



FREIE UNIVERSITÄT BOZEN

LIBERA UNIVERSITÀ DI BOLZANO

FREE UNIVERSITY OF BOZEN - BOLZANO

Fakultät für
Design und Künste

Facoltà di
Design e Arti

Faculty of
Design and Art

Innovation of material culture in advanced industrial societies

Inquiry on the role designers play in the processes of cultural change that are peculiar of contemporary society – a society where cultural production takes place mainly through communication processes.

Abstract

A project financed by the Faculty of Design and Arts of the Free University of Bolzano in 2006/07 (first phase). By using a non-standard methodology, the study aims to examine the hypothesis that, despite the preunderstandings of the common sense and much scientific literature, as well as of many designers, the role of design in contemporary society does not respond to the designer's individual ability to give shape to his creative imagination, but to the collective need to develop the communication tools at the disposal of the social actors.

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