

Lesson 3

part1. 25 min
exercise 3 debate

design pill. 5 min

Lesson 4

part1. 30 min
What is a soft contract interior

exercise 1. 60 min

Break. 15 min

exercise 1 review + debate 30 min

part2. 30 min
What is a residential interior

exercise2 + exercise3 introduction 45 min

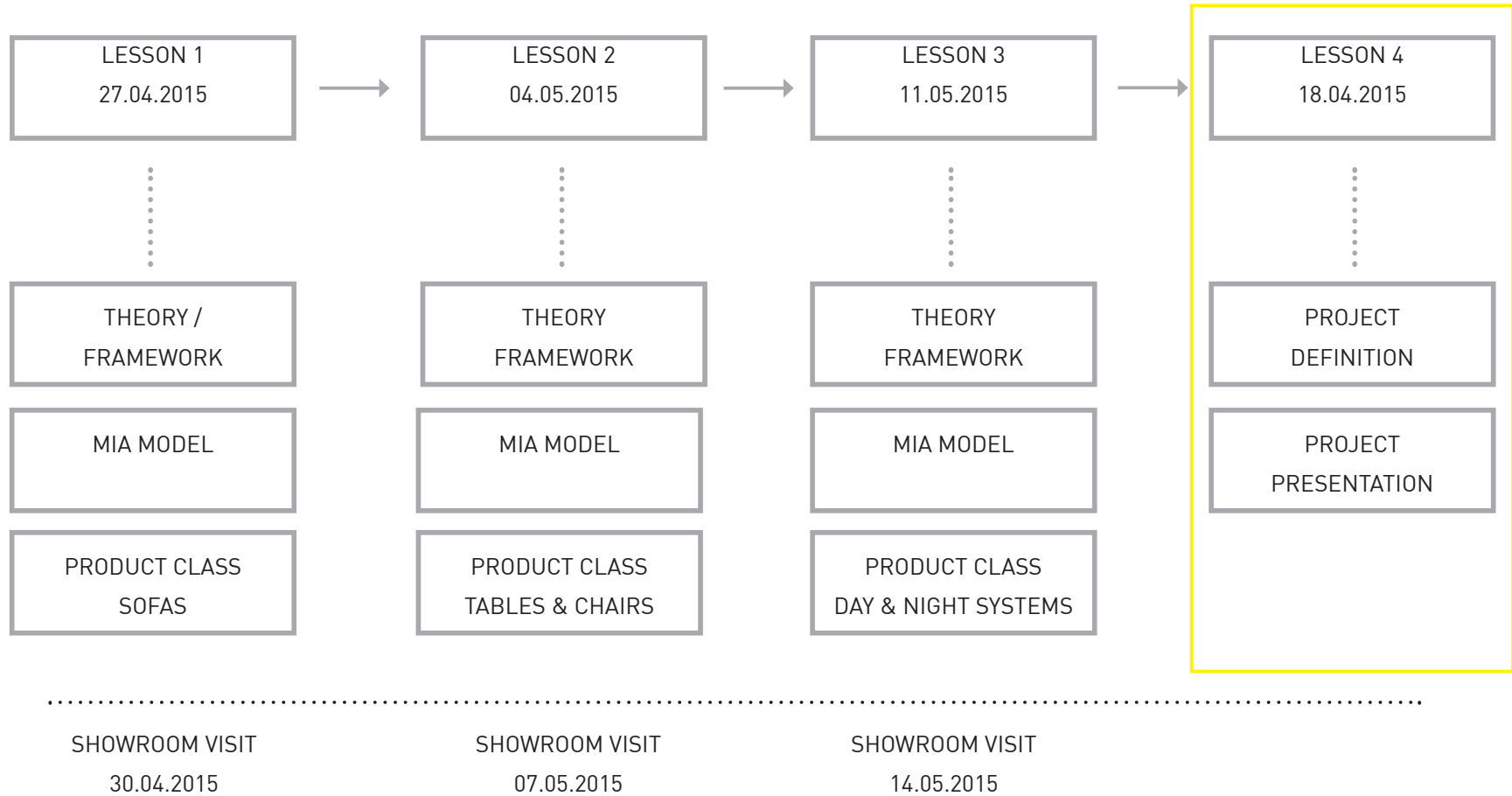
International Strategy
Design Management

