

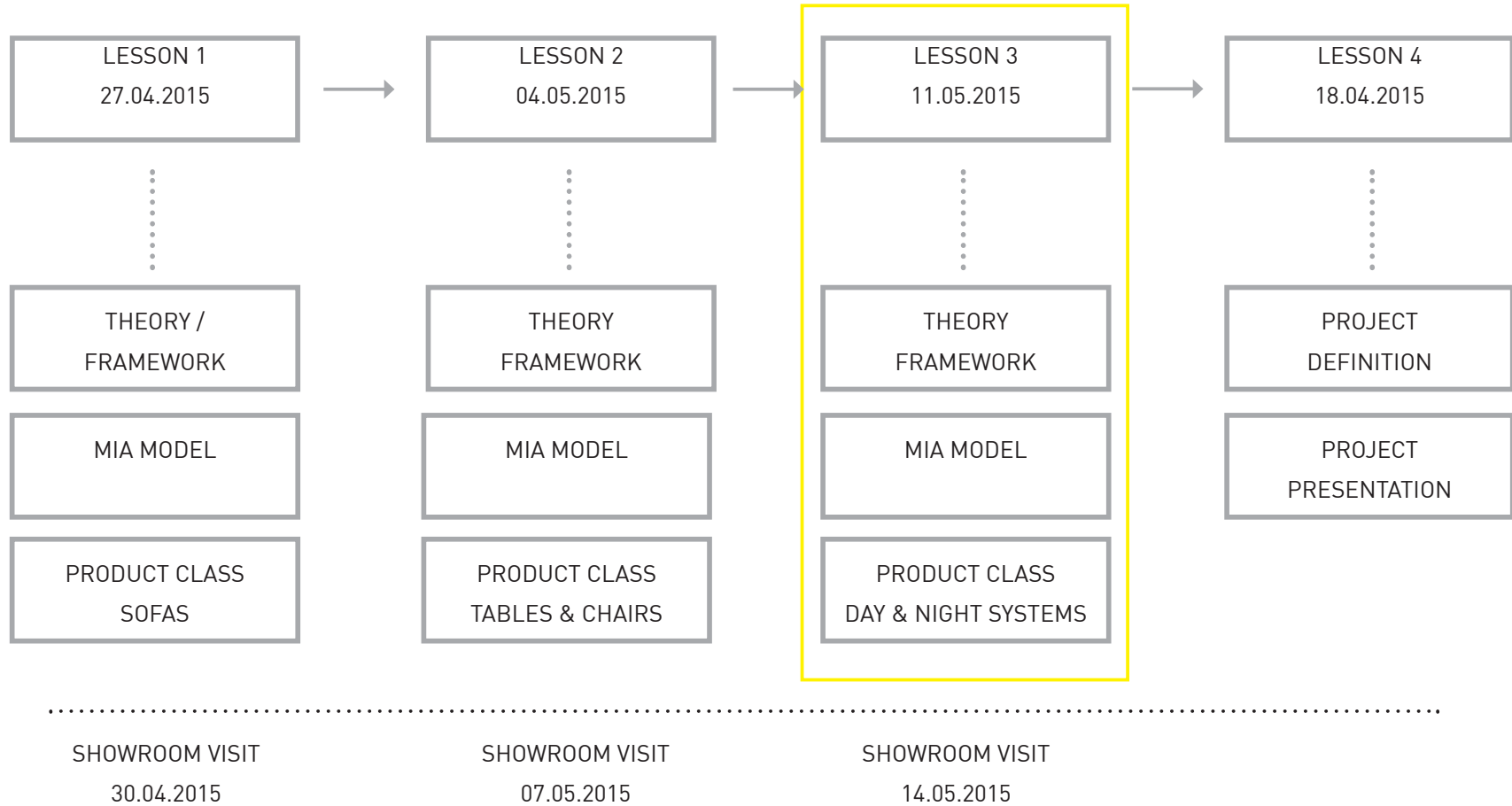
International Strategy
Design Management

