RESEARCH THEME

Title of the doctoral research	Digital takes Command

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Abstract

The world emergency caused by the COVID19 pandemic has highlighted the high potential of the digital tool for disseminating culture for lack of physical access. At a time when all knowledge and cultural institutions - including museums and libraries – are at their most inaccessible, the web allows partial sharing and participation; but it also reveals system failures in use.

Almost all museums in the world, for example, have poured their archives into shared platforms, starting from the MoMA New York, which is allowing extraordinary access to archive materials valuable for the reconstruction of 20th century exhibit design history.

Other museums offer presentations and insights into individual artworks, collections and exhibitions, allowing a virtual tour around contents not taken for granted. However, these emergency responses mark the need of radical rethinking the role of design in its application to cultural heritage and interactive heritage sharing.

Never such a need has arose before: therefore the proposal of a doctoral research to investigate and highlight the guide lines of an organic deployment of digital means and to propose an application of their spill over the museum networks. The proposal should lead to the offer of a new digital architecture, a network of networks that overcomes the fragmentation and isolation of individual solutions, through shared nteractive and easy accessible tools.

By transforming shortage into a new possible power, digital design has to humanize itself, meeting requests that cannot be translated into simple algorithms, and for this very reason, require to play a central role in the process of decision making and radical innovation.

Exploiting the crisis to develop new forms of experimentation is a need that calls into question the very status of academic knowledge, which cannot get out of the game and, on the contrary, feels the duty to direct and shape itself into a highly humanistic, and not only technological direction.

Keywords	Design, cultural industries, heritage, interactive network