

CORSO DI LAUREA MAGISTRALE IN
ECONOMIA AZIENDALE E MANAGEMENT

DESIGN MANAGEMENT

Part 2 - Lesson 2

DESIGN MANAGEMENT

COURSE SCHEDULE
DESIGN MANAGEMENT

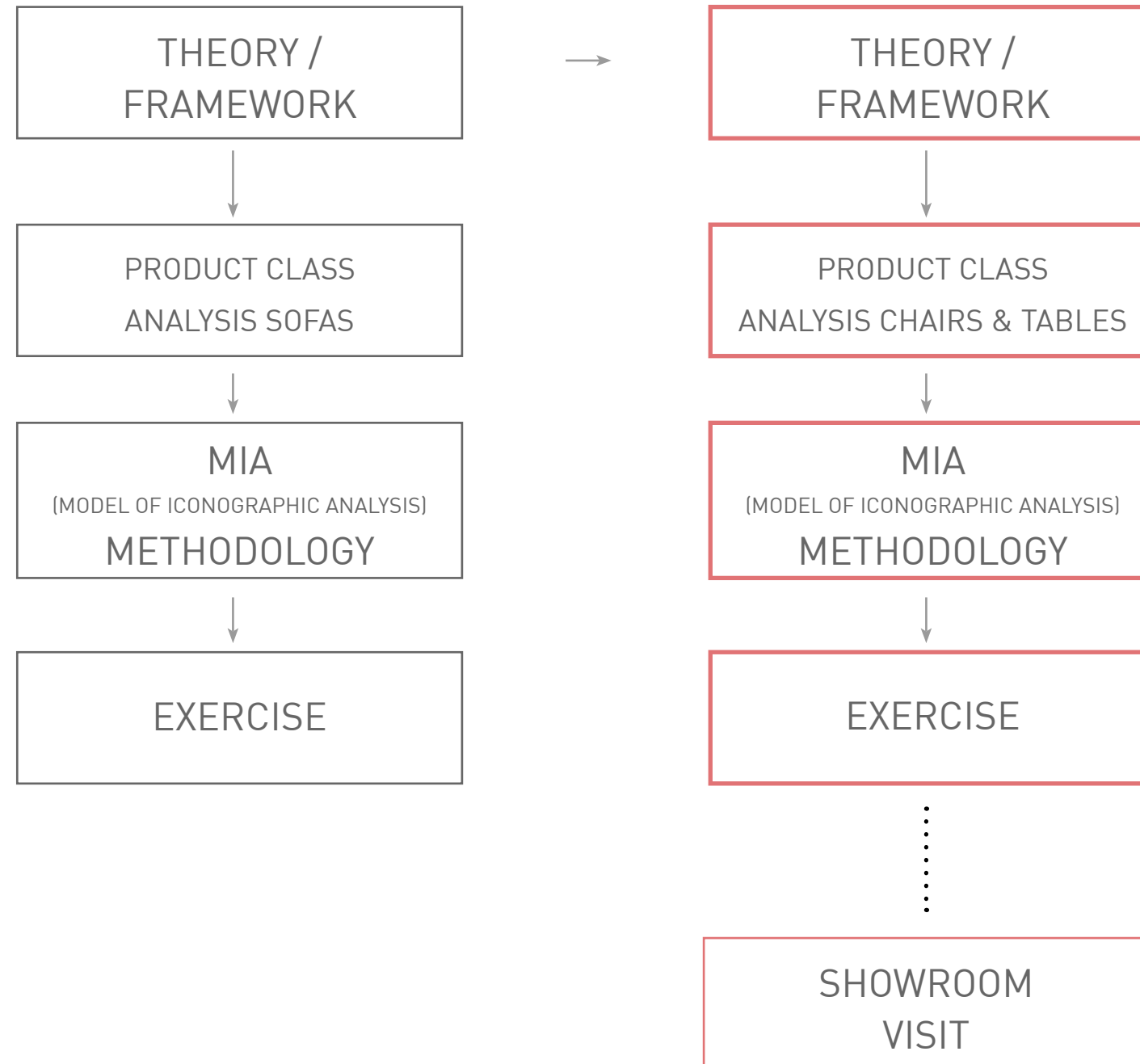
SESSION1 12.04.2017	SESSION 2 26.04.2017	SESSION 3 03.05.2017	SESSION 4 10.05.2017	SESSION 5 24.05.2017
Brief Presentation	Theory	Theory	Theory	
MIA Analysis Sofas	MIA Analysis Chairs and Tables	MIA Analysis Day system & Lifestyle	MIA Analysis Lighting	
MIA Application Sofas	MIA Application Chairs and 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 2. PART1
CHAIRS AND TABLES

LESSON 2. 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.

WHAT IS AN ICONIC DESIGN



N° 14
Thonet, 1859



Plywood Group
C&R Eames, 1945



Selene
Magistretti, 1969



Dr Clob
P.Starck, 1980



S32
Marcel Breuer, 1930



Mezzadro
Castiglioni, 1954



Panton Chair
V. Panton, 1959



Black lines
Nendo, 2010

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.

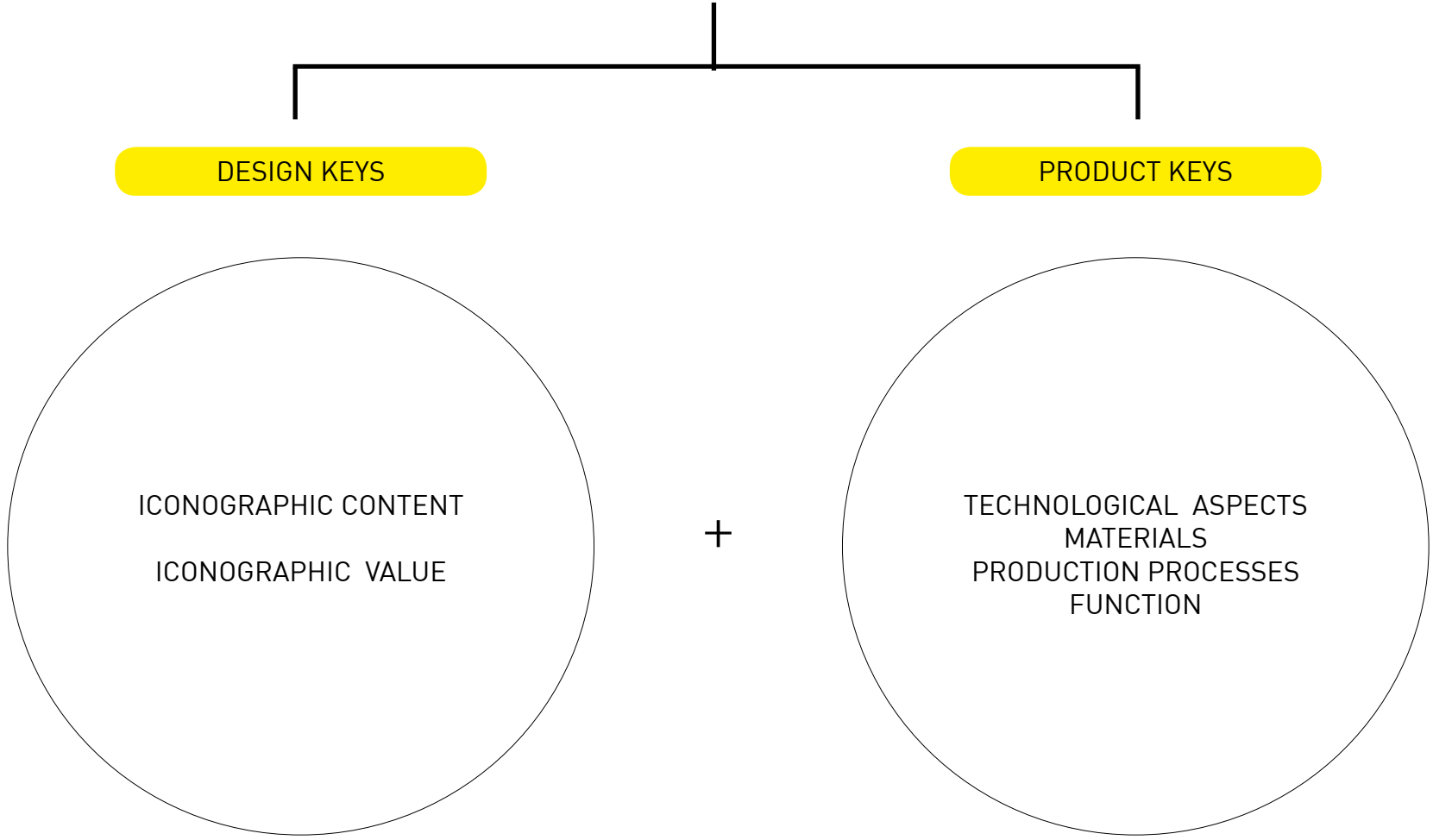
DESIGN KEYS

+

PRODUCT KEYS

WHAT IS AN ICONIC DESIGN

PRODUCT ANALYSIS



WHAT IS AN ICONIC DESIGN

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.

WHAT IS AN ICONIC DESIGN

KEY 4

A design that stands the test of time, remaining popular despite the passing of years.



DESIGN KEYS
Traditional archetype Chiavarina

DESIGN KEYS
Designed by Gio Ponti

PRODUCT KEYS
Light structure

PRODUCT KEYS
Seat in India Cane

PRODUCT KEYS
Triangular section with high strength

SUPERLEGGERA
G. Ponti,Cassina,1957



WHAT IS AN ICONIC DESIGN

KEY 4

A design that stands the test of time, remaining popular despite the passing of years.



LEONARDO
Zanotta, Castiglioni, 1940



WHAT IS AN ICONIC DESIGN

KEY 5

A design that improves on the past.

DESIGN KEYS

Designed by P. Starck for Kartell



PRODUCT KEYS

Transparent polycarbonate

PRODUCT KEYS

Injection molded in one piece

LOUIS GHOST CHAR
P.Starck, Kartell, 2002



WHAT IS AN ICONIC DESIGN

KEY 5

A design that improves on the past.



SPOON TABLE
Citterio, Kartell, 2009



WHAT IS AN ICONIC DESIGN

KEY 6

A design that is often recognised and stays in the memory by consumers.



MONTECATINI D.235.1
Gio Ponti, Molteni, 1935



WHAT IS AN ICONIC DESIGN

KEY 6

A design that is often recognised and stays in the memory by consumers.

