

*CUMULUS  
TALENT CAMP*

**DESIGN FOR  
COMPLEX-  
SOCIETIES-**

*15-20 JULY 2024  
Pordenone - ITALY*





## WHAT?

A **week of workshops, conferences and activities** that tackle the challenges of **complex societies**, exploring the socio-economic transition from modernity to digital postmodernity.

## WHEN?

From the **15 -19 July 2024**

## WHERE?

University in **Pordenone near Venice**

## WHO?

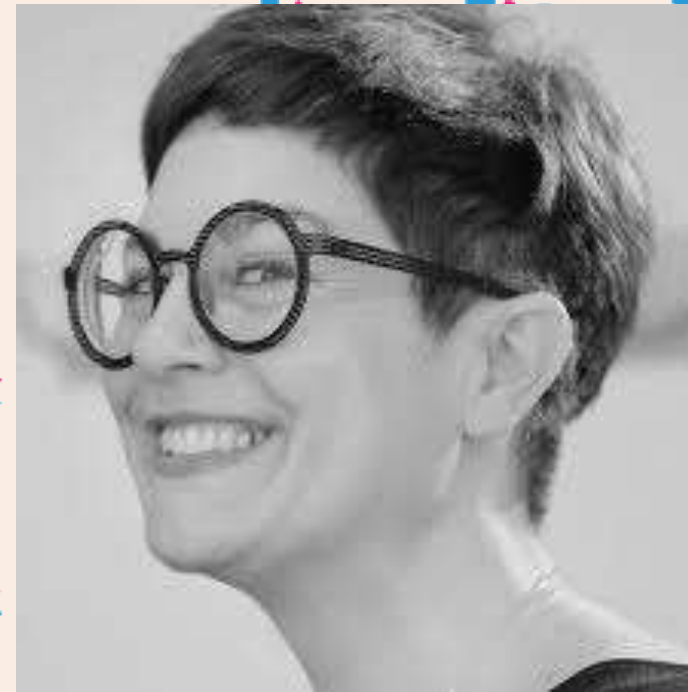
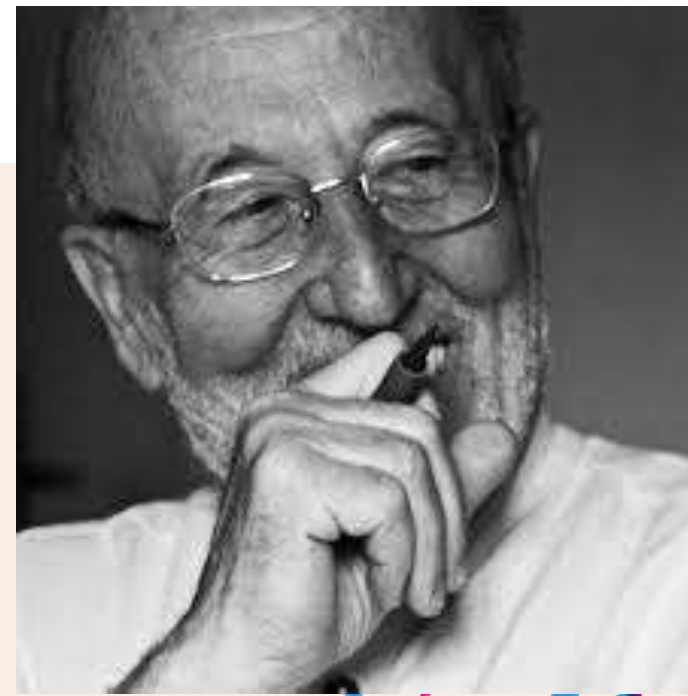
**Students** from **all over the world** are welcomed!

