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Call for Paper PAD#14

## Reasons to Research in the Mediterranean Area

After generating an interesting debate thanks to PAD 13 "Design for Territory" issue, edited by M. Parente & C. Sedini and awarded with the ADI index selection 2017, we are now glad to launch PAD 14 in partnership with AIAP, the Italian Association of Visual Communication Design, as our new publisher.

This new release focuses entirely on the Strategic Design Research tracks across the complex Mediterranean scenario, investigating reasons and perspectives. The choice of the topics to be tackled refers to our commitment to join the cause of activism due to the progressive decline of Western culture as well as the crisis of liberal democracy, in the framework of a continuous "metamorphosis of the world" destabilizing the certainties of modern society. We recall on this basis the considerations by German sociologist Ulrich Beck, author of *Risikogesellschaft* (Risk Society) and of the above mentioned "Metamorphosis of the world":

"Risk reverses the relationship of past and present, present and future. The past loses its power to determine the present. Its places as a cause of the present-day experience is taken by the future, [...] the presumed risks are the spur used to ensure that everyday life goes on a gallop." (Beck 2000, p. 330)

Such a picture of the current situation shows how all the tools we have credited so far to cope with crucial times have been now used up. The response strategy prefigured in the book by the German sociologist goes beyond the now obsolete, though still operational "Zombie Institutions", which are no longer suited to contemporary social needs and economic challenges and consequently stand as an obstacle to the understanding and making processes.

The condition which is essential for seizing the positive aspects of change is instead that of letting creativity think the unthinkable, envisioning a better future while containing the dystopias hindering as yet the awareness of the current condition and causing us to shape a world we don't want to live in.

The vision we get as a reference to our context of choice is that the Mediterranean area is now induced to abandon a certain historicism already considered dangerous by Predrag Matvejevic (2009), renowned as the great scholar of the Mediterranean, in favour of a new perspective set on current times, consisting in a constructive realism capable of facing reality in a relevant way. Only by providing answers – even if yet partial and temporary – to the big problems of our time - while imagining how technology may support humans instead of drastically reducing their role, we can reset a future vision of the Mediterranean area.

On the occasion of the presentation of PAD Journal at FRID (Fare Ricerca In Design) 2018, we want to give ample space to young researchers of Italian PhDs, returning to the formula of the miscellaneous number, to welcome heterogeneous research on the themes of their research proposed at PAD, as long as they are considered of interest for the culture of design and the arts in the context of the Mediterranean area. The motivation of the proposal can characterize even only the paragraph in the introduction of the article, reporting the reasons why the authors

consider the theme of their research of interest for the cultural identity or the evolution of design and arts in Mediterranean contexts, as well as the adequacy from the methodological point of view and the completeness of the research argument.

We ask to send:

- **abstract proposals** (from 2000 to 3000 spaces) beats in English and original languages by **December 10<sup>th</sup> 2017**.
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- **full papers** will be required to be submitted by **January 10<sup>th</sup> 2018** and then be subjected to double-blind peer review. The length of the contributions 20000/25000 characters (abstract, notes and bibliography excluded).
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- **illustrations** 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)

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