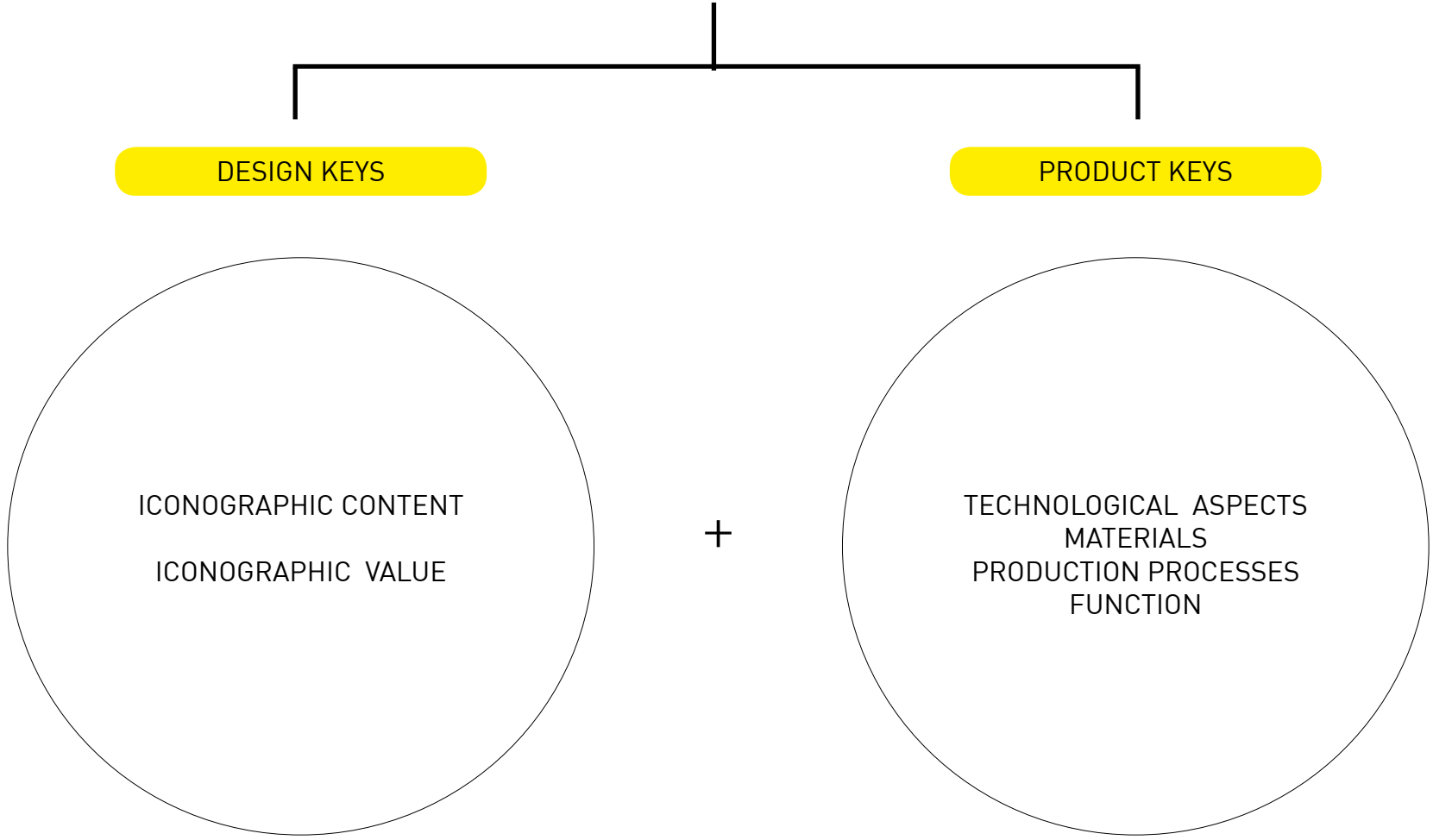


LIM 3.0
Fattorini+Rizzini+Partners, MDF Italia, 2010



WHAT IS AN ICONIC DESIGN

PRODUCT ANALYSIS



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: CHAIRS & TABLES

MATERIALS & PRODUCTION PROCESSES

WOOD



METAL



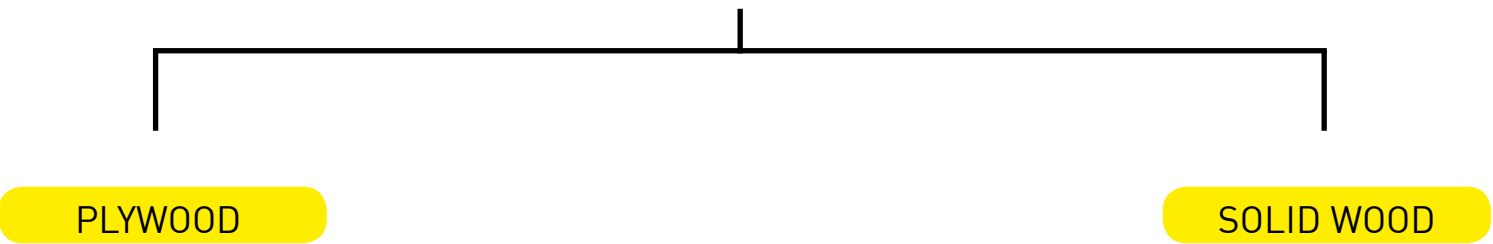
PLASTIC



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: WOOD

PRODUCTION PROCESSES



AAVA
Lievore Altherr Molina, Arper



BRANCA
Sam Hecht, Mattiazzi



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: WOODEN CHAIRS

PRODUCTION PROCESSES.
PLYWOOD



1. WOOD



2.HEATING AND DRYING



3. PEELING



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: WOODEN CHAIRS

PRODUCTION PROCESSES.
PLYWOOD



4.VENEER SHEETS



5. MOULDING AND GLUING PRESSING



6. STAMPED PIECE



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: WOODEN CHAIRS

PRODUCTION PROCESSES.
PLYWOOD



7.SHAPE CUTTING



8.HAND FINISHES



9.FINAL PIECE FOR ASSEMBLY



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: WOODEN CHAIRS

PRODUCTION PROCESSES.
SOLID WOOD



1. TIMBER DRYING



2..WOODEN SELECTION



3.PIECE SHAPING



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: WOODEN CHAIRS

PRODUCTION PROCESSES.
SOLID WOOD



4. CNC PIECE MACHINING



5.ASSEMBLING



6.SANDING AND FINISHING



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: WOODEN CHAIRS

PRODUCTION PROCESSES.
SOLID WOOD



7.PROTECTION AND COATING



8. POLISHING



BRANCA CHAIR



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: WOODEN CHAIRS

PRODUCTION PROCESSES.
WOODEN JOINERY



CASSINA, LECORBUSIER
DOVETAIL



RIVA 1920, KARIM RASHID
DOVETAIL



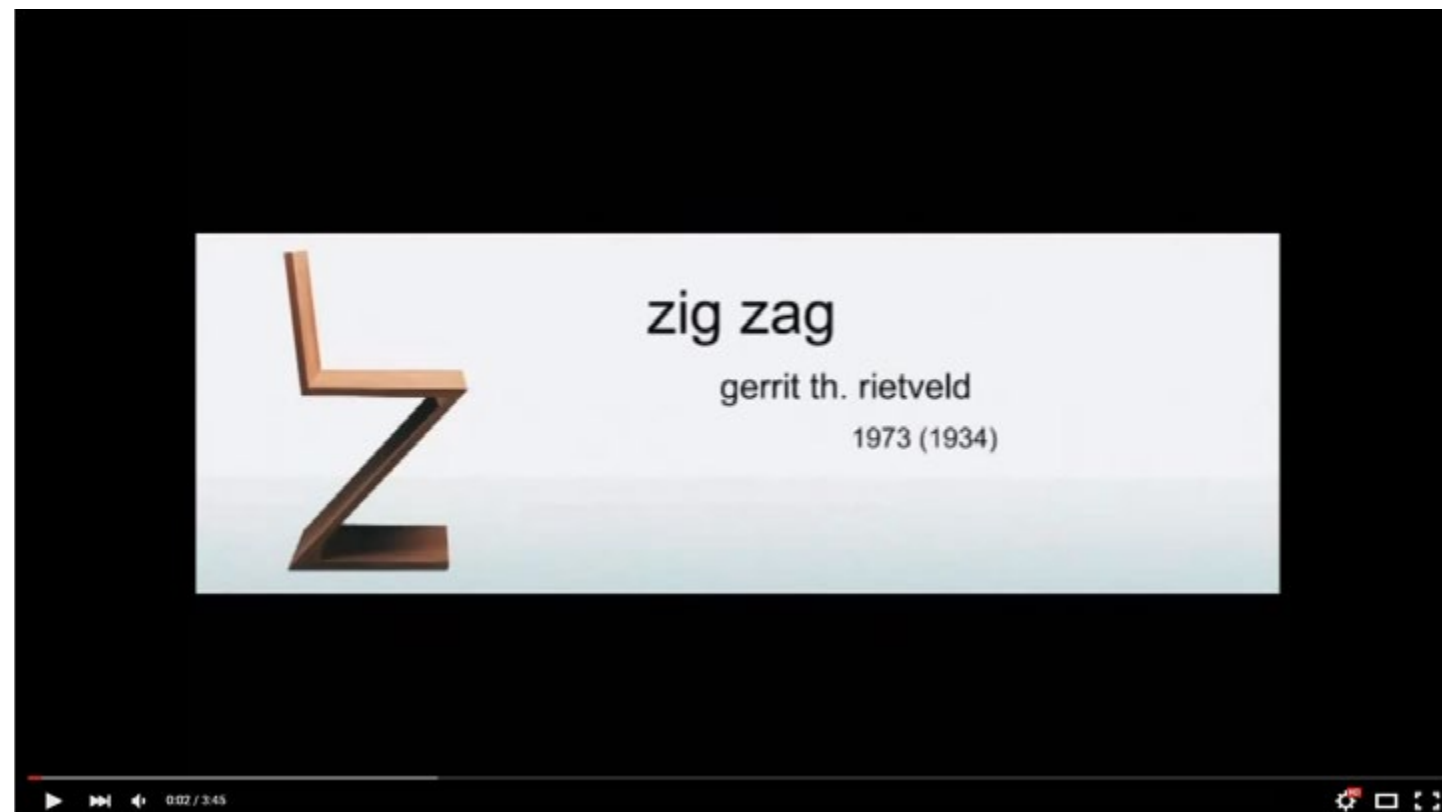
GIORGETTI, ANTEO
WOODEN UNION



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: WOODEN CHAIRS

VIDEO



<https://www.youtube.com/watch?v=EFW4RLAsciQ>

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES



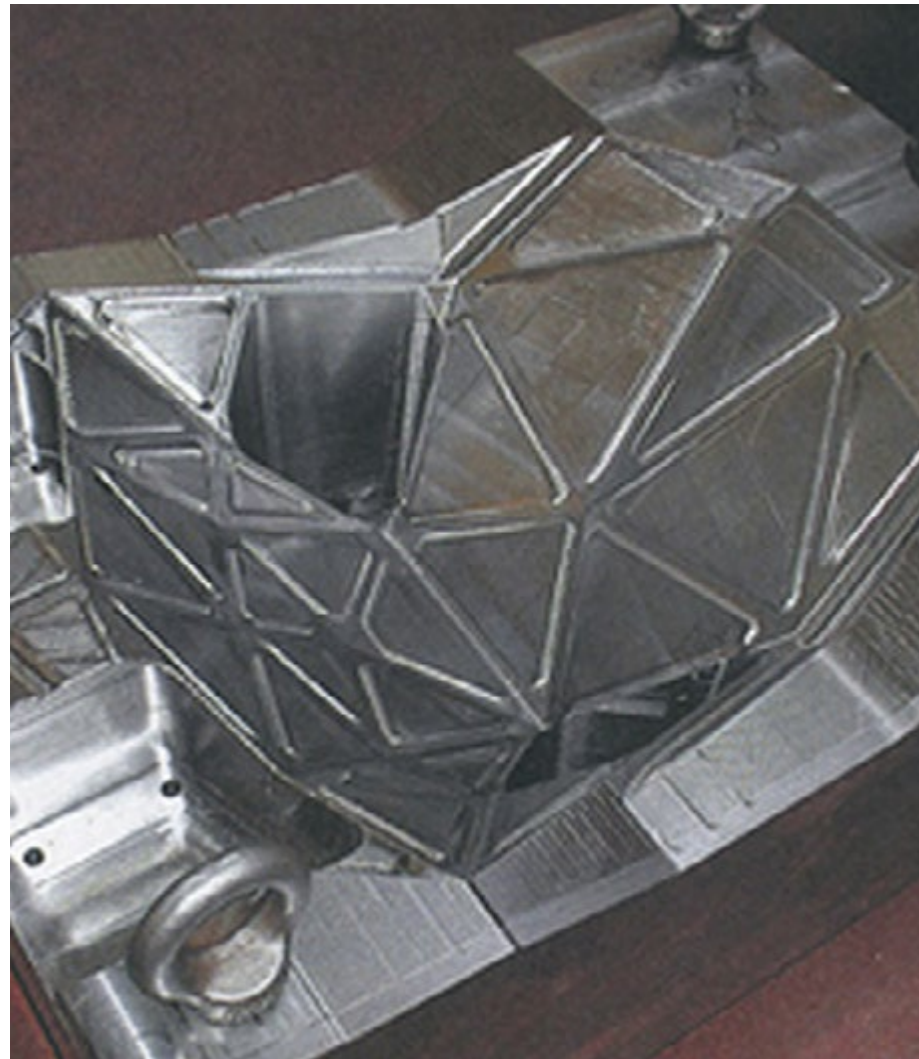
WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
HIGH PRESSURE DIE CAST