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

DESIGN MANAGEMENT

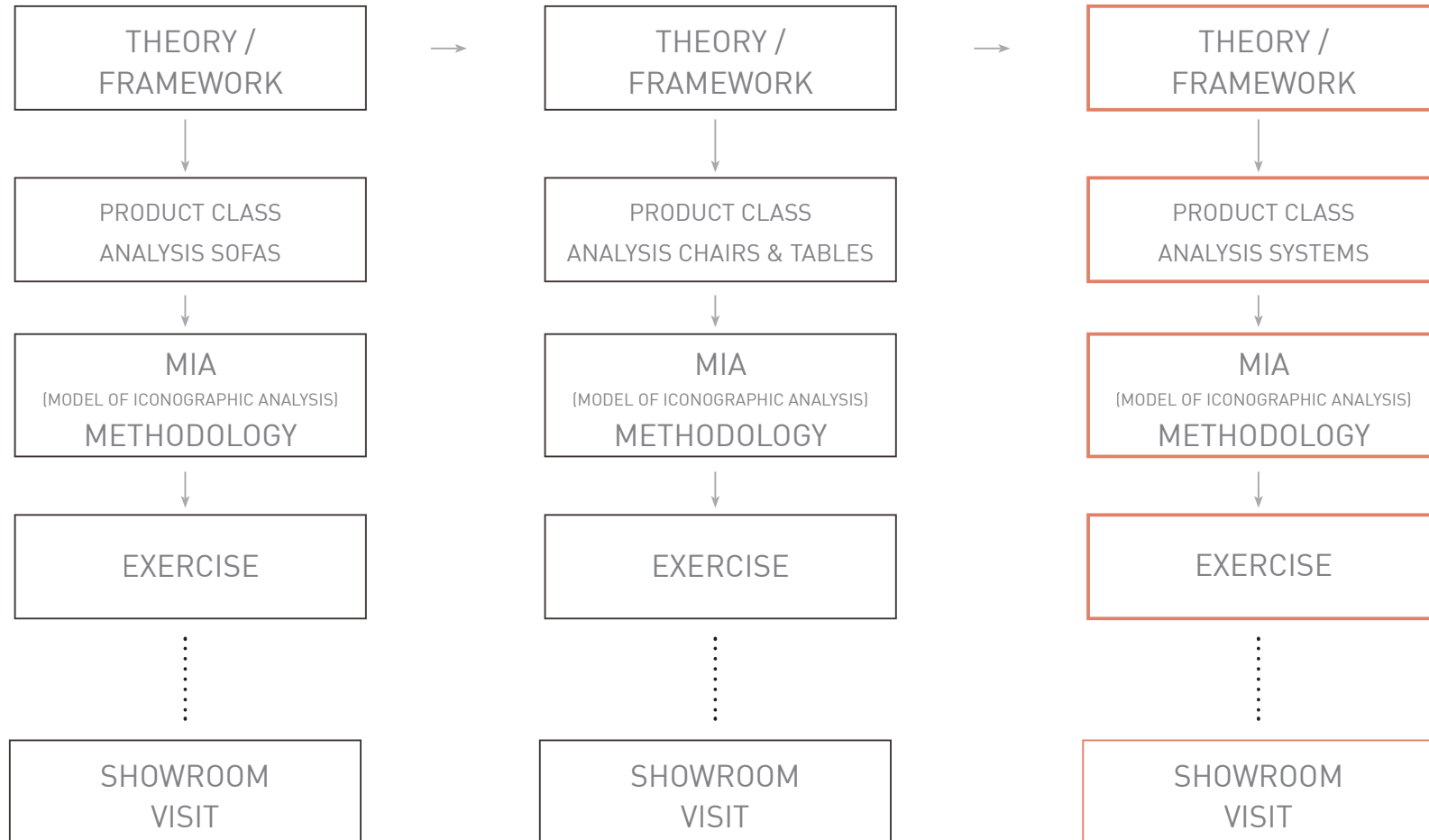
COURSE STRUCTURE



Model of Iconographic Analysis
Lesson3 Part 1

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

LESSON 3. 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

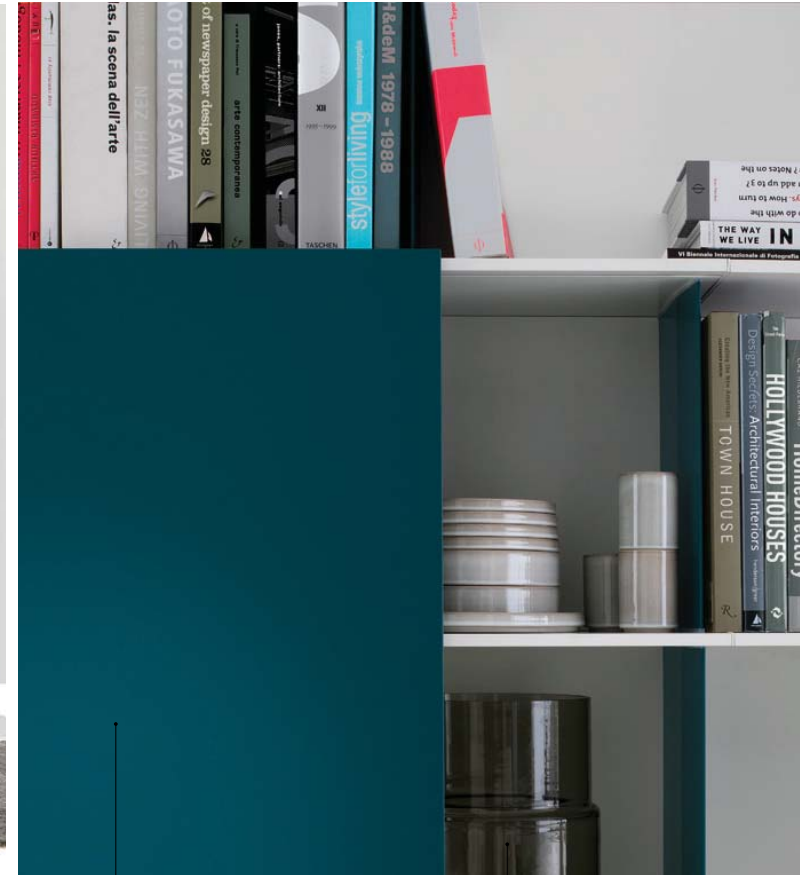
KEYS

1. A design that sets a benchmark for others to follow.
2. A groundbreaking 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.

WHAT IS AN ICONIC DESIGN - DAY

KEY 7

A design that sets a trend.



TYPOLGY
modular system (day)

DESIGN KEYS
Architectural reach

PRODUCT KEYS
high-end material mix

PRODUCT KEYS
extra flexibility

SKIP
Studio Kairos, Poliform, 2009

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY



TYPOLGY
modular system (day)

DESIGN KEYS
Molteni heritage with a twist

DESIGN KEYS
technology that does not show off

PRODUCT KEYS
high-end material mix

PRODUCT KEYS
extra flexibility in 3 components

FORTEPIANO
R. Dordoni, Molteni, 2011



TYPOLGY
modular system (day)

DESIGN KEYS
multipliers



PRODUCT KEYS
high-end material mix

PRODUCT KEYS
extra flexibility

36E8
D. Lago, 2012

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

WHAT IS AN ICONIC DESIGN - DAY

KEY 8

A design that is innovative.



TYPOLGY
modular "a giorno" system (day)

DESIGN KEYS
"A bookcase should be neutral, its life comes from the books it contains." D. Rams

DESIGN KEYS
endlessly replicable



PRODUCT KEYS
total aluminum (extrusion / sheet working)

PRODUCT KEYS
easy riconfiguration of parts

606 UNIVERSAL
D. Rams, DePadova, 1984



TPOLOGY
modular "a giorno" system (day)

DESIGN KEYS
extra minimal design / material usage



PRODUCT KEYS
invisible joining system

PRODUCT KEYS
total aluminum

GRADUATE
J. Nouvel, Molteni, 2003



TPOLOGY
modular "a giorno" system (day)

DESIGN KEYS
extra minimal design / material usage



PRODUCT KEYS
invisible joining system

PRODUCT KEYS
total aluminum

MINIMA 3.0
Fattorini+Rizzini+Partners, MDF Italia, 2013

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

WHAT IS AN ICONIC DESIGN - DAY

KEY 9

A design that is aesthetically pleasing.



TYPOLGY
fixed layout bookshelf (day)

DESIGN KEYS
strong 'total' look



PRODUCT KEYS
constant thickness

PRODUCT KEYS
monomaterial

264 MEX
P. Lissoni, Cassina, 2006



TYPOLGY
fixed layout bookshelf (day)

DESIGN KEYS
strong 'total' look



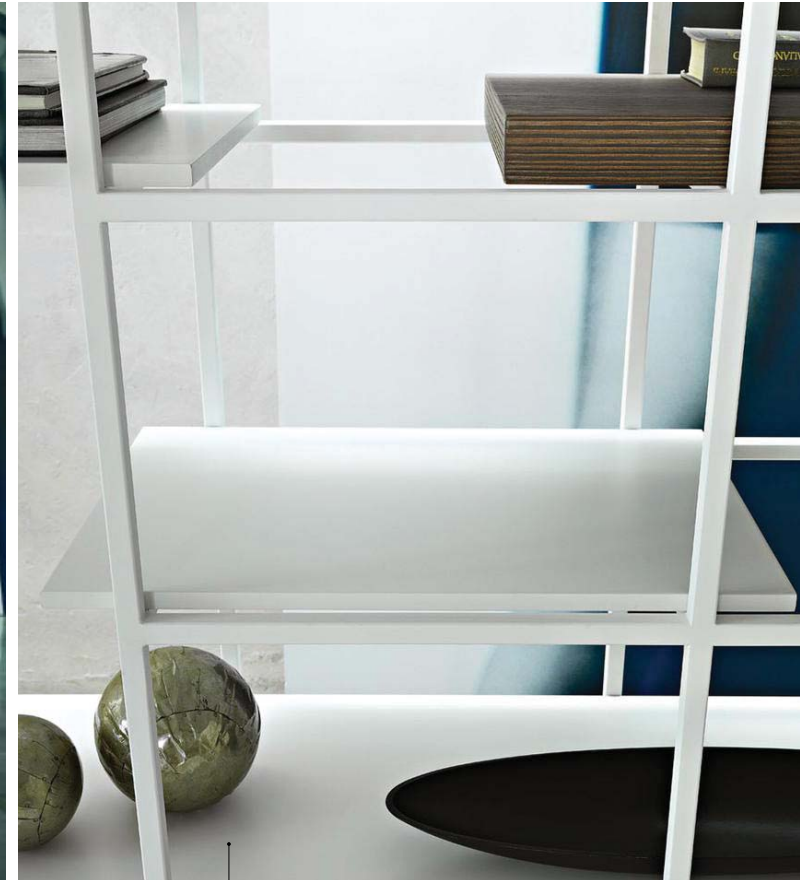
PRODUCT KEYS
extra thin 6mm MDF

RANDOM
Neuland Industridesign, MDF Italia, 2005



TYPOLGY
fixed layout bookshelf (day)

DESIGN KEYS
minimal design



PRODUCT KEYS
easy reconfiguration

PLAIN
F. Rota, Lema, 2011

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

WHAT IS AN ICONIC DESIGN - NIGHT

KEY 7

A design that sets a trend.



TPOLOGY
walk-in wardrobe (night)

DESIGN KEYS
an architectural reach

DESIGN KEYS
wardrobe as a theater



PRODUCT KEYS
high-end material mix

UBIK
G. Bavuso, Poliform, 2008



TPOLOGY
walk-in wardrobe (night)

DESIGN KEYS
an architectural reach

DESIGN KEYS
wardrobe as a theater



PRODUCT KEYS
high-end material mix

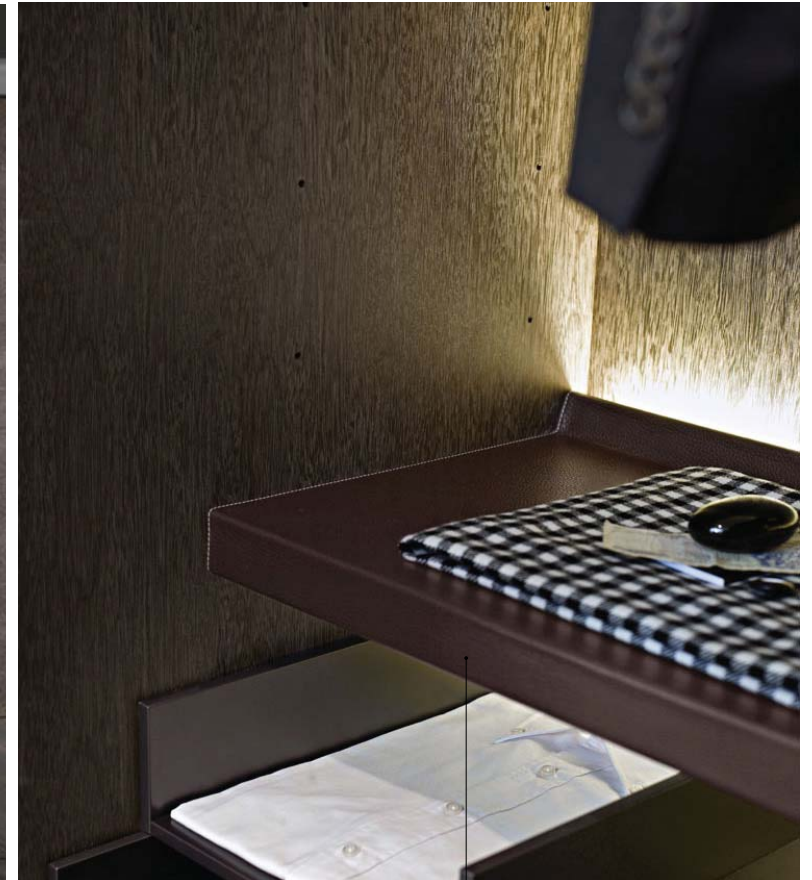
ABACUS
G. Bavuso, Lema, 2009



TYPOLGY
walk-in wardrobe (night)

