



1<sup>st</sup> International

# FUTURE DESIGN IN KNOWLEDGE INNOVATION

*Work in Progress document for Scientific Committee contributions collection*



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA  
DIPARTIMENTO DI ARCHITETTURA  
DIPARTIMENTO DI ECCELLENZA MIUR  
(L. 232 DEL 1/12/2016)



Advanced  
Design Unit

December 4th, 2020\*  
Bologna

\*Estimated date (*update: July 2020*)

Who we are

**ADVANCED DESIGN UNIT**

**Flaviano Celaschi**

Full Professor | Head of Advanced Design Unit

**Alberto Calleo**

Research Fellow | Knowledge Innovation Advisor  
Focus in spaces

**Valentina De Matteo**

Research Fellow | Knowledge Innovation Advisor  
Focus in culture and processes

**Patrizia Ramadori**

Research Fellow | Knowledge Innovation Advisor  
Focus in communication

We are a **community of teachers, researchers and experts** who deal with project cultures and their continuous innovation. We operate through **Didactics**, in the PhD program, through **Research** and in the **Third mission**. We are actively engaged on four fronts :

**Citizen Sciences and practices for social innovation:** we are interested in understanding and deepening how design cultures and practices can influence open innovation with reference to the effects on ways of living in cities and the territory

**Design and Communication for Systemic and Responsible Innovation:** we are convinced that every human act, if observed in terms of sustainability, involves places other than the one in which it occurs and develops immediate, short-term and long-term temporal consequences

**Design Innovation in Collective Learning System:** we are driven by the belief that the central and most strategic resource of organizations is knowledge. We are interested in designing innovative content on which to activate knowledge processes but also to rethink the processes, spaces and tools through which to transform knowledge into value

**Human Body Design In Transformative Economy:** we have always practiced to intentionally modify the world through the intentional modification of our form and our mental and physical capacities. This intentionality means design and we are interested in understanding the relationship between contemporary design cultures and organic matter

Our research unit has consolidated an International Symposium model launched in 2017 and improved over the years with the aim of spreading knowledge, models and networks *from macro to micro* and scaling best practices *from micro to macro*.

The "Future Design" path can be summarized in five milestones:

### Future Design Education

30/09/2017 – Bologna, I edition  
<https://events.unibo.it/futuredesigned-2017>

### Future Design Education

16/01/2020 – 17 /01/2020 – San Marino, II edition  
[https://www.unirsm.sm/it/news/updating-values-futuredesigned-2020\\_106\\_3489.htm](https://www.unirsm.sm/it/news/updating-values-futuredesigned-2020_106_3489.htm)

### The Future of Packaging Design

06/12/2019 – Bologna  
<https://site.unibo.it/advanceddesignunit/it/agenda/the-future-of-packaging-design>

### Future Design in Knowledge Innovation


04/12/2020 – Bologna (expected)  
Website under construction

### Future Design in Human Body Interaction

31/03/2021 – Bologna (expected)  
Website under construction

The initiative

# **FUTURE DESIGN IN KNOWLEDGE INNOVATION**

The background is a solid pink color. In the top-left corner, there is a white shape that looks like a quarter-circle with a pointed bottom edge. In the bottom-right corner, there is a white shape that looks like a semi-circle with a pointed top edge.

“The eclectic personality is a social chameleon  
as it constantly borrows **fragments of**  
personality from any available source and  
combines them in a way that makes them  
useful or desirable in a given situation”

Kenneth J. Gergen

# THE KNOWLEDGE SOCIETY IS THE PLACE WHERE WE LIVE

There is nothing more material  
than knowledge.

New skills, new behaviours, new  
tools and new processes are  
shaping the knowledge concept  
and practices to radically innovate  
them



Working on innovation in knowledge concept and practices means to actively involve all stakeholders within the knowledge triangle in a combined reflection on several aspects:

