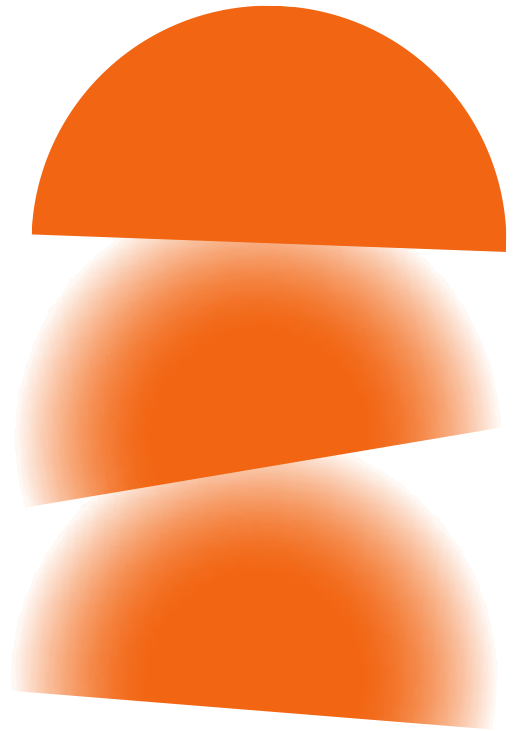


Eighteenth International Conference on
Design Principles & Practices

Cultures of Transformative Design



11-13 MARCH, 2024

UNIVERSITAT POLITÈCNICA DE VALÈNCIA,
VALENCIA, SPAIN



Andreu World

Eighteenth International Conference on Design Principles & Practices Conference Proceedings

<https://designprinciplesandpractices.com/about/history/2024-conference>

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Theme 1: Design Education

On learning to become a designer.

Living Tensions:

- Design Thinking – cognitive modes and learning styles
- Problem Solving – recognition procedures, hypothesis development, reasoning processes, solution testing
- Residues – learning from our historical and contemporary design experiences
- Innovation and Creativity – meanings in theory and practice
- Cases – empirical studies of design practices
- Professional Stances – acquiring the designer’s skills, capacities and attitudes
- Methods of Observation – frames of interpretation and criteria for assessment of design
- High and Low Theory – the everyday and theorizing the empirical
- Conceiving Design – complexity, heterogeneity and holism
- Design Pedagogies – teaching and learning in the design professions
- Educational Designs – teacher as instructional designer
- Points of Comparison – precedent, analogy and metaphor in the design process

Theme 2: Design in Society

On the social sources of design and the social effects of design.

Living Tensions:

- Design in Social Policy – planning and politics
- Health and Safety – public welfare in design practice
- Design as Business – Markets for design and designing for markets
- Human Systems and Cultural Processes – globalization and the design professions
- Design Without Designers – everyday, amateur, organic and living designs
- Design for Diversity – culture, gender, and sexual orientation
- Design Politics – making technologies, spaces and institutions more responsive to human needs
- The ends of Design – pragmatic, aesthetic, and emancipatory
- The Humanistic and Technological – tensions and synergies
- Values, Culture and Knowledge Systems – the role of perspective, subjectivity, and identity
- Cross-cultural Encounters – working on diverse and global design teams
- Niche Markets – working with diverse clients and users

Theme 3: Designed Objects

On the nature and form of the objects of design.

Living Tensions:

- People and Artifacts – exploring uses and usability
- Design Narratives – stories and sense making in the design process
- Cultural Studies – difference, diversity, and multiculturalism in design
- Embodied and Disembodied – ethnographies of design
- Material and Immaterial – mediating ideas and materials
- Function and Form – the politics of Industrial design
- Sociology of Design – decorative arts, folk movements, and communities of practice
- Science and Technology in Design – critical analysis of techno-determinism
- Media Ecologies and Object Orientation – designed artifacts and processes as learning experiences
- Co-designed Process and Objects – designing with users and communities
- Close to Customers – design as dialogue
- Universal Design and Access – measuring participatory design systems

Theme 4: Visual Design

On representation using mediums of the visual communication.

Living Tensions

- Media and Mediation – singular and universal visual grammars
- Viewpoint, Perspective, Interest – designer as agent or advocate
- Negotiating Authenticity and Authority – power of continuity and change
- Forms for Communicating Design – photography, film, animation, graphic design, and typography
- New Media and Digital Aesthetics – the evolving avant-garde
- Modeling and Representation – graphic, symbolic, logical, and mathematical
- Synesthesia or Crossing Representational Modes – language, image, space, and medium
- Fine Arts – illustration, photography, film and video
- Visual Economies – advertising, marketing and logos
- Information Systems and Architectures – interface design, digital, software, and social media design
- Public and Professional Understandings – the role of the designer as communicator
- Copyright, Patents, and Intellectual Property – proprietary and the commons, commercial and in the public domain

Theme 5: Design Management and Professional Practice

On the organization of design, design work, and design as a professional practice.

