna

Pluriverse education  
Responsible knowledge  
Collaborative learning system  
Prosumers  
Design for metaverse

696

**New Education Pathways for Future Designers in a Changing World**

Valentina De Matteo, Elena Formia, Roberto Iñiguez Flores, Laura Succini

706

**Decolonizing the Design Process: A Case Study in Authorship, Power, and Control**

Scot Geib

714

**OpenMind Handbook. A System of Design Tools and Processes to Empower Democracy Culture in Primary Schools**

Valentina Facoetti, Laura Galluzzo, Ambra Borin

724

**Architecture, Design and Community in Colombia. More Urban, More Rural, More Social: The Workshop Experience**

Sasha Londoño-Venegas, Adriana Jaramillo Botero

736

**Creative Community for Generation Z Teachers in Brazil Through Strategic Design**

Lara Maria Luft, Debora Barauna, Gustavo Severo de Borba

746

**Design Thinking and Career Development: A Comparative Study**

Clio Dosi, Eric Guerçi, Jacek Jakieła, Joanna Świętoniowska, Eleni Vordou, Maria José Varadinov, Matteo Vignoli, Gastão de Jesus Marques, Joanna Wójcik

760

**Design Processes: From the Historical Perspective to the Application in Startups Companies**

Isabela Moroni, Amilton Arruda

772

**Design and Innovation: Where Do We Want to Play? Inquiry Into Some Design's Strengths and Weaknesses in Innovation**

Marco Limani

782

**Design Ecosystem in Portugal. Education, Research and Entrepreneurship**

Marlene Ribeiro, Francisco Providência

790

**The Design Posture: A Collaborative Learning-By-Doing Approach**

Rita Duina, Marco Berni, Andrea Del Bono

798

**Advanced Manufacturing for Sustainable Fashion. Developing Interdisciplinary Educational Experiences**

Daria Casciani

810

**Co-designing Contents With Situated Stakeholders: An In-Field Process in Nolo (Milan)**

Davide Fassi, Francesco Vergani

820

**Creativity and Mirror Effect: Teaching Creative Skills Through Non-traditional Pedagogies**

Alejandra Amenábar Álamos

830

**How Design Thinking Could Benefit Future Educational Environments in a Post-Pandemic Era?**

Yuqing Zhu, Yunyu Ouyang

840

**How a Technology Identity Can Enhance the Diffusion of Good Design Practices in Product Sound Design**

Daphne Degiorgis, Marco D'Addario, Beatrice Lerma, Doriana Dal Palù

852

**Learning and Teaching From  
and by Social Media. Instagram  
to Support Blended Learning Models**

Vittorio Linfante, Andrea Manciaracina

864

**Education & Practice in Open Design.  
Improving the Learning Experience  
Through Knowledge Connections**

Fabrizio Valpreda

876

**You Can Never Solve Problems With  
the Same Mindset That Created Them.  
How Can We Change the How and the  
What We Teach to Enable Our Students  
to Become Truly “Terrestrial” Designers?  
A Proposition Following Bruno Latour’s  
“Terrestrial Manifesto”**

Angela Grosso Ciponte, Evelyne Roth

884

**Good for Good. Designing  
Packaging in the Era of Deliveries**

Loredana Di Lucchio, Ivo Caruso

896

**Onboarding Future Systemic  
Innovation Designers Through  
Informal and Collaborative Activities**

Leonardo Moiso, Sofia Cretaio,  
Cristina Marino, Chiara L. Remondino,  
Paolo Tamborrini

908

**Material Practices in Transition:  
From Analogue to Digital in Teaching  
Textile and Fashion Design**

Delia Dumitrescu, Martina Motta

918

**Designing for the Future of  
Education Through Cultural Heritage**

Nour Zreika, Daniele Fanzini

928

**We Need to Talk About Learning Design.  
A Proposal for Critical Conversation**

Suzanne E. Martin

938

**Collaborative Learning of Ph.D.  
Candidates in Design on Emerging  
Scenarios in Scientific Publication**

Eleonora Lupo, Sara Radice

948

**Scenarios, Networks and Systems:  
An Alternative to Dichotomous Patterns**

Liana Chiapinotto, Fernando Guimarães  
Horlle, Tássia Ruiz, Celso Carnos Scaletsky



# New Education Pathways for Future Designers in a Changing World

## Valentina De Matteo

Alma Mater Studiorum  
— Università di Bologna  
valentina.dematteo2@unibo.it  
ORCID 0000-0002-4024-1365

## Roberto Iñiguez Flores

Tecnológico de Monterrey  
riniguez@tec.mx  
ORCID 0000-0003-1486-8735

## Elena Formia

Alma Mater Studiorum  
— Università di Bologna  
elena.formia@unibo.it  
ORCID 0000-0002-6720-0176

## Laura Succini

Alma Mater Studiorum  
— Università di Bologna  
laura.succini@unibo.it  
ORCID 0000-0003-2662-8413

## Abstract

The article presents the results of the debate that emerged during the 8<sup>th</sup> *International Forum of Design as a Process*, organized in Bologna by the design units of three partner institutions: the University of Bologna, the Pontificia Universidad Católica de Chile and the Tecnológico de Monterrey (20-22 June 2022). In particular, the Authors were chairs of the New Education Pathways for Future Designers in a Changing World theme track. It focused on two complementary perspectives. First, how designers can apply their peculiar “productive thinking” to educational spheres or other forms of organizations; second, how a non-hegemonic approach to design education could introduce new perspectives on future experiences. After an introduction about the overall theoretical background, five themes have been created to frame the papers by international scholars. The conclusion outlines some elements that can be considered in a process of continuous research and discussion.

## Keywords

**Pluriverse education**  
**Responsible knowledge**  
**Collaborative learning system**  
**Knowledge prosumers**

## Introduction

There is a large consensus about the idea that the pandemic crisis that affected the Planet in the past years has transformed almost everything with impacts for the next years or decades. The crisis is lasting, and its behavioral and social implications could even be permanent, transforming the way we will produce and consume “knowledge” as a direct manifestation of our culture. These exceptional conditions represented the occasion to rethink about our own learning and education frameworks and methods to prepare future designers having a significant role and impact on the emerging challenges transforming organizations and the overall society (Meyer & Norman, 2020).

Starting from these assumptions, the Track New Education Pathways for Future Designers in a Changing World reflected upon two complementary perspectives. The first, how designers can apply their peculiar “productive thinking” (Celaschi et al., 2020) to specific educational spheres (i.e., academies, universities, schools), but also to other forms of organizations, to produce impactful changes related to cognitive processes and artifacts. The second, how a non-hegemonic approach to design education could introduce new perspectives on future experiences, opening to a more collaborative, inclusive, transdisciplinary and collective learning system (Escobar, 2018; Bosco, Gasparotto & Formia, 2021; Boehnert, Sinclair & Dewberry, 2022; Noel, 2022; Formia, Gianfrate & Succini, 2023).

If knowledge has now to be considered at the same time a product, a service, a space, a time, the Track hosted researchers, practitioners, students and professionals who shared experiences and studies on design-driven processes and related impactful projects on new formats and contents, technologies and interactions, local spaces in global geographies, for the ideation, production, distribution and regeneration of education (Salamanca, Mercer & Briggs, 2019; Succini et al., 2021).

