

RESEARCH THEME

Title of the doctoral research Rethinking the role of the Arts in Design Culture

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Abstract

The research has an ambitious goal, given that the disciplinary field, both on the Arts side as on the design one, is nowadays extremely wide and diversified. Hence, to test the mutual relations between these disciplines, implies in-depth studies, each of which could engage a PhD thesis as a whole. In this sense, this research sets a long-term programme, to be developed in stages, with the contribution of many researchers.

This analysis considers case studies where art draws on the design field and cases where the design discipline draws on the art field.

The analytical approach is that of comparing the ways in which the discipline of design and the artistic experience give an interpretation of the condition of the contemporary living. The time horizon of this analysis focuses on the present, in the belief that the economic crisis that the country – and the continent as a whole – has gone through over the past five years, constitutes an indispensable reference of design theory and practice.

The process of analysis is divided into two steps: the first one, is a survey on the existing literature, which provides an updated overview of the theoretical aspects of the research; the second one focused on selected case studies, delves into the methodologies and the procedures.

The results of this process give a first contribution in terms of theoretical interpretation of the mutual role arts / design, that can later be verified in design "experiments", so as to provide a more precise definition, even in operational terms.

The research addresses questions like:

- What is the contribution that the contemporary art makes to the production of meaning and to the "aesthetics" of design?
- How can design and the Arts joint their competence and their skills in creating new visions, environments, objects and services?
- When dealing with spaces, artists often deliberately infringe rules and behaviours to probe the innovative and relational potential of these spaces. What can the discipline of design learn from this strategy and how can transform it into a design tool?
- How can art enter into design driven research and foster innovative processes and "products"?

Keywords

Visual and performing arts, Reflective practice, Design theory