## WHY?

To better **practice Design** for Complex Societies // To create new «family»







## 4 WORKSHOPS

*Our Talent Camp is based on WORKING in GROUPS*

WORKSHOP 1 / **Ecodesign, a radically different design**

Paolo Deganello - Professor, architect and designer

WORKSHOP 2 / **Harvesting Change: A Design Workshop on Food Sustainability**

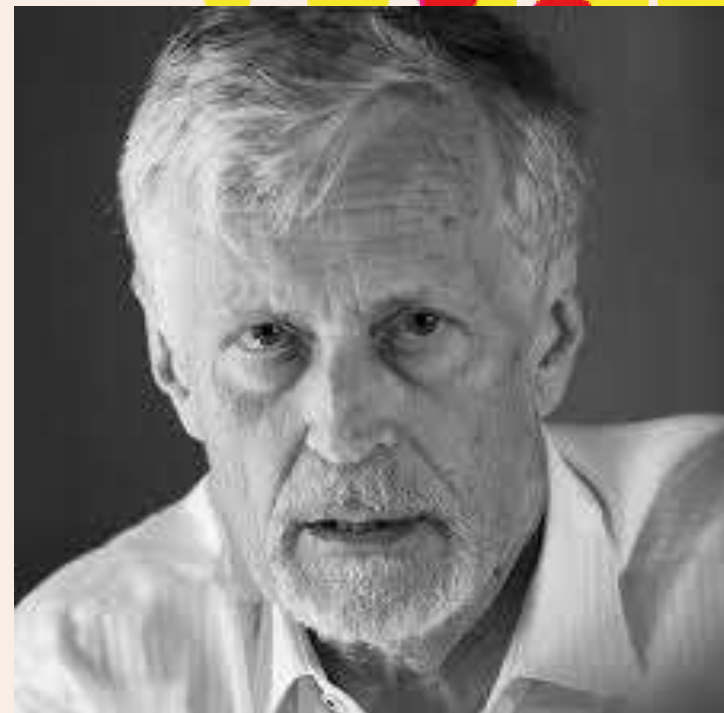
Sonia Massari - Professor

WORKSHOP 3 / **Nomadic Design new approaches to furniture design**

Sakura Adachi - Professor and designer

WORKSHOP 4 / **You share a sign of peace, Design for emergent social systems**

Marco Pietrosante - Professor and designer



# 4 SPEAKER FOR FOR NEW MINDSET

*Our Talent Camp is based on 4 CONFERENCES on COMPLEXITY / IA / DATA / NET WORLD and design*

