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CULTURALITY

CULTURAL HERITAGE IN RURAL REMOTE AREAS
FOR CREATIVE TOURISM AND SUSTAINABILITY

Glossary of Key Terms in Cultural Heritage Training and Education

Elena Dellapiana, Xiaoxu Liang (Editors)

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Strategic Design

Marco Bozzola

Strategic Design approach extends the role of design beyond the mere creation of products, expanding its influence to the entire product-service ecosystem. This approach involves the integration of products, services, communication, and branding, the elements through which a company positions itself in the market and society, defining its identity, values, and strategy.

According to the definition provided by Treccani, "strategic design strengthens the managerial capacity already inherent in the concept of design. The broadening of the application of design to the intangible components of business activity (...) justifies this lexical operation. Strategic design has introduced a systemic design approach, moving beyond a partial perspective" (Treccani.it).

In this sense, design serves as a strategic lever for creating value beyond the product itself, responding to emerging needs and generating sustainable competitive advantages. Strategic design can therefore be described as a method for managing complexity, designing relationships and meanings as well as products and services (Zurlo.F, 2014).

Reference

[1] Treccani.it

[2] Zurlo F (2014) Le strategie del design. Monza: Libraccio Editore





























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