

Francesca La Rocca, architect, PhD, is currently associate professor at the University of Campania “Luigi Vanvitelli”, where she is teaching since 2000 at the Design degree course and nowadays at Civil Engineering course. She is member of the Board of the Phd “Environment, Design and Innovation”.

Her main research interests concern the relationship between contemporary science and design, the industrial design theories from the modern to the post-modern era and the perspectives of the eco-oriented project applied to architecture and industrial design.

She is author of books and articles concerning aspects of the contemporary industrial design culture, particularly in connection with the topics of the technological innovation and the aesthetic dimension. She participated in several research projects, in national and international conferences in the field of industrial design and architecture. She is member of: Società Italiana di Design, Società Italiana di Estetica and Associazione Italiana Storici del Design. She is in the Editors Board of the scientific journal “Diid, Disegno industriale Industrial design”.

The first researches of FLR concerned the relationship between biological paradigms and design theories from the XX century to nowadays. She is author of the book “Il tempo opaco degli oggetti. Forme evolutive del design contemporaneo” (2006), selected in the ADI Index 2007 for the 22th Compasso d’Oro Award. The book deals with the cultural scenery of industrial design in relation to the transition since the modern to the post-modern era; the essay analyses in particular the role of Italian design culture in the European and international context .

She is author of several essays in the specific field of design: in 2010 the work “Scritti Presocratici. Andrea Branzi: visioni del progetto di design 1972/2009”. The book, presented at the Milano Triennale Museum, is an anthology of the writings of the italian designer Andrea Branzi and a critical study about his thought. Among the main works of FLR are: a critical study on “Alvar Aalto industrial designer” (Il Sole 24 ore, 2011); “Cosmologia portatile”, a critical anthology of writings and drawings of Italo Rota (Quodlibet 2012); “Innovazione e utopia nel design italiano” a monography in collaboration with Sabrina Lucibello (Rdesign press 2015). The book “Design on trial. Critique and metamorphosis of the contemporary object”, published in Italian and English, (FrancoAngeli 2017) investigates some trends of the contemporary design in the international context.