## **"Navigating Complexity in Design: Exploring the Edge of Chaos"**

Lecture of Prof. Mauro De Bona

## **"The epistemological complexity of generative artificial intelligence"**

Lecture of Prof. Derrick De Kerckhove

## **"Human in the Loop: amplifying Design with Generative AI"**

Artificial Intelligence experience with Prof. Massimo Conte

## **"Designing the complexity"**

Lecture of Prof. Alessandro Cravera





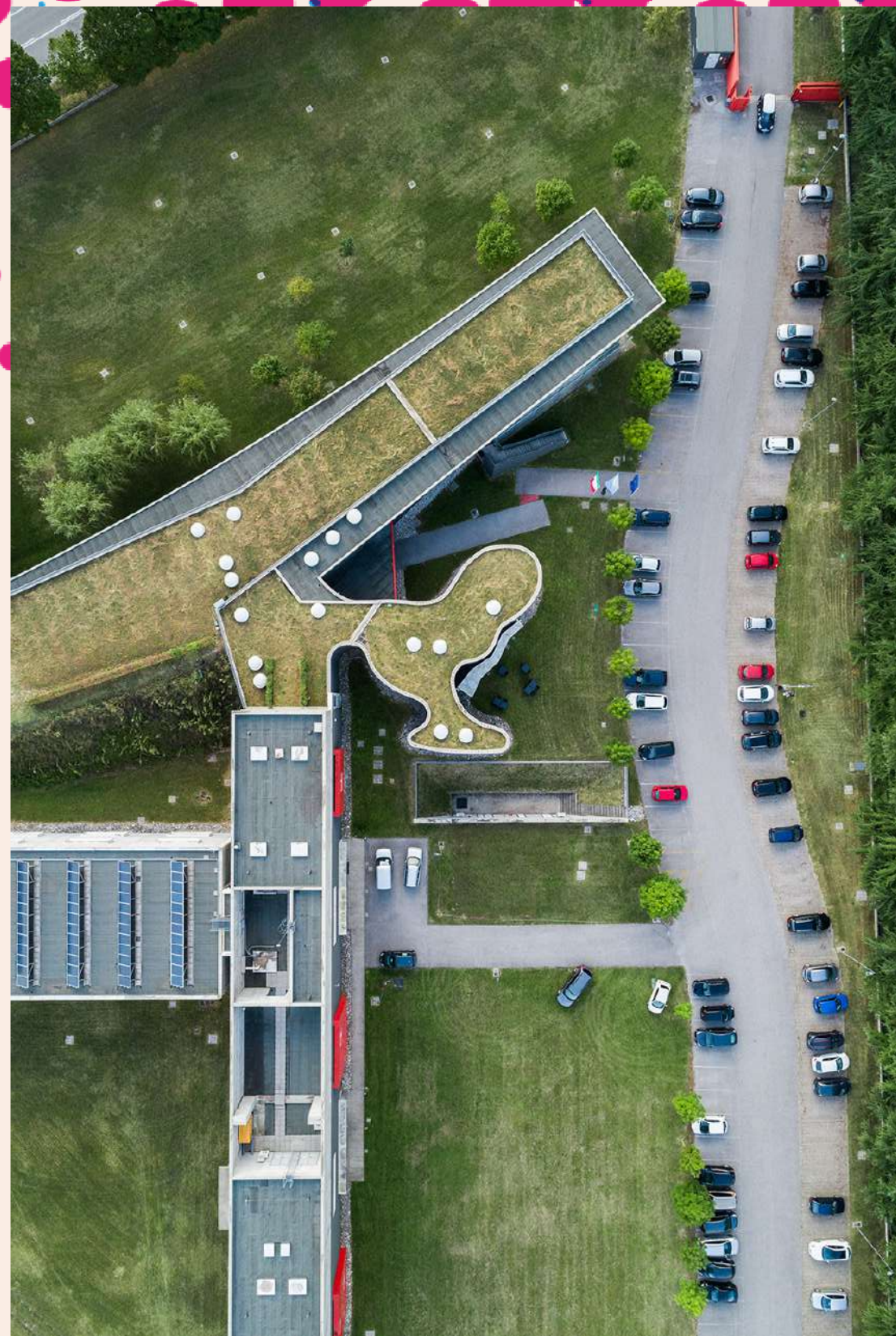
# NEW TECHNOLOGIES EXPLORATIONS

*During the Talent Camp we will visit the technological park of Pordenone*

This specially curated visit offers a unique opportunity to **delve into the core of technological advancement and creative exploration.**

During this visit, designers will have the chance to explore cutting-edge facilities, interact with state-of-the-art technologies, and engage with leading experts across various fields.

Beyond just exploration, this visit serves as a platform for networking and collaboration, fostering connections between designers, technologists, and industry professionals.







## 4 COMPANY VISITS

*Talent Camp is based on FIELD TRIPS TO 4 COMPANIES*

*During this unique experience, you will have the opportunity to discover the vibrant and creative landscape of local design, exploring various companies distinguished for their excellence in the field.*

**L&S Italia**  
**SanGiacomo group**  
**SantaLucia**  
**Horm**







# DISCOVERY OF ITALIAN CULTURE

*Talent Camp is based on FIELD TRIPS TO THE ARCHEOLOGICAL SITES*

## **Aquileia's UNESCO Heritage and Grado**

You'll experience an immersive journey through this **ancient Roman city**, where every cobblestone street tells a tale of the past. Stroll among the evocative ruins of Roman forums, basilicas, and amphitheaters, marveling at the architectural mastery of antiquity.

