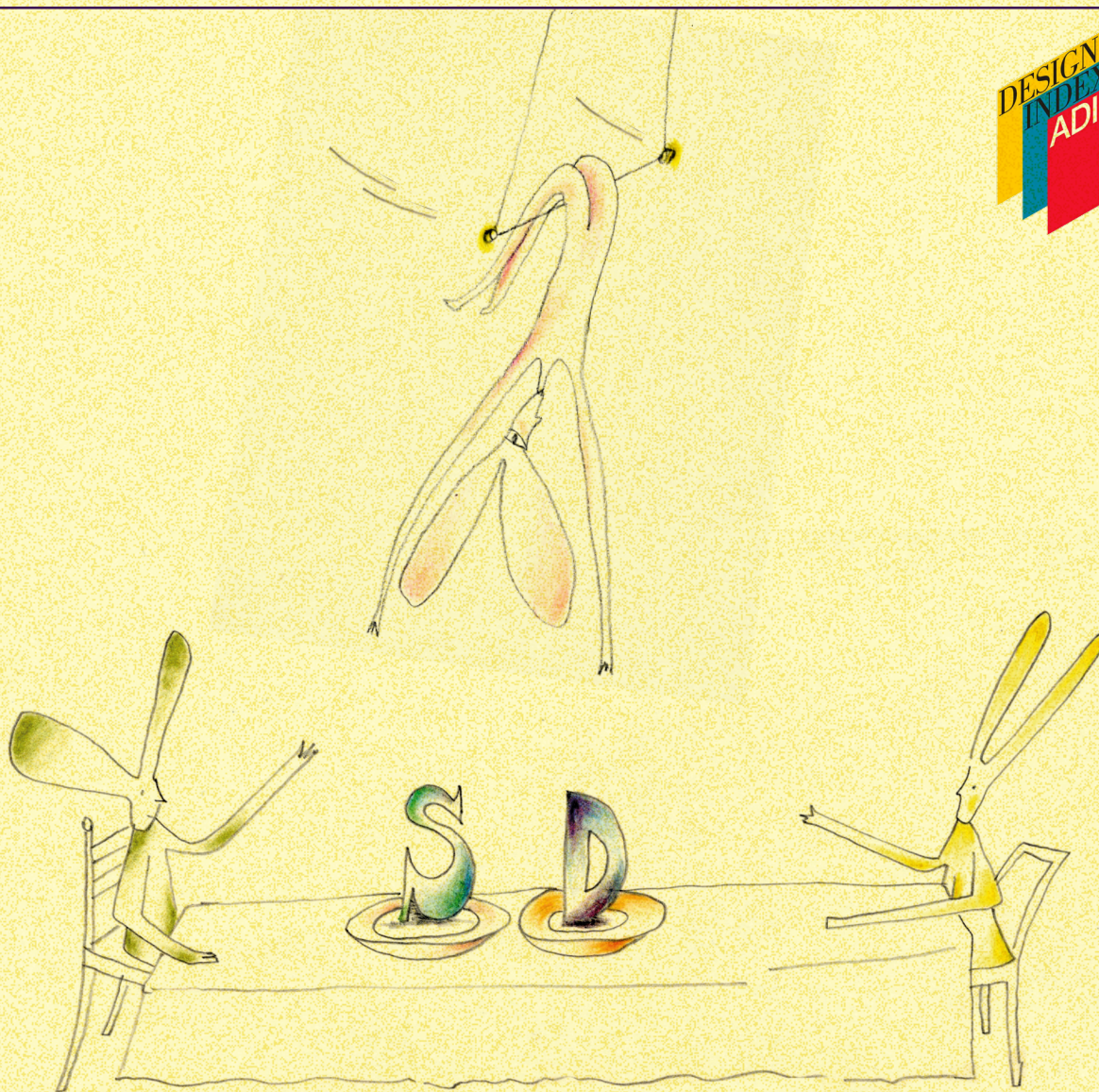


# Ais/Design Journal

## Storia e Ricerche





---

**AIS/DESIGN JOURNAL**  
**STORIA E RICERCHE**

VOL. 7 / N. 12-13  
DICEMBRE 2019  
GIUGNO 2020

**SOCIAL DESIGN.**  
**DESIGN E "BENE COMUNE"**

**ISSN**  
2281-7603

**PERIODICITÀ**  
Semestrale

**INDIRIZZO**  
AIS/Design  
c/o Fondazione ISEC  
Villa Mylius  
Largo Lamarmora  
20099 Sesto San Giovanni  
(Milano)

**SEDE LEGALE**  
AIS/Design  
via Cola di Rienzo, 34  
20144 Milano

**CONTATTI**  
[caporedattore@aisdesign.org](mailto:caporedattore@aisdesign.org)

**WEB**  
[www.aisdesign.org/ser/](http://www.aisdesign.org/ser/)

**DISEGNO IN COPERTINA**  
Mario Piazza

---

---

Ais/Design  
Journal

---

**Storia e Ricerche**

---

**DIRETTORE** Raimonda Riccini, Università Iuav di Venezia  
direttore@aisdesign.org

---

**COMITATO DI DIREZIONE** Marinella Ferrara, Politecnico di Milano  
Francesco E. Guida, Politecnico di Milano  
Mario Piazza, Politecnico di Milano  
Paola Proverbio, Università Cattolica del Sacro Cuore, Milano  
editors@aisdesign.org

---

**COORDINAMENTO  
REDAZIONALE** Chiara Lecce, Politecnico di Milano  
caporedattore@aisdesign.org

---

**COMITATO SCIENTIFICO** Giovanni Anceschi  
Alberto Bassi, Università Iuav di Venezia  
Fiorella Bulegato, Università Iuav di Venezia  
Giampiero Bosoni, Presidente AIS/design, Politecnico di Milano  
Maddalena Dalla Mura, Università Iuav di Venezia  
Elena Dellapiana, Politecnico di Torino  
Grace Lees-Maffei, University of Hertfordshire  
Kjetil Fallan, University of Oslo  
Priscila Lena Farias, Universidade de São Paulo  
Silvia Fernandez, Nodo Diseño América Latina  
Jonathan Mekinda, University of Illinois at Chicago  
Gabriele Monti, Università Iuav di Venezia  
Vanni Pasca, past-president AIS/Design  
Catharine Rossi, Kingston University  
Susan Yelavich, Parsons The New School  
Carlo Vinti, Università di Camerino

---

**REDAZIONE** Letizia Bollini, Libera Università di Bolzano  
Rossana Carullo, Politecnico di Bari  
Rosa Chiesa, Università Iuav di Venezia  
Paola Cordera, Politecnico di Milano  
Luciana Gunetti, Politecnico di Milano  
