

Giuseppe Attoma Pepe

Attoma Design, Paris, F



Speaker Qualification

Born in 1957 in Italy, Giuseppe Attoma studied communications science and architecture, and has been working in the design field for more than 20 years.

He created Attoma in Paris in 1997 and is passionate about the value of design for institutions, particularly the importance of preserving information quality in highly constrained situations.

Infoconnectivity: A Multi-modal Trip to Babel

Methodological approaches: from information design to service design

Abstract

The complexity of interrelated information among different transport networks has reached a point of no return. Beyond this threshold, the odds of mastering compound information connections become unreasonable and unrealistic.

This insight is based on several years of experience working on diverse projects in the fields of mobility and public transport. If it holds true, then we must anticipate profound changes in our professional practice.

Interconnected transport networks necessarily involve overlapping sign systems and multiple languages, with each system using its own syntax and vocabulary. Instead of designing sign systems that are controlled and stand-alone, we must now create innovative solutions to help users face the inescapable chaos of intertwined information.

Alternatively, we could develop new ways of designing transport networks that address the problem of complexity from the inception. Issues like usability and inclusivity would be given the same priority as physical, material or economic parameters.

Thus, the question of infoconnectivity marks the evolution of our profession from information design to the more sophisticated practice of service design.

The presentation will include:

- snapshots of the methodology used by Attoma to analyse particularly complex multi-modal information “landscapes” within the context of traveller information “master plans” initiated by transit authorities or operators;
- methodological principles for a think tank composed of diverse stake-holders in transportation (automobile manufacturers, parking operators, public transport authorities, IT suppliers, etc.) to facilitate the prospective outline of an integrated approach to designing future transport networks.