

## Curriculum

### **Maria Antonietta Sbordone**

Architect graduated with honors in 1990 in Architecture at the University of Naples Federico II. In 1998 she obtained the MASTER EAEME European Master's Degree in Environmental Management, at the Ecole Polytechnique Fédérale de Lausanne EPFL, (CH).

Since 1990 he has been teaching, seminar and research at the Department of Configuration and Implementation of the University of Naples Federico II, Faculty of Architecture.

From 1995 to 1997 she is an ordinary member of the Board of the National Institute of Bio-architecture, Campania Section.

In the period 1994-95 she followed an internship at the Lucien Kroll Atelier in Brussels. In the period 1999-2002, she carried out a study on the environmental specifications of products for the design and construction of environmentally friendly social housing in Marcinelle (Belgium, with the scientific support of the Center Scientifique et Technique de la Construction (CSTC), Limelette Belgium.

Since 2001 she has been a member of the "European and Foreign Commission" of the National Council of Architects, Planners, Landscapers and Conservatories (CNAPPC, Rome), where she provides advice on sustainable development and landscape issues, within the Council of European Architects (ACE-CAE, Conseil des Architects Européens, Brussels) and the Council of Europe for the "Landscape Convention", (Conseil d'Europe, Strasbourg). In 2004 she was a Research Fellow at the Second University of Naples, Faculty of Architecture, in the Degree Course in Industrial Design.

Since 2005 she has worked as an invited professor at the Degree Course in Industrial Design for Fashion (SUN) and at the second year of the Master's Degree in Design for Fashion at the Milan Polytechnic. She won a Research Grant in 2004-2005 in Industrial Design, at the Faculty of Architecture, Second University of Naples.

Since 2005 she is a member of the Executive Board of the Industrial Design Association (ADI), Campania Section. Since 2006 she has been an expert in the Permanent Design Observatory at the national ADI in Milan. In the two-year period 2010-11 he is responsible for the "Targa Giovani" Commission at the national ADI, Milan. Since 2005 she has been contributing to the magazines op. cit., Interior, Interior / Panorama and Kult.

Since 2008 she is a Researcher ICAR 13, and in 2011 she obtained the Confirmation in Role at the Università degli Studi della Campania Luigi Vanvitelli.

Participation in the International Ph.D. Program in Design and Innovation XXV cycle, Second University of Naples (Università degli Studi della Campania Luigi Vanvitel).

He also has an excellent knowledge of French and English, both written and spoken.

### Research activity

The research activity is characterized by a deepening of the issues related to sustainable development, with particular attention to the impact of mature industrial processes, with a constant focus on the "eco-oriented" project. The themes of Product Design and Services Design are developed in relation to the processes of eco-consumption distribution and their impact on the environment; the theme of large retailers is treated in its dimension of penetration in global markets and its consequences in the redefinition of a new habitat.

The environmental sustainability of design and production processes is the theme that binds all the latest research; in particular, he carried out a study on the issues of design for the territory in the post-city era. The formulation of a theory that, through the identification of a "unified design practice", determines the awareness of a design action based on the logic of design, allows to move from the micro scale of the object to the macro of the territory. Theorization published in the text "Designscape. Designing for the productive territory ". Furthermore, the participation in the Me.Design research, "Strategies, tools and operations of industrial design to enhance and enhance the resources of the Mediterranean area between local and global", coordinated by the Milan Polytechnic, has brought interest in the area as a landscape production by introducing the theme of "artialization". In-depth theme during the elaboration of the

research for the configuration of the Regional Museum of Design and Applied Arts, agreement signed between the Faculty of Architecture "Luigi Vanvitelli", Department of History and Processes of the Anthropized Environment (DISPAMA) and the Organization Regional for the Development and Valorisation of Crafts (ERSVA).

The activity carried out within the Research Assignment regards the household appliances sector and the domestic environment according to the concept of "domestic intelligence" that overcomes, incorporating, the home automation to reconfigure the equipment endowment according to the project of the organization of energy and information flows, at the base of housing functions.