Alfonso Morone, Università degli Studi di Napoli Federico II  
Susanna Parlato, Sapienza Università di Roma  
Monica Pastore, Università Iuav di Venezia  
Isabella Patti, Università degli studi di Firenze  
Teresita Scalco, Archivio Progetti, Università Iuav di Venezia  
Eleonora Trivellin, Università degli studi di Firenze  
Benedetta Terenzi, Università degli Studi di Perugia

---

**ART DIRECTOR** Francesco E. Guida, Politecnico di Milano  
Daniele Savasta, Yasar Üniversitesi, İzmir

---

---

<b>EDITORIALE</b>	<b>SOCIAL DESIGN. DESIGN E “BENE COMUNE”</b> Marinella Ferrara, Francesco E. Guida, Mario Piazza & Paola Proverbio	9
<hr/>		
<b>SAGGI</b>	<b>DESIGN PER LA COMUNITÀ: IL CONTRIBUTO DI GIOVANNI KLAUS KOENIG</b> Isabella Patti	19
	<b>PRINCIPLES OF GOOD DESIGN AND SOCIAL DESIGN</b> Alfonso Ruiz Rallo & Noa Real García	31
	<b>LA DIMENSIONE ETICA DEL DIGITAL DESIGN. ACCESSO E ACCESSIBILITÀ, TRA UTOPIA FONDATIVA E CONTEMPORANEITÀ</b> Letizia Bollini	51
	<b>SOCIAL DESIGN ON A SPECTRUM: WITH CASE STUDY OF ANNA BARBARA'S ETHOS OF CARE</b> Susan Yelavich	61
<hr/>		
<b>RICERCHE</b>	<b>GIANCARLO DE CARLO E L'ARCHITETTURA DELLA PARTECIPAZIONE</b> Sara Marini	75
	<b>ENVIRONMENT AND EMANCIPATION THROUGH DESIGN. AVANT-GARDE INTERVENTION AND EXPERIMENTS WITH SOCIAL DESIGN IN DENMARK AROUND 1970</b> Hans-Christian Jensen & Anders V. Munch	88
	<b>DESIGN SOCIALE, MILANO ANNI '70. GIANCARLO POZZI, IL LETTO D'OSPEDALE TR15 E IL SODALIZIO CON ACHILLE CASTIGLIONI ED ERNESTO ZERBI</b> Marinella Ferrara	110
<hr/>		
<b>MICROSTORIE</b>	<b>LA STAGIONE DELLA GRAFICA DI PUBBLICA UTILITÀ: WHAT ELSE?</b> Daniela Piscitelli	138
	<b>RICCARDO DALISI AL RIONE TRAIANO. IL RISCATTO SOCIALE ATTRAVERSO L'ESPERIENZA D'ANIMAZIONE</b> Susanna Parlato & Paola Salvatore	159
	<b>CAMPO URBANO 1969. INTERVENTI ESTETICI NELLA DIMENSIONE COLLETTIVA URBANA</b> Roberto De Paolis	179
	<b>BRUCE ARCHER AND DESIGN AS THE THIRD AREA OF EDUCATION. REFLECTIONS FOR PROJECT-BASED EDUCATION IN BRAZIL</b> João De Souza Leite & Cristina Cavallo	205
	<b>LA DEMOCRATIZZAZIONE DELLA COMPLESSITÀ. LA DIFFUSIONE DEI DATI NEI PROCESSI DI DIVULGAZIONE DELLA CONOSCENZA</b> Roberta Angari	215

