

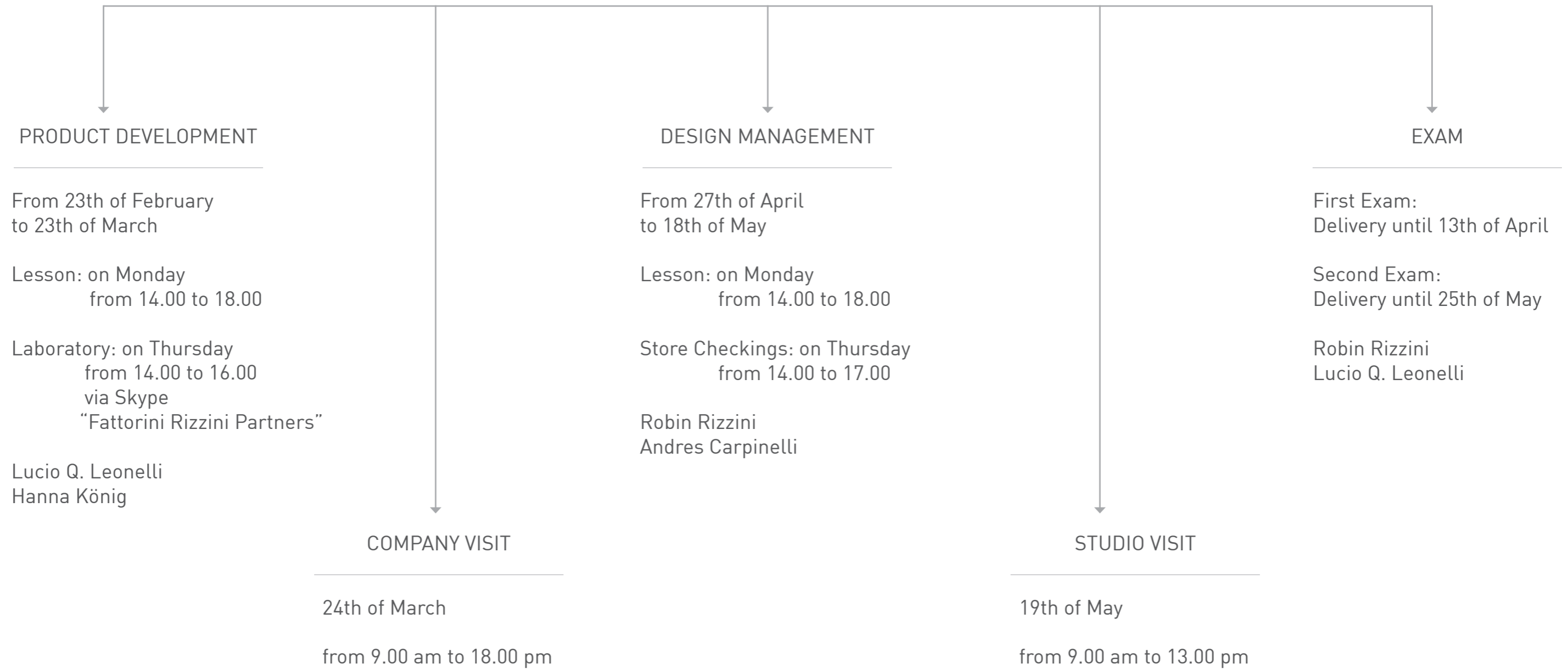
International Strategy
Design Management

