

# RESEARCH THEME

**Title of the doctoral research** Artefacts in transition: designing meanings and behaviours of cultural intensive performative artefacts

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**Abstract** The research project aims to investigate and anticipate current and future statutes of the Material Culture concept through the paradigm of performative and cultural intensive artifacts, understood as the expression of new meanings and behaviors. The basic assumption is the context of meta-materiality (or increased materiality) in which is acting the contemporary design, through meaningful interactions and cultural values that go beyond the object dimension (thanks, but not only through the use of technology: i.e. symbolic, relational and "fictional" values, associated with smart technologies and new materials). Such meta-materiality requires a deep and updated reflection in order to in-form the potential of responsive artifacts with a dense and consistent cultural dimension, capable to use in critical and conscious way the technical-technological imaginary as a stimulus for the innovation of archetypes, meanings and behaviors socially and culturally shared. The scope of research is therefore placed at the turn of product design, the performative design and cultural design but with a strong imprint of critical practices based on a renewed contemporary design culture.

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**Keywords** Design cultures, Critical practice, Cultural intensive artefacts, Performative artefacts