

# CULTURES AND DESIGN WAYS OF THINKING

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FASHION, ETHNOGRAPHY, SOUTHEAST ASIA TEXTILE

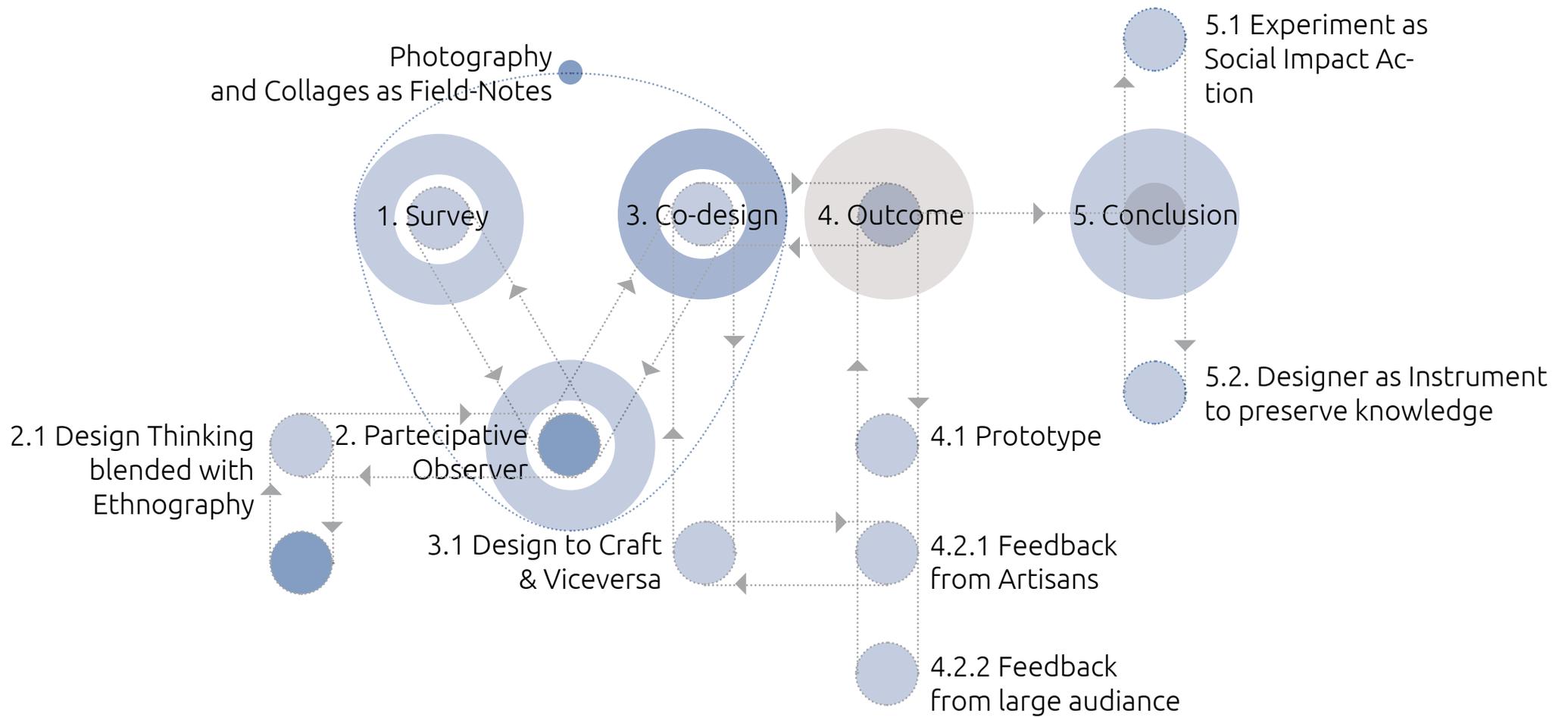
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A “designerly ways of thinking”, a design practice based project started in 2009 from a personal need and later it became an approach to better understand the host-design society in which the author of this article has been working. From Europe to South East Asia the cultural gap faced by the author was quite a big issue. Immerse into the new context the project became a great tool to un-

derstanding surround and native behavior. Inspired by colors, then by texture, textile was the natural object of desire or to collect. Started by curiosity, the author soon became a collector and designer of his own clothes. An experimental approaches with the objective to blend cultures trough a tangible object. While started to solve a self-necessity, once completed, the collection showed

hidden values. Therefore implicit social impact trough the public engagement that made up re-discovery of childhood memories and dreams, the outcome became the unexpected findings. A flexible process, an inquiry tool to create a design thinking methodology.





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