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

DESIGN MANAGEMENT

COURSE STRUCTURE

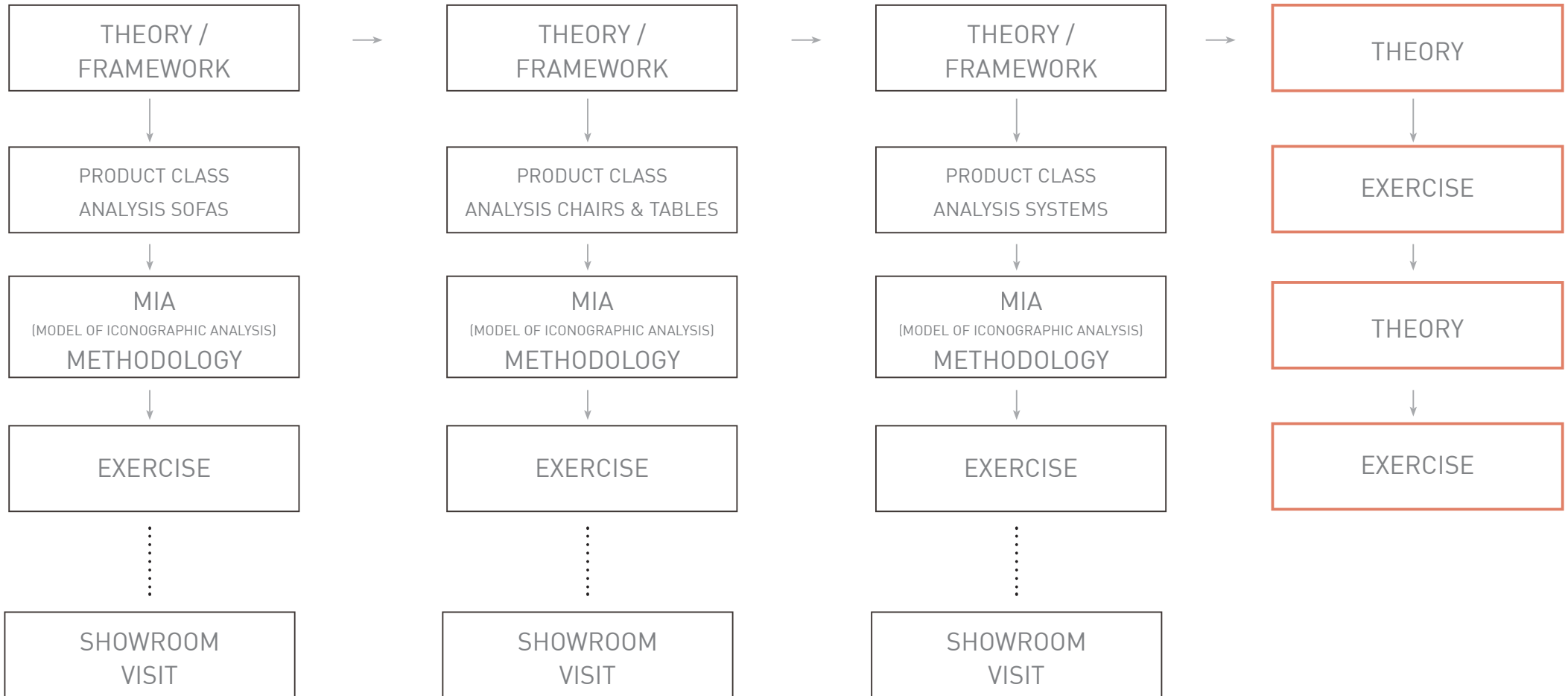


Model of Iconographic Analysis
Lesson 4 Part 1

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

LESSON 4. OVERVIEW



KEY MESSAGE

WHAT IS AN ICONIC DESIGN?

WHAT IS AN ICONIC DESIGN

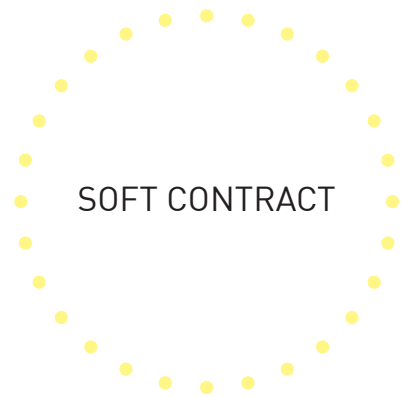
An iconic design represents something that is highly recognizable through memory, innovation or differentiation, and that stands the test of time over markets or media.

