

## Research Group

### DESIS LAB Unicampania

**Reference year:**

2025

**Scientific Coordinator:**

ROSANNA VENEZIANO/ Associate Professor / DADI / Università degli Studi della Campania “Luigi Vanvitelli”

**Group members:**

CIRAFICI Alessandra / Full Professor / Dipartimento di architettura e disegno industriale / University of Campania “Luigi Vanvitelli”  
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DI FUCCIA Domenico / PhD Student / Dipartimento di architettura e disegno industriale / University of Campania “Luigi Vanvitelli”  
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IMBEMBO Elena / PhD Student / Dipartimento di architettura e disegno industriale / University of Campania “Luigi Vanvitelli”  
IZZO Francesco / Full Professor / dipartimento di scienze sociali/ Università degli Studi di Napoli Federico II  
PARENTE Marina / Dipartimento di Design/ Politecnico di Milano  
OLIVASTRI Chiara / Dipartimento di Architettura e Design / Università Degli Studi Di Genova  
DE FILIPPO Elena / Dipartimento Di Scienze Sociali / Università degli Studi di Napoli

**Description of research lines:**

The purpose of the interdisciplinary research group is to define strategies aimed at enhancing

communities and implementing initiatives that can support and nurture the building of neighborly relationships. ps. The research group aims to deepen, through the approach of co-design and bottom-up practices the issues of social innovation, urban regeneration, production, commons, and places of care, and to consolidate and implement the network of entities and associations promoting on the topics of interest.

Considerations related to the loss of identity of places, the fragile presence of manufacturing traces, and the impossibility of transferring technical culture to local communities due to the relocation of production to peripheral areas, prompted a discussion on the possible paradigm shift in the functions of the city, in the belief that manufacturing realities can give rise to a neighborhood economy, and also initiate processes of reuse, recycling and invention at the basis of the circular economy. On to peripheral areas, prompted a discussion on the possible paradigm shift in the functions of the city, in the belief that manufacturing realities can give rise to a neighborhood economy, and also initiate processes of reuse, recycling and invention at the basis of the circular economy. The experiences conducted, involving communities in events, debates, projects, and social initiatives of integration and training have made possible critical reflections on urban policies, neighborhood regeneration actions, and the opportunity for innovation generated by sustainable models of urban production. Urban regeneration interventions are often designed without effective community involvement and based on “standardized and homogenizing” actions.

Therefore, in the face of the increasing touristification and homogenization of urban centers, the increasingly evident conflict between phenomena of “green” regeneration and the expulsion of the weaker segments of the population, the interdisciplinary approach of the research group aims to promote a culture of regeneration that, by combining local and expert knowledge and relying on codesign pathways, fosters place-based development models, based on the re-activation of territorial capital and the active involvement of local communities.

### **Relationships with other research groups of the University of Campania L. Vanvitelli during the last three years:**

Relationships with other research groups of the University of Campania L. Vanvitelli are with the department of Economy

### **Participation in research projects during the last three years:**

Project title: CoBaLTO. Community Based and Local Tourism

Scientific coordinator: R. Veneziano

Call title: Spoke 9 - CULTURAL RESOURCES FOR SUSTAINABLE TOURISM

PROGETTO CHANGES - Cultural Heritage Active Innovation for Sustainable Society

Abstract: CoBaLTo develop a community-based tourism model by integrating the valorization of cultural routes co-designed with local communities and routes

of autonomy/training for women in disadvantaged conditions. The objective is to transform tourist hospitality into a practice of social inclusion and sustainability, responding to the tourist pressure that is distorting the social composition of the center of Naples.

Drawing on the experience of partners in the fields of research, education, performing arts and social innovation, the CoBaLTo project involves stakeholders, local authorities and communities to create a hospitable community and pilot service.

