

We are experiencing an environmental, social and political crisis. The magnitude of the issues requires not only technical answers but new models of thinking, lifestyles and values. As the pandemic crisis has taught us, the issues are closely linked and, for this reason, require systemic thinking capable of grasping the links between the different aspects. This involves overcoming the anthropocentric view, looking at nature in its entirety; addressing the implications of distant and nearby post-colonial scenarios; taking gender issues into account; and looking at the political risks associated with new populism and war scenarios.

However, a perception of the links between the different topics is still not widespread.

Hence, an interdisciplinary approach is essential, with a significant contribution from the natural sciences - where nature can teach virtuous behavior - and the social sciences - able to look at other cultures and their contribution.

In such a scenario, design, with its ability to catalyze different disciplines, to make sense of technological innovation, to practice a critical approach, to stimulate virtuous behavior, to anticipate the future, can play a pivotal role.

Contributing to the definition of the physical and digital, but also relational environment of contemporaneity.

The Design for Sustainability Lab (LDS) of the Department of Architecture of the University of Florence operates on these themes.

The work conducted by the LDS research team does not limit itself to tackling a single theme, but seeks to reflect on the various dimensions of the global crisis, operating on the boundaries between the human, beyond the human to the transhuman realm.

During Milan Design Week 2024, the LDS Lab moves to the spaces of Base in Milan, showcasing completed projects (international and national, with prototypes, models, designs, ideas, scenarios), in progress ideas and the dreams waiting to be realized.

By *physically* reconstructing the desks of LDS researchers - designers, architects, botanists, anthropologists, social workers - as well as Master's Degree students, in a collective intelligence scenario.

Through a well-established network of relationships with companies, associations, administrations, territories, testifying to the desire to have tangible effects. The idea, specifically, is to create *live* design performances where researchers take turns in a calendar of thematic events, researching and designing on-site throughout the duration of the Design Week.

revolution interplay transformation circularity growth values decrease activism awareness listen

immersion rebirth ecosystemic life community heritage identities with perspective-taking decolonize cooperation

proximity revolution interplay transformation activism awareness listen learn immersion rebirth ecosystemic life community revolution interplay transformation circularity growth values

decrease activism awareness

## Design for Sustainability Lab (LDS)

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W/ Marco Fioravanti, Associate Professor

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 Claudia Morea, PhD  
 Valentina Frosini, PhD  
 Lu Ji, PhD

Bachelor's graduates in Product, Interior, Communication and Eco-Social design & Master's graduates in Advanced Sustainable Design:  
 Emma Calusi, Olivia Conti, Delfo Rosario Ciriano, Fabio Ghelardini, Gregorio Goti

## Design Across the Borders in times of Global Crisis

Concept  
 Giuseppe Lotti

Exhibit design  
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Communication design  
 Ami Licaj, Elisa Matteucci

Video production  
 Paria B. Moghaddam

## In collaboration w/

Education institutions: Elisava, Istituto Comprensivo Statale Calenzano, Politecnico di Bari, Politecnico di Milano, Politecnico di Torino, Sapienza Università di Roma, Scuola Superiore San'Anna, Università degli Studi della Campania "L. Vanvitelli", Università degli studi di Palermo, Università di Bologna, Università di Firenze (DAGRI, GEESAF), Università Mediterranea

Public entities, no profit and associations:  
 A.N.P.I., Accademia Italiana di Scienze Forestali, Ambit, C.I.R.S.P.E., Chambre de Commerce et d'Industrie d'Antananarivo, Comune Serra San Bruno, Comune di Calenzano, Comune di Firenze, Comune di Marsala, Comune di Pantelleria, Consorzio Polo Tecnologico Magona, Ecole Supérieure des Sciences et Technologies du Design de Tunis, Ecomuseo del Casentino, Emmaus Italia, Flag Nord Sardegna, Institut Supérieur des Arts et Métiers de Kasserine, Institut Supérieur des beaux Arts de Sousse, Legacoop Toscana, Moggiona società cooperativa, Odyssea, Pro Loco Moggiona, Regione Calabria, Regione Liguria, Regione Sardegna, Regione Toscana, Terra Vera, Terra di Tutti, Unione dei comuni "Alta Gallura", Unione dei comuni montani del Casentino, Università di Pisa, Université Euro Méditerranéenne de Fès.

