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TEACHING SYLLABUS

Department of Visual Arts Master of Arts (Second Level Academic Diploma) in Decoration - Applied Arts

Design ABPR17 – 75 hours, 6 CFA (ECTS) Academic Year 2025–2026

Professor Mariafrancesca "Agnese" Giglia Chair of: Environmental Design AFAM088 (formerly Design ABPR 17)

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Office Hours: Location: Cantieri Culturali Ducrot Classroom - Meet: 4wzmgcp Monday, Slot B, from 3:00 PM to 5:00 PM (by email appointment only).

Classroom - Meet: 4fwawk7g
Room: DUCROT SD4

"To keep the spirit of childhood within oneself throughout life means to preserve the curiosity to know, the pleasure of understanding, and the desire to communicate." (Bruno Munari)

Learning Objectives

Starting from the concept of Design in its evolution from its origins to the present day and across its various application areas, the course aims to ensure adequate mastery of design methods and techniques. Particular attention will be paid to Design both as a planning discipline oriented towards defining living conditions—through the selection, use, and distribution of material or immaterial goods—and as a communicative tool in its conceptual and object-based dimensions.

Furthermore, the course aims to address the relationship between space, object, and individual in all its aspects. The goal is to provide students with a method to approach a project in detail, following an ethical, social, economic, and environmental sustainability perspective, with a careful reflection on the concept of "proximity living" and the application of the **Product-Service System Design (PSSD)** method.

Sustainability does not only concern economic and ecological dimensions but also possesses a social dimension. Therefore, the transition from the current lifestyle to a sustainable one requires social learning and a change in behaviors, places, and habits—not just in terms of consumption. The course intends to provide theoretical and practical operational tools to rethink the environmental quality of new products, services, strategies, and "ephemeral" architectures that, respecting the entire life cycle of the system, are capable of regenerating and creating a new social vision through a circular economy.

The course aims to have students realize a project that hypothesizes a process of social innovation through a product/service linked to the worlds of **food** and **artistic/artisanal culture**, starting from their own needs or reflections on the surrounding world. Objects and services must be designed to avoid pollution and support the local economy. Processes, products, and services must be evaluated as a single complex through a PSSD approach, considering the design of the product-service system as an integrated whole.

Starting from the concept of "Social":

- Social in the sense of the systems involved as targets and contexts of intervention;
- Social in the sense of the methods of intervention;
- Social in the sense of the values pursued;
- Social in the sense of the category of problems addressed, such as innovation and social impact.

Symbols and rituals change from country to country, and "emotional and rational" communication must be studied and designed based on specific knowledge: every sign is a project. At the center of every PSSD strategy is the **User Experience**. "Users" want to experience true narratives. In places of production, every element makes a difference!

Students cannot ignore the growing importance of the relationship between rituals, objects, and territory which, like a sort of non-digital "Social Media 2.0," accompanies, shares, gives, and fosters meaningful relationships.

Lessons will consist of frontal dialogues supported by images commented on by the professor and laboratory activities. At the end of the course, a project based on the nature of the course will be developed. The student's work must summarize the concepts learned during theoretical lessons and the creative process indications provided: an element, an object, a system, a social project, or an "ephemeral" architecture that is eco-compatible in all its contents and can implement true social innovation through intrinsic product elements (qual

ity, health, authenticity, typicality), material service elements (packaging, distribution, logistics, waste, etc.), and immaterial elements (storytelling, brand strategy, rituals, traditions, local cultures).

Educational Program for Design The course aims to establish partnerships with companies, workshops, and artisans to lead students toward the creation of feasibility boards and a prototype for a project dedicated to the "rituality of the self" as a tool for regeneration and socialization through the discovery of self and others.

The course proposes a careful reflection on the surrounding world as an experimental, expressive, and educational opportunity for the protection and redevelopment of one's territory. The general objective is to provide students with advanced theoretical and methodological tools for the design of objects, systems of objects, services, and "ephemeral" architectures in the contemporary environment, in relation to local resources and the life cycle of the product/service system.

Through lectures and design experiences, students will have the opportunity to experiment with new sustainable development models and strategies, considering the territory as an active resource to promote places and initiate new practices.

Course Schedule 2nd Semester: Week A - Wednesday 3:30 PM – 7:00 PM and Thursday-Friday 9:00 AM – 12:30 PM.

Educational Path The educational path will take place through the activation of a "creative shipyard" where students will experiment with different design phases and new governance models to develop innovation strategies, particularly for the ceramic sector and beyond. The path is divided into three distinct phases:

PHASE 1 - Theoretical-Practical Lessons Based on "action-lessons" supported by images providing specialized, scientific-cultural, and technical-operative skills for the design of eco-sustainable products/services. Topics include the history of the relationship between Design and environmental/social sustainability and life cycle management (LCM) processes.

