

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.



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

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](#)



RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

RICHES on Twitter: **#richesEU**

RICHES on YouTube: www.youtube.com/richesEU