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## Twenty-four projects for an Across the Borders vision

### 01 — Smag

A product-service system designed to evaluate key parameters relevant to the life cycles of both humans and plants, introducing the Internet of Things (IoT) into the realm of stone enterprises. This system weaves a modern narrative, blending the rich heritage of traditional materials with the cutting-edge advancements of technological innovation.

### 02 — Material beyond materials

Material thinking with a view to the circular economy: an annual workshop where students practise materials design, manual skills and sustainability practices. A Learning by Making educational experience complementing the digital approach.

### 03 — Prismamed

A research project aimed at the reuse and recycling of fishing nets - some 700,000 tonnes every year in the world's seas. A tapestry born from the reuse of nets that tells us about the Mediterranean, a small sea unfortunately plagued by tragedies and affected by climate change. Children's games that reminisce about a time when the Mediterranean was a place of stories and myths.

### 04 — 3R4Camper

Circular economy scenarios for the motorhome sector through the application of the 3R logic - Reduce, Reuse, and Recycle. Solutions include, among others, lightweighting of the structure through the application of bio-inspired solutions, ensuring both lightweight construction and a better end-of-life outcome.

### 05 — Inertial

A research based on the principles of biofabrication aimed at addressing the issue of processing waste in the stone industry. Starting with Inertial, the endeavor seeks to establish a spin-off focused on realizing the research outcomes.

### 06 — Re-generative Lab

A joint University-Business-Administration workshop was established with the aim of promoting circularity practices based on the 3Rs model - Reduce, Reuse, and Recycle - in production, serving as a stimulus for virtuous behavior.

### 07 — For-legno

A project for the valorisation of the wood chain and the territory of the Serre Calabresi through an integrated service-communication system. The communication project is aimed at the development of a brand that summarises material and immaterial values in a visual identity graphic system, aimed at regulating the sustainable, ethical and cultural qualities associated with the wood product. The service is aimed at the inclusion of the municipality of Serra San Bruno (VV) and the companies of the local supply chain in the free carbon credit market.

### 08 — Nel bosco dei Bigonai

A summer school on the forest-wood supply chain, with a focus on recovering and enhancing the work of the last artisans who produce "bigoni" (traditional containers for transporting grapes). An opportunity to reflect on the value of traditional knowledge and local communities as a basis for sustainable development models. (Coordinated by Studio Lievito)

### 09 — ROCC – Monumento

A monument commemorating the often underestimated contribution of partisan women to the Resistance against Nazi-fascism, born from the codesign session among the students of the Arrigo da Settimello 1st Grade Secondary School and the researchers of the Design for Sustainability Laboratory, ROCC, lest we forget.

### 10 — Digital Sustainability

Thematic seminar as part of the Communication III course aimed at designing a communication campaign to raise awareness of digital sustainability (environmental, social, cultural and economic). The poster, as an object of communication, is a tool capable of narrating complex themes to stimulate reflection and produce change in the community.

### 11 — EcoVisualization Strategies

This research highlights advances in Eco-Visualisation, merging nature-inspired narratives with Data Visualization processes to tackle climate change challenges. Emphasis is placed on biomimicry and bio-inspired methods for sustainable design, with the aim of reducing the environmental impact of Data Visualization practices. The exploration of nature's communication systems uncovers new techniques for processing and visualizing information.

### 12 — The Shade / Underdogs

A workshop addressing issues of gender, queerness and inclusive languages - the "body that (they) are not" - questioning the contribution of Transformative & Immersive Storytelling Design in transdisciplinary immersive storytelling from the perspective of 4 thematic areas: performance art, design, digital, social sciences.