Your exploration continues in **Grado**, a hidden jewel nestled along the lagoon shores. It's an **ancient fishing village, its pastel-colored houses** reflecting in the tranquil waters, enchanting visitors with its timeless charm. You can then continue your stroll along the promenade, where sailboats gently sway on the water and seagulls soar in the sky.





# DISCOVERY OF ITALIAN CULTURE

*Talent Camp is based on FIELD TRIPS TO THE ARCHEOLOGICAL SITES*

## **Add on experience in Venice + Biennale**

*Enjoy a tour with a guide who will escort you through the labyrinth of Venice. Find hidden corners and picturesque squares in the heart of the city. Choose an optional gondola ride and discover the romantic canals of Venice. See Venice highlights, like Marco Polo's house and St. Mark's Square.*

*Visit to Venice Biennale.*







# DISCOVERY OF ITALIAN CULTURE

Talent Camp is based on TO ENJOY WITH THE DELIGHTFUL FOOD AND WINE OFFERED BY THE TERRITORIES

Casa Dorigo will welcome us with a walk through the villa's lavender field, continuing into the vineyard surrounding the property. We'll watch the sunset over a glass of excellent wine produced in these lands and dine on typical products from the Marano lagoon.







**Talent Camp main purpose is TO EMPATHISE,  
HAVE FUN AND FOR A FEW DAYS ... CREATE A  
NEW FAMILY!**





# PROGRAM

## SUNDAY

Arrival  
+  
welcome evening  
with the major of  
Pordenone and  
buffet

## MONDAY

Workshops  
+  
Lecture of Prof.  
Mauro De Bona  
+  
Free Dinner

## WEDNESDAY

Workshops  
+  
Lecture of Prof.  
Derrick De  
Kerckhove  
+  
Visit to  
technological  
park  
+  
Organized dinner

## TUESDAY

Workshops  
+  
Lecture of Prof.  
Massimo Conte  
+  
Visit to Acquileia  
and Grado  
+  
Organized dinner

## THURSDAY

Workshops  
+  
Visit to  
companies  
+  
Lecture of Prof.  
Alessandro  
Cravera  
+  
Organized dinner

