

1	History of Design
2	EQF 7
3	COMPULSORY
4	1
5	2
6	12
7	Prof. Mauro Martinuz
8	<p>The aim of the course is to provide the student with a general knowledge of the evolution of design, from the beginning to the contemporary.</p> <p>The aspects of design linked to technological development and the particular form of culture that it produces will be highlighted.</p> <p>The monographic studies are aimed at analyzing the contemporary situation and the particular features of the Italian Design.</p>
9	FACE TO FACE
10	KNOWLEDGE OF ITALIAN LANGUAGE
11	<p>Introduction</p> <p>1 Design and industrial design 2 Design, Technology and Art 3 Design as culture 4 Energy paradigms, Technological ages and Superior Technology</p> <p><u>I - Machinism e Anti-Machinism</u> The First Industrial Revolution, 1770 - 1860</p> <p><u>II - Standardization and Mass Production</u> The Second Industrial Revolution, 1860 – 1930 The Europe at the beginning of XX century Abstractionism, the form of Thecnology - Europe Twenties USA: mass production and mass market</p> <p><u>III - Organic, Minimal, Pop</u> The Third Industrial Revolution, 1930 – 1982 The Organic design Minimal, Plastic e Pop Design: the post-rationalism utopia and the rebellion of fantasy The Italian design Japanese Design Postmoderno era The digital era: the industrial design loses power</p> <p><u>IV Postmodern</u> The global France of Pilippe Starck Contemporary protagonists Border personality. Art and design "on the border" The Digital age: the design as information</p> <p><u>V – Monographic Monografico</u> The contemporary condition of Design The shapes of objects during the Post-Industrial era Design and systems of consumption</p>
12	<p>Bibliography / Obligatory texts</p> <p>M. Martinuz, <i>Design Tecnologia Arte</i>, LetteraVentidue, Siracusa, 2017 M. Martinuz, <i>Il Design Italiano 1900-2000</i>, LetteraVentidue, Siracusa (in via di pubblicazione).</p> <p><i>Tecnica e cultura</i>, a cura di T. Maldonado, Feltrinelli. Scritti di H. Muthesius, P. Behrens, W. Gropius, H. Meyer.</p> <p><i>Monographic section</i> Zygmund Bauman, <i>Consumo, dunque sono</i>, Ed. Laterza, Roma –Bari, 2010 / pp 1-145 Chiara Alessi, <i>Design senza designer</i>, Laterza, Bari, 2016</p>
13	-
14	Examination procedure

	<p>The exam will take place in the form of an interview on the topics of the program. The student will have to present to the exam with: the texts of the obligatory Bibliography; an iconographic research related to the objects that will be communicated during the course;</p>
15	ITALIAN