

Laura Negrini

Laura Negrini (1969), architect, lives and works in Rome.

She lived in the Netherlands collaborating with UNstudio to major projects and international competitions. She worked with architect Michele De Lucchi on the project for the new image of Poste Italiane and Enel Terna.

In 2004 she founded aQarchitetturaquotidiana and in 2015 she founded Baglivo Negrini architetti, She taught at University of Art and Design in Venice, La Sapienza University of Rome, Cornell University in Rome. Collaborated for many years with the European Institute of Design in Rome, taking the direction IED Design since 2009. Since January 2019 she is Head of IED Rome.

Italian un-disciplined design

Italy is not a country rich in raw materials, therefore Italian design has learned to transform those provided by others, to hand down productive knowledge, to build alliances, to transgress. With great freedom and open-mindedness.

Times have changed and we are now living in an era of migrations, new technologies, fast-changing markets. Design and future city face the ability to operate within complicated systems, to connect knowledge within the community, identifying more exclusive and operational spaces, where there seemed to be none. In an undisciplined way.

Today Rome might be one of the most difficult cities for developing an overall strategic project and for the same reason Rome is still capable to respond to extemporaneous and discontinuous requests.

Based on these considerations, *Italian un-disciplined design* will present *Bike Rome* thesis project, developed by IED in collaboration with *Comune di Roma*. The project involves nine departments: Interior Design, Product Design, Graphic Design, Media, Sound, Fashion Design, Jewelry Design, Communication Design and Advertising Communications and explores multidisciplinary connections strategies that aim at integration, among cycling mobility and enhancement of the environmental heritage of the city, two components that are the basis of the prospect of a great connection between design and the city of the future.