

Since the '50s the Italian craftsmen and architects have been experimenting with new opportunities coming from the industrial production. Over time, the design culture, the education institutes, the sector magazines, and the university courses have been feeding the cultural debates on the themes related to the design for the industry. In only Europe, Italian design is constantly rising its turnover. Every year, 10.000 new operators enter the market with new ideas, prototypes, and excellent services.

The Design is “made in Italy”, and the industry of furniture, objects, and urban furnishings do prove it.

In order to better the culture of quality design, new trials on the stone projects are growing up, together with a new way of conceiving the stone fabrication.

Thanks to the technological innovation of the CNC machines, new interesting proposals of digital craftsmanship have been considered, this would substitute for the mass production, the standard objects lacking the typical spirit of customization.

The aim is not to use the digital innovation at the service of the mass production, but to take advantage of the cutting-edge technology for the custom-tailored fabrication.

The most interesting aspect of this project is to put into play the humanistic spirit of the operators using the new technologies 4.0. This is a great model, which can be fed and promoted not only in Italy, but also in the foreign countries starting from the synergies deriving from the different fields of the same industry.

design practice

The design practice for the Design 1 course is linked to the central theme of the international exhibition THE ITALIAN STONE THEATER, which will be held during the MARMOMAC 2019 – Verona stone show next September

NATURALITY

UNIQUENESS AND GEO-DIVERSITY OF THE STONE

The main theme of the 2019 edition of “THE ITALIAN STONE THEATRE” is the stone as the element of nature, belonging to the geo-biosphere. In the past it was called live stone, the element used in architecture in its state of rock.

The unique physical, mechanical, structural, textural and aesthetic diversity represents the real treasure of this element, which has been following men through his technological evolution and creativity expression.

Nowadays it is of primary importance to strengthen the relationship between man and nature, offering a culture that gives value to the stone through new and unexpressed potentialities.

In residential projects and urban environment, the stone represents the physical and symbolic connection with the nature.

THE ITALIAN STONE THEATRE exhibition will give value to the uniqueness of stones and their geo-diversity, holding a series of shows, which are going to connect the professional skills of the stone fabricators, the CNC machines producers, and well-known architects and designers.

Main themes of the exhibitions:

- MASS / GRAVITY
- LIGHT / REFLECTION
- CHANGEOVER / VARIABILITY
- DURABILITY / ATEMPORALITY
- SYMBOLISM / TRADITION
- SUSTAINABILITY / REUSE

The projects will have a natural background, then plants and tree will complete the artworks in the special symbolism of the connection between the vegetable and the mineral nature of rocks.

Hall 1 is the space dedicated to the installations of architecture, design, and art with the general theme of NATURALITY, then developed in the different sectors following the keys words of the show.

The same contents will be connected to other spaces like “Ristorante D’Autore”, “Area Forum”, “Wine Bar” , and other dedicated external spaces for the Young Stone show with the products of stone research and lithic experimentation made by Italian Universities in cooperation with Marmomac.



CALENDAR OF THE ACTIVITIES

february

19	Presentation
21	Introduction to the theme
26	Seminar: Massimo Russo
28	

march

05	Lecture
07	Classroom work
12	Visit at HELIOS Automazioni premises
14	Classroom work
19	Lecture: Vincenzo Minenna
21	Open Day - classroom work
26	Seminar: Massimo Russo
28	

april

02	Lecture: Vincenzo Fallacara
04	Lecture
09	Seminar: Massimo Russo
11	
16	Practice
18	Practice
30	Lecture: Angelo Bucci

may

07	Workshop
09	Workshop
14	Seminar: Massimo Russo
16	
21	Classroom work
23	Classroom work
28	Classroom work - guidelines for exam materials
30	Classroom work - guidelines for exam materials

