

HUMANIZING ENERGY



PAD. Pages on Arts and Design

International, peer-reviewed, open access journal founded by Vanni Pasca in 2005

Editor-in-Chief

Marinella Ferrara Politecnico di Milano, Italy

Advisory Board

Tevfik Balcıoğlu Arkin University, Kyrenia, Turkey Murat Bengisu Izmir University of Economics, Turkey

Isabel Campi Design History Foundation, Barcelona, Spain Eduardo Corte Real

UNIDCOM/IADE, Lisbon, Portugal Antonio da Cruz Rodrigues

Universidad Lusofona, Lisbon, Portugal Soumiya Mikou Moroccan Design Association, Casablanca, Morocco

Ely Rozenberg RUFA, Rome University Fine Art, Italy

Mireia Frexia Serra Gracmon, Universitat de Barcelona, Spain Andreas Sicklinger

Alma Mater Studiorum Università di Bologna, Italy Fedja Vukić University of Zagreb, Croatia

Managing Editor Chiara Lecce Politecnico di Milano, Italy

Editorial Assistants

Giorgia Bonaventura Politecnico di Milano, Italy **Laura Carugati** Politecnico di Milano, Italy

Editorial Board

Giuseppe Amoruso Politecnico di Milano, Italy Helena Barbosa University of Aveiro, Portugal Michela Bassanelli Politecnico di Milano, Italy Letizia Bollini Libera Università di Bolzano, Italy Stefania Camplone Università degli Studi di Chieti-Pescara, Italy **Roberto De Paolis** REPRISE - MUR independent scientific expert, Italy Cinzia Ferrara Università degli Studi di Palermo, Italy Francesco E. Guida Politecnico di Milano, Italy Ashlev Hall Royal College of Art, London, England

Elif Kocabiyik Izmir University of Economics, Turkey Lia Krucken Creative Change, Brazil and Germany Carla Langella Università degli Studi di Napoli Federico II. Italy Chiara Lecce Politecnico di Milano. Italy Giuseppe Lotti Università degli Studi di Firenze, Italy Tomas Macsotay Pompeu Fabra University, Spain Alfonso Morone Università degli Studi di Napoli Federico II. Italy Raquel Pelta Universidad de Barcelona, Spain Daniele Savasta Izmir University of Economics, Turkey Rosanna Veneziano Università degli Studi della Campania Luigi Vanvitelli, Italy Li Zhang Beijing Information Science and Technology University, China

Publishing Consultant Vincenzo Castellana, Architect, Italy

Art Direction Francesco E. Guida

Web Site Pietro Forino, www.pietroforino.com

Correspondents

Amina Agueznay (Morocco), Hèla Hamrouni (Tunisia), Vesna Kujovic (Montenegro), Can Özcan (Turkey), Ana Perkovic (Croatia), Filip Roca (Montenegro), Azadeh Sabouri (Iran), Marco Sousa Santos (Portugal), Pascale Wakim (Lebanon)

Reviewers

Anna Anzani, Venanzio Arquilla, Michela Bassanelli, Marco Boffi, Luca Botta, Laura Carugati, Mauro Ceconello, Annalinda De Rosa, Barbara Di Prete, Susana Gonzaga, Chiara Lecce, Francesca Maria Mauri, Dario Pedrabissi, Nicola Rainisio, Lucia Ratti, Agnese Rebaglio.

PAD

via Francesco Soave 15 – 20135 Milano – Italy via Roma 171 – 90133 Palermo – Italy info@padjournal.net – editors@padjournal.net

Publisher

Aiap Edizioni via A. Ponchielli 3 – 20129 Milano – Italy aiap@aiap.it – www.aiap.it

PAD © ISSN 1972-7887 #26, Vol. 17, June 2024 www.padjournal.net

0. EDITORIAL #26

Humanizing Energy. Design and Art for Energy Transition by Barbara Di Prete, Agnese Rebaglio & Lucia Ratti	006
I. VALUES: ENERGY CULTURES & BEHAVIORAL CHANGE	
Re-Crafting Energy-Related Household Routines. The Integration of Design Methods in Behavioural Change Theory to Foster More Sustainable Routines by Giovanni Profeta, Francesca Cellina, Desirée Veschetti, Evelyn Lobsiger-Kägi, Devon Wemyss & Pasquale Granato	024
Towards Design Fiction for Human-Centered Energy Transitions. Imagining Infrastructures and Worldbuilding by Gijs van Leeuwen & Abhigyan Singh	047
Environment/Data/People. [Eco] Participatory Data Physicalization as Design Strategic Tools for Engaging, Sensitizing, and Educating the Community to Energy Transition by Alessio Caccamo & Anna Turco	066
Design for Temporary and Sustainable Music Festivals. New Values and Informal Educational Systems for Humanizing Energy Transition by Marco Manfra & Grazia Quercia	091
Talking About Energy: Design and Language for the Energy Transition by Barbara Di Prete, Agnese Rebaglio & Lucia Ratti	116
II. MODELS: ENERGY COMMUNITIES & COLLABORATIVE LANDSCAPES	
Services to Design Change: Gamification Opportunities to Generate Virtuous Behaviors and Design Sustainability Pathways by Debora Giorgi, Claudia Morea, Chiara Rutigliano, Letizia Giannelli & Luca Incrocci	142
Energy to Design Communities. Energy Communities and Communities of Practice to Support Marginal Areas in Abruzzo by Rossana Gaddi, Raffaella Massacesi, Luciana Mastrolonardo & Davide Stefano	167
Enhancing Wind Farm Projects: A Systemic and Strategic Design Approach to Community Acceptance and Engagement by Carla Sedini, Francesco Zurlo, Stefania Palmieri, Mario Bisson & Silvia Peluzzi	194
Powered by the People. Human-Powered Energy Generation as Lifestyle Choice by Andreas Sicklinger & Adrian Peach	225

Designing Community-Driven Energy Solutions. Reflecting on Design for Future Social Systems and the Ability to Shape Change by Valentina Auricchio, Marta Corubolo, Stefana Broadbent, Beatriz Bonilla Berrocal & Chenfan Zhang	249
III. TOOLS: ENERGY TECHNOLOGIES & DIGITAL AWARENESS	
Solar Biota. Co-Living with Solar Ecologies by Suzanna Törnroth	282
From the <i>Cloud</i> to the Ground. A Data-Driven Research to Build Informative Heritage on the Internet's Energy Footprint by Fabiola Papini, Francesca Valsecchi & Michele Mauri	307
Towards Energy Sustainability in the Digital Realm. A Compass of Strategies between Natural and Artificial Intelligence by Michele De Chirico, Raffaella Fagnoni, Carmelo Leonardi, Ami Licaj, Giuseppe Lotti, Machele Jacobian (Strategies)	329
Mantreal Sottani & Annapaola vacanti Understanding the Energy Transition by Analyzing the IT Revolution. An Infrastructural Reading to Direct Design Approaches toward Energy Sustainability by Davide Crippa & Massimiliano Cason Villa	354

375

III. BIOGRAPHIES

Index

About the Authors



Enhancing Wind Farm Projects A Systemic and Strategic Design Approach to Community Acceptance and Engagement

Carla Sedini

Politecnico di Milano Orcid id 0000-0001-9741-6755

Silvia Peluzzi

Politecnico di Milano Orcid id 0009-0004-3957-9950

Francesco Zurlo Politecnico di Milano

Orcid id 0000-0002-7095-0699

Stefania Palmieri

Politecnico di Milano Orcid id 0000-0003-4693-7918

Mario Bisson Politecnico di Milano Orcid id 0000-0002-7043-6550

Keywords

Wind Farms, Strategic Design, Case Study Research, Community Engagement, Sustainability Transition.

Abstract

This study explores the local implications of increasing renewable energy production, with a focus on wind energy. Drawing on landscape knowledge and cultural significance, it employs the Territorial Capital concept to inform strategic design processes, considering factors such as local context and ongoing transformation dynamics. Landscape justice and energy democracy are highlighted as crucial concepts, alongside systemic perspectives, to address the research question: How can wind farm projects be innovated to enhance local acceptance? Through case study research involving fifty projects, various strategies are proposed to align wind farm installations with their surroundings' cultural and sensory fabric, promoting community acceptance and sustainable energy practices.

1. Introduction

The EU Green Deal decarbonization objectives have been influencing the development of policies at the local level, foreseeing the increase in the production and use of renewable energy and resources, especially as far as the wind sector is concerned (Sperati et al., 2022).