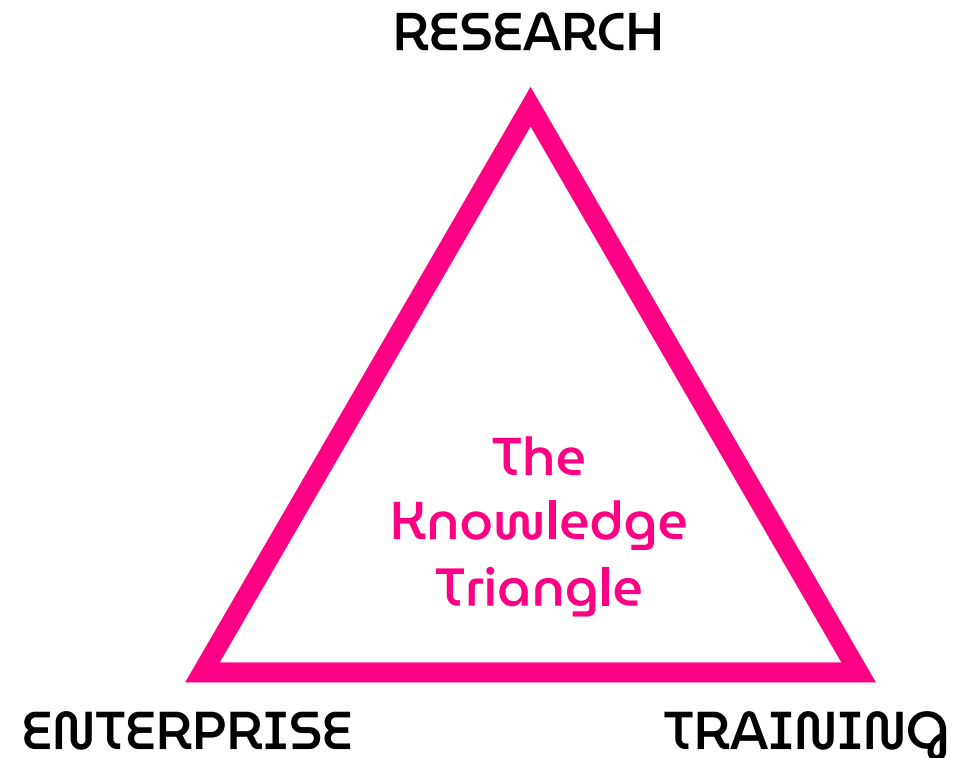
**Context** -> *culture* of knowledge

**Enabling technologies** -> *tools* for knowledge

**Organizational models** -> *communities* of knowledge

**Practices** -> *behaviours* for knowledge

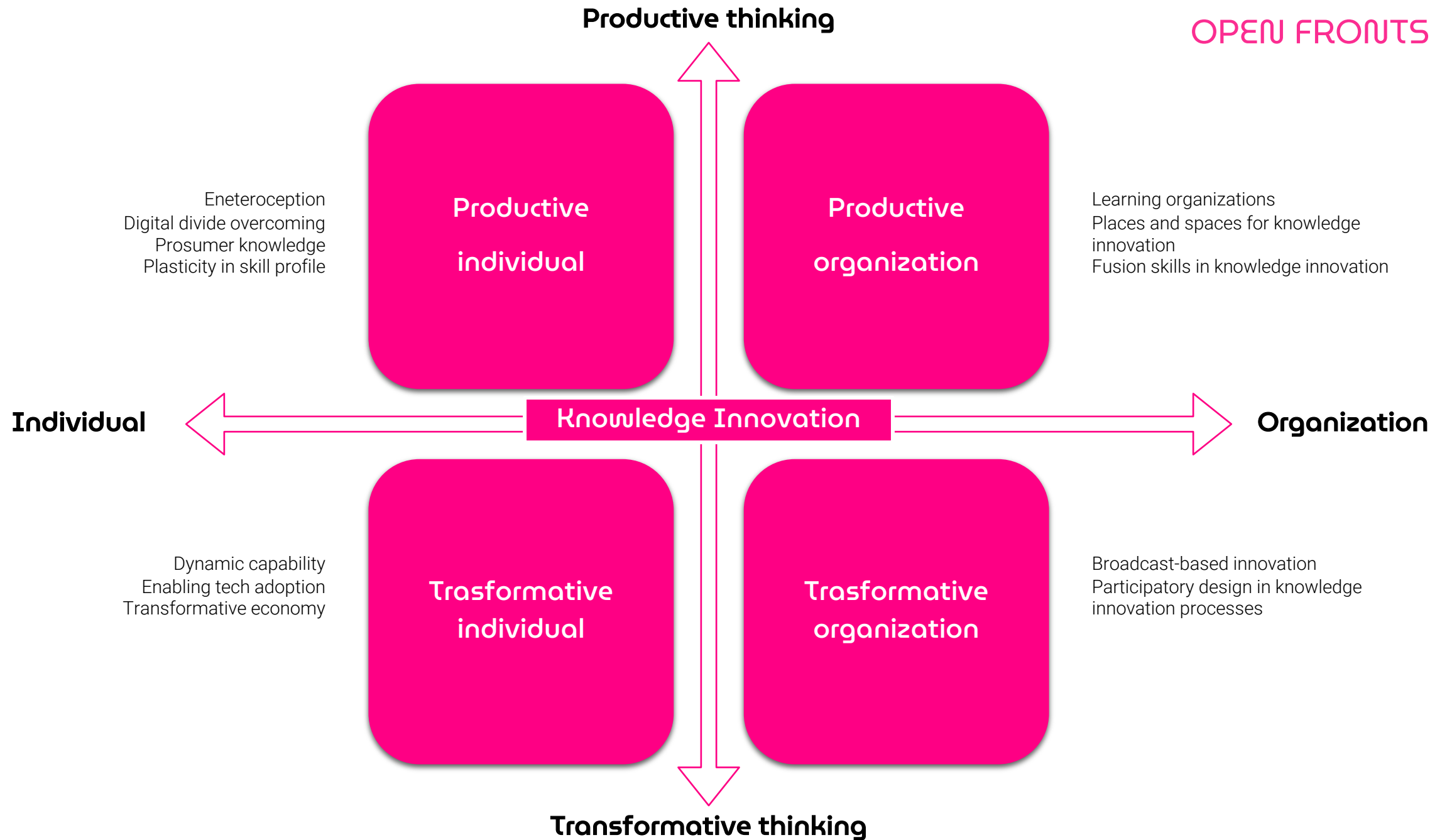
**Places** -> *spaces* for knowledge



Our **Advanced Design Unit** is willing to experiment the way the know-how and the design practices can contribute generating new original and high quality results in the process of knowledge innovation. For this reason we want to create an open international, permanent and shared debate, which will find its spark in an **International Symposium** dedicated to the knowledge innovation design.

**The Symposium will follow three paths of reflection:**

- Relations between contents and formats of knowledge
- Enabling technologies for knowledge innovation
- Processes to support knowledge innovation



## THE CALL

The Symposium is the opportunity to answer some “breakthrough questions” in a “hybrid” and multidirectional mode.

