



AIAP

associazione italiana design
della comunicazione visiva

“PROGETTO GRAFICO” — CALL FOR PAPERS

Issue nos. 37 and 38, 2020-2021

Date of call publication:

Calls for no. 37 to be submitted by 15 June 2020

Calls for no. 38 to be submitted by 30 October 2020

The magazine

“Progetto grafico” is an international graphic design magazine founded in 2003 and published by Aiap, the Italian association of visual communication design. A reference point for graphic design in Italy from its start, it has also been fully translated into English since 2012.

Since 2017 it has been edited by Jonathan Pierini and Gianluca Camillini. The new “Progetto grafico” offers a critical look at graphics and visuals from wide-ranging points of view, to present a many-sided narrative. With articles connected in different ways to one another, it fosters a series of transdisciplinary, historical and contemporary considerations, offering a two-fold perspective of design, from close up to far away.

We believe that observation of artifacts or representations, as well as production of visuals or graphics can add to today’s cultural debate.

The nature of the contributions also differ greatly from one another, and include visual materials, essays and interviews. Each issue takes its own narrative road trip to explore the magazine’s opportunities for storytelling.

Scope of analysis

Every year an international call for papers outlining the specific areas of analysis elicits contributions for the following two issues. Issue nos.37 and 38, to be published in 2020-2021, will respectively be examining the concepts of saving and losing. As with the previous issues, “Progetto grafico” turns its gaze toward the search for differences and analogies from a design perspective that ranges from very close to very far, in a constant process of analysis of possible links and ideas on the way forward.

Saving

From the memory on our computers to that of our experiences, saving is an everyday action. Full memory or lost memory are problems many of us are familiar with, some on a more personal level than others. We leave multiple and



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increasingly ephemeral traces, and sometimes our time seems to have broadened, but shortened.

The idea of saving has to do with staying alive – every form of life is different, just as every archive is different. But so is the framing process – to include a study or object in a specific frame, an archive, a museum, a library – means to modify the nature of what we are to save: deciding who or what to leave behind and changing the context of what we save are powerful actions. Saving can even be a political act when it takes the form of opposing cancellation.

Losing

How much waste do we produce? Do we recycle as we should? Do we know where our waste goes?

To lose is to die, but so is to leave behind, to abandon or to forget. Often we start projects we do not continue and the paths we abandon get lost. One can disappear in photographs or even in statues. The loss may be deliberate or inflicted, it may be censorship of someone or something, or a voluntary canceling of our traces. Every item in a museum is brother to others that weren't chosen. Every idea followed up is sister to many other ideas we didn't pursue.

Clandestine communications are made not to last, nor to be pronounced by the master's voice. Can you save the story of those who are left behind?

How to contribute

Within the time frames above, send a brief abstract of maximum 400 words to: redazione_progettografico@aiap.it

Indicate title and subtitle, name of the author or authors, any affiliations, five key words defining the scope of interest and a brief indication of how the contribution is relevant to the topic

Editorial regulations

Authors are asked to follow these rules as much as possible.

The name of the journal is "Progetto grafico".

The names of newspapers or periodicals must be inserted in quotation marks and kept in the same uppercase and lowercase lettering as the publication itself uses: for example, "Corriere della Sera", "la Repubblica".

Quotations and dialogues should appear in quotation marks.

Titles of exhibitions, books, films, works in general are italicized: for example *The Exorcist*, *First things first*, *The cleaner*.



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