Drawing upon principles of landscape knowledge, historical context, cultural significance, and ongoing transformation dynamics, resumable with the Territorial Capital concept (Zurlo, 2003; Parente & Sedini, 2018), the discussion here presented seeks to inform the strategic design process with a multidimensional understanding of the environment and its potentialities in relation to its inhabitants. Defining landscape justice (Mason & Milbourne, 2014) and energy democracy (Wahlund & Palm, 2022) as crucial concepts to be attentive to and adopting systemic and strategic perspectives to the matter (Chilvers et al., 2018), the article addresses the following general research question: How might we innovate wind farm projects to make them more accepted by local communities, being aware of contextual limits and possibilities?

A case study research and analysis was carried out to give a first answer to this question. We selected fifty projects dealing variously with the energy transition, some specifically working in/for the wind power sector. In conclusion, we will anticipate the critical issues these strategies can answer related to the community's acceptance of wind farm installations that resonate with the cultural and sensory fabric of their surroundings, enriching the experience of both residents and visitors while promoting sustainable energy practices.

195

2. Understanding Complexities in Wind Farm Acceptance The limits in the acceptance of wind farms installation cannot be reduced to NIMBY (Not in My Backyard) reactions because this concept simplifies and flattens the complexity of the reasons against them (Hagget, 2011; Pasqualetti, 2011; Castiglioni et al., 2021). Based on what Pasqualetti (2011) proposes, the critical factors identified are briefly presented here in a reasoned order. The first critical factor is "Imposition" because the installation is experienced as an imposition from above. Linked to the physical installation of turbines is the "Density" factor; being wind a localized resource, it does not allow the spread of turbines equally on the territory, and some places are therefore more impacted than others. One of the major requests of the inhabitants is "Respect" (the third critical factor) and attention to the relationship between land and the life on it. Moreover, the conservatory approach of inhabitants toward the landscape takes us to the fourth critical factor, which is "Immutability" and it represents the difficulty in accepting changes in a familiar landscape; this also leads to the consideration that wind turbines are seen as an attack on "Place identity" (fifth critical factor). Paraphrasing what is stated in the Manifesto per le Energie Rinnovabili in Basilicata (Manifesto for Renewable Energy in Basilicata) (March 9, 2021) written by Legambiente Basilicata, Alleanza per il Fotovoltaico in Italia and Rete degli Studenti medi Basilicata and the literature review, the most common believes and sentiment toward renewable energy, with specific attention toward wind energy, includes a negative perception of its impact on the landscape because of the installation of wind turbines and wind farms; moreover, inhabitants are often skeptical on the effectiveness of wind turbines which have been often questioned about their sustainability, because of the need of large amounts of materials and energy to be installed and to function. Other issues are related to the actual benefits that inhabitants can receive, which are defined as mainly economic and environmental.

Starting with the discussion around the landscape, it is important to highlight that landscape and panorama are different concepts (Garibaldi, 2023). The European Landscape Convention (2000)¹ defines the landscape as an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors; moreover, the landscape is recognized as "being with us but also beyond us, spatially and temporally"; and as involving "multiple trajectories and a simultaneity of stories so far" (Brace & Geoghegan in Mason & Milbourne, 2014, p. 107). All these definitions make clear that given the importance of human actions in the processes that characterize the landscape, it is evident how it should be regarded as constantly changing and evolving; the landscape (whether natural or man-made) is not static but is in constant transformation. As a result of the installation of clean energy infrastructures, such as wind turbines, local communities experience a landscape transformation that can lead to uneven development, squeezed landscapes, and place identity transformation phenomena (Bridge et al., 2013). We have identified the concept of landscape justice as helpful for shifting the framing of climate change to spatial, temporal, and relational scales.

¹ Council of Europe Landscape Convention (ETS No. 176), opened for signature at Florence on 20 October 2000.

Indeed, the application of the landscape justice concept to evaluate change allows one to take under control risks of exclusion, the creation of public space, and antagonism and pluralism dynamics (Mason & Milbourne, 2014). Therefore, wind farm development should use the concept of justice to define various possibilities of recognition and participation going beyond the assessment of economic benefits to the community. Landscape governance (Görg, 2007) is needed to facilitate broad participation in public discussion and give space to local knowledge decision-making.

As far as the concept of benefit is concerned, its definition has to include more than just economic advantage, which can be acquired thanks to taxes, payments to landowners (where the wind turbines are installed), and shared management of wind farms (Copena et al., 2019; Rand & Hoen, 2017). There are potential indirect benefits (*fringe benefits*) that the installation of wind farms can generate, in addition to environmental (if the energy produced is used in favor of the area that produces it) and economic benefits. Similarly, critics were moved toward the sustainability transition initiatives regarding the real sustainability of wind farms. Also, in this case, a systemic perspective is needed when sustainability has to be evaluated. Indeed, sustainable development requires specific attention to several interconnected environmental (Planet), social (People), and economic (Profit) elements.

For all these reasons, the social acceptance of landscape changes due to wind farm installation should be the result of learning (and participatory) processes (Wolsink, 2010; Rand & Hoen, 2017). We talk of processes because adopting a systemic strategy to the matter is needed. Complex transition processes, indeed, should go beyond the idea of participation as a single event but intend to understand how multiple engagement practices interact in/with larger systems where different forms of participation must be grounded in social, normative, cognitive, and material elements (Chilvers et al., 2018). As Chilvers & Kearnes (2015, p. 52) highlight, an ecological conception of participation suggests that is not possible to properly understand any collective participation without understanding its relational interdependence with other collective participatory practices, technologies of participation, spaces of negotiation and the cultural political settings in which they become established.

Co-creation practices are recognized as more inclusive forms of involvement, even if difficult to implement. These participatory strategies make it possible (Suboticki et al., 2023) to give marginalized groups a voice and broaden the diversity of participants involved (human and non-human); provide for more equitable decision-making; open up to possible new and unexplored alternative solutions; allow for a wider understanding than just identification of problems, valuing diverse expertise; and produce narratives that can ensure openness and inclusiveness. However, as several pieces of research highlight, the participants in co-design and co-production activities are usually highly educated women in good socio-economic conditions living in easy-to-access areas (Gheduzzi et al., 2021). For these reasons, in the following section, we present case studies from urban contexts, because of the greater ease with which participatory strategies are adopted in highly urbanized places due to a greater tradition/experience due in part to the higher population density of higher schooling populations, greater availability of resources (time and economic), and the more concentrated presence of research and development institutions on site.

3. Research Objectives and Methodology

The research question, How might we innovate wind farm projects to make them more accepted by local communities, being aware of contextual limits and possibilities? is significant in the current energy and urban development sectors. A comprehensive case study research and analysis was carried out to answer this. We meticulously selected fifty projects dealing with various aspects of the energy transition, some specifically working in/ for the wind power sector. As previously explained, we also included case studies from different areas of interest (e.g., urban regeneration) to ensure a comprehensive understanding. In the comparative table presented in Annex 1, each case study selected is described by its name, location, and implementation period; a short description highlighting the project goal is also presented. Finally, the analysis focuses on two levels of engagement, considering first the involvement during the project development and then the public involvement in the project's delivery phase, which has been analyzed through the classification in the Pine and Gilmore matrix (2011). Based on Pine and Gilmore's (2011) theoretical model, we defined a matrix to map the case studies and identify possible project scenarios. The model developed by the two authors is particularly useful in this research since it focuses on the perceived experience by considering the active or passive participation of the public

and its relation with the surrounding environment. This model goes beyond services and places experience as the culmination of economic value. The different experiences according to the presented model are classified concerning two dimensions: on the horizontal axis is placed the users' participation (extending from passive to active) and answer to the question *What kind of experience does the case study offer the user/community?* The vertical axis describes the users' perception of their surroundings (extending from absorption to immersion), answering the question: *What kind of physical presence does the intervention have in the context?* From the intersection of the two axes, four quadrants are generated (Pine & Gilmore, 2011):

- Entertainment: Users are led to see or hear but are not actively involved;
- Education: Users are actively involved while not being necessarily immersed in the environment;
- Escapist: Users immerse themselves in the environment while performing an action;
- Esthetic: Users contemplate the landscape and the works of art.

In the following section, we present the analysis of case studies using the developed matrix.

4. Case Study Analysis and Scenarios

The matrix helped us answer what kind of physical presence and engagement the case studies describe. As previously said, the crossing of the two axes allows the identification of four different quadrants representing four experience types.



Table 1. The authors, adapted from Pine and Gilmore 2011, Case studies mapping.