WHAT IS AN ICONIC DESIGN

KEYS - SUM UP

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.
4. A design that stands the test of time, remaining popular despite the passing of years.
5. A design that improves on the past.
6. A design that is often recognised and stays in the memory by consumers.
7. A design that sets a trend.
8. A design that is innovative.
9. A design that is aesthetically pleasing.

INTERIORS



INTERIOR - SOFT CONTRACT



NOVOTEL, NETHERLANDS - C. Guisset, 2015



ACE HOTEL, UK - EPR Arch., 2013



MANDARIN ORIENTAL, SPAIN - P. Urquiola, 2013



SHERATON HOTEL FINANCIAL DISTRICT, US - The Bloc Arch. - 2011



MANDARIN HOTEL, JAPAN - P. Urquiola, 2013



WI RETREAT, PORTORICO - P. Urquiola, 2013



DAS STUHE HOTEL, GERMANY - P. Urquiola, 2013



THOMPSON, US - T. Bernerd, 2014



MONDRIAN HOTEL, UK - T. Dixon, 2012



BULGARI HOTEL, UK - A. Citterio & P. Viel, 2013



BULGARI HOTEL, ITALY - A. Citterio & P. Viel, 2012



SAINT VINCENT HOTEL, FRANCE - P. Lissoni, 2010



PRINCI, ITALY - A. Citterio & P. Viel, 2014



BYBLOS HOTEL, FRANCE - A. Citterio & P. Viel, 2013



THE STANDARD, DENMARK - Gam Fratesi, 2014

EXERCISE INFORMATION



MARALUNGA



CHARLES



WILLIAM



LC-3



LE BAMBOLE



