

## **Democratizing design.**

**Autor:** Paolo Cardini. Virginia Commonwealth University in Qatar.

The Eames Lounge Chair and Ottoman cost around 5000\$, the Philippe Stark's Juicy Salif Citrus Squeezer costs more than 100\$ and the Arco Lamp by Achille and Pier Giacomo Castiglione costs almost 3000\$. It is clear that, all along, good design has been mainly associated with elitism and upper class or, in the guise of Industrial design, to mass production and one size fits all models. Today the Open Design movement is underlining a new way for more equal products accessibility and the diffusion of a sustainable new design process. Open Design is part of the new design wave that sets the project sharing as key to speed up the innovation process and to enlarge the access to design products; Open Design is direct descendent of the Open Source software philosophy, it focuses on a new economical environment based on the rethink of the old patents system and the valorization of design collaboration. Together with the 4th year ISDI's product design students we will try to demonstrate how openness and creativity can create valuable products and social engagement. During a three days workshop the students will be asked to replicate a globally famous design piece using local resources and provide instructions for their wide spread on DIY mode. In my paper I propose to investigate the democratization of product design and its link with the Open Design environment. During my possible talk I propose to present my paper together with the project realized with ISDI's students.