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

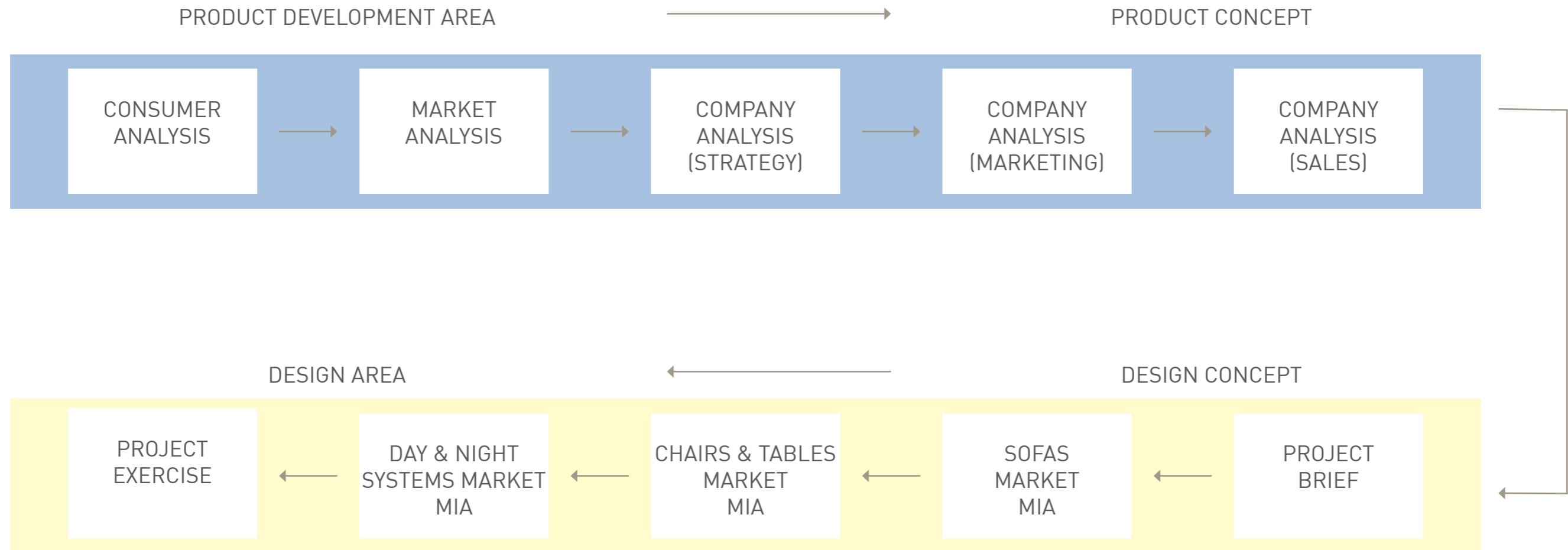
DESIGN MANAGEMENT

COURSE STRUCTURE



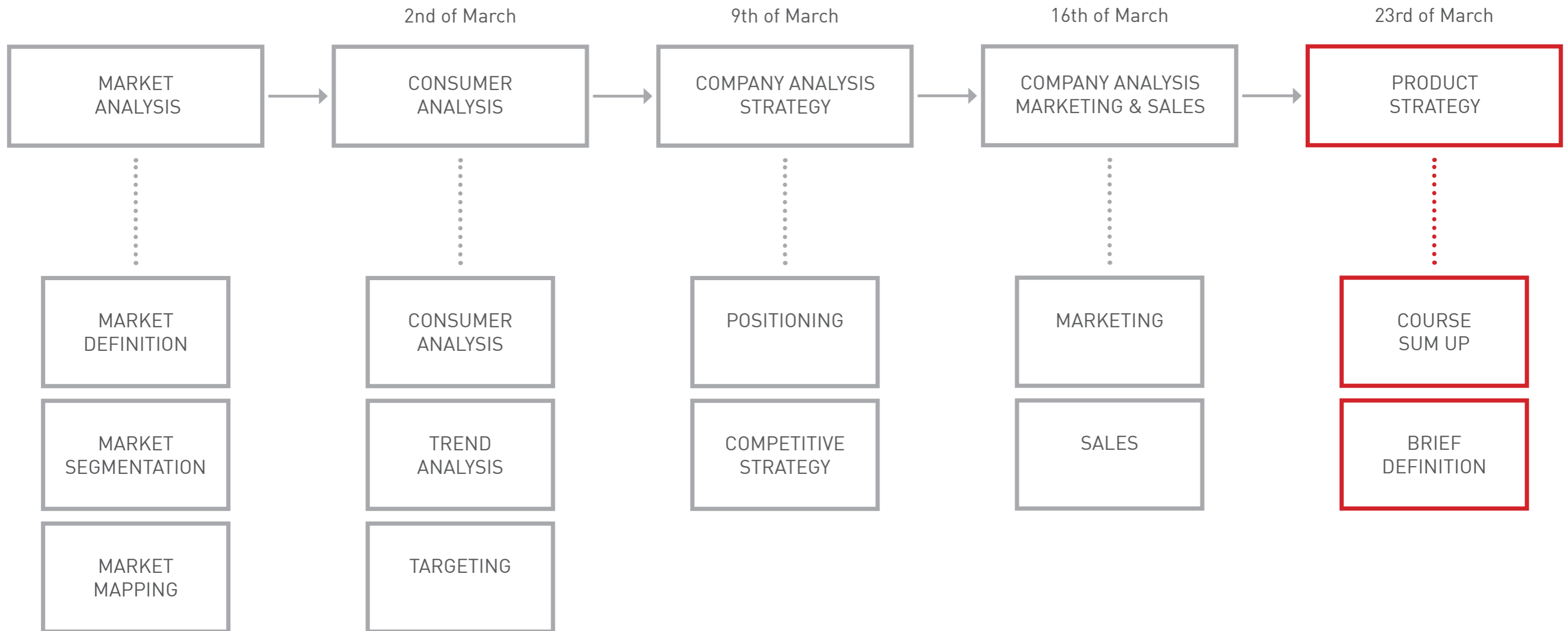
DESIGN MANAGEMENT

COURSE STRUCTURE



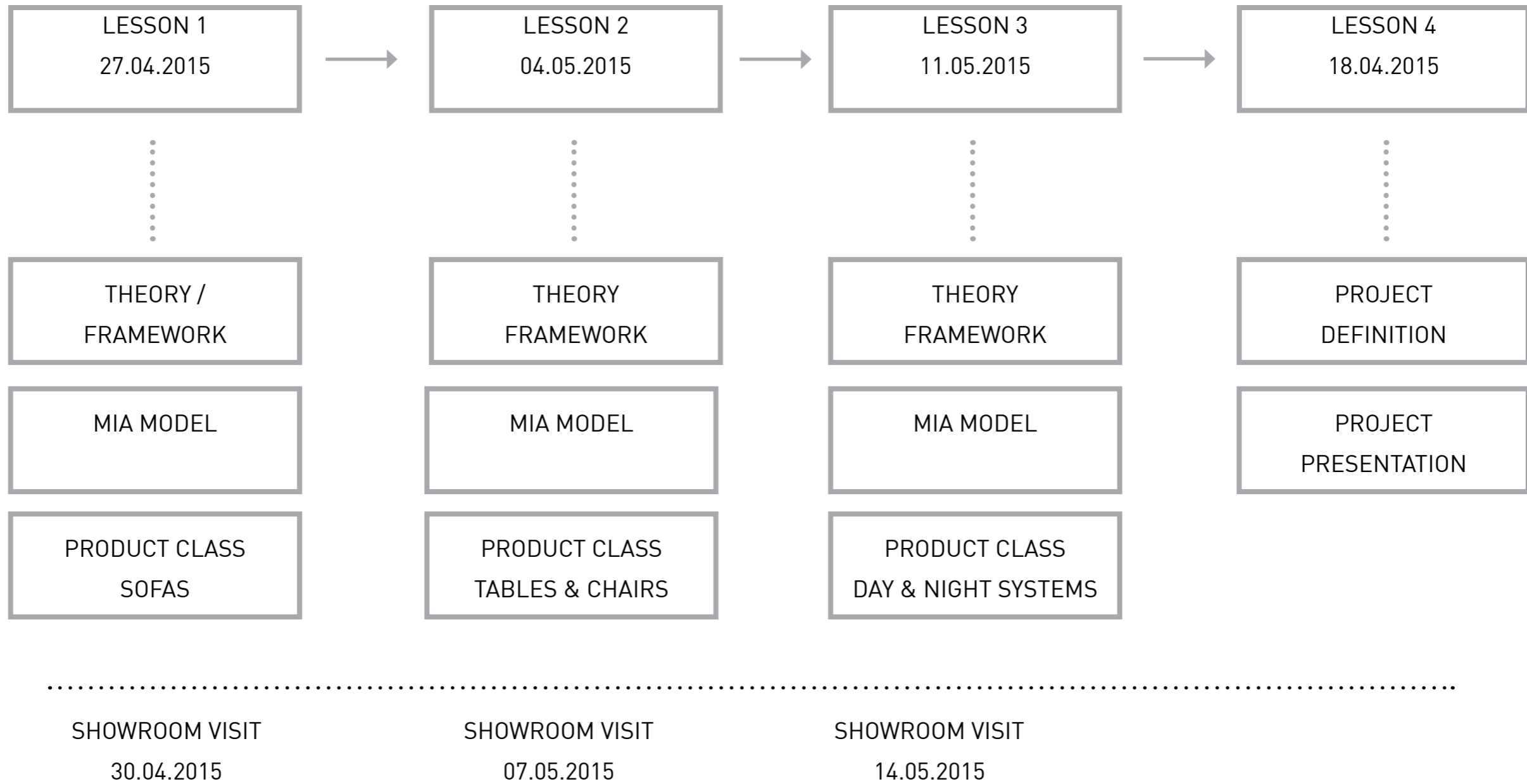
DESIGN MANAGEMENT

COURSE STRUCTURE



DESIGN MANAGEMENT

COURSE STRUCTURE



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IMAGES

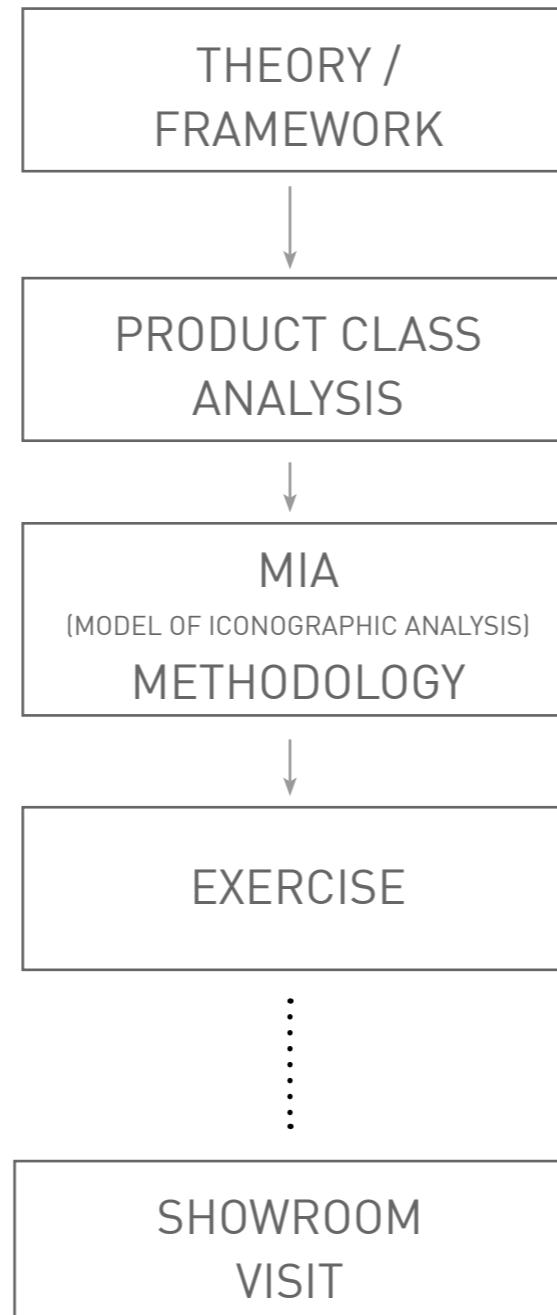
100 OBJECTS OF ITALIAN DESIGN. PERMANENT COLLECTION OF ITALIAN DESIGN.
The Milan Triennale, Annichiarico, S. Ed. Gangemi (17 aprile 2008)

Model of Iconographic Analysis
Lesson1. Part 1

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LESSON 1. OVERVIEW



KEY MESSAGE

WHAT IS AN ICONIC DESIGN?

WHAT IS A SIGN

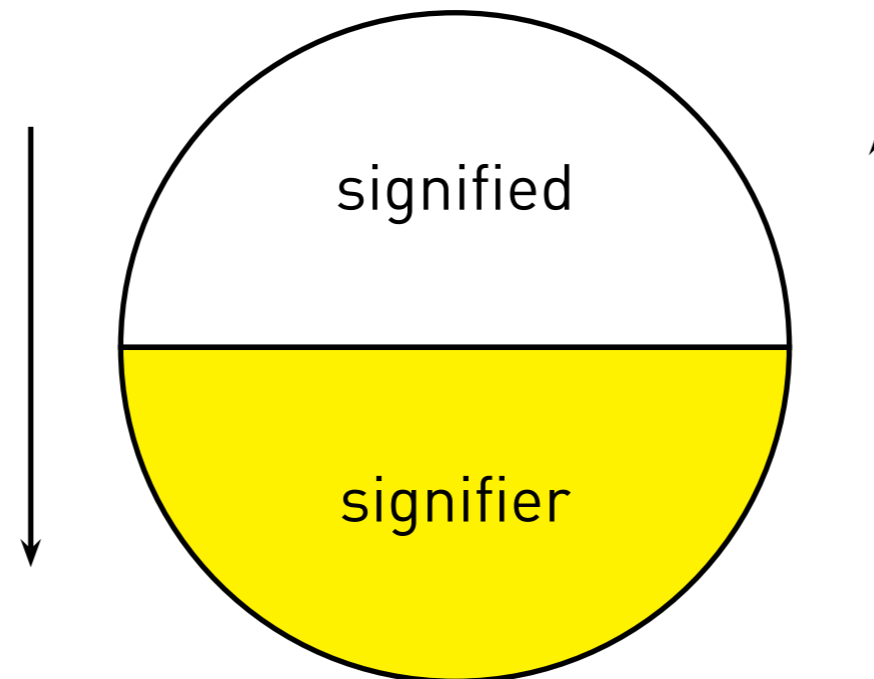


‘EVERY MESSAGE IS MADE OUT OF SIGNS’

