

ETHICS PORTFOLIO:

SEAMLESS

(INDUSTRIAL PRODUCTION CHAINS AMBIENCES)

Made by Massimo Briani.

«Mature capitalism, like the original one, rests on unaccounted for human suffering, but no less frustrating and degrading for this».
Federico Caffè.

The photographic project "SEAMLESS" was born from the desire to create a visual story of medium and large industrial production environments. As you can see, a criterion of pictorial representation has been appropriately chosen that returns the atmosphere in their theatricality, unfortunately sad and antiquated. Once this theme to be explored was chosen, the shooting locations, the settings, the atmospheres, the lights were chosen, up to a series of shots that complete the photographic portfolio giving this a very clear and coherent stylistic figure.

As we know, industrial mass production from the Fordist period onwards has always had the aim of making products, from prototype to volume, without interruption, defined precisely as "Seamless Production". This production model has today come to bridge the gap between mass production and prototype production, aiming to obtain better results for constant, effective and efficient production. The "Seamless Production" therefore has the expected result that of obtaining maximum yields thanks to the shortening of the "time to market". This operational approach is applied in all stages of the industrial production of consumer goods. In the last decade, a second equally significant approach has been integrated into this approach: that of digitalization / automation of production processes. The automation/robotization of production plants has been integrated with the digitalization of processes ("Business Intelligence"). This evolution has resulted in obtaining increasingly reliable, efficient and safe production cycles. However, as we know by now against our will, this production system, the son of an unstoppable capitalist model, has led to an uncontrolled exploitation of the planet's resources which has produced unsustainable criticalities. Therefore, with more and more evidence, the need for a clear revision of production and development opportunities is required to avoid an economic and social collapse of vast and uncontrollable proportions. From the awareness of these needs, various global and European actions were born. For example, during the World Summit on Sustainable Development on 27 September 2015, the leaders of the 193 UN member states adopted unanimously the document "Transforming our world: the 2030 Agenda for sustainable development". A new global agenda, very ambitious, which imposes urgent environmental, economic and social objectives. The efficient use of natural resources, technologies and innovation play a leading role in the 2030 Agenda, which has therefore expanded compared to the past and integrated the environmental trend. The new objectives, in their universality dimension, create a mechanism that calls into question the responsibility of all

countries, according to a principle of implementation and mutual responsibility. The European Union has also launched plans to ensure safe, accessible and climate-friendly energy for citizens and businesses. New technologies will be introduced, measures for energy efficiency and renewed infrastructures that will help reduce household bills, create new jobs and skills and boost growth and exports. The macroeconomic changes taking place create new complexity and are the constitutive factors of the new paradigm of post modernity, where companies, consumers and institutions change the way they interact with each other and with the environment in which they operate. As for the business, we are moving from the concept of "company as a tool for doing business" to "company as a tool for generating a positive impact in the world", doing business (Honeyman, *The B Corp Handbook: How to Use Business as a Force for Good*, 2014). Doing business in a "sustainable" way means paying attention to how it is conducted, considering the effects that business operations generate in the lives of those who have an interest in the company, in the environment with which they interact and in the use of resources involved in the processes underlying their activities. There is therefore a trend linked to sustainability, which pushes companies to declare that they are "ethical" companies also with the aim of generating profit, generating added value to the simple economic measure. In summary, a different business model is emerging led by entrepreneurs motivated by social purposes (Sabeti, *The for-benefit enterprise*, 2011), companies that want to make the pursuit of a social mission one of their objectives. This new emerging model suggests the possibility of the birth of a new dimension of the economy that exploits the power of private companies to create public benefit (Wilburn & Wilburn, *The double bottom line: profit and social benefit*, 2014), capable of influencing the assets of capitalism, so as to stimulate a certain interest in the main economic debates and numerous points of academic research.