

CORSO DI LAUREA MAGISTRALE IN
ECONOMIA AZIENDALE E MANAGEMENT

DESIGN MANAGEMENT

Part 2 - Lesson 4

DESIGN MANAGEMENT

COURSE SCHEDULE
DESIGN MANAGEMENT

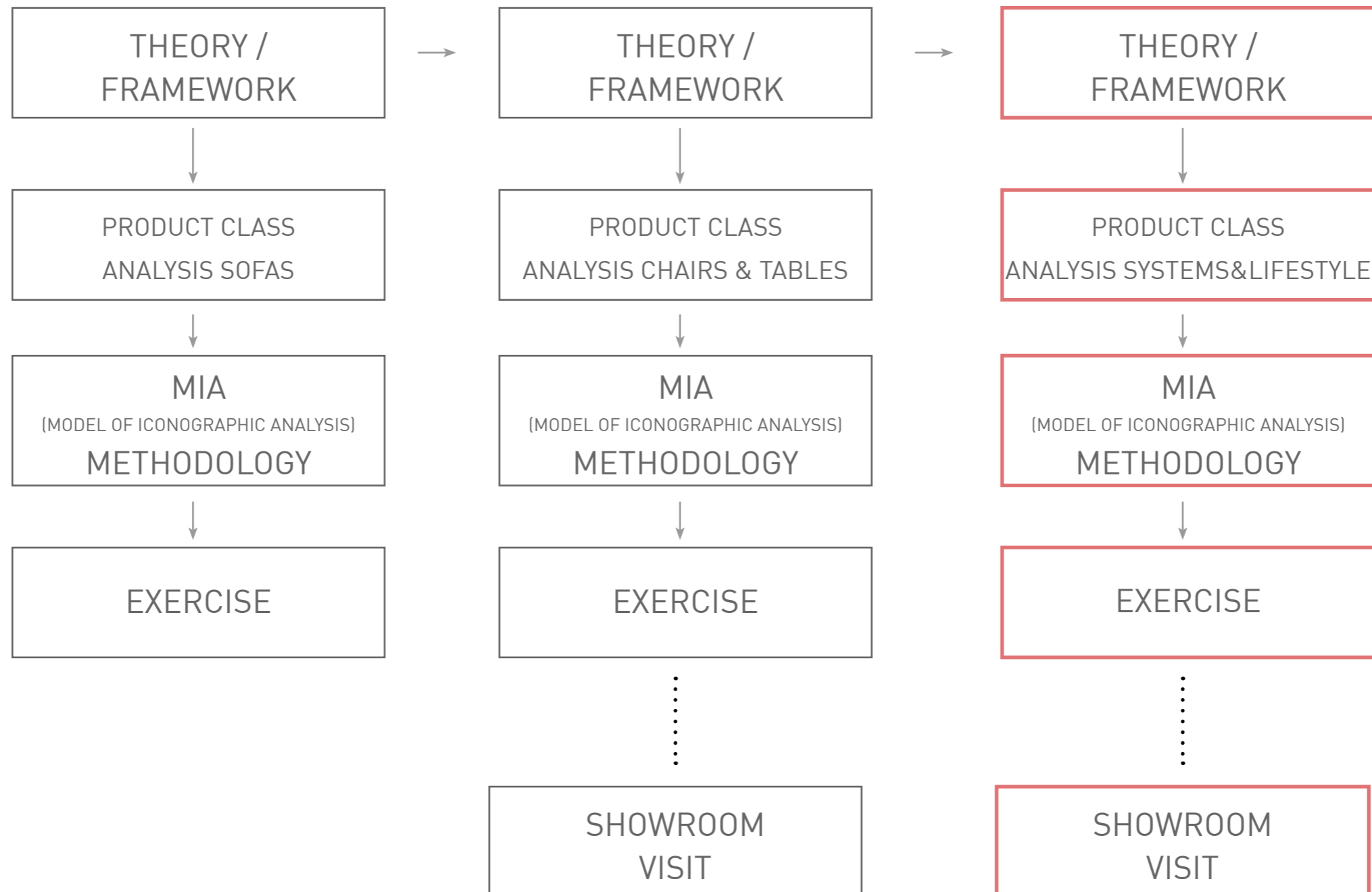
SESSION1 12.04.2017	SESSION 2 26.04.2017	SESSION 3 03.05.2017	SESSION 4 10.05.2017	SESSION 5 24.05.2017
Brief Presentation	Theory	Theory	Theory	
MIA Analysis Sofas	MIA Analysis Chairs and Tables	MIA Analysis Day system & Lifestyle	MIA Analysis Lighting	
MIA Application Sofas	MIA Application Chairs and Tables	MIA Application Day system & Lifestyle	MIA Application Lighting	
Brief Definition MIA Model Report	MIA Model Report	MIA Model Report	MIA Model Report	Final Exam Session
	Showroom Visit 2nd of May from 14.00 pm to 18.00 pm	Showroom Visit 9th of May from 14.00 pm to 18.00 pm		



MODEL OF ICONOGRAPHIC ANALYSIS

LESSON 4. PART1
SYSTEMS, ARMCHAIRS & LIFESTYLE

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.

Timeless objects, originated by mixing innovation and originality that remain in the collective memory, becoming symbols of our lives.

HOW TO RECOGNIZE AN ICONIC DESIGN

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

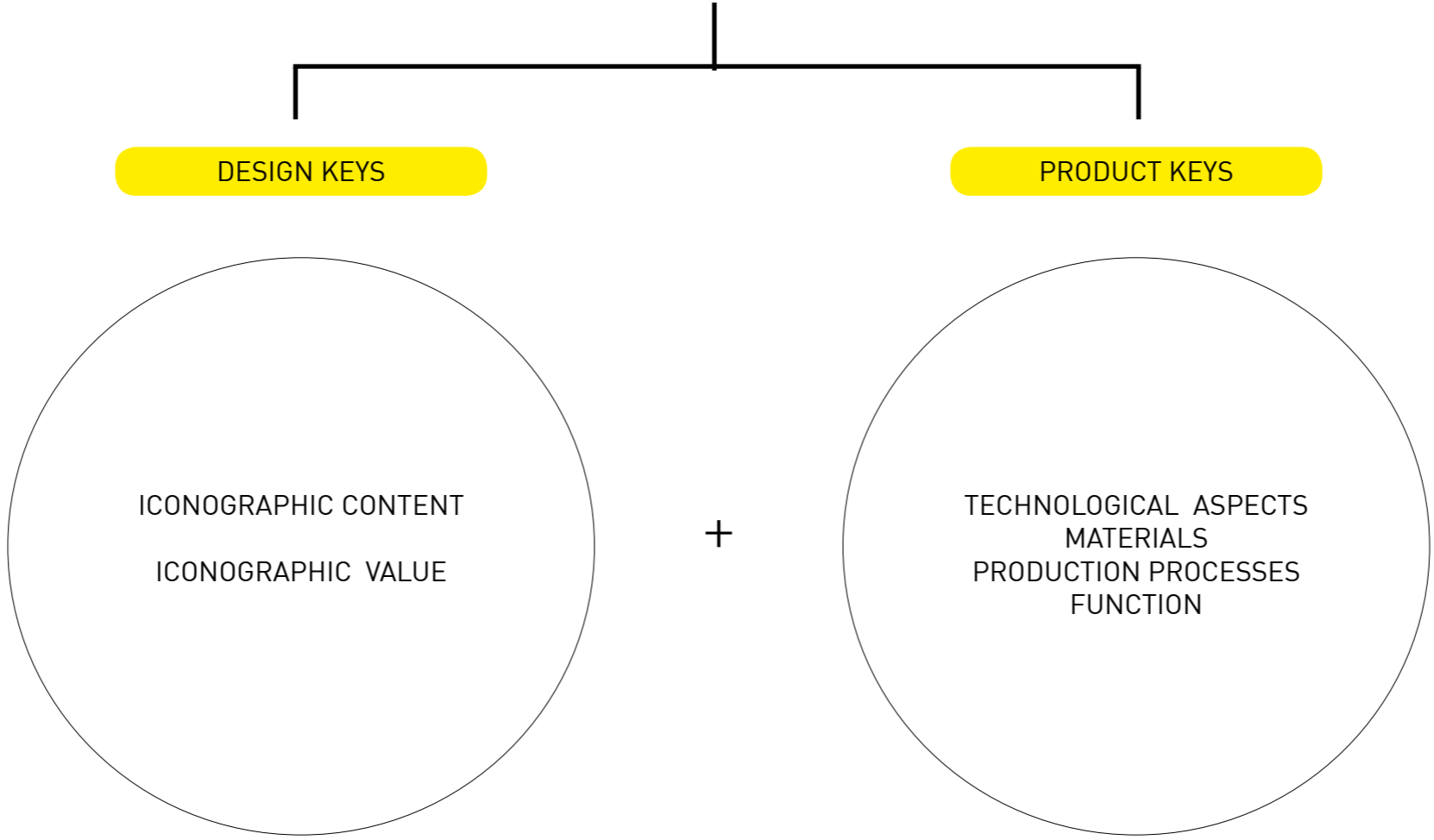
DESIGN KEYS

+

PRODUCT KEYS

WHAT IS AN ICONIC DESIGN

PRODUCT ANALYSIS



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.
- 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



Nuvola Rossa
V. Magistretti, Cassina



Carlton
E. Sottsass, Memphis



Nuage
C. Perriand, Cassina



Componibili
Ferrieri, Kartell



Joe
D'Urbino-De Pas-Lomazzi, Poltronova



Up
G. Pesce, B&B Italia



Blow Up
D'Urbino-De Pas-Lomazzi,



LC6
Le Corbusier, Cassina



WHAT IS AN ICONIC DESIGN - DAY

KEY 7

A design that sets a trend.

TPOLOGY
modular system (day)

DESIGN KEYS
Architectural reach

PRODUCT KEYS
extra flexibility

PRODUCT KEYS
high-end material mix



SKIP
Studio Kairos, Poliform, 2009



WHAT IS AN ICONIC DESIGN - ARMCHAIRS

KEY 7

A design that sets a trend.

TPOLOGY
flexible and adaptable armchair

DESIGN KEYS
Radical movementes



PRODUCT KEYS
Fabric bag filled with polyestirene pellets

PRODUCT KEYS
no structure

SACCO
Gatti-Paolini-Teodoro, Zanotta, 1968



WHAT IS AN ICONIC DESIGN - DAY

KEY 8

A design that is innovative.



TPOLOGY
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, 1960



WHAT IS AN ICONIC DESIGN - ARMCHAIRS

KEY 8

A design that is innovative.



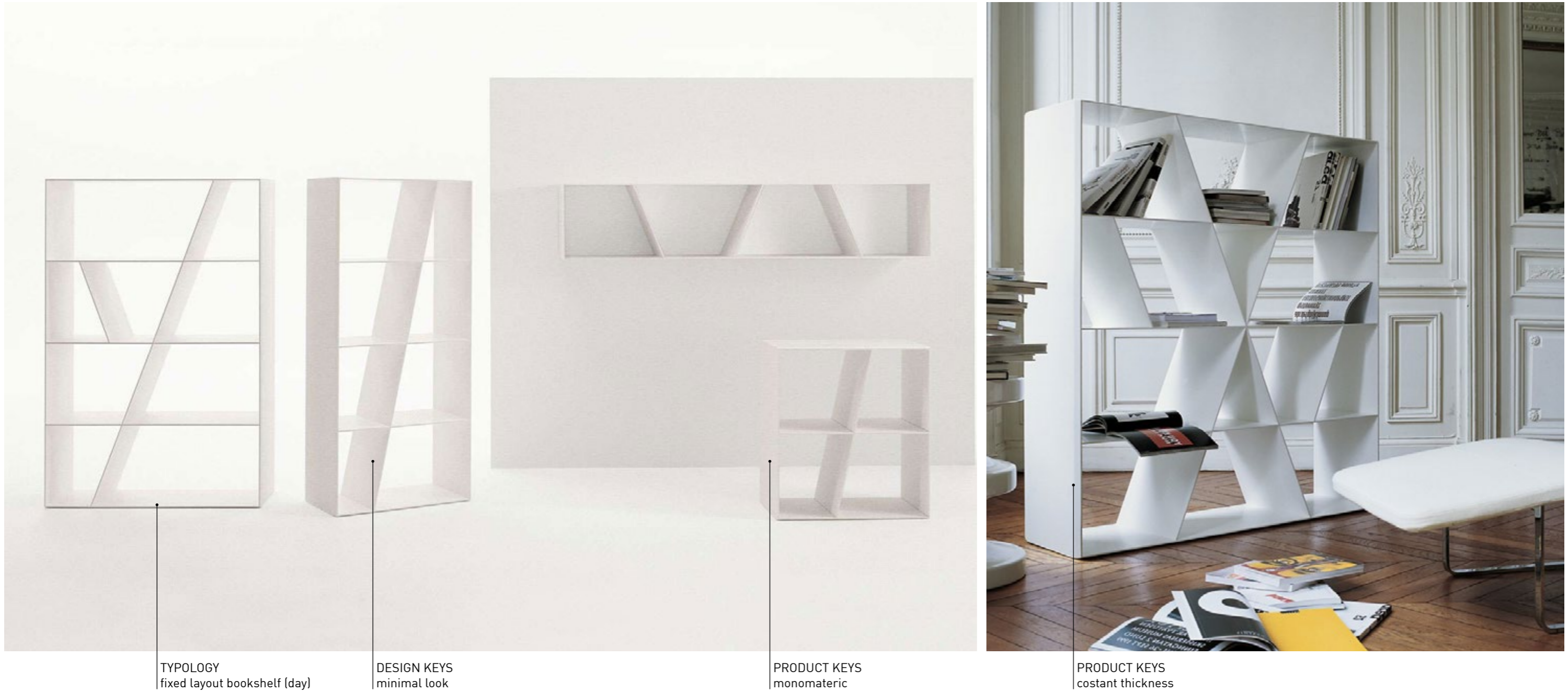
LADY CHAIR
Marco Zanuso,Cassina, 1951



WHAT IS AN ICONIC DESIGN - DAY

KEY 9

A design that is aesthetically pleasing.