The *Entertainment* quadrant corresponds to a passive involvement of the public with absorption from the surrounding environment (Pine & Gilmore, 2011); this may happen when watching, reading, or listening to something while out of the scene. *Flower pops* (6) is an example fitting this quadrant. The project aims to make offshore wind farms more attractive for people by creating an anthropomorphic landscape that recalls the flower's shapes. Working on the offshore wind farms' aesthetic provides the public with the experience of admiring, with binoculars, the created unique landscape. Other examples that can be placed in this quadrant are the ones regarding campaigns and messages such as *Climate signals* (30). This installation invites people to acquire information regarding the ecological transition on big street screens powered by solar panels.



Figure 2. Bricece Guariglia J. Climate signals, outdoor installation presented by the Climate Museum in NY, 2018, The Climate Museum © 2017.

The *Education* quadrant, still describing the physical absorption from the environment, involves active participation by users (Pine & Gilmore, 2011). This suits all the cases that provide awareness but engage the public in direct activities such as workshops and labs. An example is *Offshore wind for kids* (12), an association that aims to raise consciousness on the wind energy topic by targeting young people through small turbine construction workshops. In this quadrant are also all the projects designed to make people understand the abstract concept of green transition, giving physical elements with which to interact. Examples are the *Ecoesione* (31) and *Enzeb* (32) board games and the *Brussels tool kit* (3).



Figure 3. Teachers' toolkit, Pilot project run by WindEurope in Brussels to foster learning about wind energy by co-design a teaching tool kit, 2021, © WindEurope.

The *Escapism* quadrant describes the experiences where the public is engaged through active participation and is also immersed in the environment (Pine & Gilmore, 2011). Fit in this quadrant the case studies where people can discover the sites as protagonists of the experience. An example would be the *Windarp* (22) project, in which by reshaping the outlook of the wind turbine, the designers create an installation where humans can actively contribute to energy power production. The same idea is behind the *Swing* (16) project, where people have fun on wind turbines shaped like swings and contribute to energy production. The *Escapism* experience also has an educational role, in which people become the main actors due to their relation with the surrounding environment; the *Rampion wind farm* (12) is suited to this explanation: visitors here

get closer to the wind energy production topic thanks to an immersive VR experience provided by the wind farm museum. Other examples regard public spaces dedicated to the community, designed by the reuse of dismissed material. This concept is behind the *Wikado* (20) park, where a disassembled wind turbine creates a children's playground, but it is also the driving idea of the London *Mobile Garden City* (44) in which the no-more-used spaces and materials of the Olimpic site were used to create a community movable garden.



Figure 4. Superuse Studio, Wikado, playground in Rotterdam designed by reusing wind turbines, 2008, photo by Denis Guzzo, Copyright: http://www.denisguzzo.com/info/#acquire.



Figure 5. Flower turbines, Flower power team in front of their turbines, 2018, photo by de Groen J.

Finally, people participating in *Esthetic* experiences are immersed in the environment without active participation. The case studies located in this quadrant work on the aesthetic and the overall design outlook to improve the environment and allow people to be immersed in it. Examples are the *Dream Time* (5) and the *WindStalk* (23) projects. The first is rethinking the traditional wind turbine by creating an installation that recalls the northern lights in a public space. The latter improves the environmental qualities and creates a unique landscape that people can explore by redesigning the traditional turbines.

5. Insights from Case Studies

The case study research underscores the crucial role of community engagement, particularly in the design phase, for successful project outcomes. Notably, with a few exceptions, most of the cases examined only involved community engagement in the delivery phase. This finding highlights the necessity of both levels of engagement for achieving local population consensus. The case studies enabled us to envision general outlines to follow in order to meet the local community's acceptance. The state-of-the-art shows that the success of a project is possible without community engagement during the design phase. As it happened in the Santa Caterina Market (48) in Barcelona, an effective result would be reached through punctual and grounded research that respects the local environment while considering the place's cultural identity. The following output would have a positive indirect impact, generating new cultural identity hotspots and providing also indirect economic income. Similar results can be reached when general awareness is raised by designing museums, installations, parks, or events. Successful cases of those elements are for example, Rampion wind farm (12), Climate signals (30), Mobile Garden City (44), and Middlegrunden wind farm (10).

However, the current global scenario reveals a significant gap in community involvement, which is largely limited to the delivery phase. Shifting this focus to the design phase could lead to a more positive community response. The current situation only sees community involvement in specific activities such as co-funding and passive forms of participation like interviews, forms, and surveys. Active engagement, such as co-design and co-production, is a rarity.



Figure 6. Rampion Visitor Centre, VR experience inside the wind farm Museum, 2020, photo by © Southern News & Pictures Ltd.

Such a change would require a gradual evolution by implementing different integrated strategies. The research highlights that positive results can be achieved through people's literacy on the topic. Education is a fundamental step to reaching local acceptance: actions in this direction are needed, targeting both children and adults. The abstract concepts of sustainability and energy transition should be visualized through physical elements to facilitate people in understanding the importance of green energy (*Arc performance platform* (26)). The game dynamic has also been identified as an effective solution for visualizing those concepts and raising awareness (as it happens for *Ecoesione* (31) and *Enzeb* (32) board games and in *The big energy race* (37)).

Different outputs could also be useful for visualizing green energy's direct and indirect advantages and details of wind turbines' workings and impacts. Workshops would not only be helpful for what just mentioned, but they would also provide occasions to co-design with the local community the experiences around the wind farm (similar to what is happening in *Hepburn wind* (9) and in *Tempelhof park* (50)).

5. Conclusion

In this conclusive discussion, some strategic answers to the critical statements previously introduced are proposed according to the Pine & Gilmore (2011) model used for the case study analysis.

To this end, the fifty case studies were clustered according to the defining themes that emerged from their analysis. In particular, we can divide them according to the goals addressed (aesthetics, sustainability, and identity), which activities were put in place to pursue and address these goals (tourism, information, education), and - the last category, as a relevant element of understanding of the wind energy topic - identifies parks as specific places were both goals and actions can take place. The different themes interface with each other, often generating overlap.

This classification helps visualize possible strategic directions to achieve community acceptance. In line with what has already been mentioned, the overview shows areas that can still be implemented where to foster innovation.



Figure 7. The authors, Case studies themes classification.

A way would be to design sustainable tourism solutions that act on the wind farm aesthetics while preserving and pointing out the place's identity. This would affect sustainability by considering the energy transition and providing indirect advantages such as economic income and social public spaces. As previously explained, those actions should be integrated with educative activities and information campaigns to engage the local community readily. In the following subsections, we will briefly overview strategic answers to the critical statements mentioned at the beginning of the contribution. **5.1. "Wind Farms Have a Strong Impact on the Landscape**" Entropic landscape² is a concept developed by Smithson and taken up by Careri in his book *Walkscapes* (2017) that we can adapt and interpret based on the wind power domain and context of interest (rural landscape). An entropic landscape dissipates energy through the inactivity of its structural elements. The shift from an entropic landscape to an energy landscape could be possible by applying strategies to make manifest and topic of conversation new landscape elements. The role of art and design can be crucial to act on elements such as:

- remembrance and (new) memory
- encourage active and contemplative life of/on the landscape
- foster the emotional participation of inhabitants (and others)
- helping/guiding inhabitants in understanding change.

Strategies to work on this specific issues should be focused on the integration of wind farms into the landscape through the construction of scenarios capable of promoting emotional involvement; wind farms could become places to be discovered and experienced where wind turbines could even become art installations, redefining the concept of "park". Moreover, wind farms should respect the local and cultural identity of the place (intended as Territorial Capital) to integrate and enhance the landscape through a careful study of the local identity.

2

² Entropology is a term proposed by Claude Lévi-Strauss resulting from the union of entropy and anthropology.

5.2. "We Don't Benefit from Wind Power" As mentioned, wind energy can have fringe benefits beyond direct economic ones. It can be a great opportunity to

- revitalize rural areas and counter depopulation,
- fostering the diversification of the local economy and the creation of jobs,
- improve local infrastructure,
- promote sustainable tourism,
- develop technology and innovation.

These can result from a strategic exploitation of wind farms as places to visit and enjoy, as discussed above. Participation is crucial to contrast a poor recognition of the advantage that local populations received by developing the wind power economy. Indeed, local attitudes toward wind farms follow a "U-shaped" pattern (Wolsink, 2007). Studies show mixed results; some individuals express increasing appreciation over time for wind farms near them, while others express unchanged or decreasing appreciation. These differences are due to different experiences, very much linked with the direct involvement and engagement of inhabitants during the planning and construction processes (Hallan & González, 2020).