In general, the attention has overpassed the practices arisen during the pandemic period being mostly interested to explore future-focused research and processes. The selected essays answered the call of *8th International Forum of Design as a Process's Track* in creative ways. This led to the publication of 24 papers, by 59 Authors, coming from 10 countries. In particular, the involved institutions and organizations are: Federal University of Pernambuco State, Universidade Federal de Mato Grosso, and UNISINOS (Brazil); Langara College (Canada); Pontificia Universidad Católica de Chile (Chile); Pontificia Universidad Javeriana, Cali (Colombia); Université Côte d'Azur (France); Codesign Toscana ETS, Iuav University of Venice, Politecnico di Milano, Politecnico di Torino, Sapienza University of Rome, and University of Bologna (Italy); Rzeszow University of Technology (Poland); Polytechnic Institute of Portalegre and University of Aveiro (Portugal); University of Borås (Sweden); University of Applied Sciences & Art Northwestern Switzerland (Switzerland).

To provide for a general overview of the main topics collected in this part of the volume, we started from the word “E.D.U.C.A.T.E”, whose anagram contains the key concepts identifying the stream presented below: Empower, Diversity, User-Centricity, Creativity, Ambition, Transition, Ethics. Each of these keywords has been set in

relation to the others, arriving at the identification of commonalities between the Track contributions, resulting in five main themes. Below, we briefly summarize them, point to fruitful moments of connection, and thereafter highlight opportunities for future development.

### **Theme 1: Design Ethics and Enabling Education for Emerging Challenges**

The first topic is related to Design Ethics and Enabling Education for Emerging Challenges. It focuses on the role of design to get the right “posture” towards wicked problems, such as decolonization, social coexistence, democratic participation, student-centered education, employment perspective. The Authors address design-driven models, experiences, and projects developed in academic environments, but also linked to non-institutional contexts and implemented in local communities.

Starting from the case of Langara College when the Author has been asked to lead a new course called *Decolonizing the Design Process* — which reflects Canada’s nationwide trend toward Indigenization of educational frameworks —, Scot Geib (*Decolonizing the Design Process: A Case Study In Authorship, Power, and Control*) explores opportunities and obstacles related to a shift in education models with a focus on Western paradigm disruption. The theme of democratization emerged also in the paper by Valentina Facchetti, Laura Galluzzo, and Ambra Borin (*OpenMind Handbook. A system of design tools and processes to empower democracy culture in primary schools*) that investigates the role of Service Design in activating participatory processes that can foster the co-creation of educational experiences aimed at raising awareness of social coexistence. On the other side, Sasha Londoño-Venegas and Adriana Jaramillo Botero (*Architecture, design and community in Colombia. More Urban, more Rural, more Social: the workshop experience*) focus on the multiple roles of knowledge that calls researchers, teachers and academics to share experiences and studies on small-scale impact projects related to non-conventional formats. In the context like Colombia, which is described as case study, with high rates of neglect of vulnerable sectors such as school-age children, the paper points out the social responsibility of the academia to work on knowledge innovation in terms of formats, contents, practices and methodologies.

Practices for enabling students towards their future opportunities are described in the paper by Lara Maria Luft, Debora Barauna, and Gustavo Severo de Borba (*Creative Community for Generation Z teachers in Brazil through Strategic Design*). It explores the reasons behind the observed lack of engagement among young individuals in pursuing teaching as an appealing professional path. According to the Authors, to overcome the perceived lack of interest among GenZ, design can play a significant role in addressing this issue by fostering the creation of creative communities that enhance connection among members and encourage collaboration (such as the *CoNU-Mldade Turbo experience* mentioned in the paper as case study). Finally, Clio Dosi, Eric Guerci, Jacek Jakieta, Joanna Świątoniowska,

Eleni Vordou, Maria José Varadinov, Matteo Vignoli, Gastão de Jesus Marques, and Joanna Wójcik (*Design Thinking and Career Development: A Comparative Study*) highlight the importance of career awareness for university students and the related social responsibility of universities to guide them through the process of choice driven by employability criteria and a counseling approach.

## **Theme 2: Innovation, Creativity, and Diversity to Lever Collective Intelligence and Inclusion in Complex Environments**

The second topic is related to Innovation, Creativity, and Diversity to Lever Collective Intelligence and Inclusion in Complex Environments. It reflects on the role of design to value diversity and inclusion (Costanza-Chock, 2020), hybridizing learning paths by culture and creativity as catalysts for innovation. The first group of papers is strongly connected to the dimension of private organizations such as companies, investigating design-driven innovation perspectives as form for disrupting canonical processes towards a more inclusive and creative vision. Progressively the attention moves towards eco-systems that include wider groups of stakeholders such as universities, creative and cultural industries, local actors, and communities. Finally, the last group of papers reflect methodologically upon the agency of creativity in complex innovation environment.

Isabela Moroni and Amilton Arruda (*Design Processes: from the historical perspective to the application in startups companies*) underline the role of innovation in maintaining an organization's competitive capacity. This dynamic is fundamental for the construction of the central competence of a company which is the ability to generate knowledge. A five-step process is described for this purpose. By presenting the Electrolux case, Marco Limani (*Design and innovation: where do we want to play? Inquiry into some design's strengths and weaknesses in innovation*) discusses the role of design education compared to managers educated in design. According to the Author, fundamental barriers exist to successfully overtaking and legitimizing design in innovation processes. This is because the discourse cannot be siloed among design, business, management, marketing or technology; world complexity requires a holistic approach and the support of each discipline's vertical and horizontal capability to increase the innovation likelihood of success.

Starting from the case of *Design Ecosystem* in Portugal, Marlene Ribeiro and Francisco Providência (*Design ecosystem in Portugal. Education, research and entrepreneurship*) investigate the role of design in creating new problems, activating change in consumption habits and organizational evolution. In this light, the research tries to identify possible causes for the still fragile connection between design and industries and to point out alternatives for a more effective collaboration. In a similar perspective, Rita Duina, Marco Berni, and Andrea Del Bono (*The design posture: a collaborative learning-by-doing approach*) present the perspective of *Codesign Toscana Project* on the idea of "design posture", which emerges as a multifaceted concept with a different nuance when discussed by "experts" or "practitioners". According to the workshop

series described in the paper, experts adopt a self-reflexive attitude towards their personal and professional life as designers for communities; practitioners are more oriented in conceiving the concept as a “mood” towards the community they work or live in and as a widespread sense of agentivity among people involved in design processes. The research also tries to formalize “design posture” both theoretically and in practice to trigger a series of active citizenship dynamics that can facilitate the multiplication of spaces for inclusion and empowerment. Moving towards a more specific sector, Daria Casciani (*Advanced Manufacturing for Sustainable Fashion. Developing interdisciplinary educational experiences*) investigates the fashion industry as a creative industry with high cultural, social, and environmental impacts, demanding a paradigmatic shift through digital transformation toward a sustainable change. Starting from the lessons learned from the *Advanced Manufacturing for Sustainable Fashion* (ASMF) module conducted at Politecnico di Milano (Design School) in the course Design for the Fashion System, the paper states how fashion education needs to nurture professionals who can tackle increasingly complex challenges, dive into technological systems. Davide Fassi and Francesco Vergani (*Co-designing contents with situated stakeholders: an in-field process in Nolo – Milan*) describe OCN – *Open Campus Nolo*, a living lab promoted by Politecnico di Milano: a multi-purpose format that proved to be suitable for binding research, teaching, and action together, providing methodological principles that could be scaled and replicated in local environments. This context emerges as “design incubator” characterized by the proactivity of local actors - such as citizens, shopkeepers, associations, informal groups -, acting at the core of the design process by developing brand-new and tailor-made solutions, and, at the same time, providing environmental, economic, and social beneficial transformation in an inclusive and democratic way.