1. ALUMINUM RAW MATERIAL



2.. METAL CASTING MOLD



3. METAL HEATING AND CASTING

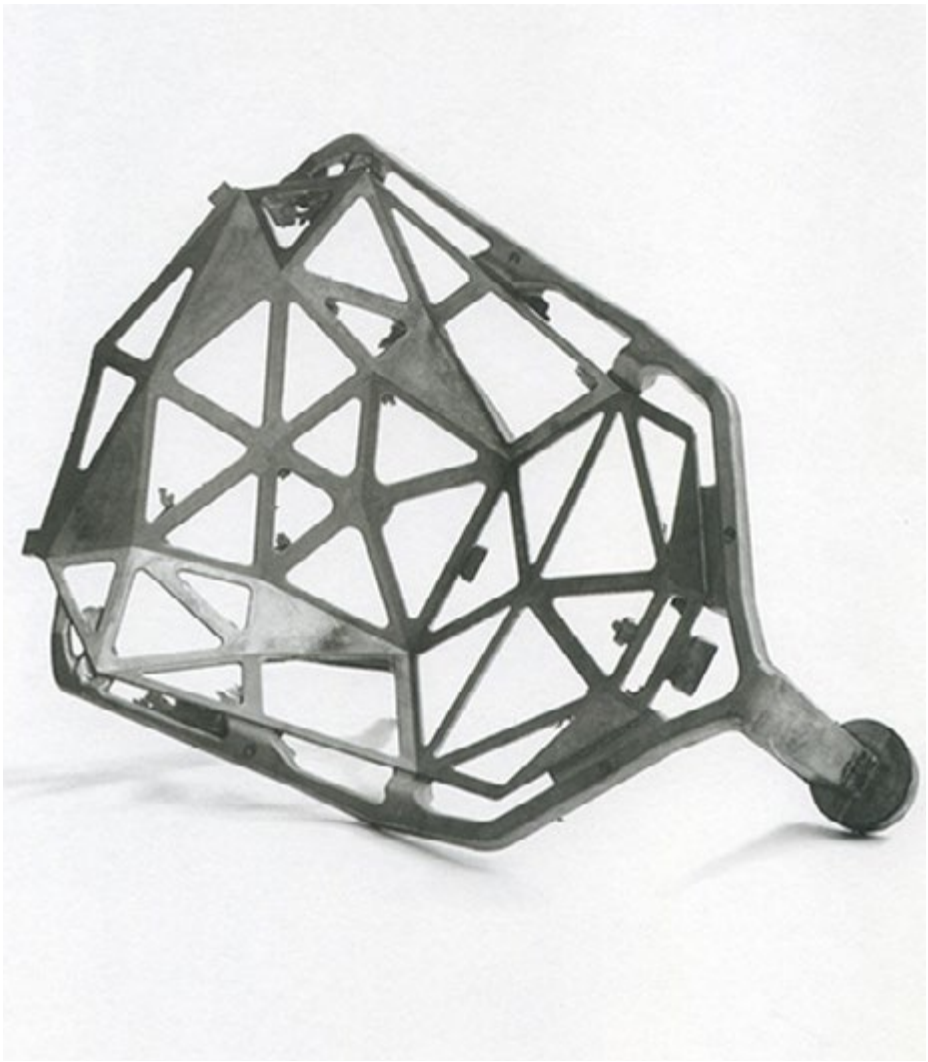
WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
HIGH PRESSURE DIE CAST



4.MOLD EXTRACTION



5. PIECE OUT OF THE MOLD



ONE CHAIR
6.FINISHES



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
STAMPING/FOLDING



1. METAL SHEETS



2. MOLD STAMPING



3. CUTTING



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
STAMPING/FOLDING



4.MODL BENDING



5. PIECE FINISHED



STEELWOOD CHAIR
6.ASSEMBLING



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
EXTRUSION



1. ALUMINUM RAW MATERIAL



2.METAL EXTRUDED THROUGH MOLDS



3.SHAPES AND PROFILES



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
WELDING



1. METAL RODS



2. CUTTING AND BENDING



3. WELDING



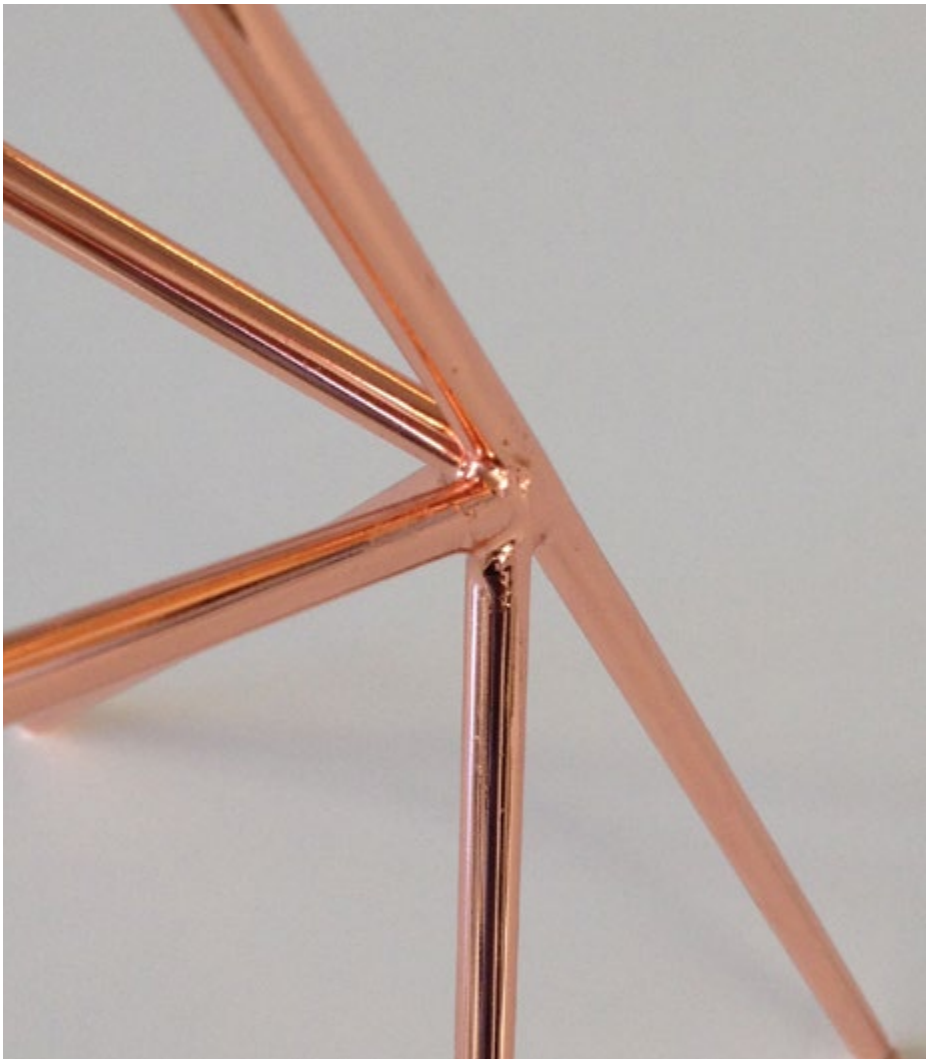
WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

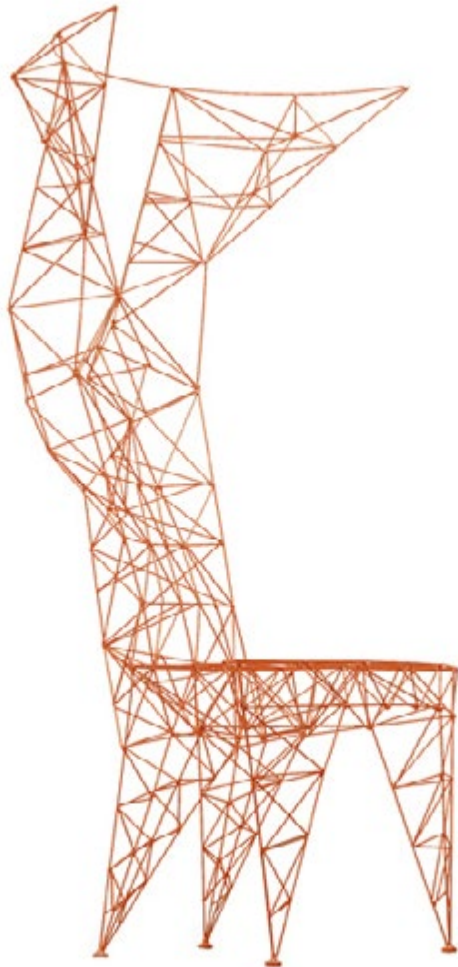
PRODUCTION PROCESSES.
WELDING



4. WELDING CLEANING



5. COPPER PLATING



PYLON CHAIR



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
FORGING



1. STEEL RAW MATERIAL



2. HEATING



3. FORMING

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
FORGING



4.COOLING DOWN



5.STRUCTURE WELDING



OFFICINA CHAIR
6.ASSEMBLY



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL

VIDEO



<https://www.youtube.com/watch?v=By4L4a5w77k&nohtml5=False>

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: PLASTIC

PRODUCTION PROCESSES

INJECTION MOULDING/
GAS INJECTION MOULDING

ROTOMOULDING



MYTO
K.GRCIC, PLANK



SPUN
HEATHERWICK, MAGIS

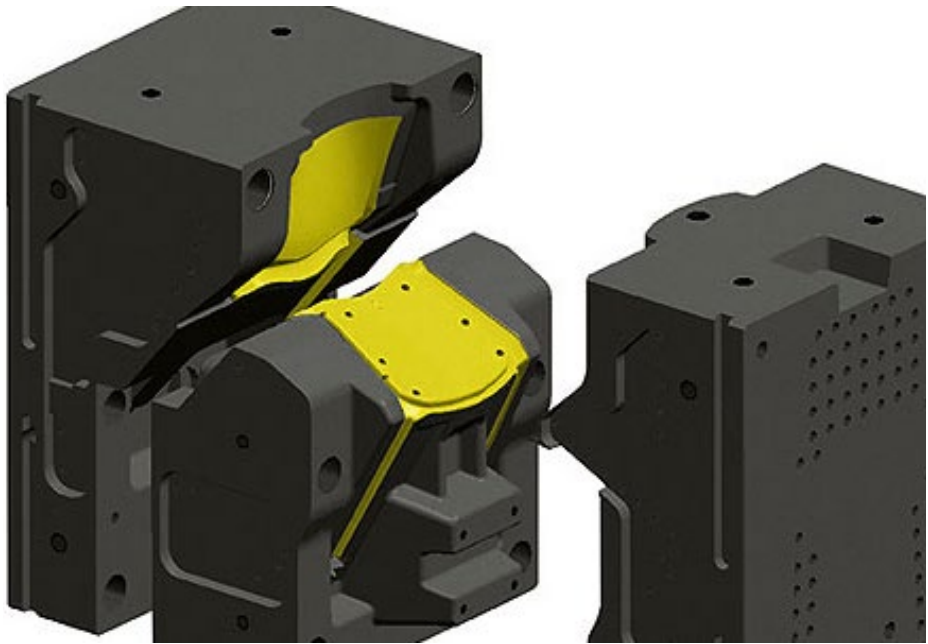
WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: PLASTIC

