

## Research Group

### Sustainable Design for Made in Italy – SIDE

**Reference year:**

2024

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#### **Description of research lines:**

The research group deals with issues of environmental sustainability, including climate change, in the development of visions and theories, products, processes and services in industry.

The fundamental lines of research concern:

##### ***1) Design for sustainable innovation***

*Scientific Responsible:* Francesca La Rocca, Roberto Liberti, Maria Antonietta Sbordone, Rosanna Veneziano.

*Staff involved:* Francesca Castanò, Claudio Gambardella, Daniela Piscitelli, Annalisa Di Roma, Nicola Morelli, Patrizia Ranzo. *Researchers:* Chiara Scarpitti. *Assignees:* Marzia Micelisopo. *Contractors:* Roberta Angari. PhD students: Annarita Bianco, Stefano Salzillo, Salvatore Carleo, Giulio Giordano, Achille Perrotta, Rosanna Cianniello, Antonella Rosmino, Silvestro di Sarno, Alessandra Clemente.

The theories and criticism of contemporary design framed in an international context are one of the group's lines of investigation; these cognitive tools also form the basis for the development of new methods, useful for design in different fields, in an inter-scalar dimension. Common to the group's research is the perspective of environmental sustainability, applied to the development of new systems, services and products, both tangible and intangible.

The general aims of integrated research include: promoting networks and supply chains of companies capable of competing globally starting from local resources; creating connective opportunities between the various players in the area, for the development of new innovation models through widespread and shared actions.

In this perspective, on the basis of the theories and practices of Design Thinking, the Listening Design method applied to the development of new products has been experimented in an original way, by participating in international conferences and experimentations with companies. The presence of universities in production territories, defined by Richard Florida as the 'engine of innovation', corresponds to strategies capable of establishing close links between local development and intellectual capital, in order to generate continuous innovation processes.

## **2) *Conscious Innovation for the Fashion System***

*Scientific Responsible:* Alessandra Cirafici, Caterina Cristina Fiorentino, Roberto Liberti, Maria Antonietta Sbordone.

*Staff involved:* Patrizia Ranzo, Ornella Cirillo, Barbara Masiello, Maria Dolores Morelli, Rosanna Veneziano, Francesco Izzo, Fernando Moreira da Silva, Gianni Montagna, Giovanni Maria Conti, Carlos Campos, Ana Cristina Broega, Koshalpreet Kaur, Elisabetta Cianfanelli. *Researchers:* Rossana Gaddi, Chiara Scarpitti. *Assignees:* Marzia Micelisopo. PhD: Annalisa Buffardi. PhD students: Valentina Alfieri, Silvestro Di Sarno, Raffaella Marzocchi, Ilenia Amato, Martina Orlacchio, Michela Musto.

Fashion is a complex system of multidisciplinary interactions; research lines are oriented towards the development of global scenarios in environmental terms that define the value of use in the contemporary world, determining new advanced design and production models. Models accompanied by sustainable and conscious processes oriented towards new ways of collaboration, dissemination and conscious consumption.

The areas of research envisage various in-depth themes, including:

fashion eco-design, a responsible and conscious approach that orients fashion manufacturing processes through the design of product and service lines based on new patterns of behaviour and oriented by forecasting scenarios;

slow manufacturing and man's tailoring, sectors of excellence typical of made in Italy that are anchored in the productive and cultural landscapes of the Italian fashion system;

textile design, investigated in its various fields of application; from safety to protection through advanced and smart performance in the healthcare, TAC+ and wearable sectors; to the valorisation of vegetable biomass for bio-based textile innovation;

the cultural heritage of fashion analysed through fashion studies;

costume design, experimentation oriented towards the integration of skills relating to the production of theatrical performances, docu-films, films and products of television and digital series;

the Living Archives of Fashion, understood as heritage, an archive study for the reconstruction and analysis of existing materials and artefacts, of knowledge and skills, of Made in Italy companies, aimed at enhancing the identities and material culture of fashion and costume.

The implementation model of the research lines integrates training, research, the third mission, in connection with the regional manufacturing poles, the stakeholders of the reference territory, configuring a territorial ecosystem of innovation. The active laboratories at DADI and Officina Vanvitelli qualify the thematic areas by offering a suitable training and research infrastructure to support companies by responding to the various innovation needs.

### ***3) Speculative Futures Lab: contemporary philosophies and advanced manufactures for fashion and design***

*Scientific Responsible:* Chiara Scarpitti

*Staff involved:* Roberta Bernabei, Carlos Campos, Alessandra Cirafici, Francesca La Rocca, Roberto Liberti, Enza Migliore, Daniela Piscitelli, Maria Antonietta Sbordone, Patrizia Ranzo, Francesca Valsecchi, Rosanna Veneziano. *Ricercatori:* Alice Palmieri. *PhD students:* Annarita Bianco, Raffaele La Marca, Marzia Micelisopo, Michela Musto, Stefano Salzillo.

The Speculative Futures Lab is a transdisciplinary research laboratory on the borderline between contemporary philosophy, technology and design. The aim is to investigate - through design-through-design and practice-based processes - the future scenarios of contemporary design and fashion, in the field of the manufacture of objects, wearables, installations, physical and digital together. The research line, characterised by a dual nature - theoretical and applicative - explores multiple levels and meanings, between nature, humanity and various advanced technologies, software, production processes and material manipulations.

Triggered by the phenomena of the anthropocene and climate change, from a philosophical point of view, the Laboratory investigates a reversal of the anthropocentric paradigm, through an awareness of multi-species coexistence. Emergencies such as these, together with constant technological acceleration, challenge the traditional system of values and ultimately shift the centre of gravity of the question to the human-planet relationship.

In terms of analysis tools and methodologies, the Speculative Future Lab works simultaneously on hybridising processes, parametric theoretical mappings, interactive infographics and speculative devices. Speculative artefacts, in particular, are functional to the triggering of divergent thinking, transforming the product from a functioning commodity to an open and meaningful 'thing', in a deconstructive logic that does not give absolute solutions or certainties. In this sense, the designer is a problem-finder, oriented towards outlining scenarios in continuous metamorphosis. Transdisciplinarity is a founding element of the Laboratory, to understand future scenarios, the interdependence of knowledge, the very role of technology. The skills belonging to the research group are heterogeneous: among them, knowledge of manufacturing processes, post-digital representation, biobased and material-focused approaches, theoretical studies on the contemporary in art, fashion and design. The ultimate aim is to produce a critical investigation of the relationship between technology and nature, between human and non-human beings, re-imagining the future, in the present.

### ***4) A.I. e nuovi tools digitali per i transition designers.***

*Scientific Responsible:* Roberto Liberti, Elisabetta Cianfanelli (Università di Firenze), Maria Antonietta Sbordone, Pietro Pantano (Unical)

*Staff involved:* Alessandra Cirafici, Marco Calabrò, Patrizia Ranzo, Fernando Moreira da Silva, Chiara Scarpitti, Rosanna Veneziano, Maria Antonietta Sbordone, Margherita Tufarelli, Paolo Franzo. *PhD students:* Valentina Alfieri, Silvestro Di Sarno, Luigi Chierchia, Raffaele La Marca, Sara De Toro, Leonardo Giliberti, Andrea Quartu.

Human-centred technological innovation is strategic, as is the full digital transition to full human-machine collaboration. As reflected in the Goals of the European Commission and with the aims of Pillars 2 and 3 of Horizon Europe and the thematic area Creativity, Design and Made in Italy, of the NRP "Humanistic Culture, Creativity, Social Transformations, Inclusion Society," artificial intelligence if approached in an ethical and collaborative vision, leads to innovations that can make the Made in Italy production system competitive and open to new models of development. Access to equal opportunities for continuing and advanced training and the creation of new opportunities for enhancing "transition designers" will play a central role in access for young people to the world of work and for the competitiveness of Made in Italy companies. The line of research investigates the role of A.I. and other tools in use in TAC plus manufacturing enterprises as new tools in the hands of the designers of the future by developing new approaches in the fight against counterfeiting and piracy as reflected in NRP Objective 6.2 on Intellectual Property Protection and New Technologies.

### **5) Social design and design for emergency**

*Scientific Responsible:* Daniela Piscitelli, Rosanna Veneziano.

*Staff involved:* Maria Antonietta Sbordone, Alessandra Cirafici, Stefania Cella, Adriana Galderisi.

*Contractors:* Roberta Angari, Michela Carlomagno. *Phd Students:* Stefano Salzillo, Giulio Giordano, Rosanna Cianniello, Antonella Rosmino.

The research group investigates the fields of product/service and communication with a focus on new emergencies and the dynamics of social interrelation and active participation of communities. The research focuses on the observation of spaces of fragility within which the certainties of capitalist and globalised models are challenged. Therefore, through design strategies and its critical nature, methodologies and collaborative practices, needs become areas of opportunity, where new solutions can be defined and a culture of inclusion can be educated.

An approach that also aims at supporting and/or proposing new economic, social and cultural models that are mainly service-oriented, connected to territories, local cultures and social networks, in a dimension that combines and connects the dimensions of diversity, otherness, minority, difference, identity and generativity within a complex system of relationships.

In this context, visual communication design makes available its methodologies and its critical and ethical nature to reformulate the concepts of belonging, memory, identity and listening in order to imagine new cultures of contemporary living; social design develops products and services that integrate multidisciplinary knowledge, experiences and relationships through a process of identifying needs, defining areas of opportunity for the project and testing prototypes with communities.

Such an approach acts, therefore, in local and circumstantial dimensions but also deals with the global dimension of major issues and, for this reason, the group avails itself of the Ideas for Peace lab, a project and research laboratory for international cooperation founded in 2008 following a collaboration agreement with the Department of Peace and International Cooperation of the Province of Naples and the Fruit for Peace network, which was created following the Fruit for Peace project of the same name, supported by international partners.

The research group also makes use of a national and international network of designers, theorists, associations and thinkers who work, in a specialised way, in fragile or high-risk contexts.

### **6) Design for sustainable mobility**

*Scientific Responsible:* Rosanna Veneziano, Francesco Fittipaldi.

*Staff involved:* Roberto Liberti, Francesca La Rocca, Patrizia Ranzo, Maria Antonietta Sbordone.

*Researchers:* Chiara Scarpitti, PhD students: Claudia Sicignano, Nicola Corsetto.

The research line investigates the evolution of sustainable mobility models in the post-digital scenario, with in-depth studies on smart city and soft city issues.

The collaboration with companies in the sector, carried out through the realisation of regional projects financed by competitive tenders, aims at enhancing the competitiveness of the automotive supply chain and the experimentation of new collaborative design and production models.

The study of mobility models that lead to the definition of product and service concepts and their interaction with urban systems, takes into account the intelligence of new urban scenarios, not only from the point of view of technologies, but also and above all of living contexts, with the liveability of cities and the quality of services as the primary objective of the project.

Policies, collaborative practices and initiatives aimed at solving mobility problems at different scales, have introduced innovations oriented towards sustainability and community participation, overturning the fate of disused and decayed infrastructures and spaces with revitalisation actions, building collaborative networks with bottom-up approaches or initiating public-private partnerships for the management of common goods.

The re-appropriation of tangible and intangible spaces of liveability, the activation of services, such as car sharing, car and bike pooling and all those initiatives and experiences of participation, supported by social networks, have made possible a transition towards sustainable models, through the growth of an active community. Inhabitants' behaviour, perspectives and criticalities of the urban system increasingly push contemporary critical thinking to prefigure democratic, adaptable, inclusive solutions that affect the quality of life and well-being of citizens. To the smart dimension of cities and the use of technologies it is essential to integrate Social Intelligence, generated by the interaction and participation of the community in order to implement sustainable mobility models with a view to sharing and widespread and equal access to common goods and the care of collective spaces.