Starting from the case of *NUBE Lab Project*, Alejandra Amenábar Álamos (*Creativity and Mirror Effect. Teaching creative skills through non-traditional pedagogies*) aims to indicate creativity and innovation as future engines of the global knowledge economy. In this scenario, a consistent role is played by “design pedagogy” which is crucial for transferring project methodologies and fostering creative skills. However, the technological and social transformations of this century have challenged traditional educational canons and the very definition of creativity. The paper overcomes these challenges by analyzing non-traditional educational paradigms to address them from a design methodology perspective. Finally, Yuqing Zhu and Yunyu Ouyang (*How Design Thinking Could Benefit Future Educational Environments in a Post-Pandemic Era?*) reflect on the change of the learning environment pattern which has characterized the post-pandemic era. As an effort to better support the new traits, design thinking, especially the empathizing, redefining and prototyping strategies, could help in adapting to the new surroundings at three different scales: the family and neighborhood scale, the regional medium-scale learning experience, the international scale, where innovation could be focused on the creation of virtual platforms to grant equal access for learners from developing countries.

### Theme 3: User-Evolution to Build New Knowledge Pathways

The third topic is related to User-Evolution to Build New Knowledge Pathways. It reflects on the role of design to build knowledge trajectories focusing on the continuously evolving user-perspective by exploring new topics and the impact of enabling technologies to create hybrid form of education.

Daphne Degiorgis, Marco D'Addario, Beatrice Lerma, and Doriana Dal Palù (*How a technology identity can enhance the diffusion of good design practices in Product Sound Design*) investigate Product Sound Design as a promising research field. The case study is a patented method-and-tool, conceived to collect, analyze, and recreate various sounds to develop a new generation of products with designed mechanical and, eventually, digital sounds. Spreading this innovation within the design community is fundamental to stimulate future more focused and aware practices and can be seen as an example of a way to “educate” the designer to future-focused themes and reconnect the technology to potential users.

Vittorio Linfante and Andrea Manciaracina (*Learning and teaching from and by social media. Instagram to support blended learning models*) investigate the effectiveness of social media, particularly Instagram, within a teaching activity. The assumption behind is that digital transformation drives new visualization, promotion and storytelling processes of the design system, defining new relationships between physical and virtual spaces in which users are not just spectators of the creative phases, but are increasingly involved in processes of “value co-creation” and “cooperative investment”. On the other side, the case study *Gamelon Pad*, developed within the research activities of the Open Design group, as part of the virtualLAB (Politecnico di Torino) activities, in collaboration with Fablab Torino, is described by Fabrizio Valpreda (*Education & Practice in Open Design. Improving the learning experience through knowledge connections*) as the occasion to test a new approach to a multidisciplinary design process, starting from the educational experience. The paper underlines a scenario where a student is put into conditions to experiment the entire design process, in order to develop a physical design solution for a user with disabilities.

### Theme 4: Design for Transition

The fourth topic is related to Design for Transition. It reflects on the role of design to enable ecological, social and technological paradigm evolution (Irwin, Tonkinwise & Kossoff, 2022).

Angela Grosso Ciponte and Evelyne Roth (*You can never solve problems with the same mindset that created them. How can we change the how and the what we teach to enable our students to become truly «terrestrial» designers? A proposition following Bruno Latour's «Terrestrial Manifesto»*) describe a series of workshops where interdisciplinary teams of students, as well as lecturers, work in cooperation with enterprises on concrete cases to explore methodological approaches to circular design. Results validate the hypothesis that education can successfully work in an open process and collaboratively convey circularity. Transition has to be consid-

ered as a target of education at the university level, while companies in transition can operate sustainably in a circular way, even if the main economy does not yet follow this model. Starting with didactic design experimentations, Loredana Di Lucchio and Ivo Caruso (*Good for Good. Designing packaging in the era of deliveries*) point out the attention to process innovation as the result of a progressive loss of centrality of product design. Due to a deep change of scenario, in recent decades design as a discipline and practice has shifted its attention from the morphological and technological aspects of an object (both material or immaterial) to questions related to the interaction in between object and man (Human-Centred Design), in between object and environment (Design for Sustainability), in between object and object (Design for Interaction), in between object and society (Design for Social Innovation), to arrive to exclude the object from the innovation process (Design of Services) and to open to the broader field of systemic design. Leonardo Moiso, Sofia Cretaio, Cristina Marino, Chiara L. Remondino and Paolo Tamborini (*Onboarding future Systemic Innovation Designers through informal and collaborative activities*) highlight the importance of educational methodologies in shaping digital environments, with the designer's expertise playing a pivotal role. This methodological application is also explored in professional development programs or lifelong learning initiatives, where incorporating digital tools and educational methodologies improve individuals' skills in a rapidly changing digital landscape. Delia Dumitrescu and Martina Motta (*Material practices in transition: from analogue to digital in teaching textile and fashion design*) present case studies exemplifying diverse ways of approaching the teaching of material design in textiles and fashion field, wherein haptic knowledge is combined with digital media. The results of each case study are an example of the positive impact of a cross-disciplinary approach, and of the benefits of combining tools in a context shifting from Industry 4.0 to Industry 5.0. Starting from ARTERI'A Project in Vigolzone (Italy) municipality, Nour Zreika and Daniele Fanzini (*Designing for the Future of Education Through Cultural Heritage*) highlight the role of schools and the importance of cultural heritage education. The contribution points out the importance of informal education to be considered as a formal learning tool to be used in a new concept of school that becomes think tanks for designers, stakeholders, and policymakers.

### **Theme 5: Future-proof Scenarios and Perspectives**

The fifth topic is related to Future-proof Scenarios and Perspectives. It reflects on the role of design to build, unbuild, rebuild new scenarios and narratives for the future, including different fields of application (Celaschi et al., 2019).

Suzanne E. Martin (*We Need to Talk About Learning Design. A Proposal for Critical Conversation*) underlines the need for a significant reorientation of design theory and practice to make this a transformative moment in history. According to the Author, design education has the responsibility to re-imagine learning and enable new ways of shaping pedagogical knowledge, finding ways to illuminate the words that visualize that future. Based on the emerging trend of

the “living publication scenarios”, Eleonora Lupo and Sara Radice (*Collaborative learning of Ph.D. candidates in Design on emerging scenarios in scientific publication*) show models and practices to disrupt traditional publication patterns and envision new formats beyond the canonical “article”. They point out how new typologies research products and new forms of dissemination meet the challenges of an impactful design education to empower PhD students. Finally, Liana Chiapinotto, Fernando Guimarães Horlle, Tássia Ruiz, and Celso Carnos Scaletsky (*Scenarios, networks and systems: an alternative to dichotomous patterns*) outline an alternative point of view on the way design teaches and thinks scenarios, beyond prospective methods that stimulate speculation by antagonisms. Network elements allow us to imagine the future and reflect on the past and present in a systemic way, with the density and specificity that are required from the design professional in problematic situations.

