

RESEARCH THEME

XL cycle – a.y. 2024/2025

Title of the doctoral research	Design and Make Culture 4.0
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Abstract

This call seeks to build interdisciplinary collaboration interested in delving into the future culture of designing and making furniture, seeking those interested to expand knowledge in the transformative role of digital technology in shaping the design and making culture. There is a current emergence in research and disciplinary practice regarding the "digital culture of design and making" signifying a profound shift in traditional methodologies (especially in furniture design), offering new avenues for creativity and innovation in education, research, and in the industrial sector.

The emergent digital culture is transforming traditional ways to ideate, develop and make a product especially furniture products. Today, design disciplines are expanding in the areas of visualization, communication, production, technical, environmental, sustainable and CE models, business, social and digital interaction.

Digitization is a fundamental shift in the traditional culture of designing and making products and embraces systems thinking, digital operations and tools, new concepts of sustainability, specific design and making methodologies (such as additive manufacturing), and transitions cultural norms in design and manufacturing. Technological design is about connecting what is desirable with what is technically possible. Digitization is opening new relationships between designing and making.

Keywords	Digitalization, Making, Sustainability
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