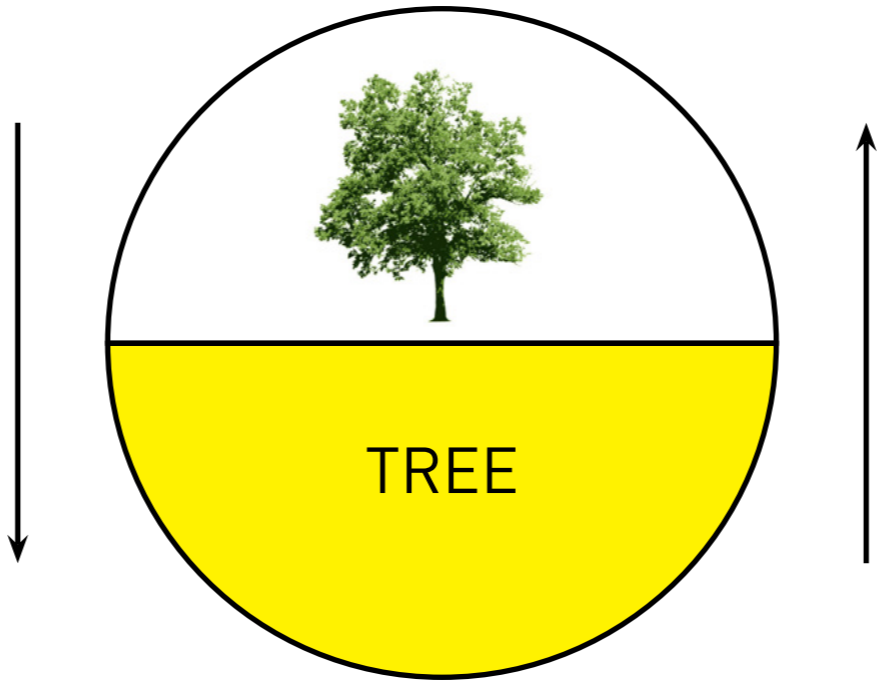
Ferdinand de Saussure (1857-1913) defined the sign as a “two-sided psychological entity” that links a mental concept of a thing (the signified) to a sound pattern (the signifier).

WHAT IS A SIGN

The sign is the whole that results from the association of the signifier with the signified. The relationship between the signifier and the signified is referred to as 'signification',



WHAT IS A SIGN



WHAT IS A SIGN

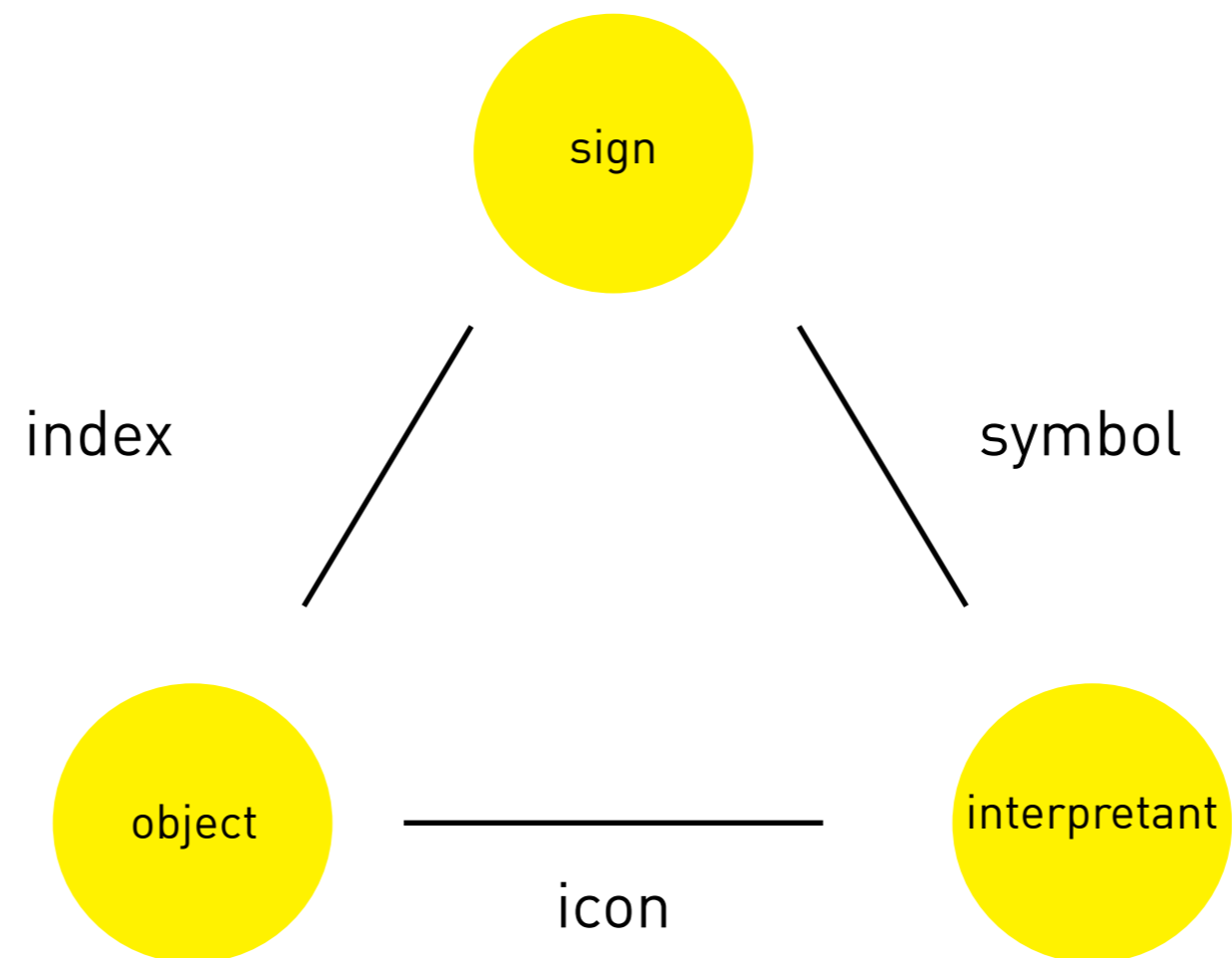


'NOTHING IS A SIGN UNLESS IT IS INTERPRETED AS A SIGN'

Charles Sanders Peirce (1839–1914) formulated the innovative triadic model of the sign, emphasizing in his theory that the way we interpret a 'sign' is what allows it to be signified – what gives it its meaning

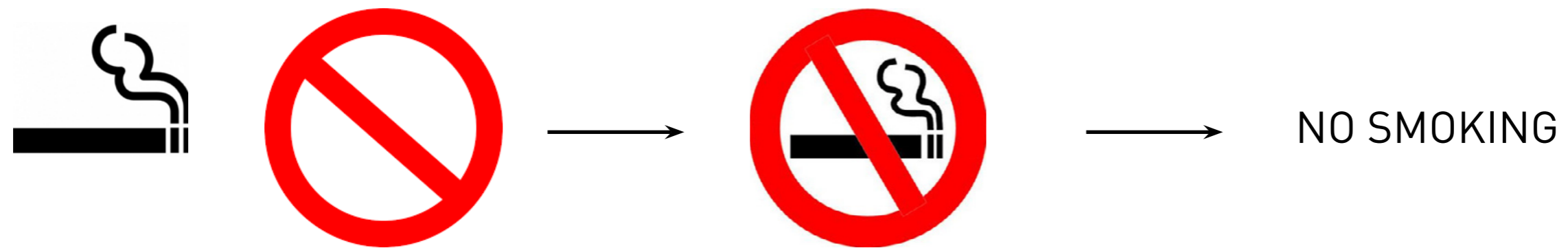
WHAT IS A SIGN

Signs are also defined as something visual that represent a meaning to the public or particular people. All these three words which are icon, index and symbol are a tool for analyzing the core of semiotics which is the language of signs



WHAT IS AN ICON

ICON: a. An image, figure, or representation



The representamen resembles or imitates its signified object in that it possesses some of its qualities. Therefore, the relationship between what the sign stands for – its referent and the sense behind it, the interpretant – does not necessarily have to be learned.

WHAT IS AN ICON

ICON: A representation of some sacred personage, in painting, bas-relief, or mosaic, itself regarded as sacred, and honoured with a relative worship or adoration

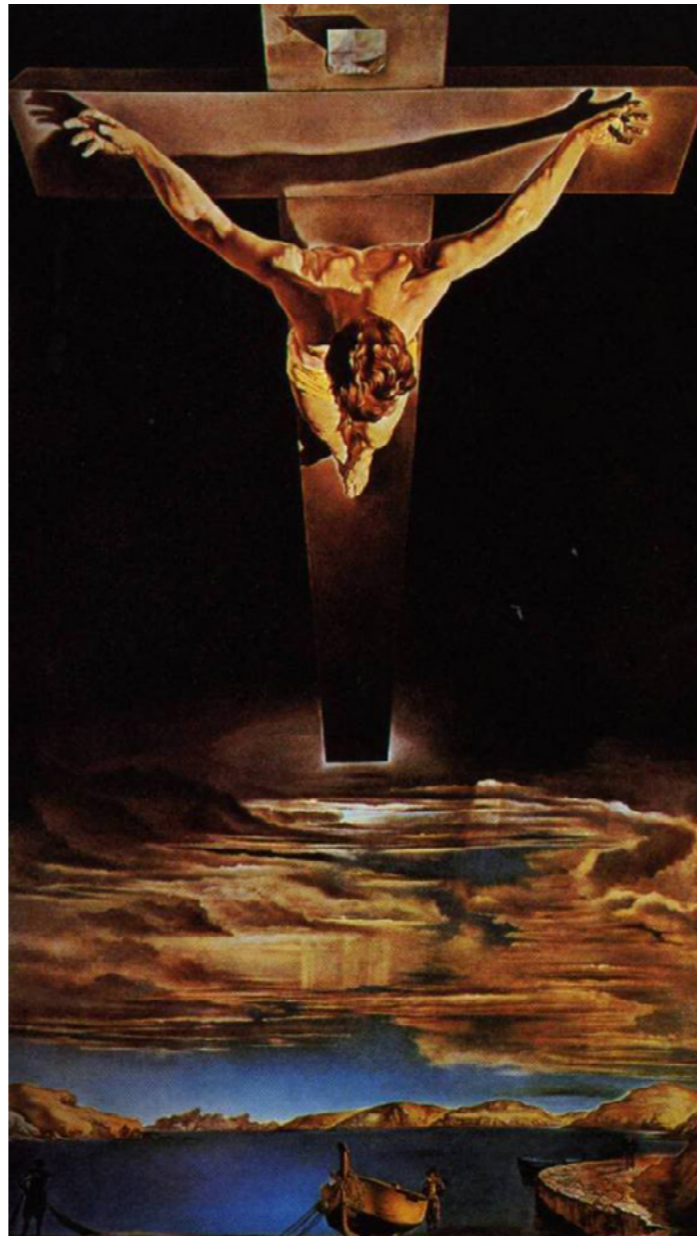


The Crucifixion.