#### **7) *Visual Communication Research Lab: the new tradition.***

Visual Communication, Basic design, Psychology and visual perception, Colour, Theory of form and figuration, Publishing, Type design.

*Scientific Responsible:* Daniela Piscitelli, Ornella Zerlenga

*Staff involved:* Alessandra Cirafici, Francesca La Rocca, Caterina Fiorentino, Doe Morelli, Francesca Castanò. *Researchers:* Alice Palmieri, Vincenzo Cirillo. PhD: Raffaella Marzocchi, Rosanna Cianniello, Antonella Rosmino. *Contractors:* Roberta Angari; *External Professors:* Riccardo Falcinelli. The 'transversal' dimension of Visual Communication combined with the now widespread domestic practice of producing its artefacts gives us blurred scenarios of the discipline which, moving away from its founding paradigms, now appears weak both in its assumptions and in its lines of research. In addition, the increasingly digital nature of both the production tools and the artefacts that derive from them, distances reflection from basic research to venture into borderline territories between technology, informatics and mathematics. All the literature of reference, then, if over the last twenty years it has given us back a punctual - vertical - in-depth study of episodes in history or of its protagonists and, also, of specific areas of design and research, has however lost sight of its general, foundational and systemic dimension of a discipline that instead needs to consolidate its own centre of gravity (Anceschi 2012) and renew its own basic research on aspects that characterise the discipline itself. Aspects that today risk not only disappearing from theoretical reflection but, what is even more serious, from the curricula themselves, thus weakening the training courses linked to visual communication design curricula.

The research group, therefore, will investigate and deepen all those aspects related to graphics and visual studies not only in its theoretical, historical, critical and methodological aspects, but also to delve

into specific areas of the discipline that, in their having to deal with today's digital tools and environments, need their own theoretical and methodological re-founding as well as provide scenario readings.

The objectives of the research unit will therefore focus on:

- Deepen the distinctive semiotic, rhetorical and cultural characteristics of visual communication;
- Deepen the history and histories of visual communication, its protagonists and artefacts particularly significant artefacts;
- Deepen the relationship with theories of the image and the new paradigms of aesthetics.
- Psychology of visual perception;
- Basic design and new Basic;
- Type and generative type design;
- Publishing and writing systems;
- Information design, complexity writings and logical relationships;
- Branding Design Oriented: identities as platforms, systems and networks;
- Interaction design and communication as access to knowledge;

The research unit will make use of a network of national and international experts, already active on these issues.

#### **8) *Handmade in Italy. Design delle Geografie Produttive.***

*Scientific Responsible:* Claudio Gambardella.

*Staff involved:* Carullo Rossana, Castanò Francesca, Cristallo Vincenzo, Cuzzo Mariadelaide, La Rocca Francesca, Liberti Roberto, Lotti Giuseppe, Morelli Maria Dolores, Petruzzellis Luca, Quisisitelli Carmine Ludovico, Russo Dario, Spallini Sabrina, Tosi Francesca. *Researchers:* Labalestra Antonio, Ottieri Simona, Scarpitti Chiara. PhD: Coretti Ciriaca.

Handmade in Italy - an expression used since 2015 to enshrine the historical, albeit episodic, relationship between applied arts/design and craftsmanship and to indicate the leap in scale of the 'design of the territories' - is a strategic idea for Italy and, above all, for those areas of the country where small craft businesses prevail and represent its excellence, which is also witnessed by specialist museums. This design is a candidate to be the best ambassador of Made in Italy, because it is inextricably linked to the crafted places of Italy, its landscapes, its cultures, its productive geographies; it promotes the sustainable cultural-productive-tourist development of those territories characterised by dense cultural and social stratifications.

Through this line of research, we intend above all to investigate how design driven can:

- 1) to found a Bank of the Qualities of Italian territories;
- 2) to foster the mutual relationship between production geographies and specialised museums, which constitute the cultural heritage to be 'interpreted', as connected research-business-institutions ecosystems; to co-create new cultural contents in heritage communities, to realise new products, especially merchandising products, in close relation with museum stores; to design museum systems aimed at promoting local development and cyber-physical museums/archives of Handmade in Italy enterprises;
- 3) promote quality certification paths, such as PDO, linking production processes to traditional places;
- 4) develop inclusive, collaborative and innovative human-centred business models generated by the Handmade in Italy project and design/craft/digital manufacturing interaction
- 5) enhancing the transfer of skills gained within a sector to related sectors (spin-offs; start-ups, open innovation, etc.).

### **9) Cultural Heritage of Made in Italy.**

*Scientific Responsible:* Alessandra Cirafici, Francesca Castanò, Ornella Cirillo, Francesca La Rocca

*Staff involved:* Caterina Fiorentino, Claudio Gambardella, Massimiliano Masullo, Simona Ottieri, Carlos Campos, Barbara Masiello, Francesco Izzo, Daniela Savy. *Researchers:* Alice Palmieri, Chiara Scarpitti.

PhD: Anna Gallo, Gabriele Pontillo. PhD students: Anna Paola Carrano, Vincenza Caterino, Rosanna Cianniello, Alessandra Clemente, Giulio Giordano, Alessandra Miano, Michela Musto.

Within the great field of 'Humanistic Culture, Creativity, Social Transformations, Inclusion Society' of the NRP, the thematic field of Heritage Design occupies a well-defined role, and is capable of developing multidimensional, interdisciplinary approaches at different scales: from strategic visions, to the design of the physical and/or virtual service/product, the result of a constant combination of humanistic and technological components. Indeed, combining design, creativity and human-centred technologies represents a great opportunity, closely linked to the specificities of Italian culture and the strategies for the fruition of its heritage.

The line of research therefore aims to look at cultural heritage by interpreting it as an extraordinary laboratory of innovation, both cultural and social, in which to propose actions with the aim of promoting overall sustainability approaches, of enhancing cultural diversity, and of promoting actions of convergence between humanistic culture and technical-scientific culture.

Among the heritages of Made in Italy, framed in the broad meanings of Product, Fashion and Visual Communication cultures, special attention is reserved to the theme of Design Archives, understood as constituent fields of knowledge and indispensable historical sources whose recognisability, valorisation and fruition is at the basis of historical-critical methodologies.

In this sense, central will be the focus on the topic of digital transition, which is increasingly topical in the post-Covid 19 context, also in the cultural heritage sector, for all the opportunities related to it, both for the solution of traditional conservation and management problems, and for the new opportunities for the valorisation of cultural heritage with repercussions on flows and methods of fruition, linked to the virtualisation and post media narration of heritage, developing new forms of identity and collective representation (think of dynamic monitoring, virtual reality applications in the presentation of sites, museum layouts, digital archives, event organisation, 3D reconstructions, Apps, user care before and after the visit, etc.).

The objectives of the research group are therefore:

- to explore and promote design archives;
- explore and promote innovative models of cultural fruition;
- develop and promote models for cultural and creative enterprises that put the user experience process at the centre
- to develop and deepen forms of education and entertainment (Edutainment) through technological and multimedia integration;
- promote the accessibility and integration of different users in the cultural experience process;
- developing analogue or digital solutions for storytelling, interactive and sensorial displays, orientation and information systems;
- Propose "tailor-made" cultural experiences that can be organised according to the thematic interests of different users in terms of age, culture and learning.

### **10) NEED\_ New Emphatic Design Education.**

*Scientific Responsible:* Maria Dolores Morelli.



*Staff involved:* Patrizia Ranzo, Francesca Castanò, Alessandra Cirafici, Carla Langella, Francesca La Rocca, Claudio Gambardella, Roberto Liberti, Luigi Maffei, Daniela Piscitelli, Luca Rastrelli, Maria Antonietta Sbordone, Rosanna Veneziano, Danila Jacazzi. *Researchers:* Chiara Scarpitti. PhD students: Raffaella Marzocchi, Alessandra Clemente.

The Research Line, making use of the results achieved by the Department in the Orientation and PCTO activities through experiential workshops with interdisciplinary contributions and knowledge, aims to promote design education with methods, processes and tools that meet the needs of "a new lifestyle" through the empathic and technological relationship between nature and artifice. The historical and cultural moment strongly poses the theme of change and the continuous redefinition and integration of competences and a substantial reflection on new forms of didactics. In order to respond to this need, NEED constitutes:

a place/laboratory for students, researchers and teachers, open to local stakeholders and aimed at transdisciplinary design education. The practical experience, the iterative decision-making, suggest a form of dynamic learning that is realised in action and experimentation combined with a systemic approach to design contexts by systemising information, the actors involved (stakeholders) highlighting strengths and objectives, with an easy change of scale, from details to the overall view and vice versa. The results obtained will be converted into the experimentation of new forms of process/project/product education and to consolidate relations with the territory, in order to reflect on the change of professions in the future, contributing to the innovation of the contents of the disciplines in the university environment. The objective is to remove constraints in the definition of training credits to be assigned to the various subject areas, in order to enable the construction of teaching systems that strengthen digital technology skills and the construction of soft skills.

NEED fits into the broad university ecosystem in continuity, supporting and supplementing existing training courses, with a focus on the relationship between the creative tools of design and the entrepreneurial disciplines with a cross-sector, interdisciplinary, practice-oriented programme for the development of ideas that can be turned into start-ups and business projects, promoting "design thinking" as a cognitive process that is decisive and can be applied to any activity, with a growing focus on innovation (cf. the European experiences of DesUni University of Southern Denmark; of InvEIR, promoted by the Centre for Entrepreneurship (UiO) in Oslo; and the experience of the Contamination Lab in Turin, an inter-university laboratory on design and sustainability for entrepreneurial education).

NEED elaborates on the measures identified by the PNRR: the 'Reform of the Orientation system' with training orientation modules in order to accompany secondary school pupils in the conscious choice of continuing their studies or further vocational training (ITS), preparatory to entering the world of work; active guidance in the School-University transition' with short courses delivered by university lecturers to enable students to better understand what university courses offer and to bridge the gaps in the basic skills required, to facilitate and encourage the transition from upper secondary school to university; the 'Reform of the Degree Classes in Design' with the widening of the subject areas and jointly the flexibility in the scheduling of individual three-year degree courses and allow for specialisation during the Master's degree (MSc) or PhD degrees. In addition, NEED closely cooperates with the members of the Department's Steering Committee on design issues, in order to provide a concrete educational action, attentive to the needs of the productive territories, a form of systemic collaboration to develop high quality training courses capable of defining professional profiles capable of contributing to the innovation of companies in the sector.

**Interaction with other university research groups over the last three years:**

The research group conducts its activities with a strong interaction with other university research groups.

