

Architecture and Design Cultures

Impact Case Study

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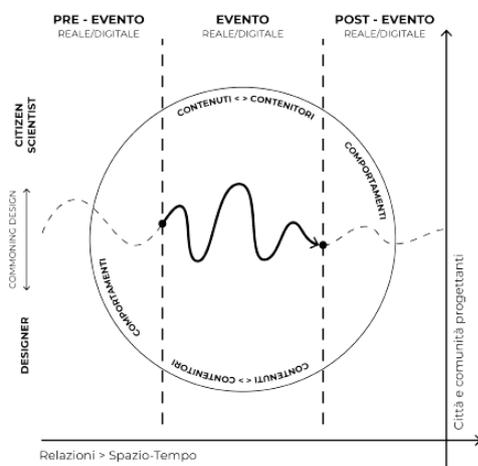
Abstract

The research topic refers to time, processes, practices and tools of design, expressed in the designed events as agents of transformation in relation to the individual, the community and the territory.

The context is the contemporary city affected by a process of continuous mutation, due to the economic and financial crisis since 2007 onward, and transformed by the effects of digital enabling technologies, whose changing condition has now amplified by the Coronavirus epidemic. More precisely, the great crisis of financial capitalism has deprived public administrations of resources and policies to support top-down urban transformation, while enabling technologies have accelerated and disabled the traditional processes of relationships between subjects. Furthermore, the current crisis is encouraging the migration of social behaviours from the natural environment to the virtual environment, replacing the physical space-time experience of the city within the digital experience, at the advantage of incorporeal.



The weak signs witnessing this transformation process are the emergence of interactive platforms that enable co-design models for development, production, distribution and communication. Thanks to open-source software and creative commons licenses, they do encourage bottom-up engagement processes. These techniques to create and collaborate are based on methodologies borrowed from design; on widespread practices such as crowdsourcing and crowdfunding; on informal actions and temporary events that rely on enabling technologies and the participation of communities of interest.



The research developed from a record of international cases; up to contextualize the experience of large Italian cities. It finally moves on, assuming the city of Bologna as application field, where I experience the research topic through Bologna Design Week.

The demonstrated hypothesis is that the designed events can be assumed as a tool for cultural reactivation and community care; as a strategy for orienteering changing identities in the contemporary city; as a set of repeatable practices of commoning design, creativity, digital technologies and storytelling.

Summary of impact beyond academia

The most tangible impacts are:

The development of C.R.I.C.C. – Research Center for Interaction with the Creative and Cultural Industries of the University of Bologna, as start up to strengthen the regional production system and the economic development of the CCI sector by integrating research, digital and enabling technologies, creativity and culture. A series of cross-disciplinary pilot projects have been the base to develop new technological solutions to support the innovation of cultural and creative industries, particularly in the fields of audiovisual arts (music, performing and screen arts) and digital applications to culture. These projects explore transdisciplinary creative practices and associated creative and experimental methods, capable of generating new knowledge, new innovative production opportunities and business ideas to provide a multidisciplinary approach to the complex CCI sector. The Research Center is in the process of finalizing agreements with the main Open Laboratories of the Emilia-Romagna region – spaces for creative collaboration between citizens, associations,



businesses, research centers, institutions – in order to activate a system of initiatives and events to be replicated in each Open Laboratory to experiment and validate practices based on co-design activities. The Center is waiting to be integrated into the regional High Technology network as industrial research laboratory.

The development of an ecosystem based on multi stakeholder relationships intended to collaborate in competitive calls.

The development of the first international Cultural and Creative Industries Festival in September 2021.

The implementation of a series of pilot projects in partnership with local institutions and companies, such as:

A) Scatti d’Opera for Fondazione Teatro Comunale di Bologna

Member of the project team, with responsibility in writing the announcement, in the relationship with the partners, in the management of research fellows, in the construction of a methodology for the conservation, digitization and enhancement of the photographic archive of the theater, in partnership with the International Museum and Music Library of Bologna and CRICC -- Research Center for interaction with the Cultural and Creative Industries.

B) CCI Space for Fondazione Flaminia, Ravenna:

A platform to observe, understand, identify the phenomenon of CCI in the Emilia-Romagna region through a qualitative mapping of excellent case studies, realities, professionals and strategic places in the sector.
<https://adu.unibo.it/osservatorioicc/>

C) Member of the Local Stakeholder Group of the Interreg Europe Program RegionArts made up of regional authorities, business development agencies, creative clusters, universities, and businesses. In the role of creative director of Bologna Design Week, the activities related to the projects were guided by the conviction of the need to integrate artistic and creative processes as catalysts of ICT innovation, for the innovation and competitiveness of SMEs.

Underpinning research, context and summary of methodology

In the definition of the methodology, the inventory of categorized processes becomes a tool kit that allows to orient yourself and to approach the different design phases, some concomitant others sequential, functional for the conception and management of contents, virtual interfaces, systems product-services, analogue and



digital multiplatform communication systems, community enhancement and promotion systems, and by extension of the city. The designer first of all finds the basis of his working method in the observation of reality and in the analysis of his own life experience. This allows him to define a model of reality that allows him to look at it through the filter of imagination and the tools offered by the scenario.

References produced by researcher from/during doctoral research

2021 CCI Days – Cultural and Creative Industries Festival, 27 – 29 September 2021: <https://adu.unibo.it/osservatorioicc/cci-days-2021-new/>

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Details of impact

Social Media Innovation Lab: the digitization of Cultural and Creative Industries in the City of Bologna during the pandemic.

Platform for the valorisation of Italian Cultural Heritage.

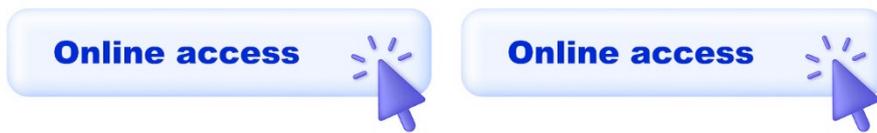
Definition and design of augmented reality applications to support the fashion value chain



Future Design Human Body Interaction - International Symposium

Economics of Transformation – “Cuorami” a startup for social well-being with the Freegile methodology.

Observatory on the future of the city for Fondazione Innovazione Urbana



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