



graphic design dida**communicationlab** Dipartimento di Architettura Università degli Studi di Firenze

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In February 2018, the Department of Architecture of the University of Florence (DIDA) promoted an open and public analysis and evaluation of the research carried out by the Department during its first five years of existence in order to define its strategy, the relationship with third and second cycle education, the role of experimental research and the DIDA-LABS laboratory system, as well as of research units and inter-university research centers.

The objective of the DIDA Research Week, through the documentation, communication and evaluation of the activites carried out by the Department in national and international research projects or in individual or exploratory projects, is an analysis and an in-depth reflection on the research activites at all levels carried out during the first five years of the Department: a wide and transparent reflection which communicates what the research carried out by DIDA is in all its different forms, calling the most qualified colleagues in Florence, Italy and abroad to discuss and to evaluate it and to contribute to the identification of future goals, strategies and actions.

The transparency strategy in scientific communication developed by the Department plays a central role not only concerning the dissemination of knowledge but above all for the effective evaluation by the entire scientific community, certainly more effective than the current assessment procedures. The increasingly international dimension of research and education requires the maximum possible transparency and accessibility of research results.

The Department's commitment to supporting scientific journals, the DIDAPress publishing, the Communication Laboratory and the first DIDA Research Week itself aims to meet this need.

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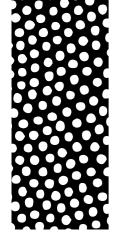
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Technologies of Architecture

Materia prima The temporary exhibition space as meeting place among art production and urban space a conceptual and technological design for the event "Materia prima: ceramic and contemporary art in Montelupo Fiorentino"

Scientific Coordinators Leonardo Zaffi Antonio Capestro

Professional Partner Sauro Guarnieri

Promoters Comune Di Montelupo Fiorentino Fondazione Museo Montelupo Onlus

Partnership

UNIFI | DIDA STRADA DELLA CERAMICA Montelupo Fiorentino

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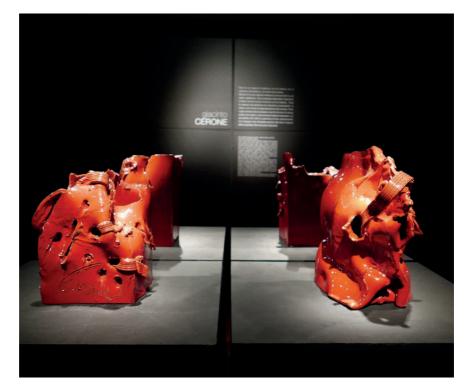
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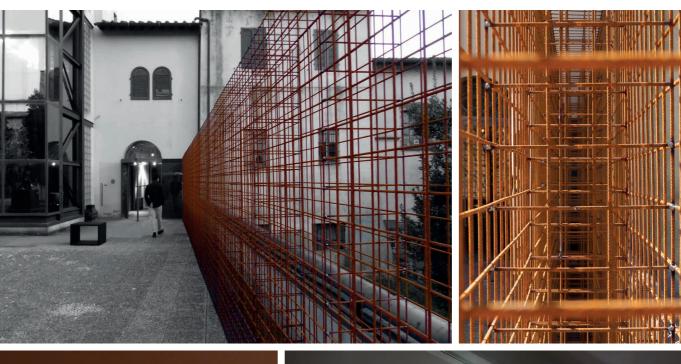
Regione Toscana Centro per l'arte contemporanea Luigi Pecci_Prato Ente Cassa di Risparmio di Firenze The Department of Architecture, together with the Foundation "Montelupo Onlus", has promoted a operative research for the restoration part of the Palazzo Podestarile di Montelupo, whose rooms have been rescued and set up for the staging of the contemporary art show "Materia prima: Leoncillo, Spagnulo, Mainolfi, Cerone, Ducrot", curated by Marco Tonelli.

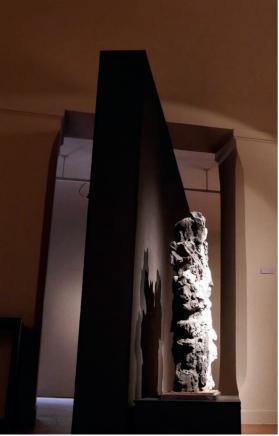
The research group has developed a staging aimed at evidencing many different issues, like the artists potentiality, the spatial properties of the rooms, the design effectiveness of the global stage, the chromatic theme of the rooms, the suitability of the pedestal materials, the effectiveness of the informational panels. Special attention has been paid to the clay in its chromatic and plastic properties, the theatrical contrast between light and shadow, the role of material in the architectural design and in the space perception. The aim at releasing the space from the material conditioning has brought at developing a basic design for the external staging, made with welded mesh and untreated iron plates, whose red evoked the tones of "Rosso di Montelupo", i.e. the famous ceramic basin made in the XVI century.

REFERENCES

Tonelli M.,(ed.),(2016), Materia Prima; Leoncillo, Spagnulo, Mainolfi, Cerone, Ducrot, Gli Ori, Pistoia.











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DIDA, the Department of Architecture of the University of Florence, performed an open and public analysis and evaluation of the scientific research carried out during the first five years of activity since its establishment, in order to define its research strategies, their relationship with the 2nd and 3rd cycle education, the role of experimental research and the system of labs at DIDA (DIDALABS), as well as the role of research units and interuniversity research centers.

The aim of the DIDA Research Week Book 2018 is to communicate the results of such research, in all the aspects which were carried out at DIDA during its first five years of activity.

