

DESIGN FOR NEXT

Proceedings of the 12th
European Academy of Design Conference.
Sapienza University of Rome, 12-14 April 2017
supplement of The Design Journal

edited by
Loredana Di Lucchio, Lorenzo Imbesi, Paul Atkinson

designfornext.org

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The European
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Introduction: Designing a Design Conference

12th EAD - European Academy of Design Conference, Design for Next

"If others can see it as I have seen it, then it may be called a vision rather than a dream."

W. Morris, News from Nowhere (1890)

It has been a honor to welcome the EAD community in the city of Rome in Italy, to host its 12th International Conference in 2017 at Sapienza University. The program fostered discussion among designers, academics and experts about the articulated scenario of contemporary design and its perspectives, with the intent to nurture diversity and interdisciplinarity.

'Design for Next...' is the title and topic where 'Next' implies the concept of proximity as well of destination, related to time and physical space. Contemporary shifts in society, technology and production are reframing design processes, approaches and tools. While the design community is questioning about the next stage of innovation, design is evolving as a wide open field with many applications and meanings. More than ever it is important to investigate through design research and practice in order to tackle the societal, technological and industrial challenges of the future.

Thanks to the contribution of professionals, educators and researchers we wanted to prompt reflection on the future fields of investigation in Design, as well to discover and to connect the spaces and the people who share common interests in Design research.

When the call for papers started, we launched two important questions: what is Design for Next? And what is the 'Next' focus of Design? We invited the authors to reflect on the different nature of Design for 'Next': Aesthetics, Education, Economy, Environment, Health, Industry, Society, Technology, Thinking... Each track focused around a keyword to engage and tackle the different fields of Design research and practice. Together, in this process, we have been drawing the big picture of Next Design.

The conference followed a long double blind peer review process with the support of 28 track chairs and beyond 100 reviewers selecting the ultimate research in design with scientific rigor, to end up with the following conference proceedings and a special issue of the Design Journal with a selection of the best papers. During the three days of the Conference, we reached an incredible number of attendees coming from any region in the world and presenting in nine parallel tracks. Academics, students, professionals, companies and industry engaged an interdisciplinary debate and developed the opportunity to share ideas and research experiences within the EAD Community with plenaries, workshops, roundtables, seminars, parallel sessions, poster sessions and of course activities for socializing and networking.

As well, eight international leading thinkers on Design acted as keynote speakers and introduced a range of different ways of approaching the next future. The plenary sessions were organized to have both contributions in design experimentation and practice, and at the same time a theoretical reflection to foster design thinking, also sharing global and local perspectives. Derrick De Kerckhove described his personal vision of next in the field of Design, society and technology; Maurizio Montalti (Officina Corpuscoli) displayed his exploration on the discipline of design, aiming to investigate and reflect upon contemporary culture, thereby creating new opportunities and visions for both the creative industry and a broader social spectrum; Gavin Munro presented how his practice (Full Grown) challenges the way we create products, as well as how we see the artifacts surrounding ourselves, often replacing the natural environment; Nicolas Nova (Geneva School of Art) shared his approach on reflecting on the next future, practicing research on the new media practices, design

fiction and speculative design as co-founder of 'The Near Future Laboratory', a research organization based in Europe and California; Anna Pellizzari (Executive Director at Material ConneXion Italia) is one of the most inspiring women in the Italian design scenario and she focused on the importance of innovative materials for the next design generation; Arturo Vittori (Architecture and Vision, Warka Water) displayed how merging innovative technology together with ancient tradition can result in projects on the edge between Art and Science addressing the most urgent needs of our society. Additionally, we hosted two special guests: Tonino Paris, who is the founder of the School of Design at Sapienza in Rome, and who introduced a concept of design related to the material culture of the places, and Ezio Manzini presented design for democracy as the next challenge for our community.