SHELF X
N. Fukasawa, B&B Italia

WHAT IS AN ICONIC DESIGN - ARMCHAIRS

KEY 9

A design that is aesthetically pleasing.



DESIGN KEYS
hi craft detail

PRODUCT KEYS
die cast base + upholstered seating

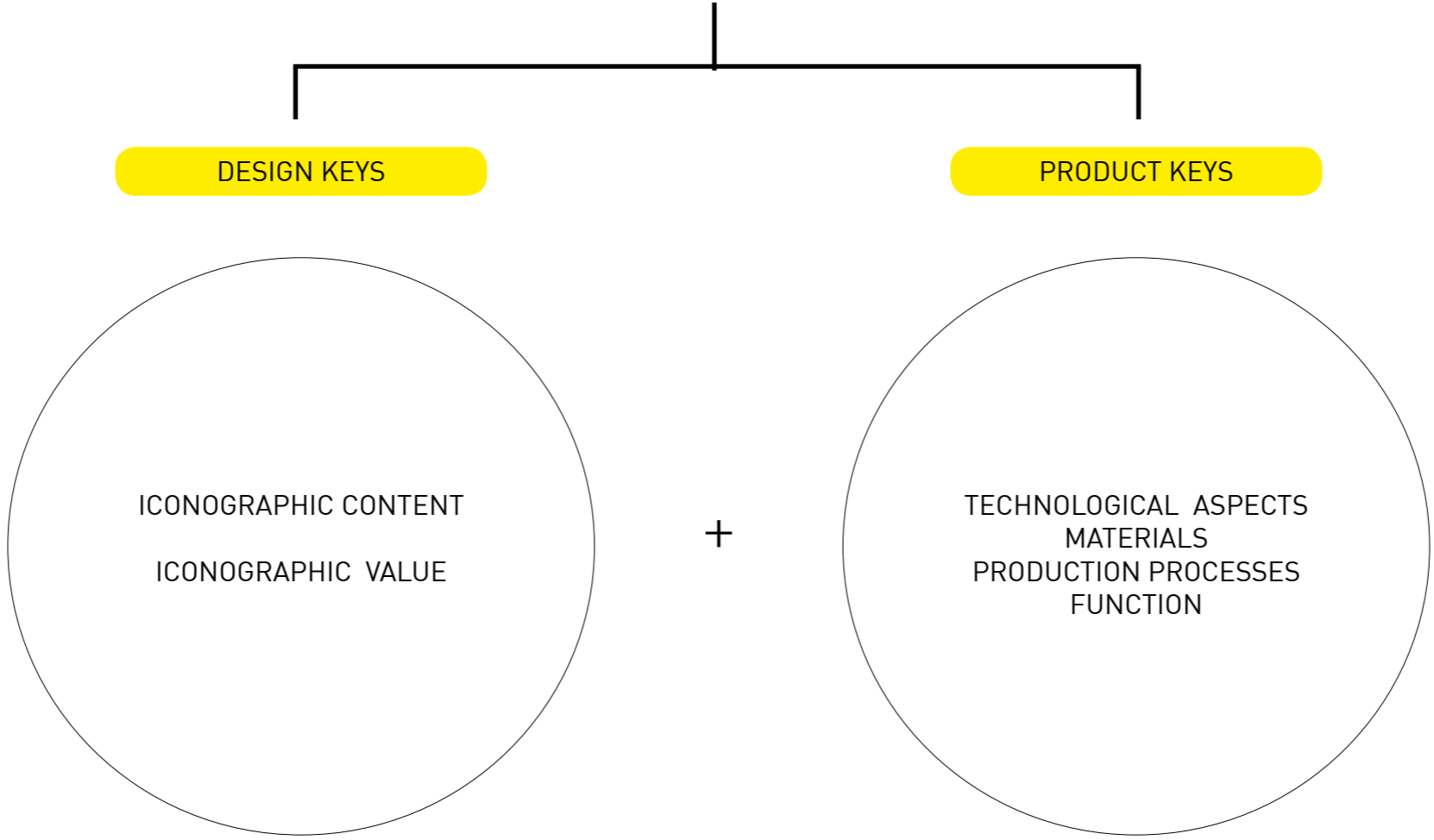
TYPOLOGY
fixed armchair

ARCHIBALD
JeanMarie Massaud, Poltrona Frau, 2009



WHAT IS AN ICONIC DESIGN

PRODUCT ANALYSIS



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: DAY AND NIGHT SYSTEMS

MATERIALS & PRODUCTION PROCESSES

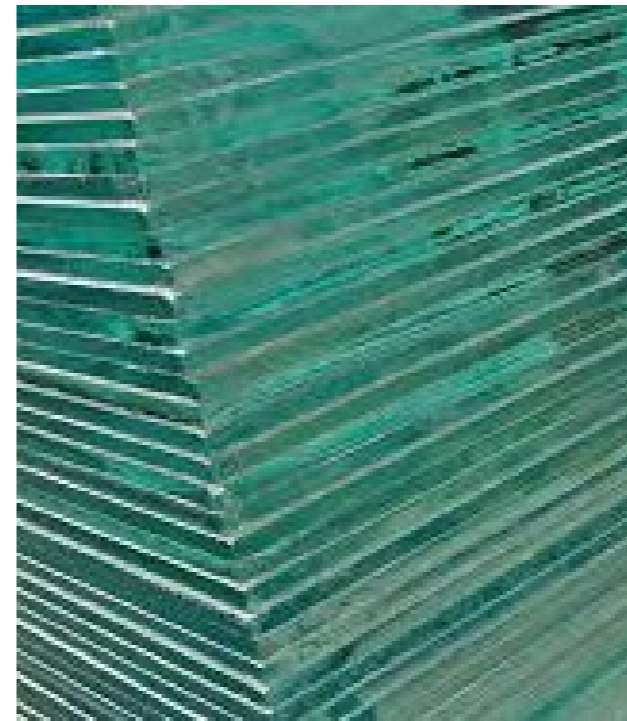
ENGINEERED WOOD



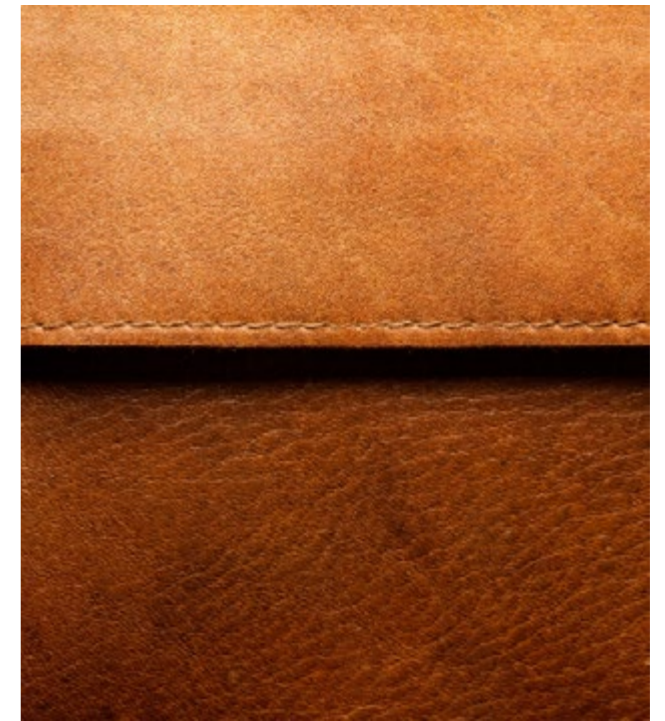
METAL



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

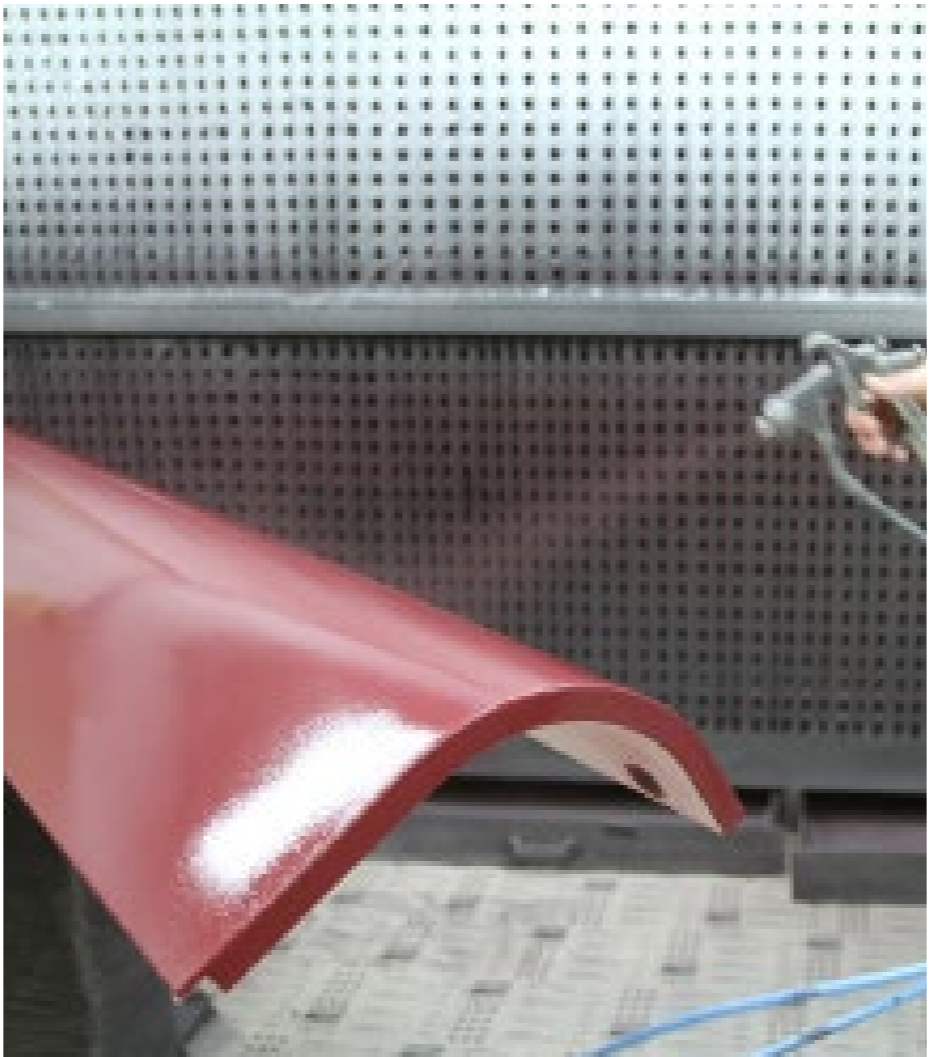
PRODUCT KEYS ANALYSIS: DAY AND NIGHT SYSTEMS