With regard to the research line 'Visual Communication Research Lab' there is active interaction with the Department of Psychology. Furthermore, for the research line 'Contemporary Scenarios for Research and Innovation in Fashion Design' there is active interaction with the Department of Economics for various subtopics, such as design for cosmetics, which also collaborates with the Department of Biological and Pharmaceutical Environmental Science and Technology DISTABIF. The research group also collaborates with the following other Research Groups of the Department:

- Knowledge, valorisation and digital communication of cultural heritage  
*Scientific Responsible* Prof. Ornella Zerlenga
- Acoustics, Vibrations and Multisensory Interactions  
*Scientific Responsible* Prof. Luigi Maffei
- SU.RE Sustainable and Resilient Cities and Human Settlements  
*Scientific Responsible* Prof. Adriana Galderisi
- Contemporary cultural landscapes. Knowledge, conservation and development  
*Scientific Responsible* Prof. Cettina Lenza
- Energy Efficiency and Environment - E3  
*Scientific Responsible* Prof. Sergio Sibilio
- Gems and Jewellery: History and Design  
*Scientific Responsible* Prof. Danila Jacazzi
- Carbon Neutral Buildings  
*Scientific Responsible* Prof. Antonella Violano
- Theories and Practices of Contemporary Architecture  
*Scientific Responsible* Prof. Paolo Giordano

### **Participation in research projects in the last three years 2021-2023:**

#### **Funded, ongoing research projects:**

*Project title: Innovative Research Doctorates with Industrial Characterization, Architecture*  
Industrial Design Cultural Heritage (code DOT1349530)

*Scientific Responsible:* Prof. Arch. Ornella Zerlenga

*Title of the Call:* Innovative PhDs with industrial characterization, Architecture Industrial Design Cultural Heritage

*Description of the project's research activities:* technologies and applications for the conservation, management and enhancement of cultural heritage.

*Staff involved:* Ornella Zerlenga, Carlos Josè Parra Costa, Margherita Cicala

*Partner institutions:* Polytechnic University of Cartagena, Spain

*Project submission/start/end dates:* 2019/2020/2023

*Project status:* funded and ongoing.

*Project title: Fashion Alive*

*Scientific Responsible:* Creamodite Asociacion para la constitucion y reestructuracion de empresas de moda. diseno y tecnologia (Madrid)

*Scientific Responsible DADI:* Roberto Liberti

*DADI Research Unit:* Ornella Cirillo, Chiara Scarpitti, Vincenzo Cirillo

*Title of the Call:* European Commission CREA-CULT 2021 Coop1

*Description of the project's research activities:* The FASHION ALIVE Project main approach is the promotion of sustainable practices in the creative fashion industry by generating attractive events to engage wider audiences and raise their awareness on this important subject.

*Staff involved:* proff. Alessandra Avella, Pasquale Argenziano, Lorenzo Capobianco, Alessandra Cirafici, Caterina Cristina Fiorentino, Danila Jacazzi, Antonella Violano, Maria Antonietta Sbordone, Patrizia Ranzo, Giulia Ceriani Sebregondi. Phs students: Silvestro Di Sarno, Valentina Alfieri.

*Partner institutions:* Creamodite Asociacion para la constitucion y reestructuracion de empresas de moda. diseno y tecnologia (Madrid); Universidade do Minho (Lisboa); Università degli Studi della Campania Luigi Vanvitelli (Italy); Xsentrikarts platform for arts (Austria)

*Project submission/start/end dates:* 2022/2024

*Project status:* funded and ongoing.

**Project Title.: Zero Waste Fashion Training: a new international, cross- sector training approach for fashion.**

*Scientific Responsible:* Gisela Fortuna, Creamodite Asociacion (Madrid).

*Scientific Responsible DADI:* Roberto Liberti.

*Title of the Call:* Call 2023 Round 1, KA210 – ADU Small-scale Programme Erasmus +

*Description of the project's research activities:* Through sustainable design models, the ZWF Project partners aim to provide learners with comprehensive tools to help address the complexity of the issues surrounding sustainability, especially from the designer's point of view, and combine them into a holistic approach.

Hence, we propose an updated training program on sustainable design methodologies applied to fashion, in synchronous and asynchronous format, with the aim of raising awareness about sustainability, based on academic and scientific tools committed to developing a sustainable future.

*Partner institutions:* Creamodite Asociacion para la constitucion y reestructuracion de empresas de moda, diseno y tecnologia (Madrid); Università degli Studi della Campania Luigi Vanvitelli (Italy).

*DADI Unit:* Roberto Liberti, Marco Calabrò, Ornella Cirillo, Caterina Cristina Fiorentino, Chiara Scarpitti.

*Date of submission/start, end of project:* 1/9/2023 - 31/08/2025

*Project status:* funded and ongoing.

**Project title: Inaccessible religious architecture. A workflow of knowledge, 'expanded' usability and 'inclusive' accessibility (EX-IN\_AccessIBILITY).**

*Scientific Coordination:* Antonella di Luggo (Unina), Alessandra Lardo (UniParthenope)

*Scientific Responsible:* Vincenzo Cirillo.

*Title of the Call:* BANDO PRIN 2022

*Date of submission/start, end of project:* The project proposes to investigate the religious architectural heritage of the city of Naples (Italy) in order to transform the condition of inaccessibility of some assets into a renewed accessibility, with the provision of 'expanded' (physical and virtual) fruition systems capable of enhancing the users' experience with the design of multisensory inputs. Through the definition of a theoretical framework of taxonomy of the inaccessibility of the investigated context, the project will identify scenarios that re-insert religious architectures into the circle of possible in situ experiences, leading to a virtuous effect on the economy of the territories and the regeneration of the contexts they belong to. In particular, the expected outcome is the codification of an operational workflow for the 'inclusive' accessibility and 'expanded' usability of religious architectures even during

the implementation of safety interventions (provisional works). Impacts of the research include the possibility of adopting the operational workflow for other classes of cultural heritage assets for the acquisition of future funding for enhancement interventions.

*Staff involved:* Vincenzo Cirillo, Ornella Zerlenga, Alessandra Cirafici, Manuela Piscitelli, Riccardo Miele.

*Partner institutions:* Università degli studi di Napoli "Federico II", Università Parthenope.

*Date of submission/start, end of project:* September 2023 - September 2025

*Project status:* funded and ongoing.

***Project title: Artificial Intelligence to assess the structural/seismic Damage to historic heritage in BIM environment (AIDaBIM).***

*Scientific Responsible:* Claudia Casapulla, University of Naples "Federico II". Scientific Responsible DADI: Ornella Zerlenga.

*Title of the Call:* PRIN 2022 PNRR

*Description of the project's research activities:* The project aims to develop a new digital tool for semi-automatic damage assessment to support conservation and management activities of the built heritage, particularly masonry churches affected by structural damage. This will be implemented using advanced digital technologies, such as building information modeling (BIM) and artificial intelligence (AI). In addition, a new methodology is proposed to digitize detecting observed structural damage to churches and to define reliable and rapid assessments of related damage states. The resulting information will be collected in a database to be potentially implemented in DaDO, a platform of observed damage to buildings developed by the Italian Civil Defense.

*Staff involved:* Ornella Zerlenga.

*Date of submission/start, end of project:* December 2023 - December 2025

*Project status:* funded and ongoing.

***Project title: ResHaping made in ITaly. Resilient models for Italian Fashion through identity, inclusivity, conscious innovation. (RHITA)***

*Scientific Responsible:* Chiara Scarpitti.

*Title of the Call:* PRIN PNRR 2022

*Description of the project's research activities:* The project aims to build and test inter- and trans-supply chains and collaborative models for the enhancement of human cultural heritage and the redefinition of fashion-oriented production systems according to a digital 5.0 transition. Through the construction of a digital and dialogic platform, RHITA connects five universities, located in four regions, Campania, Lombardy, Tuscany, and Veneto, sharing knowledge and training models according to the principles of digital inclusiveness, conscious innovation, and circularity.

*Staff involved:* Ornella Cirillo, Caterina Cristina Fiorentino, Francesco Izzo, Roberto Liberti, Patrizia Ranzo, Maria Antonietta Sbordone, Chiara Scarpitti.

*Partner institutions:* Politecnico di Milano, Università IUAV di Venezia, Università di Siena, Università degli Studi di Firenze, Università degli Studi della Campania Luigi Vanvitelli (lead partner)

*Date of submission/start, end of project:* November 2022 - November 2025

*Project status:* funded and ongoing.

***Project title: The Design System in the Southern Italy territories. Design and Craftsmanship of excellence for the Made in Italy development and the engagement of local knowledge (DeinSite).***

*Scientific Responsible:* Francesca Tosi. (previous P.I. Claudio Gambardella)

*Scientific Responsible DADI:* Maria Dolores Morelli.

*Title of the Call:* PRIN 2022

*Description of the project's research activities:* The idea is to create in Southern Italy a large system of five Regional Museum Systems, physical and virtual, each equipped with a company museum to be located in areas of high tourist value due to the presence of archaeological areas, historical centers, marinas and so on, functioning as a connector for the participating museums and companies, as has already been done for the Sistema Campano in Pompeii. In other words, a museum of contemporary design, conceived primarily as an exceptional place where new Handmade in Italy products (Gambardella, 2020), born from the collaboration between design and craftsmanship, can be presented.

*Partner institutions:* Università degli Studi di Firenze, Università della Campania "Luigi Vanvitelli" (soggetto capofila).

*Staff involved:* Daniela Piscitelli, Francesca La Rocca, Simona Ottieri, Chiara Scarpitti, Ferdinando Trapani (UNIPA).

*Date of submission/start, end of project:* October 2023 - October 2025

*Project status:* funded and ongoing.

*Project title:* **RAPIDGEM SMART KIT. Advanced Diagnosis Detection for Covid-19 Prevention**

*Scientific Responsible:* Maria Antonietta Sbordone

*Title of the Call:* Public Notice for expressions of interest from Research Organizations for the implementation, in the field of Rare Diseases, of research, development, and innovation projects

*Partner institutions:* NUNIMA GROUP srl.

*Date of submission/start, end of project:* 2023

*Project status:* Positively evaluated among the projects with High Priority for 2023.

*Project title:* **Pot Need.**

*Scientific Responsible:* Maria Dolores Morelli

*Scientific Responsible DADI:* Maria Dolores Morelli, Caterina Frettoloso.

*Title of the Call:* MIUR, POT Piani di Orientamento e Tutorato 2023-2026.

*Description of the project's research activities:* NEED promotes design education through methods, processes, and tools that address the needs of "a new lifestyle" through the empathic and technological relationship between nature and artifice. NEED establishes places/laboratories for students, researchers, and teachers that are open to local stakeholders, focusing on transdisciplinary design education. This aims to facilitate the development of educational paths that strengthen skills, digital technologies, and the construction of soft skills, closely interconnected among School, University, Territory, Businesses, and Institutions. It creates new educational opportunities through teacher training, enhancing digital skills using educational platforms. Additionally, it encourages self-assessment tools in both manual and digital learning environments.

*Staff involved:* Maria Dolores Morelli, Caterina Frettoloso.

*Partner institutions:* Università degli Studi di Perugia, Università degli Studi di Genova, Università degli Studi di Sassari, Università degli Studi "G. d'Annunzio" Chieti-Pescara, Università degli Studi "Mediterranea" di Reggio Calabria, Politecnico di Bari, Università di Bologna, Università degli Studi di Camerino, Università degli Studi di Ferrara, Politecnico di Milano, Università degli Studi di Napoli "Federico II", Università degli Studi di Palermo, Università degli Studi di Parma, Università degli Studi di Roma "La Sapienza", Politecnico di Torino, Università degli Studi della Tuscia, Università degli Studi di Firenze.

*Date of submission/start, end of project:* 2023 – 2026

*Project status:* funded and ongoing.

*Project title:* **RESTANZA. New movable systems for smart/co-working taking advantage of life quality, sustainability and energy efficiency**

*Scientific Responsible:* Antonio Ciervio

*Title of the Call:* Bando di selezione per il finanziamento di progetti di ricerca fondamentale ed applicata dedicato ai giovani ricercatori.

