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Adapting from Italy's Design Policy

By Irtiza Aftab

Italy

World Design Ranking #4

Population: 59,433,744

GDP: 1,613,251

GDP per capita: 36,196

R&D spending: 1.287% of GDP

The cultural and creative industries in Italy

Economic value: €46.8M (2014)

Employed: 995,000 people (2014)

The recognition of design as **a lever for innovation** is low in Italy. This is reflected in a fragmented and decentralised model of advocacy and governance. There is no national design strategy or policy, and – despite the wealth of the design sector and the design promotional system – there is no national body at present advocating for its political recognition. All efforts are present on the provincial level but no such present on the national level.



01 Italy Throughout the Years

Italy is world-renowned for its design heritage, a reputation built on the richness and creativity of the Italian design sector and a tradition of entrepreneurship, from lifestyle to automobile, they design it all.



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02 The Design Policy

At present, design is mainly funded as part of innovation support programmes. At a national level this is largely takes the form of funding opportunities created by the Ministry of Economic Development, and indirect funding provided by other ministries related to cultural and social development. At a regional level things are more active and interesting.

At a high-level a systemic and strategic vision is missing. The most interesting design policy work in Italy is taking place in regional pilot projects, with no real structured strategy. At this regional level, three areas of activity have emerged:

- I. Actions to support companies in the development of new products, services and processes under the category of asset development
- II. Actions aimed at promoting design-driven projects and businesses nationally and internationally under the category of framework development
- III. Actions that support the development of professional skills and organisational capabilities and/or new startups under the category of human development



Chairs
by
Vico Magistretti

03 The Most Loved Italian Designs



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What key factors should we extract from their policy?

Italian design is a pioneer and has a strong presence in the modern world we are in, but looking at their strategies and efforts for the design we can say the effort is at a provincial level rather than on a national level.

A high-level a systemic and strategic vision is missing. The key characteristics of the Italian design policy system are determined by the separate systems of national and regional funding. Which is where we can learn and adapt from. To strengthen an institution all key components should combine and work together. The result will be much more direct and would have a strong base and identity. We need to set up a policy for Pakistan which unites all regional efforts.



Section 2

The Design Policy for Pakistan

“Combining the collective efforts for design development from regional level and uniting them all at the national level.”

Combining the collective efforts for design development from regional level and uniting them all at the national level.

Since if we look at the design policy from Italy. We can see that there are efforts on the Regional level but no such on the National level. So keeping in mind we can learn from this and adapt a hybrid model where we can introduce, a policy which has interests on both levels, regional and national.

The proposed model is, to promote design on regional level first . As Pakistan has four main regions. Sindh, Punjab, Balochistan and Khyber Pakhtunkhwa. Every region has its own specialty and many design traits can come along the path. After establishing on a regional scale we can then proceed to strengthen the Design policy on the national scale. Efforts on each level need to be on these three categories.

1st category – Human development

aimed directly at the development of organisational or individual design capabilities, that support research –directed at improving the quality and applicability of design research, for services supply – measures that enhance the demand of design-related services.

2nd category – Asset development

directly addressing technological and technical issues facing organisations, and networking and collaboration – measures to improve connectivity and collaboration.

3rd category – Framework development

aimed at creating awareness of design and the value of design.

SWOT

Strengths:

Unity amongst individuals living across different regions. Nationalist approach. Design may diminish barriers across different regions. Individuals represents on the national level. Unified approach. Job opportunities. Worldwide recognition. Pakistan has a design identity. More productive approach.

Weakness:

Educating for the policy. Political pressure. Foreign insurgents. Sectarianism. Cost for the awareness of this particular policy. Discrimination. Division across regions. Reachability. Wealth Concentration

Opportunities:

Awareness for design. Education. Skills traded across the region. Development Society. Direction towards human, asset and framework development. Jobs. Skill development. Worldwide recognition. Unity amongst people. THE MADE IN PAKISTAN ideology.

Threats:

Foreign Propaganda. Political threat. Sectarianism. Anti nationalist people will hinder. Economic struggle for the campaign. Corrupt government officials. Corruption. Lack of good governance.

The 5 W's.

When:

Present date, 2021-2036.

Where:

Pakistan. (all provinces).

What:

Combining the collective efforts for design development from regional level and uniting them all at the national level.

Who:

People of Pakistan.

Why:

To establish design policy for Pakistan. The design policy which gives importance to the efforts on the provincial level and swell as on national level.

After the analysis.

Looking at the idea that I have opted for. I can safely say that policy like such can exist in Pakistan. Despite Foreign propaganda and Economic barriers. A policy like such will promote design sensibility across the country. Now how to implement it? That is the real question. I have thought of some reforms that can potentially lead up to the development of implementation.

As listed below:

- Course books
- Leaflets
- News ads
- Social media campaigns
- Through expos
- Design fairs
- Seminars
- Public service message
- Citizen portal
- Government websites

Section 03

Placement

Policy being implemented

After brainstorming, now I come to a conclusion that the placement of the policy is to be set up at a provincial level at first. At this level we can safely incorporate it. Since individuality is there thus without creating a conflict. Efforts from the provincial government need to be there.

- Implementing the policy at educational centres.
- Public service messages. (In the native language)
- Design seminars
- Provincial level awards for the best design in different categories (industry, fashion, lifestyle, ..etc)



Efforts on the National level

After the successful efforts on the provincial level, we can now move on towards the goals to adapt the policy on the national level. On the national level we may face challenges for which province should be given more importance. Steps taken to eradicate are:

- National awards.
- Promote those designers for recognition internationally , under one flag.
- Expos to promote design.



The Outcome & Conclusion.

Pakistan maybe facing challenges in the world of design but we don't lack individuals that can do effort towards all kind of design. Right steps taken at the right time will ensure that we have solid design recognition in the world. We have a long way to go and a lot of hurdles to tackle. Only if we stay motivated and work for the interest of Pakistan, we can achieve a lot. This policy requires determination amongst the individuals and fair recognition of the individuals that are working to promote design.

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