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Seminario Interclasse

"Tra potere della tecnologia e sfide sociali. Cosa fa il design?"

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Abstract

Il design è ovunque, ma cosa significa davvero progettare? Questo seminario propone un'esplorazione approfondita del design non solo come disciplina, ma anche come processo, attitudine e strumento critico per interpretare e trasformare la realtà. Attraverso un equilibrio tra riflessione teorica, esercizi pratici e analisi di casi studio, indagheremo il ruolo del design nell'era dei dati e dell'intelligenza artificiale, tra potenzialità trasformative e sfide sociali.

Partendo da una riflessione aperta sul significato del design, ne analizzeremo le molteplici dimensioni attraverso parole, immagini e definizioni, confrontandole con le sue manifestazioni concrete nella società. Il design sarà discusso nella sua natura molteplice, toccando temi come il design per l'emergenza e per la salute e il rapporto con la tecnologia, in un continuo dialogo tra osservazione critica e progettazione attiva.

La seconda giornata sarà dedicata al rapporto tra design e dati: come interpretarli, dar loro forma e renderli accessibili a pubblici eterogenei. Attraverso esercitazioni progettuali, rifletteremo sulla natura dei dati e sulle implicazioni delle loro rappresentazioni. Il seminario si concluderà con una lectio dal titolo Human by Design,

che approfondirà la dimensione interpretativa e umana delle tecnologie, con particolare attenzione ai temi della complessità e dell'incertezza. Esploreremo approcci e strategie progettuali per superare l'astrazione dei dati e costruire nuove forme di conoscenza, il più possibile inclusive.

Questo seminario invita a ripensare il design non solo come risposta ai problemi, ma come strumento di riflessione critica, di lettura del presente e di immaginazione di futuri possibili.

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Day 01

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Tools

- Service Design Tools: https://servicedesigntools.org/
- Financial Times Visual Vocabulary: https://github.com/ft-interactive/chart-doctor/tree/master/visual-vocabulary
- RAWGraphs: https://rawgraphs.io/

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