Giotto, 1320

WHAT IS AN ICON

ICON: A representation of some sacred personage, in painting, bas-relief, or mosaic, itself regarded as sacred, and honoured with a relative worship or adoration



The Crucifixion.
Salvador Dalí, 1954

WHAT IS AN ICON

ICON: Designating a person or thing regarded as representative of a culture or movement; important or influential in a particular (cultural) context.



The Beatles
Abbey Road, 1969

WHAT IS AN ICON

ICON: Designating a person or thing regarded as representative of a culture or movement; important or influential in a particular (cultural) context.



The Beetles
VW Commercial, 2000

WHAT IS AN ICON

ICON: Designating a person or thing regarded as representative of a culture or movement; important or influential in a particular (cultural) context.



I-Phone 3G
California, 2008

WHAT IS AN ICONIC DESIGN

An iconic design represents something that is highly recognizable through memory, innovation or differentiation, and that stands the test of time over markets or media.

HOW TO RECOGNIZE AN ICONIC DESIGN

Understanding the different kinds of signs a product has and the rules that structure how this signs work together, in order to perceive their added value.

WHAT IS AN ICONIC DESIGN

KEY 1

A design that sets a bench mark for others to follow.



LC-3
Cassina, Le Corbusier, 1930

WHAT IS AN ICONIC DESIGN

KEY 2

A ground breaking design, in terms of its technology or manufacturing techniques used during its production.

DESIGN KEYS

Italian design features

DESIGN KEYS

Designed in 1973
by Vico Magistretti



PRODUCT KEYS

Integrated mechanism hidden

PRODUCT KEYS

Arm to floor side

PRODUCT KEYS

Perimetral stitching

MARALUNGA
Cassina, Vico Magistretti, 1973

WHAT IS AN ICONIC DESIGN

KEY 3

A design that sets new standards in terms of quality, functions/features or style.

DESIGN KEYS
Modular seating system

DESIGN KEYS
Designed in 1986
by Antonio Citterio



PRODUCT KEYS
Assymetrical compositions

PRODUCT KEYS
Upholstered platfomr

SITY
B&B, Antonio Citterio, 1986

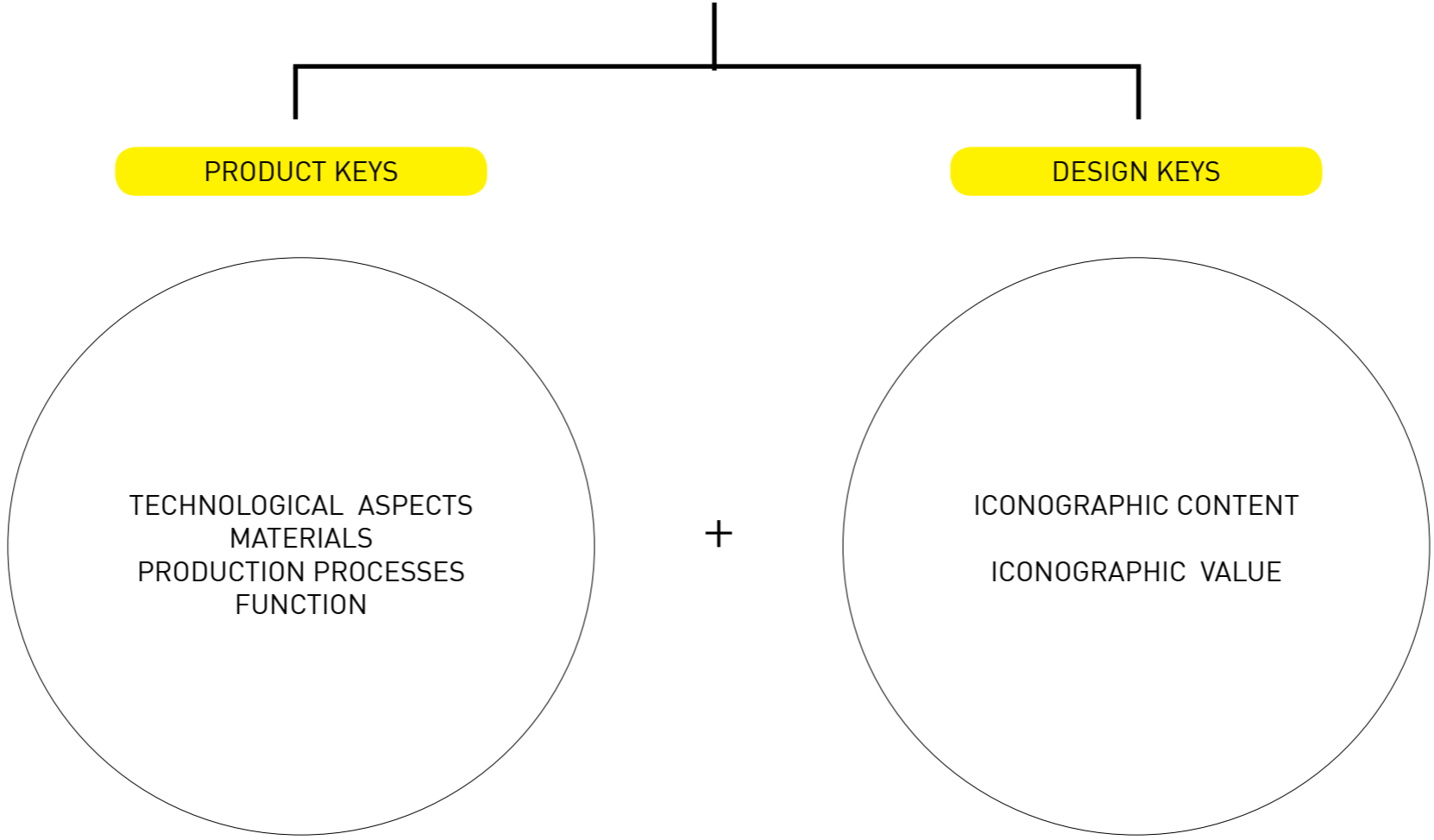
WHAT IS AN ICONIC DESIGN

KEYS

- 1.A design that sets a bench mark for others to follow.
- 2.A ground breaking design, in terms of its technology or manufacturing techniques used during its production.
- 3.A design that sets new standards in terms of quality, functions/features or style.

