

Year 1, n.1 July 2003. The birth of **Progetto grafico**. Aiap's periodical. Year 9, n.19 March 2011. The birth of **Progetto grafico International**. Nine years after the first issue, which transformed the Association's previous newsletter into a critical periodical on visual communication design, we feel the need to open our doors on the international context, in order to carry the culture of Italian graphic design into the world, yet above all to widen our reflections and build networks and connections which may aid us in our weaving a vaster and more participated reflection regarding graphic design. Today, the local dimension of a project, typically bound to classical thought, must relate to a decisively wider dimension, in which the plurality of cultures leads us to build transversal points of view capable of building relations between local dimensions and global thought macro-systems. Today, more than ever, design lives its ubiquity by quickly moving in between its own habitat and an international dimension favored by new technologies, new communication systems, networks, on line forums and by the web as a mass phenomenon. The recognition of these simple changes forces us to re-think the instruments of thought which must necessarily build polyphonic and multi-linguistic – glocal – paths, capable of broadening the forms of dialogue, rather than remaining enclosed within small niches and their self-absorption. Thus the providing a wider community of thinkers and designers with the present debates on our local graphic design culture also means to try to build a reflection on the state of design itself, in a moment of shifting paradigms which make us participants of a synchronic society<sup>2</sup> that **Progetto grafico** aims to observe with renewed curiosity and attention. Thus a critical point of view and an open, lucid sensor of the contemporary which accepts and takes on the challenge of the plurality of worlds.

<sup>1</sup> *La pluralità dei mondi* is an engraving by Bernard Le Bovier de Fontenelle from 1774, featured in «Oeuvres de Monsieur de Fontenelle...», Rome, Library of the Philosophy Department, La Sapienza University.

<sup>2</sup> Bruce Sterling, *La forma del futuro*, Apogeo edizioni, Collana Apogeo saggi, Milan 2006, pag.45

The goal of this issue of **Progetto grafico**, which we have called **international**, is to present our periodical, some of its authors and some of the arguments we have addressed during the past eight years, to non-Italian readers. What you are observing is a sort of anthology from the over three thousand pages published since 2003 in 18 issues. We have made a selection amongst hundreds of articles with the intention of providing a good idea of what **Pg** is, and this was hardly a simple task (see page 9). An issue/anthology such as this **Pg int.** is of course, after all these years, also an occasion for us to draw a balance and express some of our future intentions. In the first publication we stated that our goal was to "narrate and represent the many aspects of the graphic designer's profession. Without taking any sides..." We think we have been quite honest in doing so, and, *per favore*, this is hardly an obvious fact. In that first column we invited all graphic designers to provide signals, collaborate and write. We stated that **Progetto grafico** "is the graphic designers' periodical, made by designers, written by designers for designers". We were asking for collaboration, and the response was very positive; as demonstrated by the hundreds of authors who 'made' **Pg**, (see the next page). The future is a more complex argument. Over the course of eight years many things have changed in the profession of graphic designers, yet above all in its ambits of competence which are, at least in Italy, ever vaguer, undefined, variegated and the object of a continuous and exhausting debate regarding the verification of their pertinence. The capacity to describe these undefined realities is a great challenge for **Pg**, which in the meantime has become the only surviving Italian periodical dedicated to graphic design. We will try to win this challenge and in the meantime we will concentrate on three more easily defined and, in the case of the last two, achievable goals: **1.** the choice of even more representative editorial formulas, capable of identifying different or new aspects or of underlining inalienable principles (for example the next issue is in the hands of a group of young designers); **2.** a more persistent presence on the internet, via a tool for dialoguing; **3.** bilingual publication of all future issues.

What you find in the previous pages is just a small extract from our work, if you wish to go into further depth, you may want to consult the previous 18 issues in Italian.



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**per la comunicazione visiva**

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