WITHOUT LIMITS
NEW DESIGNS FOR ACTIVE AGING

FLORENCE, ITALY

AN INTERDISCIPLINARY COLLABORATION WITH DAINESSE D-AIR LAB
MISSION

SACI’s mission is to provide undergraduate and graduate students with a challenging, life-enhancing experience in the center of Florence in traditional and contemporary studio arts, design, conservation, and art history. Students directly access centuries of Italian culture through a wide range of courses of academic excellence. SACI engages in leading areas of research and exploration, interacts with the community through artistic and social programs, and prepares students to excel in their future careers as artists and designers.

SACI’s *Without Limits* project challenges students to rethink fashion while simultaneously integrating protective technologies for the aging population.

*Below: protective wearable clothing from Dainese’s D-Air Lab.*
**INTRODUCTION**

*Without Limits* is an interdisciplinary design project developed by SACI in collaboration with and the generous support of Dainese’s D-Air Lab guided by CEO Vittorio Cafaggi.

Students enrolled in fashion design or graphic design are eligible to participate in this project. *Without Limits* will bring together theoretical and practical approaches through collective interdisciplinary problem-solving in a studio format with a human-centered approach to design.

Dainese’s revolutionary airbag technology is being used for motor-cycle racing (MotoGP) http://www.motogp.com/ and they are now developing protective clothing for the elderly and people with epilepsy to reduce or eliminate impact when falling. Students will cross-pollinate their skills and ideas, applying current industry research and their creative skills to advance their designs. This practical, hands-on studio will also encourage entrepreneurial thinking.

Students will be exposed to the research and development conducted by Dainese, focusing on the aging population. Students will then apply research, design, and entrepreneurial thinking to develop their ideas towards practical outcomes.

This project will take place at SACI in Florence under the directors of SACI faculty members Jessica Hayoz (Italian Fashion Design) and Camilla Torna (Graphic Design), with Dainese providing expert guidance throughout the semester. Instructors and experts in the area of Fashion Design, Fiber, Industrial Design, Visual Design, and Interaction Design will guide students through complex problem-solving and innovating.

Smart-wearable garments and new technology innovations for the aging population will be brought into the investigation. Anatomical studies and advanced understanding of the changing behavior of the human body will be analyzed in relation to the design solutions.

**BACKGROUND**

The aging population is currently at its highest level in human history. The UN predicts the rate of population aging in the 21st century will exceed that of the previous century. The number of people aged 60 years and over has tripled since 1950, reaching 600 million in 2000 and surpassing 700 million in 2006. It is projected that the combined senior and geriatric population will reach 2.1 billion by 2050.

Innovators worldwide are recognizing the rising challenges and the need to respond to this rapidly growing aging population. The *Without Limits* studio aims to challenge long held myths and misperceptions about this demographic, recognizing above all the extraordinary untapped potential for innovation and economic growth that exists.

**PROJECT STRUCTURE**

This unique interdisciplinary project seeks to advance innovation in wearable and interactive technologies in clothing for the active aging population. Students are encouraged to learn from pioneering research in material sciences, computation, and fabrication to inform behaviors and improve techniques for design. The project structure is based on the phases of Design Thinking (an iterative, experience-empathy-based problem-solving process) and Interaction Design (the psychology of motion and feedback response). At the final stages of the project, the designs will be considered for their efficiency, efficacy, usability, and applicability for the aging population.

**Phase I: Research and Analysis - Empathic Understanding**

The project begins with a visit to Dainese Headquarters in Vicenza. Students will learn about the 45-year history of innovation at Dainese and tour their Experience Center. Following this, students will visit the D-Air Lab on a guided tour and lecture by CEO Vittorio Cafaggi to see and learn about intelligent clothing coupled with a protection technology platform using smart sensing system to detect dangerous situations. Students will gain insight into Dainese’s technologies, including their revolutionary air-bag technology, and meet the engineers and designers performing this work. Following this site visit, students will begin building their own research and obtain material to advance their thought process and understanding of the fashion design market, barriers to entry, as well as demand and trend forecasting for smart wearable clothing for the active aging. Analysis will be conducted on the preconceptions of the aging population and reconstructing a new mindset for design for this demographic.

**Phase II: Defining the Problem**

How do we design intelligent clothing, equipment, and environments for an elderly person? How is the clothing integrated as everyday clothing in an ergonomic, fashionable way, and tailored to the human body? How does the elderly person feel about wearing a technology apparatus? How does adoption of new smart-wearable technology affect the lifestyle and actions of the aging person? How are they perceived, and how do they want or expect to be perceived by others?

In this next phase, the team of student designers (Fashion and Graphic Design) will synthesize their core problem statements with a focus on a human-centered design solution. Even though the objective of the clothing is to provide protection to the person without their direct intervention, how it is designed in an unobtrusive manner and adopted as everyday wearable clothing will be the challenge.