DESIGN KEYS
an architectural reach

DESIGN KEYS
wardrobe as a theater



PRODUCT KEYS
patented technology for sliding/pivoting doors

PRODUCT KEYS
high-end material mix

BACKSTAGE
A. Citterio, B&B Italia, 2012

WHAT IS AN ICONIC DESIGN - NIGHT

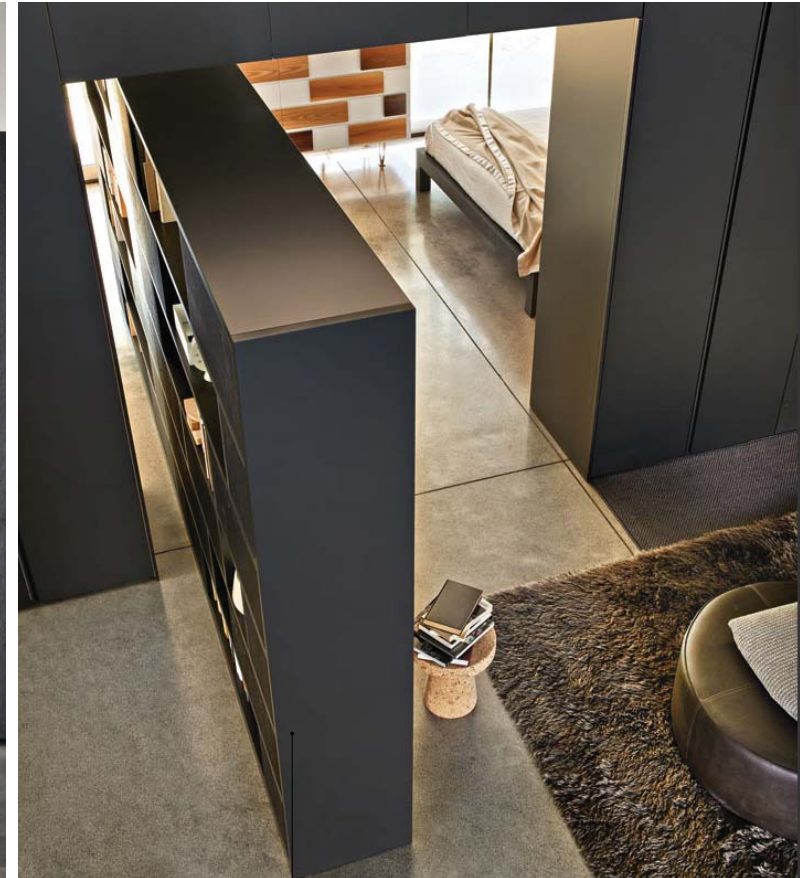
KEY 8

A design that is innovative.



TYPOLGY
sliding doors

PRODUCT KEYS
high-end material mix



DESIGN KEYS
scenographic approach

GLISS QUICK
Molteni, 2008



DESIGN KEYS
scenographic approach

TYPOLGY
hinged door



PRODUCT KEYS
high-end material mix

EGO
G. Bavuso, Poliform, 2010



DESIGN KEYS
scenographic approach

TYPOLGY
hinged doors



PRODUCT KEYS
high-end material mix

EGO
G. Bavuso, Poliform, 2010

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

WHAT IS AN ICONIC DESIGN - NIGHT

KEY 9

A design that is aesthetically pleasing.



DESIGN KEYS
'storytelling' approach

TYPOLGY
freestanding



PRODUCT KEYS
high-end material mix

SENZAFINE
G. Bavuso, Poliform, 2012



DESIGN KEYS
'storytelling' approach

TYPOLGY
freestanding



PRODUCT KEYS
high-end material mix

SENZAFINE
G. Bavuso, Poliform, 2012

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY



TYPOLGY
freestanding

DESIGN KEYS
'storytelling' approach



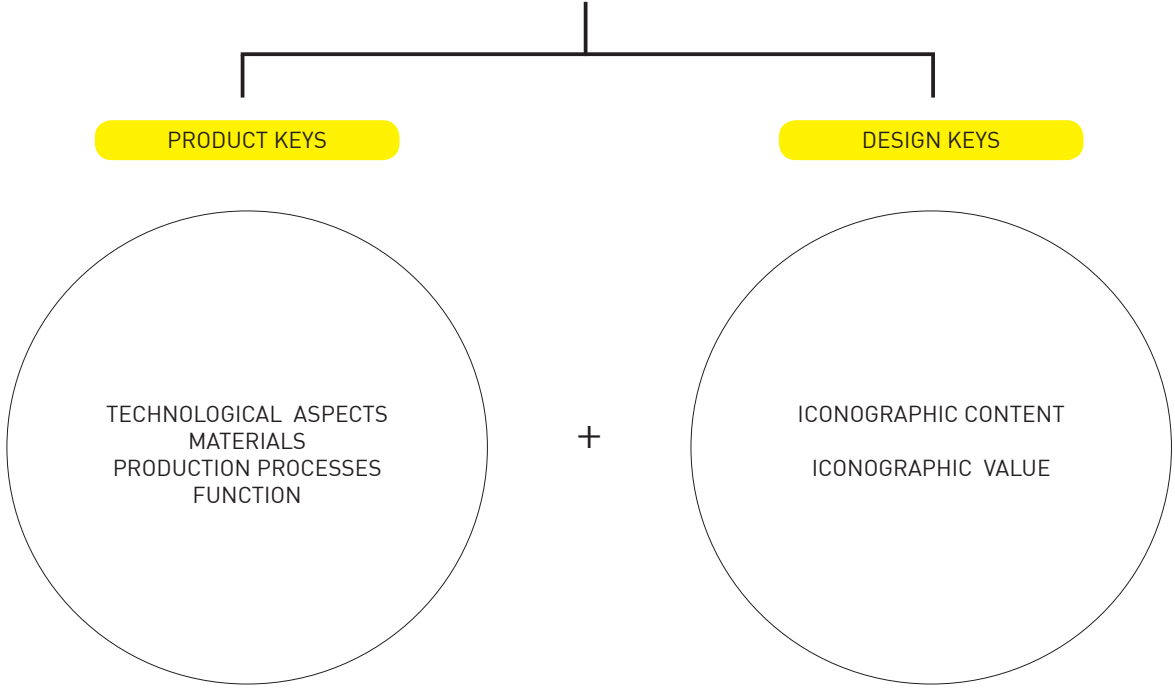
PRODUCT KEYS
extra basic / clean mechanism