BOLTON



GRAN TORINO



REDONDO



HAMILTON



UNDERCOVER

EXERCISE INFORMATION



ELICA



LINK



ANTEO



INVISIBLE TABLE



TENSE



HECTOR



MINIMO



FERRO



ELEMENT



25



CONCORDE



LESS

EXERCISE INFORMATION



DEJAVU



ONE



PYLON



BAC



LOUIS



EROS



ZIGZAG



SUPERLEGGERA



MASTERS



FRIDA



MYTO



NEVE

Model of Iconographic Analysis
Lesson4 Part 2

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

INTERIORS - RESIDENTIAL



PRIVATE APT., UK - A. Graef, 2014



NORTH SEA APT., BELGIUM - J. Pawson, 2007



PAWSON HOUSE, UK - J. Pawson, 1998



EX FRANTOIO, ITALY - Palomba&Serafini, 2010



CENRTAL APT., GERMANY - BBM Arch., 2013



PRIVATE APT., JAPAN - O. Sekkei, 2014



FARMHOUSE, SPAIN - Dom Arquitectura, 2014



VILLA CRISSCROSS, SLOVENIA - Ofis Arch. 2013



PRIVATE APT., UK - D: Chipperfield, 2014



CASA MOROSO , ITALY - P. Urquiola, 2014



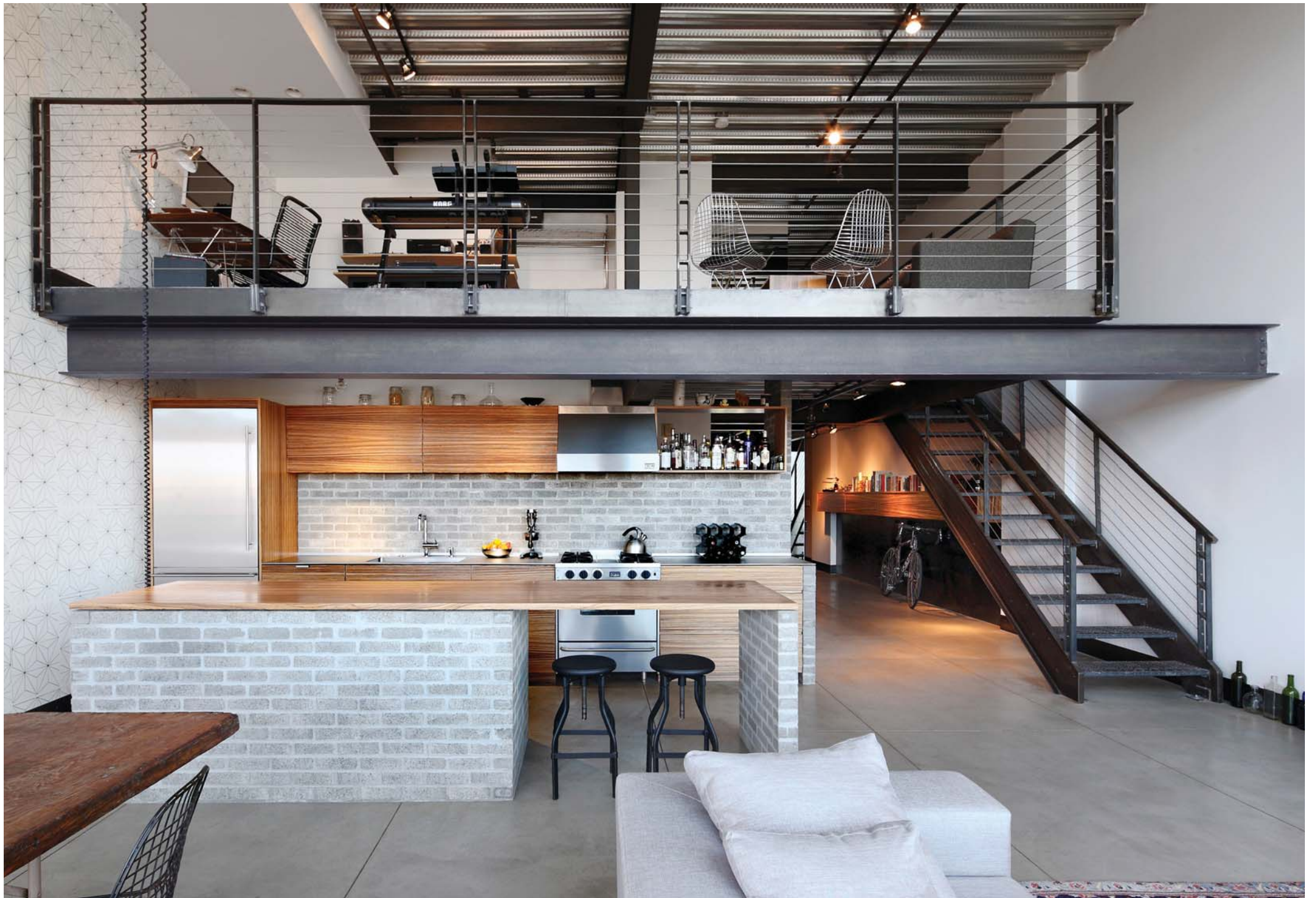
GRAND TOUR APT., ITALY - Uda Arch., 2013



LOFT APT., UK - Cloud Studio, 2012



GREAT VILLA, PORTUGAL - J. Hayon, 2012



CAPITOL HILL LOFT, US - Shed Arch., 2014



CARIBBEAN VILLA, ARUBA - P. Boon, 2013

TEAM EXERCISE N°2

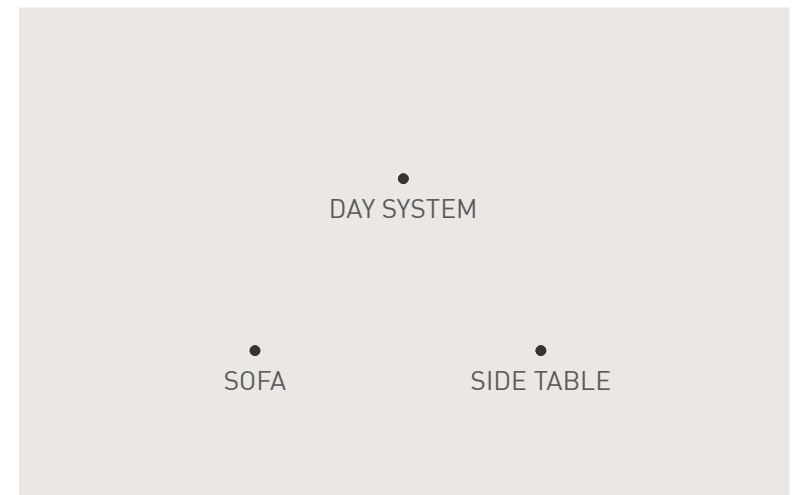
MIA

Objective:

To create cross systems of products by understanding their iconic values

Methodology:

- 1) Select a residential interior from the range
- 2) Select and match a day system, a sofa and a side table to be matched with it in a LIVING scene
- 3) Explain your selection and method (written)
- 4) Submit a small digital presentation (deadline: may 22nd)



EXERCISE INFORMATION



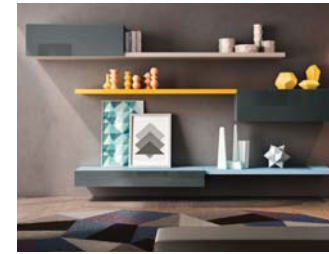
SELF



MODERN



WAVE



36E8



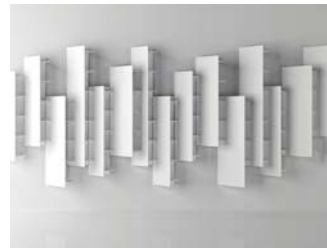
MINIMA 3.0



835 INFINITO



INORI



CTLINE



AD HOC



NUVOLA ROSSA

EXERCISE INFORMATION



MARALUNGA



CHARLES



WILLIAM



LC-3



LE BAMBOLE



BOLTON



GRAN TORINO



REDONDO



HAMILTON



UNDERCOVER

EXERCISE INFORMATION



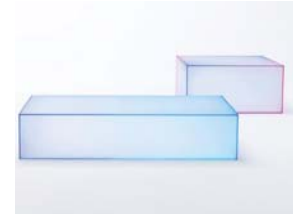
BUTTON TABLE



FLOW



GALATA



LC-3



TOREI



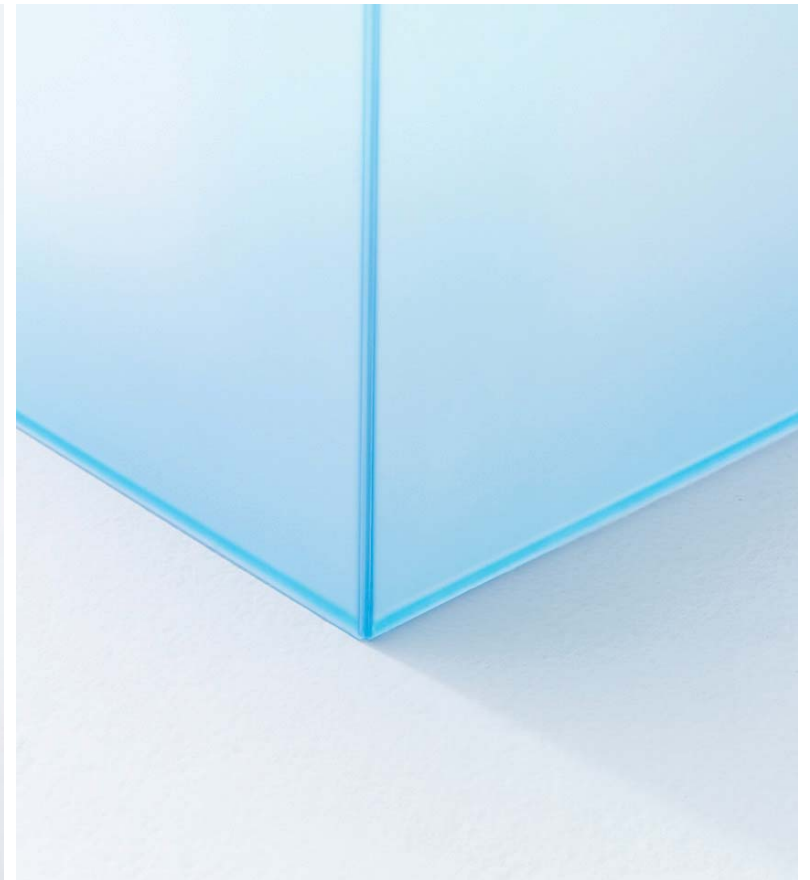
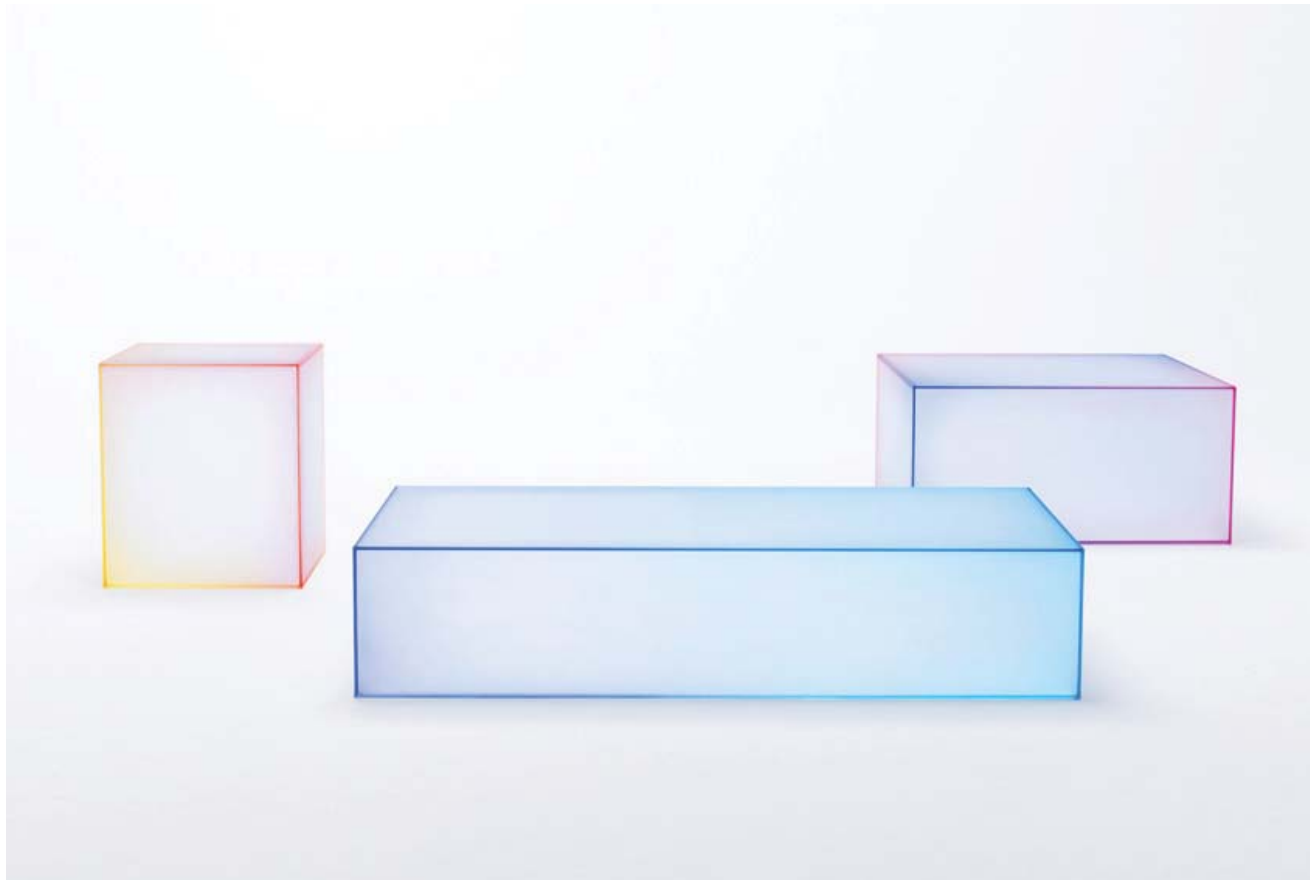
BUTTON TABLE
Barber&Osgerby, Cassina, 2013



