

Dott. Phd Francesco Armato
DIDA – Dipartimento di Architettura
Design Campus
Università degli Studi di Firenze

Zhulogic, the 21°China
International Furniture Expo
Shanghai China

Paper -

Design of Living - Immaterial and Material Product Florence 05 September 2015

ABSTRACT – emailed 08 February 2015

it is difficult today to conceive spaces for working or relaxing area sitting at home without the use of wi-fi, without being connected online, because we are so used to being in contact with others or with our 'cloud' that allows us to use our data: entertainment or work wherever we are, the fact of not being connected makes us think of being isolated from the whole world.

The other communication system, the traditional one that the individual has always used, defined in line, <strangely> is the real and tangible communication that makes us feel really with the physical world, we can touch, see, feel..., a global experience offline.

The condition of living includes in itself the break, a moment of reflection, to stop because something has affected our view and our body, this can happen in one place or in several places at the same time, while we are in New York we can make online a inspection of a location in Singapore.

KEYWORD - emailed 08 February 2015

connection – fluid product design – places – liquidity – dwell – suspension

TEXT - emailed 07 June 2015

Work and live in different places at the same time can give a perception of insecurity and vagueness, live online and offline gives a sense of lightness and determination, being able to live in two places at once is a choice.

The dwelling space is a place to carry out inquiries concerning the analysis and study of communication phenomena that change over time, changes occur through information coming from society and the way they live everyday. In the age of online communication relationships between individuals and space have changed radically, the mutation has invaded every social sector.

Ways of living that are affected by two realities: one online and the other offline, actually taking possession of the space and the people who live there.

The condition of living includes in itself the break, a moment of reflection, to stop because something has affected our view and our body, this can happen in one place or in several places at the same time, while we are in New York we can make online a inspection of a location in Singapore.

This system of living more places at the same time causes changes that affect our physical-emotional choices with the physicality of things that revolve around us.

"The causes of this mutated human-space-time are varied. First, the phenomenon of globalization and the information society, with the contraction of time and space boundaries, has transformed the social and demographic structures, the way we work and communicate, labor markets, economics and finance , profoundly affecting”.

Communication is the basis of social relations, in recent decades has had a strong acceleration, the world is ‘handy’, we can be anywhere we want.

We can walk the streets with google maps, talk to a friend and establish a work contract on Skype, share with a person a moment full of emotions with a video call. We inhabit places and so many places at the same time without the "weight" of our body, and we know that we stand spaces without physical invasion but only with our lightweight, but with extreme precision we can gain experience and to learn about others without move.

it is difficult today to conceive spaces without the use of wi-fi, without being connected online, because we are so used to being connected that the fact of not being connected makes us think of being isolated from the whole world.

The other communication system, the traditional one that the individual has always used, defined in line, <strangely> is the real and tangible communication that makes us feel really with the physical world, we can touch, see, feel..., a global experience offline.

Bauman (2015) speaks of two parallel worlds that have rules, different behaviors and logic and with distinct

Two realities, one online and the other offline that interact with each other to improve our way of living, the individual is immersed in the two universes and should limit the applicability and the use to differentiate them both emotionally and as an experience of knowledge, the difficulty is to separate the two experiences as they often coexist and are shared at the same time, an experience-knowledge affects and influences the other. Do not forget that virtual reality is the daughter of the traditional one and the models of online socialization are designed and manufactured with the same logic of what happens in real life, the conditioning of the system of online and offline is due to evolutionary comparison, being more advanced features an immeasurable amount of information: the live in several places at once.

Bibliography

- Bauman, Z., 2011, *Modernità liquida*, Laterza, Roma-Bari.
- Calvino, I, 1988, *Lezione Americane*, Feltrinelli, Milano.
- Cellucci, C. e Di Silvio, M., 2006, *Habitat Contemporaneo*, Franco Angeli, Milano.