Living Tensions:

- Designing Design – from conceptualization to specification
- Common Knowledges – sharing insights, research, theories, and designs in communities of practice
- Multidisciplinary and Cross-Professional – approaches to design
- Professionalism and its Trajectories – narrowing specialisms and/or multiskilling
- Working with Research – design practitioners as researchers or users of research
- Business of Speed – the economics and pragmatics of rapid delivery and design alongside construction
- Logics of Collaboration – interactivity, responsiveness, and reflexivity in communities of practice
- Democratization of Design and Public Accountability – consultation and consensus building
- Evolutionary Design – collaborations over time
- Expertise as facilitation – designers who know what they might not know
- Designing Projects – planning, management, and project afterlife
- User-Centered or Client-Centered Project Management – the changing role of the designer as advocate

Theme 6: Architectonic, Spatial, and Environmental Design

On constructing spaces, environments, and sustainable design practices.

Living Tensions

- Common Spaces – ecological footprints, atmospheres, biospheres, eco-spheres
- Life Cycles – designing products and services for the longer term
- Relations of human and Ecological Value – static or dynamic
- Standards and Regulations – implicit, explicit and social certifications
- Planning the Urban – cross-disciplinary perspectives on cities of the future
- Nature Designed – parks, wilderness, and elementary ecologies
- Understanding Human Impacts – natural resource use and environmental footprints
- On Sustainability and Eco-Design – design in an environmental, economic, social, and cultural setting
- Interdisciplinary Ecological Practices – working with scientists, social scientists, and economists
- Scenario Planning – designing for alternative futures
- Making and Breaking Codes – regulation in the design industries
- Documenting Sustainable Design Process – methodologies, heuristics, and routines

The **Design Principles & Practices Research Network** is grateful for the foundational contributions, ongoing support, and continued service our Advisory Board.

- **Sam Buccolo**, Australian Design Council, Australia
- **Flaviano Celaschi**, Università di Bologna, Italy
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- **Ezio Manzini**, Politecnico di Milano, Italy

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Urban Mobility Design Policies for Inclusive European Cities

Claudia Ribeiro Pereira Nunes, Student, PhD, Universidad Complutense de Madrid, Madrid, Spain

Urbanization is currently one of the most important global trends of the 21st century. Urban environments, infrastructures, facilities and services, depending on how they are planned and built, can impede or enable access, participation and inclusion of members of society. Decisions about place design, planning and management can enhance or restrict a sense of belonging policies. The research questions are: Can they increase or reduce feelings of security, stretch or limit boundaries, promote or reduce mobility, and improve or damage health? Can they remove real and imagined barriers between communities and foster understanding and generosity of spirit? The research core is that accessibility has improved over the last decade, and planning policy has shifted, with investment providing new facilities to once-excluded communities. The fact remains that poor and disadvantaged people are far more likely to live in poor-quality environments. Social, cultural and economic inequalities are still being built into new places, and planners and designers need to examine the impact of their decisions. The methodology is the literature review of EU design regulations.

Incubator Services of Urban Circular Economies

Chiara Olivastri, Associate Professor, Architecture and Design, University of Genoa, Genoa, Italy

Giovanna Tagliasco, Research Fellow, Architecture and Design, Università di Genova, Genoa, Italy

Cities can be seen as a source of services, supply chains and processes where numerous business models and products are developed, which can be controlled and rethought from the circular economy point of view. The focus is on two main targets, citizens and companies, as two major entities who play a key role within the urban ecosystem, activating different dynamics and strategies. This paper presentation examines the C-city PON METRO research, based on European Urban Agenda funds for the cohesion recovery provided within the Next Generation EU and defined in the Italian portion of ReactEU (<https://c-citygenovacircularare.eu/>). The city is conceived as an energy catalyst, the project aims to address the circular economy through three macro-processes: eco-design, long-use and reuse. The first output is the Circular Desk: a digital service and an incubator of circular economy actions, which aims to connect agencies and companies. A place where arrange meetings between demand and supply of solutions and practices to drive circular economy strategies (designed with Job Centre, TICASS, DLTM, Il Rastrello, DAD) The exchange is the element on which the second action realised within C-city also works: with the creation of the new reuse and repair centre Surpluse, a former abandoned market transformed into a new function for the neighborhood. In this centre users can exchange goods, bringing objects they no longer need and giving them a second chance. In this centre, the intangible exchange of knowledge and know-how is also practised through workshops, meetings and repair space registered as the first Repair Café (with the coordination of AMIU, the municipality of Genoa and UNIGE).

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Proceedings of the Eighteenth International Conference on Design Principles & Practices, hosted by the Universitat Politècnica de València, Spain , 11-13 March 2024. The conference featured research addressing the following special focus: "Cultures of Transformative Design" and annual themes:

- **Theme 1: Design Education**
- **Theme 2: Design in Society**
- **Theme 3: Designed Objects**
- **Theme 4: Visual Design**
- **Theme 5: Design Management and Professional Practice**
- **Theme 6: Architectonic, Spatial, and Environmental Design**