PRODUCTION PROCESSES.
MDF / PARTICLEBOARD



7. VENEERING / EDGEBANDING

OR



7. POWDER COATING / LACQUERING

OR



7. MELAMINE LAMINATING



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: DAY AND NIGHT SYSTEMS

PRODUCTION PROCESSES.
MDF / PARTICLEBOARD



8. CNC WORKING



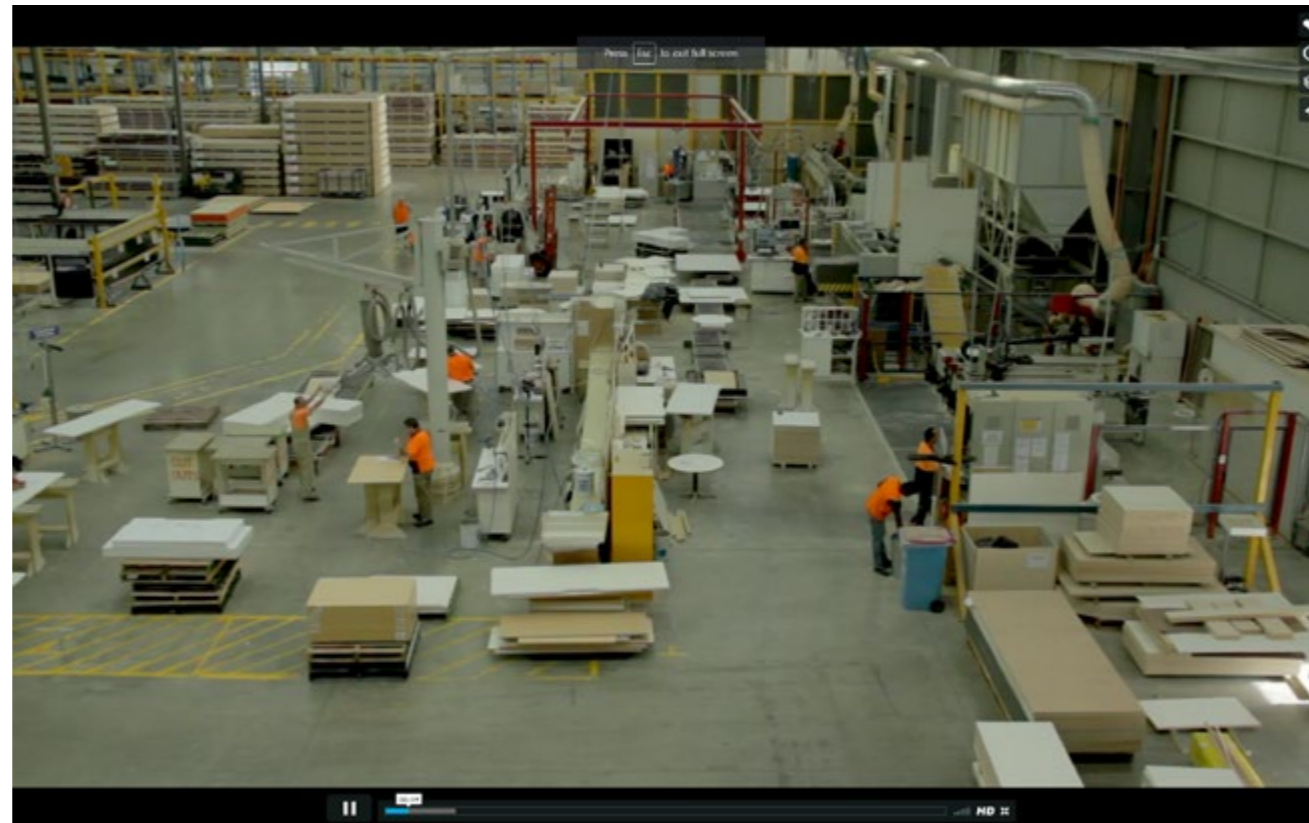
7. ASSEMBLING



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: PARTICLE BOARD FURNITURE

VIDEO



<https://vimeo.com/68198209>

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES



BIG
M. Sadler, Caimi Brevetti



FLAT C
A. Citterio, B&B



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
