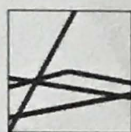


Back to the Future

The Future in the Past



ICDHS 10th+1 BARCELONA 2018

29, 30 & 31 October

Book of Abstracts

 **GRACMON**
Grup de Recerca en Història
de l'Art i del Disseny Contemporani

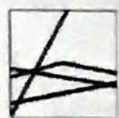


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The Future in the Past



ICDHS 10th+1
BARCELONA 2018

Book of Abstracts

1 *Design History and Histories of Design*

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3 *Open Session*

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Layout / Typesetting
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Anna Juvé
Oriol Moret
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Translation / Proofreading
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Back to the Future / The Future in the Past

Starting Again: Understanding Our Own Legacy

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Albe Steiner's Research for a Graphic Design History's Active Learning and Teaching

Graphic design history / Active learning / Research notebook /
Notebook on research / Communicative prototype

Luciana Gunetti

Politecnico di Milano

Since 2013, articulating ideas across history by means of images has been the main objective of the course in History of Visual Communications at the School of Design of Politecnico di Milano, which is attended by all the students of the Degree Course in Communication Design. This has been done by introducing, as a material source of reference, a historicised artefact, namely Albe Steiner's *Research Notebook* (1913–1974), kept at the Archivio del grafico Milanese and donated to the Historical Archives of Politecnico di Milano. Thanks to this approach, it has been shown how a design research instrument of the past can become, in contemporary teaching, a tool to help students gain knowledge of the history of graphic design and of the instruments

of historical research with a professional designer's attitude. The students adopt a curator's approach to understand, retain and mediate the contents of their own theme-based path in the framework of the general programme of the course, and translate it into their own visual work: a self-produced research notebook. The students' aim is to understand the past and create instruments that synthesise the contents, techniques and languages of the past into new narrative forms, which they design themselves using the concept of active learning oriented towards a 'visual history, to the innovators and the technologies that have influenced and transformed visual communication practices' (BLOOMER, 2016).

TUE
30/10
17:30
MDB
R7

ICDDES Conferences

- 1999 Barcelona
Design History Seen from Abroad: History and Histories of Design
- 2000 Havana
The Emergence of Regional Histories
- 2002 Istanbul
Mind the Gap: Design History beyond Borders
- 2004 Guadalajara, Mexico
Coincidence & Co-occurrence
- 2006 Helsinki & Tallinn
Connecting: A Conference on the Multivocality of Design History and Design Studies
- 2008 Osaka
Another Name for Design: Words for Creation
- 2010 Brussels
Design & // ♥ // Us Craft
- 2012 São Paulo
Design Frontiers: Territories, Concepts, Technologies
- 2014 Aveiro
Tradition, Transition, Trajectories: Major or Minor Influences?
- 2016 Taipei
Making Trans/National Contemporary Design History
- 2018 Barcelona
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 Susan Yelavich *Parsons School of Design, New York*

Strands and Chairs

1 Design History and Histories of Design

- 1.1 **Territories in the Scene of Globalised Design: Localisms and Cosmopolitanisms**
Anders V. Munch *Syddansk Universitet*
Jilly Traganou *Parsons School of Design, New York*
- 1.2 **Designing the Histories of Southern Designs**
Priscila L. Farias *Universidade de São Paulo*
Tingyi S. Lin *National Taiwan University of Science and Technology, Taipei*
Wendy S. Wong *York University, Toronto*
- 1.3 **Mediterranean-ness: An Inquiry into Design and Design History**
Tevfik Balcıoğlu *Design Consultant, London*
Marinella Ferrara *Politecnico di Milano*
Tomas Macsotay *Universitat Pompeu Fabra, Barcelona*
- 1.4 **From Ideology to Methodology: Design Histories and Current Developments in Post-Socialist Countries**
Jelena Prokopljević *Universitat Internacional de Catalunya / Barcelona Architecture Center*
Fedja Vukić *Sveučilište u Zagrebu*
- 1.5 **[100th Anniversary of the Bauhaus Foundation]: Tracing the Map of the Diaspora of its Students**
Haruhiko Fujita *Osaka Daigaku*
Oscar Salinas-Flores *Universidad Nacional Autónoma de México*
- 1.6 **Design History: Gatekeeper of the Past and Passport to a Meaningful Future?**
Helena Barbosa *Universidade de Aveiro*
Pekka Korvenmaa *Aalto-yliopisto, Helsinki*
Jonathan M. Woodham *University of Brighton*
- 1.7 **Constructivism and Deconstructivism: Global Development and Criticism**
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- 1.8 **An Expanded Global Framework for Design History**
Yuko Kikuchi *University of the Arts London*
Oscar Salinas-Flores *Universidad Nacional Autónoma de México*
- 1.9 **Design Museums Network: Strengthening Design by Making it Part of Cultural Legacy**
Pilar Vélez *Museu del Disseny de Barcelona*
- 1.10 **Types and Histories: Past and Present Issues of Type and Book Design**
José M. Cerezo *Cerezo Design, Madrid*
Oriol Moret *Universitat de Barcelona*

2 Design Studies

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Fátima Pombo *Universidade de Aveiro*
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- 2.2 **Public Policies on Design and Design-driven Innovation**
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Paul Atkinson *Sheffield Hallam University*
Tingyi S. Lin *National Taiwan University of Science and Technology, Taipei*
- 2.4 **Design Studies: Design Methods and Methodology, the Cognitive Approach**
Alain Findeli *Université de Nîmes / Université de Montréal*
Pau Solà-Morales *Universitat Rovira i Virgili, Tarragona*
- 2.5 **Vehicles of Design Criticism**
Fredie Floré *Katholieke Universiteit Leuven*
Josep M. Fort *Universitat Politècnica de Catalunya, Barcelona*

3 Open Session

- 3 **Open Session: Research and Works in Progress**
Barbara Adams *Wesleyan University, Middletown, CT*
Isabel Campi *Fundació Història del Disseny, Barcelona*
M. Àngels Fortea *BAU Centre Universitari de Disseny, Barcelona*
Monica Gaspar *Hochschule Luzern*

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