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## Call for Paper PAD#13

### **Design for Territories**

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Design approaches, competences and methodologies have a significant impact and value in the process of analysis, strategic planning and enhancement of places. Design already has its own tradition on this matter and deals with places in different phases of the research cycle.

- 1. Discover and envision.* This step is focus on the identification of strategies and on methodologies to gain knowledge about a place (from the neighborhood to the national level) and then analyze this data in order to start envisioning the possibilities for involvement. This knowledge is comprised both of tangible and intangible resources, such as physical monuments or personal and collective stories and memories, all of which can be gathered both online or offline.
- 2. Empower.* This is a pivotal moment for the Design's research focused on places. Design's goal is to uniformly connect all local activities carried out in order to empower institutions, citizens and enterprises to know, manage and take part in the culture of a specific place.
- 3. Communicate.* Another important role that Design can play is establishing more efficient ways of communicating knowledge gathered about a place: both within the area of specific study and beyond, in meaningful way according to the given purpose of the research.
- 4. Reinvent.* In this phase, specific activities take place, such as integrating service design for tourism, culture or welfare; strategic design for place and sense making, place branding or competitive position attainment; policy design for local and sustainable development; etc.

Looking at these premises it is evident that a Design for Territories already exists. However, the **Research Center D4T-Design for Territories**, of the Politecnico di Milano - Design Department, aims to create an international network to share and discuss the different research activities and practices focused on places. In addition to that, D4T wants to legitimize the use of "territorial" as an adjective to identify activities and characteristics, which have to do with places and geographical areas. In the view of D4T a territory corresponds to an administrative or jurisdictional entity, a populated areas and a place for social interactions.

As stated before design practices, which closely examine territorial issues, have been already established; however, this call objectives are for investigating and collecting a more in-depth and theoretical vision for this matter. We think that this is the ideal time to develop some theoretical overview and some deeper analysis, which go further than a simple collection of existing case

studies. Another very ambitious goal of this call is to imagine the future of this very wide discipline. We assisted to the transition from a design without a place to a design in the place and, ultimately, to a design for the place. What can be next level of relationship, study, discover and involvement of design for places and territories? Since we are coming from a Mediterranean point-of-view, we wonder what are other countries' interpretations and inferred value about this issue?

In order to answer to these very broad questions, we propose three potential courses of action. Each track addresses crucial dichotomies that we have observed in the field of Design for Territories.

#### *Track\_1: Theories and Practices*

The objective of this track is reasoning on the consolidation of a theoretical basis in light of the research and teaching experiences. In recent years at the Design Department of the Politecnico di Milano we have been working with experimental strategies of action-research, which involves actively operating within territories, and then deriving theoretical reasoning from these experiences. Through this track we want to look at other experiences of theories and practices mix, in order to gain insight to implement research methodologies and approaches in developing a (new) theoretical base.

#### *Track\_2: Tangible and Intangible*

The objective of this track is an assessment of both tangible and intangible characteristics of: a place and its resources, Design actions and its tools, communication and its strategies.

#### *Track\_3: Competition and Collaboration*

The objective of this track is surpass both a dualistic vision of the strategies that can be put in place by cities, regions or even nations and also going beyond the already well known cooperation strategies, that are based on a cooperative competition. We welcome input regarding policies of territorial self-determination; transparency and accessibility of places and their resources; preferred methods for mediation or implementation of decided actions, either on or offline, among which the so-called enabling platforms; policies oriented to the enhancement of place identity.

We ask to send:

- **abstract proposals** (from 2000 to 3000 spaces) beats in English and original languages by **June 6<sup>th</sup> 2016**.
- **full papers** will be required to be submitted by **August 6<sup>th</sup> 2016** and then be subjected to double-blind peer review. The length of the contributions 20000/25000 characters (abstract, notes and bibliography excluded).
- **illustrations** (maximum 10 per article) must be collected in a .zip folder to be renamed by accompanying the author's surname and a progressive numbering corresponding to the captions (eg 01\_Cognome, 02\_Cognome). These should be listed in a document written in the same font as the main text and written on a Word .doc document as follows Figure 1: Author's name and surname, Title of the work, date. Minimum resolution 300 dpi, .JPG file.

Abstract submission by mail to: [editors@padjournal.net](mailto:editors@padjournal.net)

The Editor-in-chief of Pages on Arts & Design  
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