

Marco Petroni, Giovanni Innella

Going Real

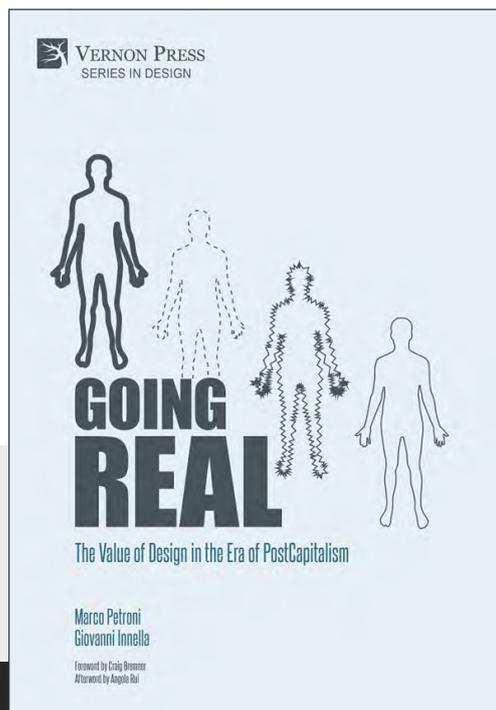
The Value of Design in the Era of PostCapitalism

SERIES IN DESIGN

Summary

In the age of post-capitalism, what is the value of design? Is value defined by economic potential? Or is it something far less tangible? Now more than ever design has the ability to engage us in economic, political and cultural debate, to actively resist the monotony of daily life, and to counteract the precarious situation on which modern society seems to rest. Positioning itself as a lens through which to view the world, design allows us, and in some cases, even forces us to reflect on the many aspects of the societies in which we live. Divided into three chapters, GOING REAL positions itself in relation to the works of Marc Jongen, Maurizio Lazzarato, Adam Greenfield and Tiziana Terranova, among others. However, unlike the abovementioned authors, this book draws on the works of selected designers and artists to reflect on the economic, political and cultural aspects of our post-capitalist societies. Beginning with an in-depth case study of Detroit during the downfall of the industrial era, this volume moves on to a timely and provocative insight into the human crises surrounding current migration trends with a particular focus on Calais. Finally, in the third

chapter, the human body itself is laid bare as the authors analyse how and why the most personal of 'spaces' became not only the ultimate marketplace for businesses but also an object of control for governments.



About the author

Marco Petroni is a design theorist and critic. He works as Adjunct Professor at Politecnico, Milan, and at the Università della Campania, Naples. Besides collaborating with several art, architecture and design magazines such as Domus web, FlashArt and Artribune, he is also a curator at the Plart Foundation, Naples. Having studied contemporary art and architecture, Petroni develops innovative curatorial projects and events related to design with a transdisciplinary approach.

Giovanni Innella, PhD, studied Industrial Design at the Politecnico of Torino, Conceptual Design at the Design Academy Eindhoven, and obtained a PhD in Design Critique from Northumbria University. During his career, Giovanni has exhibited at the International Design Biennale of Saint-Etienne, the Fuorisalone, Milan, and the National Museum of the XXI Century Arts, Rome, among other venues. Notably, his work is part of the permanent collection of the Stedelijk Museum of 's-Hertogenbosch, the Netherlands, and has been published in international design magazines. Currently, Innella is a practicing designer, an Assistant Professor at the Advanced Institute of Industrial Technology in Tokyo and a Visiting Artist at the School of the Art Institute in Chicago.

Foreword by **Craig Bremner**.

Afterword by **Angela Rui**.

October 2019 | Hardback 236x160mm | 92 Pages | ISBN: 978-1-62273-605-8

SUBJECTS Design, Social Sciences, Cultural Studies

VIEW/ORDER ONLINE AT vernonpress.com/book/609

12% DISCOUNT ONLINE
USE CODE AT CHECKOUT

FLYPR12



VERNON PRESS
www.vernonpress.com

\$ 54

€ 46

£ 40