

DE  
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URE(S)  
ROMA 2020  
JUNE 16. 17. 18. 19  
CUMULUS CONFERENCE

## DESIGN CULTURE(S) | CUMULUS ROMA 2020

16-17-18-19 JUNE 2020

### VENUE

Main Campus of Sapienza University of Rome, piazzale Aldo Moro 5  
Faculty of Architecture, via Antonio Gramsci 53  
Roma

### CONFERENCE THEME

Aligned with the vision of Cumulus Association and its commitment for sharing design knowledge and practices in a global and multidisciplinary perspective, Sapienza University of Rome will host the Annual Cumulus conference with the aim to house and to foster the international debate on the current cultural, social, and economic challenges in design.

In particular, the conference is calling designers, academics and experts to tackle the relationship between **Design and Culture**, with the purpose of valorizing interdisciplinarity and diversity in the Cumulus community.

The working title of the Conference is "Design Culture(s)" and it is aimed to map the most advanced **research and education in design, by reflecting on the idea of design as a form of culture**, while drawing its field and opening to new directions.

**Design Culture(s) is investigating not simply on the concept of culture as a monolithic expression of a specific knowledge that reflects on itself, but as the product of an investigation that is open to many different "Cultures" which are emerging and revolving around it in society, in the places and in history.**

We live in an increasingly complex society, which is crossed by new social, cultural and economic challenges and at the same time it is more global and multicultural than ever, more and more enriched by new languages and the flows of people.

As a consequence, design is evolving as a wide-open field with many new applications and cultural meanings.

Design as expression of Culture(s) is taking into consideration the cultures we are inheriting from the past and which should be granted for the benefit of future generations, so intertwining past and future, tangible and intangible, innovation and tradition.

This is the time when it is urgent to multiply the opportunities for knowledge sharing and dissemination, in order to tackle the cultural, societal, economical, technological and industrial shifts of the future, through design education and research.



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## TRACKS

The Conference is organized into **9 parallel tracks** in order to address several different Cultures of Design. Each track is described with only **three keywords** to tackle and explore all possible approaches, methods, visions, experiments that can draw the scenario of different Design Cultures. Therefore, authors are invited to share **innovative, original, inspiring** and **disruptive** ideas in their papers.

### CULTURE (OF) ARTIFICIAL

DIGITAL | TECHNOLOGY | ROBOTICS

chairs: João de Sá Bonelli, Mathias Funk, Patrizia Marti, Giuseppe Mincoelli

### CULTURE (OF) LANGUAGES

AESTHETICS | EXPRESSION | VISUAL

chairs: Niccolò Ceccarelli, Chele Esteve Sendra, Spartaco Paris, Merav Perez

### CULTURE (OF) LIFE

NATURE | BIOLOGY | HUMAN

chairs: Pepetto Di Bucchianico, Emilia Duarte, Sabrina Lucibello

### CULTURE (OF) MAKING

PROCESS | MANUFACTURING | POST-INDUSTRY

chairs: Mario Buono, Eujin Pei, Andreas Sicklinger, Oscar Tomico

### CULTURE (OF) MULTIPLICITY

GENDER | PLURALISM | DIVERSITY

chairs: Özlem Er, Raffaella Fagnoni, Gianni Sinni, Pradyumna Vyas

### CULTURE (OF) PROXIMITY

PLACES | PEOPLE | ECONOMY

chairs: Sam Bucolo, Frédéric Degouzon, Claudia De Giorgi, Giuseppe Lotti

### CULTURE (OF) RESILIENCE

SOCIAL INNOVATION | CIRCULAR ECONOMY | SUSTAINABILITY

chairs: Davide Fassi, Miaosen Gong, Regina Sanches, Maria Antonietta Sbordone

### CULTURE (OF) REVOLUTION

CRITICAL THINKING | DISRUPTION | CHANGE

chairs: Hélène Day-Fraser, Alastair Fuad-Luke, Stefano Maffei, Betti Marenko

### CULTURE (OF) THINKING

THEORY | HISTORY | CRITICS

chairs: Paola Bertola, Pierpaolo Perruccio, Márton Szentpéteri

The results of the conference will be published digitally with an ISBN as Conference Proceedings in order to compare and disseminate research, projects and experiences that will emerged during the days of the conference.



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<https://cumulusroma2020.org/>  
[info@cumulusroma2020.org](mailto:info@cumulusroma2020.org)

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### **Call for Paper**

Conference papers will be selected through a two-phase, double blind peer review process, which will be used both for long abstracts and full papers. Initial submissions must be anonymous and must not contain the name(s) of the author(s) or any reference to their affiliation. This information should be included only in the camera-ready paper after the full paper acceptance notification. The language of the conference is English, and all submissions must be in English. Submissions that do not comply with the submission rules will be excluded from the evaluation process and proceedings publication.

Accepted papers will be published in the proceedings if (at least one of) the authors register to the conference to present the work.

