





Renzo Piano_Progetti d'Acqua

Scuola Politecnica e delle Scienze di Base
 Dipartimento di Architettura e Disegno Industriale
 Aula Emanuela Carreri - Aversa
 05.06.2019 - ore 10.30

Saluti istituzionali

Luigi Maffei
 Direttore di Dipartimento di Architettura
 e Disegno Industriale Università Vanvitelli

Interviene

SUSANA ALVES
 Visiting professor a.a.2019/20

Introduce

Alessandra Cirafici
 presidente del Corso di Studi in
 Design per la Moda_ DADI

Multisensory Design. *The Communication of Atmospheres*

The designer of atmospheres can 'create qualities' and alter 'moods'. However, her/his role is more than that. Atmospheric design is not just about the manipulation of affective qualities through different materials, objects, and forms. Co-produced by designer and participants, atmospheres are the interplay of sensual, social and cultural elements. By focusing on this broader view of atmospheres, designers may intervene in social life by creating spaces, settings, and artefacts that contribute to wellbeing, sense of place, and active imagination.

Susana Alves is environmental psychologist with a PhD in Architecture (University of Wisconsin-Milwaukee). Overall, her research work focuses on examining people's perceptions and interaction with natural environments with the aim of using nature for health promotion and psychological well-being. She has engaged in research in various topics in Environmental Psychology and am currently addressing the notion of atmosphere—in its theoretical, methodological, practice-related aspects. She currently working on a paper to investigate the atmosphere of folk ceremonies in Italy.

She taught and conducted research in diverse countries (Brazil, USA, UK, and Turkey) and is currently a visiting professor at the Università degli studi della Campania Luigi Vanvitelli in the department of architecture and industrial design.