

DESIGN FOR TRANSITIONS

CONCEPT

The word *Transition* describes the moment of transition from one way of being to another, from one situation to another, different condition, both in a static and dynamic sense.

It is possible to talk about *transition in several areas*:

- **In the human and social sphere**, both an *individual* (human life and its ages, identity) and a *collective level* (the historical and social evolution of a more or less restricted group of people).
For example, they talk about being in a period of transition or they talk about the transitional years between adolescence and adulthood.
Just as a period of transition is one that marks the passage from one civilisation to another, during which new social forms and customs, new cultural, literary and artistic concepts and productions mature, such as the age of transition between the Middle Ages and the Renaissance.
- **Geographically speaking**, one speaks of zones, areas of transition for those between neighbouring regions, in which therefore different forms of life and language meet and are present, with reciprocal influences.
- **In science**, in chemistry, physics, geology and mathematics, two types of transitions are encountered: those moments of changing state in which a “before” and an “after” can be recognised; those elements that cannot be attributed to well defined types, but represent terms of transition from one type to another.

More generically, **in any process, an intermediate phase of the process is considered and referred to as a transition phase, in which the condition, mostly of approximate equilibrium, that existed in the initial phase is altered, and which then gives rise to a new equilibrium condition.**

Transition therefore seems to be the most appropriate word to describe a moment of change, without losing sight of the complexity that all changes inevitably entail, since every transition is the result of the need to adapt in order to design a different future. Every transition is a process of search and compromise. A theme that spans the contemporary world and is layered on an individual, collective and historical level.

BRIEF

Programs Design School

Evolve in order not to become extinct. As dramatic as this sentence may sound, it captures the essence of human nature. The change that is obtained with planning and which precludes an analysis phase. The designer must demonstrate sensitivity not only in identifying the problems, but in anticipating them and developing a concrete solution. Unlike what too often happens in design, the candidate will be invited to create a project (a product, vehicle, a space or an accessory) starting from the research of innovative materials and with sustainable processes and end of life. Only later he will have to develop its functional and aesthetic aspects and will be described in the entire design process. The project can be both full of visualizations, as well as purely abstract, but it will have to demonstrate a careful phase of research and understanding and a creative evolution.

Programs Fashion School

There are years of explosive and radical change that have a clear historical significance. This pandemic marked a transition between two eras, a passage in social, cultural, and economic terms, a new world based on the link between people, nature, and technology.

Digital innovation and the ecological and ethical revolution are key factors in the transition process even in the fashion industry, which requires new ways of thinking and communicating.

Using an effective transversal storytelling between art and culture, the market must combine tradition and innovation along with a new interpretation of the concept of internationalization and inclusion as added values of a sector able to emphasize the need for self-expression and the need to get back to making beautiful things.

Explain the new concept of fashion, but without using fashion: taking into account your creativity and the cultural and artistic references that inspire you, you will need to develop a visual story that links creativity with the market, art with fashion, design with communication, and your opinion on the digital transition of fashion. In order to convey the value of your project, use the techniques and expressive tools that you feel most comfortable using: texts, slogans, word clouds, drawings, sketches, collages, photographs, images or videos.

Programs Visual Arts School

As the medieval historian Franco Cardini recounts in his latest book *Le vie del sapere*, Medieval Europe was an open world crossed by thousands of people on the move, together with their own ideas.

Prelates, monks, pilgrims, merchants, crusaders, migrating peoples.

Goods, ideas, images, stories, artistic forms and inventions were transported by sea and by land.

Today, in the world of globalisation where everything seems to be accessible and usable, we may reflect on some

contrasts and contradictions imposed on us by this society.
Analogue – Digital | Utopias – Dystopias | Market – Sustainability | Wealth – Poverty | Female – Male | North – South | Full – Empty | Solid - Liquid...

Starting from these thoughts and through the style that suits you best, find your own path and expression in order to explain your “being” in this world.

Based on your imagination and the artistic and cultural references that you love most, convey your own idea with a short explanatory text and one or more of these tools: a symbol, a drawing, the concept for an artificial intelligence, one or more images, a video, a soundtrack or the idea for an animated short or for a videogame.

- The elements that currently distinguish it (iconographic, style, brand personality elements);
- A communication campaign (current or past) that, in your opinion, reflects that brand's personality well;
- Your business or activity proposal in which that brand could successfully recycle itself and why;
- An example of an action or a communication campaign that the Brand could carry out in the market you have chosen for it.

Programs Management & Design Strategies School

Moments of transition are always moments of great opportunity. The change, the new horizon can be glimpsed in the distance but things are still undefined. For those who are more visionary and forward-looking, there are many possibilities. Today one of the sectors most in transition is that of mobility. Car sharing has changed the concept of ownership and has prompted brands to review their commercial offers to adapt to the trend of the “subscription economy”, where we are used to subscribing to the services we use every day (music platforms, on-demand video services, bike sharing, etc. etc.). But the biggest transition is towards electric. Indeed, by 2035, petrol and diesel cars will disappear in favor of electric cars. And this decision will bring about further changes: what will happen to the old petrol pumps? Will we be surrounded by charging stations? What will batteries be like in the future? We are right in the middle of the transition!

Let's try to take a leap even further and imagine the moment in which it will no longer be sustainable, convenient or fashionable to use or have a private car. How could car brands experience that moment of transition? There are two options: either they disappear or they reinvent themselves.

What we ask you is to try to imagine - for brands like Mercedes, Audi, Fiat, etc. - a future without cars. What could they sell? How could they change?

Based on your imagination - and bearing in mind the personality of each of the car brands - we ask you to propose your idea of how a brand of your choice in the car market could evolve in the future. What must remain the same is the brand, its iconographic, style and personality references, what must change is their main business. There are no limits, you are free to imagine any scenario for them (Fiat, which means “in an instant”, could become a particularly fast delivery brand, for example). The important thing is that it is consistent with the brand and that you know how to justify it well.

WHAT YOU NEED TO DO

Tell us with a maximum of 5 slides / sheets:

- The Brand you have chosen and its current personality;