## Discussion

Encompassing a variety of aspects regarding the connection between design and knowledge innovation, the previous compilation is far from being exhaustive. A series of “wicked problems” (Rittel & Webber, 1973) have not gone into detail in it. For instance, the rise of artificial intelligence, the urgent challenges for maintaining the Planet, the post-human perspective, the new hybrid-flexible forms of learning linked to enabling technologies, the “education gap”, the multidisciplinary contaminations, the growing of skills-centered education ask for new theoretical perspectives, as well as concrete design actions. Addressing our attention to such topics, considered as the contemporary condition of Transition Design (Irwin, 2015) Education, but also Transition Design in and for Education, could yield even more interesting results paving the way for further scholarly discussions.

The second aspect is related to the distance between design research and teaching, that needs to be considered because they “have always had a close (and difficult) relationship in most contemporary educational settings” (Jonesa et al., 2022). The submission received clearly demonstrates that processes of action design research are strictly linked to educational contexts, both inside and outside academia. This is true also if we consider a non-hegemonic approach that overpasses the dominant Western centric perspective.

Finally, the overall discussion opens to consider design education as a specific field of knowledge with all the complexity and contradiction that entails, but also to enlarge the perspective on design as a driver of new eco-systemic education which includes a huger set of contexts (private and public organizations, associations, institution, etc.) and a wider set of not-institutional and informal practices.

**Valentina De Matteo**  
Ph.D. candidate in Advanced Design at the Università di Bologna. Her research is focused on investigating the role and contribution of design in organizational transformation and capacity building. She is a practitioner in the field of “change management by design” helping companies to build strategies, processes and new organizational models for design-driven innovation.

**Elena Formia**  
Ph.D., Associate Professor of Design at the Department of Architecture of the Università di Bologna, where she is Director of the First Cycle Degree in Industrial Design and the Second Cycle Degree in Advanced Design.

**Roberto Iñiguez Flores**  
Leader of the School of Architecture Art and Design at the Tecnológico de Monterrey, a national scale project that has operations in 19 cities with undergraduate and graduate programmes in Architecture, Design, Digital Arts and Urbanism. His research focuses on the Advanced Design Cultures, with particular interest in anticipation processes, the relation between systems and design, and how individuals and organisations develop “advanced” design competencies.

**Laura Succini**  
Ph.D. in Design. She is Junior Assistant Professor at the Department of Architecture — Università di Bologna and a member of the Advanced Design Unit, the design research group of the same university. Her research fields are design for/with responsible innovation, design and collaborative approaches within territories with a focus on the relationship with the intangible cultural heritage.

## References

- Boehnert, J., Sinclair, M., & Dewberry, E. (2022). Sustainable and Responsible Design Education: Tensions in Transitions. *Sustainability*, 14, 6397. <https://doi.org/10.3390/su14116397>
- Bosco, A., Gasparotto, S., & Formia, E. (2021). Futured-Centred Design Education. Projects and Perspectives for Future Challenges. In A. Bosco, & S. Gasparotto (Eds.), *Updating Values. Perspectives on Design Education* (pp.102-107). Quodlibet.
- Celaschi, F., Formia, E., Iñiguez Flores, R., & León Morán, R. (2019). Design Processes and Anticipation. In R. Poli (Ed.), *Handbook of Anticipation* (pp. 773–793). Springer International Publishing. [https://doi.org/10.1007/978-3-319-91554-8\\_48](https://doi.org/10.1007/978-3-319-91554-8_48)
- Celaschi, F., De Matteo, V., Formia, E., & Zannoni, M. (2020). Thinking as a designer Productive Thinking in contemporary Knowledge Innovation System. *diid. Disegno Industriale Industrial Design*, 70, 26-33.
- Costanza-Chock, S. (2020). *Design justice: Community-led practices to build the worlds we need*. The MIT Press.
- Escobar, A. (2018). *Designs for the pluriverse: Radical interdependence, autonomy, and the making of worlds*. Duke University Press.
- Formia, E., Gianfrate, V., & Succini, L. (Eds.) (2023). *Design per l'Innovazione Responsabile. Guida per processi formativi in trasformazione*. Franco Angeli Editore [open access].
- Irwin, T. (2015). Transition Design: A Proposal for a New Area of Design, Practice, Study and Research. *Design and Culture Journal*, 7(2), 229-246.
- Irwin, T., Tonkinwise, C., & Kossoff, G. (2022). Transition design: An educational framework for advancing the study and design of sustainable transitions. *Cuadernos del Centro de Estudios en Diseño y Comunicación. Ensayos*, 105, 31-72.
- Jonesa, D., Noelb L.-A., Marques Leitaoc, R., Lotza N., Merete Nielsend, L., Digranese, I., Börekçif, N. A. G. Z., & Corazzog, J. (2022). Editorial: Futures of design education. In D. Lockton, S. Lenzi, P. Hekkert, A. Oak, J. Sádaba, & P. Lloyd (Eds.), *DRS2022: Bilbao, 25 June - 3 July, Bilbao, Spain*. <https://doi.org/10.21606/drs.2022.1064>
- Meyer, M. W., & Norman, D. (2020). Changing Design Education for the 21st Century. *She Ji: The Journal of Design, Economics, and Innovation*, 6(1), 13-49. <https://doi.org/10.1016/j.sheji.2019.12.002>
- Noel, L.-A. (2022). Designing New Futures for Design Education. *Design and Culture*, 14(3), 277-291. <https://doi.org/10.1080/17547075.2022.2105524>
- Rittel, H. W. J., & Webber, M. M. (1973). Dilemmas in a General Theory of Planning. *Policy Sciences*, 4, 155-169.
- Salamanca Garcia, J. M., Mercer, L., & Briggs, M. C. (2019). Responsible Innovation: A Model for Holistic Design Pedagogy. *Proceeding of the Design Revolutions, International Association of Societies of Design Research Conference 2019*. <https://iasdr2019.org/uploads/files/Proceedings/le-f-1040-Sal-J.pdf>
- Succini, L., Ascari, M., Formia, E. M., Gianfrate, V., & Zannoni, M. (2021). Design for Responsible Innovation. Social Impacts of Products and Services. *PAD 21*, 14, 235-255.



# How a Technology Identity Can Enhance the Diffusion of Good Design Practices in Product Sound Design

## Daphne Degiorgis

Freelance (previously, Politecnico di Milano)  
daphne.degiorgis@gmail.com  
ORCID 0000-0002-3032-6875

## Marco D'Addario

Politecnico di Torino  
marco.daddario@polito.it  
ORCID 0000-0003-3144-2648

## Beatrice Lerma

Politecnico di Torino  
beatrice.lerma@polito.it  
ORCID 0000-0002-4928-314X

## Doriana Dal Palù

Politecnico di Torino  
doriana.dalpalu@polito.it  
ORCID 0000-0002-1603-3486

## Abstract

People are plugged into an intangible sound universe. But only a tiny part of the sounds we are exposed to have been purposefully designed. Recently, designers are bashfully approaching these intangible products' quality. Product Sound Design represents, in fact, a promising research field still scarcely explored. The design community is answering this concern through new design methods. An Italian university developed a patented method-and-tool, conceived to collect, analyze, and recreate various sounds to develop a new generation of products with designed mechanical (and, eventually, digital) sounds. Spreading this innovation within the design community is fundamental to stimulate future more focused and aware practices. As well as all new technologies, the new patent didn't have its own identity from the beginning. Extensive work conducted with the scientific approach has therefore been undertaken to redesign its identity to make its disruptiveness intelligible and understandable.