Involved persons: R. Veneziano, M. Carlomagno, D. Piscitelli, A. Galderisi, M. Mattei

Partners: Le Nuvole società cooperativa, Lazzarelle cooperativa, Associazione Casa del

Contemporaneo

Status: Finanziato

Project submission/start/end date: 1/12/2024- 30/11/2025

Project title: La bella piazza - A path of regeneration, enhancement and care of the public spaces of Piazza Garibaldi

Scientific coordinator: Dedalus cooperativa sociale

Call title: Fondazione con il SUD

Abstract: The project intends to transform Piazza Garibaldi into a well-kept, welcoming and inclusive place, promoting the activation of an integrated process of urban, social, cultural and economic regeneration which sees public and private entities collaborate and provides for the direct involvement of all civic and economic people who live in the square. The project, in particular, intends to carry out care, maintenance and valorization of places and equipment; promote the establishment of a Neighborhood Concierge; guarantee local social assistance and support for the care of adults in difficulty and/or homeless in synergy with local services. It also includes the creation of youth-educational animation courses, carried out free of charge, and activities aimed at promoting a new narrative of the territory, also through forms of experiential tourism. Finally, it will create a program of cultural events aimed at a wide audience.

Involved persons: R. Veneziano, M. Carlomagno, Stefano Salzillo, Ibtissam Jayed

Partners: Dedalus cooperativa sociale, Ass. cult. A voce Alta, Aste & Nodi, CASBA Società Cooperativa Sociale, Ethnos Club, Gomitoli, IF ImparareFare ETS.

Status: financed

Project submission/start/end date: October 2024

Project title: RECIPROCI, Circular recovery and Collective and Integrated production chains

Scientific coordinator: R. Veneziano per DADI

Call title: Economia Circolare Fondazione con il SUD

Abstract: The project (RECIPROCI) intends to define and apply a local production and entrepreneurial model which, starting from waste secondary raw materials, implements design-oriented

strategies and develops product collections in the design and fashion sector.

Involved persons: R. Veneziano, M. Carlomagno

Partners: Dedalus Cooperativa sociale, Lister Sartoria Sociale (cooperativa di Trieste), Università "Federico II" - Dip. Architettura, Circuito Cinema - Luciano Stella, Legambiente

Status: submitted

Project submission/start/end date: 29th novembre 2024

Project title: BEAUTIFUL GOOD AND RIGHT.

Presidium of cultural regeneration through art and design

Scientific coordinators: R. Veneziano, F. Castanò

Call title: Laboratorio di Creatività Contemporanea

Abstract: The project consists in the creation of a strategic plan for the valorisation of the intangible heritage linked to the banquet and the inclusion of women in a fragile condition in the program of activities on the theme "Design for the Banquet", which will take place at the "Galleria Porta Carrese" in Naples.

Involved persons: F. Castanò, M. Carlomagno, C. Cecere, S. Cozzolino, G. Laurino

Partners: Liberetà di Napoli soc. coop. sociale spazio di educazione non formale, cultura e creatività per giovani e adulti

Status: not financed

Project submission/start/end date: 31th July 2024

Project title: Close to Cloister. Living and producing with design communities

Lead partner: Made in Cloister Foundation

Scientific coordinator: R. Veneziano, F. Castanò, S. Cozzolino

Abstract: The program entitled "Close to Cloister. Living and producing with design communities"

carried out as part of the Creative Place Making initiative: architecture, design, craftsmanship for the city, aims to initiate reflections on the material and immaterial culture of manufacturing in urban and peripheral contexts of the city of Naples.

Involved persons: R. Veneziano, F. Castanò, M. Carlomagno

Partner institutions: University of Campania L. Vanvitelli, DADI Department, ADI Campania, Made in Cloister Foundation

Status: completed 2022- 2024

Project title: Active paths for sustainable and inclusive development (P.A.S.S.I.)