Thanks to an international call (qualitative-quantitative survey) preparatory to the event, all contributions will be aggregated with the following goals:

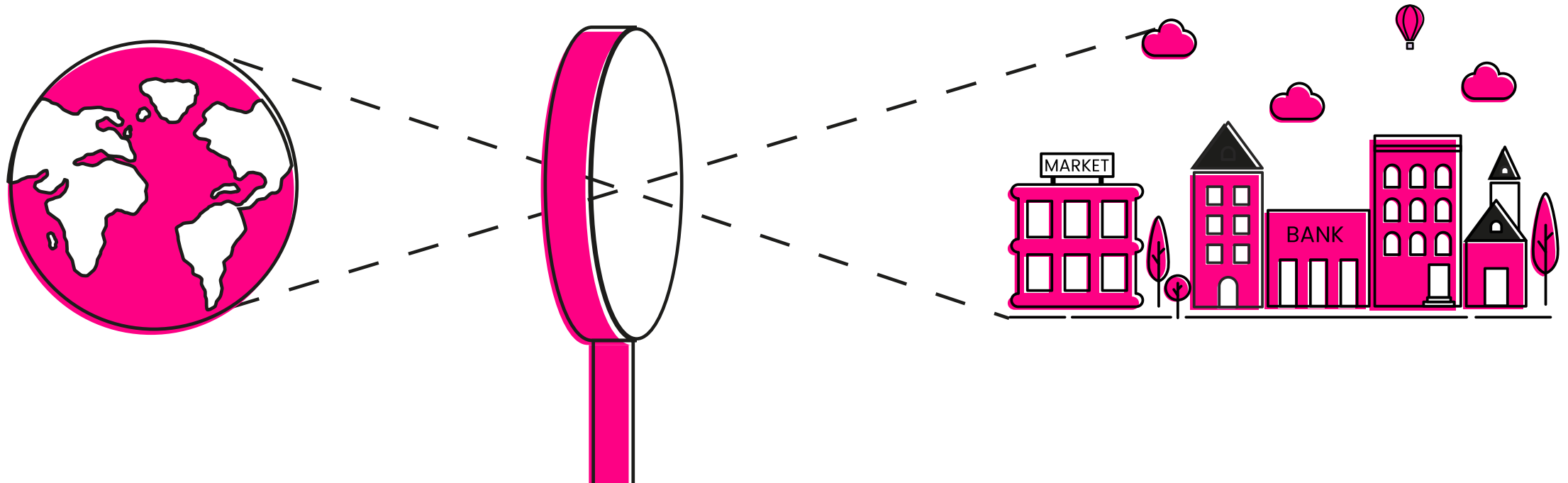
- **identify** a significant number of expert observers all around the world
- **conduct a census, catalog, map out** and **interpret** the significant cases related to this phenomenon
- **create links** between past experiences, present situation and future perspectives
- **gather together** scholars and active witnesses, who are conducting experiments all around the world, to exchange insights
- **put in action** this exchange to hold a collective reflection on the theme starting from the Symposium

First hypothesis of structure

# **FUTURE DESIGN IN KNOWLEDGE INNOVATION**

## From global to local. And back.

Future Design in Knowledge Innovation is characterized by a strong integration between global and local perspectives. The international vision combined with the focus on the reality of Emilia-Romagna aims to apply knowledge, models and network from macro to micro and scale best practices from micro to macro.