## Keywords

Digital identity  
Product sound design  
SounBe  
Technology identity  
Virtual presence

## Introduction

Nowadays, all over the world, people are plugged into an intangible universe made of sounds. The “soundscape” (Schafer, 1969) in which we live comprises communicative and uncommunicative, pleasing and unpleasing, useful and sometimes useless stimuli. What is commonly understated is that only an infinitesimal part of the everyday object sounds we are exposed to (e.g., the crackling sound of packaging, the rolling sound of an office chair, etc.) has been purposefully designed (Fenko, Schifferstein & Hekkert, 2011).

### What is Product Sound Design and why it is so important

Products are ubiquitous, so are the sounds emitted by products. Every sound seems to influence our reasoning, emotional state, purchase decisions, preference, and expectations regarding the product and product's performance. Thus, auditory experience elicited by product sounds may not be just about the act of hearing or a sensory response to acoustical stimuli (e.g., this is a loud and sharp sound). People actually experience a product sound beyond its acoustical composition [...]: a complimentary and meaningful relationship exists between a product and its sounds. (Özcan Vieira, 2008).

According to the World Health Organization (WHO), noise pollution is one of the most dangerous environmental threats to health (WHO, 2018). It continues to be a growing concern among policymakers and the public alike. In addition to road traffic, railways, aircraft, wind turbines, and leisure noises, a need for updated health-based guidelines originated at the Fifth Ministerial Conference on Environment and Health (organized in Parma, Italy, in 2010), where Member States asked WHO to produce appropriate noise guidelines that would include additional noise sources such as personal electronic and non-electronic devices or toys (WHO, 2018).

All this evidence highlights how an up-to-date discipline, at the encounter between acoustics, design and cognitive ergonomics, is strongly needed. Product Sound Design represents, in fact, a promising research field, but one that is internationally still needs to be explored.

### The Advent of New Practices for Product Sound Design

In recent times, designers are bashfully approaching these intangible products' quality. The design community is starting to answer this concern through new design methods. According to this, in an Italian university, a multidisciplinary team developed a patented method-and-tool named SounBe *Fig. 1*, conceived to collect, define, analyze, and recreate a variety of sounds, to develop a new generation of products with mechanical (and, eventually, digital) sounds (Dal Palù et al., 2018) as described in scientific literature (De Giorgi et al., 2011; Dal Palù & De Giorgi, 2018).



Fig. 1  
An overview of SounBe tool.

SounBe tool consists of a set of accessories housed in a briefcase and designed to produce sounds from materials samples following a standardized procedure. It can be adopted as a reliable tool to generate sounds to be described also with semantic differentials technique, frequently adopted in sound quality investigation studies. SounBe is an evolving and open tool: as the complexity of gestures and exciting modes existing in real life and in real interaction between a human and an object, or between two objects, is almost endless, the device offers the possibility to reproduce several more common gestures, but the method can be implemented with new gestures still not explored. The physical device allows not only to test material samples but also to submit to the test simple and small products such as, for example, a coffee cup (Dal Palù et al., 2018).

Spreading this innovation within the design community is fundamental to stimulate future practices, especially concerning Product Sound Design. Moreover, the dissemination of SounBe method-and-tool could have a significant role and impact in the educational path of future designers and prepare them to be able to produce impactful changes in the development of innovative cognitive processes, and artifacts, in which sound will be a main asset. As well as all new technologies, the new patented method-and-tool didn't have its own identity from the very beginning.

Finally, this design-driven process was focused on the key questions proposed in the next lines:

- How to ensure that the SounBe technology spreads in the design community?
- What identity to give to the new technology?
- Can a new *phygital* identity (i.e., a new identity that mix physical and digital levels, aiming at the convergence between the two spheres (Johnson & Barlow, 2021) help spread physical technology on and off the web?

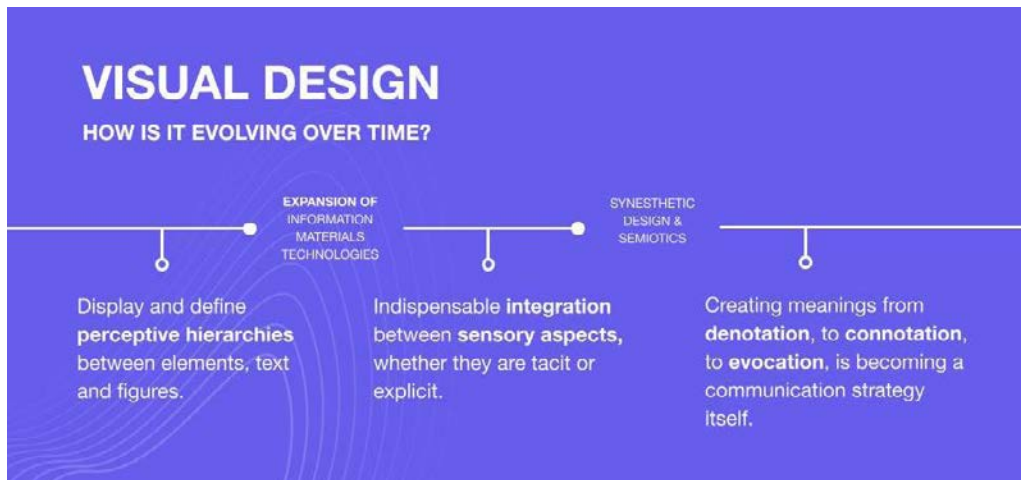
This contribution tries to show how a new technology developed to face a phenomenon attracting an increasing attention not only can benefit from a totally new and ad hoc designed physical and digital identity, but also how impactful this could be on the ideation, production, distribution, and regeneration of education (and of next generation products). A descriptive report of this process

is proposed, with the aim not to represent a possible method to be replicated, but to offer the perspective of a case study on the possibility of designing the identity not only of a product or a brand, but of a technology.

## Scientific Approach

A new technology identity design is a matter that goes far beyond the boundaries of communication, user experience, and innovation. In the specific case of this research, the identity of a new technology can help spread its adoption, with a consequent positive effect on future product design practices.

The analysis of literature (Haverkamp, 2013; Riccò, 2016) defined a spot at the intersection between visual design and sound, and the integration with semiotics and the synesthetic approach is shown to be crucial to meet cross-sensorial needs. The subsequent sub-chapters, and the related approach schematization Fig. 2, will depict a clearer image about it, always in relation to the proposed case study.



A Communication Strategy Based on the Synesthetic Approach

Fig. 2  
A schematization of the adopted approach.

Since products and services' identities shape their desirability, acceptability, and adoptability (Elwyn et al., 2013), they could positively affect future practices, especially those concerning product design.

Traditionally, visual designers seek to display and define perceptive hierarchies between writings and figures. However, as Merleau-Ponty (1945) declared, objects' aspects don't identify just in their geometrical shape but, instead, they are linked with the whole human sensorial sphere. Moreover, the expansion of information, materials, and technologies drives products to an indispensable integration between sensory aspects, whether they are tacit or explicit as many studies researchers confirm. The Italian designer Bruno Munari (1981), in the early 1980s, affirmed that design projects not

only should consider the senses other than sight but consider them as an essential linked entity. Multisensory integration turns out to be fundamental to meeting the users' cognitive needs, leading to more comprehensive design products (Chandrasekaran, 2017). The result is a necessary interdependence that, in this case, must take place between visual and sound stimuli (Ricco, 2008).