Scientific coordinator: Patrizia Ranzo, Rosanna Veneziano

Call title: Cultural and social regeneration projects of small historic villages (PNRR M1C3 - Investment 2.1 - Attractiveness of the Villages - Line B) MiC - Ministry of Culture

Abstract: The general objective of the PASSI project is to build an enabling and participatory system for the sustainable and innovative valorisation of the territory in order to generate employment, counteract the demographic exodus, increase cultural participation and tourist attractiveness in the villages subject to the intervention. The specific objective is the creation of an ecosystem of material and immaterial infrastructures connected by physical routes, events and flows of services that will encourage meeting and co-planning between public, private and community actors, both local and external.

Involved persons: Patrizia Ranzo, Rosanna Veneziano, Roberto Liberti, Maria Antonietta Sbordone, Chiara Scarpitti.

Partner: Municipality of Laurino, Municipality of Cannalonga, University of Campania L. Vanvitelli - Department of Architecture and Industrial Design, The American University of Rome, Foodscapes - Sistemi Territoriali Srl (innovative start-up), AltroCilento Business Network, Sfavilla Association

Project submission/start/end dates: March 2022

Project status: Positively evaluated / not eligible for funding

Project title: Donate and play. Toy Libraries as places of care and sociality

Lead partner: Trianon Foundation, L'Altra Napoli onlus

Scientific coordinators: R. Veneziano, F. Castanò, F. Izzo

Call title: "Creative Living Lab. Building proximity spaces for urban regeneration projects" Ministry of Cultural Heritage and Activities and Tourism (MiBACT)

Abstract: The proposal intends to build a network of Toy Libraries, a place and an intangible service to make gaming accessible to all and a system of activities that allow the transfer of a shared experience of knowledge and conservation of authorial gaming, set of participatory events and above all community spaces. Through campaigns for the free and conscious acquisition of games, or also thanks to voluntary donations, the project intends to promote the recovery of gaming material, reducing the environmental impact by extending the life cycle of the products. Educate

young generations in ethically sustainable consumption and a conscious attitude in the name of exchanging, sharing and caring for objects.

Involved persons: R. Veneziano, F. Castanò, F. Izzo, M. Carlomagno

Partner institutions: University of Campania L. Vanvitelli, DADI Department, Department of Economics, Trianon Foundation, L'Altra Napoli Onlus

Status: Proposal not eligible for financing.

Project submission/start/end date: February 2021

Project title: “SUPER\_ECO - Azioni per lo SvilUPpo di una coscienza del riuso a supporto di una rete tERitoriale di stakeholder per la diffusione dell'ECONomia circolare nell'area transfrontaliera ”

Scientific coordinators: C.Olivastri, S.Pericu

Call title: Programma Interreg Italia-Francia Marittimo 2021-2027 - OS 2.6

Abstract: Develop a multilevel cross-border governance model on the topic of the circular economy that can enhance initiatives already in place, identify aspects to improve and experiment with: workshops for the promotion and support of spreading awareness on this issue among various stakeholders and actors of the value chain (EEPP, students, citizens, local associations) and pilot actions that can support integrated and long-term sustainability initiatives.

Involved persons: C.Olivastri, S.Pericu

Partner: LUCENSE - Toscana, Università di Genova - Liguria, Département du VAR - PACA, Unione dei Comuni dell'Alta Gallura - Sardegna, Cumunità d' Agglomerazione di Bastia - Corsica.

Lead partner: Provincia di Lucca - Toscana

Project status: Finan

Project submission/start/end dates:1/2/2025 - 30/1/2028

Project title: C-City Genova Città Circolare:Tessile sostenibile

Scientific coordinators: C.Olivastri (consulente del Comune di Genova e Job Center)

Call title: Fondazione Compagnia San Paolo

Abstract: Genoa, thanks to the C-City project, was able to formalize circular strategies and experiment with triggering and valorisation actions on the most strategic supply chains, supporting virtuous actions and processes, to introduce new habits and awareness and encourage business oriented towards a decarbonised and fair economy. In the textile sector, the city, despite not yet having a complete supply chain, has excellence, design and workers. There are several factors that make an acceleration intervention appropriate and promising: the biographical activism of young people which is combined with the knowledge and experience of the elderly; the dynamism of the school (Accademia, Duchess of Galliera, DAD); the thematic relations initiated by C-City; the presence of start-ups and technologies that seek intersections and collaborations; the Humana settlement in Genoa.

