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diid  
disegno industriale › industrial design

Design 2030: Practice

# 72/20



diid

disegno industriale › industrial design

# Design 2030: Practice

Design has been recognized as a discipline of doing. Its practical dimension has always exceeded the theoretical one, and the second has always placed the first at the centre. If this assumed a connotation of certainty in the context of the 20th century, today, in the contemporary world, is the Design dimension of

doing still valid? How the applied dimension of this knowledge has to be expressed? Can the "profession" of the designer specialized in product categories still valid? What space will it occupy between the professions of the future? What should be its relationship with production and consumption systems?

The issue 72 of **diid** opens up to those applied experiments where Design, within the laboratories and in the places of production, is outlining a different nature and prefigures a new role in and for society.

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## Index

### Editorial

**Design 2030: feasible practices for the next future** > Tonino Paris 4

### Think

**A sense of time for design** > Alberto Bassi 8

**Resilient Professions. When Design practices become responsible**  
> Loredana Di Lucchio, Angela Giambattista 18

**Beyond human – new Paradigms of active collaboration in Design**  
> Sabrina Lucibello, Maurizio Montalti 26

**The value of design practices in scientific research: 5 paradoxes**  
> Giovanni Innella, Chiara Scarpitti 34

**The fifth dimension of interaction design: conversation with Gillian Crampton Smith and Alessandro Masserdotti** > Giuseppe Losco, Davide Paciotti, Manuel Scortichini, Carlo Vinti 42

*Think gallery* > **Design 2030: People, Users, Designers** > Luca D'Elia 50

### Make

**Focused practices for future changes** > Giovanni Maria Conti, Martina Motta 70

**New places of design: nomadic workshops** > Michele De Chirico 80

**Prototype-Driven Design in the IoT Age** > Giuseppe Mincoelli, Michele Marchi, Silvia Imbesi, Gian Andrea Giacobone 88

**Avant-garde CAD: Generative Design** > Sarvpriya Raj Kumar, Viktor Malakuczi 96

**Design Interstitial practices** > Carlo Emilio Standoli, Daria Casciani, Patrizia Bolzan 104

*Make gallery* > **Design 2030: Thinking, Tinkering, Thinkering** > Carmen Rotondi 112

### Focus

**AI, Design Fiction, and Critical Thinking** > Venere Ferraro, Mila Stepanovic 128

**Designer Pollinator: a case study** > Flavia Papile, Andrea Coccia, Barbara Del Curto 136

**Design Practice for Transformation** > Marco Ronchi, Mariana Ciancia, Francesca Piredda 144

**Design and different ways of "doing" technologies** > Maria Antonietta Sbordone, Gabriele Pontillo 152

*Focus gallery* > **Design 2030: Spaces, Factories, Labs** > Paride Duello 162