PRODUCTION PROCESSES.
INJECTION MOULDING



MYTO CHAIR
1. PLASTIC GRAINS



MYTO CHAIR
2. MOLD ANALYSIS



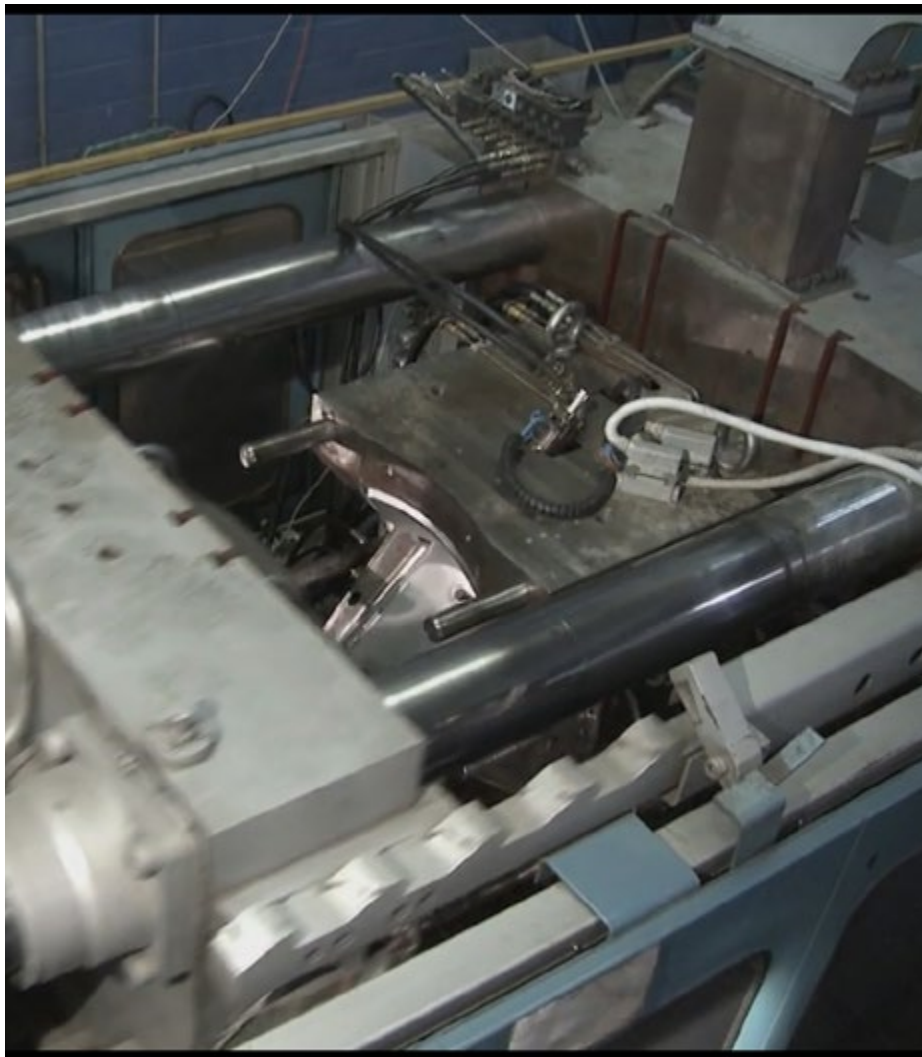
MYTO CHAIR
3. MOULD IN STEEL FABRICATION