---

---

<b>RILETTURE</b>	<b>“LO SCANDALO DELLA SOCIETÀ”. RILETTURE SU PROGETTO, BISOGNI E AMBIENTE</b>	233
	Raimonda Riccini	
	<b>DESIGN FOR NEED. INTRODUCTION, 1976</b>	237
	Christopher Cornford	
	<b>AHMEDABAD DECLARATION ON INDUSTRIAL DESIGN FOR DEVELOPMENT, 1979</b>	240
	<b>INTERVISTA A MALDONADO, 1986</b>	244

---

<b>RECENSIONI</b>	<b>THE SOCIAL DESIGN READER DI ELIZABETH RESNICK</b>	257
	Gianni Sinni	



# OLTRE LA NORMA HANDICAP ED EMARGINAZIONE SUL PICCOLO E GRANDE SCHERMO

**Rassegna internazionale** Pesaro 25-30 marzo  
**Cinema Loreto/Teatro Sperimentale "O.Giansanti"**

**Comune di Pesaro**

Assessorato alla Sanità  
e sicurezza sociale

**Patrocina**

ACLI / AIAS / ANFFAS /  
1000 bambini a via Mangiù /  
Punto più / FISHA / MFD - Tribunale  
dei diritti del Malato  
Provincia di Pesaro e Urbino /  
Regione Marche

**Collaborano**

RAI - Dipartimento Scuola  
Educazione / UNICEF - Comitato  
Italiano per il fondo delle Nazioni  
Unite / Ambasciata d'Australia

**Partecipa**

Amnesty International

**Presidente Onorario  
della Rassegna**  
Cesare Zavattini

**Presidente**

Nelo Risi

**Rassegna a cura di**  
Paola Severini

**Consulenza tecnica**  
Agenzia PAN

**Sponsor**

Amici del pugilato "O. Vitarelli"  
Belligoni Industria Mobili

**Automotosport**  
"Santa Monica"

Berloni Mobili

Febal Cucine

Libertas Atletica

Cucine Componibili Nicolini

**Metauro Mobili**

Moto Club "T. Benelli"

Moto Grandprix Parisienne

Baime Mobilificio

Scavolini Cucine

Victoria Libertas Basket

Impresa costruzioni Palazzetti

Vis Pesaro Calcio

Genzili Pellicceria



Massimo Dolcini, *Oltre la norma*, poster, Comune di Pesaro (courtesy of AIAP CDPIG).



---

# Riletture

---



# Ahmedabad Declaration on Industrial Design for Development, 1979

---

## A. Ahmedabad Declaration

1. The Meeting for the Promotion of Industrial Design in Developing Countries convened by the United Nations Industrial Development Organization (UNIDO) in close cooperation with the International Council of Societies of Industrial Design (ICSID) and the Indian National Institute of Design in January 1979, in line with the Lima Declaration and Plan of Action and in pursuance of the Memorandum of Understanding signed between UNIDO and ICSID on April 26, 1977 to accelerate jointly industrial design activities in developing countries in order to satisfy the urgent needs in this field, and to carry out as extensively as possible the promotional activities necessary to alert developing countries to the advantage of including industrial design in their planning processes,

### *Adopts*

The Ahmedabad Declaration on Industrial Design for Development.

