

## DESIGN RESEARCH PERSPECTIVES: INNOVATION BETWEEN LOCAL AND GLOBAL - 3CFU

Today we move in changing patterns that need to respond rapidly to social, cultural, environmental and political stimuli. Models of innovation that are therefore highly flexible and adaptable.

The fluidity of the context has exponentially expanded the operational and epistemological boundaries of Design, which is no longer design of the aesthetic component of mass production, but becomes design for the development of new paradigms, where products, physical or digital, and services are conceived to respond to the challenges of the future.

Design is a project activity, the knowledge, technical skills, applications, sometimes the ethical contents change, but the design activity unites everything.

The aim of the course is therefore to highlight points of encounter and divergence in the approach to innovation in Design, comparing and systemising practices and operational peculiarities of research in different places on the planet, enhancing the culture of design in the determination of a future scenario capable of encompassing historical 'know-how', the material and immaterial values of places and technological development.

### Lessons take place in Rome timezone

#### Link e QRcode per l'accesso

[urly.it/3hzb2](https://urly.it/3hzb2)



Benedetta Terenzi | Dipartimento di Ingegneria Civile e Ambientale – UniPG

2h (8:30 – 10:30 AM Tuesday 01st March 2022)

**Title. Introduction: Innovation and creative process in Design**

Gabriele Goretti | Jiangnan University – Wuxi – Cina

4h (8:30 – 10:30 AM Tuesday 08th March 2022 and 8:30 – 10:30 AM Thursday 10th March 2022)

**Title. Advanced Craftmanship: from Italy to China**

Arianna Vignati | University of New South Wales - Sydney

4h (8:30 – 10:30 AM Tuesday 15th March and 8:30 – 10:30 AM Thursday 17th March 2022)

**Title. Creative Industries and Design Thinking: from Italy to Sydney**

Gabriela Mager | UDESC University – Florianopolis

4h (05:30 – 07:30 PM Tuesday 22nd March and 05:30 – 07:30 PM Thursday 24th March 2022)

**Title. Innovation & Technological Development in Design: the brazilian point of view**

Benedetta Terenzi | Dipartimento di Ingegneria Civile e Ambientale – UniPG

4h (8:30 – 10:30 AM Tuesday 29th March and 8:30 – 10:30 AM Thursday 31st March 2022)

**Title. Conclusions: Made in Italy, the future between local and global vision**



**Gabriela Botelho Mager**, Associate Professor, degree in Graphic Design, specialisation in Furniture Design at State University of Santa Catarina UDESC, Master in Production Engineering from the Federal University of Santa Catarina – UFSC - Head of Technology and Innovation at FAPESC - State of SC.



**Gabriele Goretti**, Associate Professor at Jiangnan University, Wuxi, co director of Future Brand Experience Design. His professional profile is focusing on relationships between design strategies, high end manufacturing and communication processes in interiors and fashion areas.



**Benedetta Terenzi**, Associate Professor at University of Perugia. Master in Design Innovation, PhD in Industrial Design, Environmental and History. She carries out research on Made in Italy and on the enhancement of local tangible and intangible resources through territorial design actions.



**Arianna Vignati**, Associate professor at University of New South Wales - Sydney. She is expert in international research projects and in particular in design thinking, strategic design and human centered design applied to the management of innovation processes. Director of Specializing Master in Design for Kids & Toys.