Design: A Matter of Change

RoundTable Milano 2017
Milano DIALOGUES

Moderated by Saša J.Mächtig & Taco Langius

Galleria San Fedele Milano April 5th 2017
Milano Dialogues

Design: A Matter of Change - April 2017

• Nika Zupanc  Designer
• Aljoša Dekleva  Architect
• Bruno Dujič  Engineer Constructor
• Emilio Battista  Architect Professor

moderators

• Taco Langius  Designer Professor
• Saša J.Mächtig  Architect Emeritus
The Context
Galleria San Fedele Milano April 5th 2017

Ministry of Economic Development & and Technology RS
Directorat for Wood Industry RS
SPIRIT Promotional Agency of Republic of Slovenia
Wood Industry Cluster
Slovenia – a country which abounds in forests more than 60% forested
a country cultivates special care and strategy
politics supports use of natural resources
& use of wood in design, architecture and engineering
The Context
Galleria San Fedele Milano April 5th 2017

Exhibition
Best of Slovenian Wood Design

Design as The Capacity of Change

Curated by
Brabara Predan phd.assist.professor

designed by architects
Arne Vehovar & Urša Vrhunc
The Context of the Two Cities

Milano - Ljubljana

the Central European Culture
the ’Mittel Europa‘ Culture
What is the relationship between two cities? What do they have in common? Where to look for the links and interests in the common European space? Common European backgrounds, 'Mittle Europa' i.e. 'Central Europa' and its cultural patchwork?
The Context of Two Cities
Milano - Ljubljana
Milano
five times larger

A strong propulsive, economic & cultural centre

City at the crossroads
Milano

Five times larger than Ljubljana

A strong propulsive economic & cultural centre within a State with 61 million people

A City at the Crossroads of major routs at the foot of Alpine mountain range stretching from French border as far as Slovenia

Milan through the lens of the population of the 4th largest EU member and the 3rd largest EU economy, extends beyond the radius of 1000 km across the borders of Europe
Milano
five times larger

propulsive economic & cultural centre within a State of 61 million inhabitants
a City at the crossroads of major routs at the foot of Alpine mountain range stretch from French border as far as Slovenia
Milan through the lens of the population of the 4th largest EU member and the 3rd largest EU economy, extends beyond the radius of 1000 km across the borders of Europe
The Context of the Two Cities

Milano 45° N 9° E, 120 m alt. – Ljubljana 46° N 14° E, 279 m alt

the Central European Culture
the ‘Mittel Europa‘ Culture
Ljubljana
the Capital of Slovenia
political, economic, cultural & geographical centre
of one of the smallest EU states

In terms of its geographical location, history, economy, ethnography

Slovenia is a Central European country
It is considered as an Alpine-Adriatic region including
Slovenia/Carniola, Austria/Carynthia, Friuli Venecia Giulia

A unique center at the crossroads of
three cultures
Slavic, Latin and Germanic
Ljubljana

at the crossroads
Ljubljana At the Crossroads of three cultures of Mittel Europa

Francesco Robba 1751
The fountain of three
Three Carniolan Rivers Sava, Krka, Ljubljanica
Ljubljana

A unique Center at the Crossroads of three cultures Slavic, Latin, Germanic
Ljubljna’s J.Plečnik, M.Fabiani, E.Ravnikar
Ljubljana Gate - natural passage between two hills.

Tree lined Path of Remembrance encircle Center of Ljubljana, 32 km long 190,000 m² for every day use throughout 365 days/year.
Ljubljana

Alpe-Adria region i.e. Slovenia/Carniola, Austria/Carinthia, Venezia - Julija
life values nicely fit with Lombardy i.e. The Mittel Europe

Ljubljana has a largest Slovenian university
50,000 students i.e. 1/5 of its population

giving Ljubljana youthful atmosphere
despite the general phenomenon of an aging population.
Ljubljana
at the crossroads of three cultures

Youthfulness, Creative, Dynamic Atmosphere

students in Ljubljana: 1/5 of population of total 279,756 inhabitants
Ljubljana – Slovenia
Central Europe
A unique centre at the crossroads
the comparative advantages of Slovenia & Ljubljana:

situated within 500 km
of important European, metropolitan cities, cultural & economic centres

Vienna, Prague, Bratislava, Budapest, Zagreb, Belgrade, Sarajevo,
Rome, Milan, Zürich, München
Design: A Matter of Change
RoundTable Milano 2017

Creative Discourse & Dialogues
About creativity between designers, architects and engineers

Milano DIALOGUES
Moderated by Saša J.Mächting & Taco Langius
Galleria San Fedele Milano April 5th 2017
Design: A Matter of Change

Milano DIALOGUES

with
designer, architect, engineer

Focused on

design

*m*

matter

*m*

change
Design: A Matter of Change
Milano DIALOGUES

creativety combines
human values with usefulness & desirability,
technology with feasibility
business values with viability
i.e. and for market and user
Design: A Matter of Change

