

Presentation

The *Strategic Design Research Journal* and the Latin Network for the Development of Design Processes have been collaborating since 2009, when the first forum of the network was held at Universidade do Vale do Rio dos Sinos. The journal and the network join their efforts towards the common goal for developing the emerging design cultures that search for a new perspective on design: from an artefact-oriented perspective to a process-oriented one¹.

With this new issue, the journal and the network renew their collaboration publishing a selection of works originally presented at the 5th International Forum of Design as a Process “The Shapes of the Future as the Front End of Design Driven Innovation”, held at Tecnológico de Monterrey University – Campus Guadalajara (Mexico), on September 18-20, 2014.

The forum focused on Advanced Design (ADD). What we call ADD is an articulated set of design processes that try to give shape to products and services destined for the future. The processes may be intended to produce goods for complex contexts, through the involvement of very large groups of designers. The projects are often not requested by specific clients; they tackle situations that do not have links of continuity with the present, nor productive sectors to refer to, as they are extremely innovative and unusual compared with the common panorama of goods produced for immediate consumption.

ADD deals with projects that often have no destination market yet, no referential productive sector and no competition. These are projects that usually have more than one single creative author and are often destined for other designers rather than a final consumption market.

ADD is at the front end of design driven innovation, so it requires continuous theoretical reflection founded on practice for the construction of its own corpus and the paths that may be followed in order to offer a future with original shapes. The purpose of ADD is to turn each discovery, each new degree of knowledge and each invention into continuous innovation, not only adapting them to the expectations and needs of the production system and of the final consumer market, but also contributing to the creation of new producers, new production processes, new users and new markets to spread innovation.

The issue opens with the contribution of Luis Alfredo Rodriguez, *A critical review of design history: From the individual artist to the social agent*. Starting from the consciousness of the influence of the past to set our vision of the future, the author affirms the importance of a critical review of design history and outlines a social interpretation of design.

The dialogue between the past, the present and the future continues in the article *Forecasting for a social network: Trend analysis in 2004 and today*, by Barbara Emanuel and Lucy Carlinda da Rocha de Niemeyer. Analyzing the evolution of a social networking app for mobile devices, they compare the imagined vision of the future that incubated the app with the actual evolution of about ten years later.

Fabrizio Valpreda, Aleksandra Novakovic and Michela Regis orient their reflection towards technology and its unpredictable effects on human life. In *Re-futuring: Awareness and design process in hyper-technologic era*, they affirm the importance of design activity for the world transformation processes and call designers to look at the future with this consciousness and, consequently, with responsibility.

In *A design framework for Smart Cultural Objects*, Marco Gaiani, Fabrizio Ivan Apollonio and Berta Martini connect new information and communication technologies and their devices with cultural heritage. Thus, they propose a framework to transform the elements of the cultural heritage in Smart Cultural Objects.

Also *Communication design for accessing cultural landscape*, by Sabrina Scuri and Daniela Anna Calabi, focuses on cultural heritage, specifically on the cultural dimension of landscapes. They explore the contribution of communication design to tourism promotion and the enhancement of cultural identity, providing experiential representations of territory that serve for the development of experience-based communication strategies.

We hope that this issue can foster the development of design processes in relation with the possibility of shaping our future.

Finally, the *Strategic Design Research Journal* and the Latin Network for the Development of Design Processes invite the readers to the 6th International Forum of Design as a Process “System & Design. Beyond Processes and Thinking”. The forum will be held at the Universitat Politècnica de València on June 22-24, 2016.

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¹ CELASCHI, F.; DE MARCO, A.; FORMIA, E.; GERMAK, C.; DESERTI, A.; STASZOWSKI, E.; BEDESCHI, I.; LOTTI, G.; GARCÍA GARRIDO, S.; RODRÍGUEZ ORTEGA, N.; BRANCO, V.; RODA, R.; SPERONI, D.; BAROZZI, C.; BELO REYES, P.; SEVERO DE BORBA, G.; GALISAI, R.; DE MORAES, D.; ARNAL, L.; RODRIGUEZ, L. 2008. Design culture: from Product to Process. Building a network to develop design processes in Latin countries. In: C. CIPOLLA; P.P. PERUCCIO (eds.), *Changing the Change Proceedings*. Torino, Umberto Allemandi & C.