

RESEARCH THEME

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Title of the doctoral research Culture Proximity

Proponent professor Ico Migliore

Abstract

Culture Proximity research program was established with the aim of proposing new innovative scenarios in the vast "open" field of "**urban interior design**" research related to the culture and the identity of the territory. In this delicate historical moment, **culture** is assuming a fundamental role for society. It can become a tool for shared well-being and new forms of public can give strength to the sense of community that is currently weakened by the lockdown. Social distancing and limited spaces must be transformed from constraints to become design stimuli for a renaissance of "**in between**" **urban spaces**. Cultural spaces will expand towards new places, where the border between inside and outside will become increasingly unstable and, together with **new forms of services** that may/must also be commercial in nature, they will regenerate areas in a "blurred" way by connecting places of culture to the city. The research on this topic must therefore take into account a fundamental change associated with the post lockdown period, namely **proximity**. In this context, museums, theaters, foundations and historical brands could be the regenerative pivots of the neighborhoods to redevelop culture in all its form and make it available to citizens in a new narrative and engaging way that exploit local strengths and archives in a more sustainable way, with the integration of physical and digital solutions.

Keywords

Culture, proximity, interior design, cultural seed, exhibition, museum, urban interiors, outdoor extensions, dehors, digital, interaction, user experience, heritage, open neighborhood