WHAT IS AN ICONIC DESIGN

PRODUCT ANALYSIS



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: SOFAS

PRODUCTION PROCESSES



WOODEN FRAME + FOAM

METAL FRAME + FOAM

COMOULDING FRAME AND FOAM



HAMILTON
Minotti, R.Dordoni



CHARLES
B&B, Antonio Citterio

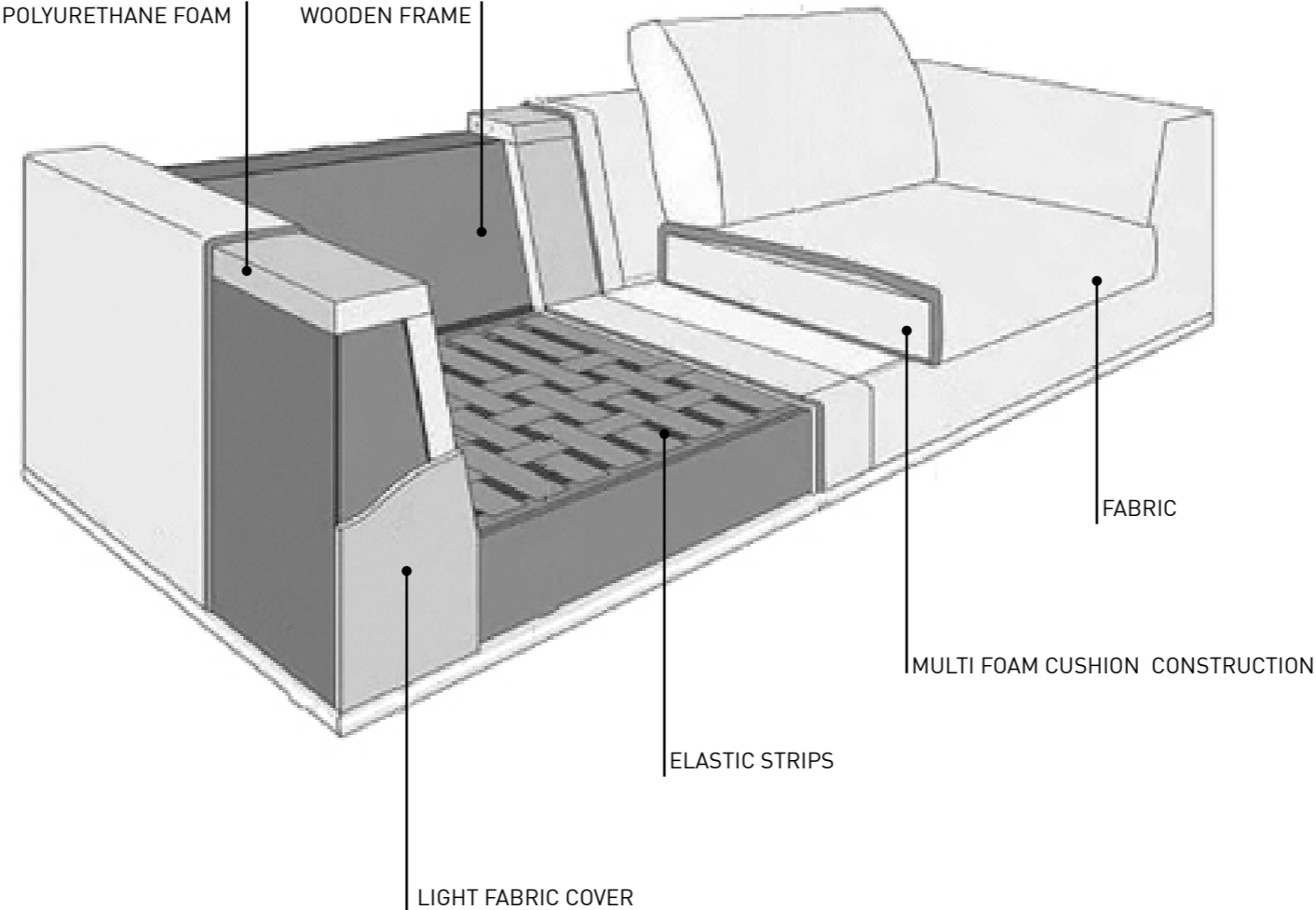


GRANDE PAPILIO
B&B, Naoto Fukasawa

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: SOFAS

PRODUCTION PROCESSES.
WOODEN FRAME + FOAM



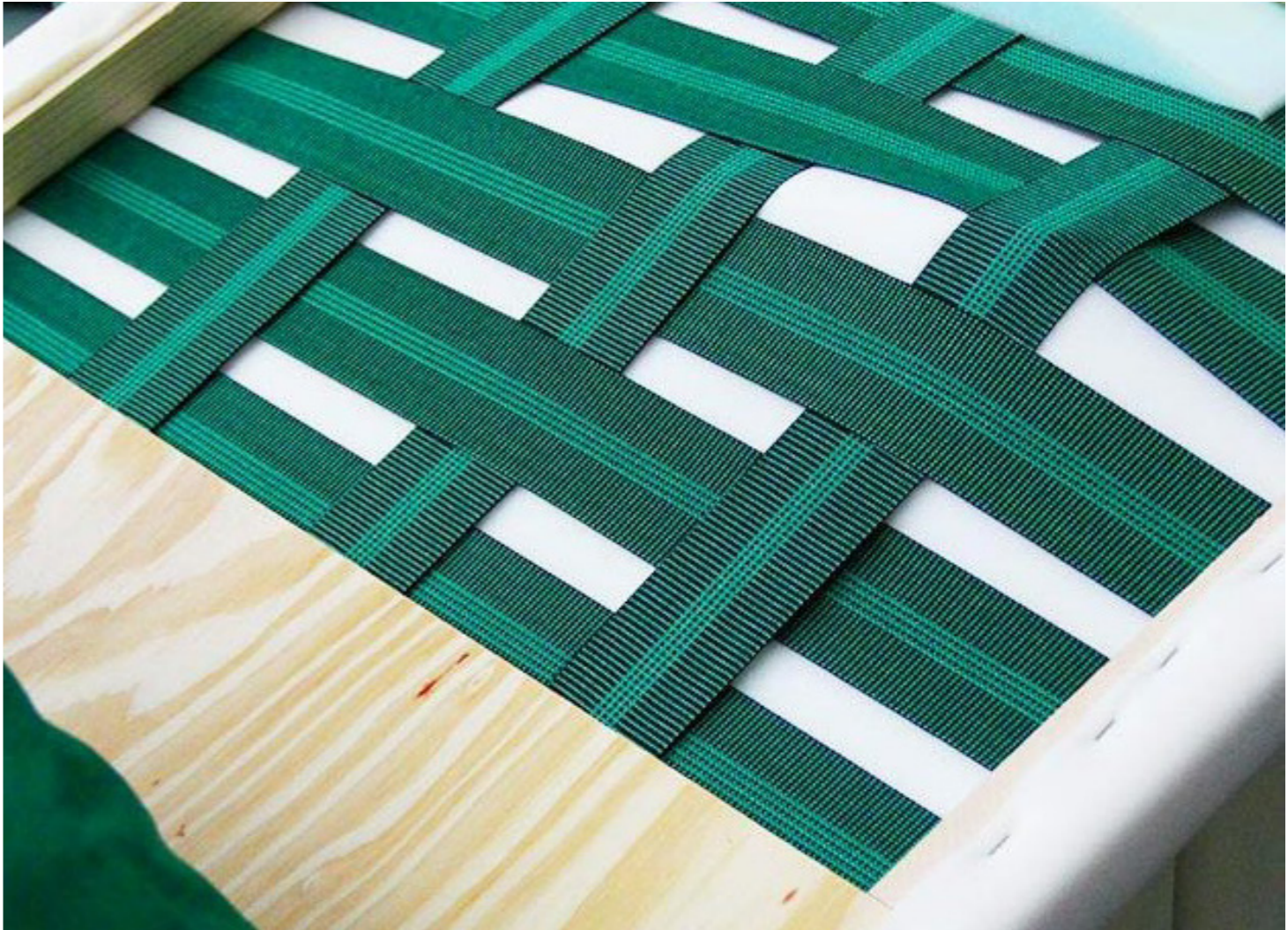
WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: SOFAS

PRODUCTION PROCESSES.
WOODEN FRAME + FOAM



1. WOODEN FRAME CONSTRUCTION



2. ELASTIC STRIPS NET

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: SOFAS

PRODUCTION PROCESSES.
WOODEN FRAME + FOAM



3. DIFFERENT FOAMS US FOR COMFORT



4.TEXTILE COVER



5.STITCHING DETAILS AND UPHOSLTERY

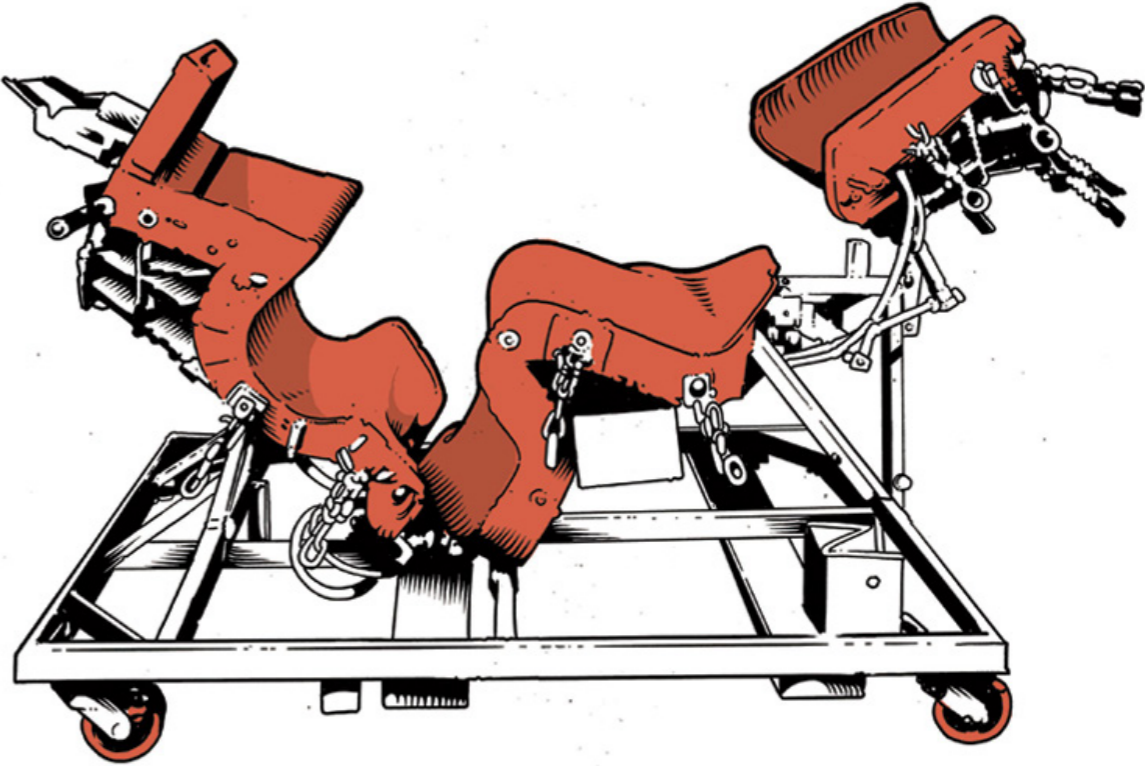
WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: SOFAS