5.3. "Wind Energy is not Really Sustainable"

Broadening the common definition of sustainability allows one to look at the ecological transition as bringing environmental, economic and social benefits, in line with the New European Bauhaus (European Commission) approach (Rosado-Garcia et al., 2021). Indeed, the NEB aims to facilitate and guide the transformation of our societies along three values:

- aesthetics (*beautiful*): quality of experience and style (beyond functionality);
- sustainability (*sustainable*): from climate goals to circularity, zero pollution, and biodiversity;
- inclusion (*together*): from valuing diversity to ensuring accessibility and participation.

To gain trust, it is essential that information is accessible to everyone and that designers strategically facilitate the communication between inhabitants and other stakeholders, such as policymakers and entrepreneurs. Also, in this case, scientific dissemination can become an opportunity for benefit, favoring tourism, as in the case proposed by Smith et al. (2017). Through the involvement of different subjects (researchers, journalists, energy experts, designers, and architects, etc.) and use of different media, relevant topics could be explored (e.g., energy policies and their perception at the local level, risks and opportunities of energy in the local economy, the relationships between green energy and local communities).

213

References

Benedetta, C., Puttilli, M. G., & Marcello, T. (2021). *Oltre la convenzione*. *Pensare, studiare, costruire il paesaggio vent'anni dopo*. Società di Studi Geografici.

Bridge, G., Bouzarovski, S., Bradshaw, M., & Eyre, N. (2013). Geographies of Energy Transition: Space, Place and the Low-Carbon Economy. *Energy Policy*, *53*, 331–340. <u>https://doi.org/10.1016/j.enpol.2012.10.066</u>

Careri, F. (2017). Walkscapes: Walking as an Aesthetic Practice. Culicidae Press.

Chilvers, J., & Kearnes, M. (Eds.). (2015). *Remaking Participation: Science, Environment and Emergent Publics*. Routledge. <u>https://doi.org/10.4324/9780203797693</u>

Chilvers, J., Pallett, H., & Hargreaves, T. (2018). Ecologies of Participation in Socio-Technical Change: The Case of Energy System Transitions. *Energy Research & Social Science*, *42*, 199–210. <u>https://doi.org/10.1016/j.</u> <u>erss.2018.03.020</u>

Copena, D., Pérez-Neira, D., & Simón, X. (2019). Local Economic Impact of Wind Energy Development: Analysis of the Regulatory Framework, Taxation, and Income for Galician Municipalities. *Sustainability*, *11*(8), 2403. <u>https://doi.org/10.3390/su11082403</u>

Garibaldi, R. (2023). *Rapporto sul Turismo Enogastronomico Italiano: la domanda italiana*. Associazione Italiana Turismo Enogastronomico.

Gheduzzi, E., Morelli, N., Graffigna, G., & Masella, C. (2021). Facilitating Co-Production in Public Services: Empirical Evidence from a Co-Design Experience with Family Caregivers Living in a Remote and Rural Area. *Health Services Management Research*, *34*(1), 21–35. <u>https://doi.org/10.1177/0951484820971452</u>

Görg, C. (2007). Landscape Governance. *Geoforum*, *38*(5), 954–966. <u>https://doi.org/10.1016/j.geoforum.2007.01.004</u>

Hallan, C., & González, A. (2020). Adaptive Responses to Landscape Changes from Onshore Wind Energy Development in the Republic of Ireland. *Land Use Policy*, *97*, 104751. <u>https://doi.org/10.1016/j.landusepol.2020.104751</u>

Mason, K., & Milbourne, P. (2014). Constructing a "Landscape Justice" for Windfarm Development: The Case of Nant Y Moch, Wales. *Geoforum*, *53*, 104–115. <u>https://doi.org/10.1016/j.geoforum.2014.02.012</u>

Parente, M., & Sedini, C. (2018). Valorizzare il capitale territoriale con un approccio design oriented. Il caso di Biella, fabbrica culturale creativa. *Scienze del Territorio, 6*, 212–222. <u>https://dx.doi.org/10.13128/Scienze_Territorio-24386</u>

Pasqualetti, M. J. (2011). Opposing Wind Energy Landscapes: A Search for Common Cause. *Annals of the Association of American Geographers*, *101*(4), 907–917. <u>https://doi.org/10.1080/00045608.2011.568879</u>

Pine, B. J., & Gilmore, J. H. (2011). *The Experience Economy*. Harvard Business Review Press.

Rand, J., & Hoen, B. (2017a). Thirty Years of North American Wind Energy Acceptance Research: What Have we Learned? *Energy Research & Social Science*, *29*, 135–148. <u>https://doi.org/10.1016/j.erss.2017.05.019</u>

Rosado-García, M. J., Kubus, R., Argüelles-Bustillo, R., & García-García, M. J. (2021). A New European Bauhaus for a Culture of Transversality and Sustainability. *Sustainability*, *13*(21), 11844. <u>https://doi.org/10.3390/su132111844</u>

Smith, J., Butler, R., Day, R. J., Goodbody, A. H., Llewellyn, D. H., Rohse, M., Smith, B. T., Tyszczuk, R. A., Udall, J., & Whyte, N. M. (2017). Gathering Around Stories: Interdisciplinary Experiments in Support of Energy System Transitions. *Energy Research & Social Science*, *31*, 284–294. https://doi.org/10.1016/j.erss.2017.06.026

Sperati, S., Alessandrini, S., Cheng, W., Airoldi, D., Amaranto, A., Bonanno, R., & Lacavalla, M. (2022). The New Italian Wind Atlas–Atlante EOLico ItaliANo (AEOLIAN). *IOP Conference Series: Earth and Environmental Science*, *1073*(1), 012007. <u>https://doi.org/10.1088/1755-1315/1073/1/012007</u>

Suboticki, I., Heidenreich, S., Ryghaug, M., & Skjølsvold, T. M. (2023). Fostering Justice Through Engagement: A Literature Review of Public Engagement in Energy Transitions. *Energy Research & Social Science*, *99*, 103053. <u>https://doi.org/10.1016/j.erss.2023.103053</u>

Wahlund, M., & Palm, J. (2022). The Role of Energy Democracy and Energy Citizenship for Participatory Energy Transitions: A Comprehensive Review. *Energy Research & Social Science*, *87*, 102482. <u>https://doi.org/10.1016/j.erss.2021.102482</u>

Wolsink, M. (2007). Wind Power Implementation: The Nature of Public Attitudes: Equity and Fairness Instead of 'Backyard Motives'. *Renewable and Sustainable Energy Reviews*, *11*(6), 1188–1207. <u>https://doi.org/10.1016/j.rser.2005.10.005</u>

215

Wolsink, M. (2010). Near-Shore Wind Power–Protected Seascapes, Environmentalists' Attitudes, and the Technocratic Planning Perspective. *Land Use Policy*, *27*(2), 195-203. <u>https://doi.org/10.1016/j.landusepol.2009.04.004</u>

Zurlo, F. (2003). Voce del glossario ME.Design: Capitale territoriale. In A. Castelli, & B. Villari (Eds.), *STAR. Sistema Topologico Argomentativo della Ricerca Me.design* [Cd-Rom]. Edizioni Poli.design.

Annex 1

n°	Name	Location	Period	Short description	Goal	Engagement type during the design	Matrix quadrant
WIN	ID FARM						
1	Aero Art	Germany	2012	A visionary project where the wind farm becomes a modern art site	Acceptance of wind farms (metabolisa- tion) through the artistic rendering of the turbines	-	Esthetic
2	Ball-on	Melbourne, Australia	2018 (LAGI contest)	Floating aerial turbine (BAT) with horizontal axis covered with bright reflective fab- ric. Addition of organic photovoltaic cells (OPV)	Improving the wind farm scenarios by levering local weather condition	-	Esthetic
3	Brussels tool kit	Brussels, Belgium	2021	Generation of a wind energy learning pro- gramme, with the output of a replicable toolkit to be used in differ- ent contexts	Explaining to 12 years old children the wind energy	Passive participation - Consultation (co-design)	Education
4	Cerrone	Gubbio, Italy	2022	The biggest collective wind turbine in the Italian territory pro- moted by the cooperative ènostra	Contributing to the energy transition by including the population	Active partici- pation - Share actions Based on the idea of citi- zens as pro- sumers (both promoters and consumers)	Education
5	Dream time	Melbourne, Australia	2018 (LAGI contest)	Fabric with triboelectric yarn, with an insulating part made of recycled plastic, into which silver threads are inserted. The energy is gen- erated by the meeting of the two materials with opposite charrees	Providing an artistic output of wind-gen- erated energy using a different technology by shaping public spaces	-	Esthetic

