

# PROGETTO DI RICERCA

<b>Titolo della ricerca dottorale</b> <i>Title of the doctoral research</i>	<b>Design studies as re-visions of material culture</b> Status and emerging new perspectives for product use/shape/function evolutions within material culture
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<b>Abstract</b>	<p>Along perspectives opened by emerging product performances, the proposed research field is embedded in the <i>status</i> and perspectives of an in progress interpretation of <i>material culture</i>. Could we move towards grounded as well as up-to-date revised interpretations for product <i>use, shape, function</i>? Could we further proceed towards critical reflection on tangible product use, shape, functions, as resulting from the interplay between designer mind patterns and people behaviours? The proposed <i>multi-foci</i> research theme has the overarching objective to pursue and consolidate areas of knowledge for critical interpretations as well as applied research in tangible product design fields, while emphasizing the centrality of an in depth understanding of in-progress material culture. Based on the multifaceted study interests – either theoretical and critical and applied – of the group of proposers, this research direction looks for crossdisciplinary trajectories at different levels:</p> <ul style="list-style-type: none"> <li>• investigations directed to critical approaches to product use as social construction,</li> <li>• investigations reflecting the current and prospective <i>status</i> of design studies in relation to emerging product use/shape/function re-definitions,</li> <li>• investigations turning into critical strands for product analysis,</li> <li>• investigations directed to new interpretations for current material culture,</li> <li>• investigations directed to the development of research methods for user/social studies to be integrated into design studies.</li> </ul> <p>Multiples tracks are thus proposed to solicit reflection and investigation around the discourse and on the terrain of:</p> <ul style="list-style-type: none"> <li>• product use as mediation between designer mind patterns and user behaviours</li> <li>• phenomenologies of the <i>product-in-use</i></li> <li>• product use as shaped by cultural models</li> <li>• designed product use vs. product real use</li> <li>• in progress perspectives for social histories of product use</li> </ul>
<b>Parole chiave</b> <b>Keywords</b>	Material culture, product design, design studies