PRODUCT KEYS
45° chamfered tempered glass

PRISM
T. Yoshioka, Glas Italia, 2015

WHAT IS AN ICONIC DESIGN

PRODUCT ANALYSIS



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: DAY AND NIGHT SYSTEMS

MATERIALS & PRODUCTION PROCESSES



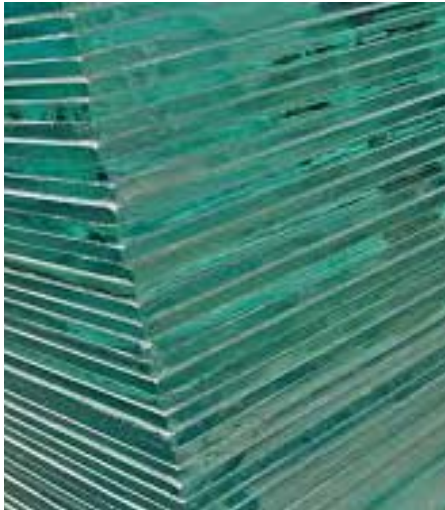
ENGINEERED WOOD



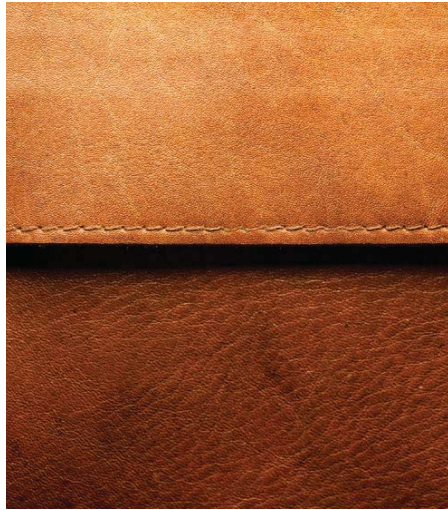
METAL



GLASS



COVERS



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: ENGINEERED WOOD

PRODUCTION PROCESSES

MDF | PARTICLEBOARD



MODERN
P. Lissoni, Porro

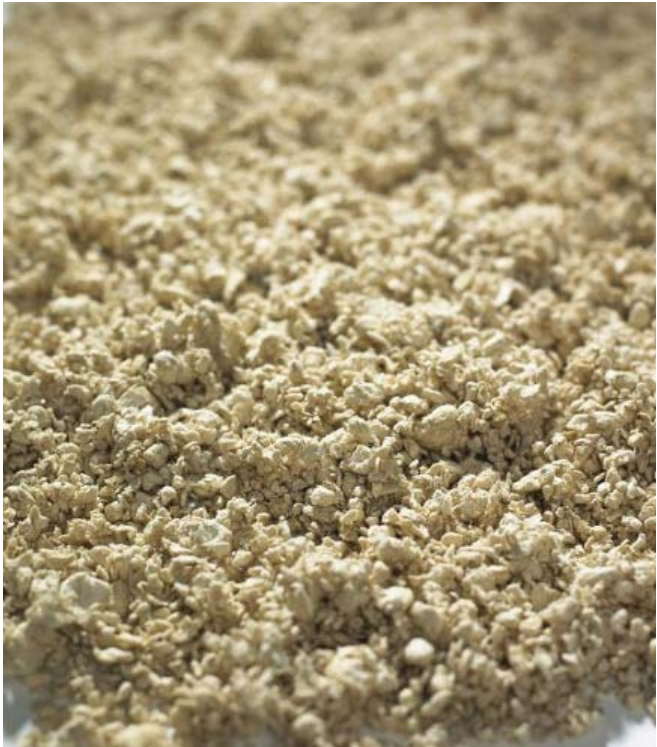
WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: DAY AND NIGHT SYSTEMS

PRODUCTION PROCESSES.
MDF / PARTICLEBOARD



1. WOOD SCRAPS



2. WOOD PULP



3. GLUE + WAX ADDITION

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: DAY AND NIGHT SYSTEMS

PRODUCTION PROCESSES.
MDF / PARTICLEBOARD



4. PRESSING OF MDF 'MAT'



5. DRYING



6. TRIMMING AND SANDING

WHAT IS AN ICONIC DESIGN

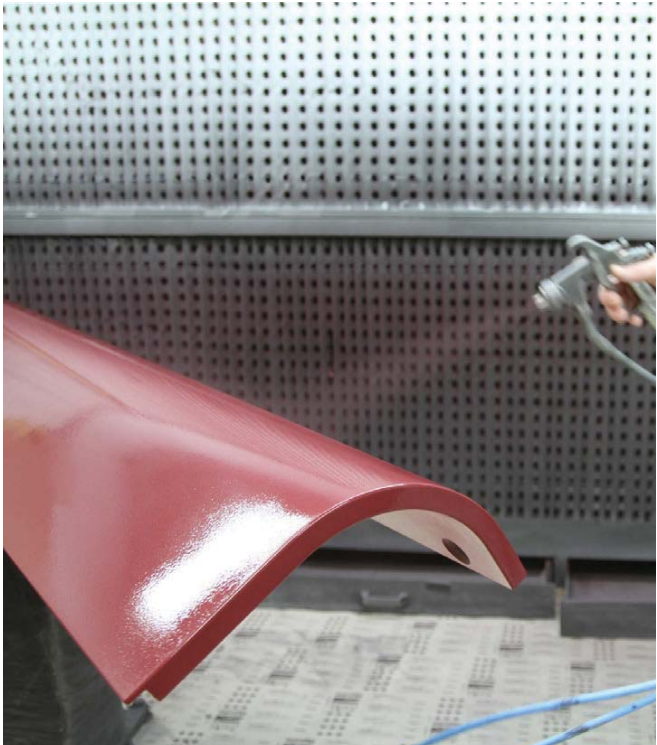
PRODUCT KEYS ANALYSIS: DAY AND NIGHT SYSTEMS

PRODUCTION PROCESSES.
MDF / PARTICLEBOARD



7. VENEERING / EDGEBANDING

OR



7. POWDERCOATING / LACQUERING

OR



7. MELAMINE LAMINATING

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: DAY AND NIGHT SYSTEMS

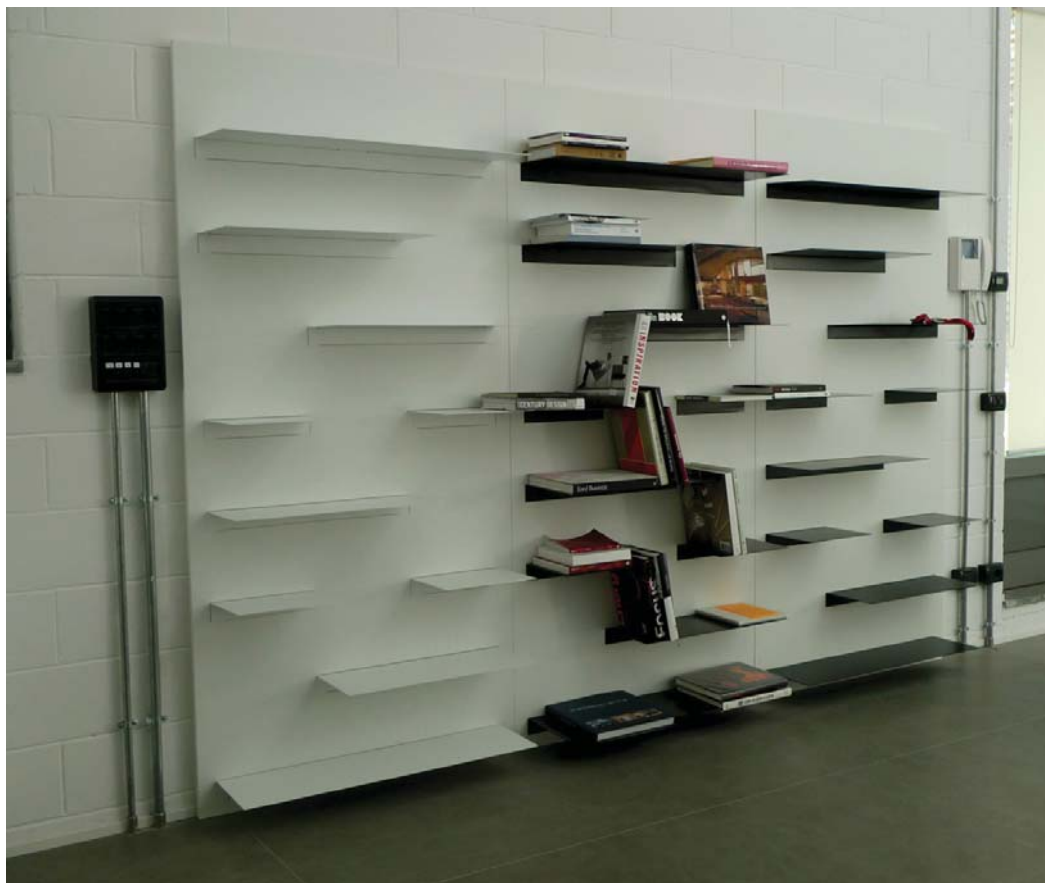
PRODUCTION PROCESSES.
MDF / PARTICLEBOARD