METAL SHEET WORKING



1. METAL SHEETS



2. CUTTING



3. BENDING



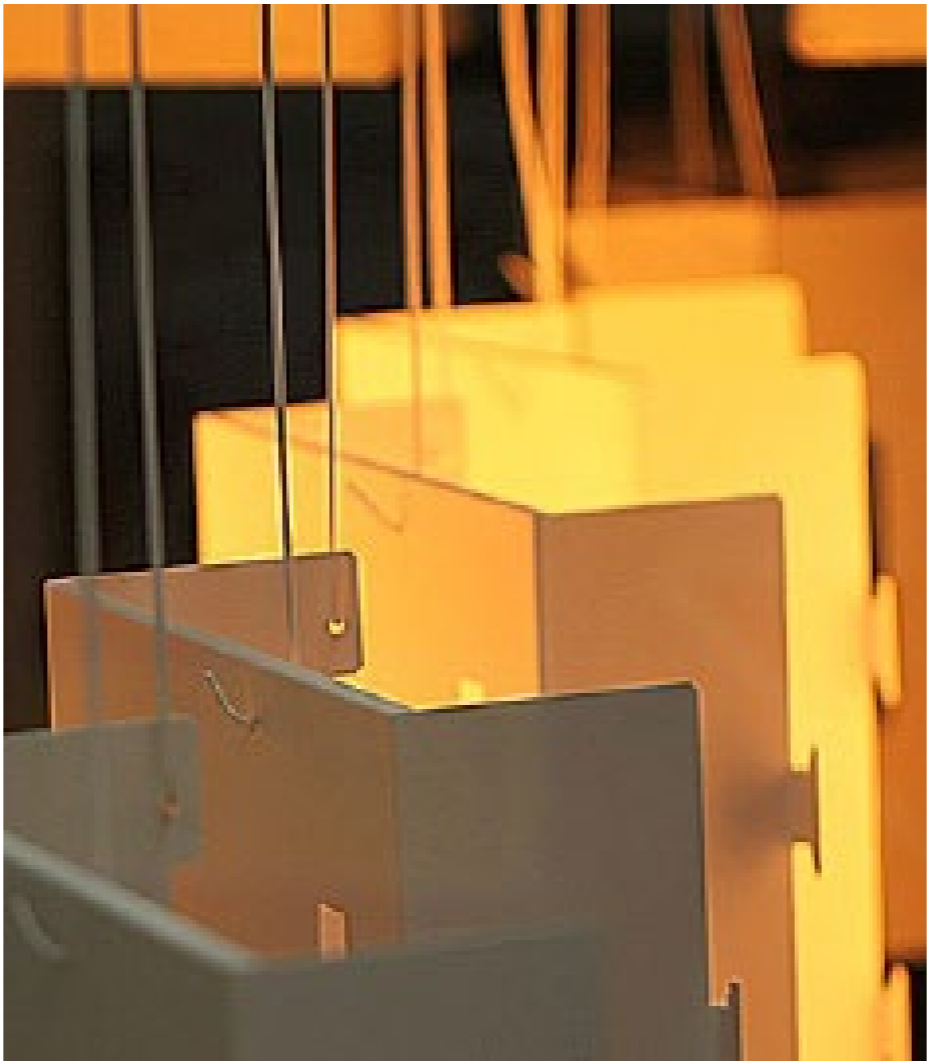
WHAT IS AN ICONIC DESIGN

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



4.FINISHING



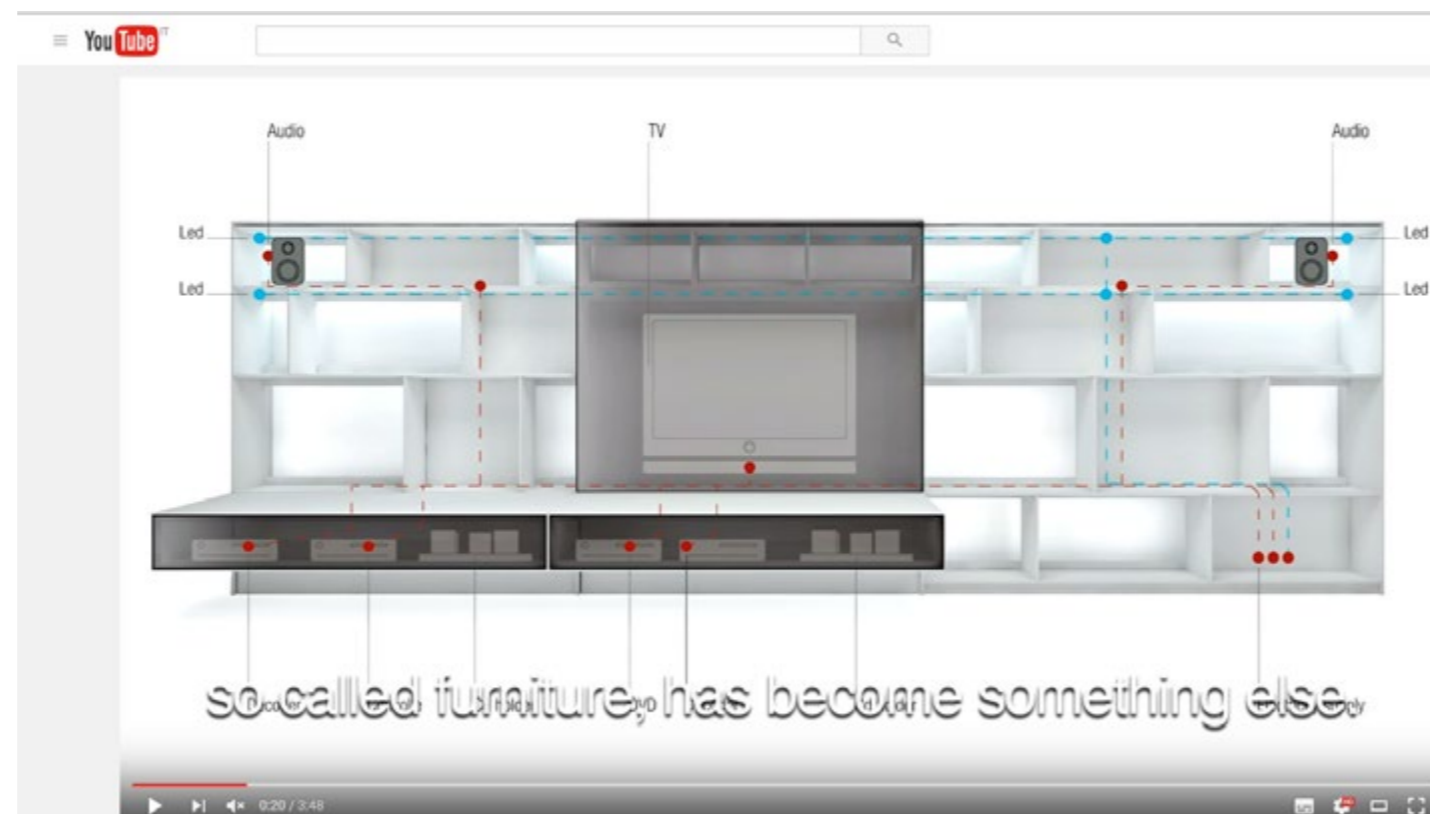
5. ASSEMBLING



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

VIDEO



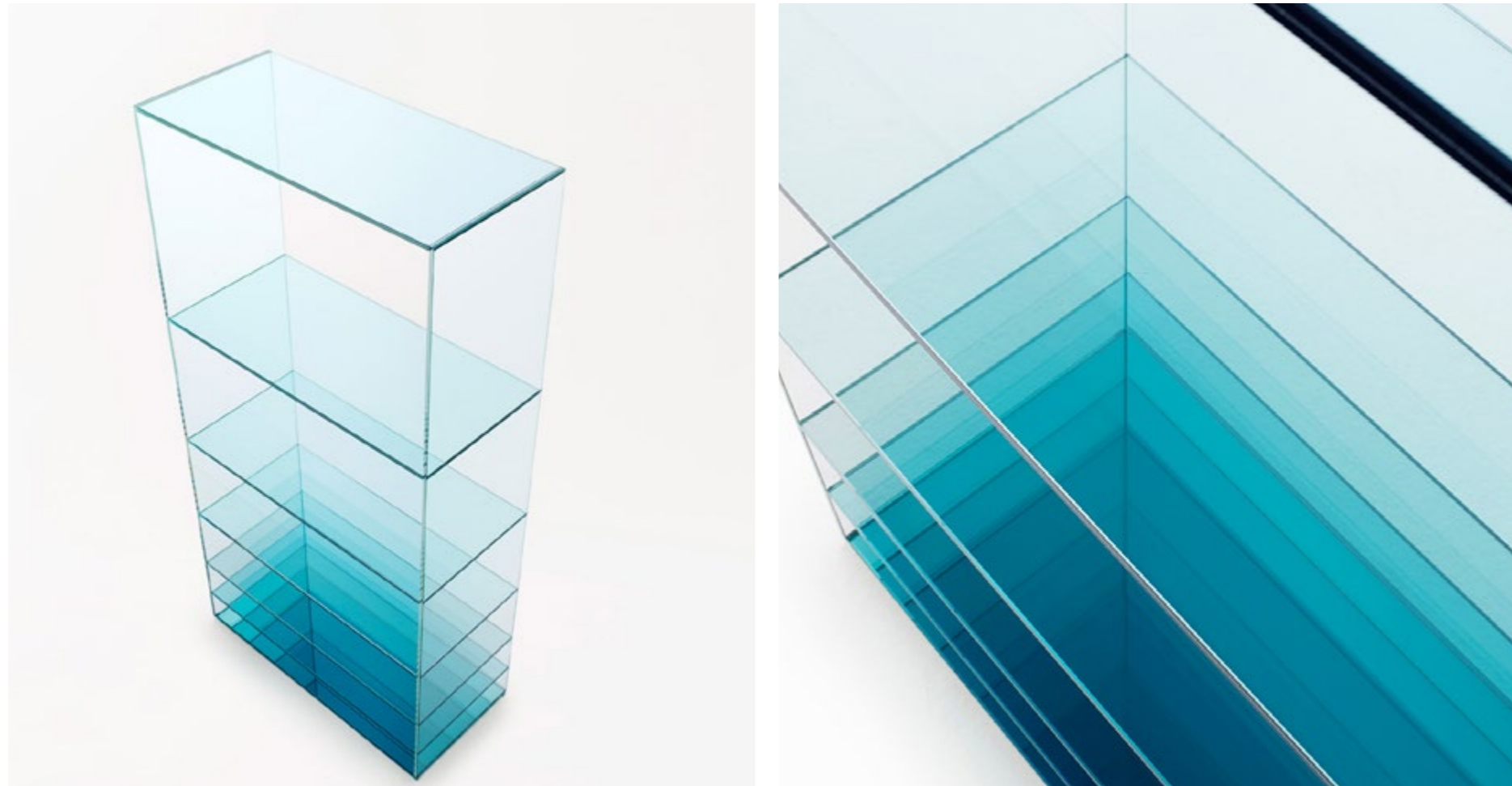
<https://www.youtube.com/watch?v=XUkZo5JzTvK>

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: GLASS

PRODUCTION PROCESSES

FLOAT GLASS



DEEP SEA
Nendo, Glas Italia

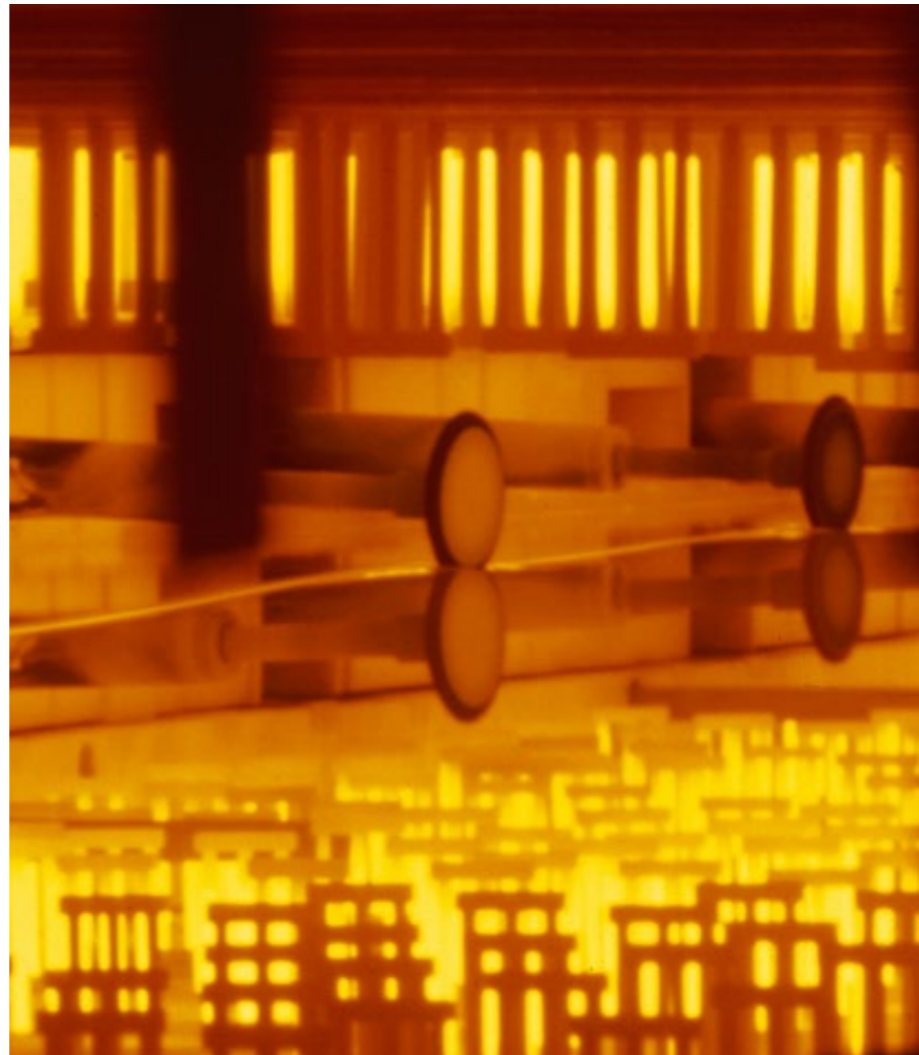
WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: GLASS

