MDA
MEDITERRANEAN DESIGN ASSOCIATION

4th International Conference on Environmental Design

Ginosa | 9-11 May 2024

Meeting Point: Community Library - C.so Vittorio Emanuele II n. 95, Ginosa

Conference Program

	DAY 1 — May 9th		DAY 2 — May 10th		DAY 3 — May 11th	
			sess. 3 SUSTAINABLE DEVELOPMENT	**sess. 4** SOCIAL INNOVATION	**sess. 9** MADE IN …	**sess. 10**
10.00			Fast Fashion. Sustainability and the negative psychological and social impacts for consumers — Giovanni Maria Conti — *Politecnico di Milano, Italy*	Editorial Design and the Influence of Racism on Black Representation in Brazilian Magazines and Newspapers: The Panorama Before and after George Floyd and João Alberto Silveira Freitas — Gustavo Orlando Fudaba Curcio, João Vitor Pereira Moura — *Universidade de São Paulo, Brasil*	**10.00** MADE IN AItaly. The Identities of Fashion Design in the Era of Artificial Intelligence. — Andrea Quartu — *Università della Campania Luigi Vanvitelli, Italy*	Defining garment quality for user experience design in metaverse: the outerwear case study — Dario Gentile, Michele Fiorentino — *Politecnico di Bari, Italy*
10.20			Mixed reality for addressing boredom at work: grounds and perspectives for PhD — Francesco Musolino, Michele Fiorentino — *Politecnico di Bari, Italy*	Playing as a cultural dissemination strategy. Eco-bab: designing collaborative, playful and educational experiences — Nicolò Ceccarelli, Nada Beretić — *University of Sassari, Italy*	**10.20** Food, Design, and Territory: The Valorization of Manna in the Madonie area — Benedetto Inzerillo, Samuele Morvillo — *Università degli studi di Palermo, Italy*	Research through Design in Multisensory Narrative Dimensions — Clice de Toledo Sanjar Mazzilli — *University of São Paulo, Brazil*
			TECHNOLOGY APPLICATIONS	HEALTHCARE AND WELLNESS		
10.40	WELCOMING		**10.40** The 'New Morphologies': When Technology Becomes Gender-Neutral — Matteo O. Ingaramo, Martina Labarta — *Politecnico di Milano, Italy*	Textures design for Augmentative and Alternative Communication (AAC) for people with deaf- blindness and multi-sensory impairment — Denise Dantas, Lia Sossini, Barbara Del Curto — *Universidade de São Paulo, Brazil — Politecnico di Milano, Italy*	**10.40**	Anthropogenic Narratives. Imagination and Anti-Disciplinarity for the Communication of Non-Human Perspectives — Francesco E. Guida, Martina Esposito, Enrico Isidori — *Politecnico di Milano, Italy — Università degli Studi di Napoli Federico II, Italy*
11.00			UX Design in The Context of Navigation Aid Equipment Maintenance. A new approach to Monitoring and Control System Design — Elie Barakat, Venanzio Arquilla, Maximilian James Arpaio — *Thales Italia Spa, Italy — Politecnico di Milano, Italy*	Design against cancer. Topics and projects for a new culture of prevention — Erminia Attaianese, Ivo Caruso, Carla Langella — *Università degli Studi di Napoli Federico II, Italy*		
				BREAK		
			sess. 5 TECHNOLOGY APPLICATIONS	**sess. 6** HEALTHCARE AND WELLNESS		
12.00			Enhancing User Experience in Autonomous Driving Levels 4 and Above: A Novel Seat Concept for Motion Sickness Mitigation. — Venanzio Arquilla, Shangyi Bai — *Politecnico di Milano, Italy*	Thriving children's perceptual learning through educational environments color and material design — Elisa Longoni, Michele Zini, Barbara Camocini — *Politecnico di Milano, Italy — ZPZ Partners, Italy*	CONCLUSIONS AND GREETINGS	
12.20			Digital Manufacturing of Tactile Maps to Improve Accessibility at Archaeological Sites — Alfonso Morone, Edoardo Amoroso — *Università degli Studi di Napoli Federico II, Italy*	Enhancing Healthcare Systems: Redefining Strategies and Stakeholder Engagement for Community Care Service Evolution — Federico De Luca, Daniela Sangiorgi — *Politecnico di Milano, Italy*		
	LUNCH BREAK					
	sess. 1 SUSTAINABLE DEVELOPMENT	**sess. 2** SOCIAL INNOVATION	**sess. 7** TECHNOLOGY APPLICATIONS	**sess. 8** POLICY AND GOVERNANCE / ALTERNATIVE FUTURES / MADE IN …		
14.30 / 17.00	RAISE ecosystem: urban design for accessible and inclusive Smart Cities — Francesco Burlando, Federica Maria Lorusso, Claudia Porfirione — *University of Genoa, Italy — University of Campania Luigi Vanvitelli, Italy*	Urban lifestyle in twenty years. Forecasts from a Young Generation of Interior Designers — Luca Guerrini — *Politecnico di Milano, Italy*	**17.00** TREELOGY: Preserving Urban Forests through IoT Monitoring Data of Greenery — Alfonso Morone, Mariarita Gagliardi, Silvana Donatiello — *Università degli Studi di Napoli Federico II, Italy*	The Project of ethical visions for new enterprises in the South — Rosa Pagliarulo — *Politecnico di Bari, Italy*		
14.50 / 17.20	Culture, meaning, value and sustainability: A terminological analysis — Piera Losciale — *Politecnico di Bari, Italy*	Design as a catalyst for rural regeneration: Insights from a Research through Design study — Alessandro Ianniello, Riccardo Palomba — *TU Delft, The Netherlands — IUAV, Italy*	**17.20** Research into the exterior walls of residential buildings in the context of sustainable construction based on bio-based materials and waste — Alberto Reaes Pinto, Marlene Canudo Urbano, Carlos Oliveira Augusto — *CITAD / Universidade Lusíada, Portugal*	REMANUFACTURING ITALY. The role of design in the manufacturing chains of the southern contexts, for the development of territorial cultural heritage, between local archetypes and global connections — Domenico Colabella — *Politecnico di Bari , Italy*		