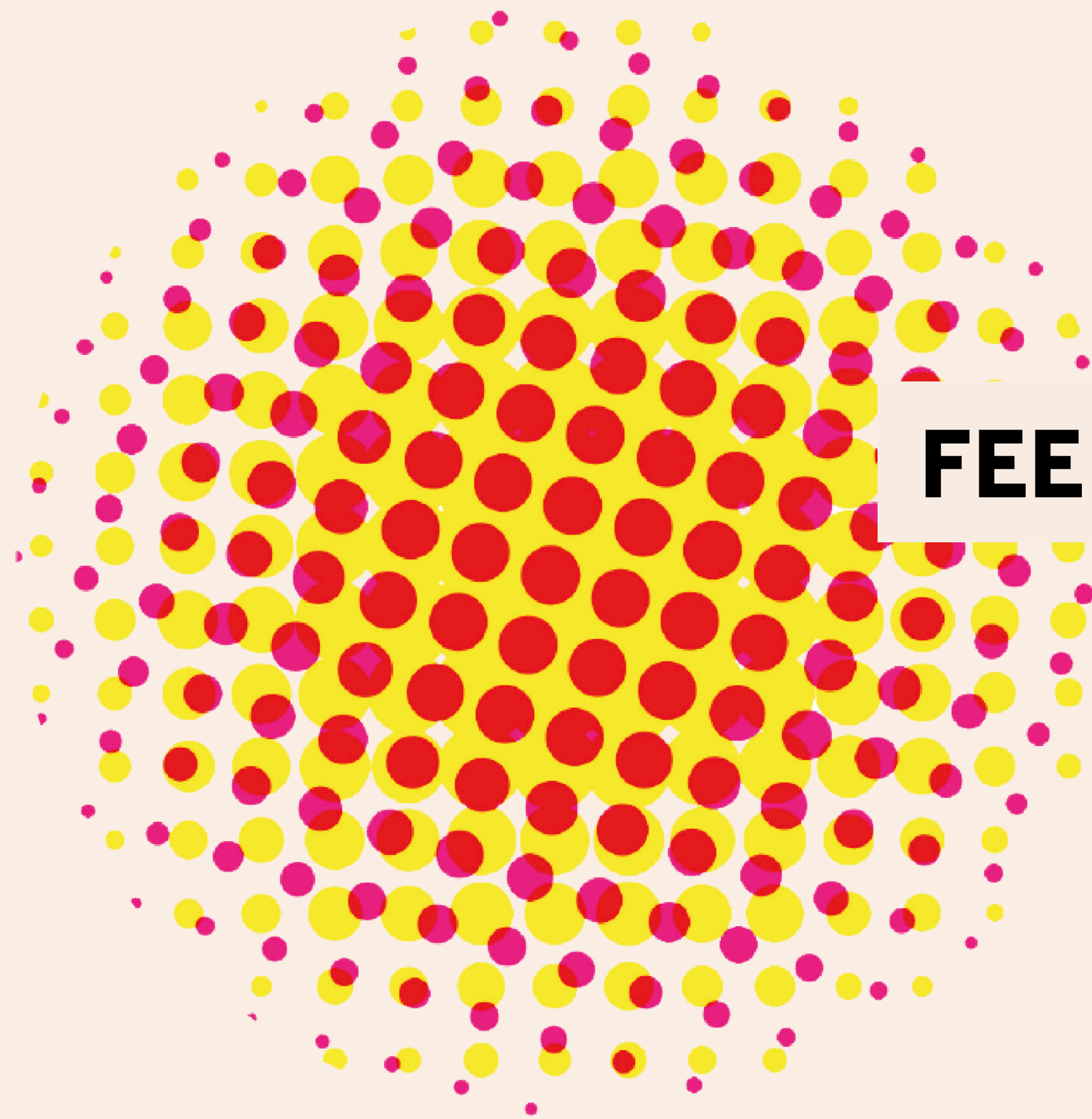
## FRIDAY

Workshops  
+  
Gala evening

## SATURDAY

Add on  
experience in  
Venice





## FEE

The fee for Registration per person is 360 € (Euro)

The fee covers:

1. All cultural activities, meetings, workshops, and conferences.
2. All provided educational materials.
3. Visits to companies and cultural sites (transport included).
4. Coffee breaks.
5. Lunches.
6. Five dinner buffets, including the Friday evening gala party, in collaboration with local institutions.

The fee DO NOT cover:

1. Transport to Pordenone.
2. Accommodation (but we have a special offer with an hotel for 40 euros per night breakfast included)
3. Everything not specified in fee covers





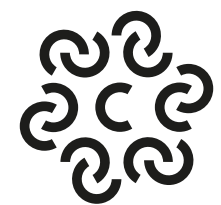
*More information at:  
[www.pordenonedesignweek.it/cumulus/](http://www.pordenonedesignweek.it/cumulus/)  
[talentcamp@unipordenone.it](mailto:talentcamp@unipordenone.it)*



Organizzato da



Con il patrocinio di



CAMERA DI COMMERCIO  
PORDENONE-UDINE



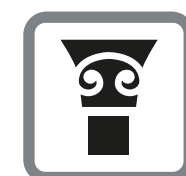
CONFINDUSTRIA  
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Con il contributo di

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FRIULI  
VENEZIA  
GIULIA



REGIONE AUTONOMA  
FRIULI VENEZIA GIULIA



FONDAZIONE  
FRIULI



Comune di Pordenone