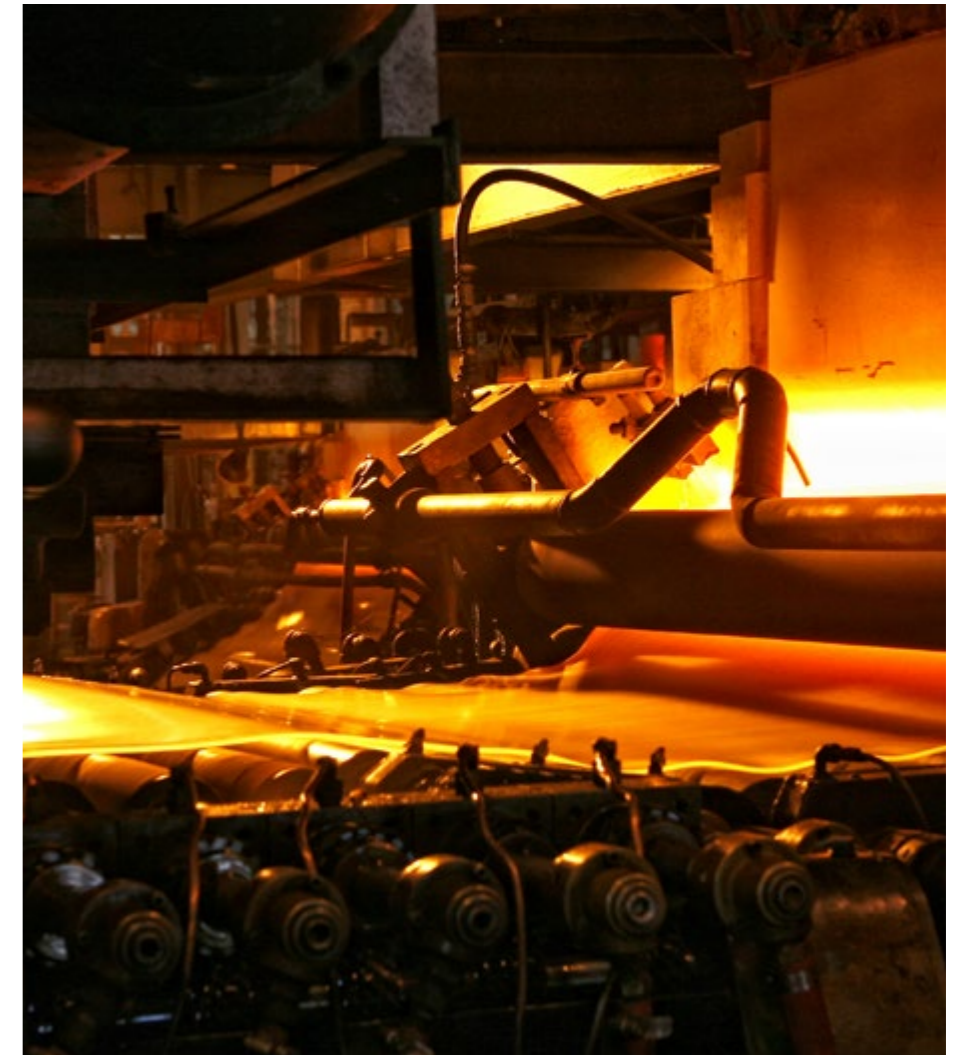
PRODUCTION PROCESSES.
FLOAT GLASS



1. RAW MATERIALS



2. FURNACE AND TIN BATH (STAGNAZIONE)



3. ROLLERS + COOLING

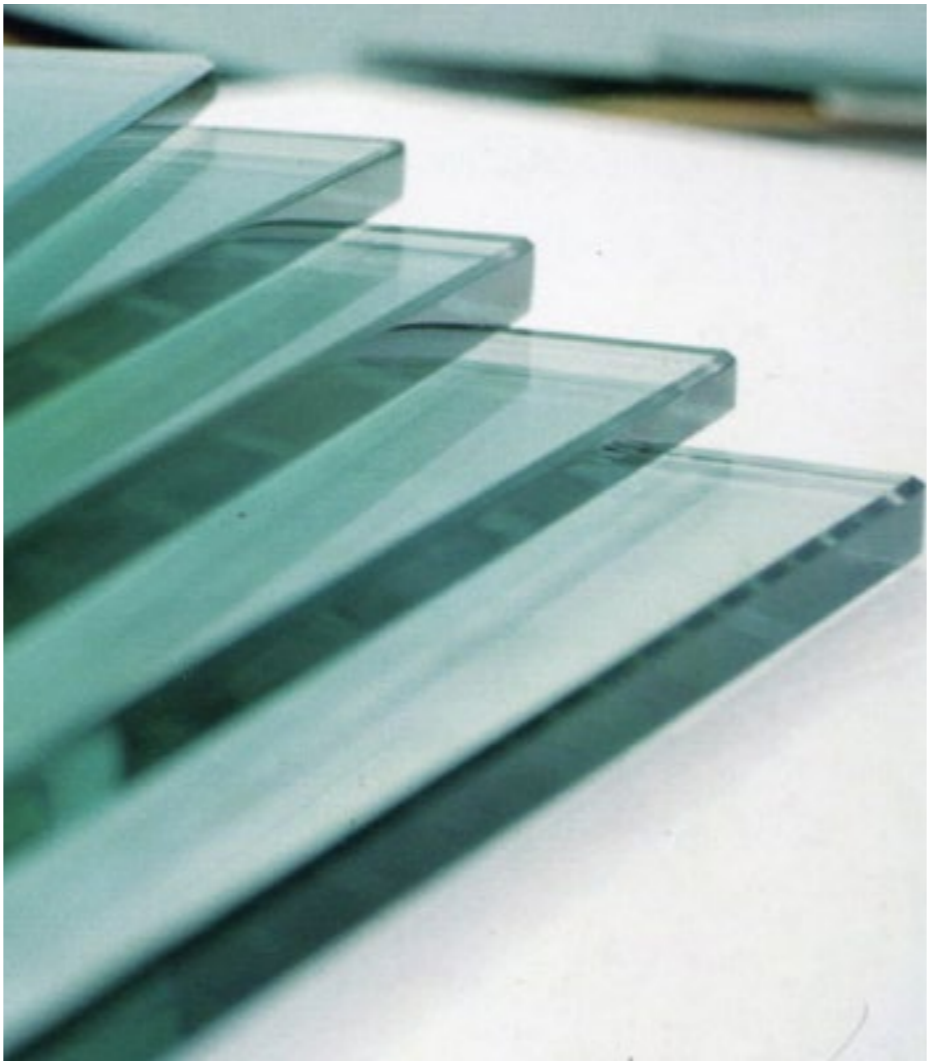
WHAT IS AN ICONIC DESIGN

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



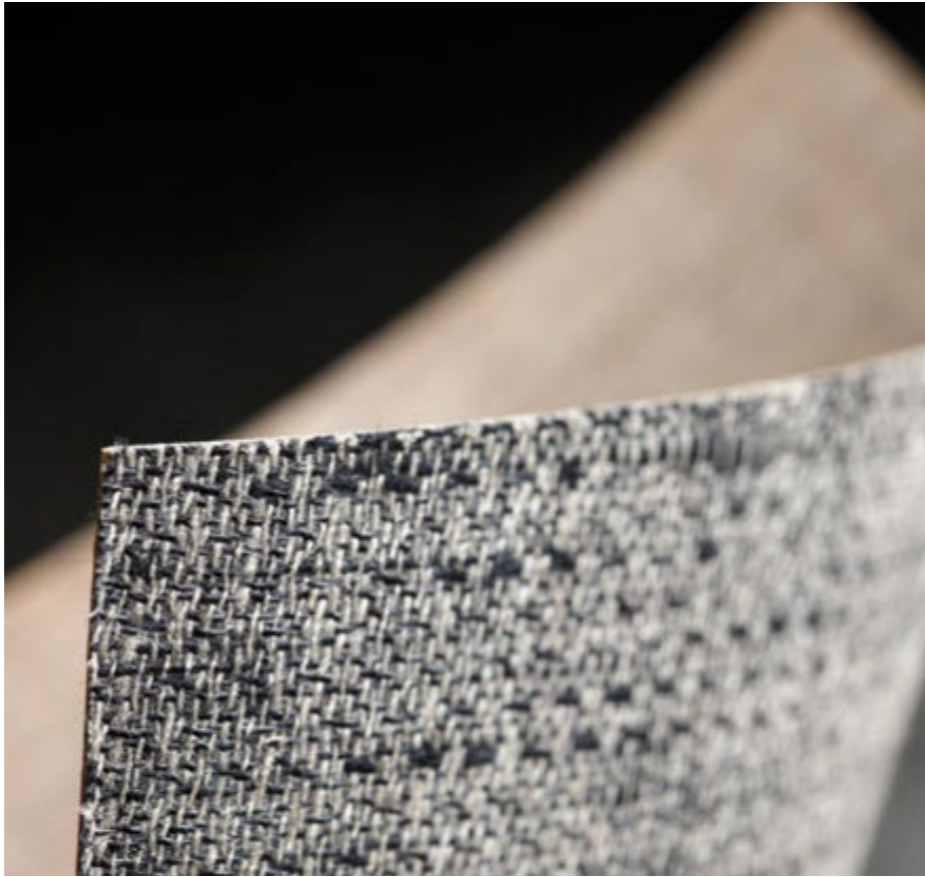
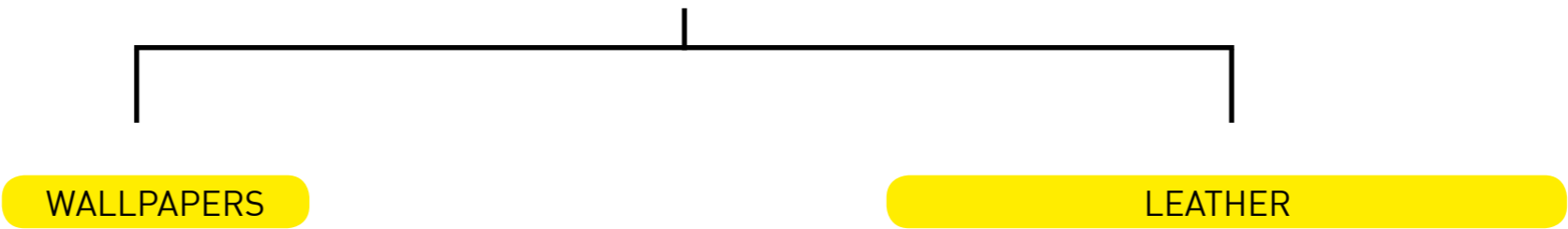
9. UV GLUING



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: COVERS

PRODUCTION PROCESSES



ET VOILA
D. LAGO, LAGO



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



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: LEATHER

VIDEO



<https://vimeo.com/103313992>



MODEL OF ICONOGRAPHIC ANALYSIS

LESSON 3. PART2
EXERCISES

MIA DAY SYSTEMS

DESIGN KEYS ANALYSIS



ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE



FLAT C
A.Clitterio, B&B Italia, 2011

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE



RANDOM
Neuland Industridesign, MDF Italia, 2005

ICONOGRAPHY - DAY SYSTEMS

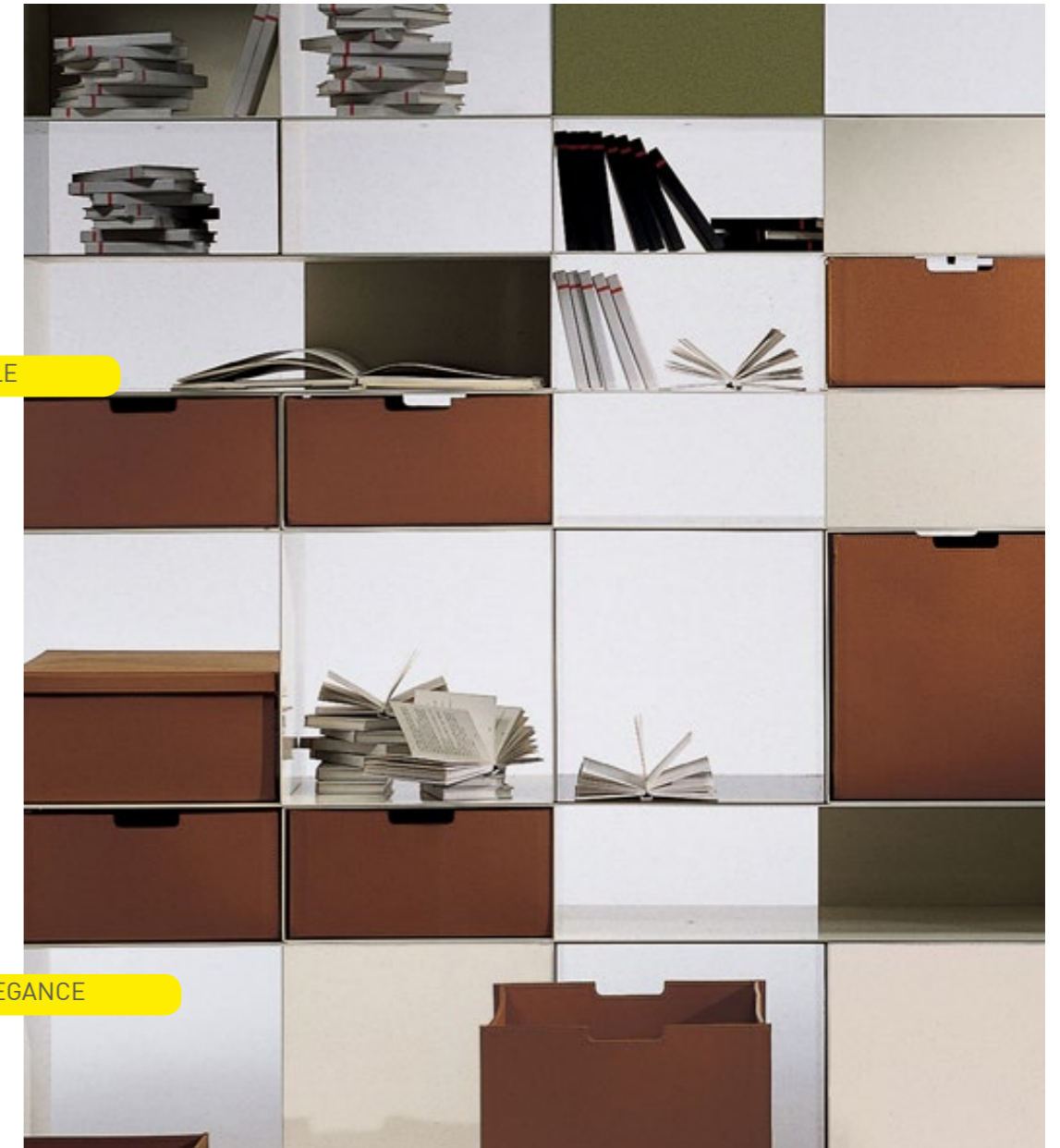
DESIGN CODE
ICONIC VALUE

MODULAR



FLEXIBLE

ELEGANCE



INFINITY
A. Citterio, 2004, Flexform

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE

BOOKCASE
Gio Ponti, Molteni



ELEGANCE

CLASSICAL



TRADITIONAL

BOOKCASE
Gio Ponti, Molteni, 1956

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE

SOPHISTICATED



ELEGANCE

COMPLEX



KRISTAL
D. Bonuccelli, Molteni, 2015

MIA ARMCHAIRS

DESIGN KEYS ANALYSIS



ICONOGRAPHY - ARMCHAIRS

DESIGN CODE
ICONIC VALUE



VANITY FAIR
Renzo Frau, Poltrona Frau, 1930

ICONOGRAPHY - ARMCHAIRS

DESIGN CODE
ICONIC VALUE



D.153.1
Gio Ponti, Molteni, 1953

ICONOGRAPHY - ARMCHAIRS

DESIGN CODE
ICONIC VALUE

CONTEMPORARY



ELEGANT

423 CAB LOUNGE
Mario Bellini, Cassina

ICONOGRAPHY - ARMCHAIRS

DESIGN CODE
ICONIC VALUE

SOPHISTICATED

COMPLEX

HEAVY



PROUST GEOMETRICA
Alessandro Mendini, Capellini, 1978

ICONOGRAPHY - ARMCHAIRS

DESIGN CODE
ICONIC VALUE



THE BIG EASY CHAIR
Ron Arad, Moroso, 1988

MIA

EXERCISES



TEAM EXERCISE N°1

MIA

Objective:

Understand the iconic values of products through product analysis

Methodology:

- 1) Identify the iconic element on the given products
- 2) Abinate the keywords with the product in order to describe the most important characteristics
- 3) Identify with callouts 1 or 2 key aspects that gives the product its personality

*KEYWORDS

LIGHT	MINIMAL
FLEXIBLE	COLD
SOPHISTICATED	TECHNICAL
ELEGANT	PRACTICAL
INNOVATIVE	CLASSICAL
WARM	CONTEMPORARY
COMPLEX	HEAVY
TRADITIONAL	INDUSTRIAL

