



Reasons  
to Research  
in the  
Mediterranean  
Area



## **PAD. Pages on Arts and Design**

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# SUGGESTIONS FOR DESIGN

# Photos Collection

António da Cruz Rodrigues, Universidad Lusofona, Lisbon, Portugal

“Homeostasis is the powerful innate imperative whose fulfillment implies, in every living organism, whether great or small, nothing more, nothing less than persisting and prevailing.”

António Damásio, *The Strange Order of Things*

Like homeostasis, Communication can be seen as a living organism that tends to persist and move forward into the future... even without humans!

The result of this apparent condition is the absence of boundaries between Real and Virtual, Photo 1,2,3, the multiplicity of Generations, Photo 4,5,6, Non-Places, Photo 7,8,9, and Symbiotic relationships between human beings and technology, Photo 10,11,12.

The question posed for the future is, if this “living” organism, which is communication, acquire consciousness, ability to feel, generate learning, self-regulate, store and gain considerable autonomy, what will be the consequence for Humanity itself?

Photos from this collection have been shown in the exhibition “Communicando. Da Massificação à Convergência, para onde no futuro?” held from February 3 to March 20, 2018 at the Museu Nacional de História Natural and da Ciência.







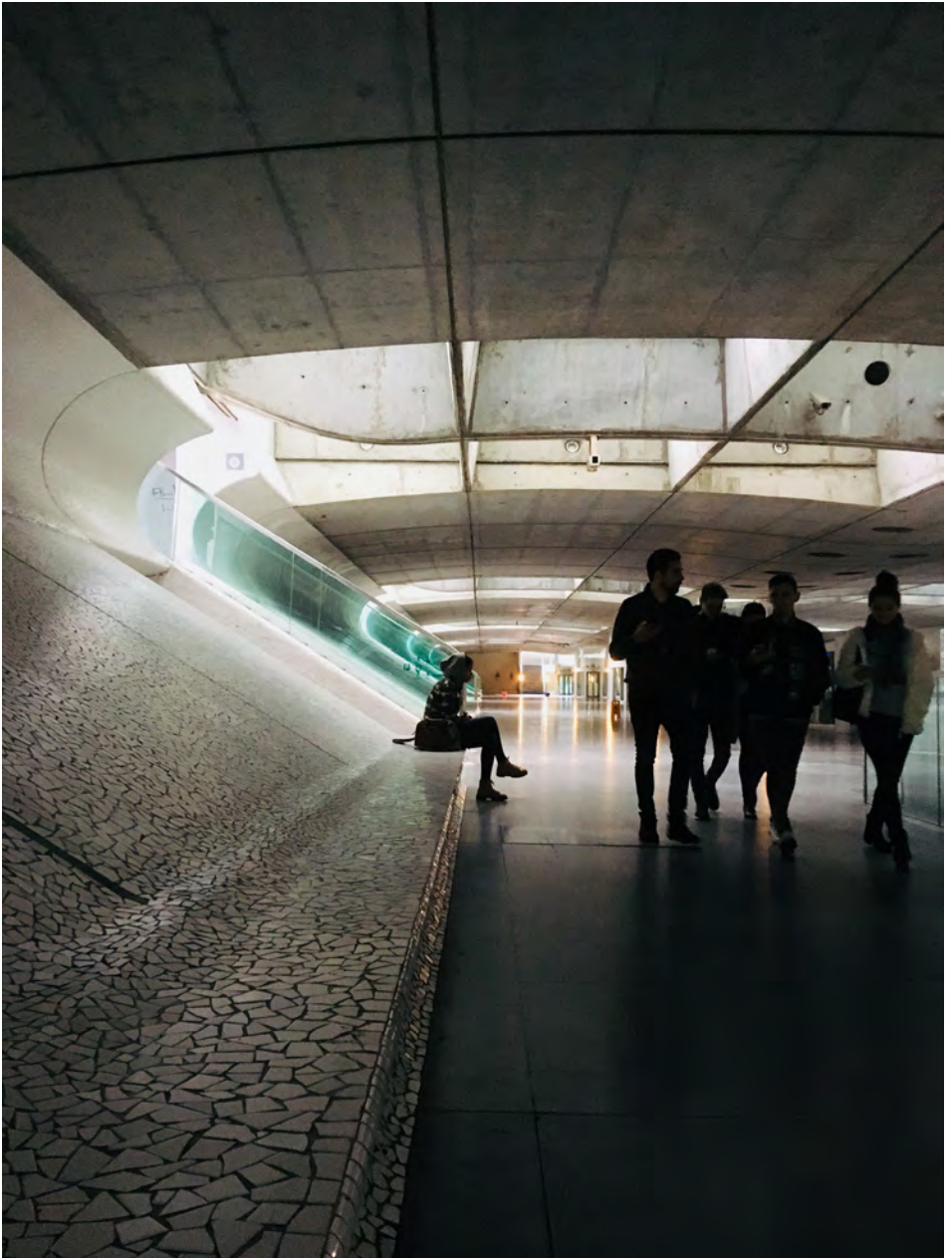














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*Progetto grafico* is an international graphic design magazine founded in 2003 and published by Aiap, the Italian association of visual communication design. A point of reference for such design in Italy from its start, it has also been fully translated into English since 2012. • In December 2017, Jonathan Pierini and Gianluca Camillini became the current editors. • The new *Progetto grafico* offers a critical look at graphics and visuals through a narrative broken up into fragments. Its aim is to offer articles connected in different ways so as to foster a series of transdisciplinary, historical and contemporary considerations. This multiple viewpoint, ranging from very distant to very close, seeks to look at the real both in the broadest terms as well as in a more specialist context. Our belief is that observation, whether of artifacts or representations, as well as production of visuals or graphics can add to today's cultural debate. • Contributions can include visual material, essays and interviews. Each issue intends to explore the storytelling opportunities of the journal.



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Aiap CDPG, the *Graphic Design Documentation Centre*. Working to collect, catalogue, archive, enhance and promote any documents related to graphic design and visual communication. These documents (originals as well layouts of projects, books, posters, prints, catalogues, correspondence, photographs) help reconstruct the history of graphic design in Italy and support research and educational activities, as it is the CDGP's intention to make these documents widely available.



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