RESEARCH THEME

XL cycle – a.y. 2024/2025

Title of the doctoral research	Design Culture Philology:
	Designing the Activation of Archives and Narratives of Historical Paths

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Abstract

Design culture, particularly in Italy, has always been interpreted as the virtuous interweaving between a humanistic vision of functional and aesthetic values and the acceptance of the innovative forces of the sciences and techniques necessary to realize this vision: this "way" has interpreted in an original way the most deep-rooted principles of the so-called polytechnic culture.

It is precisely within the multidisciplinary context of polytechnic culture that the history of the first Italian Degree Course in Industrial Design finds its roots and development. Preserving, telling and enhancing a history that is as recent as it is complex are the objectives of a project launched for the construction of an "editorial schedule" for the "Design System" at Politecnico di Milano. Starting from the assumption that institutional archives represent the most important evidence of the evolution of scientific communication models, aimed no longer only at their original nature of "conversation between peers" but also at the involvement of non-specialist audiences, the project aims to to experiment with innovative forms of valorisation - and production - of design culture.

The scientific frame of reference is that of the contemporary discourse surrounding digital humanities (Schnapp, 2014) and design for cultural heritage.

The aim of the research is to investigate, within literature and in the projects already developed by Italian and international institutions, the most recent experimentation on the design of "activation" processes of archives dedicated to design culture. Ultimately, it seeks to uncover and compare tools and methods through which design can drive innovation in managing archived cultural heritage.

Keywords	Digital humanities, Design archives, Design culture