



AIAP

associazione italiana design
della comunicazione visiva

PROGETTO GRAFICO — CALL FOR PAPERS

Issues 35 / 36, 2019

Issue date for Calls: 03.25.2019

Proposals for PG 35 to be in by: ~~04.29.2019~~ 05.15.2019

Proposals for PG 36 to be in by: 09.2.2019

The journal

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

In 2017 Jonathan Pierini and Gianluca Camillini became the current editors. The new Progetto Grafico offers a critical look at graphics and visuals through a narrative broken up into fragments. Its aim is to offer articles connected in different ways so as to foster a series of transdisciplinary, historical and contemporary considerations. This multiple viewpoint, ranging from very distant to very close, seeks to look at the real both in the broadest terms as well as in a more specialist context. Our belief is that observation, whether of artifacts or representations, as well as production of visuals or graphics can add to today's cultural debate.

Contributions can include visual material, essays and interviews. Each issue intends to explore the storytelling opportunities of the journal.

Areas for analysis

Each year Progetto Grafico publishes an international call for papers to outline the scope of the topic for the next two issues, and to gather submissions. To be published in 2019, issues 35 and 36 will investigate the sacred and the profane. As in previous editions, Progetto Grafico will aim to take a look at differences and similarities from a standpoint of design that ranges from very close to far away, in a constant analysis of possible connections and different point of view on the designer's work.

Sacred

This issue will approach the topic of sacred with an open and enquiring mind. If it is true that design has its gurus and sacred moments, we are interested in observing what is valid even of the venerable masters, not entirely rejecting the past because it is sanctified, and enquiring whether the topic of sacredness is linked necessarily



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to the creation of dogmas. A desecrating interpretation at all costs can equally be seen as a dogma.

The sacred remains interesting even outside the secularization of the gaze: what is sacredness in design and in our lives today? Are there any designers who have brought new meaning to the idea of sacredness?

Profane

Not simply as a contrast to sacred but in a broader sense the term profane may be applied to anything that creates an element of friction or contrast. It can be associated with the material, the amateur and the worldly, and with anything from colloquial graphics to those by professionals happy to bend the rules. Talking about profane design means de-absolutizing and de-universalizing. The topic allows the scope to include areas of design commonly considered profane, such as branding or advertising. Another desecration concerns minority voices outside and inside design who have in recent decades been poorly represented in the world of graphics and who are currently enjoying their just rewards, forcing new considerations and breaking the canons of so-called official design.

How to contribute

Within the time frames stated 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.

You can submit already completed articles; proposals for pieces still to be written; thesis synopses of particular critical or innovative value.

With rare exceptions, the magazine does not deal with news, exhibitions or events.

Full articles must have a maximum of **18000 characters including spaces**. If your work is selected for publication in Progetto grafico you will be required to apply the magazine's guidelines. You will receive these subsequently. You are required also to send your images (or at least some examples) in low resolution; the author must specify whether they own the rights to the images or not.

All decisions regarding proposed submissions will be taken by the directors and editors, or by the editors of the specific issue in question.