Involved persons: C.Olivastri, L.Chimenz, G.Tagliasco, S.Femke Rigo

Enti partner: Humana, Legambiente

Stato: financed

Project submission/start/end dates:1/1/2024 - 1/4/2025

**Scientific products during the last three years:**

10 scientific publications in Class A journals and/or indexed in the Scopus/WoS databases:



- [1] Veneziano R., Carlomagno M., Jayed I, Strumenti e segni grafici per un training di inclusione linguistica, MDJournal vol 15, ISSN 2531-9477, 2023 (fascia A)
- [2] Veneziano R., Castano, F., Carlomagno, M., (2024) The Human Being and Nature: A New Lexicon for Design Practices, in Gambardella C., SPRINGER SERIES IN DESIGN AND INNOVATION pp 57-73, Codice ISBN 9783031531217 – 9783031531224 DOI [https://dx.doi.org/10.1007/978-3-031-53122-4\\_5](https://dx.doi.org/10.1007/978-3-031-53122-4_5) (indicizzata Scopus).
- [3] Parente M., Collaborative Dialogues Between Souvenirs and Territories: From Evocative Objects to Experience-Objects in multidisciplinary aspects of design. Objects, Processes, Experiences and Narratives Springer 2024, <https://doi.org/10.1007/978-3-031-49811-4> (indicizzata Scopus).
- [4] B. Masiello, A. Garofano, F. Izzo, E. Bonetti, “Inclusive Marketing and Disability. Value Creation Strategies for Organisations and Society in the Toy Industry”, Journal of Marketing Management, 2024 (fascia A)
- [5] A. Galderisi, G. Limongi, A methodological path to foster inner peripheries’ sustainable and resilient futures: a research experience from Southern Italy, Futures, Vol. 156, 2024 <https://doi.org/10.1016/j.futures.2024.103320>, (Rivista Classe A e indicizzata Scopus).
- [6] M.C. Marozzo, C. Olivastri, G. Zappia, M. I. Zignegno, Custodian Communities and Land Care for the Future, (2024) The Human Being and Nature, in Gambardella C., SPRINGER SERIES IN DESIGN AND INNOVATION 2024, 38, pp. 657–674 ISBN 9783031531217 – 9783031531224 DOI [https://dx.doi.org/10.1007/978-3-031-53122-4\\_5](https://dx.doi.org/10.1007/978-3-031-53122-4_5) (indicizzata Scopus).
- [7] C. Olivastri, G. Tagliasco, Services for reuse and repair The arrangement between touchpoints and relational infrastructures, AGATHÓN 2024 2024, 15, pp. 324–331 <https://dx.doi.org/10.19229/2464-9309/15272024>, (Rivista Classe A e indicizzata Scopus).
- [8] Dal Falco, F.; Veneziano, R.; Carlomagno, M., Natural and artificial interaction. Symbiotic processes between science, art and design, AGATHÓN 2024 2024, 15, pp. 324–331 <https://dx.doi.org/10.19229/2464-9309/15272024>, (Rivista Classe A e indicizzata Scopus).
- [9] C. Olivastri, G. Tagliasco, Tono su tono. A servizio della Blue economy, MDJournal vol 13, ISSN 2531-9477, 2022 (fascia A)
- [10] C. Olivastri, G. Tagliasco, Sustainability needs service efficacy, Disrupting Geographies in the Design World. Proceedings of the 8th International Forum of Design as a Process, DIID. Disegno Industriale, 2022 979-12-5477-329-1 (fascia A)

