Wisdom and Amnesia
media as a key concept for the sustainability of traditional knowledge in design education

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Unexpected Media Lab:

- envisioning potentially unforeseen socio-cultural impacts and consequences of new media
- proposing potential new roles for dead media within contemporary culture and society

unexpectedmedia.org
One common keyword: MEDIA

digital preservation
inter-mediation processes
enquiry on resources
*remediation*
Two Design Projects:
Wisdom Transfer
Anti Amnesia
Wisdom Transfer

Towards the scientific inscription of individual legacies in contexts of retirement from art and design higher education and research
An evidence

The scientific heritage of Art and Design may have preceded the actual discipline through a first generation of researchers that led a transition from practice to academia; yet this heritage has been off-radar due to a lack of a framework beyond curricular and scientific demands.
HAYDÉE DE FRANCISCO

LIMA DE CARVALHO

CARLOS CARREIRO

CARLOS MARQUES

ISABEL E RODRIGO CABRAL

JOÃO MACHADO

HELENA ABREU E LIMA
The students’ experience as part of the teaching model — learnings from their experiences as students
Next goals are: reference and reactivation in further / broader academic scenarios + curricular insertion
ANTI-AMNESIA

Design research as an agent for narrative and material regeneration and reinvention of vanishing Portuguese manufacturing cultures and techniques.
An evidence:
Traditional industries in Northern and Central Portugal face core viability challenges due to radically new production models and fast consumer shifts.
Simultaneously, a wealth of historical crafts and skills face disappearance due to a lack of generational interest, communication and narrative.
FOUR CASE STUDIES:
Almalaguês
Netos / Cortebel Shoes
Tipografia Damasceno
Azulejos do Porto
Archeology of the Discarded
A TEMPLATE OF MEDIATION

- Traditional Industries
- Historical Crafts
- Start-up Culture
- Research/Education
Education- related prospects:

- Masters dissertations
- PhD theses
- hands-on workshops
- curricular insertion of content (BA)
- “white paper” for implementation in analogous instances and scales
- fostering multidisciplinarity through design mediation
Thank you

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