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“It is not easy to determine a univocal relationship between design and national identity. Especially today, where the link between territories, cultural training, creation and production of objects is extremely open and globalized. Nevertheless, it cannot be ignored that some countries have been able to create a distinct and recognizable style in the international market. In this regard, the Italian case is very challenging.”

Italian culture and society          industrial modernity
                                    cultural history          Italian territory
cultural exchanges          craft traditions          geography
artificial nature of the Italian language
international tradition of music          Italian designers
myth of Renaissance as archeology of modernity

Sponsored by the Brandeis Italian Studies program in collaboration with Inserra Chair in Italian and Italian American Studies at Montclair State University. (http://montclair.edu) This event is in connection with ITAL 20 but all are welcome to attend!