



The emergence of the imaginary: contributions to thinking about the future of design [

2020

text (article)

Analítica

The future of design is not ready and finished. It is considering this scenario that this text discusses the emergence of theories of the imaginary as a reflexive path and operating system to consider the future of design. The central question part of the premise that a set of norms inhibited the emergence of creative-critical potential of design. In this sense, instances such as the imagination and the imaginary, while deeper structures that give ballast to social extract, were suppressed by taking them little by little the ability to generate knowledge and credible knowledge. Using, metaphorically, of formal and material imaginaries material (Bachelard, 1998). And heroic, mystical and synthetic structures (Durand,1997), we take a reading of concepts drawn from the field of design, while at the same time we try to indicate contributions which, for the present and for the future, take the social ballast as points of departure and arrival

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Editorial: 2020

Tipo Audiovisual: Design rationality modernity imaginary anthropological structures of the imaginary culture society and the future of design Diseño Racionalismo Modernidad Imaginario Estructuras antropológicas del imaginario Cultura Sociedad Futuro del Diseño plásticos ecología industrial sustentabilidadde plásticos verdes matérias primas renováveis bioplásticos

Documento fuente: Cuadernos del Centro de Estudios en Diseño y Comunicación. Ensayos, ISSN 1668-0227, N°. 87, 2020 (Ejemplar dedicado a: Visiones del Diseño: Diseñadores Eco-Sociales), pags. 253-266

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Lengua: English

Enlace a fuente de información: Cuadernos del Centro de Estudios en Diseño y Comunicación. Ensayos, ISSN 1668-0227, N°. 87, 2020 (Ejemplar dedicado a: Visiones del Diseño: Diseñadores Eco-Sociales), pags. 253-266

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