*Description of the project's research activities:* A renewable energy-based, self-sustaining in energy use, eco-friendly, modular and flexible in set-up, Prefabricated Movable Building (PMB) for smart/co-working will be designed; a full-scale prototype will be realised, and its field performance will be measured/analyzed while installed and operated in a selected suitable small village of the Caserta province of the Campania region (Italy). The PMB will be developed to optimise occupants' well-being, energy performance and integration of indoor environment with outdoor architectural/historical/landscape elements via innovative design methods (immersive virtual reality and dynamic simulation models). The project aims at 1) promoting the exploitation of renewable energy and energy-efficient systems via innovative design methods, 2) reducing the environmental/ecological footprint associated with both building and transport sectors, 3) suggesting an alternative lifestyle combining tradition and modernity, 4) facilitating social/economic rebirth of small villages with a significant regenerative potential. The research activities will be performed by a multidisciplinary team (involving 3 Scientific Disciplinary Sectors ING-IND/11, ICAR/18, ICAR/13) thanks to the know-how and equipment of the RIAS laboratory [1] and the SENS i-Lab [2] of DADI. The project provides relevant environmental/social/territorial/economic impacts, together with significant results for engineers, architects, manufacturers of PMBs, the scientific community and policymakers.

*Staff involved:* Antonio Ciervo, Luigi Maffei, Francesca Castanò, Maria Dolores Morelli, Raffaella Marzocchi, Samiha Boucherit.

*Date of submission/start, end of project:* 08/07/2022

*Project status:* funded and ongoing.

*Project title:* **CAMPANIA IN - Campania e Industria. Contemporary Itineraries in the World of Work. Photographic Exhibition and Thematic Spots.**

*Scientific Responsible:* Francesca Castanò

*Title of the Call:* Concessione di Contributi da parte della Regione Campania in attuazione dell'art. 1, Comma 29, della Legge Regionale 8 agosto 2018, n. 28.

*Description of the project's research activities:* Study, analysis and photographic reconnaissance of the Author Factories of the Campania Region.

*Partner institutions:* Regione Campania.

*Date of submission/start, end of project:* February 2020/ February 2021– November 2024

*Project status:* founded.

*Project title:* **Innovative Industrial Characterization Research Doctorates, Architecture Industrial Design Cultural Heritage** (code DOT1349530).

*Scientific Coordination:* Prof. Arch. Ornella Zerlenga

*Title of the Call:* Innovative Industrial Characterization Research Doctorates, Architecture Industrial Design Cultural Heritage.

*Description of the project's research activities:* Technologies and applications for conserving, managing, and enhancing cultural heritage.

*Staff involved:* Ornella Zerlenga, Carlos Josè Parra Costa, Margherita Cicala.

*Partner institutions:* Polytechnic University of Cartagena, Spain.

*Date of submission/start, end of projects:* 2019/2020/2023.

*Project status:* founded and ongoing.

***Project title: Project for the enhancement and use of the Cerveteri archaeological site through digitisation systems.***

*Scientific Responsible:* Fernando Gilotta; Alessandra Cirafici

*Title of the Call:* FISR Special Supplementary Research Fund

*Description of the project's research activities:* The project envisages integrated digital survey activities conducted on the Campana Tumulus (February 2021) and in the archaeological excavations in the immediate surroundings (September 2019 and September 2021) and the consequent graphic restitution in a geo-referenced mesh model, as the first three-dimensional elaboration of the archaeological emergencies in the natural scene. The objective of the work is to elaborate solid modelling that allows for numerous critical evaluations, which would otherwise be difficult to estimate, such as the ratio between the excavated volume and the rock bank. A further output of the solid model is the restitution of drawings of the excavated areas, also unpublished, through which it was possible to reconstruct the plano-altimetric relationship of the Campana Tumulus with its immediate natural and archaeological surroundings.

*Staff involved:* Fernando Gilotta, Alessandra Cirafici, Alessandra Avella, Pasquale Argenziano, Carmelo Rizzo, Valentina Carafa, Martina Zinni, Teresa Patriziano, Alice Palmieri.

*Partner institutions:* ALES - Arte Lavoro e Servizi S.p.A.

*Date of submission/start, end of project:* 2021 presented.

*Project status:* funded and ongoing.

***Project title: SMART&SAFE 2. Design per "Smart Inclusive Protection Systems (S2PI)"***

*Scientific Responsible:* Maria Antonietta Sbordone

*Title of the Call:* POR FESR Campania 2014-20220 Asse 1

*Description of the project's research activities:* Public notice for the acquisition of expressions of interest from research organisations for the implementation of research, development and innovation services for Covid-19 (DGR no. 504 of 10.11.2021)

*Partner institutions:* Regione Campania.

*Date of submission/start, end of project:* 18/02/22

*Project status:* funded and ongoing.

***Project title: CAMPANIA IN - Campania e Industria. Itinerari contemporanei nel mondo del lavoro. Mostra fotografica e spot tematici***

*Scientific Responsible:* DADI - Francesca Castanò

*Title of the Call:* Grant of Contributions by the Campania Region in implementation of Article 1, Paragraph 29, of Regional Law No 28 of 8 August 2018

*Description of the project's research activities:* Study, analysis and photographic reconnaissance of the factories in the Campania Region.

*Staff involved:* Francesca Castanò

*Partner institutions:* Regione Campania

*Date of submission/start, end of project:* February 2020 / February 2021- March 2023

*Project status:* funded and ongoing.

**Research projects submitted, pending evaluation:**

*Project title:* ***EcosiSTEMi digitali della moda: straTegie, prodotti, interAzioni. (ESTETA)***

*Scientific Responsible:* Rosanna Veneziano

*Title of the Call:* Industrial Development Contract Proposal (Invitalia, Ministry of Economic Development).

*Description of the project's research activities:* The initiative aims at the realisation of a collaborative ecosystem of design, production and information management towards users, supported by a Web 3.0 digital platform, able to manage virtual experiences and products, through advanced technologies related to fashion in the Metaverse. The prospects for productive innovation with respect to the industrial research programme concern the orientation of the Campania Fashion Supply Chain towards digital fashion-oriented scenarios, the optimisation of production processes through the introduction of collaborative phygital technologies and processes, and the enhancement of marketing and brand engagement strategies.

*Staff involved:* Alessandra Cirafici, Ornella Cirillo, Roberto Liberti, Daniela Piscitelli, Patrizia Ranzo, Maria Antonietta Sbordone, Chiara Scarpitti, Rosanna Veneziano. PhD students: Annarita Bianco.

*Partner institutions:* P.F.C.M.N.A. S.P.A.; 5p Produzione S.R.L.; Itson S.R.L.; Innovaway S.P.A.; Università Degli Studi Della Campania Luigi Vanvitelli (Rete "Filiera Moda Campania")

*Date of submission/start, end of project:* June 2022

*Project status:* favourable opinion of the Campania Region, pending MISE/INVITALIA evaluation.

*Project title:* **Fashion Alive: Made in Europe.**

*Scientific Responsible:* Gisela Fortuna (Creamodite Asociacion, Madrid)

*Scientific Responsible DADI:* Roberto Liberti.

*Title of the call:* European Project, Objective 1 - Transnational creation and circulation

*Description of the project's research activities:* The project is based on knowledge sharing intended as a tool to stimulate creativity and find country-specific solutions to promote "Made In" fashion, while using co-production in the design of artistic events to ensure a common narrative of the project. We will rely on the transnational distribution of a behind-the-scenes documentary and, most importantly, establish a collaborative network to ensure the dissemination and visibility of KSADA's "Made in Ukraine" collection, which will be presented itinerantly in fashion shows in Portugal, Italy, Ireland and Latvia.

*Partner institutions:* Creamodite Asociacion para la constitucion y reestructuracion de empresas de moda. diseno y tecnologia (Madrid), Università degli studi della Campania "Luigi Vanvitelli", Maison Mesa (Spain), Ulisboa (Portugal), LSAD/TUS (Ireland), KSADA (Ukraine), LMA (Latvia).

*Date of submission/start, end of project:* 2023

*Project status:* under evaluation.

*Project title:* **Runwaylive Europe (RUNEU).**

*Scientific Responsible:* Gisela Fortuna (Creamodite Asociacion, Madrid)

*Scientific Responsible DADI:* Roberto Liberti.

*Title of the call:* RunwayLive Europe Project EU Grants. CREA-CULT-2024-COOP-1



*Description of the project's research activities:* Develop new audiences through innovative digital and cultural strategies to promote fashion engagement in the metaverse.

*Partner institutions:* Creamodite (Spain), Unicampania (Italy).

*Project submission/start/end dates:* submitted in 2023

*Project status:* under evaluation.

*Project title: **What food wants (WFW). The Systemic Design of new Food Systems.***

*Scientific Responsible:* Eleonora Fiore, Università degli Studi di Parma

*Scientific Responsible DADI:* Daniela Piscitelli

*Title of the call:* PRIN PNRR 2022. (Prot. P2022eljtl)

*Description of the project's research activities:* Packaging and visual languages; packaging and functionality.

*Staff involved:* Rosanna Veneziano

*Partner institutions:* Università degli Studi di Palermo, Politecnico di Torino, Università degli studi di Torino, Università degli studi della Campania "Luigi Vanvitelli"

*Date of submission/start, end of project:* November 2022

*Project status:* under evaluation.

*Project title: **The Design System in the Southern Italy territories. Design and Craftsmanship of excellence for the Made in Italy development and the engagement of local knowledge (DeinSite).***

*Scientific Responsible:* Claudio Gambardella

*Title of the Call:* PRIN 2022

*Description of the project's research activities:* The idea is to create in Southern Italy a large system of five Regional Museum Systems, both physical and virtual, each with a company museum to be located in areas of high tourist value due to the presence of archaeological sites, historical centres, marinas and so on, acting as a connector for the participating museums and companies, as has already been done for the Sistema Campano in Pompeii. In other words, a museum of contemporary design, conceived primarily as an exceptional place to present new Handmade in Italy products (Gambardella, 2020), born from the collaboration between design and craftsmanship.

*Staff involved:* Piscitelli Daniela, La Rocca Francesca, Ottieri Simona.

*Partner institutions:* Università degli Studi di Firenze, Università della Campania L.Vanvitelli (soggetto capofila)

*Date of submission/start, end of project:* 31.03.2022

*Project status:* under evaluation.

*Project title: **Architetture sacre accessibili/inaccessibili: monitoraggio architettonico continuo con piattaforme HBIM + Digital Twins e tecnologie con multi-sensori, per la modellazione e l'analisi. Conoscenza, Fruizione e Valorizzazione.***

*Scientific Responsible:* Massimiliano Campi

*Scientific Responsible DADI:* Ornella Zerlenga

*Title of the Call:* PRIN: RESEARCH PROJECTS OF RELEVANT NATIONAL INTEREST - Call for proposals 2020.

*Description of the project's research activities:* The project proposes to transform the condition of inaccessibility of some sacred architectures into accessibility, through regeneration and valorisation processes that promote projects for both physical and digital use, starting from a system of continuous monitoring of risk factors and context conditions. The project will identify protocols for the

construction of dynamic and constantly updated models, producing as a result the codification of an operational workflow that allows the phases of acquisition, management and use of the asset to be managed even remotely.

*Staff involved:* Ornella Zerlenga, Paolo Giordano, Alessandra Cirafici, Manuela Piscitelli, Avella Alessandra, Pasquale Argenziano, Luigi Corniello, Vincenzo Cirillo, Alice Palmieri.

*Date of submission/start, end of project:* 2020/2023

*Project status:* under evaluation.

