



DESIGN PILLS

## Chapter1. The sofa masters

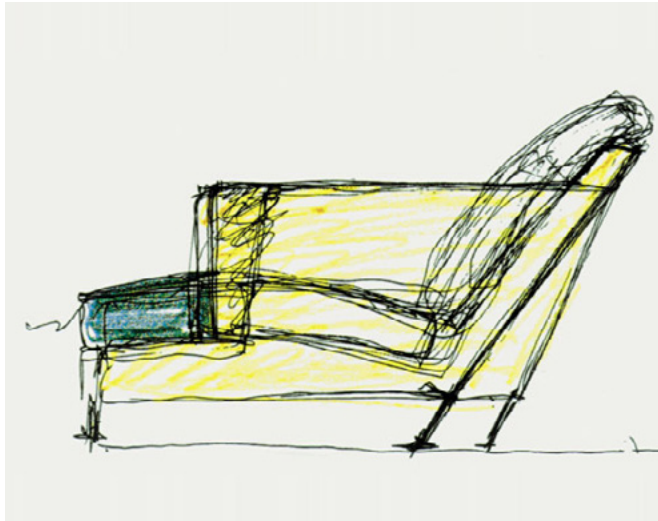
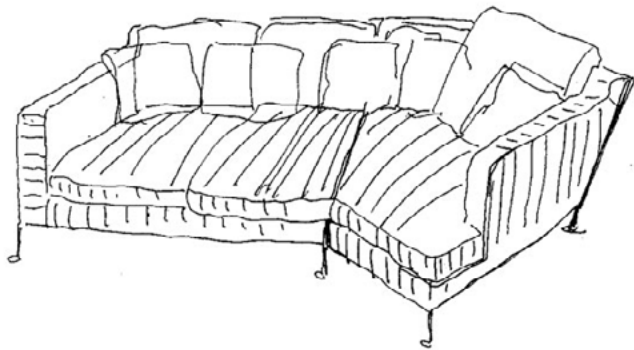
CITTERIO, URQUIOLA & LISSONI



DESIGNER  
ANTONIO CITTERIO

Italy, 1950

“Designing is communicating: 50% of the design process is talking, talking, talking. The defining of the briefing, determining direction, that’s my most important role. You have to sense and sometimes provoke: is what the client asks for really what he wants?”



My drawings are not much more than simple sketches expressing an idea, the rest was left to the dialogue with B&B Research Centre

HARRY Design process, 1995.  
B&B Italia.



1.GUSCIO, Flexform 2.FRANK, B&B 3.SUITA, Vitra  
4.CESTONE, Flexform 5.MAGISTER, Flexform 6 Evergreen, Flexform.



DESIGNER  
PATRICIA URQUIOLA

Spain, 1961

“As a designer you work on how to get the best out of what that brand has to offer in terms of expertise and style. It’s not a limitation because it forces you to think about the position of the brand and how you can create something that fits them perfectly. It’s not just me, me, me. That type of egotistical design rarely works – it should be a combination of the designer and the company working together to achieve something special and original”



"For me design is a surprising process. You have an idea and mix it up with other ingredients, but you never know what's going to come out in the end"

FOLIAGE Design process, 2012.  
Kartell.



1.SMOCK, Moroso 2.MASSAS, Moroso, 3.HUSK, B&B  
4.TROPICALIA,Moroso 5.MANGAS, Gan 6.BEND, B&B

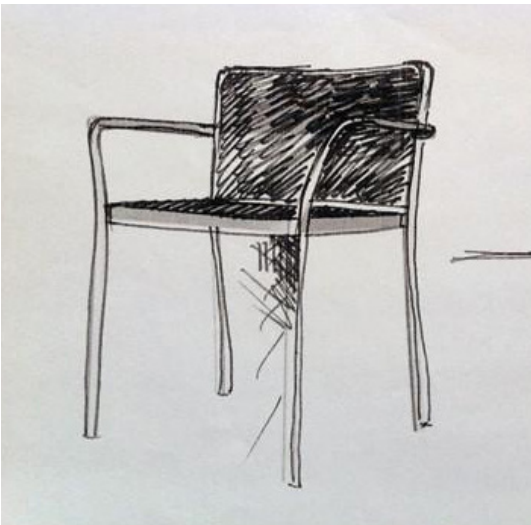


DESIGNER  
PIERO LISSONI

Italy, 1956

"The aesthetic is no different in architecture, art direction, interior design, or design: it is one philosophy and the guidelines are simplicity, elegance, and silence"





When I have an idea I then start to make a prototype and than we change it again and again - sometimes up to twenty times, which of course is a nightmare for the poor producers.

On design process  
Sketches for Audrey for Kartell.



1.TOOT,Cassina.2ROD,Living Divani 3. PALLET, Pierantonio Bonacina  
4.POP,Kartell 5.LISSONI,Fritz Hansen 6.FILO, Living Divani

“Designing is not a profession but an attitude. Design has many connotations. It is the organization of materials and processes in the most productive way, in a harmonious balance of all elements necessary for a certain function. It is the integration of technological, social, and economical requirements, biological necessities, and the psychological effects of materials, shape, color, volume and space. Thinking in relationships.”

Laszlo Moholy-Nagy