Model of Iconographic Analysis

What is an iconic design

A design that sets a bench mark for others to follow.
A design that sets new standards in terms of quality, functions/features or style.
A ground breaking design, in terms of its technology or manufacturing techniques used during its production.
A design that improves on the past.
A design that stands the test of time, remaining popular despite the passing of years.
A design that stays in the memory of those who see/use it.
A design that is often recognised immediately by consumers.
A design that inspires other designers.
A design that sets a trend.
A design that is innovative.
A design that is aesthetically pleasing.
A design that has its place in history, or even helps change history.

DESIGN MANAGEMENT

COURSE SCHEDULE
DESIGN MANAGEMENT

SESSION1 10.04.2018	SESSION 2 24.04.2018	SESSION 3 02.05.2018	SESSION 4 15.05.2018	SESSION 5 22.05.2018
Brief Presentation	Theory	Theory	Theory	
MIA Analysis Sofas	MIA Analysis Chairs and Tables	MIA Analysis Systems & armchairs	MIA Analysis Lighting	
MIA Application Sofas	MIA Application Chairs and Tables	MIA Application Systems and armchairs	MIA Application Lighting	
Brief Definition and MIA Model Report	MIA Model Report	MIA Model Report	MIA Model Report	Final Exam Session

Follow up. 20 min
Exercise check

part1. 30 min
What is an iconic design?
3 keys for systems

part2. 40 min
product class analysis systems
-technologies and manufacturing processes

Break. 15 min

part3. 30 min
mia. examples systems and armchairs

part4.
-exercise 1. 20min + debate 15 min
-exercise 2. 20min + debate 15min
-exercise 3. 20min + debate 15 min

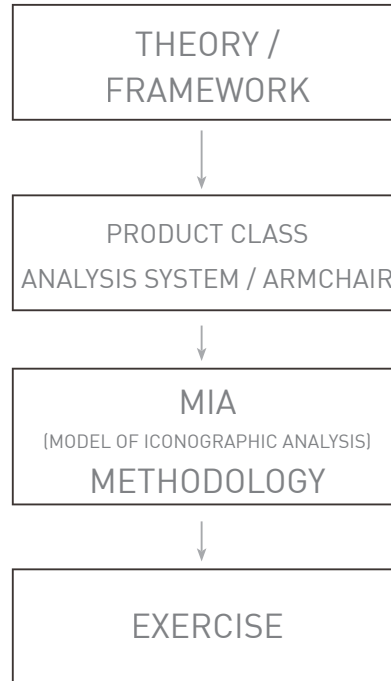CORSO DI LAUREA MAGISTRALE IN
ECONOMIA AZIENDALE E MANAGEMENT

DESIGN MANAGEMENT

Lesson 3.1 – what is an icon?
Lesson 3.2 – product class analysis / systems and armchairs

THEORY /
FRAMEWORK

↓

PRODUCT CLASS
ANALYSIS SYSTEM / ARMCHAIR

↓

MIA
(MODEL OF ICONOGRAPHIC ANALYSIS)
METHODOLOGY

↓

EXERCISE

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

Nuvola Rossa
V. Magistretti, Cassina

Carlton
E. Sottssas, 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

Understanding the different kinds of signs a product has, and how these signs work together, in order to perceive their added value.
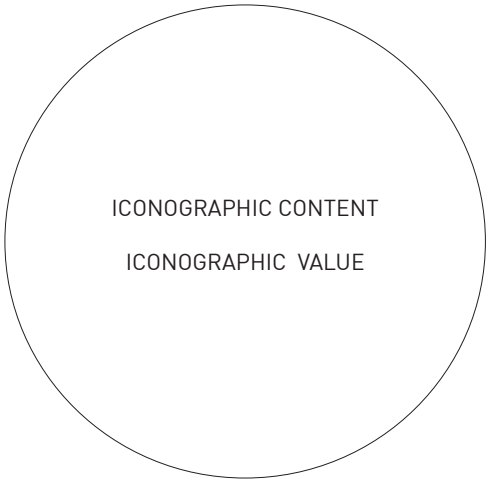
DESIGN KEYS   +   PRODUCT KEYS

WHAT IS AN ICONIC DESIGN

PRODUCT ANALYSIS

DESIGN KEYS

ICONOGRAPHIC CONTENT

ICONOGRAPHIC VALUE

+

PRODUCT KEYS

TECHNOLOGICAL ASPECTS
MATERIALS
PRODUCTION PROCESSES
FUNCTION

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.