***Project title: Re-creating Public Space for Climate-friendly, Inclusive, and Attractive Neighbourhoods in Southern European Cities (RECLAIM)***

*Scientific Responsible:* Adriana Galderisi

*Title of the Call:* Bando internazionale Driving Urban Transitions Partnership (DUT) Joint Call 2022

*Staff involved:* Marco Calabrò, Rosanna Veneziano, Giuseppe Guida

*Partner institutions:* University of Porto – Faculty of Engineering; CITTA – Research Centre for Territory, Transports and Environment; Università della Campania L. Vanvitelli – Dipartimento di Architettura e Disegno Industriale; IUAV University of Venice; Technical University of Madrid/TRANSyT – Transport Research Center; Aristotle University of Thessaloniki; Municipality of Porto; Municipality of Bacoli; Madrid Transport Authority; Municipality of Thessaloniki; Municipality of Nicosia; Urban Gorillas.

*Date of submission/start, end of project:* 21/11/2022

*Project status:* under evaluation.

***Project title: MASS \_ Matching Style with Sustainability. A New Bauhaus for renewable energy systems in the historic urban landscape.***

*Scientific Responsible:* Maria Rita Pinto (UNINA)

*Scientific Responsible DADI:* Sergio Sibilio

*Title of the Call:* PRIN PNRR 2022

*Description of the project's research activities:* The desired diffusion of energy production systems from renewable sources is still far from the objectives set for the 2030 Agenda. The process of change requires an incisive creative commitment to reconcile the needs of transformation deriving from new technologies with the instances of preservation of the identity of the territories. The protection, enhancement and management of the historical landscape are also sustainable development strategies, based on the potential expressed by the territories in terms of natural, economic, cultural, human and social capital. Circularity represents, therefore, the strategy to which processes, projects and interventions must be inspired. The NextGeneration EU cultural project therefore requires a systemic change, with its own recognizable aesthetics, to combine style and sustainability.

*Staff involved:* Maria Rita Pinto, Katia Fabbri (Unina), Sergio Sibilio, Morelli Maria Dolores, Raffaella Marzocchi (Unicampania), Stefania Dei Medici (Unict), Antonella Mami' (Unipa).

*Partner Institutions:* Dadi, Università Degli Studi Della Campania "Luigi Vanvitelli", Diarc, Università Degli Studi Di Napoli "Federico II", Dipartimento di Architettura, Università degli Studi di Palermo, SDS, Università degli Studi di Catania.

*Date of submission/start, end of project:* 30/11/2022

*Project status:* under evaluation.

***Project title: RESTANZA. New movable systems for smart/co-working taking advantage of life quality, sustainability and energy efficiency***

*Scientific Responsible:* Antonio Ciervio

*Title of the Call:* Call For Selection For The Funding Of Fundamental And Applied Research Projects For Young Researchers

*Description of the project's research activities:* A renewable energy-based, self-sustaining in energy use, eco-friendly, modular and flexible in set-up, Prefabricated Movable Building (PMB) for smart/co-working will be designed; a fullscale prototype will be realized and its field performance will be measured/analyzed while installed and operated in a selected suitable small village of the Caserta province of the Campania region (Italy). The PMB will be developed to optimize occupants' well-being, energy performance and integration of indoor environment with outdoor architectural/historical/landscape elements via innovative design methods (immersive virtual reality and dynamic simulation models). The project aims at 1) promoting the exploitation of renewable energy and energy-efficient systems via innovative design methods, 2) reducing environmental/ecological footprint associated to both building and transport sectors, 3) suggesting an alternative lifestyle combining tradition and modernity, 4) facilitating social/economic rebirth of small villages with a significant regenerative potential. The research activities will be performed by a multidisciplinary team (involving 3 Scientific Disciplinary Sectors ING-IND/11, ICAR/18, ICAR/13) thanks to the know-how and equipment of the RIAS laboratory [1] and the SENS i-Lab [2] of DADI. The project provides relevant environmental/social/territorial/economic impacts, together with significant results for engineers, architects, manufacturers of PMBs, scientific community and policymakers.

*Staff involved:* Antonio Ciervo, Luigi Maffei, Francesca Castano', Maria Dolores Morelli, Raffaella Marzocchi, Samiha Boucherit.

*Date of submission/start, end of project:* 08/07/2022

*Project status:* under evaluation.

***Project Title: Artificial Intelligence to assess the structural/seismic Damage to historic heritage in BIM environment (AIDaBIM)***

*Scientific Responsible:* Claudia Casapulla

*Scientific Responsible DADI:* Ornella Zerlenga (UniCampania), Claudia Casapulla (Unina)

*Title of the Call:* PRIN 2022 PNRR

*Description of the project's research activities:* The objective of the project is to develop a new digital tool for semi-automatic damage assessment to support conservation and management activities of the built heritage, particularly masonry churches affected by structural damage. This will be implemented through the use of advanced digital technologies, such as building information modeling (BIM) and artificial intelligence (AI). In addition, a new methodology is proposed to digitize the process of detecting observed structural damage to churches and to define reliable and rapid assessments of related damage states. The resulting information will be collected in a database to be potentially implemented in DaDO, a platform of observed damage to buildings developed by the Italian Civil Defense.

*Staff involved:* Ornella Zerlenga, Antonella di Luggo, Pasquale Argenziano,

*Project submission/start/end dates:* November 2022

*Project status:* under evaluation.

**Funded and completed research projects:**

**Project title: *Designing with More-than-Human. Phygital interactions and artifacts for a transdisciplinary and post-anthropocentric manufacture. (De+Human)***

**Scientific Responsible:** Chiara Scarpitti

**Title of the Call:** University Call for Fundamental and Applied Research Projects for Young Researchers

**Description of the project's research activities:** Characterised by a dual nature - theoretical and applicative - the project aims at laboratory experimentation of processes and products on the borderline between design, digital technologies and nature, through collaboration between different disciplines, with a view to raising awareness of the most pressing issues related to multi-species coexistence and environmental ecosystems. In line with emerging international research trends, the project aims to reshape the meaning of sustainable production within the post-anthropocentric paradigm, discussing its domain and recontextualising emerging goals, technologies and aesthetics.

**Staff involved:** Alessandra Cirafici, Roberto Liberti, Alice Palmieri, Daniela Piscitelli, Patrizia Ranzo, Maria Antonietta Sbordone, Chiara Scarpitti, Rosanna Veneziano. **Assignee:** Marzia Micelisopo. **PhD students:** Giulio Giordano, Annarita Bianco, Noor Fajrina Farah Istiani, Raffaele la Marca.

**Date of submission/start, end of project:** 01.10.2022/12.12.2023

**Project status:** funded and completed.

**Project title: *M.A.RA - Centro e polo Museale per lo studio e la promozione dell'Architettura Razionalista***

**Scientific Responsible:** Università degli studi della Campania "Luigi Vanvitelli".

**Scientific Responsible DADI:** Francesca Castanò.

**Title of the Call:** Regione Campania, Avviso pubblico per la promozione della qualità dell'architettura, LR 19/2019 – DD 7/2021.

**Description of the project's research activities:** The project aims to draw attention to a work of high quality value, both in the rural and urban context of Sparanise and in the national architectural catalog. The specific objective of the proposal is to promote awareness of it, starting precisely from the study of a proposal for compatible reuse of the former Office Building, which today is in a state of disrepair.

**Partner institutions:** Comune di Sparanise.

**Project submission/start/end dates:** 24/03/2021 / 15/02/2022-15/06/2023

**Project status:** funded and completed.

**Project Title: *Integrated Procedure for assEssing and improVing the resiliENce of existing masonry bell Towers at territorial scale***

**Scientific Responsible:** Prof. Ing. Gianfranco De Matteis

**Scientific Responsible DADI:** Ornella Zerlenga, Gianfranco De Matteis, Sergio Sibilio

**Title of the Call:** VALERE 2019 Program.

**Description of the project's research activities:** The objective of the PREVENT project is to set up a procedure that incorporates the disciplinary contributions of Architectural Survey and Representation, Environmental Technical Physics and Structural Engineering, and aims to provide a scientific methodology for: the knowledge of the architectural typology of existing masonry bell towers on a territorial and architectural scale in their different forms; the definition of new method of structural assessment of masonry bell towers as well as a new general method of analysis aimed at the conservation of bell towers; the formalization of a final product designed to be used by local administrators; and the enhancement of bell towers for the purposes of cultural and eco-sustainable

tourism. To validate these research themes, the PREVENT project identifies a large sample of Neapolitan masonry bell towers as a case study.

*Staff involved:* Ornella Zerlenga, Gianfranco De Matteis, Claudia Cennamo, Vincenzo Cirillo, Corrado Chisari

*Project submission/start/end dates:* 2019/2020 - 02-12-2022

*Project status:* funded and completed.

*Project Title: **PON AIM (Activity Proposal Code AIM1879349-2)***

*Scientific Responsible:* Prof. Arch. Ornella Zerlenga

*Title of the Call:* National Operational Program Research and Innovation 2014-2020

*Description of the project's research activities:* Definition of refunctionalization, static-conservative and seismic improvement interventions, to be implemented on a large scale, based on sustainable and innovative effective techniques and technologies, which are able to guarantee adequate performance levels, respecting the historical and cultural value of the asset.

*Staff involved:* Corrado Chisari, Gianfranco De Matteis

*Project submission/start/end dates:* 22-07-2019/21-07-2022

*Project status:* funded and concluded.

*Project title: **PostDigital Manufacturing Processes. Body Hacking for Productive Systems.***

*Scientific Responsible:* Chiara Scarpitti.

*Title of the Call:* Programma V:ALERE 2020 - Bando di Ateneo per il finanziamento di progetti competitivi intra-Ateneo - Università degli Studi della Campania "Luigi Vanvitelli".

*Description of the project's research activities:* The project, of a theoretical-applicative nature, aims at the industrial experimentation of advanced digital technologies at the borderline between design, technology, body and object. The research is divided into two macro-phases: Design and Prototyping and OpenWorkshops and Testing and aims at the construction of wearables and contemporary objects with a high speculative and technological content.

*Staff involved:* Claudio Leone, Patrizia Ranzo, Chiara Scarpitti, Rosanna Veneziano. *Assignee:* Michela Musto.

*Date of submission/start, end of project:* 01/09/2020 - 31/12/2021

*Project status:* funded and concluded.

*Project title: **CapsulART: improving conservation at art and cultural sites during pandemic events***

*Scientific Responsible:* University of Bologna Alma Mater prof. Marco Pretelli;

*Scientific Responsible DADI:* Francesca Castanò

*Title of the Call:* FISR Fondo Integrativo Speciale per la Ricerca 2020IP\_05553 of the MUR

*Description of the project's research activities:* Research project proposal of particular strategic relevance, aimed at addressing the new needs and issues raised by the spread of SARS-Cov-2 virus and Covid-19 infection, through the rethinking and/or reorganization in different sectors of the traditional models of our society, in a multidimensional perspective

*Staff involved:* Francesca Castanò

*Partner institutions:* Politecnico di Milano; Mann - National Archaeological Museum of Naples

*Date of submission/start, end of project:* 28/06/2020 / 01/11/2021-30/04/2022

*Project status:* funded and concluded.

**Project title: *Nutri-epigenetics and physical activity: a natural help for Neurofibromatosis type 1 (TRANSITION).***

**Scientific Responsible:** Prof. Carla Langella (fino al 31 luglio 2022); Prof. Daniela Piscitelli (dal 1 agosto 2022 a termine del progetto).

**Title of the Call:** Programma V:ALERE 2020 - Bando di Ateneo per il finanziamento di progetti competitivi intra-Ateneo - Università degli Studi della Campania "Luigi Vanvitelli".