2. **Having reviewed** the situation with respect to industrial design in a number of developing countries,

3. **Bearing in mind** that design improves function, enhances communication, simplifies manufacture, use and maintenance,

4. **Recognising** that the problem faced in most developing countries is that although design is a real need, it is not yet a sufficiently felt need,

5. **Noting** that design methodology is inadequately known and insufficiently used as an economic resource,



**6. Aware** that few countries have the organisational, financial and personnel resources which can enable industrial design to assume its proper role,

**7. Convinced** that design can help raise the quality of life within economic planning and that the designer can become an agent of progress,

**8. Recognising** that through design, relevant cultural traditions can be preserved and utilised to current advantage,

**9. Recognising** that cooperation between UNIDO and ICSID should not only further the transfer of technology, knowhow and information in the field of industrial design, but should help to stimulate self-reliance,

**10. Noting** that UNIDO and ICSID have agreed to carry out as extensively as possible the promotional activities necessary to alert developing countries to the advantages of including industrial design in their planning processes,

**11. Bearing** in mind that as a first step towards achieving these objectives, this Meeting was convened to help initiate meaningful cooperation and exchange between institutions and designers concerned with problems of the developing world,

**12. Having** decided to adopt a common position and a line of action, the Meeting

***Solemnly declares***

**13.** Its firm conviction that design can be a powerful force for the improvement of the quality of life in the developing world;

**14.** Its firm belief that designers must have a clear understanding of the values of their own societies and of what constitutes a standard of life for their own people;

**15.** That design in the developing world must be committed to a search for local answers to local needs, utilising indigenous skills, materials and traditions while absorbing the extraordinary power that science and technology can make available to it;

**16.** That designers in every part of the world must work to evolve a new value



system which dissolves the disastrous divisions between the worlds of waste and want, preserves the identity of peoples and attends the priority areas of need for the vast majority of mankind;

17. That in view of the foregoing, the Meeting adopts the various measures set forth in the following Plan of Action.

## **B. Plan of Action**

### ***Measures***

1. Developing countries are encouraged to consider the establishment of design institutions, design centres and/or other design-practising and promotional institutions to spread design methodology, awareness and consciousness.
2. These institutions should develop close and sustained links with industrial activity in government and in the private sector, at every level including heavy industries, medium-scale industries, small-scale, rural and craft industries, as well as with educational and research institutions, and with people who are the ultimate users of design.
3. In developing countries, the establishment of professional design associations which can function parallel to the design promotional institutions should be seriously considered, and such efforts assisted.
4. Design institutions are worthy of financial and other support by their governments, which must be their prime source of succour at this early stage of development.
5. These institutions must work to establish a priority for industrial design through the creation of a national design consciousness. They must hasten the awareness that in all areas of public expenditure, the integration of design in the planning process can ensure optimum quality and utilisation of resources. They must communicate that industrial design is concerned with the improvement of our environment through the appropriate use of raw materials, increased productivity, with the protection of health, human safety, natural and cultural resources, with the enhancement of working environments, and with expanding work opportunities and earnings at all levels, including exports.

Therefore design considerations should be incorporated in plans for national development.

- 6.** To achieve these purposes, such institutions in developing countries may consider the importance of articulating a statement on the importance of design which can serve as a national consensus on the need for creating design awareness and for utilising design as a discipline for better planning.
- 7.** Such institutions must stress the importance of establishing and improving facilities for design education and training, upgrading design experience, as well as assisting designers to act as trainers and as catalysts for design awareness wherever they work, so that design skills can be disseminated at several levels simultaneously, and thus influence industrial activity on a broad scale in the developing world.
- 8.** The establishment of national design awards, exhibitions, documentation and publication programmes should be encouraged as aids to a wider understanding of industrial design and of design traditions and resources.
- 9.** Systems of active cooperation should be established and promoted between design institutions in the developed and less developed countries, and between these institutions in the less developed world.
- 10.** These cooperative arrangements could be bilateral as well as multilateral. International organisations including ICSID, UNIDO, UNESCO, UNCTAD, WHO, UNEP, IBRD, the Asian Development Bank and the African Development Bank, IADB and others should be encouraged to provide active support to such cooperative arrangements.







---

**AIS/DESIGN JOURNAL**  
**STORIA E RICERCHE**

VOL. 7 / N. 12-13  
DICEMBRE 2019  
GIUGNO 2020

**SOCIAL DESIGN.**  
**DESIGN E "BENE COMUNE"**

**ISSN**  
2281-7603

---