PHASE 2 - Laboratory Identification of a specific territorial area to map the needs for a "proximity city," specifically within the food and/or artistic, artisanal, and landscape sectors using PSSD logic.

PHASE 3 - Laboratory Realization of a social innovation product-service system aimed at enhancing the territory. Construction of a new narrative and meanings within existing structures, public and private spaces, and both physical and mental places where human life is defined.

Design Criteria Based on environmental, economic, and social sustainability; product life cycle; the "direction" of spaces and functions; and the interaction between architecture, design, traditional/innovative production systems, and materials.

Materials Traditional construction processes, experimental materials, and eco-sustainable processes. Elaborative tools: glossary, conceptual maps, storytelling, storyboards, and moodboards.

Exercises and Reviews Intermediate exercises will be evaluated for the final grade. Access to reviews is by appointment via email or Classroom.

Final Work To complete the course, students must submit/present a final project including: conceptual maps, moodboards/storytelling; graphic documentation (plans, elevations, sections, perspectives, and axonometrics); material and object schedules; course glossary; scale model (maquette) or prototype.

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Examination Procedure Students must present intermediate exercises and the final project, including: concept; glossary; reference scenario; spatial mapping (areas, functions, paths); coordination of texts, images, materials, and rituals through moodboards and/or storytelling; full graphic documentation; and a scale model or maquette.

To be admitted to the exam, students must have completed all assigned activities on time, developed the final project with good graphic presentation, and attended a sufficient number of reviews.

Prerequisites: Great curiosity

Mandatory Reference Texts

Vanni Pasca, Domitilla Dardi, *Manuale Di Storia Del Design*. Ediz. A Colori , Silvana, 2019;
Ezio Manzini -*Abitare la prossimità. Idee per la città dei 15 minuti*; Egea; 2021
Pablo Sendra, Richard Sennett - *Progettare il disordine*; Treccani; 2022
Maurizio Vitta, *Il progetto della bellezza. il design fra arte e tecnica, 1851 a oggi*, Einaudi, 2011;
Wassily Kandinsky, *Punto, linea, superficie, Contributo all'analisi degli elementi pittorici*, Biblioteca Adelphi, 1968, 35ª ediz., pp. XIV-215 , 103 ill., 25 tavv. Franco Angeli editore, 1a edizione 2007;
Bruno Munari, *Da cosa nasce cosa, Appunti per una metodologia progettuale*, Laterza, 2010;
R. De Fusco, *Storia del design*, Laterza, 1988;

Recommended In-depth Reading

Alastair Fuad-Luke *Eco-Design Progetti per un futuro sostenibile*; Logos; Modena 2003.
Zygmunt Bauman *Vite di scarto*; Editori Laterza; Bari 2005.
Andrea Giacchetta Adriano Magliocco *Progettazione sostenibile dalla pianificazione territoriale all'ecodesign*; Carocci Editore S.p.A; Roma 2007.
Ezio Manzini François Jégou *Quotidiano sostenibile Scenari di vita urbana*; Edizioni Ambiente; Milano 2003
Bruno Munari *Da cosa nasce cosa appunti per una metodologia progettuale*; Editori Laterza; Bari 2007.
Donald A. Norman *Il design del futuro*; Apogeo s.r.l ; Milano 2008.
Lucia Pietroni *Eco-materiali ed eco-prodotti " Made in Italy" Casi studio di eco-innovazione nelle imprese italiane*; Edizioni Kappa; Roma 2004.
John Thackara *In the bubble Design per un futuro sostenibile*; Umberto Allemandi & C. ; Torino 2008.
Carlo Vezzoli, Ezio Manzini *Design per la sostenibilità ambientale*; Zanichelli editore S.p.A; Bologna 2007.
Eco.disco. Il design per la sostenibilità ambientale Strumento per l'auto-apprendimento e l'autovalutazione
Carlo vezzoli (a cura di) *gratis software: www.polimi.it/rapirete*

Additional Teaching Materials

S. Coradeschi, *Come costruire un modello plastico architettonico*, Di Baio Editore, 1987 ([Link](#))
E. Viceconte, *L'Esperienza del luogo e del tempo* ([Link](#))

This core bibliography is intended as an initial general orientation within the vast literature of the sector. It will be supplemented by additional texts or excerpts proposed by the professor throughout the course, depending on the specific topics addressed: design manuals, tools, and slides covering macro-topics.