RESEARCH THEME

XXXVIII cycle – a.y. 2022/2023

Title of the doctoral research	Sustainability in temporary equipment systems. New models, methodologies, approaches, guidelines to face temporary exhibitions in contemporary events.
Proponent professor	Raffaella Trocchianesi

Abstract

Nowadays sustainability of the temporary equipment and exhibit system is one of the most important aspect in managing and designing the production chain of temporary events.

This research proposal aims at defining new models, methodologies, approaches, guide-lines to face temporary exhibitions in contemporary events focusing on Life Cycle Assessment method.

The study around temporary exhibit systems includes both strategic elements like processes and competences as well as physical ones like materials and equipments (Seats&Stands, displays, Signage&Wayfinding and so on).

The research longs for "using" temporary event settings as a place of experimentation starting from different orders of issue:

- methodological: what are the approaches, methodologies, practices and tools the researcher and the designer have to embrace in order to reframe the design intervention according to a sustainable approach?

- meta-projectual: how can you envision new model of exhibit systems and defining guide-lines and assessment protocols able to respect sustainable indicators and variables?

- technical: how can you pinpoint, apply and evaluate innovative exhibit systems able to follow sustainable guidelines in different contexts?

The research can take advantage of some applicable opportunities linked to ongoing research which can be fields of experimentation: i.e Milano Cortina mega-event (ongoing project for MiCo Foundation which involves Design-ABC and DENG departments).

This approach implies exhibition design and technology competences; this mixed knowledge reflects the features of the team: Raffaella Trocchianesi (proponent), Alessandro Deserti, Anna Barbara, Carlo Proserpio and Sara Ganassali.

Keywords Exhibit design, Sustainability, Temporary events.