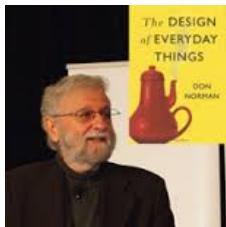


The Design of Everyday Things by Donald Norman



On the 27th of May 2014, at Cappella Farnese of Palazzo d'Accursio, in **Bologna**, Electrical Engineer and Cognitive Psychologist **Donald Norman** presented his book *The Design of Everyday Things*, extended version of the initial edition *The Psychology of Everyday Things* (Italian title *La caffettiera del masochista ? il design degli oggetti quotidiani*).

The event was organised by the **University of Bologna, Degree Course in Design and Industrial Product**, and was part of an open-to-all meeting cycle devoted to investigating the meaning of the surrounding things, the future preview, the sense of the human-centred design. The meeting cycle programme was the following:

14 March 2014, ?Things between nature and artifice? ? Italian Philosopher **Remo Bodei** talks with **Andrea Borsari**, Associate Professor of Architecture at Bologna's University

2 May 2014, ?Preview and building of the futures? ? Professor of Social Prevision and Science Philosophy at Trento's University **Roberto Poli** talks with **Flaviano Celaschi**, Professor of Design and Industrial Product at Bologna's University

27 May 2014, "The design of Everyday Things" ? Donald Norman talks with **Sebastiano Bagnara**, Professor of Cognitive Psychology at the Architecture Faculty of University of Sassari.



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The meetings with the three international scholars were devoted to strengthening the technical and cultural competences of the young contemporary designers; the initiative was patronised by **University of Bologna, Bologna Municipality, ADI** (Association for Industrial Design), **Urban Center Bologna** (communication centre of Bologna city) and Italian publishing house Giunti Editore. For more information:

http://www.magazine.unibo.it/calendario/2014/pensiero_e_progetto

download the [programme](#)



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