MIA DAY SYSTEMS

DESIGN KEYS ANALYSIS



ICONOGRAPHY - DAY SYSTEMS

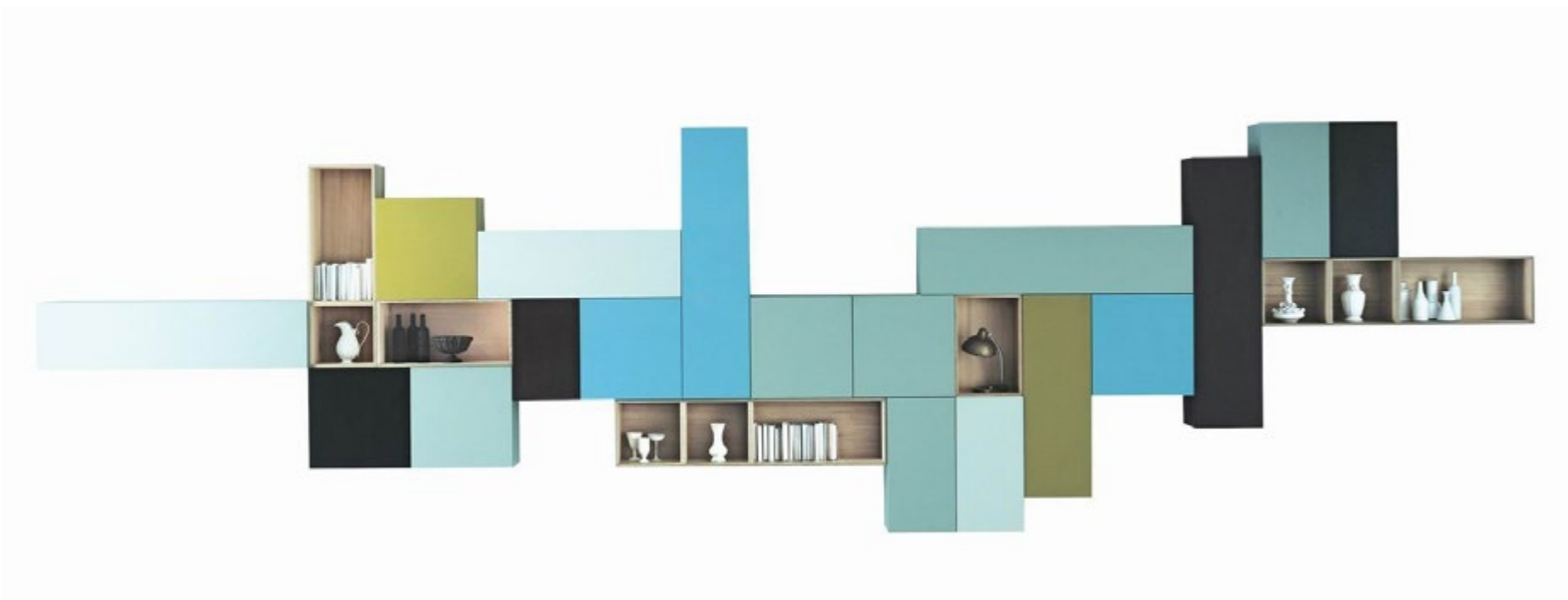
DESIGN CODE
ICONIC VALUE



ROBOX
F. Novembre, Casamania, 2011

ICONOGRAPHY - DAY SYSTEMS

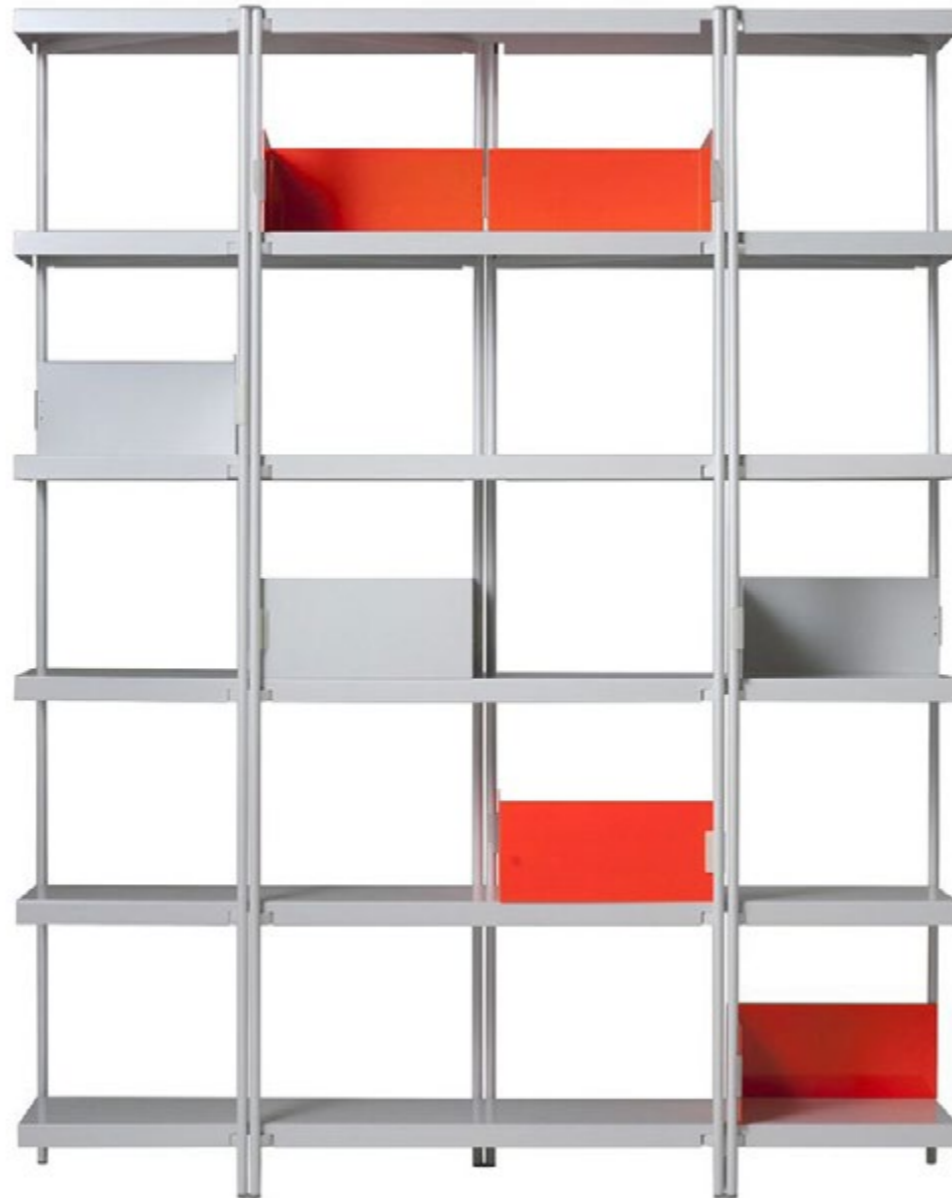
DESIGN CODE
ICONIC VALUE



MODERN
P. Lissoni, Porro, 2013

ICONOGRAPHY - DAY SYSTEMS

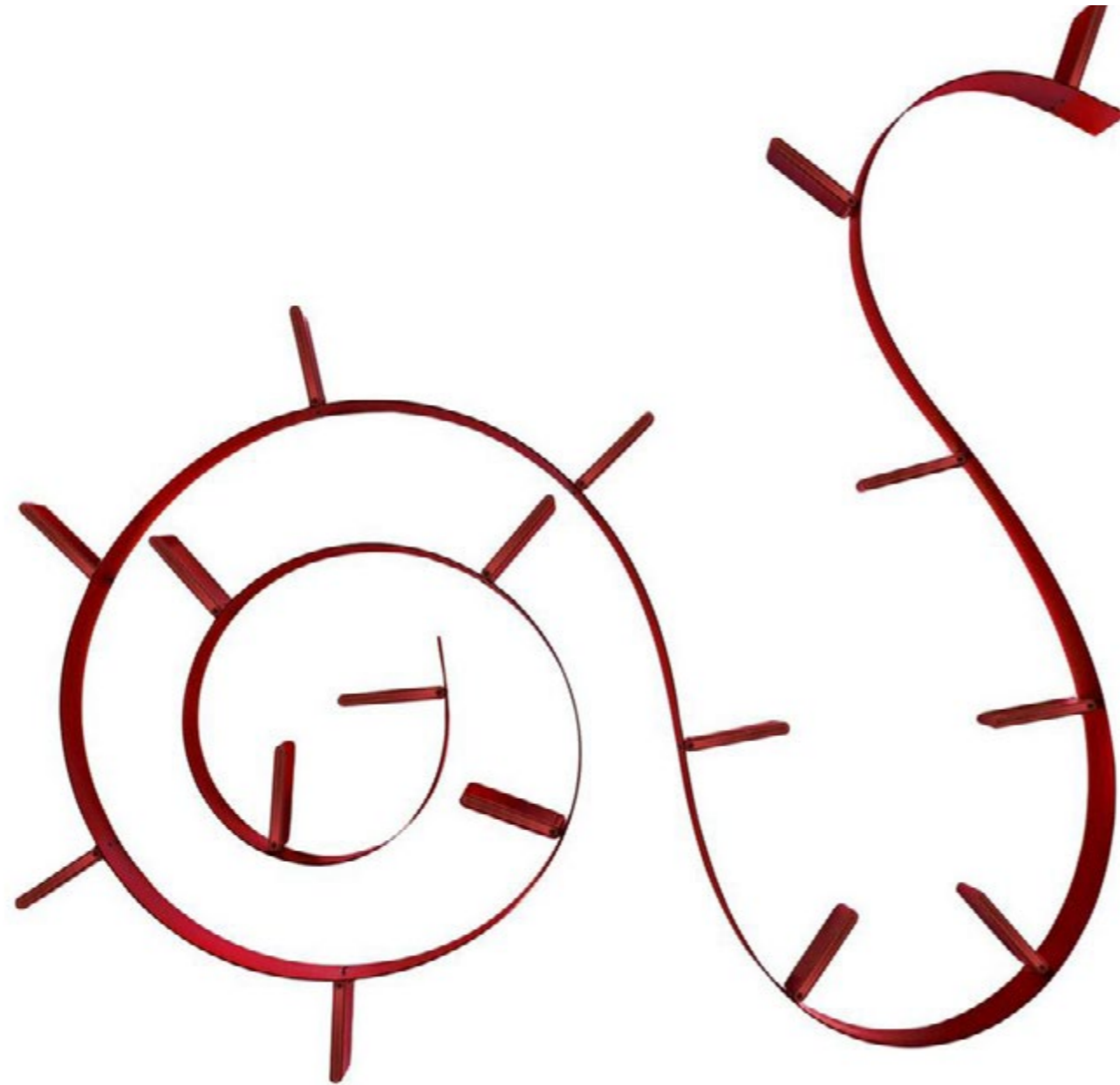
DESIGN CODE
ICONIC VALUE



ZIGZAG
K. Grcic, Driade, 2015

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE



BOOKWORM
Ron Arad, Kartell, 1995



ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE



MINIMA 3.0
Metrica, MDF Italia, 2013

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE



835 INFINITO
F. Albin, Cassina, 1957

ICONOGRAPHY - DAY SYSTEMS

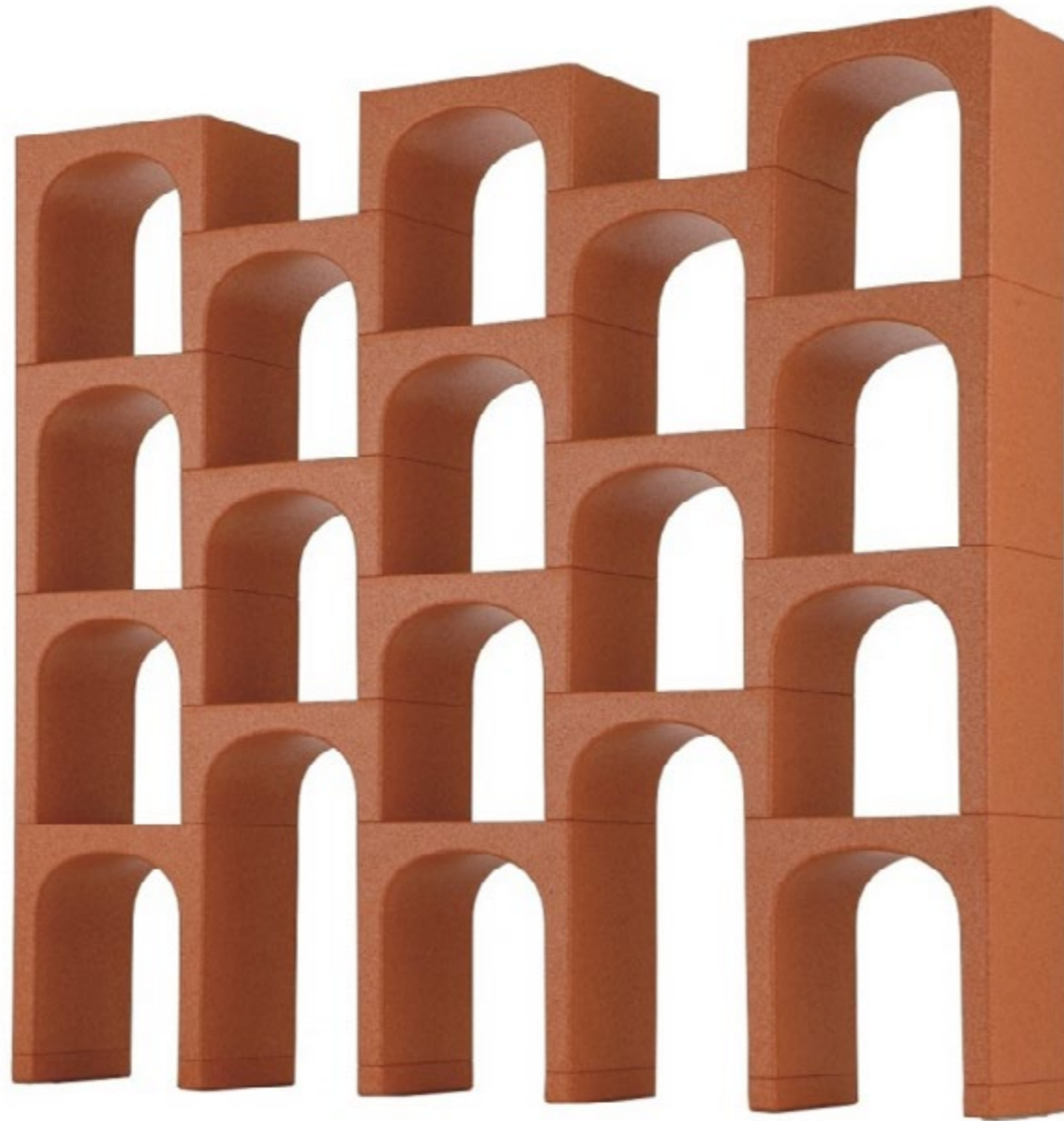
DESIGN CODE
ICONIC VALUE



INORI
S&S Ito, Fiam, 2010

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE



EUR
G. Iacchetti, Magis, 2013

ICONOGRAPHY - DAY SYSTEMS

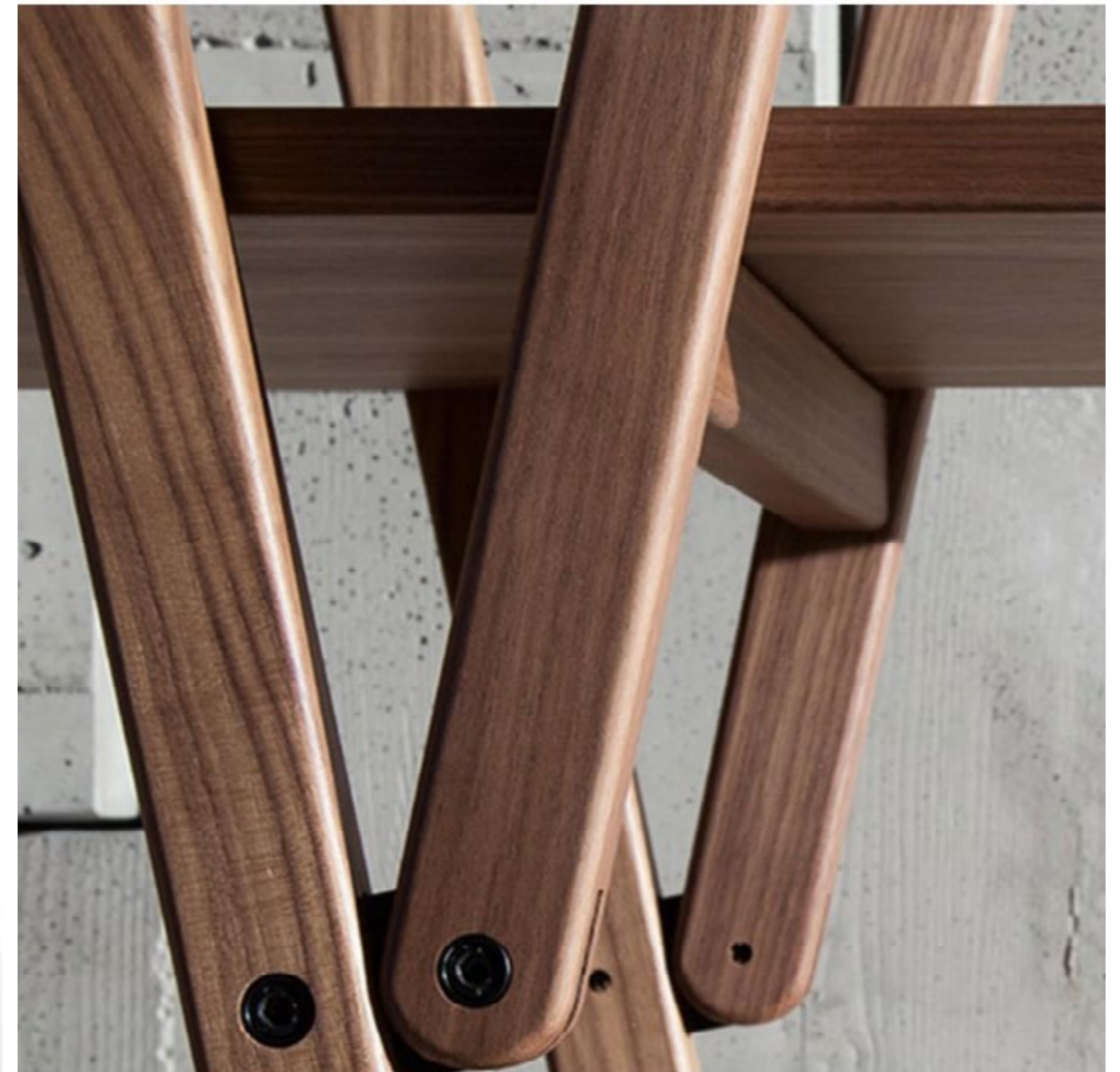
DESIGN CODE
ICONIC VALUE



JOY
Castiglioni, Zanotta, 1989

ICONOGRAPHY - DAY SYSTEMS

DESIGN CODE
ICONIC VALUE



NUVOLA ROSSA
V. Magistretti, Cassina, 1977

MIA ARMCHAIRS

DESIGN KEYS ANALYSIS



ICONOGRAPHY - ARMCHAIRS

DESIGN CODE
ICONIC VALUE



A.B.C.