8. CNC WORKING



7. ASSEMBLING

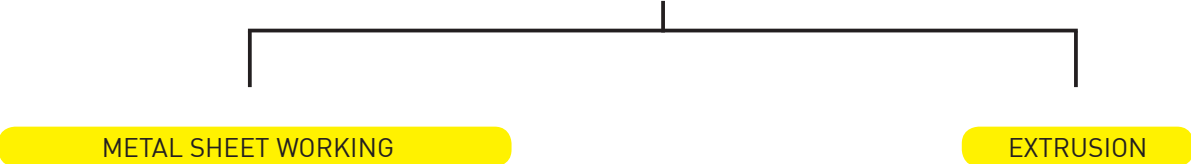


LIBRERIA
Fattorini+Rizzini+Partners, wip

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES



BIG
M. Sadler, Caimi Brevetti



BROMPTON
P. Lissoni, Boffi

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
METAL SHEET WORKING



1. METAL SHEETS



2. CUTTING



3. BENDING

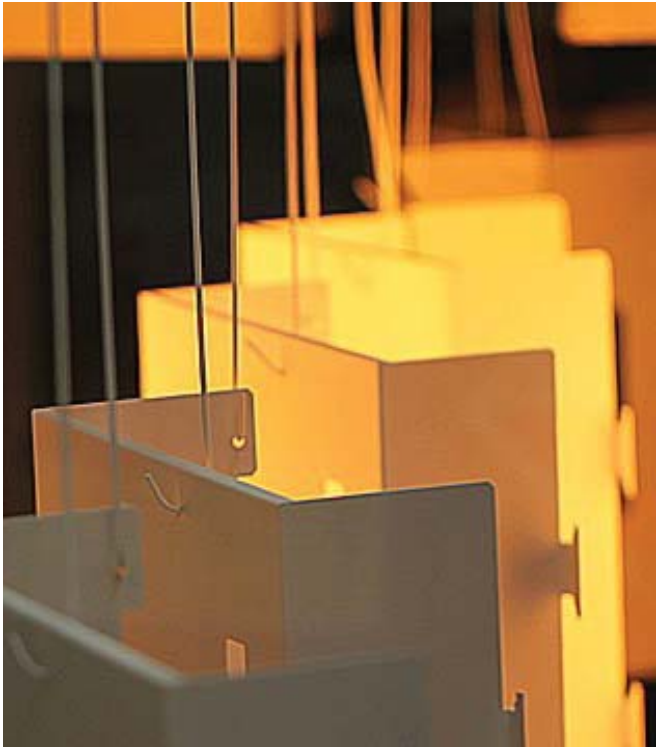
WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
METAL SHEET WORKING



4. WELDING



5. FINISHING (POWDERCOATING)



6. ASSEMBLING

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
EXTRUSION



1. ALUMINUM RAW MATERIAL



2. DIES FOR EXTRUSION

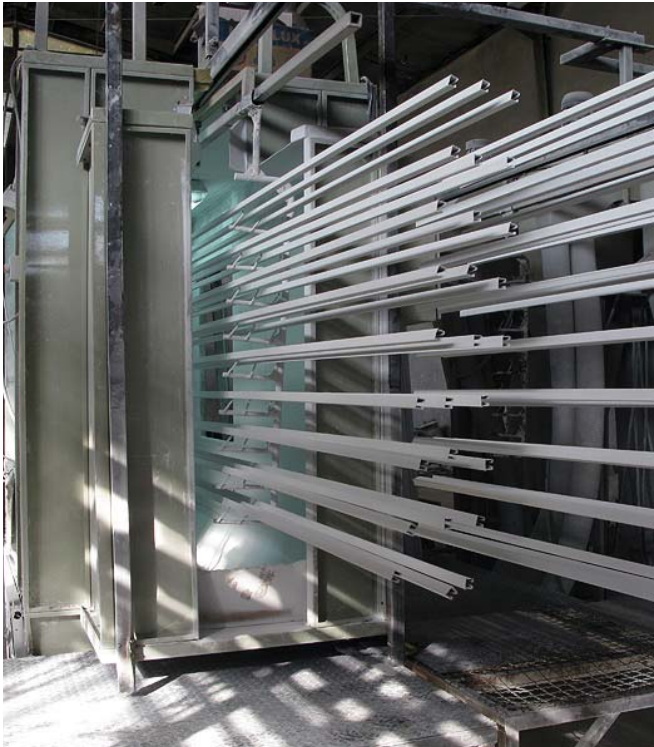


3. PROFILES CUTTING

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
EXTRUSION



2.FINISHING



3. ASSEMBLING

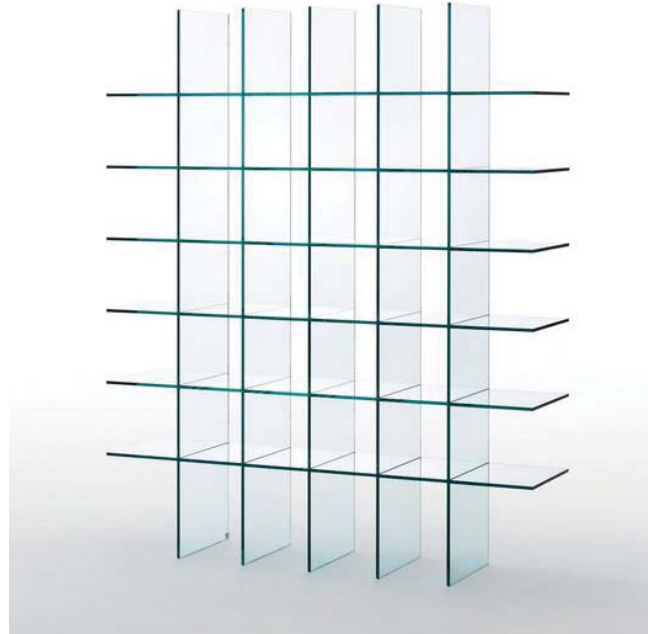
<http://bencollette.com/productbyprocess/2011/09/vistoe-dieter-rams-shelves-assembly/>

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: GLASS

PRODUCTION PROCESSES

FLOAT GLASS



GLASS SHELVES
S. Kuramata, Glas Italia

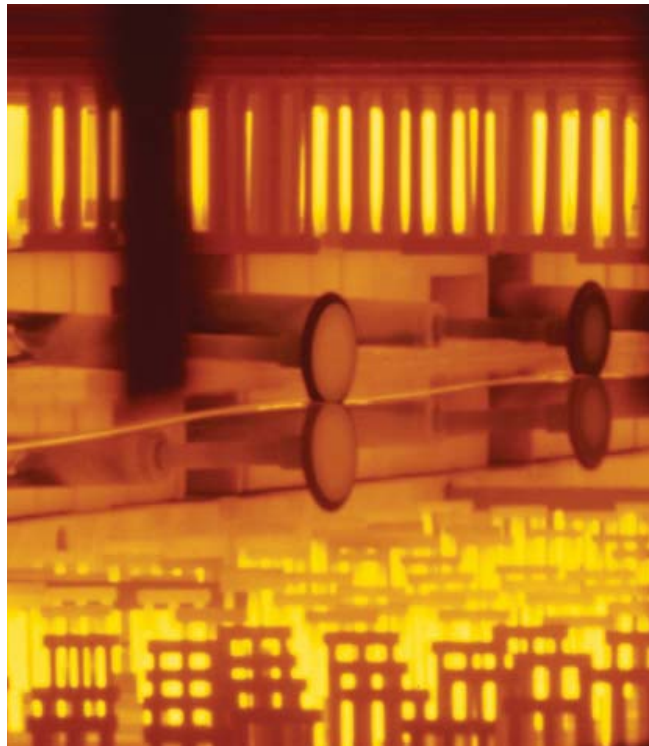
WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: GLASS

