

11th April 2014 Sustainability

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Anna Meroni

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# Anna Meroni

Moderator: Gianluigi Ricuperati  
**11th April 2014 Sustainability**



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Creation Date: 20/03/14 22:26:30 CET  
Output Date: 11/04/14 18:40:41 CEST  
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File Name: \_FOMO\_11Apr11\_AM  
#OnTheFlyMilan

FOMO algorithmic publishing platform  
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**Anna Meroni**

Anna Meroni works as a researcher at INDACO, the Industrial Design department of Politecnico di Milano, where she is assistant professor of service and strategic design. Co-director of the International Master Degree Programme in Strategic Design, she is a visiting professor and scholar in other schools and universities. Her research topics are service design and strategic innovation towards sustainability, with an emphasis on social innovation. She has considerable research experience in projects for sustainable, urban, and regional development conducted with a design approach.

Sustainability will take the practice of contemporary practitioners and explore the social, political, economic, and environmental aspects of sustainability. What is the impact of designing sustainably? How do we sustain interdependence between process, products and disciplines? These conversations will attempt to understand the life cycle of design, and the flows of work systems.

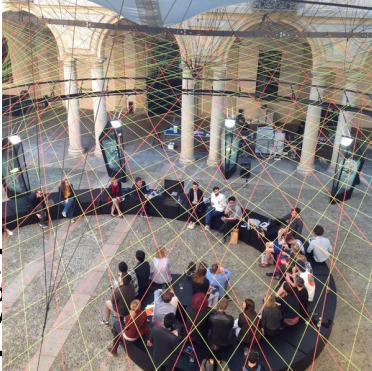
esquis 2014-04-11 16:08:30 Martino Gamper #OnTheFlyMilan <http://t.co/mG7iN6l1qn>

GiuliaFinazzi 2014-04-11 16:09:31 #ontheflymilan <http://t.co/uaqted1EFt>

esquis 2014-04-11 16:09:33 The star at #OnTheFlyMilan : The aerostatic dome by Nike <http://t.co/hrdilyUGWI>



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esquis 2014-04-11 16:10:41 The crowd at #OnTheFlyMilan <http://t.co/Q1ddUmvqaO>

esquis 2014-04-11 16:10:41 The crowd at #OnTheFlyMilan <http://t.co/Q1ddUmvqaO>



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#OnTheFlyMilan





fig. Meroni-1.jpg

size. 2560 x 1920

scale. 36% x 78.2%

RGB

copyright. <No data from link>



The qualities in the marbles, all of the individual-, add value to material. Archetype-, that add or enhance value.

Talk about-, product-, bit worried that-, something of a Utopia-. one of the strangest and most beautiful-, adding value-, basically created a sort of-, plant-, today not going to-, they, by the way, attracted some kind of-, created a sort of-, like unconscious or consciable, but nothing incredible-, in each region are-, to the first, initial-, of this conversation when we mentioned the value-, biological intervention and how it changed-, by the way, biological-, in itself is-, what can I say to you all now? Nature in itself-, sustainable in the long term. Nature is not sustainable because evolution is not sustainable in itself. I was watching a documentary and I found out-, there have been different areas on our planet-, maybe we are-, human beings-, that will happen-, planet, so you know-, nature with life-, I can't even-, I believe-, key element-, also because we are in the middle of an experiment with brain and machine, we are producing a magazine, it's about algorithmic based journalistic attempt. Human versus machine and in the end this will be the horizon. The difference between humans and machines. What is nature? What is the goal of evolution? Design is everything. Nature-, look like trees, you know? How can man-made/nature-, more agriculture, more-, so I think-, nature-, I also think-, my whole life-, somehow man-made-, intervention-, interested in-, something-, justified-, because I also want-,

Gravitate towards that response-, evolution-, are basing our-, for our own personal gain. It's impossible for us to be here and not use what's available to us. I love nature, and I also love-, potential-, balance, somehow. In a way-,  
But we are going to be spectators of machines working-, basically the main-, work. So it's probably-, there can be-, designed-,  
Finding that harmony, that balance.

esquis 2014-04-11  
16:13:09 Anna Meroni  
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ovlmojBugh

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16:12:18 Palazzo Clerici  
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fig. Meroni-2.jpg  
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