LEARNING BY DOING DESIGN: EDUCATIONAL EXPERIENCES TO PASS ON LOCAL TRADITION TO YOUNG PEOPLE

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The value of traditions and their importance in the development of a specific territory is increasingly being rediscovered.
Traditions are able to connect different people, if cultivated in an active and engaging way. For this reason, the older people should accept the diversity and the language of today’s young people, trying to pass on local values, culture and traditions of their territory.
1. Introduction

THE IMPORTANCE OF “PLAY” IN CHILDREN
During playing activities the child is able to communicate feelings and emotions as a mean to communicate traditions.
1. Introduction

THE STATE OF THE ART: FESTIVAL
examples of making children know about traditions
1. Introduction

THE STATE OF THE ART: DIGITAL APPLICATIONS
examples of making children know about traditions
1. Introduction

THE STATE OF THE ART: MOVIES
examples of making children know about traditions

The Sword in the Stone, Disney
Coco, Disney Pixar
1. Introduction

THE STATE OF THE ART: WEB AND NATURALISTIC ROUTES
examples of making children know about traditions

Joe Natta e le Leggende Lucchesi

Youtube channel

Dragon Route, Trenitino Alto Adige
2. The aim of the research

- Children (5-11 years old)
- Local tradition

To pass on

To learn and re-use
3. Methodology

MULTIDISCIPLINARY APPROACH

- Psycologist
- Pedagogists
- Territory historians
- UI/UX
CASE STUDY: a project workshop

80 students attending the Design course degree, from Italy, China, France, Switzerland, Spain, Holland, Ireland, Philippines, Dominican Republic, Iran, Serbia, Ecuador
the selected local tradition typologies

- oral legend/story/tale
- popular exhibition
- traditional festival
- playing experience
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4. Applied Method

STEPS OF THE RESEARCH

1. Researches and interviews to local people
2. Infographic design of the chosen traditions
3. Final processing of design products
4. Future development of projects
The results identified a series of elements as necessary to design for passing on local tradition to young people.

According to these goals the research proposes new design solutions according to 4 different tipologies:

1. Material game
2. Virtual game
3. Experience/Workshop
Final Selected Outputs

**Local Tradition:** Saint Joseph Day

**Typology of tradition:** Festival

**Place:** Siena, Tuscany, Italy

**When:** on 19th of March
Name project: CIT
Typology: Material Game/experience
Final Selected Outputs

Local Tradition: Sartigliedda

Typology of tradition: Festival

Place: Oristano, Sardinia, Italy

When: During Carnival
5. Results and Conclusions

**Name project:** La Sartigliedda

**Typology:** Virtual Game
Final Selected Outputs

Local Tradition: Gatta Gnuda

Typology of tradition: Oral story

Place: Mugello Valley, Tuscany

When: always
**Name project:** Chi ha paura della Gatta Gnuda  
**Typology:** book/e-book
Final Selected Outputs

**Tradition selected:** Giostra della stella

**Typology of tradition:** Festival/Palio

**Place:** Bagno a Ripoli, Tuscany, Italy

**When:** Second Sunday of September
Name project: Giostra della stella - Il gioco  
Typology: Material Game
Final Selected Outputs

**Local Tradition:** Saint John night

**Typology of tradition:** Festival

**Place:** Cadice, Spain

**When:** on 24th of June
5. Results and Conclusions

**Name project:** Saint John night party- Kit

**Typology:** Experience
the outputs contribute to:

- **preserving values** and know-how of a territory
- **giving new points of views** for maintaining and reinterpreting tradition.

The results of the work bring to a more effective preservation of cultural heritage involving children and young people as actors of the next future.
THANK YOU FOR YOUR ATTENTION!

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