Milano DIALOGUES

Design understood as AngloSaxon Design & R&D and R&D & Development. a process which links aim design planning execution

the final result is a “product”
The ‘matter’

in R&D&D process is not meant as the physical substance

It is a substance of discourse (writing, briefing)

of utmost importance

for the R&D of a new product

i.e. the task or Problem solving
Design: A Matter of Change

Milano DIALOGUES

'Change‘ ???
does not call for special explanation,

the user
the contractor
the industry
the market

expect changes

not a formal/fashion change or any other change for the sake of change, but

changes for The Better
Good Design goes to Heaven
Bad Design goes Everywhere

Mieke Gerritzen

Design: A Matter of Change
Milano DIALOGUES
Good Design goes to Heaven
Bad Design goes Everywhere

The personal stories
that succeeded in breaking free from the national frameworks into the open space of the world
i.e. in the sense of Ulrich Beck’s. They are:

“cosmopolitans”
with their wings and roots

The stories of the Strike of genius,
as the epitome of inventive approaches to intelligence
and innovative task-solving procedures
in the hybrid cooperation of humanities, social sciences and engineering
Good Design goes to Heaven
Bad Design goes Everywhere

approach
as industrial designers
are closely linked to industrial organization and technology and
meet the expectations of their users

The Stories:

Designer      Nika Zupanc with her brand,
Architect     Aljoša Dekleva - overturning the
stereotypes,
Engineer      Bruno Dujič, inspired by the
inductive approach exceeds the state of the art
in engineering of wood technology.
<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
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Nika Zupanc - Designer
"I would love to do architecture – I'm interested in big gestures, big spaces"
Aljoša Dekleva
Architect
Bruno Dujič
Engineering Constructor
Taco Langius
Designer & Professor
Emilio Battisti
Architect & Professor
ZERO ENERGY BUILDING
Saša J. Mächting - moderator
Architect Professor Emeritus
Design A Matter of Change

content

• The organizers of Slovenia Design Showroom 2017
• Context of Slovenia presentation with The Best of Slovenia wood design
• Milano Dialogues – round-table discussion Design a Matter of Change
• Context of two cities Milano : Ljubljana - Q&A
• Ljubljana profile: the city at the Crossroads
• Ljubljana – highlights science and art from 17th c. to the present day
• Ljubljana green/active/creative/dynamic/youthful-Designing everyday life
• A Creative discourse between the designer, architect and engineer. Q/A of Why good design goes to heaven but bad design goes everywhere? What is the ultimate role of design? How to break free from the local framework into the world’s space open space?
• Personal stories of designer Nika Zupanc, architect Aljoša Dekleva, engineer Bruno Dujič, architect and professor Emilio Battista, designer and professor Taco Langius questioning by moderator
• Conclusion of Design A Matter of Change by professor Saša J.Mächtig
DESIGN: A MATTER OF CHANGE
ROUND TABLE
AT SLOVENIA DESIGN SHOWROOM MILANO 2017

GALLERIA SAN FEDele, Via HOEPLI 3/B, 20121 MILANO, ITALY
ON WEDNESDAY, APRIL 5, 2017 AT 5 P.M.

The round table will be followed by a reception.
RSVP: letvans@pzs. slo before 4th April 2017

Jože Prikeržnik
Director General
Wood Industry Directorate, Ministry of Economic, Development and Technology of the Republic of Slovenia

Gorazd Mihelčič
Director
Public Agency SPIRIT Slovenia

THE PROGRAMME
Introductory speech
• Jože Prikeržnik
   Ministry of Economic Development and Technology of RS
   Presentation of showroom collection and panelists

Slovene panelists:
• Saša J. Mächtig, designer, architect and professor is one of the most prominent figures in Slovenian industrial design.
  (www.mao.si/exhibition/Sasa-J-Machtig-System-Structures-Strategies.aspx)
• Nika Zupanc, designer. Her product design collaborations include distinguished design companies such as Moooi, Se and Dior, Rossana Orlandi, while continuing to design and produce her own brand. www.nikazupanc.com
• Aljosa Dekleva, architect, teaching at AA London and ENSA PVS Paris. internationally awarded Dekleva Gregoric architects have curated and designed the Slovenian Pavilion at Venice Architectural Biennale 2016. (http://dekleva-gregoracin.com)
• Bruno Dujic, expert in wood construction. Researcher in the field of seismic resistance of wooden composite structures. Designing the Slovenian Pavilion on EXPO MILANO 2015. (www.cbdsi.it)

Italian panelists:
• Taco Langus, industrial product designer, contract interior designer. 3D brand concept designer, professor master course Italian Luxury Product Design at the Marangoni Institute (www.tacolangus.com)

Emilio Battisti, architect and full professor in Architectural Composition at the Politecnico of Milano. (http://www.emilio.battisti.com)

Moderated by Taco Langus and Saša J. Mächtig.

6:30 – 9:00 P.M. VISIT OF EXHIBITION AND NETWORKING RECEPTION