A. Citterio, Flexform, 1966

ICONOGRAPHY - ARMCHAIRS

DESIGN CODE
ICONIC VALUE



LOUISIANA
V. Magistretti, De Padova, 1993

ICONOGRAPHY - ARMCHAIRS

DESIGN CODE
ICONIC VALUE



SANLUCA
Achille e Pier Giacomo Castiglioni, Poltrona Frau, 1960

ICONOGRAPHY - ARMCHAIRS

DESIGN CODE
ICONIC VALUE



CORALLO
Fernando e Humberto Campana, Edra, 2004

ICONOGRAPHY - ARMCHAIRS

DESIGN CODE
ICONIC VALUE



NEMO
F. Novembre, Driade, 2010

ICONOGRAPHY - ARMCHAIRS

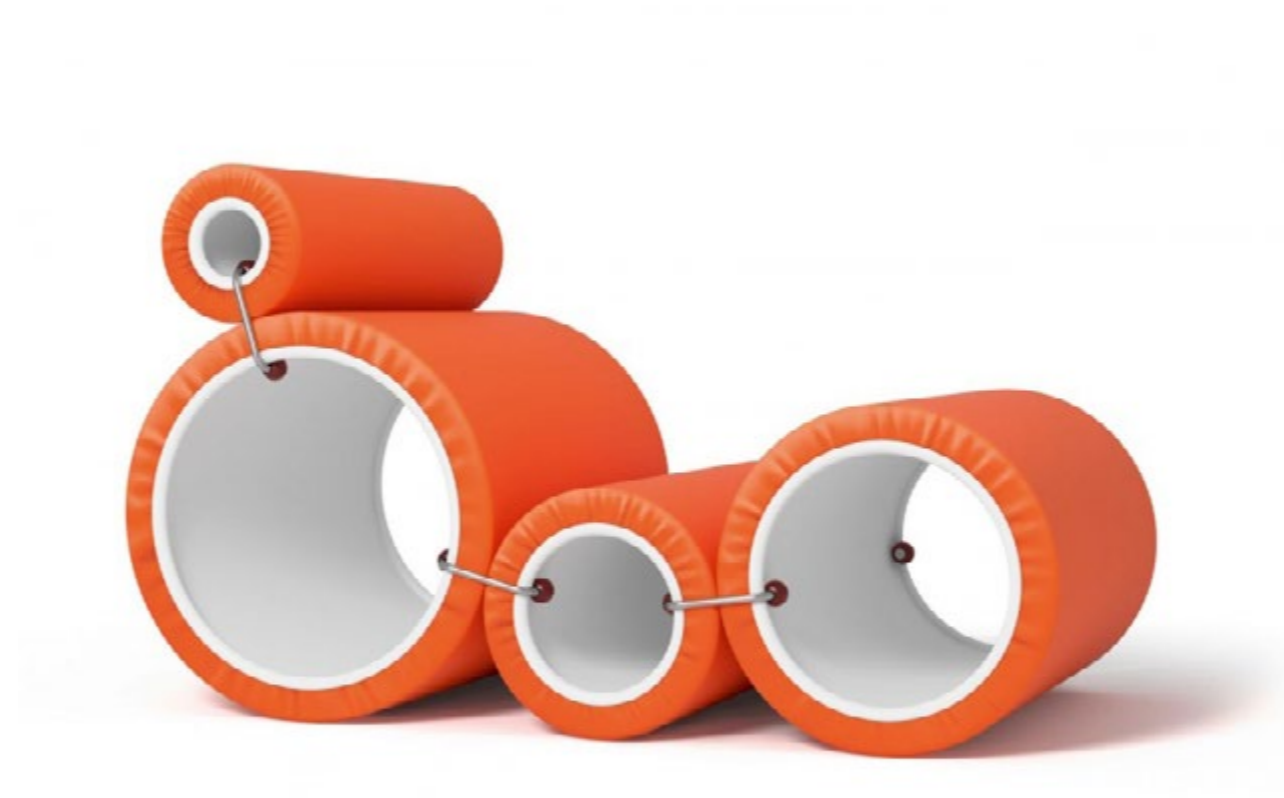
DESIGN CODE
ICONIC VALUE



FELTRI
Gaetano Pesce, Cassina, 1987

ICONOGRAPHY - ARMCHAIRS

DESIGN CODE
ICONIC VALUE



TUBE CHAIR
Joe Colombo, Capellini, 1960

ICONOGRAPHY - ARMCHAIRS

DESIGN CODE
ICONIC VALUE



ELDA
Joe Colombo, Confort, 1963

ICONOGRAPHY - ARMCHAIRS

DESIGN CODE
ICONIC VALUE



TULIP ARMCHAIR
Marcel Wanders, Capellini, 2010

ICONOGRAPHY - ARMCHAIRS

DESIGN CODE
ICONIC VALUE



LC6
Le Corbusier, Cassina, 1928

TEAM EXERCISE N°2

MIA

Objective:

Understand the iconic values of products through product analysis

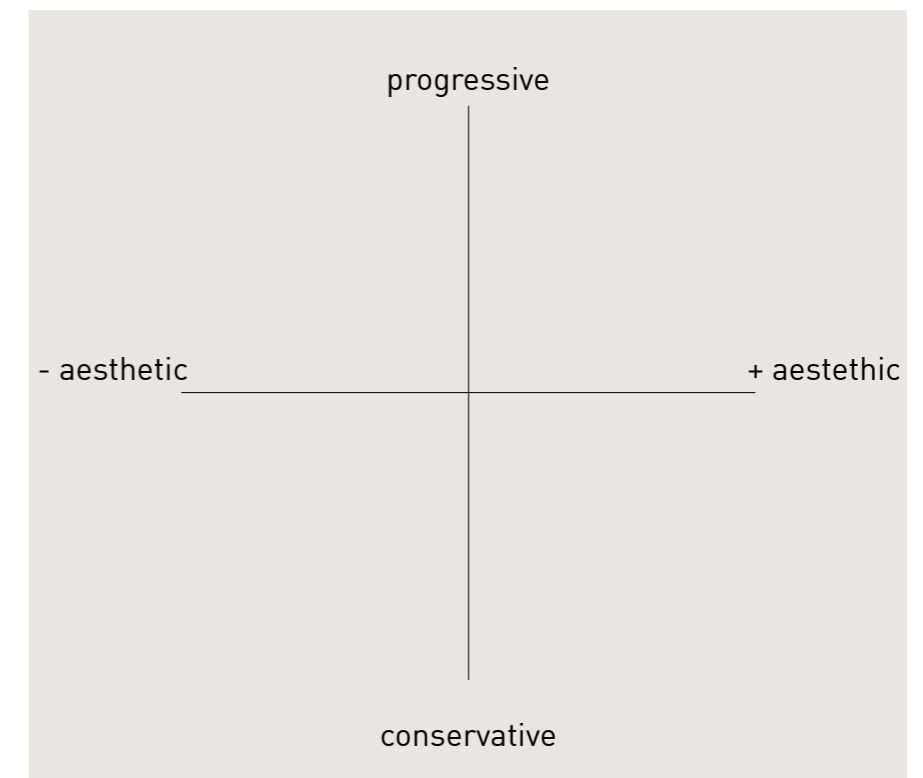
Methodology:

Throughout the use of an analytical matrix:

1) Map the selected products of the italian day systems class in terms of

Iconicism and aesthetics code

2) Cluster the results.



