

# diid

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There is a different tradition in design that we have learned to know through the application of ethnography, anthropology, natural studies, climate studies and the study of complex social relations. This tradition flows like a river underground and occasionally rises to the surface carrying with it profound results that help us to understand design reality. What we are studying in issue number 76 of *diid* is a subterranean river that requires scrupulous and attentive researchers with uncommon delicacy and sensitivity to discover, understand and scientifically convey the phenomena that derive from it.

We are quite far from a quantitative and experimental performance analysis, from historical research in the archives, the phenomenology of the user's analysis and the use of the sophisticated technologies that enable the contemporary designer. Here the discussion is about how form, function, value and meaning retreat from market logic yet transform the behaviour and structure of society or individuals in a global and contemporary manner through the cultures of design and its practices.

Paolo Cardini has orchestrated this observation by highlighting a community of researchers who are studying and applying these themes at the intercontinental level, and with the awe-struck curiosity of children we remain drawn to and pensive before the array of images that illustrate this issue.

Flaviano Celaschi

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