217

6	Flower pops	Santa Monica, California	2016 (LAGI contest)	An unusual offshore wind farm designed as an anthrop- ic garden made of different wind turbines to admire: each technology has a different "flower" form.	Creation of new scenarios and the related experiences	-	Entertainment
7	Flower power	Amsterdam, Holland	-	A metal tree with verti- cal-axis wind turbines.	Giving organic shapes to the wind turbines	-	Esthetic
8	Flower power Tulip	Holland and US	2018	Vertical wind turbines shaped as tulips	Placing of wind turbines in urban contexts	-	Esthetic
9	Hepburn wind	Hepburn, Australia	2011	A self-man- aged energy community that offers tours of the wind farm and houses artists' houses and an energy school. The wind farm has become a venue for art installations	Implement the energy transition	Bottom-up	Escapism
10	Middle- grunden wind farm	Middle- grunden, Danemak	2018	A wind farm that organises boat tours for different types of groups (ex- perts, schools, tourists, etc.). Once every two years, it organises open days where it is possible to climb the turbines	Education of the vast public on wind energy	-	Escapism
11	Offshore wind for kids	Belgium	2021	A non-profit organisation that organises activities and events targeted to children and young people focused on wind energy	Educating and raising aware- ness of wind energy among children and kids	-	Education

12	Rampion wind farm	Rampion, UK	2018	An offshore wind farm with a museum dedicated to wind energy and the wind farm, where people can explore the topic through VR.	Educating and raising awareness of wind energy, specifically on the farm	-	Escapism
13	Samsø island	Danemark	From 1998 In 2020 it gained the title of the most sustainable island in the EU	A self-suffi- cient island that uses renewable resources only.	Ecologic tran- sition while fostering local economic growth and proposing sustainable tourism solu- tions	Active participation - Shared action (co-funding)	Escapism
14	SeaFlute	Melbourne, Australia	2018 (LAGI contest)	An unusual wind farm with generators shaped as bottles which works thanks to the D-WEG technology (Direct Wind to Electricity Generator)	Changing the scenario of wind farms by changing the aesthetic of the turbines while working on the sound	-	Entertainment
15	SRE education campaign	Taiwan	2022	An education campaign in the libraries of the country promoted by SRE (Synera Renewable Energy)	Educating and raising aware- ness of wind energy among children	-	Education
16	Swing	Melbourne, Australia	2018 (LAGI contest)	An unusual wind farm where the turbines are swing, producing en- ergy through both the air movement and human interaction	Changing the scenarios of wind farms by shaping public spaces	-	Escapism
17	Tvindkraft	Tvind, Dane- mark	1975	A Wind turbine designed and handcrafted by locals	Powering the Tvind school	Bottom-up	Esthetic

PAD | Pages on Arts and Design | #26

18	UNWIND	Melbourne, Australia	2018 (LAGI contest)	An unusual wind farm composed of kites	Changing the scenarios of wind farms by creating public spaces where to learn about wind energy	-	Education
19	Weightless Balloons	Santa Monica, California	2016 (LAGI contest)	An unusual offshore wind farm composed of fluctuant spheres that produce en- ergy through waves		-	Entertainment
20	Wikado	Rotterdam, Holand	2008	A children's park made by the reuse of dismantled wind farms.	Reducing the environmental impact of post-disman- tledg wind farms	-	Escapism
21	Wind Works campaign	London, UK	2012	A campaign for offshore wind farms levering on people's sen- timents and referring to the Romanticism	Acceptance of offshore wind turbines	-	Entertainment
22	Windarp	Conhagen, Danemark	2014 (LAGI contest)	An unusual wind turbine, shaped like an arp and designed to play sounds through human inter- action and air passage.	Making the wind farm sound pleasant for humans	-	Escapism
23	Windstalk	Abu Dhabi, United Arab Emirates	2010 (LAGI contest)	An unusual wind farm composed of 1203 poles of carbon fibre.	Changing the scenario of wind energy by designing less impacting wind farms for the landscape and environ- ment	-	Esthetic
24	WindTree	France	2013-2016	A metal tree with verti- cal-axis wind turbines.	Integrating the wind farm in the cities context	-	Esthetic

220

ENERGY TRANSITION

25	Ærø island	Danemark	2021 (EU Responsible Island Prize)	An island that promotes the use of renewa- ble resources for more than 30 years	Fostering green tran- sition	Active partici- pation - Shared action (co-funding)	Escapism
26	Arc per- formance platform	US	2018	A digital display for LEED - certified buildings that enable people to visualize the consumption and the quality of life	Encourag- ing positive behaviour and change to achieve the energy transition by reducing waste	-	Entertainment
27	aspern.mobil LAB	Vienna, Austria	2014 - on- going	Started by the Vienna University of Technology (TU Wien), the LAB is an open ground that engages citizens in developing mobility green solutions through innovatively designed tools	Raising awareness on green mobility and climate protection	Active partici- pation - Shared action (co-design)	Escapism
28	Centre TERRE	Canada	2019	A centre focuses on co-creating sustainable energy solu- tions to meet the needs of groups not served by the national elec- tricity grid.	Designing and improving sustainable energy solutions for rural areas of Canada	Passive par- ticipation - Consultation (co-creation)	Education
29	Climate signals	New York, US	2018	An Outdoor installation made by light street panels located in public spaces that project messages regarding the energy transition.	Warning peo- ple regarding the energy transition	-	Entertainment

221

30 E	Ecosione	Pisa, Italy	2020	A board game designed by the University of Pisa with energy transition as a focus	Education for young adults about the energy transition	-	Education
31 E	Enzeb	Italy	2023	A collaborative board game dedicated to adults	Making edu- cation related to energy ef- ficiency more accessible	Active partici- pation - Shared action (co-design)	Education
32 C	GreenLab Danemark	Spøttrup, Danemark	2012 - on- going	A research platform focused on green energy development	Contrib- ute to the development of sustaina- ble energy systems while informing people and companies	Passive participation - Information (co-creation)	Education
33 (GreenColab	Portugal	2018 - on- going	Non-profit organisation focus on solu- tions based on algae	Fostering innovation and economic diversification in the algae biotechnology field	Passive par- ticipation - Consultation (co-creation)	Education
34 L	_et the wind olow	Worldwide	2019	An illustrated open-source book for children about removable resources and energy transition	Educating children about the energy transition	Bottom-up	Entertainment
35 L S L	_orraine Smart Cities _iving Lab	France	2008 - on- going	Collaborative research project	Engage in user-driven co-creation for the green transition	Passive par- ticipation - Information and consul- tation (co-creation)	Education
36 C E	Quartiere 3o01	Malmo, Sweden	2001	Residential neighbour- hood born from the regeneration of a port area some Archistar	Shaping the sustainable solution through the aesthetics	-	Esthetic
37 T g	The big ener- gy race	London, UK	-	A collective game shaped as a challenge between dif- ferent citizens	Reducing waste generation and fostering the energy transition	Bottom-up	Education

38 The Skydr	ain Gulf of Mexico, Mexico	-	A public space where the green energy solution cre- ates a unique ambient.	Envisioning a new scenario for the green energies solution while shaping public spaces	-	Esthetic
39 Transition Towns Tor	UK nes	-	A non-profit organisation led by the lo- cal community which propos- es activities and events about energy transition	Educating and raising awareness regarding the energy transition	Bottom-up	Education
40 Vauban ne borhood	eigh- Freiburg, Germany	1996	An energy neighbour- hood born from the requalification of an ex- French army quartier	Neighbour- hood ri-qualifi- cation	Passive participation - Consultation (co-creation)	Esthetic
41 When I gre up	ew Worldwide	2021	An open- source book that shows the stories of some illuminated people related to the energy transition	Educating people about the energy transition	Bottom-up	Entertainment
URBAN STRU	CTURES					
42 Ground Co trol Epherr	on- Paris, France heral	-	Abandoned public spaces become the location for exclusive events	Temporary requalifica- tion of public spaces	-	Esthetic
43 High Line	Park New York, US	2003	Park gener- ated from the requalification of the ex-rail- way station	Preserving a city symbol	Passive par- ticipation - Information and consul- tation (co-creation)	Escapism
44 Mobile Ga City	rden London, UK	2015-2018	An itinerant garden availa- ble for citizen	Re-using and recycling the materials and the spaces of the Olimpic village	-	Escapism