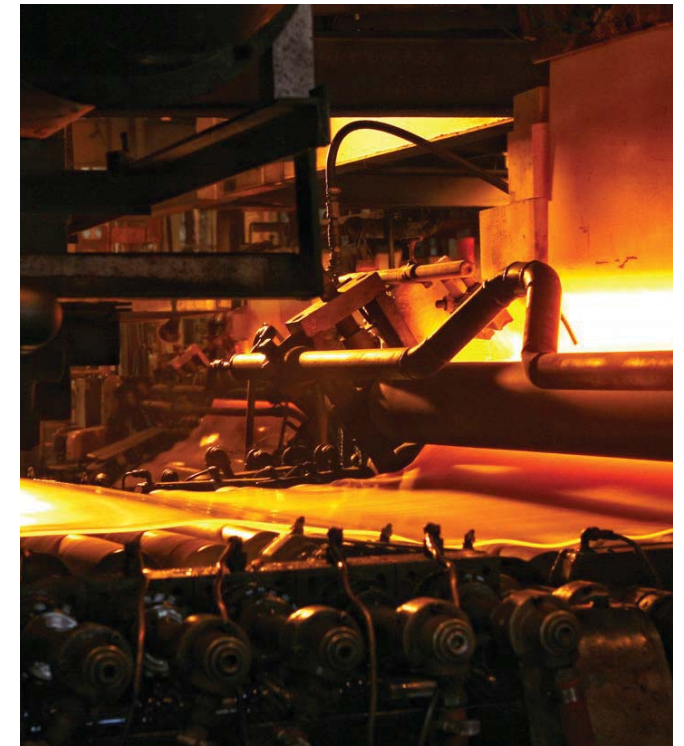
PRODUCTION PROCESSES.
FLOAT GLASS



1. RAW MATERIALS



2. FURNACE AND TIN BATH (STAGNAZIONE)



3. ROLLERS + COOLING

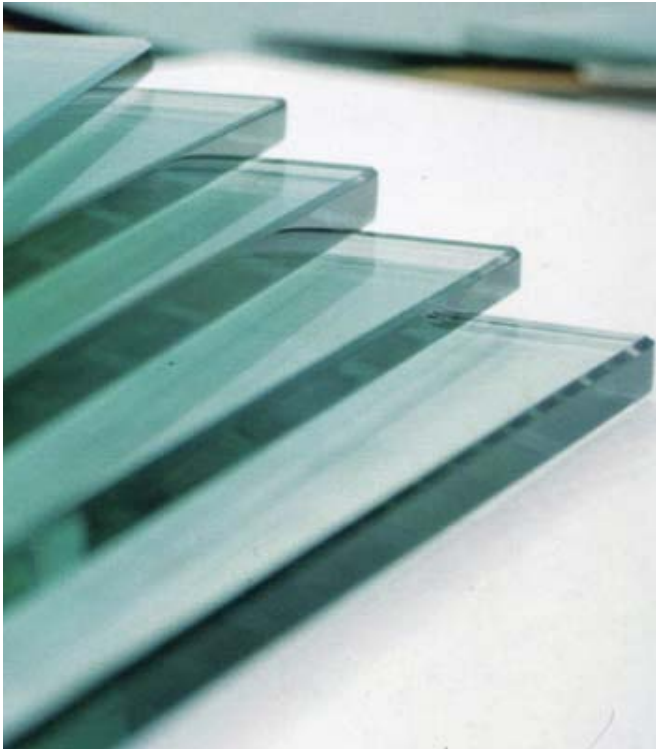
WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: GLASS

PRODUCTION PROCESSES.
FLOAT GLASS



4. CUTTING AND UNLOADING



5. EDGE WORKING



6. BENDING

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: GLASS

PRODUCTION PROCESSES.
FLOAT GLASS



7. SURFACE TREATMENT



8. MACHINING



9. UV GLUING

<http://bencollette.com/productbyprocess/2013/02/glass-snowboard-tempering-curved-glass/>