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: PLASTIC

PRODUCTION PROCESSES.
INJECTION MOULDING



PLASTIC CHAIR
4. MOLDS INSTALLATION



PLASTIC CHAIR
5. MOLD CLOSURE AND INJECTION

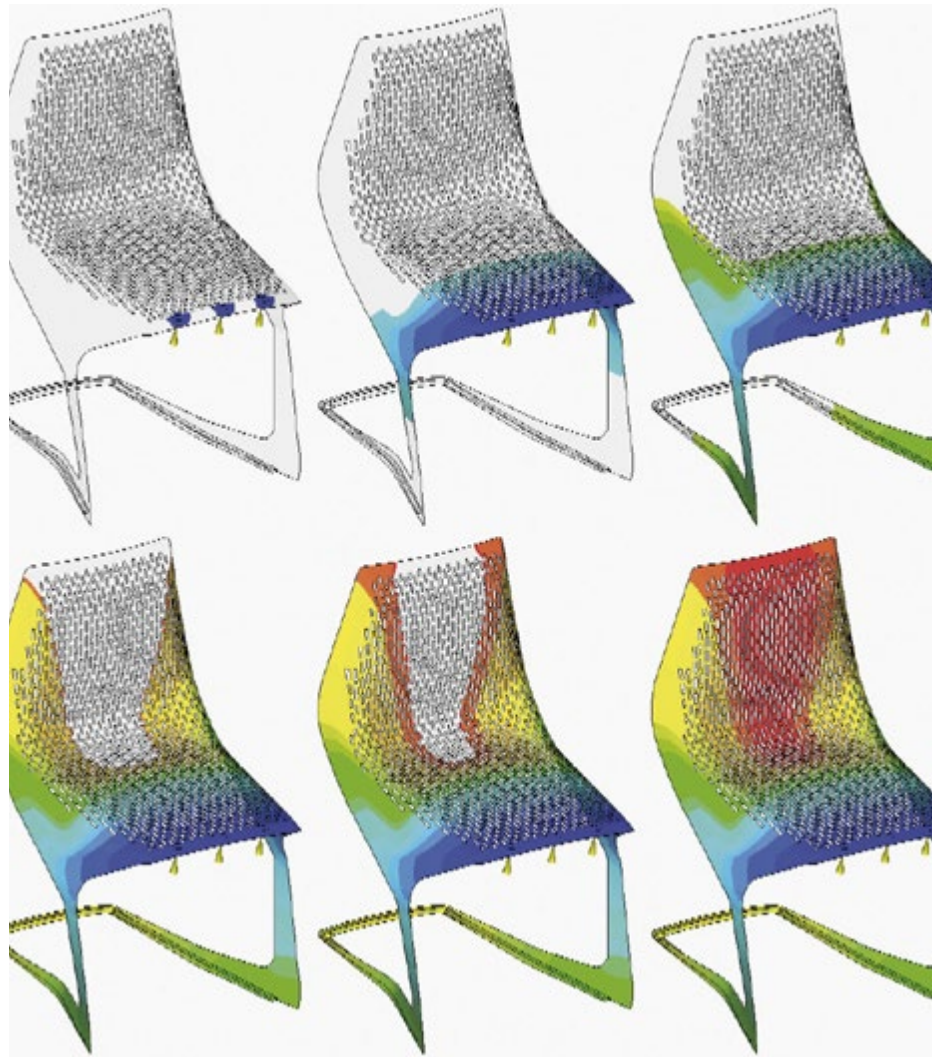


PLASTIC CHAIR
6. PIECE EXTRACTION

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: PLASTIC

PRODUCTION PROCESSES.
INJECTION MOULDING



MYTO CHAIR
7.INJECTION PROCESS CALCULATION



MYTO CHAIR
8.TESTING



MYTO CHAIR



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: PLASTIC

PRODUCTION PROCESSES.
INJECTION MOULDING



LOUIS GHOST
P.STARCK, KARTELL



AIR
JASPER MORRISON, MAGIS

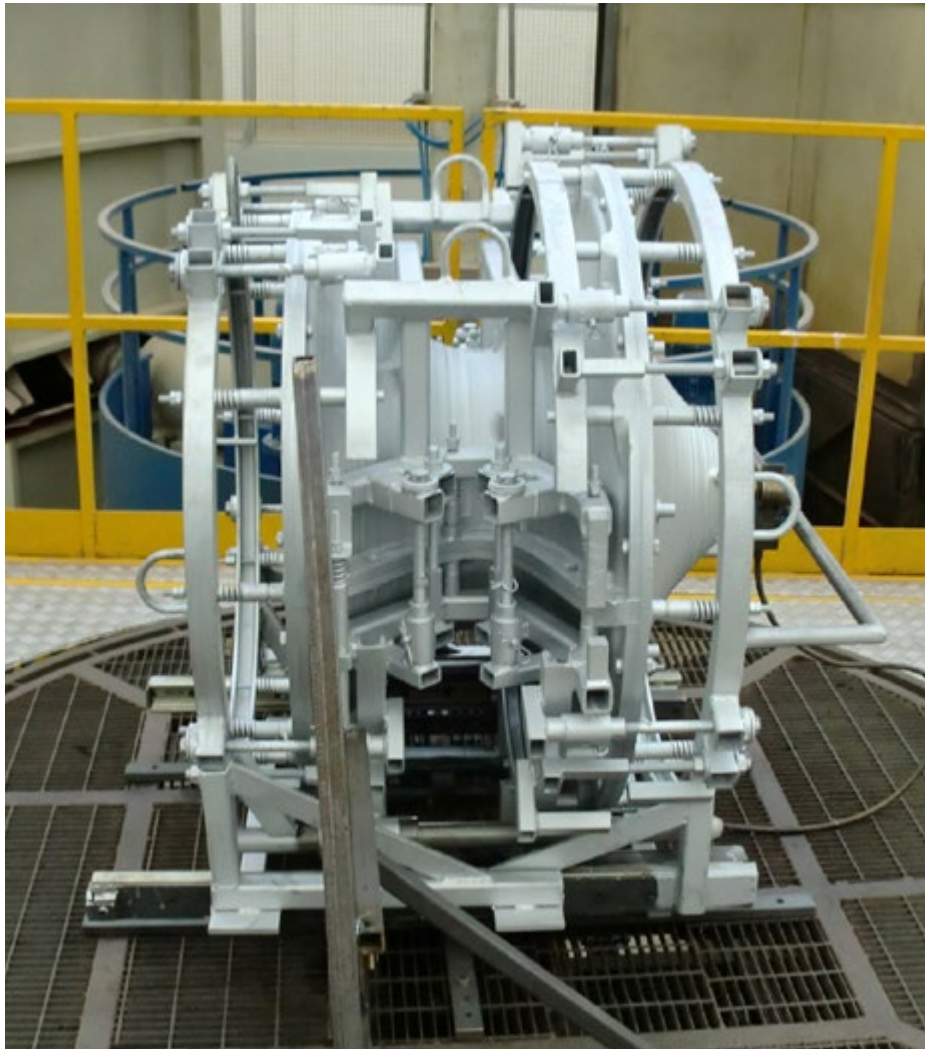


CATIFA
LIEVORE+ALTHERR+MOLINA, ARPER

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: PLASTIC

PRODUCTION PROCESSES.
ROTOMOULDING



SPUN CHAIR
1.MOULD PREPARATION



SPUN CHAIR
1.HEATING AND ROTATION OF MOLDS



SPUN CHAIR
3.EXTRACTION OF FINISHED PIECE



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: PLASTIC

PRODUCTION PROCESSES.
ROTOMOULDING



PROUST
A.MENDINI, CAPPELLINI



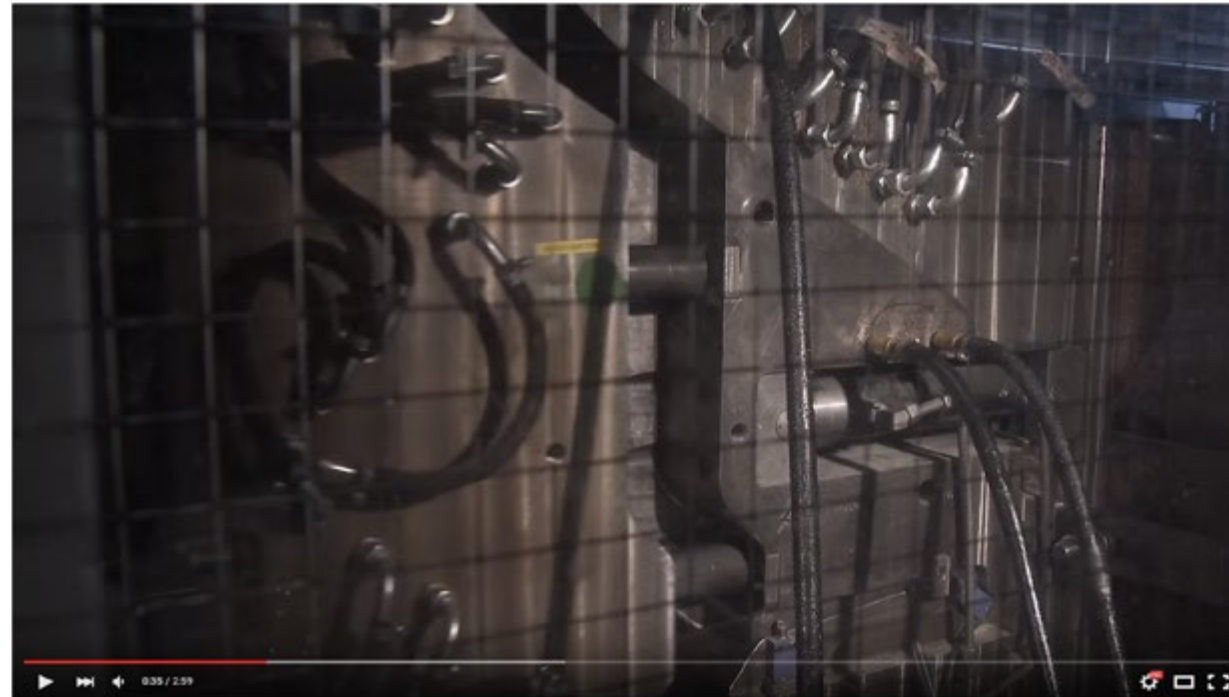
RIPPLE
RON ARAD, MOROSO



SPUN
HEATHERWICK, MAGIS

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: PLASTIC



<https://www.youtube.com/watch?v=NDY9zOdcRDY>



MODEL OF ICONOGRAPHIC ANALYSIS