45	NEWRAIL	Dronten, The Netherlands	2020-2024	Installation of solar panels and noise barriers on the railway lines	Improving the environmental landscape	Passive participation - Information and consul- tation (co-creation)	Esthetic
46	Parque de la españa industrial	Barcelona, Spain	1985	A park arose from the spaces of an ex-fabric com- pany building	Creation of a public space dedicated to citizen	Active partici- pation - Shared deci- sion-making (co-design)	Esthetic
47	Recyclerie	Paris, France	-	A multifunc- tional space in an ex-station	Creating a common space for locals	Bottom-up	Escapism
48	Santa Caterina Market	Barcelona, Spain	2005	Roofs inspired by the local culture	Have a posi- tive impact on the landscape, respecting local culture and identity	-	Esthetic
49	SolarWind	Calabria, Italy	2011	A bridge with wind turbines and solar panels	Re-qualifi- cation of an urban site with the im- provement of green energy solutions	-	Esthetic
50	Tempelhof park	Berlin, Ger- many	2010	The biggest open-air area of the city, generated by the requalifi- cation of the dismissed airport	Requalification of the airport area providing a collaborative space	Active partici- pation - Shared decision and action (co-design and self-man- agement)	Escapism

BIOGRAPHIES



Valentina Auricchio

Assistant professor of the Design Department of the Politecnico di Milano. Her research is focused on Design Methods and managing strategic design projects with small and medium industries including Design Thinking processes. Her main interest is in design processes, methods and tools and their application within different sectors for strategic innovation. Member of Polimi DESIS Lab and of the international DESIS Network.

valentina.auricchio@polimi.it

Leire Bereziartua Gonzalez

She is an Industrial Design Engineer, from the Mondragon Polytechnic School (Mondragon Unibertsitatea) and Politécnico di Milano. She is currently part of the Deusto Design Research Group team and teaches at the Faculty of Engineering, at the Bilbao campus of Deusto University. She teaches several subjects related to Technical Graphic Expression in different engineering studies, both at grade level and master level, also "Sustainable Design" and "Laboratory III: Experience and Service Design" in Industrial Design engineering studies. She is also part of the Deusto FabLab team (creativity, innovation and development centre for new products, services and experiences) as FabExpert, she has made FabAcademy during 2018. In addition, since 2018 she collaborates with projects within the Digital Industry Cathedra. In 2014 she holds a master's degree in Teaching Training, which helped develop her teaching skills further, and since the 2019/2020 course she is in PhD adventure, specializing herself in Circular Economy, new technologies and Renewable Energies. **Leire.bereziartua@deusto.es**

Mario Bisson

Associate Professor at the Department of Design of Politecnico di Milano where he teaches and has taught Industrial design, Visual elements for the project and Color at the School of Design. He is currently Scientific Director of the Color Laboratory of the Department of DESIGN, he is promoter and co-founder of the Interdepartmental Laboratory of Politecnico di Milano EDME (Environmental Design and Multisensory Experience). In 2013 he is co-founder of the MDA Association (Mediterranean Design Association) that deals with topics related to Environmental design. **mario.bisson@polimi.it**

Beatriz Bonilla Berrocal

PhD candidate in Design at the Design Department of Politecnico di Milano, member of Polimi DESIS Lab. Her research interests focus on Design for Social Innovation and its application both in business and communities. **beatriz.bonilla@polimi.it**

Stefana Broadbent

Associate Professor in the Design Department of Politecnico di Milano. Between 2014 and 2016 she was Head of Collective Intelligence at Nesta, UK's innovation agency. Previously Stefana was a Lecturer in Digital Anthropology at University College London where she led the Master in Digital Anthropology. Her research interests are in the area of digital and sustainable social practices.

stefana.broadbent@polimi.it

Alessio Caccamo

Alessio Caccamo, PhD (1991) is Information Designer and Junior Researcher (RTDA) at Sapienza – University of Rome. He combines theoretical research with applied research in Communication Design - specifically in Data Visualization and Information Design - focusing on pedagogical, sociological and critical aspects, i.e. the human-data interaction. Co-Head of the SID Group – Design for Education, he specializes in Design for Learning, researching through design hybrid projects both analogue and digital for learning environments. **alessio.caccamo@uniroma1.it**

Massimiliano Cason Villa

Designer and Ph.D. Student at luav University of Venice, he pursued his education with an interdisciplinary outlook, somewhere between Interior and communication design, attending the environment of makers and digital fabrication.

About the Authors

Since 2019 he has been collaborating with the startup Design Differente, taking care of participatory didactics projects on Circular Design topics, with partners such as the Municipality of Milan, La Triennale di Milano and the SOUx school of Milan. Since 2022 he has been teaching at the New Academy of Fine Arts in Milan; today he is a student at the Doctorate in Science of Design at the luav University of Venice, with a research focus on Design and Circularity studied under the lens of product life cycle assessment tools.

mcasonvilla@iuav.it

Francesca Cellina

Researcher at the University of Applied Sciences and Arts of Southern Switzerland (SUPSI), Francesca Cellina has a background in both environmental engineering (master) and social sciences (PhD). She performs trans-disciplinary research activities to foster the transition towards a low carbon society, particularly in the domains of mobility and household energy consumption. She exploits ICT tools and devices in participatory, living lab interventions that leverage co-creation and co-design methodologies to engage individuals and stakeholders in real-life interventions aimed at triggering societal transitions.

francesca.cellina@supsi.ch

Davide Crippa

Architect and Ph.D. in Interior Architecture and Exhibit Design, he attended the masters of Italian design, completing his training with an interdisciplinary outlook. In 2004, he founded the Ghigos studio and since then has been pursuing a wide-ranging research among exhibitions, installations and projects of international relevance. From 2007 to 2021 he taught at the Milan Polytechnic and the New Academy of Fine Arts in Milan; today he is a Researcher at the luav University of Venice, where he is investigating the potential of interaction design and new digital fabrication technologies with a view to the circular economy, with a thematic focus on the sustainability of installations. dcrippa@iuav.it

Marta Corubolo

Researcher at the Design Department of the Politecnico di Milano. Her research interests cover service and strategic design and social innovation, community centered design and collaborative services, with a specific focus on the incubation and growth of local initiatives and their relationship with the private and third sector. She is a member of the Polimi DESIS Lab. marta.corubolo@polimi.it

Michele De Chirico

He is a PhD student in Design Sciences at Università luav di Venezia. His research relates to design of materials, focusing on design for the sustainable management of production waste and on materials as contextual actors and cultural meaning-makers. Since 2020, he has also been engaged as a lecturer in courses dealing with design and materials and design history and criticism. **mdechirico@iuav.it**

Barbara Di Prete

Architect and phd in Interior Architecture and Exhibit Design, is an associate professor at the Design Department of the Politecnico di Milano, where she carries out research between urban, exhibit and interior design. In 2004 she founded the Ghigos studio, designing exhibitions, installations and projects for institutions of international relevance (Maxxi, Expo2015, MoMA, Milan Triennale, Venice Biennale). Since 2015 she has been coordinating the Specializing Master in "Design for Public Space" provided by POLI.design. She is currently following funded research for ENEA, CAP, Regione Lombardia, investigating the instances of sustainability in the energy, environmental and social fields. **barbara.diprete@polimi.it**

Raffaella Fagnoni

She is full professor of Design at Università luav di Venezia, where she teaches design laboratories and civic space design. She also directs the PhD school in Science of Design. She has lectured abroad, in Iran and China, and has coordinated local and international research groups, both public and privately funded. Her research topics focus on design for social impact, **About the Authors**

service design for public interests, social innovation, reuse and recycling, and design for sustainability, with the aim of intervening in emerging issues through active stakeholder involvement and the enhancement of local heritage. She is focused on the ongoing role of design in contemporary society, considering environmental emergencies and the state of alert in which our planet finds itself, working on the circular economy, local territory, waste recovery, and care for people and habitats. **rfagnoni@iuav.it**

Rossana Gaddi

Designer and PhD. Associate Professor at the Department of Architecture of the University "G. d'Annunzio" of Chieti-Pescara, where she deals with Communication Design and enhancement of local resources and the territory. She took part in national and international seminars and research programs on the topics of innovation for cultural and territorial enhancement, and Communication and System Design for social inclusion.

rossana.gaddi@unich.it

Letizia Giannelli

Research fellow affiliated with the Service Design Laboratory at University of Florence. With a background in video production in the documentary film industry, her current focus is on research on Service Design and its applications in the textile industry. **letizia.giannelli@unifi.it**

Debora Giorgi

Phd and Architect, she is Associate Professor in Design (ICAR/13) at the Department of Architecture, University of Florence (DIDA-UNIFI). President of the CdL in Textile & Fashion Design, visiting professor in international Universities, she teaches the Laboratory of Service Design at the CdLM in Design and works on design for services with a particular focus on social innovation and collaborative services.