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: COVERS

PRODUCTION PROCESSES

WALLPAPERS



ET VOILA
D. LAGO, LAGO

LEATHER



BACKSTAGE
A. CITTERIO, B&B ITALIA

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: LEATHER

PRODUCTION PROCESSES.
MANUFACTURING



1. CUTTING



2. THERMO-GLUING

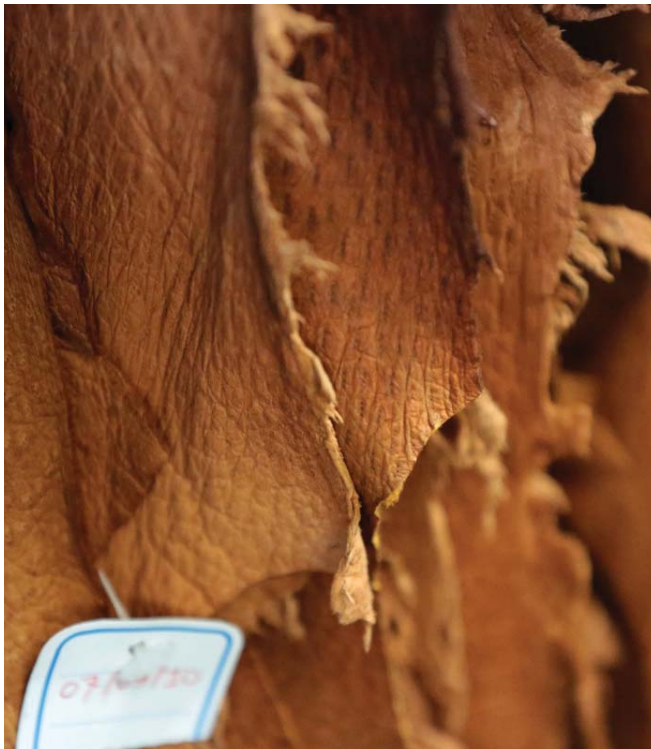


3. FINISHED PANELS

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: LEATHER

PRODUCTION PROCESSES.
MANUFACTURING



1. RAW LEATHER PRETREATMENTS



2. TANNING AND CRUSTING



3. COLOURING

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: LEATHER

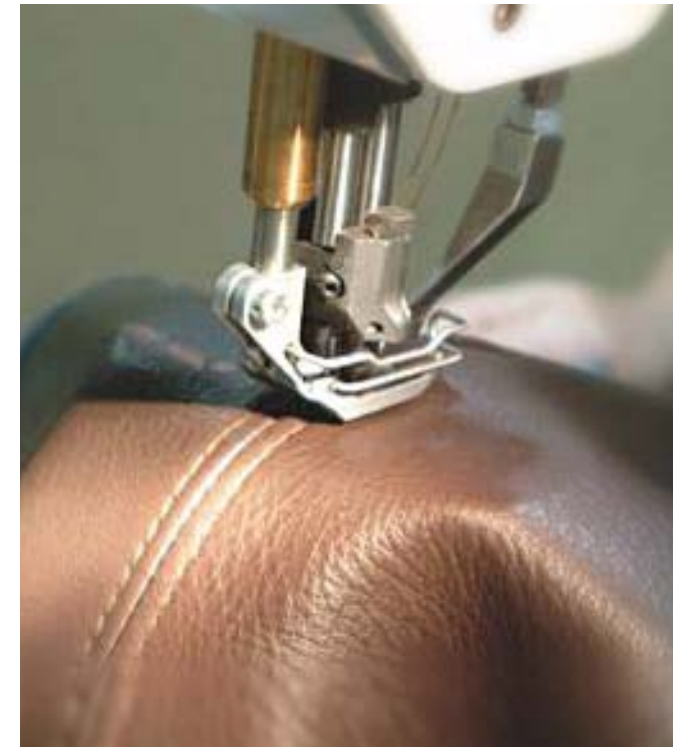
PRODUCTION PROCESSES.
MANUFACTURING



4. CUTTING



5. OILING



6. SEWING

<https://vimeo.com/103313992>



Model of Iconographic Analysis.
Lesson3.Part 2

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

MIA DAY SYSTEMS

DESIGN KEYS ANALYSIS

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE

ICONIC ELEMENT



SELF
G. Bavuso, Rimadesio, 2013

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE



ICONIC ELEMENT



MODERN
P. Lissoni, Porro, 2013

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE



ICONIC ELEMENT

WAVE
Fattorini+Rizzini+Partners, MDF Italia, 2012

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE



ICONIC ELEMENT

36E8
D. Lago, Lago, 2008



ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE

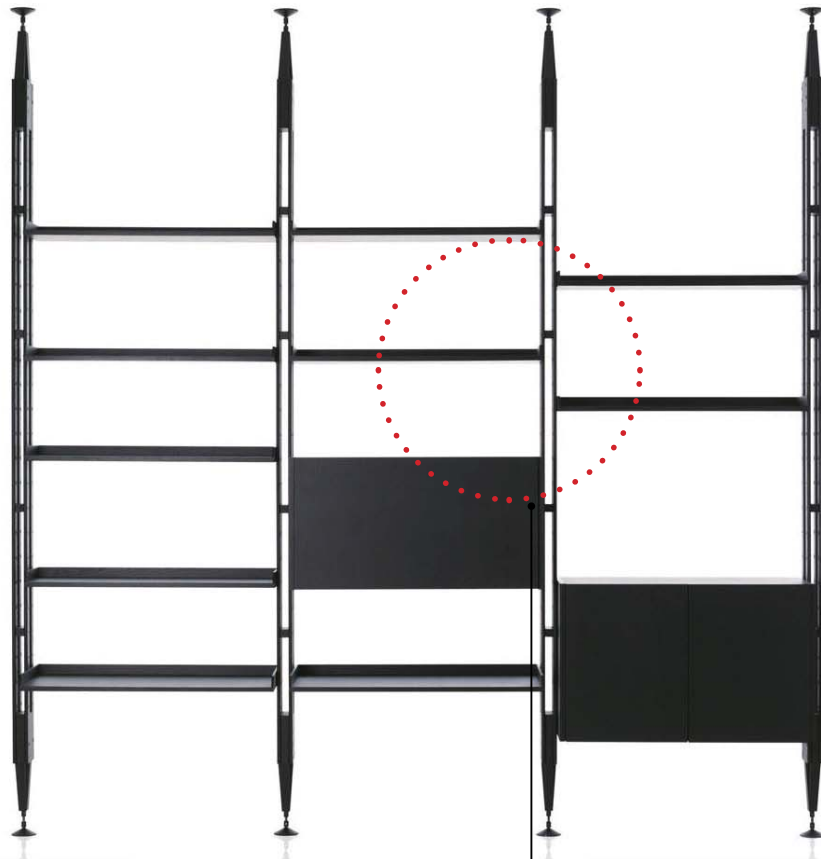


ICONIC ELEMENT

MINIMA 3.0
Fattorini+Rizzini+Partners, MDF Italia, 2013

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE



ICONIC ELEMENT



835 INFINITO
F. Albini, Cassina, 1957

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE

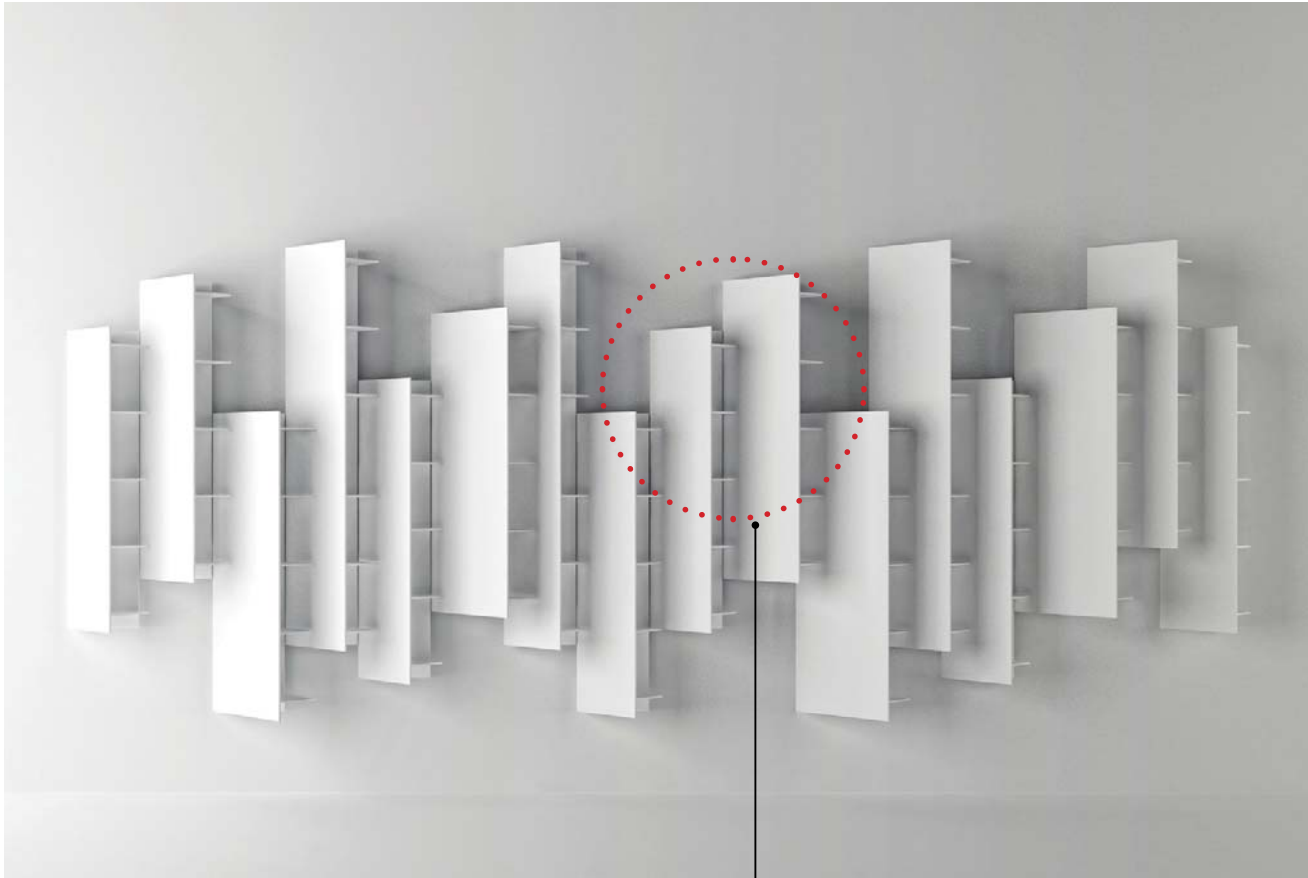


ICONIC ELEMENT

INORI
S&S Ito, Fiam, 2010

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE



