TANGIBLE - INTANGIBLE HERITAGE(S) – DESIGN, SOCIAL AND CULTURAL CRITIQUES ON THE PAST, PRESENT AND THE FUTURE

• Paper / Proposal Title:
ECODESIGN TOWARDS A NEW ALLIANCE BETWEEN MEN AND NATURE.
Theories and good practices in the United States and Europe from 1930 until today.

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• University or Company Affiliation:
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• Presentation Method. We would like to:
  i. submit a written paper only (and not attend/present)

• Abstract:
Foretold in the first half of the twentieth century by designers such as Richard Buckminster Fuller and Ralph Erskine, ecodesign has been configured as an operative socio-environmental approach in the last decades of the century under the impulse of programs and international actions related to sustainable development, also thanks to the contribution of numerous theoreticians in the United States of America and Europe. Today ecodesign is a truly interdisciplinary planning criterion featuring diversified and multi-scale application scenarios, as well as operating methods that employ the configuration of architectures, systems and products throughout their entire life cycle. The contribution proposed for the call identifies and provides a critical interpretation of the thought and work of theoreticians and true ecodesigners, and more generally of holistic views related to sustainable economic, socio-environmental and productive scenarios. This will create an excursus of virtuous views and correct design practices which serve to help understand the complexity of contemporary scenarios and intervene on the same, starting from figures like Emilio Ambasz, Henri Lefebvre, Victor
Papanek, Paolo Soleri and John Thackara, in addition to economists such as Ernst Friedrich Schumacher, philosophers such as Serge Latouche and exponents of systems theories such as Fritjof Capra.

The essay will be a stimulus for the use of intangible tools on the one hand, intended as intellectual reflections and cultural processes, and tangible on the other, intended as operational methods and products, which contemporary man can use to relate to the biosphere according to a participatory, respectful and empathetic approach, which has by now become essential.

Concept map:

• Authors Biography:

Prof Davide Turrini, PhD, is researcher of industrial design at the University of Ferrara where he also teaches Ecodesign and Theory and Criticism of Design. He has been visiting teacher on ecodesign topics at the Polytechnic Universities of Istanbul (ITU), Stuttgart (HFT) and Valencia (UPV). He focuses his research activity on materials and processes for sustainability and on ecodesign culture. He is author and editor of several international scientific papers.

Dr Marco Manfra is an ecodesigner with a bachelor’s degree in Industrial Design at the University of Ferrara. He’s now attending the “Aurelio Pececi” Master’s degree of Systemic Design at the Polytechnic University of Turin. In the last years he attended several advanced courses and workshops about social inclusion, ecodesign and design for cultural heritage.