*Additional 10 scientific products:*

- [1] Carlomagno, M., Veneziano R., Castano, F., Cozzolino s., Identità, comunità e produzioni. Strategie design-oriented per il centro storico di Napoli, in Di Bucchianico, G., Marano, A., (a cura di) Design per la Diversità, Atti della Conferenza Nazionale SID, Pescara 12-13 Giugno 2023, pp.313, 323, ISBN 978-88-943380-1-0
- [2] Carlomagno, M., Veneziano, R. (2025) “Diversity Equity and Inclusivity in Cosmetic Sector: Design and Competitive Strategies” in J. Cunha, A. C. Broega, H. Carvalho, B. Providência (eds.) Advances in Fashion and Design Research III: Proceedings of the 7th International Fashion and Design Congress, CIMODE 2024, Nov 11-13, 2024, Springer. ISBN 9783031831843
- [3] C. Pisano, A. Galderisi, G. Limongi (2024) What Practices to Overcome the “Cultural Remoteness” of Inner Peripheries? A Focus on Italian Case Studies. In: Cremaschi M., Game Changer? Planning for Just and Sustainable Urban Regions, Science Po-AESOP, pp. 186-192. ISBN: 9789464981827
- [4] Lupo E., Carmosino G., Gobbo B., Motta M., Mauri M., Parente M., Spallazzo D., Rubino F, Digital for Heritage and Museums: Design-Driven Changes and Challenges, IASDR 2023: Life-

Changing Design (Conference proceedings), ISBN 978-1-912294-59-6, 2023.

- [5] B. Masiello, A. Garofano, F. Izzo, E. Bonetti, “Marketing inclusivo, disabilità e creazione di valore”, in Atti XIX Convegno Annuale SIM-Società Italiana Marketing “Next Generation Marketing”, 2022.
- [6] F. Izzo, “Senghe”, in N. Flora, a cura di, Pensieri e progetti dal rione Sanità, Siracusa, Lettera Ventidue, 2023.
- [7] A. Garofano, B. Masiello, F. Izzo, E. Bonetti, “Disability and Marketing: A bibliometric analysis and systematic literature review”, Italian Journal of Marketing, 2024.
- [8] F. Izzo, “Osso di cuori”, in N. Flora e F. Iarrusso, a cura di, Aree interne. Sperimentare per ri/abitare, Siracusa, LetteraVentidue, 2022.
- [9] Parente M., Lupo E., Sedini C., Design for Territories. Approaches and Methodologies for the Re-Production of Places, in Ethics of [Re-]Production. Proceedings of the eleventh annual meeting of 4T, ISBN 9786057290205, 2022.
- [10] Parente M., Istituzioni culturali come luogo di innovazione sociale: il caso del Palazzo di Brera, in C. Ferrara, C. Germak, L. Imbesi, V. Trapani, Design per Connettere, ISBN 9788894338003 2022.

**Relationships with international and national Companies, Institutions, Research Centers, Universities during the last three years:**

L’Altra Napoli  
 Made in Cloister  
 Cooperativa sociale Dedalus  
 Lazzarelle  
 Casa del contemporaneo  
 Le nuvole  
 Learning Network on Sustainability international  
 University of Canterbury, School of Product Design New Zealand

**Collaborations with Consortia, Scarl or other Institutions participated by the University of Campania Luigi Vanvitelli during the last three years:**

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**ISI Web of Science Subject Categories:**

Social Sciences Interdisciplinary  
 Social Issues  
 Urban Studies  
 Art & Architecture

**Scientific-Disciplinary Sectors:**

CEAR12A  
 CEAR-08/D  
 ECON-07/A

**Keywords:**

Design for Sustainability

Social innovation  
Urban regeneration  
Social planning  
Territorial Cohesion,  
Social Inclusion  
Inclusive marketing

**ERC Categories:**

PE8\_11 Industrial design  
SH2\_10 Communication networks, media, information society  
SH5\_8 Cultural studies, cultural identities and memories, cultural heritage  
SH5\_11 Cultural heritage, cultural memory  
SH8\_6 Architecture, design, craft, creative industry  
SH7\_7 Cities; urban, regional and rural studies