Participates in research funded by MIUR, Cross Fertilization for Innovation: new tools and design strategies to support the competitiveness of the Italian Fashion System, coordinated by the Milan Polytechnic, dealing with a case study desk "International Competition: The public transport," Uniform of the future "UITP Competition", organized by the Union Internationale des Transports Publics (UITP, Brussels) and by the Second University of Naples.

The research activity carried out has allowed the participation in national and international conferences on the themes of sustainable development, besides, the consulting activity at the National Council of Architects (CNAPPC, Rome) within the Architects Council of Europe (ACE) CAE, Brussels) has produced a database in three languages, at European level, on the design, implementation and management practice in architecture entitled The built environment. The active presence in the international field earned the accreditation at the Conseil de l'Europe, Direction de la Culture et du Patrimoine Culturel et Naturel - Division de l'Aménagement du Territoire et du Paysage, Convention européenne du paysage, with the participation in international conferences, seminars and workshops.

The activity carried out within the ADI-Campania Directive took the form of the Observatory on design referring to the regional territory of the industrial and manufacturing productive fabric with the analysis divided into categories of interest and activity presented in a volume entitled "ADI CODEX DESIGN CAMPANIA 1 "Balìa A., Cozzolino S., Gambardella C., Sbordone MA, Serra G. (edited by, 2009). The appointment to the national ADI as Head of the "Design Giovani" National Commission has meant the coordination of the 2008-2010 tyrannical competition with the selection of the works of students of Italian Universities and Design Schools, exhibited at Macro / Pelanda (Rome) , in the framework of the exhibitions "Uniqueness of Italy" for the celebrations of the 150th anniversary of the Unification of Italy.

In addition, he participates in the annual "Design in Mostra" event organized by the Second University of Naples, by the "Mostra d'Oltremare" Exhibition Center, as a speaker in the context dedicated to discussions and curator of some exhibitions, among which the "Exhibition Compasso d'Oro ADI 1954-2004. A selection of 50 years of Italian design history ".

The scientific interest in verifying the hypothesis about the "unified design practice" has led to the development of research on the design methodology in the field of fashion design, dealing with the design of work clothes. In-depth issue in a Work Dress Design publication, experimented through the realization of the restyling and new uniforms for the CTP (Public Transport Company, NA), result of an agreement with the University, and deepened during the course Design for Fashion, at second year of the Design Workshop for Specialized Fashion, held at the Milan Polytechnic. He collaborates with Indesit Designer Pool | design collaboration, promoted by the Polytechnic of Milan, INDACO Department, by the Polytechnic Foundation and by Merloni, designing a new home appliance; starting from the assumption that the user assumes behaviors that require new ways of using appliances, going from the exclusively manual one to the conventional one, achieving greater energy efficiency.

He carries out research activities in the scientific field of User Centred Design, participating in international networks with papers, scientific articles.

The advanced research in terms of materials and alternative languages in Fashion Design, represents the ground for new experiments, configures the contemporary bio-technological scenario for the substantial innovation of freestyling. In fact, the design methodology introduced by the Work Dress Design, refers to a specialized clothing and adopting advanced fabrics configures the advanced dress sector.

The research activity is further developed in the Fashion oriented sector, the idea of fashion asserts itself on the ability to be within the phenomena of everyday life that is based on local and global production methods, artisanal and industrial or digital, all converging into the only objective of updating the company. The fashion processes in their complex phenomenology are the fitting example of the contemporary

experience, the territorial contiguity with important production companies allows the candidate to create a real «Fashion Open Lab», where to create capsule collections with the students of the courses and the most important fashion companies in Campania. To this end, it promotes curricular agreements with the following companies: Yamamay, Kiton, Cesare Attolini, Jaked, Kuvera, Barba, Deja Vu, Givova.

The research on fashion evolves according to various directions, among these emerges the awareness of the criticality and the current or not of fashion and the ability to re-experience itself within the system itself.

He carries out research in the scientific field of Service Design and User Centered Design, participating in international networks with papers, scientific articles.

He is a member of Academia.edu Share Research on the following research topics: User research, HCI, Interaction design, prototyping, user evaluation and Industrial design, Textile Design.

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