



FREIE UNIVERSITÄT BOZEN

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Fakultät für
Design und Künste

Facoltà di
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Faculty of
Design and Art

A-temporary: O & A Observations & Admissions

Anonymous Design in an intercultural context

Abstract

The research project, established at an international level, is an analysis of what has become known as 'anonymous design'. Various research projects on this topic had already been carried out in the past in Europe. However, the inter-cultural dimension, also described as 'spontaneous design', has only been considered at the very edge. The main emphasis here was on products of everyday life of western origin that are (or were) industrially produced.

However, "A-temporary: O&A | Observations & Admissions" is taking a close look at products created from everyday life for a very specific use 'hic et nunc' and indeed by people who are designers, producers and users all rolled into one.

An intricate network of international correspondents made it possible to gather together a large number of concrete examples for this kind of everyday design. Each single product, originated in each of the five continents, is important and meaningful, especially with regard to the cultural and regional contextualisation of individual creations.

Articles, often produced from waste material, form a sub-group of these anonymously designed products. They are produced in small amounts and intended for sale in markets. Interesting connections can also be seen in this case regarding the traditions of western handicrafts, such as basket weaving or the production of simple farm and domestic appliances.

The results of this analysis will be published and possibly made available to the media and public within the scope of a conference.

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