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Autore	Duarte Emilia
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Altri autori (Persone)	RosaCarlos
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Lingua di pubblicazione	Inglese
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Nota di contenuto	The relevance of communication design and the undeniable power of brands -- Reactivation of graphic memory and technical knowledge of the past as factors of industrial competitiveness – The case study of the development of the product "Cento & Vinte" at Confiança's letterpress workshop -- The influence of feminism on the development and branding strategies of fashion brands -- Moving Pictograms -- Design for New Materials and New Manufacturing Technologies -- Biomimetic application potential of Agave sisalana mechanical properties, lightness, resistance strategies, and life cycle for digital fabrication -- From Agricultural Waste to Microbial Growth and (G)Local Resilience -- Should Technology be [just] Delightful -- User Experience of Real and Virtual Products – A Comparison of Perceived Product Qualities -- MASAL: Bridging between two cultures through storytelling with an

interactive e-textile toy.

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## Sommario/riassunto

This book reports on innovative research and practices in contemporary design, showing how to integrate different concepts and discussing the emerging role of design in different field, its meaning for humans and citizens, at both local and global level. Gathering the best papers from Senses & Sensibility, held in 2019 in Lisbon, Portugal, it highlights the role of design in fostering education, physical and social wellbeing, industrial innovation and cultural preservation, as well as inclusivity, sustainability and communication in a global, digital world.

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