





Re-Generation.

Design and new technologies for a sustainable future

in collaboration with















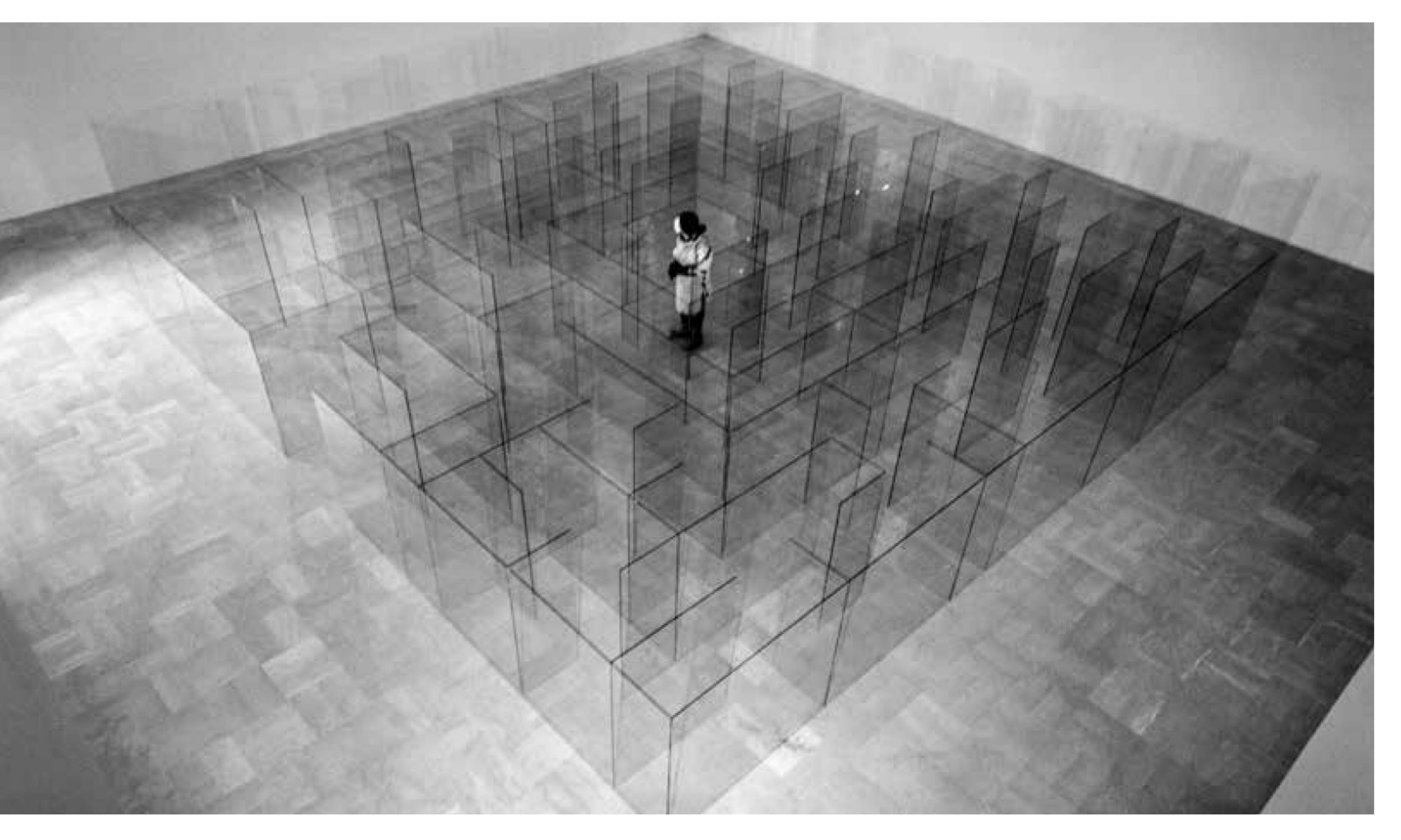








## How will design evolve?



Claudio Parmigiani, Labirinto di vetri rotti, Modern Art Gallery, Bologna

The pandemic and the crisis it has generated have seriously questioned a number of certainties with respect to the creative and productive dynamics that we thought were now consolidated. In a dynamic and globalized world which knows no borders and which needs a new concept of modernity to guarantee a possible future that is solidly sustainable and responsible, Design must enrich and enhance its traditional areas with new application scenarios that take into account the rapid electronic, digital, robotic and artificial intelligence developments.

#### What responsibilities will Design have to take on?

As a discipline with solid technical-scientific and humanistic foundations, Design has both the task and the burden of accompanying development with attention paid to environmental, social, economic and cultural responsibilities. Design can help rethink the future through a new relationship between design, object and production and distribution cycles, thanks also to the strategic role that the discipline occupies today on the current economic-social chessboard.

