

The School of the Art Institute of Chicago *in collaboration with*
the Italian American Chamber of Commerce invites you to

Designing Future Living: Sustainability and Innovation

Lecture by: Dr. Lorenzo Imbesi, PhD
Professor, University Sapienza in Rome (Italy)

Tuesday, November 10th

12–1PM

Italian Cultural Institute

Lecture and Buffet Luncheon

500 N. Michigan Ave., #1450, Chicago, IL

Nowadays, design for human living means to focus on two important features: sustainability and innovation. So far, they seem to have been in opposition one each other since sustainability has been focused on reducing the environmental impact of production, while innovation on discovering new technologies, new performances, new objects. In between these opposite visions, a different design approach is able to merge them while considering sustainability not only as an environmental question, but also as a productive and a cultural factor, and at the same time considering innovation not only as technology but also as social innovation.

The proposals of the young designers graduated at the Design Program in Sapienza University of Rome, should be considered as interesting experimentations towards this approach of Design for Living, which is strongly inspired by the Italian design traditionally focused more on the user needs and desires rather than the productive requirements or the business logics. The contribution will introduce the design principles and practices of this design approach, while displaying few design projects.

rsvp@iacc-chicago.com

Please include your name, company, title, and email address.
RSVP is required for this free event.

For information, contact Fulvio Calcinardi at 312.218.0255

Dr. Lorenzo Imbesi is an architect, with a PhD in Environmental Design, and a Professor at Sapienza University of Rome in Rome, Italy. Previous to his position at Sapienza, he was Associate Professor at Carleton University, School of Industrial Design (Ottawa, Canada). He is a critic and essayist for many reviews, and is currently Co-Director of the magazine DIID - Disegno Industriale. He has also served as a keynote speaker and coordinator for several international conferences and curated design exhibitions and events. His interests include the impact of new technologies and artifacts on design culture—especially its critical expressions and theoretical inter/trans/post-disciplinary implications with regard to our contemporary knowledge society and the social, cultural, and ethical.