debora.giorgi@unifi.it

Pasquale Granato

MSc in Computer Engineering, he has built a long career developing complex applications across various domains. He is currently a researcher at SUPSI (University of Applied Sciences and Arts of Southern Switzerland), focusing on renewable energy, particularly solar energy, and sustainable mobility. Pasquale is also an expert in games and gamification, integrating innovative approaches to enhance engagement and learning. pasquale.granato@supsi.ch

Luca Incrocci

Industrial and UX/UI designer with a background of experience in graphic and service design. He is currently a researcher at the Service Design Lab at the University of Florence, focusing on service design methodologies applied to the textile industry. **Iuca.incrocci@unifi.it**

Carmelo Leonardi

Product designer and Ph.D student in Design Sciences at Università luav di Venezia, Carmelo Leonardi graduated from the same university in 2022, with a master thesis titled "Melior de cinere surgo, design of a new ecological material derived from Tephra and its applications" which allowed him to deepen the concepts of social and environmental sustainability in design. cleonardi@iuav.it

Ami Licaj

Research Fellow at the Laboratory of Design for Sustainability at the University of Florence with a PhD in Design, obtained in 2018, on Data Visualization entitled "Information Visualization. Intersubjective Liquid Discipline." Passionate about processes - and the "designerly" way of dealing with them - applied to all things digital/social/intangible/future. Academic career includes activities as Visiting Professor, national and international seminars by invitation, and design courses in other universities. **ami.licaj@unifi.it**

Evelyn Lobsiger-Kägi

MSc Environmental Sciences ETH, she has been researching and teaching sustainable development and energy behaviour at the ZHAW (Zurich University for Applied Sciences) for 15 years and is now co-leading the "Energy Behaviour" Team at the Institute for Sustainable Development. Her main focus is on the participatory development of sufficient and energy-efficient interventions at household and neighbourhood level. She works in a transdisciplinary manner with cooperatives, energy supply companies, municipalities and NGOs to develop and test practice-oriented approaches. **kaev@zhaw.ch**

Giuseppe Lotti

Full professor of Industrial Design, is President of the Degree Course in Product, Interior, Communication and Eco-Social Design of the Department of Architecture (DIDA) of the Università degli Studi di Firenze. He is scientific manager of research projects at the European Union, national and regional level. He is the author of publications on the culture of the project. He has been curator of design exhibitions in Italy and abroad. He is the technical-scientific coordinator of the Interior and Design District of the Tuscany Region – dID.

giuseppe.lotti@unifi.it

Marco Manfra

PhD candidate in Innovation Design at the University of Camerino and former research fellow at the University of Ferrara. He was Visiting PhD(c) at the Architecture Faculty of Lisbon University. He is professor of the course "Processi del design per l'impresa sostenibile" in the I and II level Master's degree program in "Design della Comunicazione per l'Impresa" at the University of Ferrara. He carries out research activities mainly in the field of design for social and environmental sustainability - with eco-social approach -, theories and culture of the project, media ecology, and regeneration of marginal territorial contexts. **marco.manfra@unicam.it**

Raffaella Massacesi

Architect and PhD. Communication designer. She is Assistant Professor in Design at the Department of Architecture of the "G. d'Annunzio" University of Chieti-Pescara, and sole director of university spinoff SOS-Habitat. Her research interests relate to digital design, webdesign, environmental communication, communication for public utilities. raffaella.massacesi@unich.it

Luciana Mastrolonardo

Architect and PhD. Assistant Professor at the Department of Architecture of the University "G. d'Annunzio" of Chieti-Pescara where she deals with Architectural Technology and process sustainability. She took part in national and international seminars and research programs on the impact of sustainability at various scales and in different dimensions, through metabolic and qualitative studies.

I.mastrolonardo@unich.it

Michele Mauri

Researcher at Politecnico di Milano—Design Department, he's co-director of DensityDesign Lab. Within the laboratory, he coordinates the research, design, and development of projects related to the visual communication of data and information, particularly those related to born-digital data and Digital Methods. michele.mauri@polimi.it

Claudia Morea

Architect and PhD in Design for Sustainability, she is currently adjunct professor at BA Textile & Fashion Design, University of Florence. Expert in Life Cycle Assessment, she focuses her research on the spread of sustainability assessment capabilities, with specific regard to engagement and sustainability empowerment. claudia.morea@unifi.it

Stefania Palmieri

Associate Professor at Politecnico di Milano, PhD in Industrial Design. She is Head of Relations with Businesses and Professions for the School of Design - Integrated Product Design. Her research and teaching activities deal with methods and processes, with particular attention to innovation processes in relation to different productive, organizational and cultural contexts, in which to enhance and strengthen the collaboration between University and business. She is part of the Scientific Committee of the interdepartmental laboratory EDME, which deals with digital technologies, immersiveness, new relationships and synergy of knowledge.

stefania.palmieri@polimi.it

Fabiola Papini

She holds a double degree in Communication Design from the School of Design, Politecnico di Milano, and the Shanghai International College of Design and Innovation, Tongii University, She is co-founder of an independent magazine and digital designer at a Milan-based information design agency. Her interests range from data visualisation to digital design, sustainability, and editorial design.

fabpapini@gmail.com

Adrian Peach

He is a practicioner and teacher, has spent three decades working with a diverse range of international brands from Alessi to 3M, with prestigious architectural practices including Antonio Citterio and David Chipperfield, with artisans and industries. He has collaboration with several research centres and universities in Europe and Middle East, like Academy of Art, Architecture and Design (UMPRUM, Prague), Domus Academy (Milan), German University in Cairo (Berlin and Cairo), German International University (Cairo), Istituto Marangoni (London), KLC (London), Istituto Europeo di Design (Milan), Hochschule Hannover, Hochschule für Technik und Wirtschaft (HTW-Berlin), Hochschule der Bildenden Künste Saar (Saarbrücken), Kunsthochschule Weißensee (Berlin) and Università di Bologna.

info@adrianpeachdesign.com

Silvia Peluzzi

Designer, she graduated with honors at Politecnico di Milano in the Master's deree of Product Service System Design. In 2022, she participated in an international mobility program at FH Salzuburg where she studied Design & Product Management. With a background in Interior Design achieved with distinction in the year 2021, she had a previous mobility at LAB University of Applied Sciences in Finland.

peluzzi.silv@qmail.com

Giovanni Profeta

Giovanni Profeta holds a PhD in Design from Politecnico di Milano, where he completed his thesis titled "Displaying Open Cultural Collections: Design Guidelines for Cultural Content Aggregators" within the DensityDesign research lab. As a researcher at the Institute of Design of the University of Applied Sciences and Arts of Southern Switzerland (SUPSI), he conducts applied research projects focusing on data visualization and algorithmic methods for accessing and analysing cultural collections. Additionally, he is also the teacher of the Interaction Design course in the Bachelor of Visual Communication and the Master of Arts in Interaction Design and the teacher of the Data Visualization course in the Bachelor of Data Science and Artificial Intelligence.

giovanni.profeta@supsi.ch

Grazia Ouercia

PhD in Communication, Social Research and Marketing from Sapienza University of Rome and Adjunct Professor of "Laboratorio di Design Transmediale" at University Guglielmo Marconi, she is a member of the editorial board of the "Transmedia" series by Armando Editore and a member of the research unit GEMMA (Gender and Media Matters). Her research interests include cultural and creative industries, media ecology, transmedia design, participatory culture, sustainability communication and gender studies.

g.guercia@unimarconi.it

Lucia Ratti

Designer and Ph.D. student at the Design Department of Politecnico di Milano, her research activity touches different intersections between design and sustainability, ranging from urban biodiversity to circular exhibit design, to the energy transition and its diffusion. Since 2019 she has been an assistant in didactic activities in the Interior Design Bachelor Degree of Politecnico's School of Design, and in 2020 she started working with the association Repubblica del Design, where she takes care of the design and implementation of participatory design-didactic workshop, with partners such as the Municipality of Milan, Milan Triennale, ans SOUx school of architecture for children. **Lucia.ratti@polimi.it**

Agnese Rebaglio

Designer and Ph.D., Associate professor at the Design Dept. of Politecnico di Milano. Her research activity focuses on designing innovation processes of urban contexts, from a perspective of sustainability and social inclusion. Scientific director of the Specializing Master "Design for Public Spaces" provided by POLI.design. She is currently developing research on design for urban regeneration and energy sustainability promoted by design. Promoter, for the Interior Design Degree Course, of GIDE (Group for International Design Education), a network of European design schools that collaborates in educational programs.

agnese.rebaglio@polimi.it

Chiara Rutigliano

PhD candidate in Sustainability and Innovation for the Design of the Built Environment and Product System at the University of Florence. Designer with experience in graphic and innovative service design, particularly in the study of user experience and relationships in complex systems. Currently his research is focusing on traceability and transparency in the textile industry. chiara.rutigliano@unifi.it