**Description of the project's research activities:**

**Project status:** funded and concluded November 2022.

**Project title: *A project to enhance the historical carnival of Palma Campania***

**Scientific Responsible:** Barbara Masiello

**Title of the Call:** project financed on assignment

**Description of the project's research activities:** The aim of the research project is to strengthen the identity of the Palma Carnival and to increase its notoriety on a national level, especially in cultural channels. The consultancy activity involved the collaboration between the Department of Economics and the Department of Architecture and Industrial Design, in order to elaborate an event-based territorial marketing strategy, aimed at the promotion of the city of Palma Campania, and the conception of a creative concept, functional for the definition of a visual identity project and a communication plan for the valorisation of the Palmese Carnival.

**Staff involved:** Barbara Masiello, Alessandra Cirafici, Francesco Izzo, Enrico Bonetti, Alice Palmieri, Maria D'Uonno, Sabrina Celestino, Raffaele Cecere.

**Partner institution:** Municipality of Palma Campania, Palmese Carnival Foundation

**Date of submission/start, end of project:** November 2020 / December 2021

**Project status:** funded and concluded.

**Project title: *Smart&safe. Design per nuovi dispositivi di protezione individuale (DPI)***

**Scientific Responsible:** Maria Antonietta Sbordone

**Title of the Call:** POR FESR CAMPANIA 2014-2020- O.S. 1.3 - AZIONE 1.3.1. DG 10- CUP B24I20000300002 - SURF 20004BP000000010. Progetto Ammesso a Finanziamento 2020.

**Description of the project's research activities:** Design and prototyping of PPE and a Smart Personal Protection System.

**Staff involved:** Maria Antonietta Sbordone, Massimiliano Masullo, Michelangelo Scorpio.

**Date of submission/start, end of project:** 2020 / 2021.

**Project status:** funded and concluded.

**Project title: *Opening the doors of long-lived firms. Strategies and tools for the enhancement of corporate heritage and the promotion of living industry tourism.***

**Scientific Responsible:** Antonella Garofano

**Title of the Call:** Programma V:ALERE 2020 - Università degli Studi della Campania "Luigi Vanvitelli".

**Description of the project's research activities:** The project aims at reconstructing the codes and signs of corporate longevity through storytelling and at exploring the role of digital technologies in the creation of "narrative habitats" able to foster interaction and emotional involvement of stakeholders in all those places where the heritage of long-lived companies is encapsulated (the company itself, the museum, the archive and so on).

**Staff involved:** Barbara Masiello

*Date of submission/start, end of project:* 2021

*Project status:* funded and concluded.

**Research projects submitted in the last three years / not funded:**

*Project title:* **TR.A.FT.**

*Scientific Responsible:* Roberto Liberti

*Title of the Call:* HORIZON-CL2-2022-HERITAGE-01, (Research and innovation on cultural heritage and CCIs - 2022) Topic: HORIZON-CL2-2022-HERITAGE-01-04 Type of Action: HORIZON-RIA

*Proposal number:* 101094915

*Description of the project's research activities:* In the field of traditional artistic handicrafts, it is designed to respond in a precise and tailor-made manner to the Horizon Europe, Pillar-2, Cluster-2, Destination-2 call HORIZON-CL2-HERITAGE- 04-01-2022: Traditional crafts for the future: a new approach. The project stems from the specific and direct experience gained in the field of traditional artistic ceramics by a network of specialised subjects, each according to their competences, and for the most part already working in close network cooperation, also making use of state-of-the-art technologies, such as AR, VR and AM to reach new opportunities for a wider dissemination of the market, culture and heritage.

*Staff involved:* Patrizia Ranzo, Maria Dolores Morelli, Rosanna Veneziano, Chiara Scarpitti.

*Partner institutions:* General coordinator: ALMA MATER STUDIORUM – Università di Bologna; partners: Agrupacion Europea de Cooperacion Territorial Ciudades Spain Partner; Consorzio MEDITECH - MEDITERRANEAN COMPETENCE Italy; WORLD CRAFTS COUNCIL EUROPE COMPANY LIMITED BY Ireland; Instituto Politecnico de Leira Portugal; Kutahya Belediyesi Turkey; University of Stuttgart Germany; LATVIJAS MAKSLAS AKADEMIJA Latvia; Ceràmica Cumella, SL Spain; COLOROBIA Italia SPA Italy; Akademia Sztuk Pieknych im.E.Gepperta we Wroclawiu Poland; MANUFAKTURA W BOLESLAWCU SMOLENSKI & ZWIERZ, S PL; Simpas Turizm A.S. Turkey; Istituto Caselli/Raro Real Fabbrica di Capodimonte.

*Project status:* positively assessed / not funded

*Project title:* **BENGEMS. Multisensory jewels with beneficial effects made with volcanic stones from the Mediterranean area.**

*Scientific Responsible:* Maria Dolores Morelli

*Title of the Call:* PRIN 2022

*Description of the project's research activities:* The "BENGEMS" research in compliance with the "DNSH", in accordance with art. 17 of Regulation (EU) 2020/852, and the relevant EU and national environmental legislation, intends to enhance the natural resources of the Mediterranean area, designing and creating multisensory jewels with volcanic stones. These gems, in addition to reflecting the mineral characteristics of the area, can contain and eventually release a series of trace elements that would bring beneficial effects to humans. The research aims to compose precious artifacts capable of bringing well-being to the people who wear them by satisfying multiple needs: healthy, visual, tactile, auditory, in full respect of sustainability and the enhancement of the resources of the territory. To achieve this, the gems are collected without disfiguring the environment, analyzed in their hidden precious properties, enhancing them through an adequate media design that can also give users a pleasant musicality.

*Staff involved:* Morelli Maria Dolores Unicompania, Pappalardo Lucia, Cirillo Teresa Unina, Babini Paola Ababo, Storace Anna Maria Issm.

*Partner institutions:* DADI, Università Degli Studi Della Campania "Luigi Vanvitelli", Istituto Di Igiene, Università Degli Studi Di Napoli "Federico II", Istituto Nazionale Di Geofisica E Vulcanologia, Accademia Delle Belle Arti Di Bologna, Istituto Superiore Di Studi Musicali "Giuseppe Verdi", Ravenna.

*Date of submission/start, end of project:* 31/03/2022

*Project status:* not funded.

*Project title: Active Pathways for Sustainable and Inclusive Development (P.A.S.S.I.)*

*Scientific Responsible DADI:* Patrizia Ranzo, Rosanna Veneziano

*Title of the Call:* Projects for the cultural and social regeneration of small historic villages (NRP M1C3 - Investment 2.1 - Village Attractiveness - Line B) MiC - Ministry of Culture

*Description of the project's research activities:* The general objective of the PASSI project is to build an enabling and participatory system for the sustainable and innovative valorisation of the territory in order to generate employment, counteract the demographic exodus, increase cultural participation and tourist attractiveness in the villages covered by the intervention. The specific objective is the realisation of an ecosystem of tangible and intangible infrastructures connected by physical routes, events and service flows that will foster the meeting and co-planning between public, private and community actors, both local and external.

*Staff involved:* Patrizia Ranzo, Rosanna Veneziano, Roberto Liberti, Maria Antonietta Sbordone, Chiara Scarpitti.

*Partner institutions:* Comune di Laurino, Comune di Cannalunga, Università degli Studi della Campania L. Vanvitelli - Dipartimento di Architettura e Disegno Industriale, The American University of Rome, Foodscapes – Sistemi Territoriali Srl (start-up innovativa), Rete di Imprese AltroCilento, Associazione Sfavilla

*Date of submission/start, end of project:* Marzo 2022

*Project status:* Considered positively / not eligible for funding

*Project title: Spoke "Creativity, Design and Made in Italy' within the 'EIC2. Ecosystem of cultural and creative innovation'.*

*Scientific Responsible DADI:* Patrizia Ranzo

*Title of the Call:* PNRR MUR 3277

*Staff involved:* Patrizia Ranzo, Rosanna Veneziano, Roberto Liberti, Maria Antonietta Sbordone.

*Date of submission/start, end of project:* February 2022

*Project status:* Considered positively / not eligible for funding

*Project title: Made in Italy 2030: designing the sustainable future*

*Scientific Responsible DADI:* Patrizia Ranzo

*Title of the Call:* PNRR 2022

*Staff involved:* Patrizia Ranzo, Rosanna Veneziano, Roberto Liberti, Maria Antonietta Sbordone, Chiara Scarpitti.

*Date of submission/start, end of project:* February 2022

*Project status:* Considered positively / not eligible for funding.

*Project title: Shape and sTructure in mAsonry staiRcasES in Naples. Criteria for the definition of knowledge models for safeguard and local tradition enhancement (STARES)*

*Scientific Responsible:* Vincenzo Cirillo



*Title of the call:* Call of the University for the funding of fundamental and applied research projects dedicated to young researchers

*Description of the project's research activities:* The objective of the project is to investigate masonry staircases using state-of-the-art criteria, techniques and interdisciplinary tools for the drafting of cognitive models useful for the critical analysis, recovery and enhancement of the asset.

The most recent European provisions on the enhancement of cultural heritage are giving primary importance to (i) the preservation of the identity values of places, (ii) the recovery of local traditions, and, (iii) the virtualization of contexts and inclusive use. In this context, STARES will focus on 18th-century Neapolitan masonry staircases placed in residential buildings and based on famous models designed by architect Fernando Sanfelice: a building heritage of immense architectural and cultural value, which also encompasses a building tradition to be known and safeguarded.

*Staff involved:* Vincenzo Cirillo, Corrado Chisari, Ornella Zerlenga

*Project submission/start/end dates:* July 2022

*Project status:* eligible but not funded

**Project Title: *Accessible/accessible sacred architectures: continuous architectural monitoring with HBIM + Digital Twins platforms and multi-sensor technologies, for modeling and analysis.***

***Knowledge, Use and Enhancement.***

*Scientific Responsible:* Massimiliano Campi

*Scientific Responsible DADI:* Ornella Zerlenga (UniCampania); Paolo Belardi (UniPG); Stefano Brusaporci (UnivAQ); Riminesi Cristiano (CNR).

*Title of the Call:* PRIN: RESEARCH PROJECTS OF MAJOR NATIONAL INTEREST -  
Call for proposals 2020.

*Description of the project's research activities:* The project aims to transform the condition of inaccessibility proper to some sacred architectures into accessibility, through regeneration and enhancement processes such as to promote projects for both physical and digital fruition starting from a system of continuous monitoring of risk factors and context conditions.

The project will identify protocols for building dynamic and constantly updated models, producing as an outcome the codification of an operational workflow that allows the phases of asset acquisition, management and fruition to be managed even remotely.

*Staff involved:* Ornella Zerlenga, Paolo Giordano, Alessandra Cirafici, Manuela Piscitelli, Avella Alessandra, Pasquale Argenziano, Luigi Corniello, Vincenzo Cirillo, Alice Palmieri.

*Project submission/start/end dates:* 2021

*Project status:* not funded.