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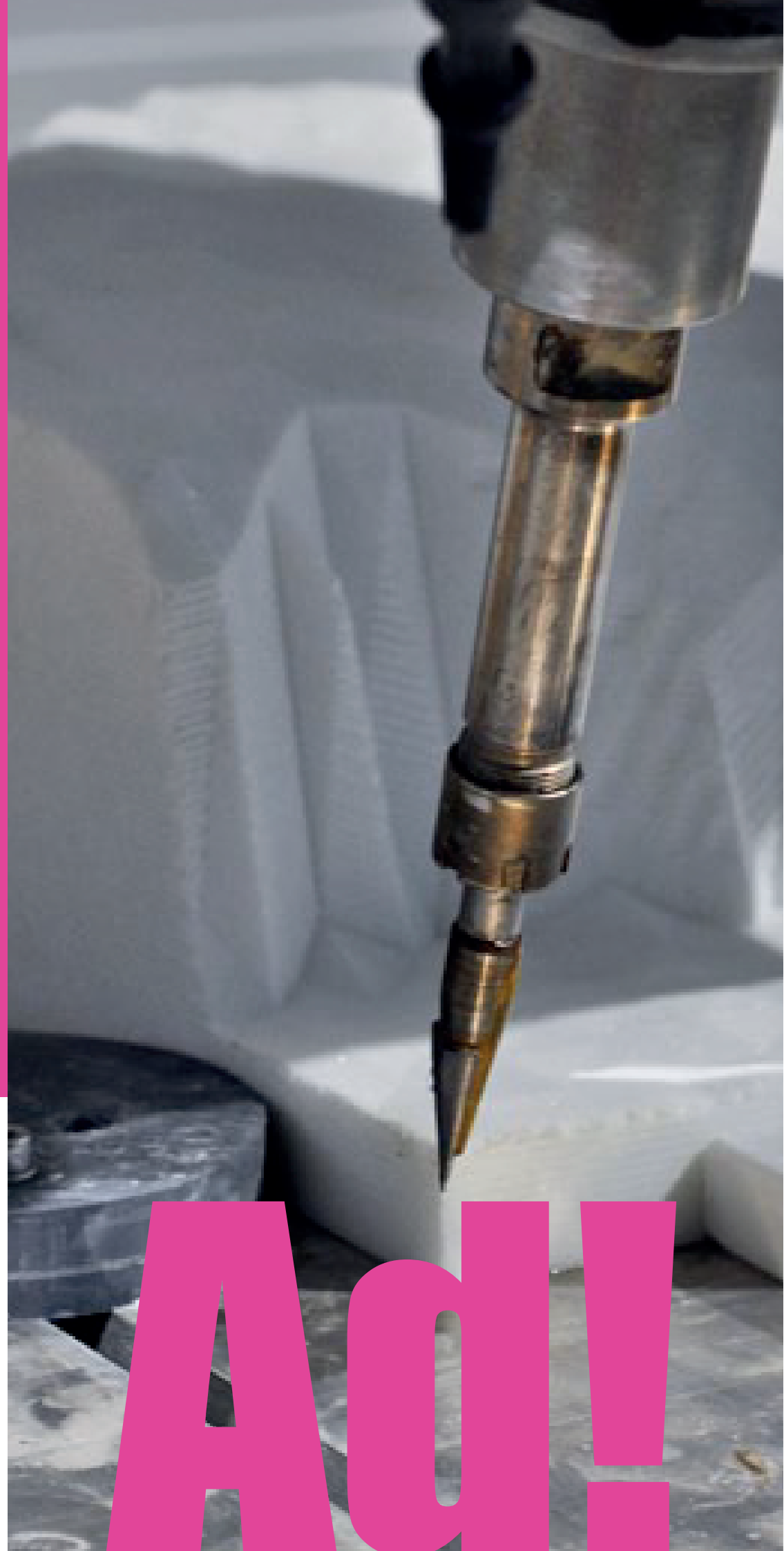
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Ad! ARTIGIANATO digitale

University of G. D'Annunzio
Department of Architecture - Pescara
DESIGN COURSE 1
A.Y. 2018/2019

Prof. Domenico Potenza
Design seminars
arch. Massimo Russo

with:
arch. Giulio Girasante
arch. Valeria Marzano