# There is no communal future without the daily experimentation in one's own future:



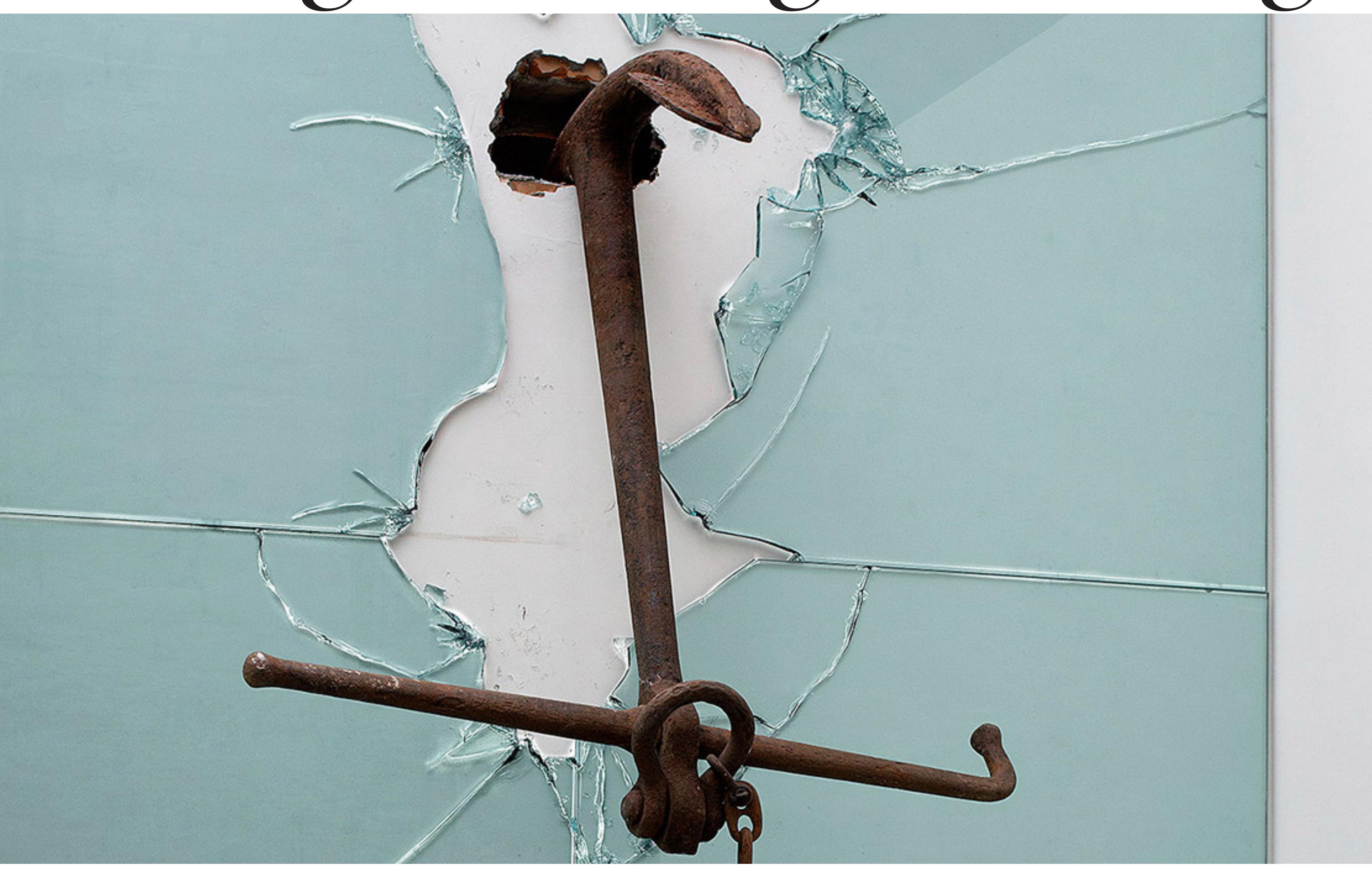
Claudio Parmigiani, Labirinto di vetri rotti, Modern Art Gallery, Bologna

Since its origins, innovation, technologies, new materials and new challenges are the territory that Design, has been able/had to internalize as part of its work.

#### A constantly evolving process

Design is therefore a living figure, a part of contemporaneity, focused on the future and capable of perceiving and sometimes anticipating global changes.

It is an attitude that sees Man kind as part of a multiform complex of processes, actions and reactions, capable of overcoming conventional anthropocentrism. The great design challenge



