



Università degli Studi della Campania "Luigi Vanvitelli"

Dipartimento di Architettura e Disegno Industriale

Corso di Design Thinking - DXI Magistrale curr. Prodotto

Laboratorio di Fashion Design 2 - DXM Triennale Moda

CICLO DI LECTURES INTERNAZIONALI - BODIES n.3/7

Emotive Bodies

#Behnaz Farahi (Designer, Professor at California State University, Los Angeles, USA)

Ciclo di Lectures Internazionali a cura di Patrizia Ranzo e Chiara Scarpitti
nell'ambito del progetto Postdigital Manufacturing Processes "Programma Valere"

This presentation addresses a theoretical framework for a new empathic approach to the design of the environment. Traditionally emotions have been overlooked in favor of rationality, while matter has often been investigated solely in terms of its material performance. Matter has seldom been associated with emotions. By bringing together emotions and matter, this presentation reappraises the relationship between emotions and matter, and explores the dynamic relationship of the two in combination.

18.00 • Saluti istituzionali

ORNELLA ZERLENGA

Direttore del Dipartimento
di Architettura e Disegno Industriale

ALESSANDRA CIRAFICI

Presidente del Corso di Laurea Triennale in Design per
la Moda

Introducono

PATRIZIA RANZO

Presidente del Corso di Laurea Magistrale in Design per
l'Innovazione | Docente del Corso in Design Thinking

CHIARA SCARPITTI

Docente del Laboratorio di Fashion Design 2, Corso di
Laurea in Design per la Moda

Segreteria scientifica organizzativa

MICHELA MUSTO

FLAVIO GALDI

18.15 • Lecture

BEHNAZ FARAHI

Designer, Architect, Associate Professor at Department of Design,
California State University, Long Beach (Los Angeles) USA

Trained as an architect, Behnaz Farahi is an award winning designer and critical maker based in Los Angeles. She holds a PhD in Interdisciplinary Media Arts and Practice from USC School of Cinematic Arts. She explores how to foster an empathetic relationship between the human body and the space around it using computational systems. Her work addresses critical issues such as emotion, perception and social interaction. She specializes in computational design, interactive technologies, and digital fabrication technologies.

Her work is part of the permanent collection of the Museum of Science and Industry in Chicago. She has also been exhibited internationally at Ars Electronica, Linz and Context Art Miami. Farahi has won several awards including Innovation By Design Fast Company Award, World Technology Award (WTN). She is a co-editor of an issue of AD, '3D Printed Body Architecture' (2017) and 'Interactive Futures' (forthcoming). She is an Assistant Professor at the Department of Design, California State University, Long Beach.

Seminario online su piattaforma Zoom • 11.01.2021 • ore 18.00

Link: <https://us02web.zoom.us/j/87624023856?pwd=dTZjTTVwZ2gyMmloM0Q3SnVSRmljQT09>