

UNIVERSIDAD DE BURGOS

ESCUELA DE DOCTORADO

TESIS DOCTORALES

- TÍTULO:** ON THE POETRY OF DESIGN: DEVELOPMENT OF A RENAISSANCE AND KNOWLEDGE-BASED INVENTION METHOD BASED ON THE ANALYSIS OF THE ORIGINAL DESIGN
- AUTOR:** FAROUGH, ARASH
PROGRAMA DE DOCTORADO: INGENIERÍA CIVIL E INDUSTRIAL
- FECHA LECTURA:** 20/01/2016
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CENTRO LECTURA: ESCUELA POLITÉCNICA SUPERIOR. AULA DE GRADOS
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- RESUMEN:** Along the lines of the Italian composer Giuseppe Verdi, *'Let us go back to the past and it will be a step forward'*, this thesis will not analyze the future of design, but its past. It seeks to answer the questions why design was invented and what causes were responsible for its development. Due to the great importance of design in the Renaissance period, this thesis calls the Renaissance the *'Golden Age of Design'*. Based on the scientific concepts of the Renaissance, it focuses not only on *'analysis'*, but also on *'synthesis'*. Therefore, the thesis unifies *'Disegno'*, the original design theory, with the current disciplines, *'Knowledge Management'*, *'Software Architecture'*, *'Interaction Design'* and *'User Experience'*, and searches for their similarities and conceptual connections. Finally, based on the synthesis of Renaissance concepts, it develops its own invention method, taking into account the peculiarities of the original design and of the Renaissance period.
- Keywords:** Innovation, knowledge creation, Disegno, Design philosophy, Design history, Design theory, Italian Renaissance
- Palabras clave:** Innovación, Creación de conocimiento, Diseño, Filosofía del diseño, Historia del diseño, Teoría del diseño, Renacimiento italiano