### 13 — Intercultural craft

A European research project, partnered by social organizations, universities, and clusters operating through design-driven strategies for the social and work inclusion of people with fewer opportunities, fostering the creation of local and European networks composed of social workers, local artisans, and refugees.

### 14 — Togetherness

Design for social innovation with eco-social enterprises. In collaboration with Terra di Tutti social enterprise which is working with migrants, asylum seekers and refugees, creating job placement and social inclusion. The objects of Storie in viaggio are a result of these practices.

### 15 — divenire

Emmaus Italia Onlus is committed to transforming society's unused waste into precious resources, involving both people and objects. The divenire project aligns with this mission, aiming to restore dignity to objects through their repurpose into water containers. Thanks to 3D printing, they are redesigned to function as cutting and seed holders, offering new life to plants and shoots destined for rejection. This virtuous process promotes hydroculture and favors an ecological rebirth, serving as a symbol of redemption.

### 16 — Manaona

A capacity-building research project focused on Malagasy cultural and natural biodiversity, aiming to support the local craft traditional knowledge through the creation and activation of a Craft and Design School in Antananarivo.

### 17 — MAMA Nature

Co-design project that explores a new way of thinking about humans, plants, food and nature according to Eastern and Western ecological philosophies. In the perspective of ecofeminism, the focus is the respect of uniqueness, transformation, attention to care, love, environmental and social justice, inclusiveness, cultural diversities and biodiversity.

### 18 — Communicating Cooperation

Co-design workshop made in collaboration with Legacoop Toscana, aimed at communicating the values of cooperation, with a focus on the eco-social aspects of cooperative practices.

### 19 — Design and Climate Change

Co-design workshop made in two Sicilian territories (Pantelleria and Marsala) with five Italian universities. The aim was to reflect and deepen the contribution of design to the climate change challenges, with a special focus on the Mediterranean.

### 20 — Identités Fluides

Research experiences in Morocco, Tunisia and Algeria aiming at the valorisation of local craftsmanship as a driver to a sustainable development of communities and territories. The main idea was activating educational programs and knowledge-exchange good practices among the shores of the Mediterranean sea basin, which has always been a place of encounter with the Other.

### 21 — Designing Eco-Social Futures

Degree thesis made by design students belonging to the bachelor's and master's degree courses of the Unifi Design Campus. The projects are the result of the reflections developed by the authors on the eco-social challenges of the contemporary scenario (climate change, migratory flows, gender issues, etc.).

### 22 — Who is next?

This video pays tribute to Mahsa Amini, a young Kurdish woman from Iran, whose life was tragically ended by the Iranian regime for her defiance of dress code norms. It stands as a strong statement against today's patriarchal societies, where women continue to face discrimination and violence. This is a call to action, aiming not only to honor Mahsa but also to spark a global movement advocating for legislative changes rooted in trans feminist values. This movement strives to make gender equality and freedom tangible realities for everyone.



## National Recovery and Resilience Plan PE11 — MICS Circular and Sustainable Made in Italy

MICS is an Extended Partnership between Universities, Research Centers and Enterprises Funded by the European Union - Next Generation EU. National Recovery and Resilience Plan (NRRP) - M4C2 Investment 1.3 - Research Programme PE0000004 "Made in Italy Circolare e Sostenibile - MICS" - CUP B83C22004890007 (Lead partner Politecnico di Milano).

### 23 — Biopic

Biodesign solutions for the interior macro-sector - furniture, motorhomes and boats - aimed at the environmental improvement of products and processes, with a view to material optimisation, easy disassembly, structural optimisation, easy maintainability, performance.

### 24 — Emotional

A research on the perception of the values of Made in Italy with a special focus on the contribution to sustainability, as a basis for the construction of immersive extended reality experiences able to strengthen the added value of productions.