15.10 / 17.40	Bio-inspired design: A systemic and interdisciplinary design approach to increase the sustainability of processes and products — Lucia Pietroni, Mariangela Francesca Balsamo, Giuliana Flavia Cangelosi — *University of Camerino, Italy*	The role of the communication design for the Mediterranean enhancement and development. The representative case studies map — Chiara Tuttolani — *Politecnico di Bari, Italy*	**17.40** Environmental Impact of Wood, Steel, and Concrete in Residential Buildings — Sonsoles Vela, Ruben Garcia Rubio — *Tulane University, USA*	Re-Made in … Locally. The empowerment of regional practice — Lisa Hockemeyer, Anna Santi — *Politecnico di Milano, Italy*		
15.30 / 18.00	Eco-sea design. Transdisciplinary products and services for sustainability in seaside contexts — Ivo Caruso, Vincenzo Cristallo — *Università degli Studi di Napoli Federico II, Italy — Politecnico di Bari, Italy*	From concepts to open products: The experience of a design hackathon for inclusive open-souse products — Federica Caruso, Venanzio Arquilla — *Politecnico di Milano, Italy*	**18.00** A sustainable territorial development — Luca Bullaro — *National University of Colombia, Colombia*	Green design for resilient urban pathways — Davide Bruno, Felice D'Alessandro — *Politecnico di Milano, Italy — Università degli Studi di Milano, Italy*		
15.50 / 18.20	Fashioning a Sustainable Future: - Navigating Zero-Waste Practices in Textile Chain — Maria Antonia Salomè — *Università degli Studi di Firenze, Italy*	ReMade Community Lab, Design explorations in a Proximity System — Susanna Parlato — *Università degli Studi di Napoli Federico II, Italy*	**18.20** Design, cultural heritage and technologies: new forms of dialogue between the user and museum spaces — Giusi Castaldo, Mario Buono, Elena Laudante — *Università degli Studi della Campania "Luigi Vanvitelli", Italy*	Design and Literature for Education: Academic and Pedagogical Transdisciplinary Integrated Lab as Innovative Project for Graduate Programmes — Michaella Pivetti, Diana Navas — *Pontifícia Universidade Católica de São Paulo (PUC-SP), Brasil — Universidade de São Paulo (USP), Brasil*		
16.10 / 18.40	The black hole of the fashion system: The contribution of design to the sustainable transition of the fashion system — Elena Pucci — *Università degli Studi di Firenze, Italy*	Utensilia© to design. On the "process by which people go about producing things" — Rossana Carullo — *Politecnico di Bari, Italy*	**18.40** Design storytelling e microstorie del Made in Italy: nuovi modelli di sostenibilità e innovazione nel distretto produttivo murgiano — Vincenzo Paolo Bagnato, Antonio Labalestra — *Politecnico di Bari, Italy*	What if interactive artifacts would disrupt human relations? — Andrea Di Salvo — *Politecnico di Torino, Italy*		
16.30 / 19.00	Digital art direction and sustainable communication for fashion in Italy: A literature review — Filippo Maria Disperati, Elisabetta Cianfanelli — *Università degli Studi della Campania "Luigi Vanvitelli", Italy — Università degli Studi di Firenze, Italy*	Color loci placemaking: Color and processes of place appropriation — Cristina Boeri — *Politecnico di Milano, Italy*	**19.00** Values, Identity, Stereotypes — Daniela Anna Calabi, Francesco Ricciardi — *Politecnico di Milano, Italy*	The (Un)Sustainable Future - Design and Resignification of Materials and Processes — Maria João Barbosa, Benedita Camacho, Diogo Frias Riobom, Bernardino Gomes — *Lusíada University [CITAD], Portugal*		
16.50 / 19.20	Design as a Catalyst for Sustainability – Bridging Disciplines in the Anthropocene — Dario Russo — *Università degli Studi di Palermo, Italy*	Functionality and significance in the design of tourist and community interaction structures in the Colta Lagoon — Sandra Núñez, Claudia Balseca, Eliska Fuentes — *Universidad Indoamérica, Ecuador — Universidad Técnica de Ambato, Ecuador*	**19.20** From territories to communities. A new perspective for Made in Italy — Iole Sarno — *Università degli Studi di Napoli Federico II, Italy*	Shaping the future of automotive design: The automotive experience design lab — Venanzio Arquilla, Giorgia Ballabio — *Politecnico di Milano, Italy*		
17.10	The Environmental Labels for Sustainable Communication Design — Francesca Scalisi, Dario Russo — *Università degli Studi di Palermo, Italy*	Project Perspectives and the First Workshop of the Community Foundation of Messina via the Tombolo Academy — Luca Fois, Camilla Guerci — *Politecnico di Milano, Italy*				
17.30		Urban interiors. The domestic space and the city/the street as a living room — Tiziano Aglieri Rinella — *IUAV University of Venice, Italy*				