### **Long Abstract Submission | Deadline 01-10-2019**

At first stage, authors are invited to submit a long abstract and keywords using the 'SUBMIT!' link provided on the conference website ([cumulusroma2020.org](http://cumulusroma2020.org)). The long abstract should be no longer than 600 words, with an additional space provided for bibliographical references. Please omit any references to the author(s) or the institutions they are affiliated with.

### **Full Paper Submission | Deadline 01-02-2020**

After the notification of the abstract acceptance, full papers should be submitted according to a template, which will be provided to the Authors. The length of the full paper should not exceed 4000 words (excluding references) and follow APA publication style for in-text citation and reference lists ([www.apastyle.org](http://www.apastyle.org)). At this stage, files should be submitted in PDF version and should be anonymous without containing the name(s) of the author(s) or any reference to their affiliation. Documents that do not comply with this rule will be excluded from the evaluation process. Once reviewed, the accepted submissions will receive comments for necessary revisions for the final camera-ready submission.

### **Camera-ready Paper Submission | Deadline 30-04-2020**

After the notification of full paper acceptance, the final (camera-ready) version of the full paper should be submitted in both MSWord (.doc or .docx) and PDF format according to the conference template. Other formats are not accepted. At this stage the paper should include the name(s) and the affiliation of the author(s). Please keep the size of each file to less than 2Mb (including your illustrations) and use a file name beginning with the principal author's last name, followed by the name of the track (Ex.: Smith\_Artificial.doc).

Papers which are not presented at the conference will be excluded from the official proceedings. Therefore, it is needed that at least one of the authors attend to the conference to present the paper.

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**Call for Poster | Deadline 01-02-2020**

Authors will be invited to submit a poster using the 'SUBMIT!' link provided on the conference website (cumulusroma2020.org) starting from 1-10-2019. From this date, a poster template will be available at the conference website. Posters should present a research in a visually rich format, containing images (e.g. photographs, drawings, tables, diagrams, ...) and an abstract of up to 300 words. References must follow the APA Style guidelines.

Poster submissions will be selected by the Scientific Committee and the Conference Chairs, and authors of accepted contributions should complete the conference registration in order to exhibit the poster during the Conference. Printing and poster installation will be handled by the conference organizers. Moreover, poster abstracts will be included in the conference proceedings.

**Special Call for Exhibition | Deadline 01-02-2020**

This call is open only to the Schools member of Cumulus Association. Each school is invited to present a proposal for an exhibition in order to display its interpretation of the Conference theme "Design Culture(s)".

To submit the Exhibition proposals, use the 'SUBMIT!' link provided on the conference website (cumulusroma2020.org) starting from 1-10-2019. From this date, further information on the exhibition format will be available at the conference website.

Proposals should include a title, the name of the responsible person, an abstract with the aims and contents (maximum 800 words), as well as pictures about the works to be displayed. Proposals will be selected by an Exhibition Scientific Committee.

**KEY DATES**

01-08-2019	Launch of the Call for paper
01-10-2019	Deadline for Paper Long Abstract Submission
15-10-2019	Launch of the Call for Poster and Exhibition
01-12-2019	Notification of acceptance of Paper Long Abstract
01-02-2020	Deadline for Full Paper, Poster and Exhibition Submission
30-03-2020	Notification of acceptance of Full Paper, Poster and Exhibition
30-04-2020	Deadline for Camera-ready Paper Submission
01-12-2019 14-04-2020	Early Bird Registration
15-04-2020 31-05-2020	Regular Registration
01-06-2020 15-06-2020	Late Registration
16, 17, 18, 19-06-2020	Design Culture(s) Conference



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## PEOPLE

### Conference Chairs

Loredana Di Lucchio | Full Professor in Design, Sapienza University of Rome  
Lorenzo Imbesi | Full Professor in Design, Sapienza University of Rome

### Scientific Committee

Mariana Amatullo, President of Cumulus Association  
Luisa Bocchietto, President of World Design Organization  
Lin-Lin Chen, Chair of Design Innovation Strategy, Eindhoven University of Technology  
Luisa Collina, Past President of Cumulus Association  
Cees de Bont, Dean School of Design, Loughborough University  
Claudio Germak, President of Italian Scientific Society of Design  
Christian Guellerin, Past President of Cumulus Association  
Antonio Paris, Emeritus Professor in Design, Sapienza University of Rome  
Rodrigo Rodriguez, President of Material Connexion Italia srl  
Yrjö Sotamaa, President Emeritus of Cumulus Association  
Francesca Tosi, President of Conference of Italian School of Design

### Conference Managers

Angela Giambattista | PhD, Research Fellow, Sapienza University of Rome  
Viktor Malakuczi | PhD, Research Fellow, Sapienza University of Rome

### ENQUIRIES

For further information contact the Conference Secretariat at:  
[info@cumulusroma2020.org](mailto:info@cumulusroma2020.org)



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