FLOW
J. M. Massaud, MDF Italia, 2010



GALATA
K. Grcic, Marsotto Edizioni, 2010



SOFT
Nendo, Glas Italia, 2015



TOREI
L. Nichetto, Cassina, 2013

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DAY SYSTEM

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SOFA

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SIDE TABLE

LIVING

TEAM EXERCISE N°3

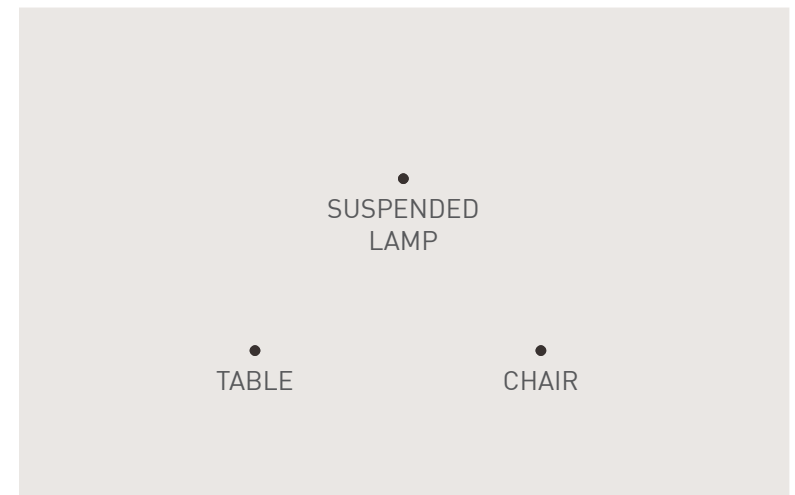
MIA

Objective:

To create cross systems of products by understanding their iconic values

Methodology:

- 1) Select a residential interior from the range
- 2) Select and match a table, a chair and a lamp to be matched with it in a DINING scene
- 3) Explain your selection and method (written)
- 4) Submit a small digital presentation (deadline: may 22nd)



EXERCISE INFORMATION



ELICA



LINK



ANTEO



INVISIBLE TABLE



TENSE



HECTOR



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25



CONCORDE



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ZIGZAG



SUPERLEGGERA



MASTERS



FRIDA



MYTO



NEVE

EXERCISE INFORMATION



APLOMB



CABOCHE



GLO BALL



MISS



SKY GARDEN



APLOMB
Lucidi & Pevere, Foscarini, 2010



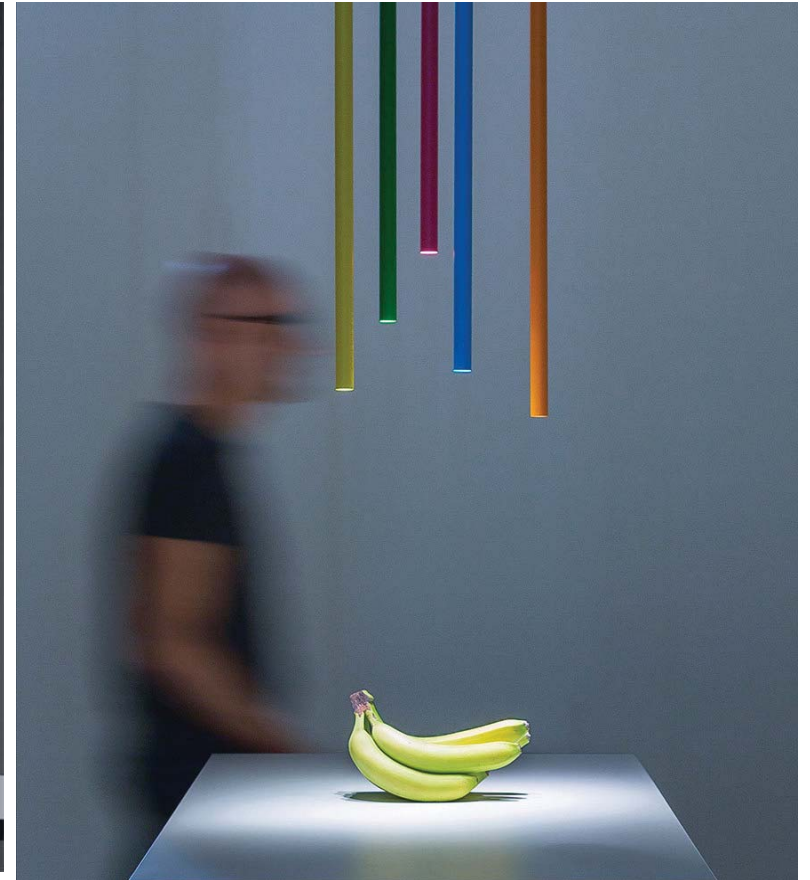
CABOCHE
P. Urquiola & A. Gerotto, Foscarni, 2005





GLO BALL
J. Morrison, Flos, 1998





MISS
O. Carraglia, Davide Groppi, 2010



SKY GARDEN
M. Wanders, Flos, 2007

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LAMP

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TABLE

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CHAIR

DINING