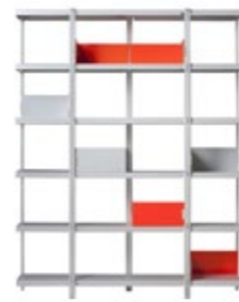
EXERCISE INFORMATION



ROBOX



MODERN



ZIZAG



BOOKWORM



MINIMA 3.0



835 INFINITO



INORI



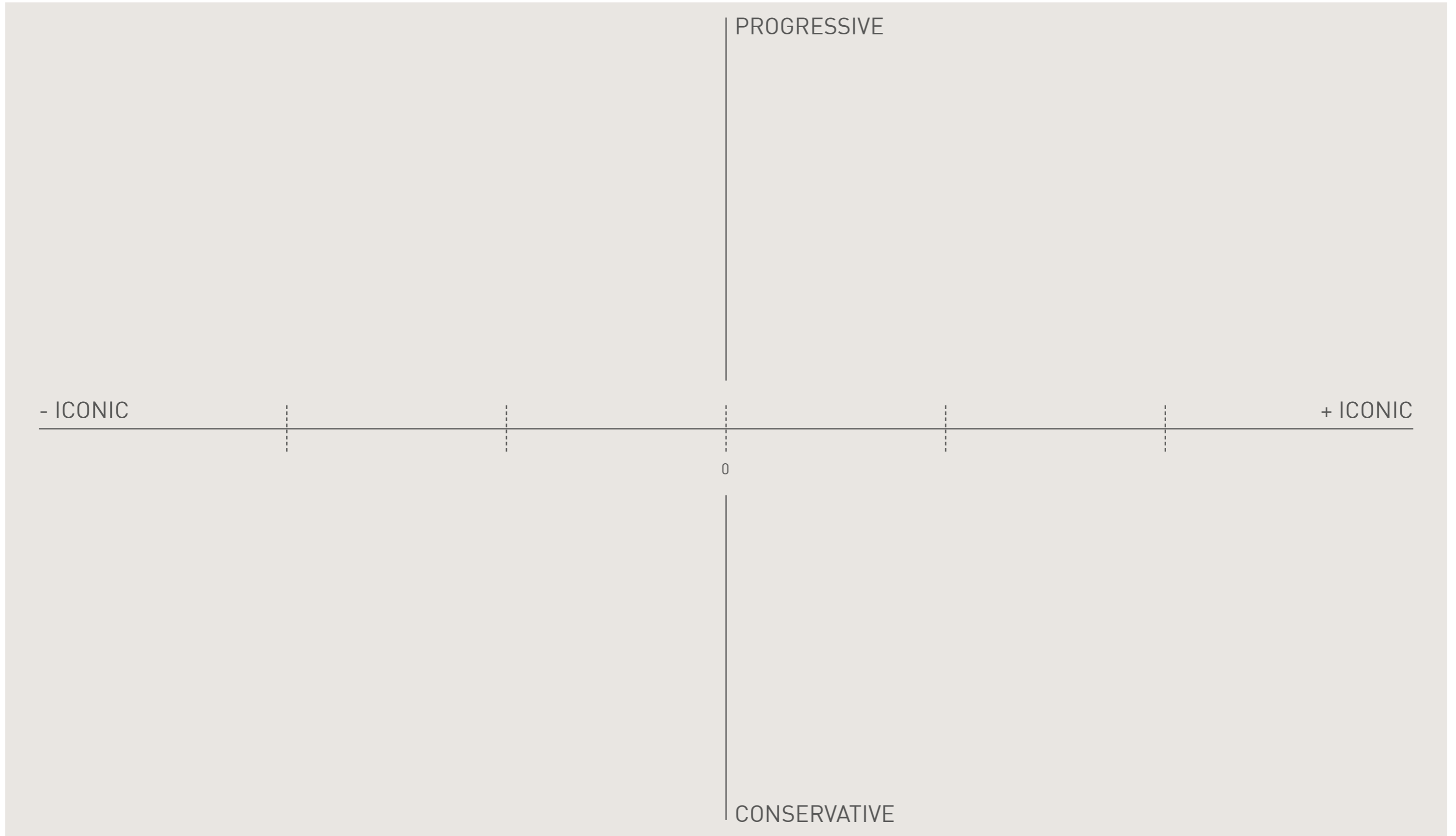
EUR



JOY



NUVOLA ROSSA



TEAM EXERCISE N°3

MIA

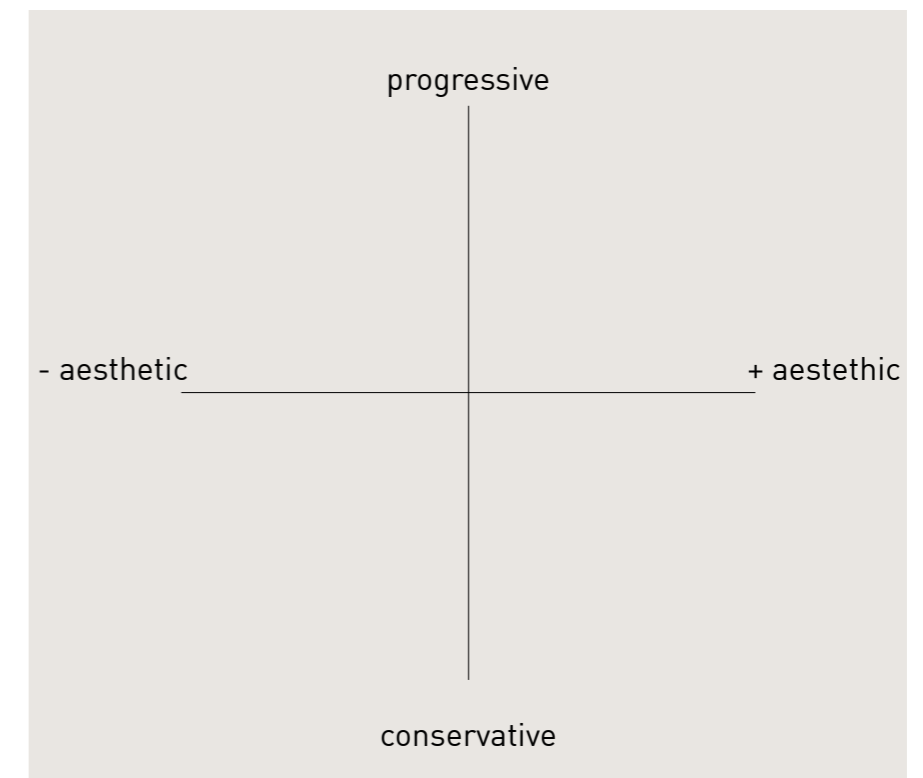
Objective:

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 armchairs class in terms of Iconicism and aesthetics code
- 2) Cluster the results.



EXERCISE INFORMATION



A.B.C



LOUISIANA



SANLUCA



CORALLO



NEMO



FELTRI



TUBE



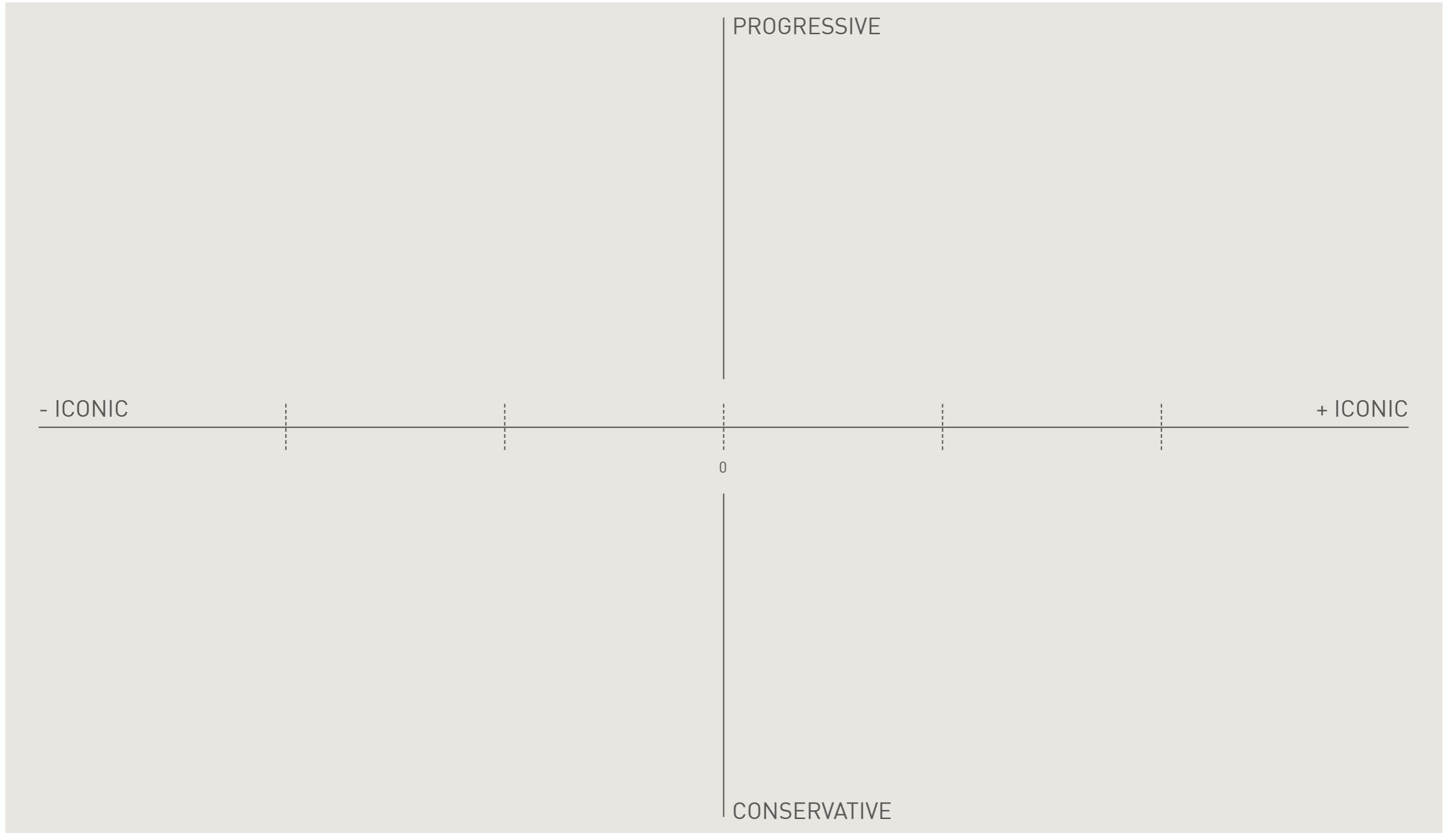
ELDA



TULIP



LC4



TEAM EXERCISE N°4

MIA

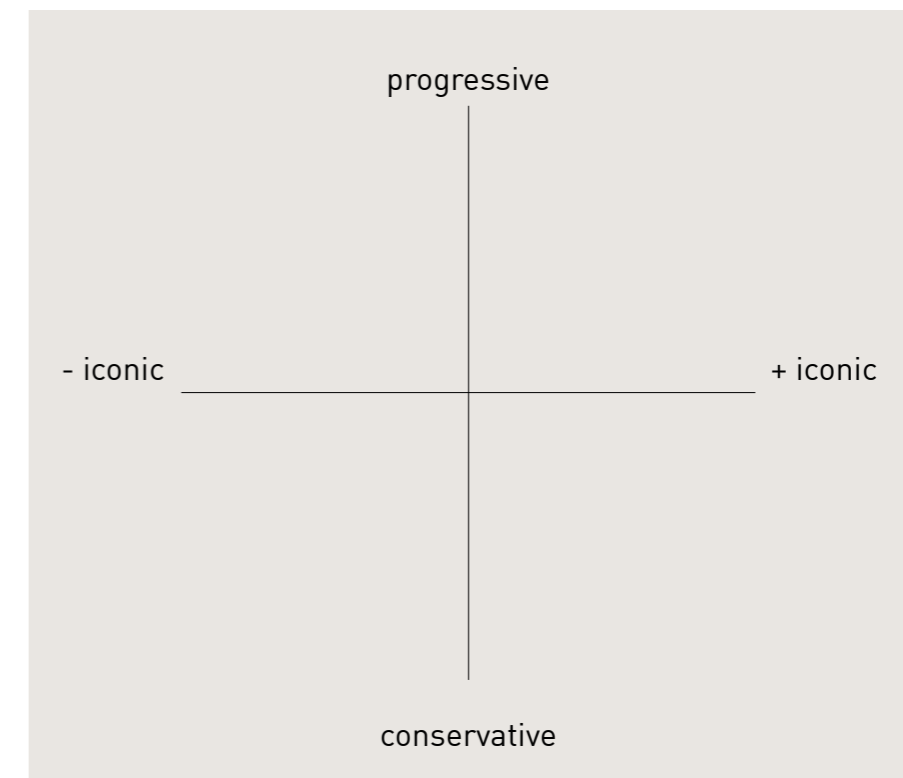
Objective:

Understand the iconic values of products through product analysis

Methodology:

Throughout the use of an analytical matrix:

- 1) Place in the matrix together a day sistem product from exercise 2 with a product from the armchairs market from exercise 3, together with a lifestyle product from the italian market.
- 3) Identify similarities between furniture and product design.
- 4) Be prepare to comment your maps .



EXERCISE INFORMATION



JUCIY SALIF
ALESSI



RADIO CUBO
BRIONVEGA



LETTERA 22
OLIVETTI



GRAVES
ALESSI



TIMOR
DANESE



VASO PIRATA
FORNASETTI



BLACK AND WHITE
VITSOSI



CIFRA 3
GINO VALLE



MOUSE LAMP
FORNASETTI



ALDO CIBICz
PAOLA C

ICONICISM VS. AESTHETICS CODE