***Project title: *By Sea, the time machine****

*Scientific Responsible:* Francesco Sirano, Direttore del Parco Archeologico di Ercolano

*Scientific Responsible DADI:* Maria Dolores Morelli

*Title of the Call:* Premio *Creative Living Lab*, Direzione Generale Creatività Contemporanea del Ministero della Cultura

*Description of the project's research activities:* "By sea, the time machine" is a project of socio-cultural territorial regeneration that aims. After long years of construction sites, to build with the community the identity of this new space so that can become a place of aggregation, a driving force of creativity and local urban culture. The strategic position of the area allows to create an urban connection between the Archaeological Park and modern city, making the local community and visitors to the Archaeological Park dialogue. "By sea, the time machine" develops as a creative process in which laboratories and

workshops made by local organizations and artists will see the active involvement of the community in the creation of a path of cultural enjoyment of Via Mare at 360 degrees. Actions may also contribute to defining possible models for the management of community spaces.

*Staff involved:* Jane Thompson, Francesco Sirano, Salvatore De Rogatis, Francesca Del Duca, Emilio De Matteo, Stefano Cozzella, Roberto Sansone, Mario Notomosta, Vincenzo Gallo, Maria Dolores Morelli.

*Date of submission/start, end of project:* 08/07/2022

*Project status:* not funded.

*Project title:* **The serious game. A mental health app for Childhood Obesity**

*Scientific Responsible:* Stefania Cella

*Title of the Call:* FIS call - Italian Science Fund, Minister and the Ministry of Universities and Research (MUR).

*Description of the project's research activities:* The project stems from clinical experience with patients with eating disorders, and from empirical evidence that seems to confirm the influence of parental relationship styles, with particular reference to the dimensions of control and overprotectiveness, on the onset, development and maintenance of these disorders. The project experiments with the use of electronic technologies to promote children's self-awareness and well-being, and the proposal represents a new avenue for the development of innovative intervention programmes to protect and improve health.

*Staff involved:* Paolo Cotrufo, Rosanna Veneziano.

*Partner institutions:* Dipartimento di Psicologia, Università degli Studi della Campania Luigi Vanvitelli.

*Date of submission/start, end of project:* December 2021

*Project status:* positively assessed / not funded

*Project title:* **Project H2020- Green Deal, TOPIC: LC-GD-2-3-2020. Water-Energy-Food based business For Impact model for green mini-grids, ACRONYM: WE4I**

*Scientific Responsible:* Eros Manzo (CNR)

*Title of the Call:* CALL: H2020-LC-GD-2020 Building a low-carbon, climate resilient future: Research and innovation in support of the European Green Deal. TOPIC: LC-GD-2-3-2020 Accelerating the green transition and energy access Partnership with Africa.

*Description of the project's research activities:* WE4I will validate an innovative Business-For-Impact model for Green Mini-grid projects based on an integrated Water-Energy-Food (WE4I) nexus approach in order to promote universal energy access (electricity and cooking) and energy efficiency, as well as bringing socio-economic, environmental and health benefits.

*Staff involved:* Patrizia Ranzo, Daniela Piscitelli, Rosanna Veneziano, Roberto Liberti,

*Partner institutions:* CNR-IIA, Res4Africa Foundation, FAO, Akuo Energy, Cediam, Energy System Integrator S.p.A., Idromeccanica Lucchini S.p.A., Ferntech, Universidad Pontificia Comillas, Plan International Spain, Comete Engineering, Commissariat à l'énergie atomique et aux énergies alternatives, Agency for the Development of Domestic Energy and Rural Electrification, Conservatoire des Arts et Métiers Multimédia Balla Fasséké Kouyaté, ECOWAS Centre for Renewable Energy and Energy Efficiency,

*Date of submission/start, end of project progetto:* 26 January 2021

*Project status:* positively assessed / not funded

**Project title: *Donate and play. Toy Libraries as places of care and socialising***

*Scientific Responsible:* Rosanna Veneziano

*Title of the Call:* Call for proposals "Creative Living Lab. Building neighbourhood spaces for urban regeneration projects" Ministry of Cultural Heritage and Activities and Tourism (MiBACT)

*Description of the project's research activities:* The proposal intends to build a network of Toy Libraries, an intangible place and service to make play accessible to all and a system of activities to transfer a shared experience of knowledge and preservation of authorial play, sets of participative events and above all community spaces. Through free and conscious acquisition campaigns of games, or even through voluntary donations, the project intends to promote the recovery of play materials, reducing the environmental impact by extending the life cycle of products. Educating the younger generations in ethically sustainable consumption and a conscious attitude towards exchanging, sharing and caring for objects.

*Staff involved:* Francesco Izzo, Francesca Castanò, Rosanna Veneziano, Michela Carlomagno.

*Partner institutions:* L'altra Napoli onlus (soggetto proponente), Fondazione TRIANON, Università degli Studi della Campania Luigi Vanvitelli.

*Date of submission/start, end of project:* 10/03/2021

*Project status:* not funded.

**Project title: *GEO GEMS MEDITERRANEAN design to feel good***

*Scientific Responsible:* Maria Dolores Morelli

*Title of the Call:* PRIN 2020 (Prot. 20205XWPJ4)

*Description of the project's research activities:* "GEO GEMS MEDITERRANEAN design to feel good" promotes research between education and production through the study and production of valuable innovative artefacts that link the promotion of Mediterranean nature, cultural resources and craftsmanship, strengthening interactions between universities, research institutes and academies in order to encourage participation in initiatives under the European Union Research and Innovation Framework Programme.

*Staff involved:* Chiara Scarpitti, Lucia Pappalardo, Annamaria Storace, Paola Babini

*Partner institutions:* Istituto Nazionale Geofisica e Vulcanologia, Accademia di Belle Arti di Ravenna, Istituto Superiore di Studi Musicali Giuseppe Verdi di Ravenna.

*Date of submission/start, end of project:* 26/01/2021

*Project status:* positively evaluated / not funded

**Project title: *SITES FOR SOVEREIGNS Residences, gardens and landscapes in southern Italy: history and digital tools for the valorisation of a cultural heritage***

*Scientific Responsible:* BUCCARO Alfredo (UNINA)

*Title of the Call:* PRIN 2020

*Description of the project's research activities:* At the theoretical level, the project intends to use interpretative tools that give centrality to the territorial dimension. Assuming that the development of a territory depends on its ability to 'capture' external wealth, but also to ensure the circulation and equitable distribution of these assets in the public and private spheres, the proposal aims to analyse the role and weight that Royal Sites have had since their origin, even pre-Bourbon, up to the present day, as catalysts of symbolic and economic values. The project fits into the current scenario concerning the management and valorisation of Italy's cultural heritage, which is considered, together with energy efficiency, one of the fundamental objectives of the coming years, being a resource capable of sustainable and inclusive development (United Nations, Sustainable Development Goals, and European

Framework Programme for Research and Innovation 2021-2027, point 4.2 of the Orientation towards the first Strategic Plan for Horizon Europe, Cluster 2, Culture, Creativity and Inclusive Society).

*Staff involved:* Anna Giannetti (Head of Research Unit VANVITELLI), Claudio Gambardella, Chiara Ingrosso.

*Partner institutions:* CIRICE, Centro Interdipartimentale di Ricerca sull'Iconografia della Città Europea, Università degli Studi di Napoli Federico II, Università degli Studi della Campania Luigi Vanvitelli, Università degli Studi di Palermo, Università degli Studi del Molise.

*Date of submission/start, end of project:* January 2021

*Project status:* not funded

### Scientific products of the last three years:

*10 scientific publications in Class A or Scopus/WoS-indexed journals*

- [1] Sbordone, M. A., Amato, C. I. (2023). *From Farm to Clothes. Design for New Bio-Based Textiles Productions from Local Feedstocks*. In D. Raposo, J. Neves, R. Silva, L. Correia Castilho, R. Dias. Springer Series in Design and Innovation 25. ISBN: 978-3-031-09658. DOI: <https://dx.doi.org/10.1007/978-3-031-09659-4>. Scopus 2-s2.0-85133418041
- [2] Ranzo P., Carleo S. (2023). *Inclusiveness of Knowledge and Knowledge for Inclusiveness. Collaborative Digital Technology for Made in Italy*. In: Martins N., Brandao D., "Advances in Design and Digital Communications", Proceedings of Digicom 2023, November 9-11 2023, Barcelos, Portugal, Springer, ISBN 978-3-031-47280-0. Indexed in Web of Science and Scopus.
- [3] Castanò, F. (2023). *The construction of modern factory. The introduction of prefabrication in Terra di Lavoro*. In Vitruvio. International Journal of Architecture Technology and Sustainability, n. 8, Special Issue 2, 2023, pp. 18-33. (Open Access | Rivista Scientifica Classe A).
- [4] Scarpitti, C., Valsecchi, F. (2023). For a coexistence with the more-than-human: making biomaterials from a philosophical perspective. Sustainability n.15, 5464, 2023. "Sustainability and Circularity: New Material Scenarios for Product Design" (pp.1-13). (Open Access | Rivista Scientifica Classe A). <https://doi.org/10.3390/su15065464>. Pubblicazione online ISSN 2071-1050.
- [5] Zerari, S., Cirafici, A., Sriti, L., Pace, V., Palmieri, A. (2022). *Reflections on the vernacular mosques of the Souf region in Algeria. Towards an inventory of the local architectural language*. in A|Z ITU Journal of the Faculty of Architecture. (Open Access | Rivista Scientifica Classe A). Pubblicazione online ISSN: 2564-7474.
- [6] Dal Falco, F., Veneziano, R., Carlomagno, M. (2022). Natural and artificial interaction. Symbiotic processes between science, art and design. in Agathón, vol.11, (pp. 274-28). (Open Access | Rivista Scientifica Classe A). ISSN 2532-683X. DOI: 10.19229/2464-9309/11252022.
- [7] Morelli, M. D., De Fusco, R. (2022). *La mimesi e il binomio continuità/discrezione*. In OP. CIT., vol. 174, (pp. 45-53). (Open Access | Rivista Scientifica Classe A). ISSN: 0030-3305.
- [8] La Rocca, F. (2021). *Nomadism of imagery and contemporary design culture*, in Diid - Disegno Industriale, Industrial Design. 75, 2021. (Open Access | Rivista Scientifica Classe A). Pubblicazione online ISSN 1594-8528.
- [9] Piscitelli, D., Angari, R. (2021). *Archiviare non significa solo salvare. Il Carattere social dell'archivio digitale*. in Progetto Grafico - vol. n. 37, (pp.92-101). ISSN:1824-1301 (Open Access | Rivista Scientifica Classe A).
- [10] Fittipaldi F., Ranzo P., Veneziano R. (2021) *Smart and "soft". L'evoluzione della smart city verso il design per la qualità della vita*. In MD Journal, vol.11, n.1, (pp.134-145). ISSN: 2531-9477 (Open Access | Rivista Scientifica Classe A).