PRODUCTION PROCESSES.
COLD POLYURETHANE FOAM MOUDLING



GRANDE PAPILIO ARMCHAIR
1. METAL FRAME INSERT



GRANDE PAPILIO ARMCHAIR
2. MOLD IN FIBER GLASS

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: SOFAS

PRODUCTION PROCESSES.
COLD POLYURETHANE FOAM MOUDDLING



GRANDE PAPILIO ARMCHAIR
3. PRODUCTION



GRANDE PAPILIO ARMCHAIR
4. HAND FINISH OF THE MOLD

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: SOFAS

PRODUCTION PROCESSES.
COLD POLYURETHANE FOAM MOUDLING



GRANDE PAPILIO ARMCHAIR
5.LEATHER SELECTION



GRANDE PAPILIO ARMCHAIR
6.UPHOLSTERY AND STICHING DETAILS

COFFEE BREAK



Model of Iconographic Analysis.
Lesson 1. Part 2

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ADVISORY

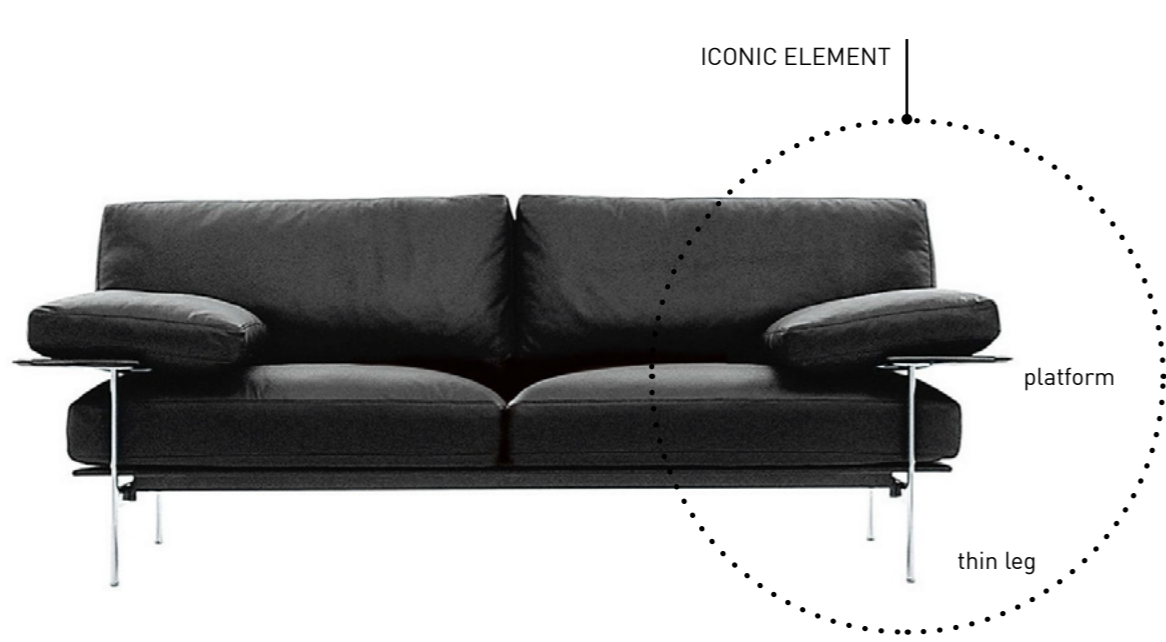
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PARTNERS
DESIGN
ADVISORY

