

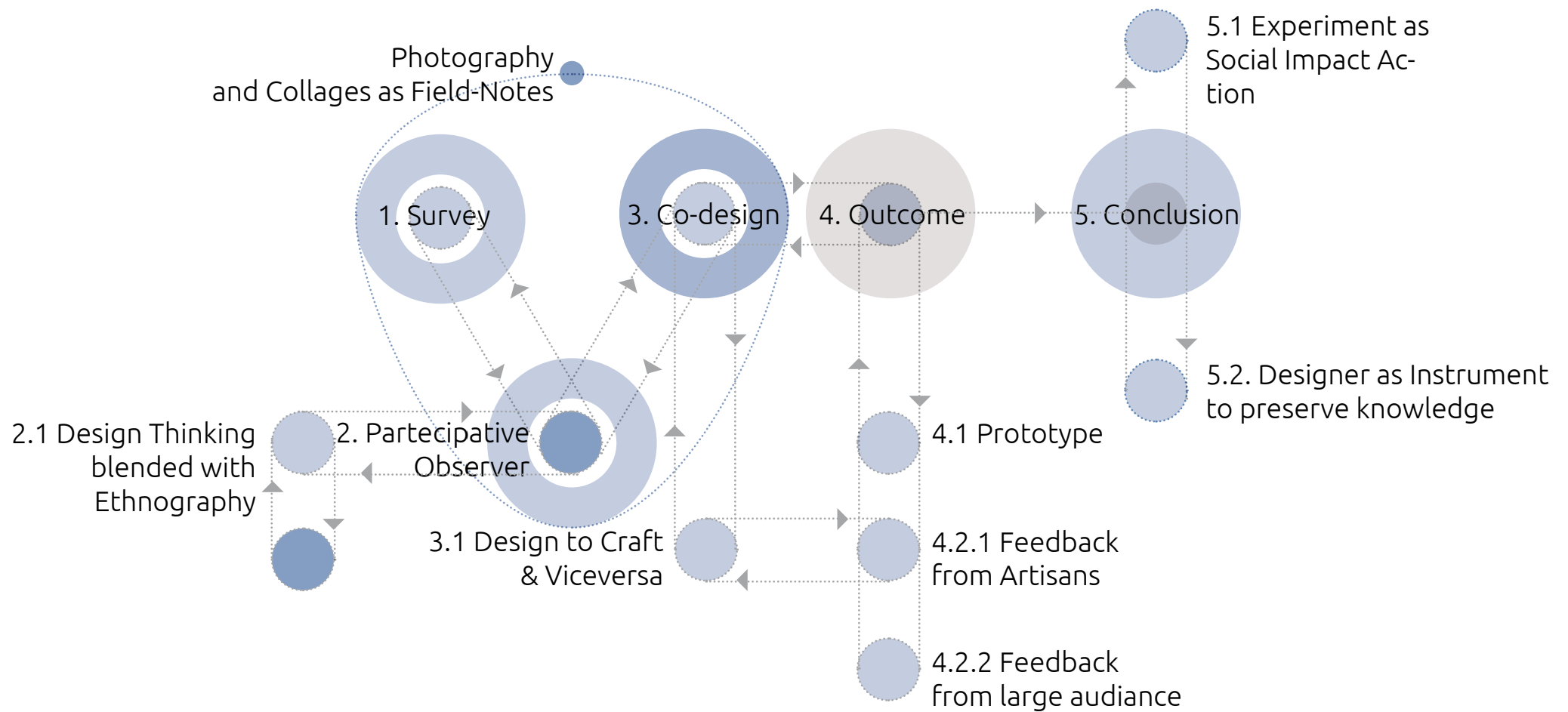
CULTURES AND DESIGN WAYS OF THINKING

Keywords:
FASHION, ETHNOGRAPHY, SOUTHEAST ASIA TEXTILE

TOMMASO MAGGIO, Department of PRODUCT DESIGN,
Montfort del Rosario School of Architecture and Design,
Assumption University, Bangkok, Thailand

A “designerly ways of thinking”, a design practice based project started in 2009 from a personal need and later it became an approach to better understand the host-design society in which the author of this article has been working. From Europe to South East Asia the cultural gap faced by the author was quite a big issue. Immerse into the new context the project became a great tool to understanding surround and native behavior. Inspired by colors, then by texture, textile was the natural object of desire or to collect. Started by curiosity, the author soon became a collector and designer of his own clothes. An experimental approaches with the objective to blend cultures through a tangible object. While started to solve a self-necessity, once completed, the collection showed hidden values. Therefore implicit social impact through the public engagement that made up re-discovery of childhood memories and dreams, the outcome became the unexpected findings. A flexible process, an inquiry tool to create a design thinking methodology.





2015 . Tommaso Maggio