*Additional 10 scientific products:*

- [1] Cirillo, O. (2023). *Città e moda, luoghi e protagonisti a Napoli tra fine '800 e metà '900*. Arte'm. ISBN: 978-88-569-0630-1
- [2] Liberti, R., Alfieri, V., Di Sarno, S. (2023). *Paradigm Shift for an Environmentally Conscious Tanning Sector*, SPRINGER - FL Conference | Fashion & Sustainability, 2023, Lisbona, Portogallo.
- [3] Gambardella, C. (2023). Progettare nel mondo del pressappoco: una disciplina. Designing in the world of approximation: a discipline. In: Gabriele Neri, Riccardo Dalisi. *La sedia del cece / The chickpea chair*. (p. 66-67). Corraini. ISBN: 9791254930588.
- [4] Piscitelli, D. (2023). *Da Gutenberg al design. L'opera di fondazione disciplinare degli anni '80, a partire dalla Campania*. in Graphicus, progettare la comunicazione, dicembre 2023 (pp. 11-18). ISSN: 0017-3436. Pubblicazione online ISSN: 2282-4545.
- [5] Fiorentino, C. C., Cirillo, O., Liberti, R. (2023). *Le manifatture di Procida nelle trame della storia. Un approccio interdisciplinare all'heritage making*. in S. Brusaporci, P. Maiezza, A. Marra, I. Trizio, F. Savini, A. Tata (eds) IMG23 Atti del IV Convegno Internazionale e Interdisciplinare su Immagini e Immaginazione Publica, Alghero (pp. 433-440). ISBN: 978 88 99586 32 4.
- [6] Ranzo, P., Scarpitti, C. (2023). *Postumano e destino della bellezza*. | *The Posthuman and the Destiny of Beauty*. in Dune. Writings on Fashion, Design and Visual Culture, Vol. 004 n. 001, Biosphere, dicembre 2023 (pp. 30-43). Flash Art Editions. ISSN 2705-0084.
- [7] Battelli, C., Cirafici, A., Zerlenga, O. (2023). *Transizioni digitali: artefatti dalle macchine intelligenti. Riflettendo con Cesare Battelli*. In. M. Cannella, A. Garozzo, S. Morena (eds) *Transizioni Transitions- Attraversare Modulare Procedere* (pp. 2358- 2379). FrancoAngeli. ISBN: 9788835155119. URL: <https://series.francoangeli.it/index.php/oa/catalog/view/1016/880/5823>
- [8] La Rocca, F. (2023). Exploring life trough design. New questions, a new imagery. *Cuadernos del centro de estudios en diseño y comunicación. Ensayos*. n. 190. Numero monografico sul tema "Design, Innovation and Transdisciplinarity III – 2023. Bio-design and production in times of crisis" (pp 49-64). ISSN:1853-3523
- [9] Sbordone, M. A., Amato, I., Orlacchio, M. (2022). *Prepararsi ora! Design riparatore e autosufficienza programmata*. in MD Journal n.14. Grafiche Baroncini. Pubblicazione online ISSN 2531-9477. ISBN 978-88-85885-07-3. (Open Access | Rivista Scientifica Classe A).
- [10] Ranzo, P. et al (2022). *Laboratorio Campania Paesaggi culturali e produttivi della moda*. Firenze: Alinea, ISBN: 979-12-80178-44-2. Monografia con Comitato scientifico.

**International and national relations with companies, organisations, research centres, universities in the last three years:**

Universidade do Minho, Departamento de Engenharia Textil, Guimaraes, Portugal  
UL Universidade de Lisboa, Portugal

SUPSI, Bachelor of Arts in Comunicazione visiva, Campus Mendrisio, Svizzera  
Faculty of Architecture and Design della Ozyegin University (OzU) di Istanbul, Turchia  
Istanbul Gelişim University, Department of Architecture, Istanbul, Turchia  
The University of Texas at San Antonio \_UTSA, Department of Architecture, Texas  
Universidad de Palermo, Argentina  
FADE, Universidad de Buenos Aires, Argentina

Universidade Federal de Pernambuco, Brasile  
Universidade São Paulo, Brasile  
C.E.S.A.R. School, Recife, Brasile  
Dankook University di Yongin-si, Gyeonggi-do Korea  
SUSTech, School of Design, Shenzhen, China  
College of Design and Innovation Tongji University, Shanghai, China  
School of Design / East China Normal University Shanghai, China  
Goenka University, New Dheli, India  
Universidad de Alcalá Facultad, Departamento de Arquitectura, Alcalá de Henares (Spain);  
Universidad Politécnica de Cartagena, Escuela Técnica Superior de Arquitectura y Edificación;  
Universidade de Lisboa, Departamento de Artes, Humanidades e Ciências Sociais, Lisboa (Portugal);  
Universitat de les Illes Balears (UIB), Higher Polytechnic School (Spagna)  
University of Applied Sciences, Hochschule Koblenz (Germania)

### **DADI Conventions**

#### **2022-2023\_ Conventions DADI - MANN**

Agreement for research activities between the Department of Architecture and Industrial Design of dell'Università della Campania "Luigi Vanvitelli" and Museo Archeologico Nazionale di Napoli – MANN MIBAC-MANN-NA\_PON - CULTURA e SVILUPPO\_FESR 2014\_2020

*Project title:* "Scientific research project for the experience design of the Campania Statuary section".

*Scientific Responsible:* Alessandra Cirafici

MINACT\_MANN REP. Convention 24/03/2017 no. 11

(Protocol no. 82120 of 01/06/2022).

#### **2022\_ DADI Convention and Contract Consulting COSMIND srl**

*Scientific Responsible:* Roberto Liberti, Giovanni Ciampi

*Staff involved:* Gabriele Pontillo, Silvestro Di Sarno, Chiara Scarpitti

*Description of the project's research activities:* The core of the agreement relates to the design and project of the "capsule collection" of steel objects/ jewellery/accessories that are the subject of this agreement; in particular, various design solutions will be developed and tested within the Fashion Ecodesign 1 course, which is part of the Master's Degree Course in Design for Innovation, Fashion Ecodesign curriculum, up to the creation of a series of prototypes with 3D printers and specific machinery available to COSMIND srl that will be presented during the LINEA PELLE 2022 event at FIERAMILANO RHO. The possibility of using innovative materials for the collections under study will be evaluated.

*Date of submission/start, end of project:* 1 May 2022 / 1 May 2023

#### **2022\_ DADI Convention and Third Party Consultancy - Association Chiaiolella Borgo Marinaro of Procida Capital of Culture**

*Project title:* Threads of shadow, threads of light

*Scientific Responsible:* Ornella Cirillo

*Description of the project's research activities:* the research and design, aimed at the realisation of an exhibition entitled 'Fili d'Ombra, fili di luce' (Shadow strands, light strands) concerned the historical-critical research, product design processes and communication of upcycling practices related to local linen handicraft production.

*Staff involved:* Ornella Cirillo, Caterina Cristina Fiorentino, Roberto Liberti

*Project status:* concluded.

*Date of submission/start, end of project:* 20 April 2022 / 31 December 2022

**2022\_ DADI Convention in the framework of Public Engagement activities with the First Municipality of the City of Naples**

*Scientific Responsible:* Daniela Piscitelli, Ornella Zerlenga

*Description of the project's research activities:* valorisation and promotion of the tangible and intangible heritage of the city of Naples and related activities.

*Date of submission/start, end of project:* 12 July 2022 - 12 July 2025.

**2021\_ Framework Agreement: DADI - FONDAZIONE MORRA- DAFNA GALLERY- INTRAGALLERY/ CULTURAL ASSOCIATION UNDERTAKE**

*Project title:* You are here / Vico Pero / Giacomo Leopardi

*Scientific Responsible DADI:* Alessandra Cirafici

Scientific collaboration on the urban art project curated by artist Eugenio Giliberti in collaboration with Fondazione Morra- Dafna Gallery- Intragallery. Patronage and programme agreement with the City of Naples.

**2020/2021\_ DADI Convention - MUNICIPALITY OF PALMA CAMPANIA**

*Project title:* Research project for the valorisation of the historical Carnival of Palma Campania  
Module 1. "Brand Strategy and Communication Plan".

*Scientific Responsible:* Barbara Masiello

Module 2. "Logo evaluation and outdoor campaign"

*Scientific Responsible:* Alessandra Cirafici.

**2019/2021\_ FRAMEWORK AGREEMENT: DADI - Convent of Santa Maria in Gerusalemme**

*Project title:* "The Convent of the 33. Narratives" aimed at the historical reconstruction of the convent and cloistered life, the survey and restoration of the Cloister, and the project for the cultural enhancement of the convent complex.

*Scientific Responsible:* Alessandra Cirafici

Project realised within the framework agreement between DADI\_ Dipartimento di Architettura e Disegno Industriale Università della Campania 'Luigi Vanvitelli' e Convento di Santa Maria in Gerusalemme

**Collaborations with Consortia, National and International Institutions in the last three years:**

*Institutions, Organizations and Associations:*

Accademia Aeronautica Caserta

ANAI Associazione Nazionale Archivi d'Impresa-Sezione Campania

Autism Aid Onlus

Camera Nazionale della Moda Italiana

Cediam SA Centre d'Etude et Developpment Agricole et Industrielle du Mali

Comune di Procida

Convento di Santa Maria in Gerusalemme

CREAMODITE (Madrid, Spain)

Federmoda

Istituto Nazionale di Architettura- Inarch - sezione Campania  
Istituto Polimeri, Compositi e Biomateriali CNR  
Lineapelle, Milano  
Montecarlofruit, S.a.r.l. Principauté de Monaco  
Parole O\_Stili  
SSIP Stazione Sperimentale per l'Industria delle Pelli e delle Materie Concianti  
XsentrikArts (Austria)  
DESINA. Festival della grafica e delle culture visive  
Prima Municipalità del Comune di Napoli, 2022-2025  
Montecarlofruit, Monaco, 2020-2025  
Mai dire Media/Ricicla TV  
Politecnico di Milano - Osservatorio sulle culture di genere

*Museums and Foundations:*

Fondazione Angelo Mangiarotti  
Fondazione Isaia & Isaia  
Fondazione Morra - Dafna Gallery - Intragallery/ Associazione Culturale Intraprendere, Napoli  
Fondazione Teatro San Carlo, Napoli  
Inarch - sezione Campania  
Istituto Nazionale di Architettura  
MANN - Museo Archeologico Nazionale di Napoli  
Museo del Corallo, Torre del Greco  
Museo della moda e del tessile - Fondazione Mondragone, Napoli  
Museo Liverino, Torre del Greco  
Plart, Napoli  
Parco Archeologico di Ercolano  
Reggia di Caserta

*Companies:*

Amina Rubinacci; Bumi; Blue Engineering s.r.l., Bverse; Cannella; Carpisa; Carrozzeria Nuova San Leonardo, Cedia SA; Cesare Attolini; Ciro Paone Spa, (gruppo Kiton); Coesium; Cosmind; CottoVietri; dielledue; Ditron; E-voluzione; FabLab Napoli; Hi-Jet S.r.l.; HUB SPA; IEM Lab; Inticom; Leonardo Ricerche; OFT; Studioesse; Litho; Technova Scarl; Tecnosystem; Emilio Schubert; Mario Valentino spa; Livio De Simone; Kuvera; Form Retail, Gala Gloves; MATALCO s.r.l., TELANIA S.r.l.; TechnoDesign S.r.L. Kuvera group (Carpisa, Yamamay, Jaked); Oromare; Vesoi.

**ISI Web of Science Subject Categories:**

Engineering Industrial  
Art & Architecture  
Literary Theory & Criticism  
Social Sciences,  
Interdisciplinary

**Scientific-Disciplinary Sectors:**



- ICAR/ 13
- ICAR/ 12
- ICAR/14
- ICAR /17
- ICAR /18
- ICAR/10
- ING/IND-11
- M-PSI/08/
- SECS-P/08

**Keywords:**

- Design for Sustainability
- Product Design
- Speculative Design
- Innovation
- Fashion System
- Visual Communication
- Social Design
- Advanced Textile
- Design for Cosmetics
- Bio Innovation
- Branding
- Enhancement
- Cultural Exploitation
- Digitisation
- User Experience

**ERC categories:**

- PE6\_8 Computer graphics, computer vision, multimedia, computer games
- PE8\_11 Industrial design
- SH2\_10 Communication networks, media, information society
- SH5\_5 Visual and performing art, film, design
- SH5\_7 Museums and exhibitions
- SH5\_9 History of art and architecture
- SH5\_11 Cultural heritage, cultural memory