



FREIE UNIVERSITÄT BOZEN

LIBERA UNIVERSITÀ DI BOLZANO

FREE UNIVERSITY OF BOZEN - BOLZANO

Fakultät für
Design und Künste

Facoltà di
Design e Arti

Faculty of
Design and Art

International conference at the Faculty of Design and Art: "Design Research: Strategy Setting to Face the Future"

On June 27th and 28th, 2007, the Faculty of Design and Art at Free University of Bozen-Bolzano will organize an international conference on: **"Design Research: Strategy Setting to Face the Future"**.

This event will focus on two key issues:

- Which topics will become relevant, over the next few years, for the design profession and its role within economics and society?
- Which are the most appropriated working methods, research approaches and professional attitudes for dealing successfully with the challenges those future design topics are implying?

On their own designers do not have answers to these questions. As their work influences various public and private sectors of both industrial and cultural life, they need constant feedback and commentary, forecasts and suggestions from these sectors. Only then does that catalyst of understanding emerge that safeguards the relevance of designer creativity, also in a larger context greater than any single design.

"Design Research: Strategy Setting to Face the Future" will give the opportunity to discover, reflect and evaluate crucial challenges of our present times and to get new insights about future topics, orientations and co-operations.

In order to do this, the Faculty of Design and Art at Free University of Bozen-Bolzano has invited 12 international speakers who are covering four key subject areas: **society** (Aldo Bonomi, Aditya Dev Sood, Amy Franceschini), **economics** (Antonio Calabrò, Gianfranco Dioguardi, Alessandro Guerriero), **design practice** (Ruedi Baur, Biagio Cisotti, Lars Müller), **interdisciplinarity** (Stefano Boeri, Francesco Jodice, Guta Moura Guedes).

Further information about speakers, topics, time schedules, registration fees etc. are available at www.unibz.it/designresearch or directly from:

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Fact sheet:

WHAT:

International conference on

Design Research: Strategy Setting to Face the Future

WHERE:

Free University of Bozen-Bolzano
Faculty of Design and Art
Via Sernesistraße 1, Bozen/Bolzano (Italy)

WHEN:

June 27th and 28th, 2007

WHO:

Ruedi Baur

Designer, Design2context, Hochschule für Gestaltung und Kunst (Zurich)

Aldo Bonomi

Sociologist, Consorzio A.A.STER (Milan)

Stefano Boeri

Architect and journalist, Multiplicity (Milan)

Antonio Calabrò

Journalist, Pirelli & C. spa (Milan)

Biagio Cisotti

Art Director, Plank Collezioni srl (Ora / Bozen)

Gianfranco Dioguardi

Entrepreneur, Fondazione Dioguardi (Bari)

Aditya Dev Sood

Anthropologist, Center for Knowledge Societies (Bangalore)

Amy Franceschini

Artist, Future Farmers (San Francisco)

Alessandro Guerriero

President and Art Director, Nuova Accademia di Belle Arti (Milan)



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Francesco Jodice

Photographer (Milan)

Guta Moura Guedes

Journalist, curator and consultant, Experimenta (Lisbon)

Lars Müller

Designer and publisher, Lars Müller Publishers (Baden / Zurich)

PANEL CHAIRS:

Gerhard Glüher

Faculty of Design and Art, Free University of Bozen-Bolzano

Siegfried Gronert

Faculty Gestaltung, Bauhaus-Universität Weimar

CURATORS:

Hans Höger

Faculty of Design and Art, Free University of Bozen-Bolzano

Antonino Benincasa

Faculty of Design and Art, Free University of Bozen-Bolzano