

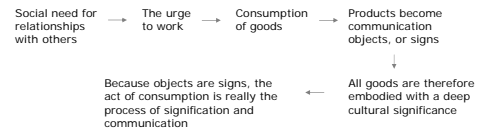
Maurizio Vitta : The Meaning of Design

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Maurizio Vitta : Big Ideas

- There are cultural expectations placed on designers – what is expected of us, and how those expectations are defined
- The culture of objects is directly related to the culture of design; the objects themselves become central
- A theory is proposed:



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Maurizio Vitta : Big Ideas

- As more and more objects are created, each one loses its functional identity; objects become only communication vehicles.
- The object transfers, communicates, its image to the person using it, who becomes completely identified by it
- Form & Function are replaced by social value, defined by capitalism, marketing, a mass-consumption society
- The result: *the individual is overwhelmingly surrounded by goods, constrained to use them only as a way to portray themselves to others*

What does this mean?

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Maurizio Vitta : An Example

[Honda](#)

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Maurizio Vitta : How It Affects Us

- The designers role becomes contradictory:

"On the one hand, indeed, in a reflected manner, they enjoy the same central role as that of the objects they design:

on the other hand, their cultural character, although endowed with great prestige today, runs the risk of taking on the fragility and flimsiness of designed objects themselves" (34).

What does this mean?

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Maurizio Vitta : How It Affects Us

- The designers role is threatened:

"Thus, at the very moment when the sphere of the designer's intervention is taking shape, and is delineated in all of its complexity,

his or her role runs the danger of fading into an ambiguous mist in which it may even be reduced to a mere signature placed on the products" (35)

What does this mean?

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Maurizio Vitta : Some Questions

Maurizio wrote this in 1985.

**How important and prevalent is this today?
Is the culture of design threatened today?**

**As a designer, why do you need to know it?
As a designer, what do you need to do about it?**

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Maurizio Vitta : Some Questions

How does this relate to Form?

**How does this relate to the other readings
(Buchanan, Rams, Vizability) in this class?**

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Summary

- The man
- His ideas
- How it relates

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