Claudio Parmiggiani, Untitled, 2015, iron and glass, cm 478x332x120

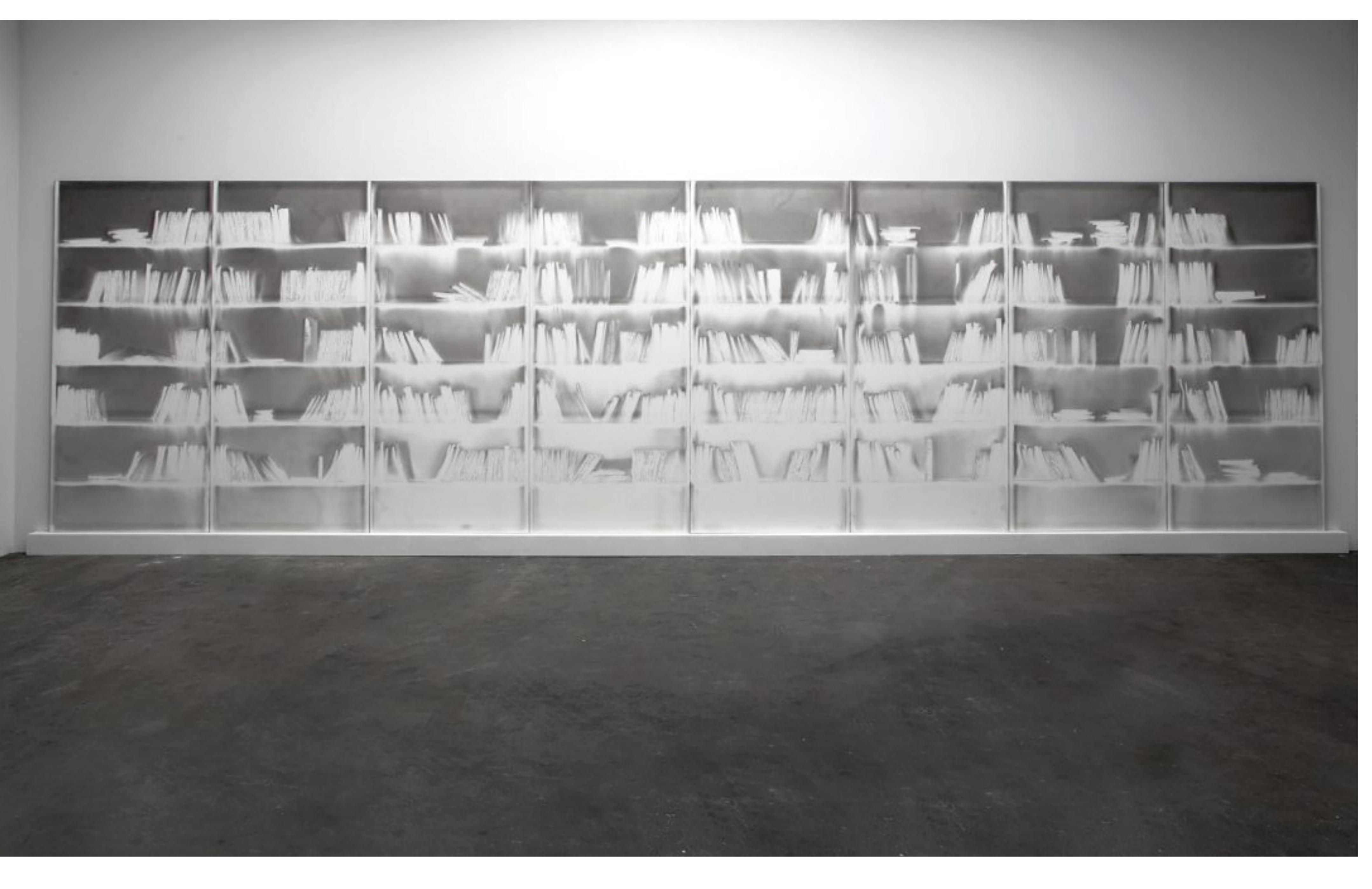
Improving people's daily lives through new lifestyles, since if Design is the means, Life is the end.

In a world that is so strong on technique and so fragile on relationships, Design is proposed as a universally understandable lexicon capable of simplifying processes and translating them into understandable and shared forms and contents.

Design as a bridge between the great technical-scientific revolutions and our daily life; a bridge towards an ecological transition of both our products, but above all of our lifestyles, that knows how to combine functionality and well-being with sustainable development and a reduction in the environmental impact, thanks also to technological innovation.

Design is a strategic tool that new generations have at their disposal with which to be able to rethink the world of tomorrow, a world that will be better when it is founded on the constructive and structural encounter between creativity, inclusiveness, the green economy, new digital materials, and the reinstating of tradition.

## Design: a conceptual re-generation



Claudio Parmiggiani, Untitled, 2008

"Re-generate" has a double meaning: it is aimed at young people (new generations) as players in the industrial and post-pandemic rebirth and, at the same time, at the innovative reactivation of systems, practices and materials. It is a concept that implies the idea of giving a second chance and at the same time hoping for a rebirth. Design, as a system made up of companies, designers, schools, distributors, critics, historians, etc., operating within the system par excellence: Life.

Rebuilding a link between these two systems, Design and Life, implies starting from objects as much as from places, passing through innovative services and smart cities.

Reuse, take care of, safeguard, renew and recycle
It is essential to develop an awareness capable of overcoming the simplistic slogan phase in order to guarantee correct recognition of the value of design with a view
to a true circular economy.

### Design: dialogue and collaboration



Claudio Parmiggiani, Alchemy, 1982

The Design system will become increasingly strategic with respect to its capacity for dialogue and collaboration, not only through its direct activators but also by involving more transversal disciplines and those that regulate civic coexistence.

A Design project therefore is a possible materialization of the future able to create a new idea of modernity in a systematic and well-organized way.