

# RESEARCH THEME

XL cycle – a.y. 2024/2025

---

**Title of the doctoral research**

Collaborative Storytelling Practices.  
Re-Shaping Co-Designing Content and Experiences in Marginal Contexts

---

**Proponent professor**

Francesca Piredda

---

**Abstract**

Grounded in previous in-field research experiences, storytelling is intended as a practice that supports design processes. The overall aim is to develop constructive reflection on Narrative Change, exploring the role of designers in building experiences capable of fostering agency for those on the margins. This involves designing more inclusive communicative environments that foster alternative counter-narratives to hegemonic ones, supporting both individual and collective identity construction and reconstruction processes.

Since storylistening and storymaking processes not only utilize established cultural patterns but also involve experiences and ideas that can reinterpret or break those patterns, the adoption of a narrative approach to engaging and socially including marginalized groups sees the use of storytelling as an opportunity to explore processes, tools, and formats that support education, social dialogue, and social reintegration.

The research theme proposal aims to open-up theoretical reflections about co-design practices in marginal contexts, and to create tools and formats to stimulate collaborative innovation processes involving local communities, promoting ecosystem-based social innovation in particularly polarized contexts. Attention will be given to the inclusion of marginalized communities, empowering them to voice their perspectives and engage in dialogue with other local communities living and/or working in the same situated context.

---

**Keywords**

Narrative Change, Ethics of Storytelling, Co-Design Practices