

Italian Design & Sustainability

SPEAKER

Prof. Carlo Branzaglia
IED

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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 gave many lectures, conferences and run workshops in different Universities. He authored and edited several books (the last one, "Fare progetti", 2016). Prof. Branzaglia is a partner of DMC (Design Management & Consulting) and Health Design Network. He is also a member of the ADI Collezione Compasso d'Oro Foundation Board.

ABSTRACT

Sustainability is a central issue in design when the aim is to organize an environment able to suit short as well as long term human needs. Yet the artificial surrounding where we live today represents a very negative template both in social and environmental terms. Social and environmental sustainability are in fact the two key concepts to question and evaluate the contribution of contemporary design in different sectors. The lecture in particular focuses on the field of packaging design where different strategies (from re-use to recycling) are tested in the attempt to cope with a context characterized by an unnecessary expansion of consumption. Eventually it investigates how the design of a packaging in terms of container, storage element, and communication device, may address on different levels the issues of social and environmental sustainability.