**Phase III: Ideation**

By this stage, students will identify and understand the person they are designing for. This could be understood as the Empathic stage in which the student will have analyzed and synthesized his/her observations and established a human-centered problem statement and approach. In this phase, the Graphic Design students will share their observations about the current and future portrayal of the aging population and how this demographic may be re-branded and their value to society more fully appreciated.

Based on a shared understanding of the problem statement, students will work together in this phase to develop concept solutions using alternative ways of viewing the problem. This is a time to brainstorm and for students and faculty to integrate their respective skills, experiences, and observations in each of their disciplines.

**Phase IV: Prototyping**

Concept designs (in multiple forms and media such as 3-D renderings, physical models, and sketches) emerging from the Ideation phase will be further developed as demonstration prototypes. These are most likely to be scaled down versions of the design/s in order for the student to test and investigate the problem solutions generated in the previous stages. The prototype may be a technology gadget, an algorithm, or a garment, or the combination thereof. These collectively made prototypes will be shared and tested by the team of students, faculty, and experts from Dainese, and all those who participate as critics and guides. This is still an experimental stage of design, and the aim is to propose the best
LEARNING OUTCOMES
By the successful completion of this project, students will be able to:

→ Demonstrate understanding of interdisciplinary collaboration and the creative process through the methods of research, analysis, and problem solving with a shared goal of generating design development relevant to the project brief

→ Evidence of the ability to engage with industry experts and academic partners with a critical awareness of the management of these relationships to achieve desired outcomes

→ Evidence the ability to identify problems and to apply concepts, principles, and techniques to generate solutions

→ Demonstrate competence in producing original designs from research, teamwork, and concept development to prototyping and executing a product through appropriate methods and processes

→ Demonstrate a visual competence, critical thinking, aesthetic choices, and the ability to communicate ideas effectively and efficiently

→ Demonstrate a generosity of spirit and desire to design for social good

PROJECT SPONSORS
SACI is grateful for the generous sponsorship of:

Vittorio Cafaggi - CEO Dainese D-Air Lab
www.dainese.com/d-air/
www.youtube.com/watch?v=iSbvuLLuuP4

VISITING FACULTY
Guillermo Trotti - Architect and Industrial Designer/SACI Trustee
www.trottistudio.com/profile/

APPLICATION PROCESS
This project seeks out highly motivated and hard-working Fall or Spring term students in Fashion Design or Graphic Design who thrive in an environment of teamwork and collaboration.

Applicants must complete and submit the online application form for a regular SACI Academic Year / Semester Abroad program through the SACI website, making sure to select either Italian Fashion Design or Graphic Design in their course selection, and by submitting a $70 non-refundable application fee.

Completed applications should be received no later than November 1 for the following Spring term, and June 15 for the following Fall term.

For further information contact SACI’s New York Admissions Office at: admissions@saci-florence.edu

LEARN MORE
www.trottistudio.com/profile/
www.youtube.com/watch?v=iSbvuLLuuP4
www.dainese.com/d-air/
www.saci-florence.edu

DELIVERABLES
Students in this course will be expected to complete the following:

→ A conceptual prototype in a medium that best represents the core ideas, functionality, and desired outcomes of a finished project (this can be individually or collectively generated)

→ A digital summary presentation of the research, findings, and completed project. A written description of the stages of design and final project presentation graphically presented. This studio may be published. SACI will display the projects at end of term in the form of an exhibition in Palazzo Maidoff.

→ Demonstrate competence in producing original designs from research, teamwork, and concept development to prototyping and executing a product through appropriate methods and processes

→ Demonstrate a visual competence, critical thinking, aesthetic choices, and the ability to communicate ideas effectively and efficiently

→ Demonstrate a generosity of spirit and desire to design for social good

SACI IS
A United States non-profit 501(c)(3) educational entity incorporated in 1976
A directly accredited institutional member of the National Association of Schools of Art and Design (NASAD)
Affiliated with Bowling Green State University (BGSU) in Ohio, which is accredited by NASAD and by the North Central Association of Colleges and Secondary Schools

Recognized by the Italian Ministry of Foreign Affairs and the Italian Ministry of Universities as a foreign non-profit university-level program

Students who would like to receive a copy of SACI’s accreditation, licensure, and/or approval should send a signed request for such material to SACI’s Dean.

FOR FURTHER INFORMATION CONTACT
Studio Arts College International (Florence)
Palazzo dei Cartelloni
Via Sant’Antonino 11
50123 Florence, Italy
T: (39) 055-289948
F: (39) 055-2776408
E: info@saci-florence.edu

Studio Arts College International (New York)
454 W 19th St
New York, NY 10011
USA
T: (212) 248-7225
F: (212) 248-7222
E: admissions@saci-florence.edu

SACI FACULTY
Jessica Hayoz
Without Limits Project Coordinator
(Fashion Design, Trend Forecasting, Behavioral Design, Apparel Product Development)

Camilla Torna
(Visual Design, Graphic Design, Branding)