Carla Sedini

She is an Assistant Professor at the Design Department of Politecnico di Milano and PhD in Sociology. She is a member of the D+S research group at Polimi, where she combines and integrates social research and design. She has been researching and teaching issues related to Territorial Development, Social Innovation, and Quality of Life, with specific attention to fragile populations. She published a book titled "Collectively Designing Social Worlds. History and Potential of Social Innovation". carla.sedini@polimi.it

Andreas Sicklinger

He is Full Professor in Industrial Design, focuses his research interests on three main fronts: Design as Science (human factors and new human factors), Design Education and Future Aesthetics, Design for Territory and the Mediterranean. He worked for Aldo Rossi on the projects Schuetzenstrasse e Landdsberger Allee in Berlin, covered the role of Product Manager in the retail sector. He has been professor and head of department at the German University of Cairo from 2012 to 2018. He has published books and articles on topics of his research interest. He is member of the Committee of the Institute of Advanced Studie of University of Bologna and Distinguished Visiting Professor at Malaysia Italy Design Institute, Kuala Lumpur. andreas.sicklinger@unibo.it

Abhigyan Singh

Assistant professor at the Department of Human-Centered Design of Delft University of Technology (TU Delft), The Netherlands. With a background in new media design, anthropology, and IT engineering, his research examines social, cultural, and economic aspects of emergent local energy systems and services. His research makes theoretical, conceptual, and methodological contributions to the emerging disciplines of design anthropology and energy research. Abhigyan's work has earned him awards such as the WWNA Apply Award (2021) from the European Association of Social Anthropologists' Applied Anthropology Network (EASA-AAN) and Cumulus Association's 'Young Creators for Better City & Better Life' Award. In addition to his academic work, he is Co-lead of the Social and Economic Value Sub-task of the International Energy Agency's Global Observatory on Peer-to-Peer Energy Trading (GOP2P). **a.singh@tudelft.nl**

Manfredi Sottani

He is a Designer and PhD Candidate (Curriculum in Design) at the Department of Architecture, University of Florence. He carries out research activities at the Design Sustainability Lab (Department of Architecture, University of Florence, scientific supervisor Prof. Giuseppe Lotti), specifically in the field of Digital Design, Sustainability Design, Communication Design and Strategic Design for Territorial Systems. He also participates in regional R&D as well as in international and European projects. manfredi.sottani@unifi.it

Davide Stefano

Architect and PhD. Researcher in Real Estate Valuation at the Department of Architecture, "G. d'Annunzio" University of Chieti-Pescara, where he deals with cost estimation of post-earthquake reconstruction, relationships between urban quality and real estate values, and price formation of raw materials in the construction sector. davide.stefano@unich.it

Suzanna Törnroth

She is an Associated Senior Lecturer (PhD) in Design at Luleå University of Technology, Sweden. She researches on the feminist technoscience perspectives of emerging technologies in human and non-human worlds. Particularly, her recent research delves into the ecological and multispecies perspective of solar energy technologies, following a dissertation titled called: "Solarscape: The power of humanity in designing solar imaginaries, entangled worlds, and critical sustainable futures". She also has a practice-based design and urban planning background in Sweden, Singapore, Dubai, Copenhagen and Maldives.

suzanna.tornroth@ltu.se

Anna Turco

She holds a degree in Design, Visual and Multimedia Communication from Sapienza University of Rome. She is the recipient of a research scholarship entitled "Visual Communication Design for Natural Capital and Material and Immaterial Cultural Heritage." Since 2022, she has been pursuing a PhD in Design at the Department of Planning, Design, and Architecture Technology at Sapienza University of Rome and works as a teaching assistant in the Communication Design Laboratory, the Public Space Design Laboratory, and the Design and Representation Laboratory. She has participated in the European project "Conference on the Future of Europe" in Brussels, Strasbourg, and Warsaw, addressing issues related to climate change, environment, and health. Her areas of scientific research focus on Visual Communication Design, specifically Environmental Graphic Design, applied to public space for reactivation and regeneration purposes.

Annapaola Vacanti

She is a Research Fellow at Università luav di Venezia, where she teaches in design laboratories for the curricula of Product design and Interior design of the master degree design courses. She obtained a PhD in Design at the University of Genoa in 2022. Her research focuses on Interaction Design and the opportunities offered by data-driven tools and Artificial Intelligence for design, exploring the challenges that lie at the intersection between technology, human factors, and sustainability issues. She is working within the iNEST (Interconnected Nord-Est Innovation Ecosystem) project, funded by the National Recovery and Resilience Plan (PNRR). Alongside her academic career, since 2018 she has been art director and organizer of TEDxGenova, an autonomous event operating under official TED license for the local dissemination of valuable ideas.

Francesca Valsecchi

She is an Associate Professor at the College of Design and Innovation at Tongji University and director of the Ecology and Cultures Innovation Lab. She develops research on more-than-human design and the challenges of the post-development paradigm. Her research includes published, speculative, and exhibition works about mapping ecosystems, ethnography of waterscapes, ecological data, and urban-nature interaction.

francesca@tongji.edu.cn

Gijs van Leeuwen

PhD Candidate at the Department of Human-Centered Design of Delft University of Technology (TU Delft), The Netherlands. His research is concerned with relations of power and politics, and how these co-evolve with emerging energy infrastructures and technologies. Methodologically, he is developing a transdisciplinary approach that is based on design anthropology. He has a multidisciplinary background with two Master's degrees in Energy Science and Philosophy of Science, Technology, and Society.

g.e.vanleeuwen@tudelft.nl

Desirée Veschetti

Designer and research and teaching assistant at the University of Applied Sciences and Arts of Southern Switzerland (SUPSI), she has been involved in research dissemination projects concentrating on accessibility and cultural heritage. With her background in editorial and interaction design, she incorporates these skills into SUPSI's Bachelor in Visual Communication program, teaching in courses centred on Creative Coding with Machine Learning and User Interface Design. desiree.veschetti@supsi.ch

Devon Wemyss

PhD Science and Technology Policy Studies, she has been researching in the field of energy digitalisation and behaviour change at the ZHAW (Zurich University of Applied Sciences) for 10 years. Her main focus is on collaborative processes to activate climate-relevant behaviour change, particularly looking at how digital tools can support these changes in the long-term and at large scale to move beyond research. wemy@zhaw.ch

Chenfan Zhang

PhD candidate of the Design Department of the Politecnico di Milano. Her research interests include design for social innovation, community and community development, and service design. Member of Polimi DESIS Lab and of the international DESIS Network.

chenfan.zhang@polimi.it

Francesco Zurlo

Ph.D., he is Dean of the School of Design of Politecnico di Milano. He is full professor of Industrial Design. His research interests are concentrated in strategic, systematic and creative research through design, focusing to the impact of business innovations and human flourishing. Professor Zurlo is the Director of the Design + Strategies research group, he is a member of the scientific committee of the Observatory of Design Thinking for Business of the School of Management of Politecnico di Milano, and of ADI Index (the most important organization for assessing the best design in Italy). francesco.zurlo@polimi.it



Progetto Grafico From 2003, the only Italian magazine totally dedicated to graphic design



CDPG Folders

Booklets dedicated to the AIAP's Archives Funds and personalities of Design History.

ALAP WOMEN # DESIGN AWARD	2
	MDA 3-4
AIAPEDIZIONI	Ū

AWDA The International AIAP Women in Design Award

CAMPO GRAFICO 1933 /1939	independent spirits
NASCE IL VISUAL DESIGN THE BIRTH OF GRAPHIC DESIGN	
elector e terrano parten o eventerio suol prophe eli organi suba vectoria e terrano parten of comunicatione moderno moderni comunication	۵.,
	piriti Tiberi ndipendent

CAMPO GRAFICO 1933/1939 The Birth of Graphic Design

AIAP PUBLISHES BOOKS, MANUALS, POSTERS, A MAGAZINE AND A JOURNAL. GRAPHIC DESIGN, COMMUNICATION DESIGN, DESIGN.



aiap.it/libreria/



AIAP CDPG The Archives of Italian Graphic Design Documents, Histories, Researches, Exhibitions, Publications, Tours



AIAP CDPG ASSOCIAZIONE ITALIANA DESIGN DELLA COMUNICAZIONE VISIVA AIAP via Amilcare Ponchielli 3 20129 Milano www.aiap.it aiap@aiap.it biblioteca@aiap.it



PAD. Pages on Arts and Design

International, peer-reviewed, open access journal ISSN 1972-7887

#26, Vol. 17, June 2024

www.padjournal.net

