RESEARCH THEME

XL cycle – a.y. 2024/2025

Title of the doctoral research	New Professions and Competencies on Design for Cultural Heritage: Towards a New Landscape of Design Profiles
Proponent professor	Raffaella Trocchianesi

Abstract

Nowadays the complexity of the cultural system and the advent of digital technologies implies a depth reflection on the role of design in terms of training, competencies and relationship between educational institutions and labour market in the field of the supply chain of culture.

The new models of producing and experiencing cultural products entail a rethinking of the concept of cultural consumption and cultural experience, as well as the institutional strategies, and consequently a new approach to professional profiles.

This research proposal aims at envisioning a 'landscape' of new professions and competencies on Design for Cultural Heritage in order to pinpoint and define new possible roles of the design discipline in answering the current request by institutions and creative and cultural industries.

The research can take advantage of some possible synergies linked to ongoing research: PNRR PE5 CHANGES "Cultural Heritage Creative Innovation for Next Gen Sustainable society" - Spoke 2 "Creativity and Intangible Cultural heritage".

This approach implies design for cultural heritage and digital technology competencies; this mixed knowledge reflects the features of the team: Raffaella Trocchianesi (proponent), Luisa Maria Virginia Collina, Davide Spallazzo, Eleonora Lupo, Federica Vacca, Ilaria Bollati, Ilaria Guglielmetti, and Chiara Di Lodovico. Furthermore, a close relationship with Humanities will be fostered thanks to the collaboration with Università Statale di Milano and Sapienza Università di Roma involved in the PNRR project.

Keywords	Design for Cultural Heritage, Design Discipline, Professions