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| 1 | History of Design |
| 2 | EQF 6 |
| 3 | COMPULSORY |
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| 7 | Prof. Mauro Martinuz Assistant: Dott.ssa Stefania Donna |
| 8 | 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. The aspects of design linked to technological development and the particular form of culture that it produces will be highlighted. The monographic studies are aimed at analyzing the contemporary situation. |
| 9 | FACE TO FACE |
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| 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 The revaluation of making</p> |
| 12 | <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> Pietro Giorgio Zandrini, <i>Periplo</i>, LetteraVentidue, Siracusa, 2015 Zygmund Bauman, <i>Consumo, dunque sono</i>, Ed. Laterza, Roma –Bari, 2010 / pp 1-145</p> |
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| 14 | The exam will take place in the form of an interview on the topics of the program. |

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| | 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; an agreed bibliographic research. |
| 15 | ITALIAN |