LESSON 2. PART 2
EXERCISES

MIA CHAIRS

DESIGN KEYS ANALYSIS

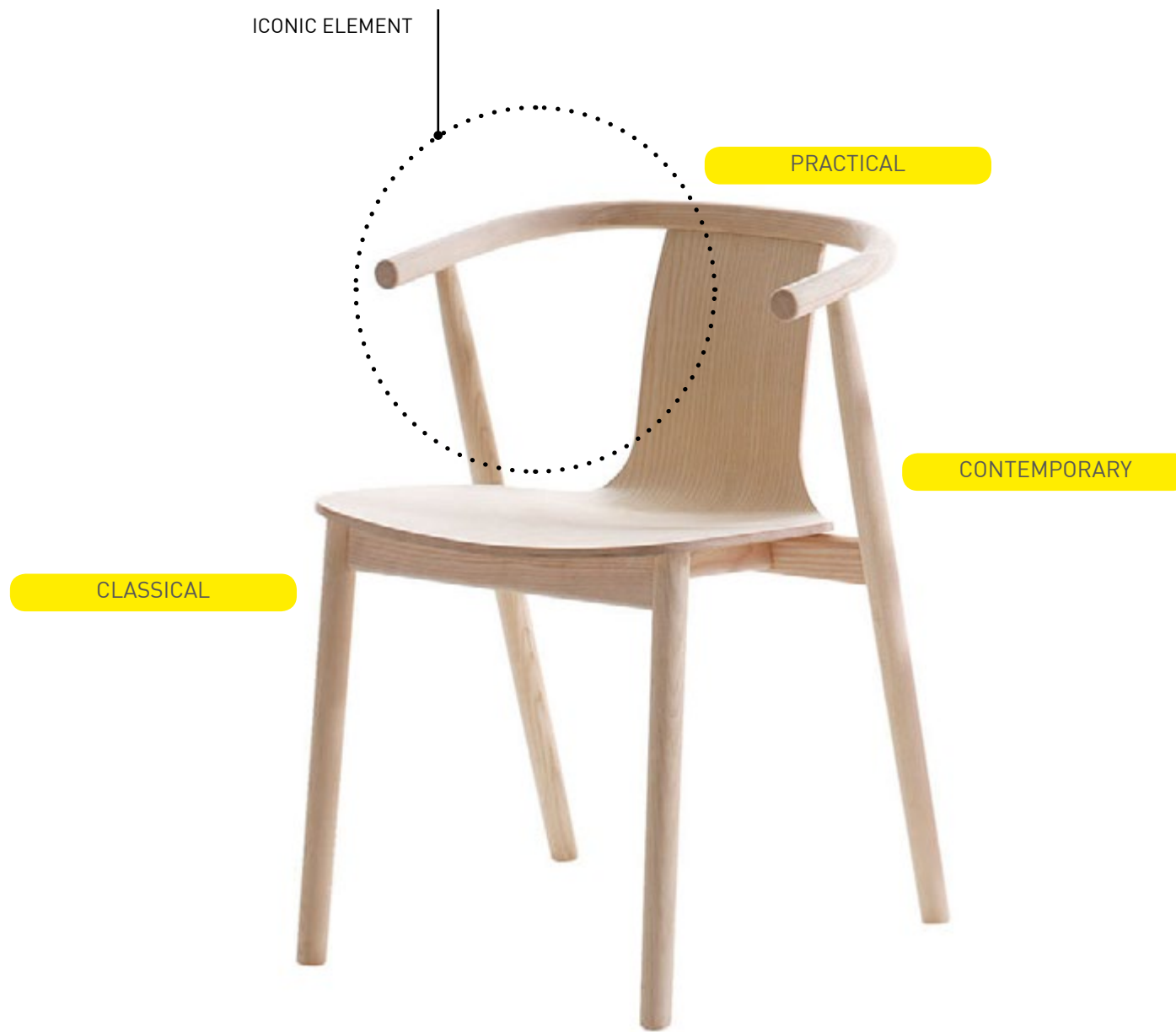


ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



FRIDA
Odoardo Fioravanti, Pedrali



BAC
J. Morrison, Cappellini

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



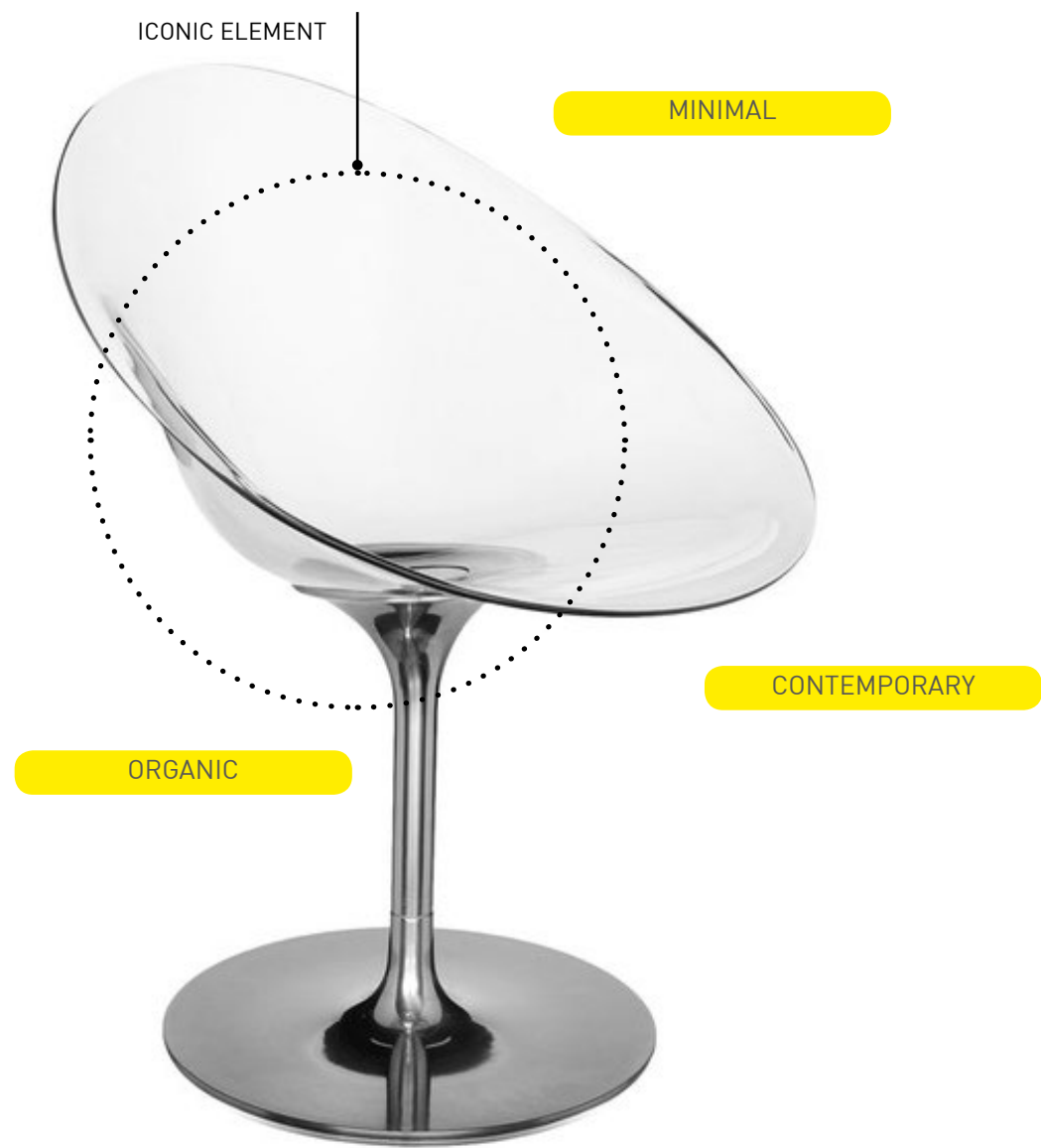
AIR
J. Morrison, magis



MASTERS
Starck-Quitllet, Kartell

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



ERO(S)
P. Starck, Kartell



MYTO
K. Grcic, Plank

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



STEELWOOD
Boroullec, Magis



DIATOM
R. Lovegrove, Moroso

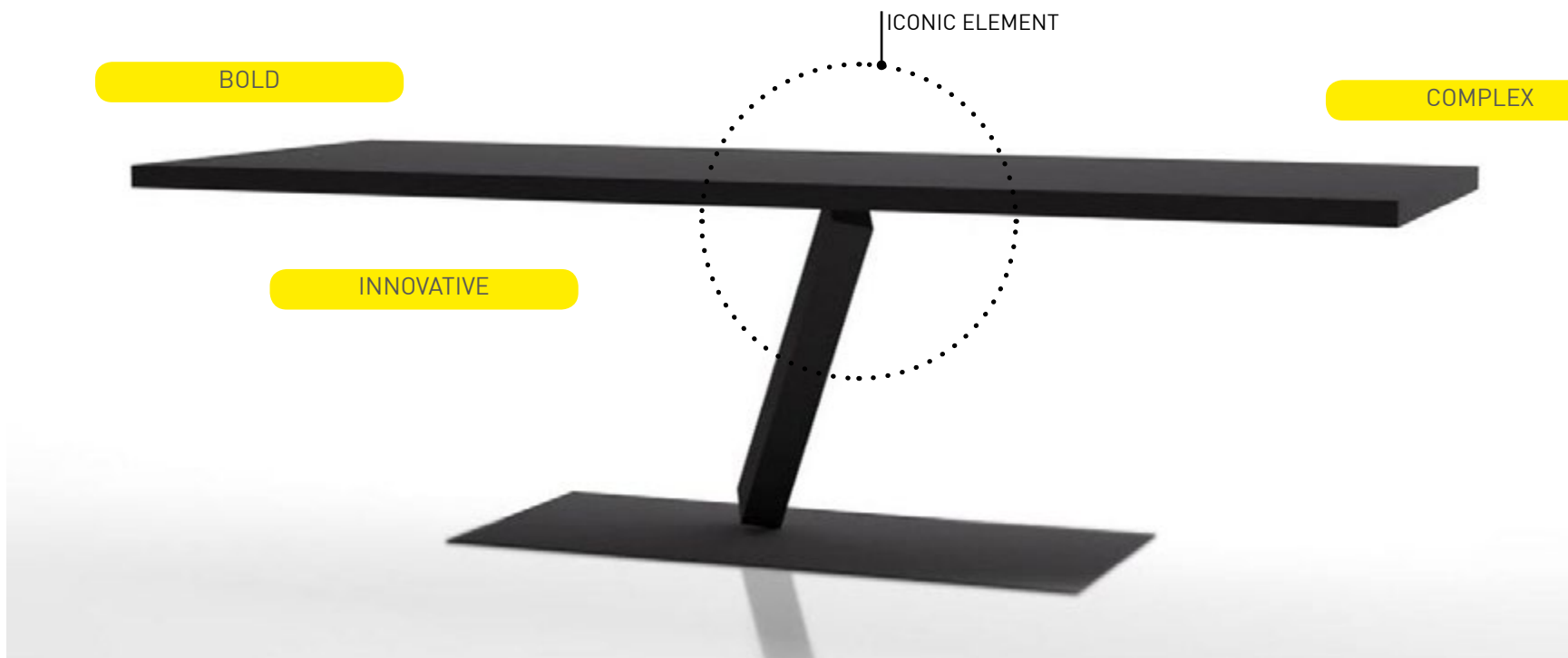
MIA CHAIRS

DESIGN KEYS ANALYSIS



ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



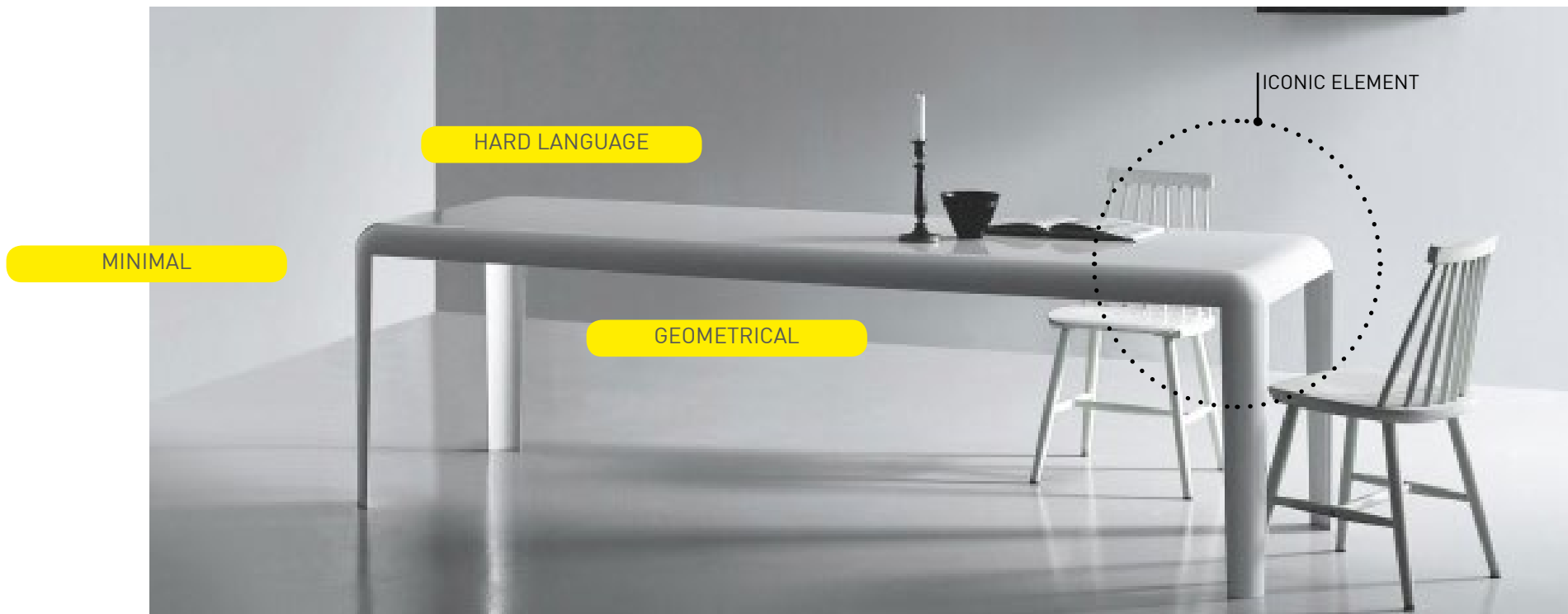
ELEMENT
Desalto, Tokujin Yoshioka



25
Desalto, Rizzini + Fattorini

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



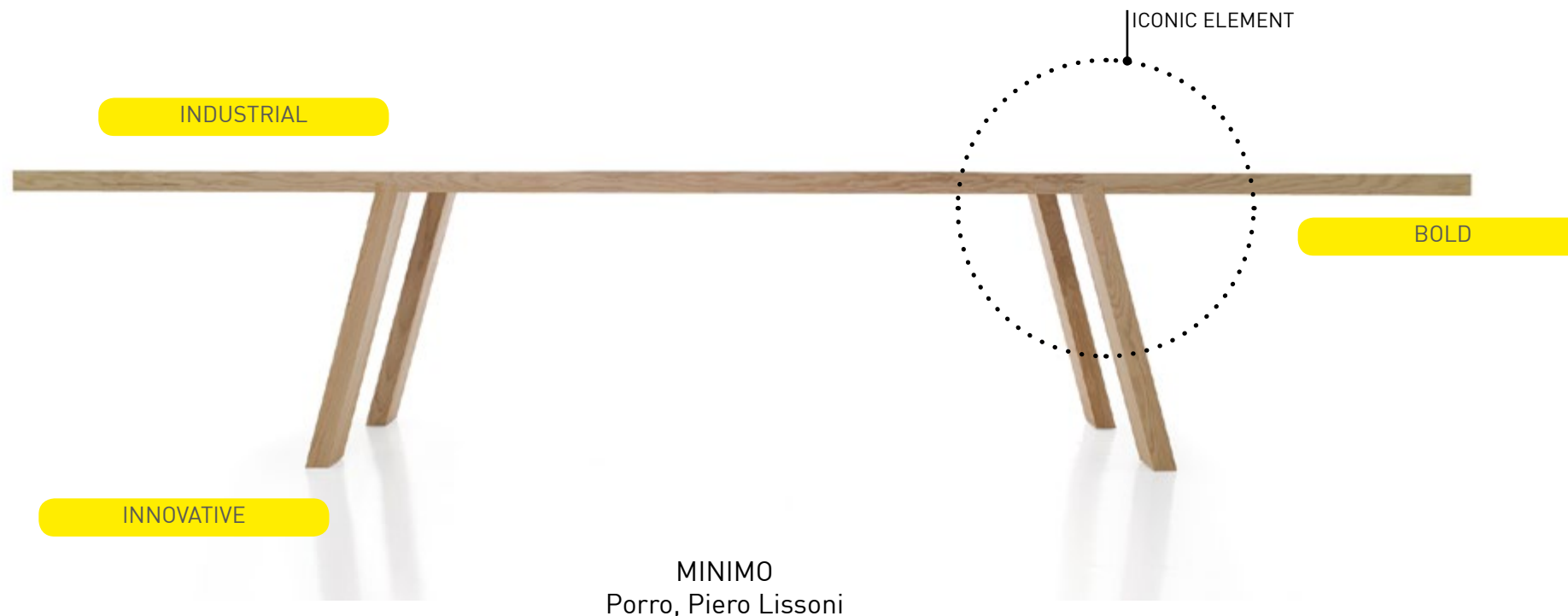
FERRO
Porro, Piero Lissoni



LESS
Molteni, Jean Nouvel

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE

CLASSICAL



ORGANIC

TRADITIONAL

ANTEO
Georgetti, Carlo Colombo

ELEGANCE



TECHNICAL

HECTOR
Poliform, Fattorini+Rizzini+Partners

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) Associate 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