Even though the use of sight is normally perceived as the main sense faculty, other senses, specifically hearing, merge sharply with the sight to shape a consistent representation of the context we are immersed in (Liu, 2020). We will dive deep into the relationship between vision and auditory senses in the next paragraphs.

### Visualization to Drive Perceptions

Despite the exploitation of sensory integration, especially with audition, visual-lead translation is still recognized as the most efficient method, on a communicative level, to let the users fully embrace the relationship between the senses (Liu, 2020). The designer can direct the characteristics of those interactions, defining sensorial priorities and hierarchies, to avoid inconsistencies (Ricco, 2008).

Thus, concerning visual strategies, the wise use of typography can drive human attention towards precise sentences, keywords, or lone glyphs to strengthen visual identities, logos or explanatory texts. Moreover, previous color associations and well-known brand identities shape our perceptions, establishing unconscious patterns in our mind. The latter react to shapes similarly, associating them with previous and personal experiences.

### The Semiotic Principles of Design

Theoretically, objects or signs denotation is objectively perceptible, but its representation, instead, is an internal image that was formed relying on the memories of sensitive impressions and activities people experienced (Frege, 1892). Hence, this semiotic principle leads to the subjective connotation of a visual element, which changes according to each individual. Starting from this rule, the designer must consider the *denotative*, *connotative*, and *evocative levels*, both individual and collective, of a certain visual stimulus. Nowadays, the process of creating meanings from denotation to connotation, to evocation, can be considered as a communication strategy itself (Bonfantini et al., 2007) frequently exploited by media, visual merchandisers, and designers.

### Visual and Auditory Stimuli: An Effective Interdependence

As a typical means of synesthetic translation, the audio description would enrich visual information, thereby conveying the emotions within visual content (Liu, 2020).

In broad terms, verbal and visual descriptions of the sound world require a figural language allowing the visual register to take immediate relevance. In addition, concerning harmony and melody dynamics, the sound vocabulary retains traces from the visual arts (Ricco, 2008).

Thus far, we illustrated the constitutional synesthetic principle on which the research and design of SounBe communication systems are based. In summary, sight and sound are in a constant relationship: from figures arise sounds (think, for example, of the famous “The Scream” by Edward Munch) and with sounds, we can evoke images. We must therefore not expect sounds *to be heard*, but sounds *to be seen, evoked* in the literal sense of the term.

In summary, while presenting the current project we intend to propose how an increasing sensory intervention would accommodate richer design elements and design issues where complexity plays an important role (Liu, 2020). By exploiting sight stimuli and psychological processes, a system of visual elements allowed the authors to reach significant results in terms of effectiveness within the creation of a communication strategy that could meet users’ needs as well as SounBe main features.

These approaches have been applied to ensure a wide dissemination of SounBe potentiality mainly online, but also offline, through an integrated communication strategy that will be disclosed in the next section.

### First Outcomes

As we already said, the communication of the technology was based on a convergence between digital and physical spheres. After a due scenario analysis based on mood boards of the existing panorama related to sound fruition intended in a wide perspective, here only briefly mentioned through some examples taken into account Fig. 3, for the digital “showcase” of this technology, a coordinated image was created, as well as an identity on the website ([www.sounbe.com](http://www.sounbe.com) design), and a communication plan through straightforward wording for the potential user (designers, researchers, companies), to make its disruptiveness visible and tangible, though online.

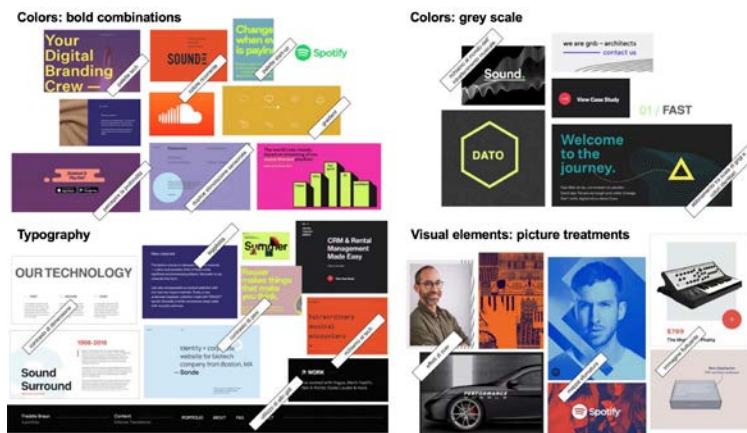


Fig. 3  
A synthetic overview of the performed scenario analysis through a mood board of case studies taken into account on the theme of sound fruition in general.

Specifically, the multi-level communication of the instrument has been fully revised Fig. 4.

From the initial color palette, colors have moved to ones emphasizing the high-tech aspect of the instrument and the spirit of start-ups. The grayscale, colors of the technique, were flanked by bold combinations of violet (which refers to the blue of the University where SounBe was developed, but also to a more electric color, close to the world of innovation) and acid green (which winks at novelty and sensory stimulation). The gradient map in a combination of identity colors was chosen for the treatment of images, returning visual and narrative uniformity to the photographs chosen to tell the project.

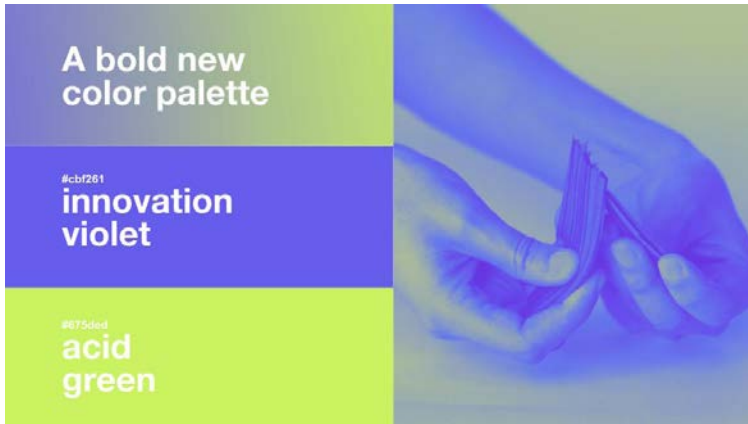


Fig. 4  
An example of colors and coordinate image of the technology new identity.

The research subsequently focused on finding the most suitable shapes to tell the world of sound design. The choice fell on the visual imagination of sound waves, stylized to also resemble icons and shapes symbols of the most relevant application sectors for sound design. The result is waves evoking the reverberation of sound and remembering iconic products or silhouettes (e.g. luxurious bracelets or candy packaging) Fig. 5. The logo was the first ground for this new attitude towards shapes, designed to be constantly updated with different sound waves. The new dynamic identity has been completed with a typography that privileges the contrast of dimension between the texts, still in favor of high legibility, in combination with the use of some glyphs such as +, >, arrows. The choice of a sans-serif typography was almost natural, both for the technological context in which the project fits, and to be able to adapt more easily in particular to digital contexts.