ICONIC ELEMENT



CTLINE
V. Vasilev, Boffi, 2012

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE

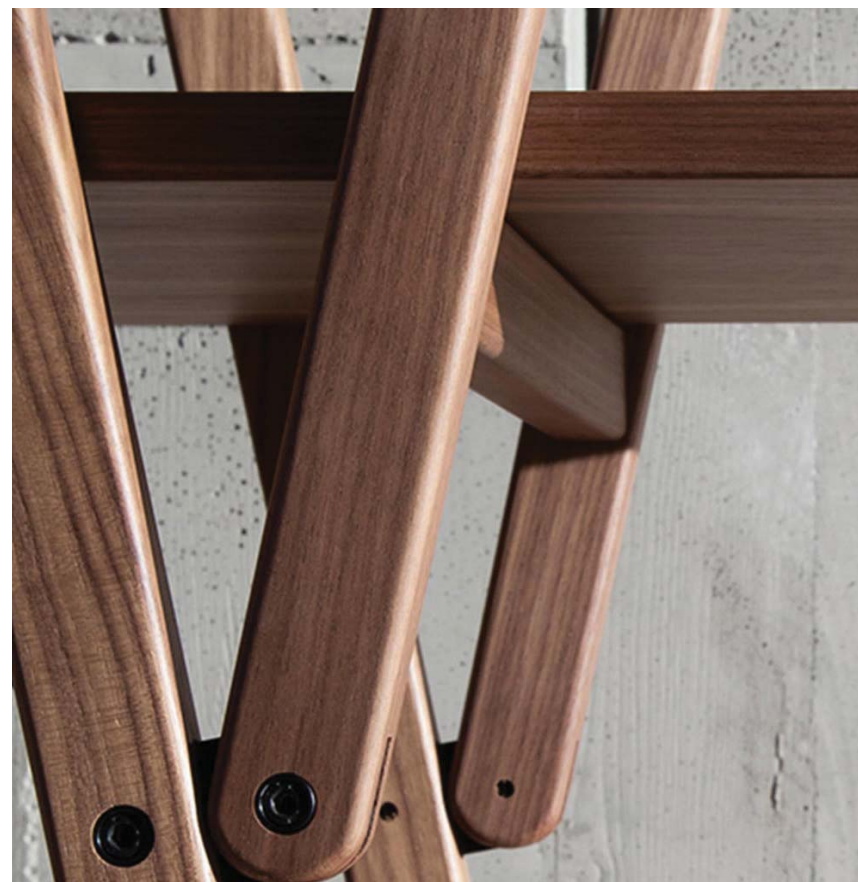


ICONIC ELEMENT

AD HOC
Fattorini+Rizzini+Partners, 2011

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE



ICONIC ELEMENT

NUVOLA ROSSA
V. Magistretti, Cassina, 1977

MIA NIGHT SYSTEMS

DESIGN KEYS ANALYSIS

ICONOGRAPHY - NIGHT SYSTEMS

DESIGN CODE
ICONIC VALUE



ICONIC ELEMENT

BATTENTE
P. Lissoni, Porro, 2010

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

ICONOGRAPHY - NIGHT SYSTEMS

DESIGN CODE
ICONIC VALUE



ICONIC ELEMENT

EGO
G. Bavuso, Poliform, 2010

ICONOGRAPHY - NIGHT SYSTEMS

DESIGN CODE
ICONIC VALUE



ICONIC ELEMENT



NOW WARDROBE
D. Lago, Lago, 2009

ICONOGRAPHY - NIGHT SYSTEMS

DESIGN CODE
ICONIC VALUE



ICONIC ELEMENT

GLISS UP
P. Urquiola, Molteni, 2014



FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

ICONOGRAPHY - NIGHT SYSTEMS

DESIGN CODE
ICONIC VALUE



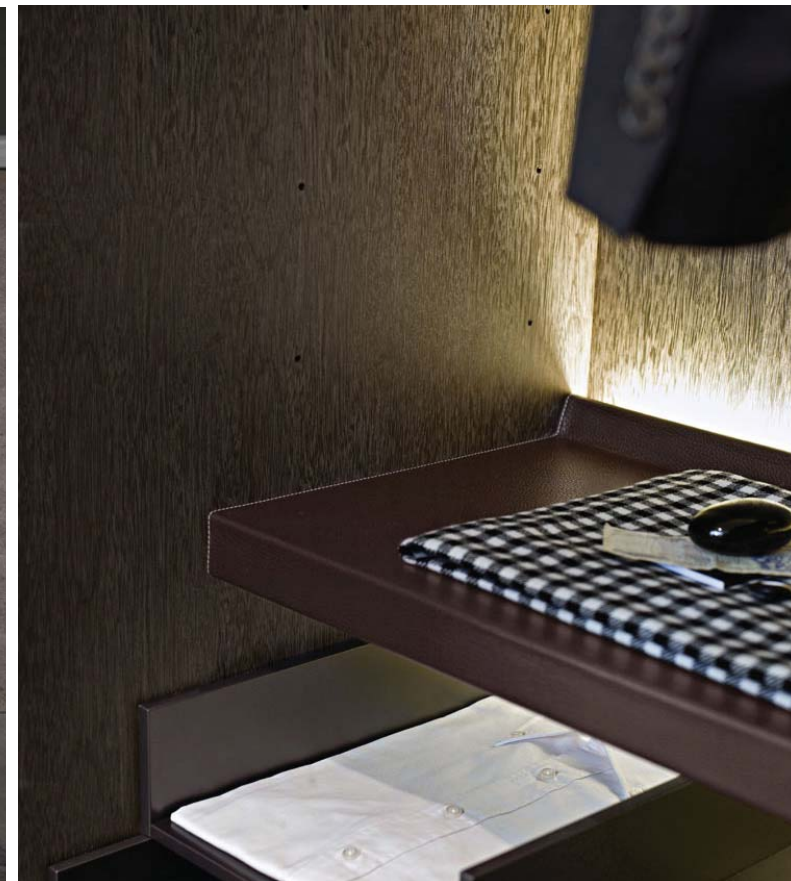
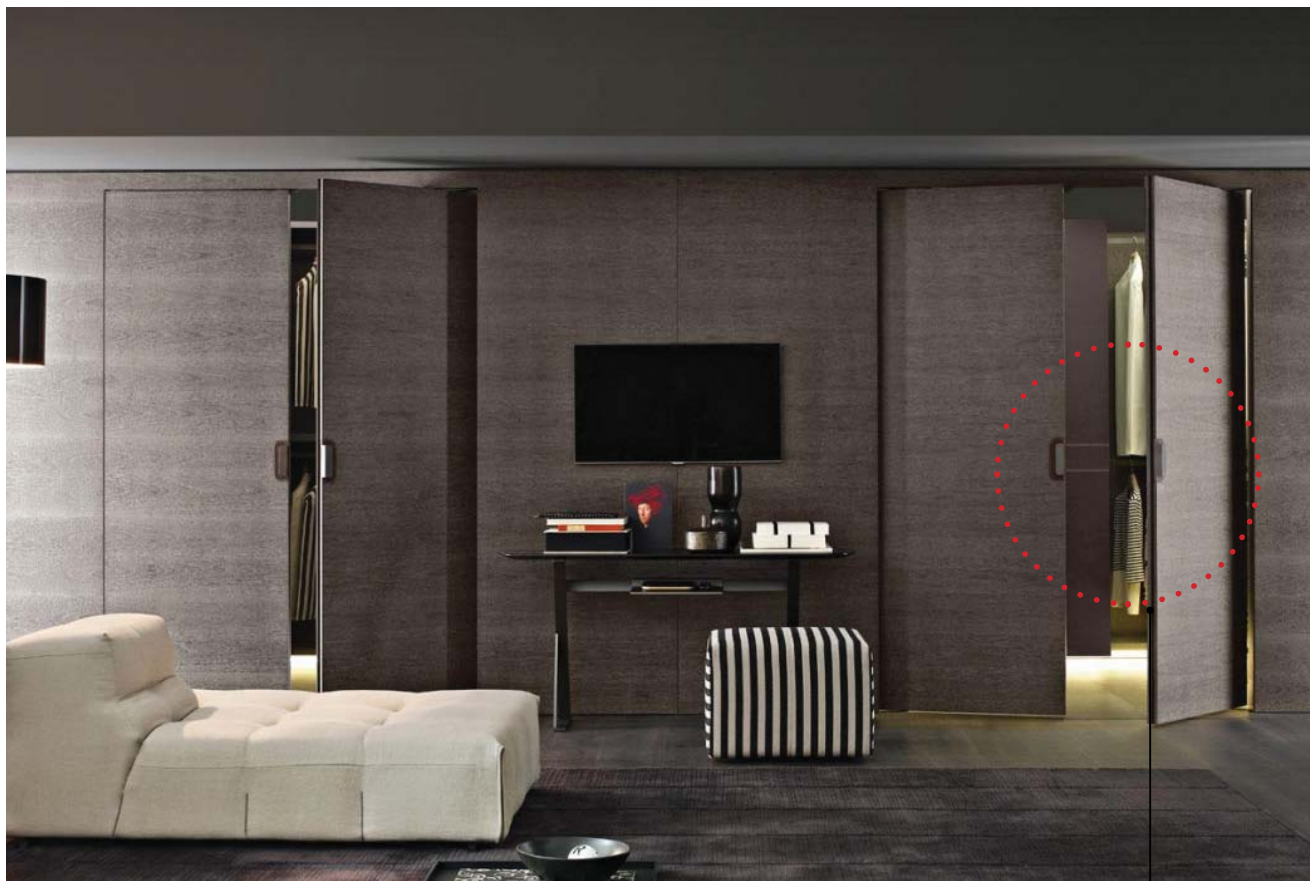
ICONIC ELEMENT



ET VOILA
D. Lago, Lago, 2011

ICONOGRAPHY - NIGHT SYSTEMS

DESIGN CODE
ICONIC VALUE

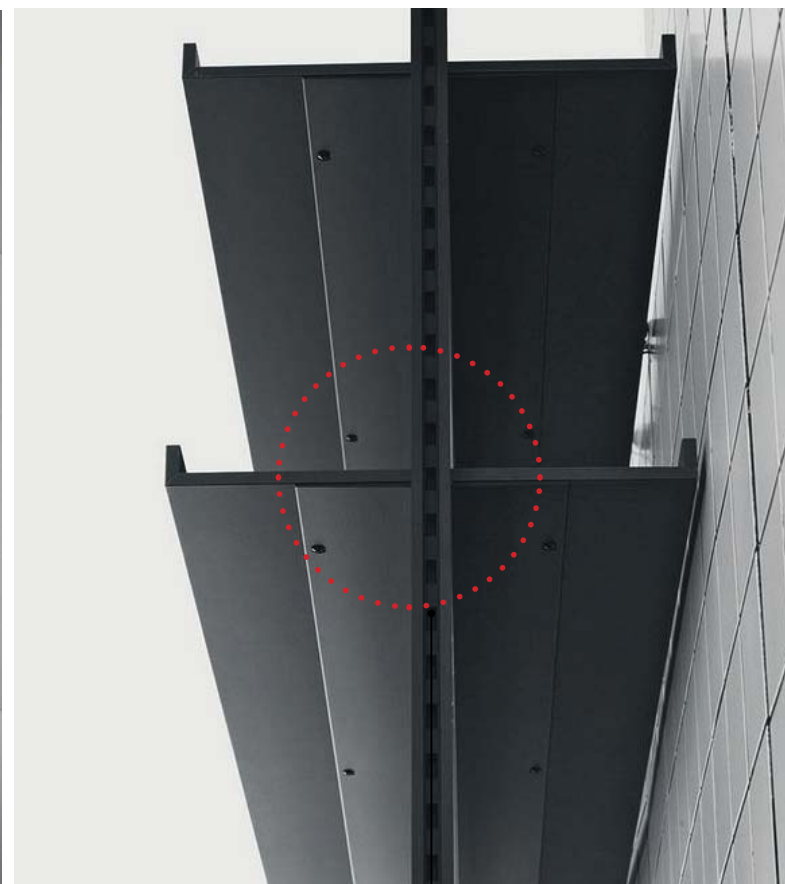


ICONIC ELEMENT

BACKSTAGE
A. Citterio, B&B Italia, 2014

ICONOGRAPHY - NIGHT SYSTEMS

DESIGN CODE
ICONIC VALUE



ICONIC ELEMENT

BROMPTON
P. Lissoni, Boffi, 2012



TYPOLGY
walk-in wardrobe (night)

DESIGN KEYS
an architectural reach

DESIGN KEYS
wardrobe as a theater



PRODUCT KEYS
high-end material mix

DWELL
CRS Molteni, Molteni, 2013

FATTORINI +
RIZZINI +
PARTNERS
DESIGN
ADVISORY

ICONOGRAPHY - NIGHT SYSTEMS

DESIGN CODE
ICONIC VALUE



DOLMEN
G. Bavuso, Lema, 2013

ICONIC ELEMENT

ICONOGRAPHY - NIGHT SYSTEMS

DESIGN CODE
ICONIC VALUE



ICONIC ELEMENT

PRISM
T. Yoshioka, Glas Italia, 2015