

# PROGETTO DI RICERCA

<b>Titolo della ricerca dottorale</b> <i>Title of the doctoral research</i>	<b>Innovating the scientific dissemination &amp; communication of Phd design research.</b> Compelling strategies, curatorial formats and visions for maximising reliable and high impact design knowledge sharing
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<b>Abstract</b>	<p>One of the contemporary challenges that design research is undergoing, and in particular PhD design research, is to reach a <b>high impact and effective scholar and scientific communication</b>, pursued with a comprehensive strategy, which accomplishes rigour and contemporariness, in order to establish the PhD research as a reliable leading actor in term of cultural production. In fact, design has changed over time, but this slightly affected its official scientific dissemination and production, while we assist to many bottom-up initiatives of knowledge sharing that are permeating the references of the design field creating plural design cultures.</p> <p>Therefore the objective of this fairly <b>theoretical and strategic phd research</b> is to <b>conduct a comparative study about already existing (both institutional and emerging) modes of divulgation of design research</b> as forms of cultural production (i.e. publications, journals, conferences, curatorial projects, on line communities, platforms...) analysing recognisability, value and impact especially in regards to PhD research; and <b>to envision innovative strategies and formats to create and spread a contemporary design culture on designerly scientific dissemination.</b></p> <p>The review and proposals will be themselves disseminated in appropriate formats, as a meta-research activity (“dissemination of dissemination strategies”) to test hypotheses and visions, and to create a gateway that could have a strategic and cultural impact on the entire scientific community of design scholars and academics in addressing and maximising an effective dissemination, better responding to the types, content and formats of the actual and pioneering design research, stimulating new forms of publication and visualisation, and fostering new discourses and representations on design (i. e. “viscourses”, Bonsiepe, 2007) leveraging on authoritativeness and excellence.</p>
<b>Parole chiave</b> <b>Keywords</b>	Design cultures Design “viscourses” Scientific dissemination