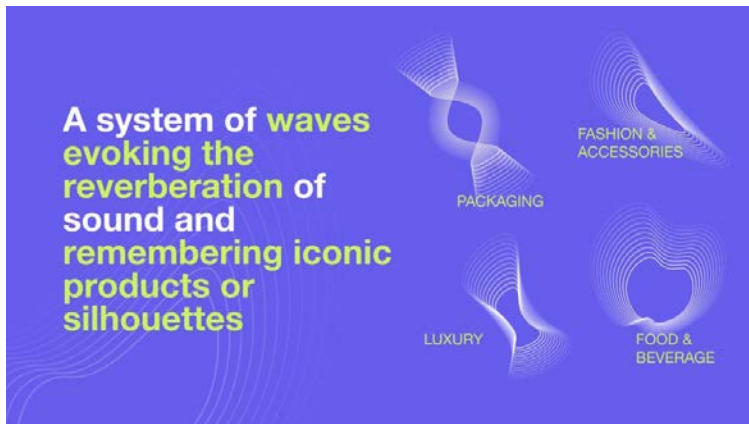


Fig. 5  
The system of SounBe's  
sound waves.

### The Showcase of the New Identity of Sounbe

The first context of application of the redesigned identity was the new website, conceived as a real “showcase” of the technology and developed through in-house design phases such as mood boards, brainstorming, cognitive mapping, experience prototyping, all performed inside the extended research team.

Thanks to brainstorming and participatory design with the project team, a vertical scrolling landing page was structured. This choice wants to be a metaphor for deepening the contents. The website is divided into sections, developing the story of the potential of technology, with a simple language and suitable for both simple curious people and designers and companies. Just as if it were a start-up, SounBe is also told, through its technical aspects, the advantages it can generate and the real services with which this technology can be exploited. In this narrative, a human component is not lost, thanks to the faces and stories of the designers who contributed, thanks to their multidisciplinary skills, to the realization of the tool and the services connected to it.

### A New Awareness Thanks to Social Media

Social networks can also be leveraged to build a new awareness around sound design. The launch of the new SounBe website was in fact flanked by a social campaign dedicated to the interactions between the culture of design and the history of design with the world of sound. The story of some case studies, such as products with design peculiarities, winners of important awards such as the “Compasso d’Oro ADI”, or with a certain reputation and recognition, has been useful to generate interest and amazement around SounBe’s technology, as well as to entice designers and companies to take an interest in this area. From a graphic point of view, a series of social cards were created in which it was possible to express the maximum of the visual identity of SounBe, using the sound waves, the colors of the palette and the onomatopoeias corresponding to the sounds that characterize each product presented. The result

is an operation that combines dissemination on the themes of the project culture, promotion of a technology that fits into a sector with great possibilities for development and the ability of good design to marvel Fig. 6.

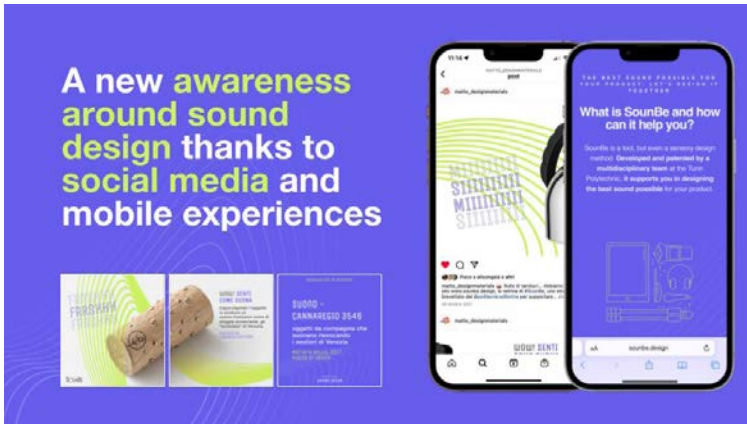


Fig. 6  
SounBe's social media  
and mobile experiences.

### Reflections and Reasoning

It is the task of each designer to think about the future with a proactive approach oriented towards growth and continuous improvement. Similarly, the task of academia is, among others, to orient skills and abilities of the future professionals towards the most current challenges that society raises.

Rethink about our own learning and education frameworks and methods to prepare future designers having a significant role and impact on the emerging challenges affecting organizations and the overall society is a key activity of the academic design community. In fact, a non-hegemonic approach to design education could introduce new perspectives on the future of experiences, opening to a more collaborative, inclusive, transdisciplinary, and collective learning system.

#### The Intelligibility of a New Technology: A Key-Asset

The design-driven innovation is crucial in driving new ideas and new technology; D to D (i.e., Designers to Design) innovations are currently developed more and more (Dal Palù, De Giorgi & Lerma, 2014). Recent research shows how industrial designers might be able to effectively support scientists and technicians in their research activities to foster an effective collaboration (Driver, Peralta & Moultrie, 2011). Unexpectedly, the role of the designer as a key-driver of innovation seems to be underrated by designers themselves, although research in design appears to be anyhow a powerful resource.

In the case of this contribution, the technology was developed by a multidisciplinary team that includes designers at the service of design, and even the technology identity and presence has been developed to convey its adoption and to catch the attention of a design-led public (confirmed by a progressive and growing interest in the technology, obtained since the launch of the communication strategy).

As we all know, the adoption of innovative technologies is nowadays conveyed more and more by the online communication channels. Also, for this reason, a *phygital* technology identity was strongly necessary. In fact, the “physical + digital” dimension was considered the proper space in which the diffusion of SounBe technology could take place. This case study could represent a first reference for other multisensory communications of new technologies identities through the *phygital* medium in the Sound Design sector. However, in this sense, attention to this contribution should not fall only on *how* the project of the new identity of the technology in question (which represents a simple case study) was resolved, but rather on *why* it is important to focus attention on this aspect. In addition, this example raises another debated point within the design community: the necessity to consider the designing of the correct identity of a new technology as a stage of the TRL scale, to strongly convey its adoption.

### A New “Sensibility” Within the Design Community

Making a new technology understandable — without the pretension of bothering, however, the adjective *accessible* — is more than creating its online showcase, it is making its potential available to a larger number of possible users. The identity of a new technology can help it to be more inclusive (for instance helping to connect it to its early adopters), and include people who are normally excluded by rapidly changing technology (Langdon, Clarkson & Robinson, 2007). Moreover, in the case of the SounBe communication system, it can also help to rapidly understand the context of use and the complexity of the interactions made possible.

Thanks to its designed identity, the new technology can enhance the diffusion of good design practices in the project phases such as designing the invisible aspect (Ferreri & Scarzella, 2009) of Product Sound. Specifically, it defines new perspectives on the future of experiences, opening to a regeneration of education in the direction of a more collaborative, inclusive, transdisciplinary, and collective learning system: a new responsible knowledge that aims not only at improving the discipline, but also at an internal and external wellbeing of the ecosystem.

This future focused practice appears finally to be in line with the words of Reynold Murray Schafer, soundscape theorist, who affirmed that

It devolves on us to invent a subject which we might call acoustic design, an interdiscipline in which musicians, acousticians, psychologists, sociologists and others would study the world soundscape together in order to make intelligent recommendations for its improvement. [...] The final question will be: is the soundscape of the world an indeterminate composition over which we have no control, or are we its composers and performers, responsible for giving it form and beauty? (Schafer, 1977).