ORGANIC

MINIMAL

LIGHT

GEOMETRICAL

HANDCRAFTED

TECHNICAL

ELEGANCE

PRACTICAL

INNOVATIVE

CLASSICAL

SARTORIAL

CONTEMPORARY

COMPLEX

BOLD

TRADITIONAL

INDUSTRIAL

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



FIRST
Michele de Luchi, Vitra



LUISA
Albini, Cassini

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



CAP CHAIR
Jasper Morrison, Capellini



NEVE
P. Lissoni, Porro

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



LEGGERA
Riccardo Blumer, Alias



PEACOCK
Droog, Capellini

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



LC7
Le Corbusier, Cassina



UTRECHT
Rietveld, Cassina

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



TUFFY
k Grcic, Magis



PASODOBLE
Giovannoni, Magis

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



SUPERNATURAL
Rose Lovegrove, Moroso



RIPPLE
Ron Arad, Moroso

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



LC6
Le Corbusier, Cassina



TOUR
Gae Aulenti, Fontana Arte

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



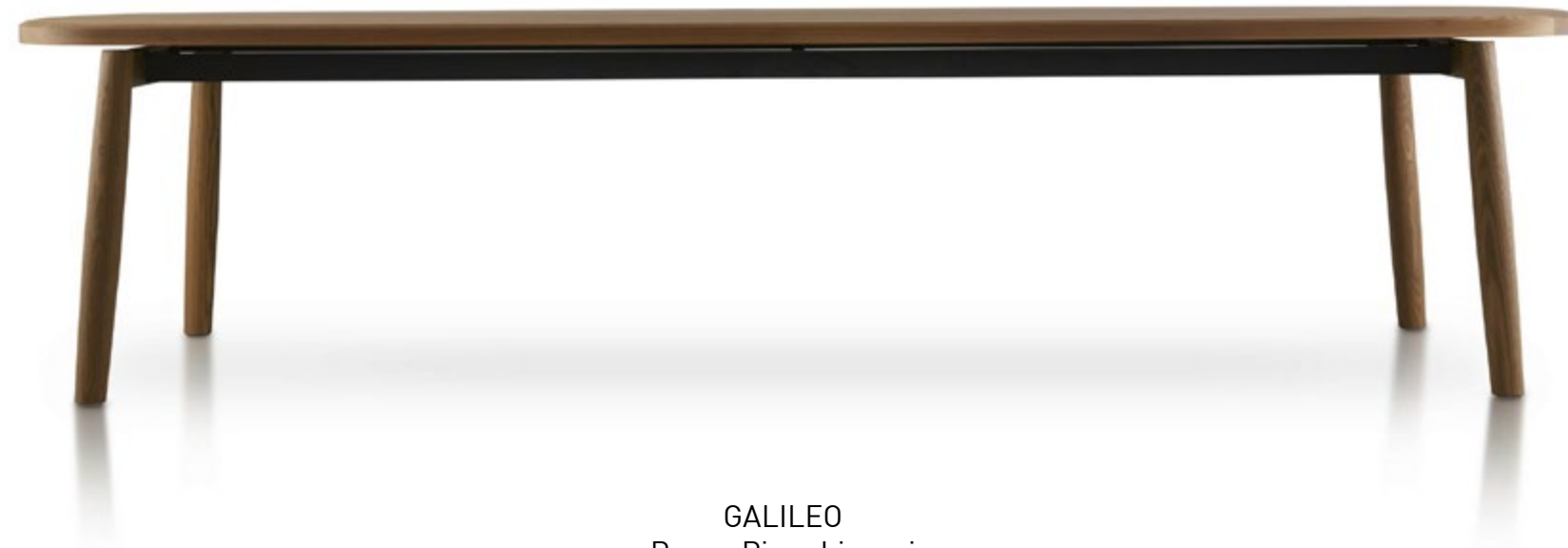
TOBISHI
Barber & Osgerby, B&B



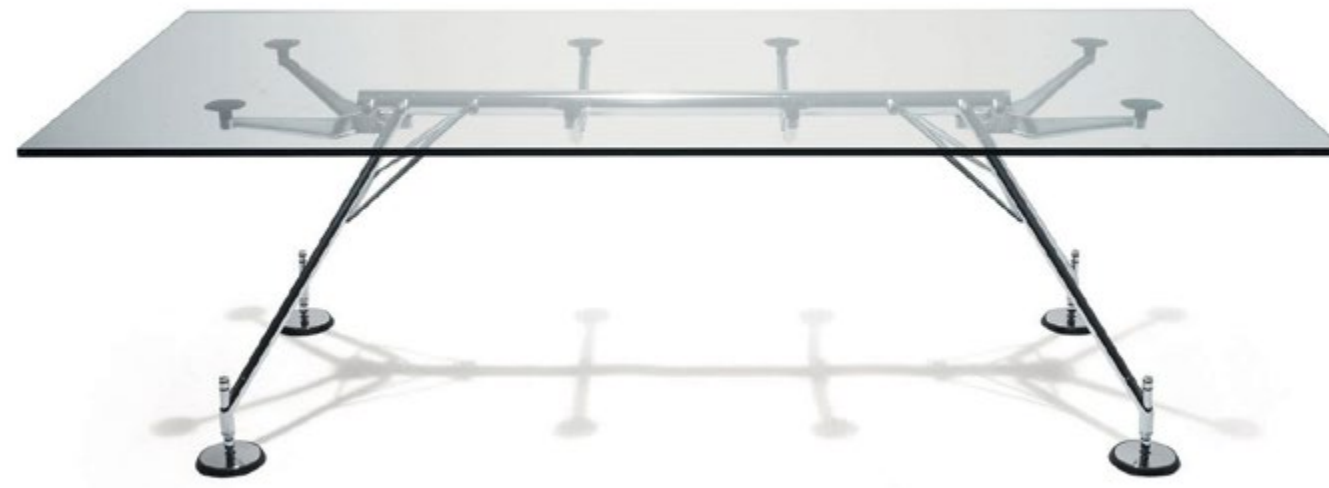
WOW
Toan Nguyen, Lema

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



GALILEO
Porro, Piero Lissoni



NOMOS
Norman Foster, Tecno

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



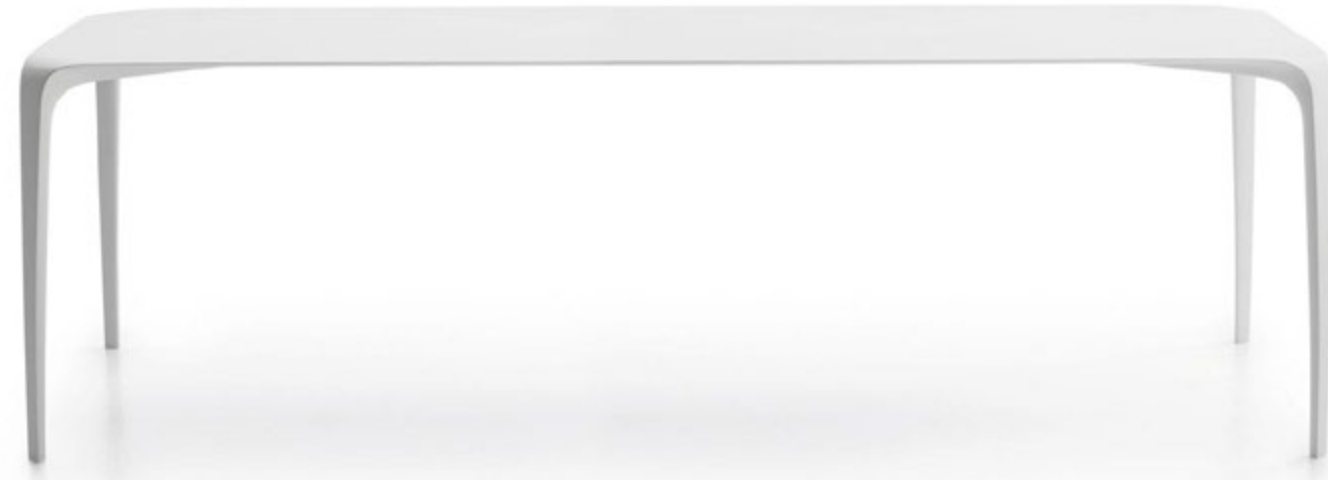
MANTA
Bavuso, Rimadesio



BRICCOLE
Riva 1920

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



LINK
B&B, Jakob Wagner



TENSE
MDF, Cazzaniga

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



ELICA
Zanotta, Rasullo



INVISIBLE TABLE
Kartell, Tokujin Yoshioka

TEAM EXERCISE N°2

MIA

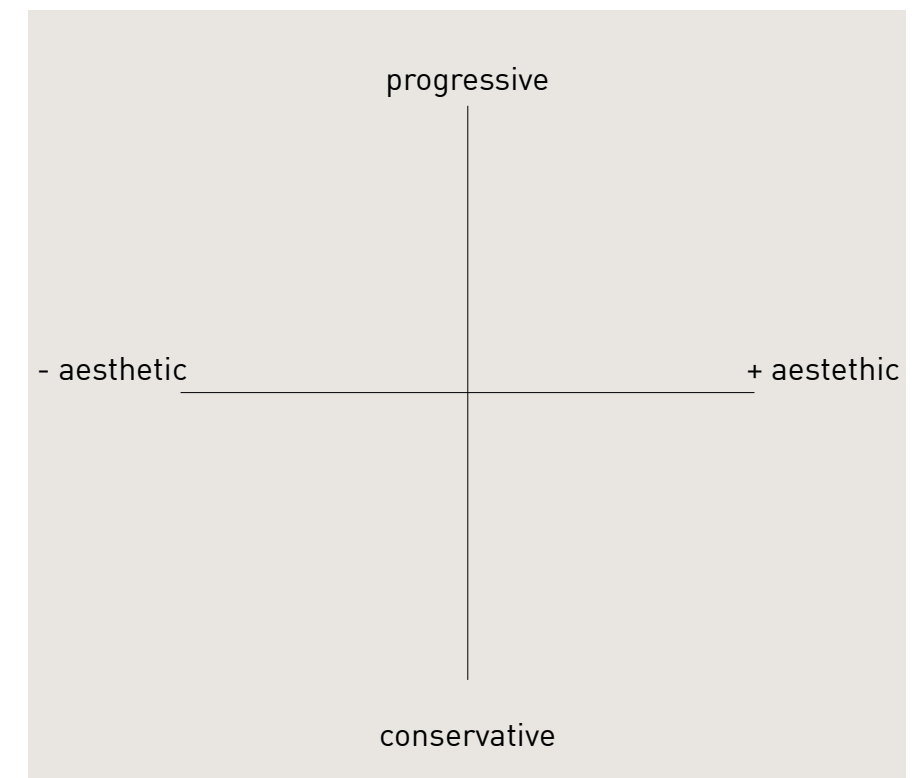
Objective:

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



EXERCISE INFORMATION



LUISA



CAP



LC7



FIRST



TUFFY



PEACOCK



UTRECHT



PASODOBLE



LA LEGGERRA



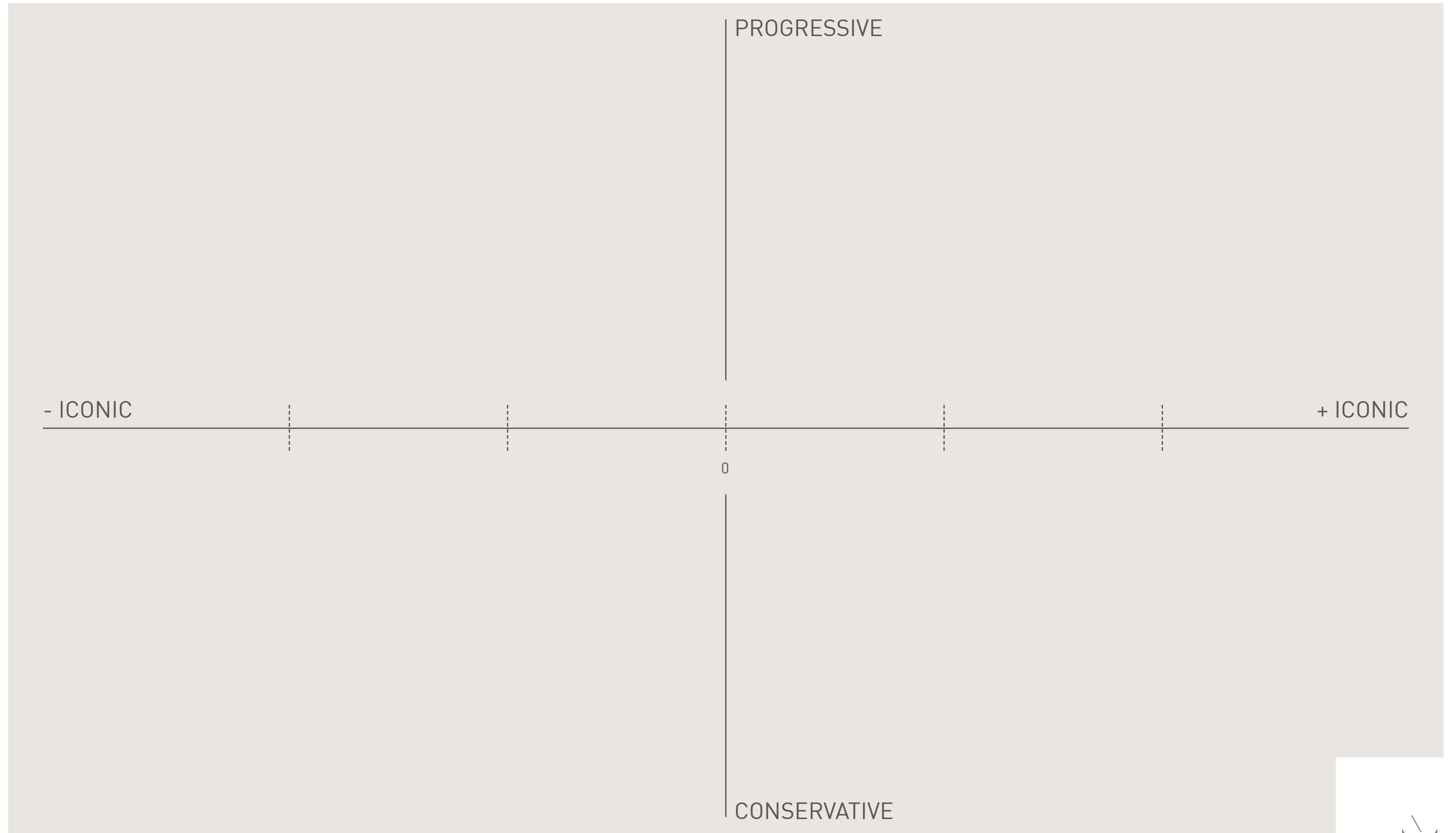
SUPERNATURAL



RIPPLE



NEVE



TEAM EXERCISE N°3

MIA

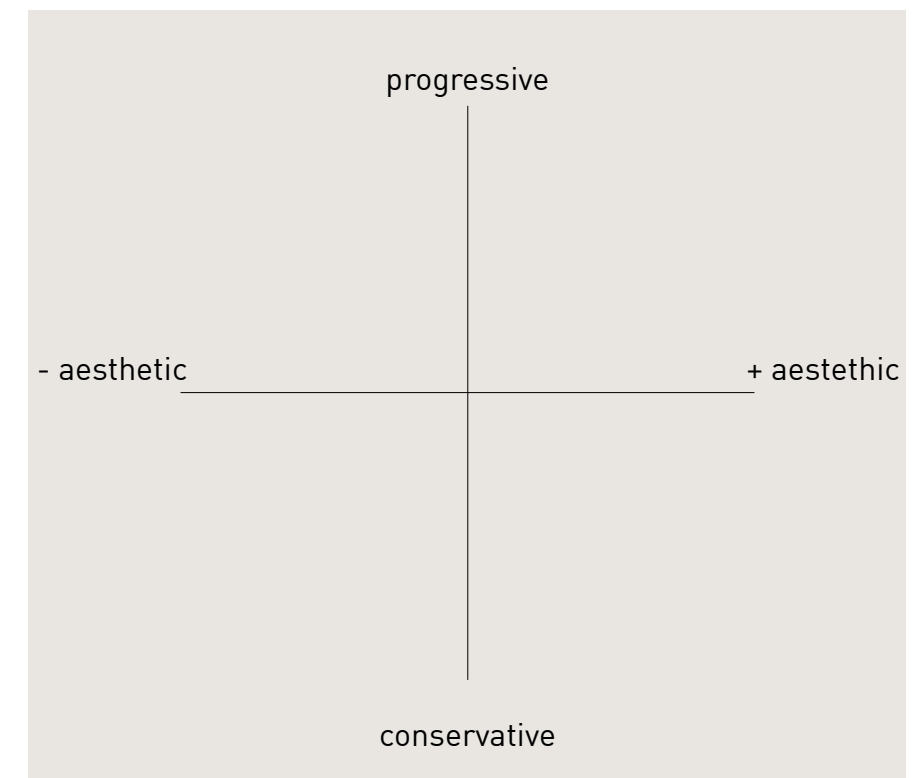
Objective:

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



EXERCISE INFORMATION



ELICA



LINK



LC6



INVISIBLE TABLE



TENSE



TOUR



TOBISHI



NOMOS



GALILEO



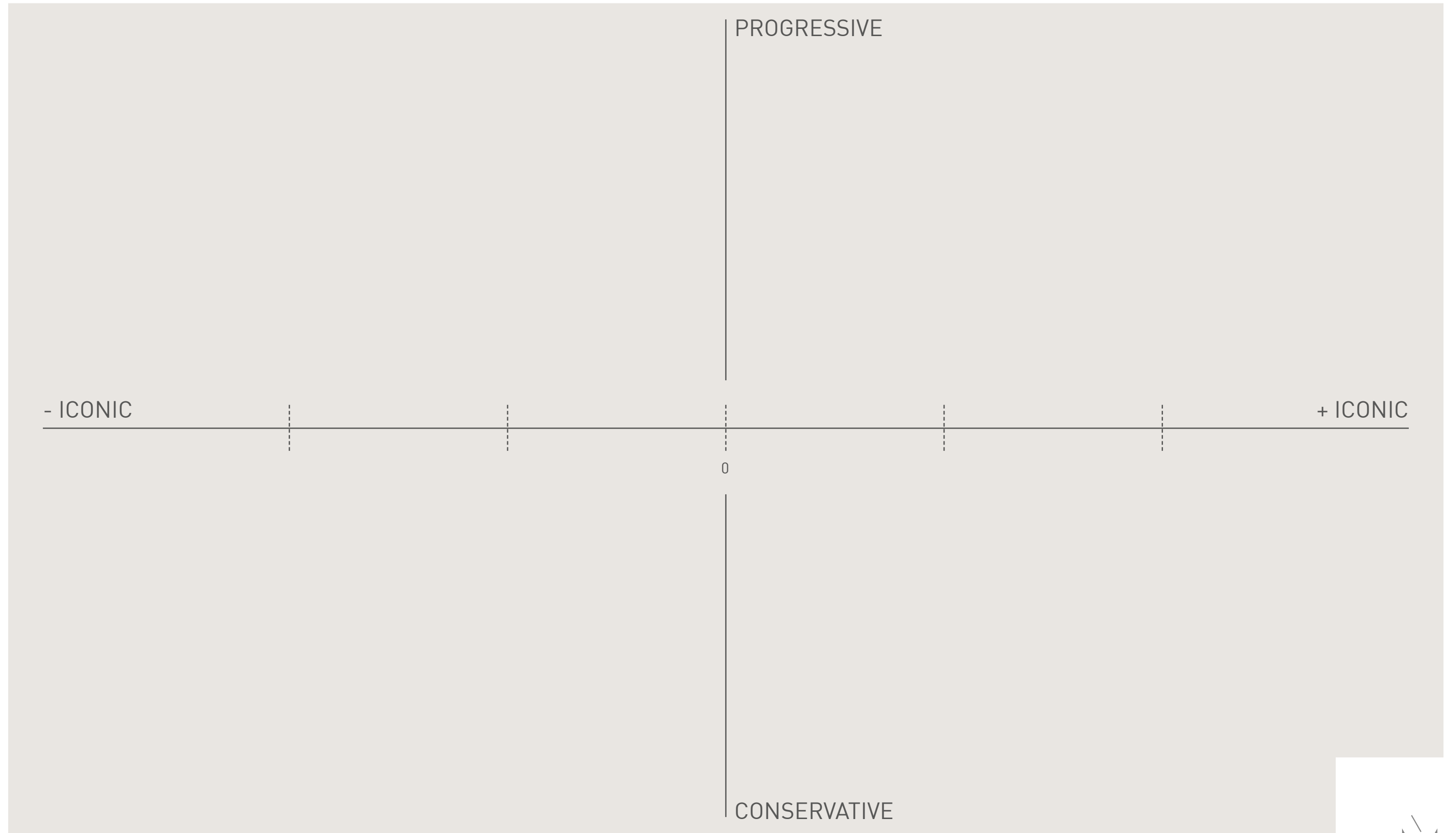
WOW



BRICCOLE



MANTA



TEAM EXERCISE N°4

MIA

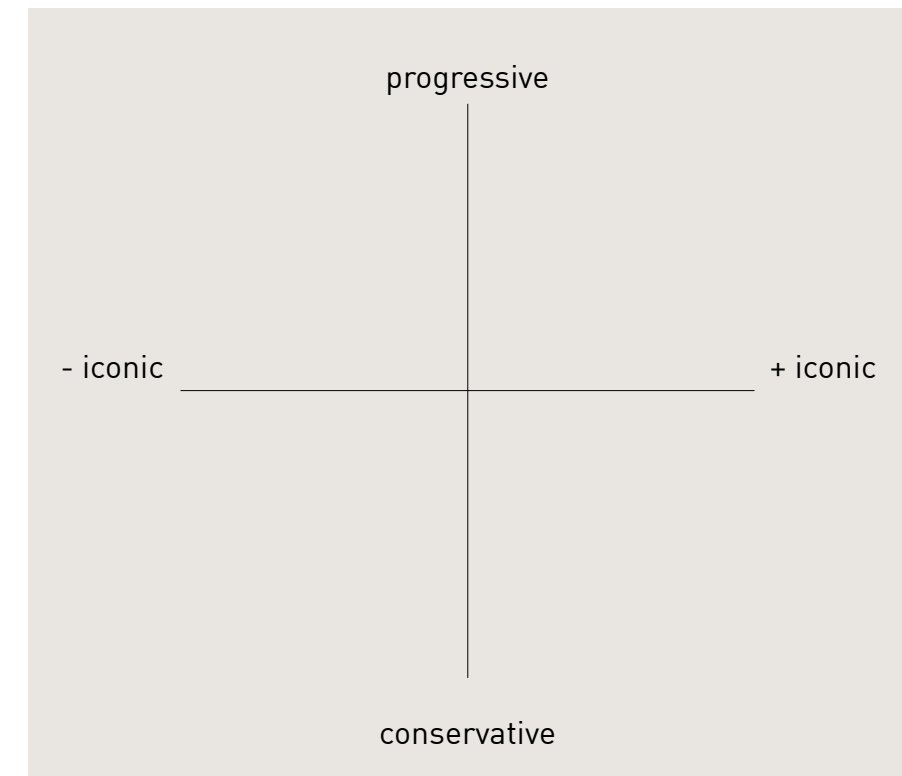
Objective:

Understand the iconic values of products through product analysis

Methodology:

Throughout the use of an analytical matrix:

- 1) Place in the matrix together a table and a chair from exercise 1 and 2
- 2) Place together the selected pair with a product from an Italian kitchen accessory company
- 3) Identify similarities between the brands in furniture and product design
- 4) Be prepared to comment your maps .



EXERCISE INFORMATION



NAMASTE
KARTELL



MOSCARDINO



PIUMA
ZANI&ZANI



OVALE
ALESSI



GIROTONDO
ALESSI



MIAMI
DRIADE



OVIO
DANESE



PUTRELLA
DANESE



I-WARES
SELETTI



FILETTO
ALESSI



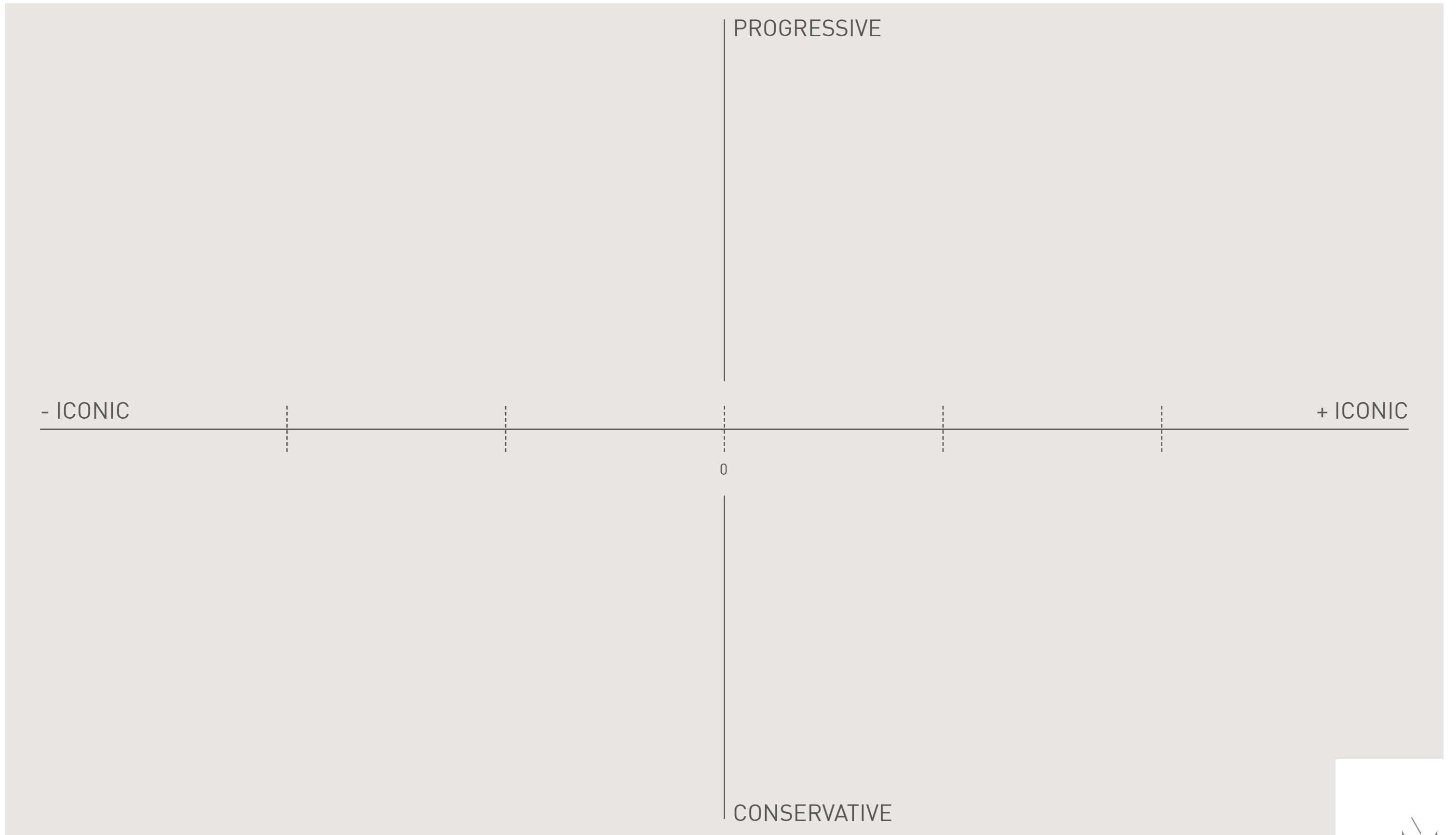
TWO TONE
GUZZINI



JELLY
KARTELL

ITALIAN ICONIC CHAIRS & TABLES VS ACCESORIES

ICONICISM VS. AESTHETICS CODE



THANK YOU!