MIA SOFAS

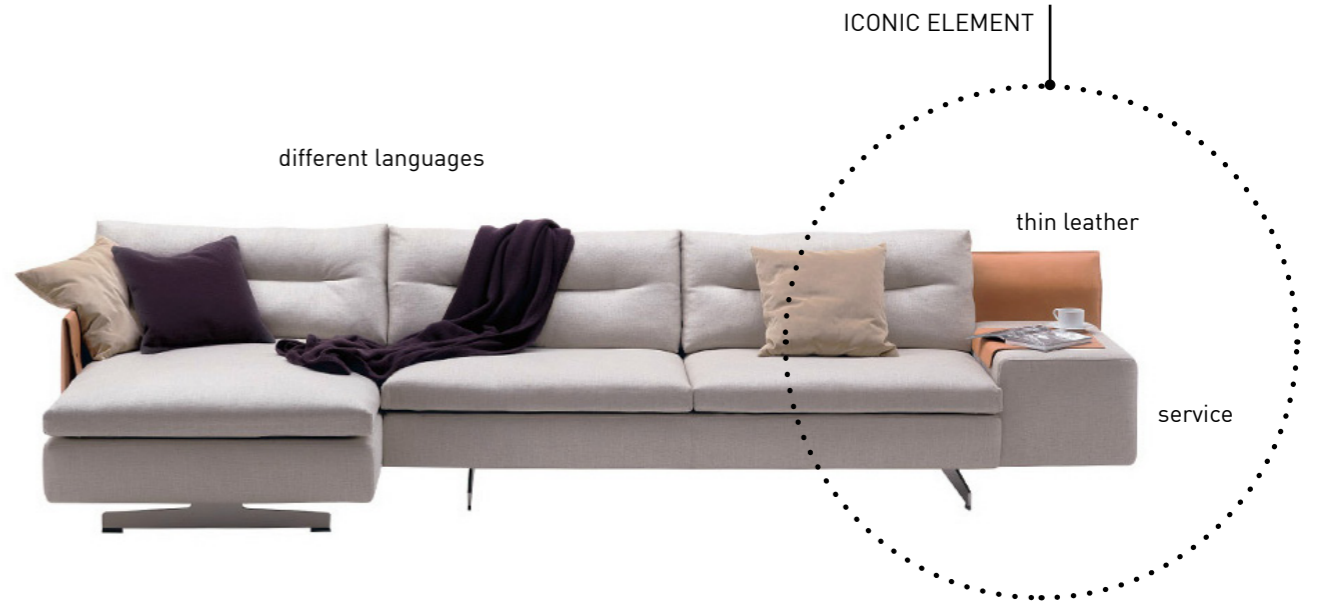
DESIGN KEYS ANALYSIS

ICONOGRAPHY - SOFAS

DESIGN CODE
ICONIC VALUE



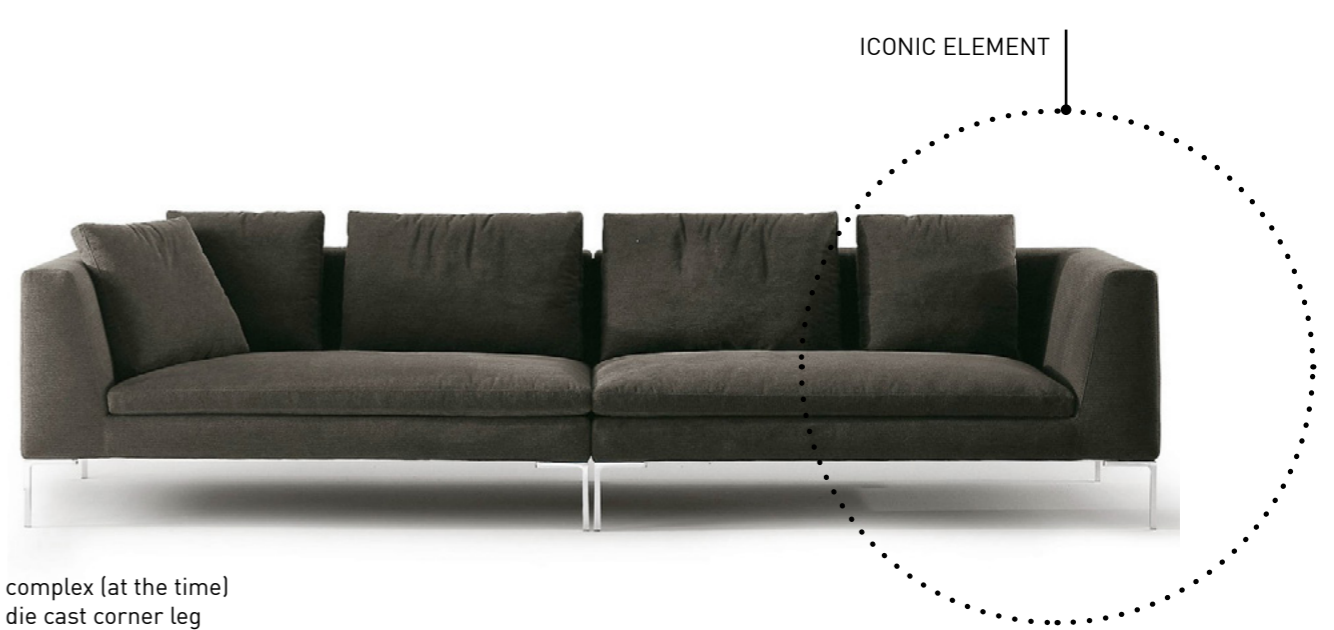
DIESIS
B&B, Antonio Citterio, 1979



GRAN TORINO
Poltrona Frau, Jean Marie Massaud, 2013



GROUND PIECE
Flexform, Antonio Citterio, 2001

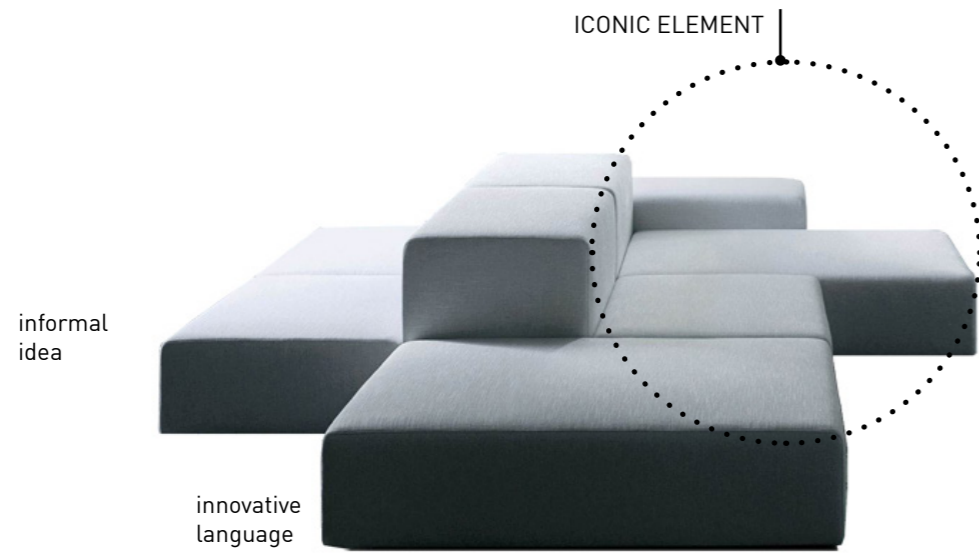


complex (at the time)
die cast corner leg

CHARLES
B&B, Antonio Citterio, 1997

ICONOGRAPHY - SOFAS

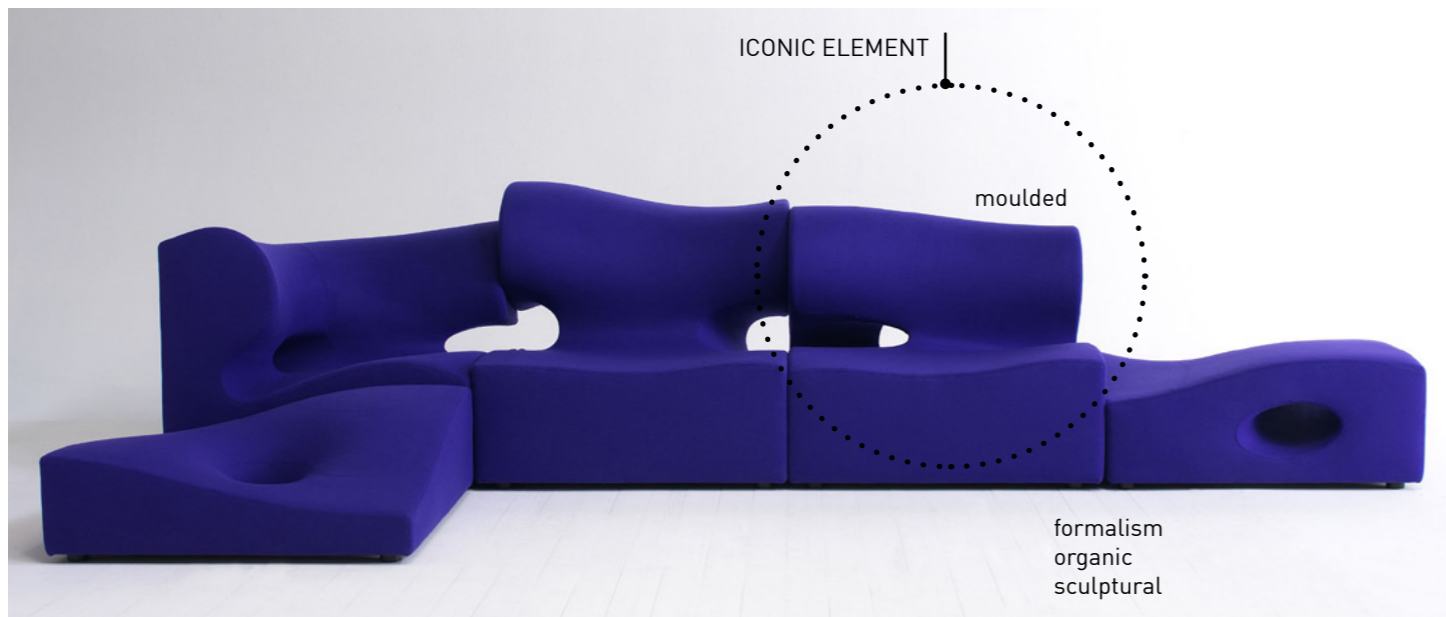
DESIGN CODE
ICONIC VALUE



EXTRA WALL XL
Living Divani, Piero Lissoni, 2002



REDONDO
Moroso, Patricia Urquiola, 2000



MISFITS
Moroso, Ron Arad, 2007



TUFTY TIME
B&B, Patricia Urquiola, 2005

ICONOGRAPHY - SOFAS

DESIGN CODE
ICONIC VALUE

the "grandma" sofa inspiration
(Memory)

ICONIC ELEMENT



RAFFLES
De Padova, Vico Magistretti, 1988

ICONIC ELEMENT



simple soft block

BOLTON
Poliform, Giuseppe Vigano, 2011

TEAM EXERCISE N°1

MIA

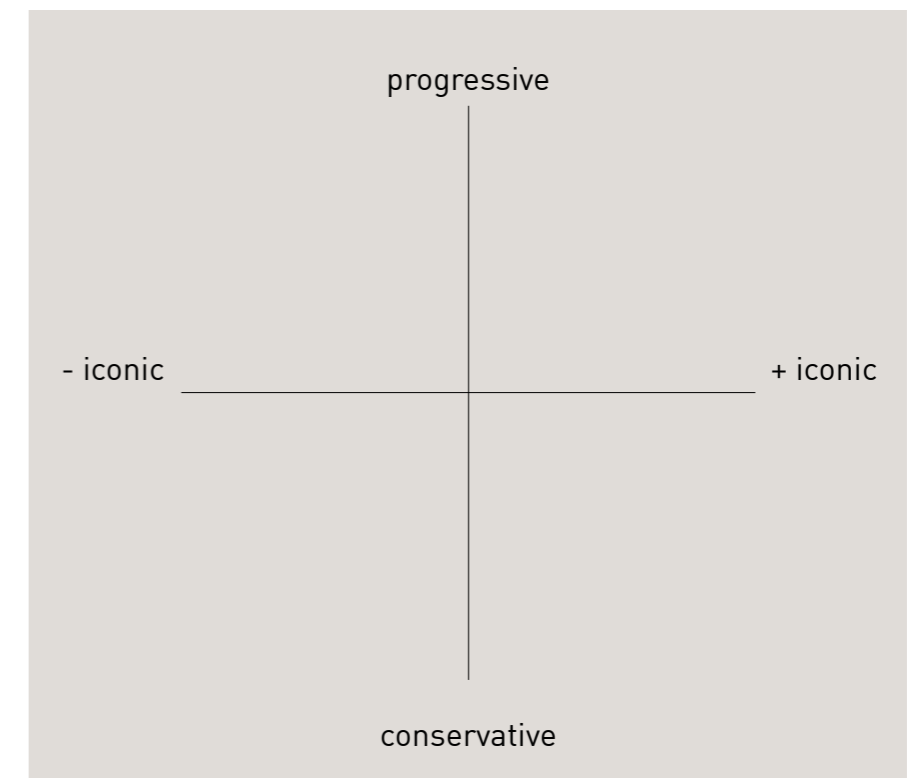
Objective:

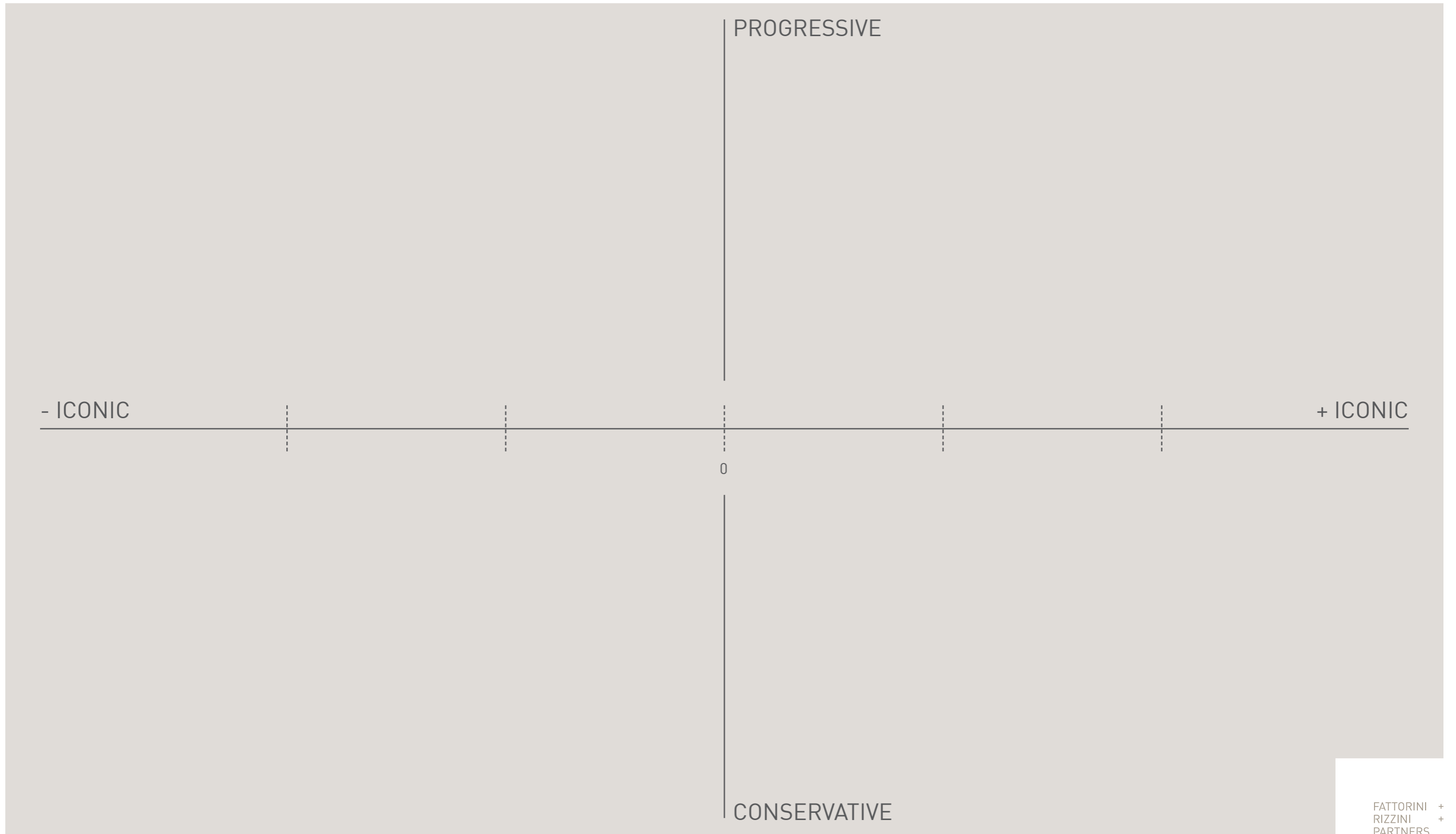
Understand the iconic values of products through product analysis

