



Anno 2014

Libera Università di BOLZANO >> Sua-Rd di Struttura: "Facoltà di DESIGN e ARTI"

### Parte III: Terza missione

▶ QUADRO I.0	I.0 Obiettivi e linee strategiche relative alle attività di Terza Missione
<p>Foreword</p> <p>The following is a general overview looking at the background, the process and the diverse public engagements and third mission activities the Faculty of Design and Art initiated and took part in, over the year 2014.</p> <p>Nourishing a collaborative culture, the faculty collaborates and fosters projects with a wide array of external partners. As such, in 2014, as in past years, it has further deepened existing fruitful collaborations and established new ones -with public and private institutions, public administrations, ngo's, cultural entities and companies, as well as other universities all on a local, national and international level.</p> <p>It is in the faculty's nature from its very beginning, that public engagement is playing a key role in its array of activities. As such, exhibitions, workshops, participation in juries, design conventions, public lectures and conferences are constant tools and means to disseminate research results, project work, and teaching results parallel to opening a wider discourse around the work itself and around the issues it raises. All this concludes in conveying the overall messages of the faculty.</p> <p>Strongly linked to design's trans-disciplinary nature, the faculty perceives itself as a body that constantly strives into creating impact on society, on the market and market reality and on the world of design itself. As such, our public engagements and third mission activities are closely linked and intertwined with our research and didactic activities. In many cases they are imperative and integral parts of the project as a whole.</p> <p>The faculties public engagements and third mission activities could be often to be seen as a double-sided process, in which the faculty or individual professors are asked to cooperate with external entities in order to facilitate and contribute to an acceleration of knowledge and innovation concerning diverse current problems and issues. All of which, contributes to a permanent exchange of knowledge and a enables a constantly knowledge-transfer.</p> <p>Process</p> <p>Following the above mentioned, there are two main channels through which the faculty activates and cultivates its public engagements and third mission activities.</p> <p>The first, as an integral part of the constant didactic and research activities held by faculty professors, contract professors, junior professors and researchers all of which, forms a constant flow of unique activities with a highly diverse and varied nature.</p> <p>The second channel of initiating activities is the one centrally organized by the faculty. These projects carry a different character and mostly express the faculty's strategy and focus on the longer run.</p> <p>According to the strategy and resulting planned activities, the faculty council nominates colleagues, who plan, organize, execute and supervise the activities.</p> <p>All the faculty activities profit greatly from the ever-growing and wide spanning professional network of it's professors and researcher to local, national and international bodies such as: media (local, national, intl.), economy, science, culture and cultural institutions Museums, national and private galleries, social and political organizations -chamber of commerce, chamber of crafts, business association, and many more.</p> <p>Activities</p> <p>Seeing its local community and stakeholders as the primary partner for exchange, the faculty is and has been leading over the years a continuous all year round schedule of lectures, workshops and public events. Nourishing this significant primary relation with its direct community and closest discourse partners.</p> <p>Beyond it's focus on the local contact, we could see the faculties constant strive to an ongoing dialogue, discourse and exchange as an integral part of its quotidian activities taking part on four levels: local, regional, national and international. It is in the nature of the activities themselves, of geography and our era that the different levels</p>	

of activities are often mixed as such the local becomes very quickly regional, national or just as often -international.

The faculty is well established in the different circles of the local community and receives a constant flow of cooperation requests (about 10-15 per year) from local companies or public institutions (governing bodies of the region, mayor's office and local governing communities) -all seeking varied forms of collaboration and cooperation. When the faculty accepts these requests, the majority of them provide direct sponsoring for the project resulting in the so called third-party- funded activities'.

In the year 2014 the Faculty of Design and Art organized different series of ongoing public lectures (listed below). The workshops and their content were often presented and disseminated in form of interviews, posters, brochures and different round table discussions.

Werkstattgespräche' - A series of public lectures held by internationally known designers who present their current work, design results and design discourse. These lectures are often accompanied by workshops of 1-3 days held by the invited guest.

Lezione aperta' - A series of public lectures held by internationally known theorists in the field of design and art or experts from the economy, philosophy or social sciences.

Artiparlando' - In cooperation with the local museum for modern and contemporary art Museion'. This is a series of public lectures held by internationally known artists, curators and art historians and theorists.

By design or by disaster' - A series of public lectures, workshops and international conferences looking at sustainability as an unavoidable factor. The invited guests come from diverse backgrounds and fields. The lectures are often accompanied by workshops of 1-3 days held by the invited guest.

Microstories' A series of public lectures around stories of innovation and new product development experienced by individuals and institutions: inventors, designers, entrepreneurs, managers are the narrators of their own story. (In collaboration with the Faculty of Economics and Management)

In 2014 faculty organised the following series of public exhibitions:

Gäste Ospiti Guests' - Twice a year in what by now has become an almost traditional act -the faculty opens its doors to public audience where for the duration of two days it presents the results of the student's semester work from both visual communication projects as well as product design projects.

Overall there are over 150 projects, featuring unique objects, posters, printed material, websites, installations and different experimental and multi-medial works. Visitors: 300-600 per year.

Diplorama' In the same manner and gesture, twice a year the duration of two days, faculty presents the results of the bachelor diploma work.

Around the Diplorama' there are public events, guided tours for journalists and personal guidance by the students themselves presenting their work to the interested public. All final works are accompanied by detailed documentations and the overall event enjoys a detailed press-kit and info material. Visitors: 300-600 per year.

Faculty on Tour' An exhibition format, the faculty uses two to five times per year to travel around and exhibit national and international either didactic materials (topics are for example creativity, product design, posters, experimental print works, typography) or the faculty promotes the study courses by presenting best of teaching at fairs, in museums and galleries, in public spaces or at recruitment events).

Exposure is much varied (500 to 2500 per year)

Overview: In the attached pdf you will find a comprehensive listing of all public engagements and third mission activities the Faculty of Design and Art initiated and in which its professors and researchers took part in, over the year 2014.

## Monitoring

There are different channels through which the faculty of design and art monitors, supervises and governs its third mission activities:

- Third mission activities are a constant part of the annual plan and three years planning procedure, which is authorised and budgeted by the official governing bodies of the University.
- All budgets of third mission activities are supervised by the central controlling office of the University.
- Each activity is planned, organised, operated and published by a full professor or a team of full professors and researchers of the faculty.
- Each activity (including budget plan) is presented by its responsible supervisor in an extraordinary meeting of the faculty council once a year and after a discussion, the faculty council authorises each single activity thus, assuring that each third mission activity is based on the full compliance of the faculty.

- All activities are public. From this follows, that there are reports, Interviews, broadcast contributions, articles, TV-documentations and so on published in the local, national and international newspapers, design magazines, TV-stations and radio broadcasting.

Documento allegato (per consultarlo accedere alla versione html)