## Morning – Speech

Starting from three reflection paths, there will be a frontal speech about researches, experiences and practices. The paths are going to be treated in a double perspective of academic speech and corporate testimony.

## Afternoon – Experiential laboratories

The participants are going to take part in experiential laboratories with the participation of a *main partner* - and the ADU team as a facilitator - whose final output will be a co-designed Manifesto. *Here follows a proposal for the workshop's topics to be submitted to Scientific Committee*

### Lab. 1

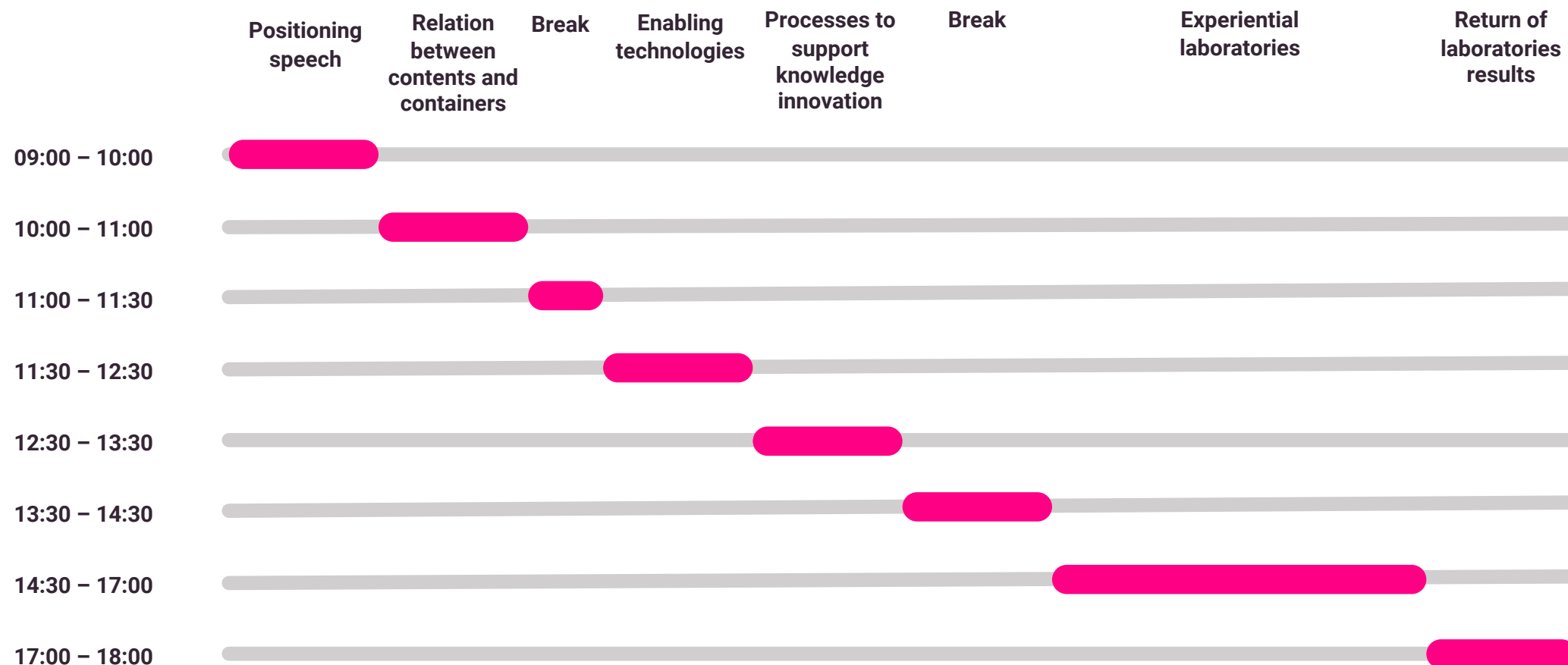
Production, consumption and innovation of a real time, scalable and transmedia knowledge

### Lab. 2

From analogue to digital till virtual

### Lab. 3

The city as knowledge aggregator and innovator





## The Scientific Committee

The Scientific Committee will play a strategic role in addressing the Symposium design and sharing practices and expertise through periodic networking meetings (once a month) in the months before the event