



## FLIPPED STUDIO “SUCCESSFUL INNOVATOR” - NOVA

Project No. 2020-1-LT01-KA227-ADU-094751

### Thinking the role of the graphic designer in a dystopian future



Photo source: <https://parco.gallery/it/>

**Creator of the good practice, country:** Parco Gallery, Italy

**Sector:** Audio-visual Arts

**Type of business / employment:** NGO

#### Achievements in CCS before the Pandemic

In 2018 Parco Gallery, the first graphic design gallery in Milan, was created. It is a place of collaboration between designers, schools, neighborhood professionals (from Greco area in Milan) and design enthusiasts. They host events and exhibitions, sell graphic design goods, books and magazines on the topic of visual culture. Parco Gallery has become the hub of an international network of design professionals.

#### Challenges faced during the Pandemic and innovative solutions to overcome them

Before the Pandemic, in 2019, Parco Gallery thought to organise an exhibition named *Post Atomic Design Studio*.



The aim of this exhibition was to ask some crucial questions about the role of the graphic designer profession in a dystopian future, in a world where the priority is to survive to adverse environmental conditions.

The exhibition should have opened in mid-2020 but then, due to the Pandemic, the project was stopped, as 99.9% of all exhibitions had to. The organisers had to temporarily set aside the idea of having a physical event open to an audience, and put aside the post-apocalyptic topic too. New questions, very similar to those of the original project, were raised: what is the role of designers after a pandemic? How does the design or communication studio change after this huge impact event? Then the Atomic was replaced with a Pandemic and the whole project was completely rethought in a digital key with creativity. This is how *Post Pandemic Design Studio* came to live. It consists of a small online exhibition and above all, in a series of meetings with professionals and visual communication professionals.

### Conditions for the innovativeness and success

5 Italian graphic designers were asked to be innovative and reflect on this topic and share their point of view and their experience on the present, recent past and immediate future. The result was a series of five talks organised in Spring 2021. The participants also created some works for the online mini-exhibition, in which Parco Studio was also involved. The graphics could also be downloaded for free and used as backgrounds by all users. The Post Pandemic Design Studio has reflected on how the Covid-19 pandemic forced us to discover new ways to work and collaborate, showing a new representation of ourselves and our private spaces during video calls and has highlighted the chance to transform call backgrounds in a new media for branded content.

**Source(s):** <https://www.frizzifrizzi.it/2021/05/13/post-pandemic-design-studio-riflettere-sul-ruolo-del-graphic-designer-in-un-futuro-distopico/>

#### **Self-reflection questions**

- What lessons have you learned from this story?
- How will you use the learned lesson for your career?
- What was more inspiration to you?

**This good practice story is prepared by CESIE**