Among the activities, the conference featured the project 'Design for Next Lazio', which is an international project addressed to the local companies operating in Design. The initiative aimed to connect Business and Design in the Lazio Region directly involving Companies, Professionals, Associations and Schools of design. That's why the project is realized in partnership with Sapienza University of Rome (Department of Planning, Design, Architectural Technology), ISIA Roma Design (Istituto Superiore per le Industrie Artistiche), IED (European Design Institute), QDU (Quasar Design University), RUFA (Rome University of Fine Arts), ADI (Territorial delegation of ADI Association for Industrial Design), OAPPCR (Ordine degli Architetti, Pianificatori, Paesaggisti, e Conservatori di Roma) and Italian Academy of Arts Fashion Design. The final goal of 'Design for Net Lazio' is to create a shared path of co-design to develop new industrial processes and products. Last step of the initiative was the exposition of all projects and the awarding of the best ones. The initiative has been coordinated by the Lazio Region and Lazio Innova, the regional agency for innovation supporting both enterprises and the local public authorities by providing services for startups and biz development, venture capital, internationalization services, financial and valorization of regional clusters and regional champions. Its task is to enhance Lazio as a Region of Innovation with an international dimension and promote technology transfer and the innovation-competitiveness-internationalization process, to enter the international value chain. In order to focus on strategic topics, the initiative has been taking into account three thematic areas which featured three roundtables, with the participation of experts, academics, professionals, companies and students: Industry 4.0, Design for Smart City and Cultural Heritage.

Again, we have been honored to welcome the 12th EAD conference at Sapienza University of Rome: our academic institution was founded in 1303 by Pope Boniface VIII in Rome, with its 115,000 students and 4.000 professors and researchers. It is one of the oldest universities in the world and the largest in Europe, a top performer in international university rankings thanks to the 63 Departments organized in 11 Faculties that drive high levels of excellence in several fields of knowledge. In particular, our Department, "Planning, Design, Technology of architecture (PDTa)", manages the Research and the Didactic activities in the field of Design in Sapienza. The Conference was hosted in the historical venue of the Faculty of Architecture in Valle Giulia, located at the border of Villa Borghese, the greatest public park in the Centre of Rome.

Ultimately looking into the massive selection of papers in the proceedings, we believe the conference helped sharing and networking within our international design community, so giving a contribution to the progress of research and knowledge. We wish to nurture 'Design for Next' and then this book should envision where we are going.

Loredana Di Lucchio, Lorenzo Imbesi
Co-Chairs of the Conference

About



SAPIENZA
UNIVERSITÀ DI ROMA

Sapienza University of Rome, which was founded in 1303 by Pope Boniface VIII in Rome, with its 115,000 students and 4.000 professors and researchers, is one of the oldest universities in the world and a top performer in international university rankings thanks to the 63 Departments organized in 11 Faculties that drive high levels of excellence in several fields of knowledge.

The Department of Planning, Design, Technology of architecture (PDTa), within the Faculty of Architecture, manages the Research and Didactic activities in the field of Design in Sapienza.

The Design Degrees in Sapienza are:

- the Bachelor Degree in Industrial Design (taught in Italian);
- the Master of Science in Design and Visual and Multimedia Communication (taught in Italian);
- the Master of Science in Product Design (taught in English).

Moreover, an interdisciplinary PhD Program in 'Planning, Design, Technology of architecture' is managed by the Department PDTa offering 12 positions per year.

The Design Research is supported by two University Laboratories:

- Sapienza Design Factory (SDF), focused on Product Design for Industry 4.0;
- Photomedialab, focused on Communication Design.

The
European
of **Academy**
Design

The **European Academy of Design (EAD)** was formed to promote the publication and dissemination of research in design through conferences hosted by different educational institutions in Europe and the publication of proceedings, newsletters and a journal. It was also formed to improve European wide research collaboration and dissemination.

The EAD was formed in 1994, to improve European-wide research collaboration and dissemination and to promote the publication and dissemination of design research.

The Academy is headed by a committee of leading academics from across Europe, as well as from North America and Australia.

To date, the Academy has hosted twelve international conferences.

Since 1997, The Design Journal had been published in association with the European Academy of Design. This refereed journal, published four times each year, provides a platform for the dissemination of design thinking and research. It aims to encourage discussion across traditional boundaries between practice and theory, and between disciplines defined by working media, materials and areas of application.

The Academy also publishes the proceedings of its conferences.

Membership is open to all of those interested in design research, whether academic, student or practitioner.

People

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Lorenzo Imbesi

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We are very thankful to the international scientific community for its contribution to the double-blind peer review process.

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