

## Workshop:

Consistently with the conference given by Carlo Branzaglia on Feb. 28th, the workshop (six hours) dealt with the task of monitoring and suggesting innovative ways of communicating the idea of sustainability, in terms of its different aspects: social, environmental, economical ones.

SPEAKER

Prof. Carlo Branzaglia



### BIOGRAPHY

Prof. Carlo Branzaglia deals with design education and strategic design. He is the scientific advisor of the Postgraduate Program at IED in Milan. He also teaches at the Academy of Fine Arts in Bologna, where he is the head of the Applied Art Department. He works as a consultant for various companies and has published several books on design and sustainability.



Students had been divided into five groups groups of four / five people each, with the task of picking up suggestions inside the Bilkent Campus: using notes, drawings, photographs.

According to these suggestions, each group identified a series of keyword, in order to create a coherent tag cloud using them; and, finally, a moodboard to define style guidelines. Obviously, groups presented their work as a team.