Methodology:

Throughout the use of an analytical matrix:

- 1) Map the selected products of the italian sofas class in terms of Iconicism and aesthetics code
- 2) Cluster the results.





EXERCISE INFORMATION



PARTY



REDONDO



DIESIS



ARNE



LC-3



MISFITS



BOLTON



LE BAMBOLE



CHARLES



MARALUNGA



BEBOP



GRAN TORINO



RAFFLES



EXTRA WALL



STANDARD,



UNDERCOVER



WILLIAM



BOCCA



HAMILTON



TUFTY TIME

TEAM EXERCISE N°2

MIA

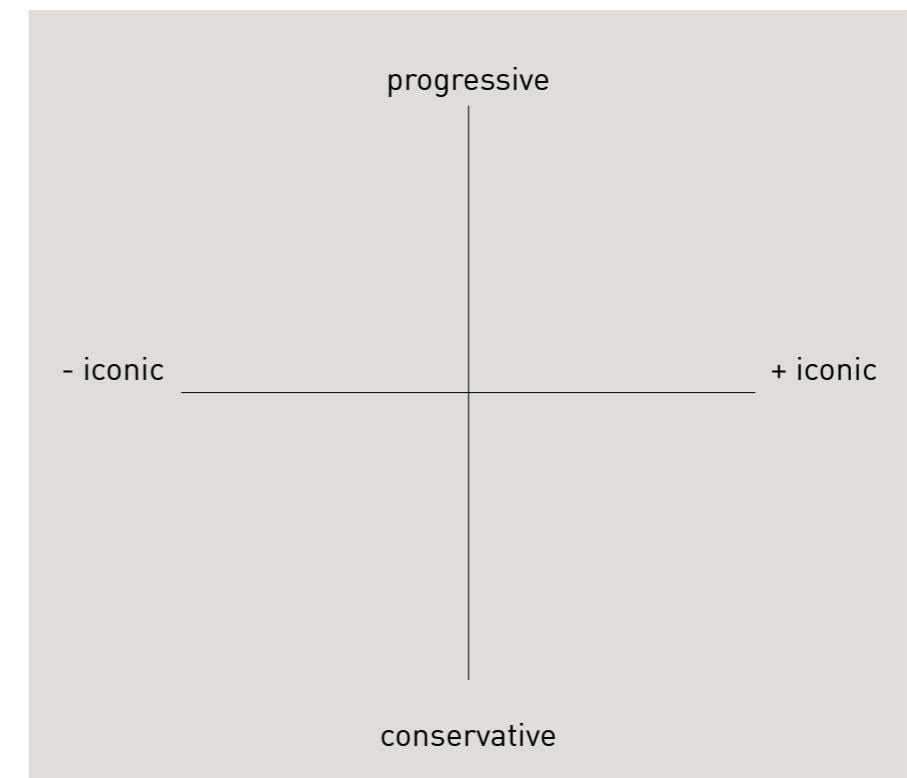
Objective:

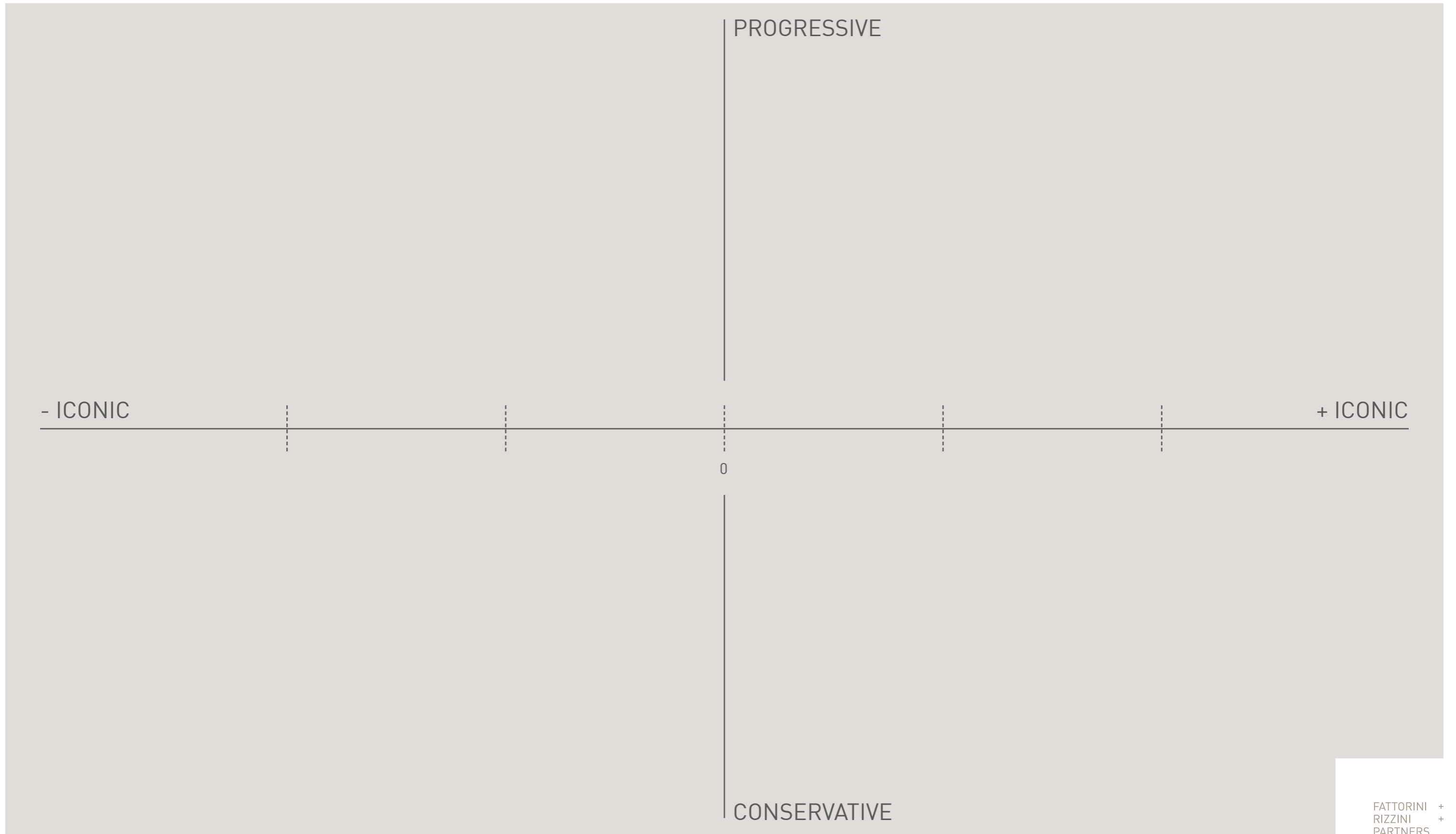
Understand the iconic values of products through product analysis

Methodology:

Throughout the use of an analytical matrix:

- 1) Place in the matrix of exercise n°1 the selected products of the Italian fashion bags in terms of Iconicism and aesthetics code
- 2) Compare the results with Exercise n°1. Identify similarities between the brands in furniture and fashion.
- 3) Be prepared to comment your maps .





EXERCISE INFORMATION



Costume National



Moschino



Armani Collezioni



PEEKABOO Fendi



BAGONGHI Roberta di Camerino



BAMBOO Gucci



TRUNK Marni



Roberto Cavalli



Bulgari



Versace



INTRECCIATO Bottega Veneta



ZAINETTO Prada



BAGUETTE Fendi



Valentino



Salvatore Ferragamo



Etro



Missoni



MISS SICILY Dolce & Gabbana



JACKIE Gucci



Emilio Pucci



Alberta Ferretti