



# I generi del design (Italian Edition)

Stefano Caggiano

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La capacità degli oggetti di significare è una proprietà complessa almeno quanto i modi dell'agire culturale a cui essi prendono parte. Non esiste un solo genere di design, proprio come non esiste un solo genere cinematografico. Accusare una sedia pensata come una scultura di essere scomoda è allora altrettanto scorretto che accusare un film di fantascienza di essere poco realistico. Il design è un fenomeno eterogeneo, spumeggiante, un gorgoglio di diversificazione che deve essere accolto nella varietà – a volte persino scivolosa – delle sue manifestazioni. Ponendo a ciascun oggetto la giusta domanda interpretativa, che ne rispetti la diversità di genere. Questo libro propone una schematizzazione dei generi del design, messa a punto con strumenti appartenenti all'antropologia filosofica, all'estetica e alla semiotica. Non una mappa ma una "bussola" per navigare fra i diversi modi con cui il design specifica la capacità degli oggetti di significare.

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