## Conclusion

From the snap of a chocolate bar to the rustle of a luxury silk shirt, the sound is becoming increasingly relevant. The goal of spreading sound design culture is now becoming more possible thanks to a tool at the service of designers, whose disruptiveness was difficult to understand. Bringing SounBe and its identity back into the world of sound design, investigating its key traits with respect to colors, typography and visual elements was necessary to increase its accessibility. This operation could be seen as an example of a way to “educate” the designer to future focused practices and reconnect the technology to potential users, with the overall goal of spreading the new practice of Product Sound Design within the design community for the future.

### **Daphne Degiorgis**

Master's degree in communication design at the PoliMi, she is currently working for Hogeschool van Amsterdam, collaborating to improve distance teaching. As a research fellow, she collaborated on behalf of MATto on consultancies and business development tools. Recently, her main interests lied at the intersection between synesthesia, education, and visual culture.

### **Marco D'Addario**

Member of Communication Area of Politecnico di Torino, where he deals with institutional campaigns' design and event productions. As a research fellow, he has supported MATto materials library in strengthening its identity and social presence. In his working and non-profit experiences, he looks for a combination between design and humanity.

### **Beatrice Lerma**

PhD, is an Associate Professor in Design at the Department of Architecture and Design of the Politecnico di Torino and Executive Director of the MATto material library, where she carries out research activities on innovative materials and processes analyzed in close correlation with the productive and entrepreneurial system.

### **Doriana Dal Palù**

PhD, researcher, and lecturer in Design at the Politecnico di Torino, she is responsible for acoustic perception in MATto materials library where she assists in the design of sound components. In recent years, her research has expanded to include innovation in materials, particularly as regards changes in the technological paradigm.

## References

- Bonfantini, M. A., Bramati, J., & Zingale, S. (2007). *Sussidiario di semiotica. In dieci lezioni e duecento immagini*. Ati Editore.
- Chandrasekaran, C. (2017). Computational principles and models of multisensory integration. *Current Opinion in Neurobiology*, 43, 25-34. <https://doi.org/10.1016/j.conb.2016.11.002>
- Dal Palù, D., & De Giorgi, C. (2018). Sound in design: a new disciplinary sub-field? *DIID – Disegno Industriale Industrial Design*, 65, 70-77.
- Dal Palù, D., De Giorgi, C., Lerma, B., & Buiatti, E. (2018). *Frontiers of Sound in Design. A Guide for the Development of Product Identity Through Sounds*. Springer International AG.
- Dal Palù, D., De Giorgi, C., & Lerma, B. (2014). The sound of future objects. Designers providing innovating tools for Design. *Proceedings of the 5th International Forum of Design as a Process. The Shapes of the future as the front end of design driven innovation*, 347-355.
- De Giorgi, C., Astolfi, A., Buiatti, E., Lerma, B., Arato, F., & Dal Palù, D. (2011). *SounBe: metodo e strumento per l'analisi sensoriale acustica dei materiali*. Italian Patent No. ITA T020110089. Politecnico di Torino.
- Driver, A. J., Peralta, C., & Moultrie, J. (2011). Exploring how industrial designers can contribute to scientific research. *International Journal of Design*, 5(1), 17-28.
- Elwyn, G., Faulkner, A., Peirce, S., & Ulucanlar, S. (2013). Technology identity: The role of sociotechnical representations in the adoption of medical devices. *Social Science & Medicine*, 98, 95-105. <https://doi.org/10.1016/j.socscimed.2013.09.008>
- Fenko, A., Schifferstein, H. N. J., & Hekkert, P. (2011). Noisy products: does appearance matter?. *International Journal of Design*, 5(3), 77-87.
- Ferreri, M., & Scarzella, P. (2009). *Oggetti sonori, la dimensione invisibile del design*. Electa.
- Frege, F. G. (1892). *Senso e significato*.
- Haverkamp, M. (2013). *Synesthetic Design: Handbook for a Multi-Sensory Approach*. Birkhäuser. <https://doi.org/10.1515/9783034611688>
- Johnson, M., & Barlow, R. (2021). Defining the Phygital Marketing Advantage. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 2365-2385. <http://dx.doi.org/10.3390/jtaer16060130>
- Langdon, P., Clarkson, J., & Robinson, P. (2007). Designing accessible technology. *Universal Access in the Information Society*, 6, 117-118. <https://doi.org/10.1007/s10209-007-0080-1>
- Liu, Y. (2020). *Immersive Learning for Basic Design. An innovative approach based on sensory and narrative*. [Doctoral dissertation]. Politecnico di Milano, Programme in Design, XXXII Cycle.
- Merleau-Ponty, M. (1945). *Phénoménologie de la perception*. Gallimard.
- Munari, B. (1981). *Da cosa nasce cosa*. Laterza.
- Özcan Vieira, E. (2008). *Product sounds: fundamentals & applications*. ID Studio Lab.
- Riccò, D. (2008). *Sentire il design. Sinestesia nel progetto di comunicazione*. Carocci Editore.
- Riccò, D. (2016). The Ways of Synesthetic Translation: Design models for media accessibility. In P. Lloyd, & E. Bohemia (Eds.), *Proceedings of DRS 2016 Design + Research + Society Future-Focused Thinking, 50th Anniversary International Conference Brighton*, 3, 1101-1110.
- Schafer, R. M. (1969). *The new soundscape*. BMI Canada Limited.
- Schafer, R. M. (1977). *The soundscape: our sonic environment and the tuning of the world*. Destiny Books.
- WHO-World Health Organization. (2018). *Environmental Noise Guidelines for the European Region*. WHO. Regional Office for Europe. <https://www.euro.who.int/en/publications/abstracts/environmental-noise-guidelines-for-the-european-region-2018>

**Published online in September 2023**

The 8th International Forum of Design as a Process, themed “Disrupting Geographies in the Design World” was held in Bologna from 20 to 22 June 2022. The event was organised by the Advanced Design Unit of the Alma Mater Studiorum – Università di Bologna, Department of Architecture, in collaboration with two partner universities: Tecnológico de Monterrey (TEC) and Pontificia Universidad Católica de Chile.

The Forum engaged speakers from the Global Design community, expanding the original vocation of the Latin Network for the Development of Design as a Process to include researchers and designers of the Mediterranean Area, Middle East, IOR (Indian Ocean Region), and Global South regions. The goal was to share new perspectives on imagining design futures in a responsible and just perspective, at the forefront of change, while building strategic partnerships and creating accessible knowledge.

Structured around three pillars — seminars, workshops, and exhibitions — the Forum hosted meetings, reflection opportunities, networking activities. It involved designers, scholars, young researchers, design entrepreneurs, in an experimental format.

Speakers’ contributions not only inspired the practices of the designers’ community, but also resonated with students and the broad audiences. The presentations explored intersections of materiality and culture, post-coloniality, decoloniality, gender studies, and other areas of human thought and action which seek to analyse, question and challenge the disruptive geographies in the world, today.

The papers submitted to the five tracks proposed are published in the Digital Special Issue 1 of *diid. disegno industriale – industrial design*, celebrating during those days its 20<sup>th</sup> anniversary and serving as the fourth partner of the event.

## The Editors

Erik Ciravegna, Elena Formia, Valentina Gianfrate,  
Andreas Sicklinger, Michele Zannoni

DSI No. 1 — 2023

Year XXI

ISSN 1594-8528

ISSN Online 2785-2245

ISBN Online 979-12-5477-329-1

**DIGITAL  
SPECIAL  
ISSUE**  
1



**Bologna**  
University Press