KEY 7

A design that sets a trend.

TYPOLOGY
modular system (day)

DESIGN KEYS
Architectural reach

PRODUCT KEYS
high-end material mix

PRODUCT KEYS
extra flexibility

SKIP
Studio Kairos, Poliform, 2009

KEY 7

A design that sets a trend.

TYPOLOGY
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

KEY 8

A design that is innovative.

TYPOLOGY
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

KEY 8

A design that is innovative.

TYPOLOGY
Armchair

PRODUCT KEYS
metal fram and upholstered foam

DESIGN KEYS
organic curves and technological innovation

LADY CHAIR
Marco Zanuso, Cassina, 1951

KEY 9

A design that is aesthetically pleasing.

TYPOLOGY
fixed layout bookshelf (day)

DESIGN KEYS
minimal look

PRODUCT KEYS
monomateric

PRODUCT KEYS
costant thickness

SHELF X
N. Fukasawa, B&B Italia

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

DESIGN KEYS

ICONOGRAPHIC CONTENT

ICONOGRAPHIC VALUE

+

PRODUCT KEYS

TECHNOLOGICAL ASPECTS
MATERIALS
PRODUCTION PROCESSES
FUNCTION

PRODUCT KEYS ANALYSIS: SYSTEMS

MATERIALS & PRODUCTION PROCESSES

ENGINEERED WOOD

METAL

GLASS
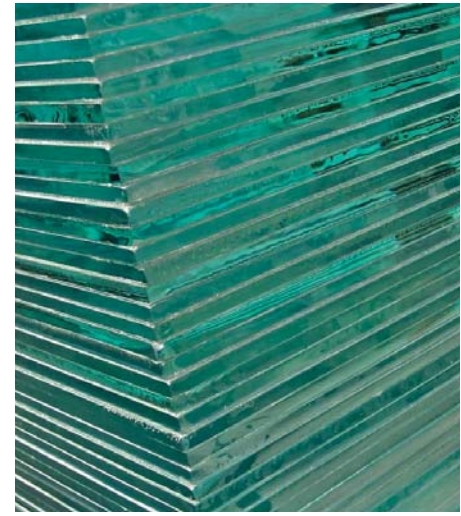
COVERS

PRODUCT KEYS ANALYSIS: ENGINEERED WOOD

PRODUCTION PROCESSES

MDF | PARTICLEBOARD

MODERN
P. Lissoni, Porro

PRODUCT KEYS ANALYSIS: ENGINEERED WOOD

PRODUCTION PROCESSES.
MDF / PARTICLEBOARD

1. WOOD SCRAPS

2.WOOD PULP

3. GLUE + WAX ADDITION

PRODUCT KEYS ANALYSIS: ENGINEERED WOOD

PRODUCTION PROCESSES.
MDF / PARTICLEBOARD

4. PRESSING OF MDF 'MAT'

5.DRYING

6. TRIMMING AND SANDING

PRODUCT KEYS ANALYSIS: ENGINEERED WOOD

PRODUCTION PROCESSES.
MDF / PARTICLEBOARD

7. VENEERING / EDGEBANDING   OR   7. POWDERCOATING / LACQUERING   OR   7. MELAMINE LAMINATING

PRODUCT KEYS ANALYSIS: ENGINEERED WOOD

PRODUCTION PROCESSES.
MDF / PARTICLEBOARD

8. CNC WORKING

7. ASSEMBLING

https://vimeo.com/68198209

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES

METAL SHEET WORKING

EXTRUSION

BIG
M. Sadler, Caimi Brevetti

FLAT C
A. Citterio, B&B

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
METAL SHEET WORKING

1. METAL SHEETS

2. CUTTING

3. BENDING

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
METAL SHEET WORKING

4. WELDING

5. FINISHING (POWDERCOATING)

6. ASSEMBLING

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
EXTRUSION

1. ALUMINUM RAW MATERIAL

2. DIES FOR EXTRUSION

3. PROFILES CUTTING

PRODUCT KEYS ANALYSIS: METAL

PRODUCTION PROCESSES.
EXTRUSION

4.FINISHING

5. ASSEMBLING

PRODUCT KEYS ANALYSIS: METAL

VIDEO

https://www.youtube.com/watch?v=XUkZo5JzTvk
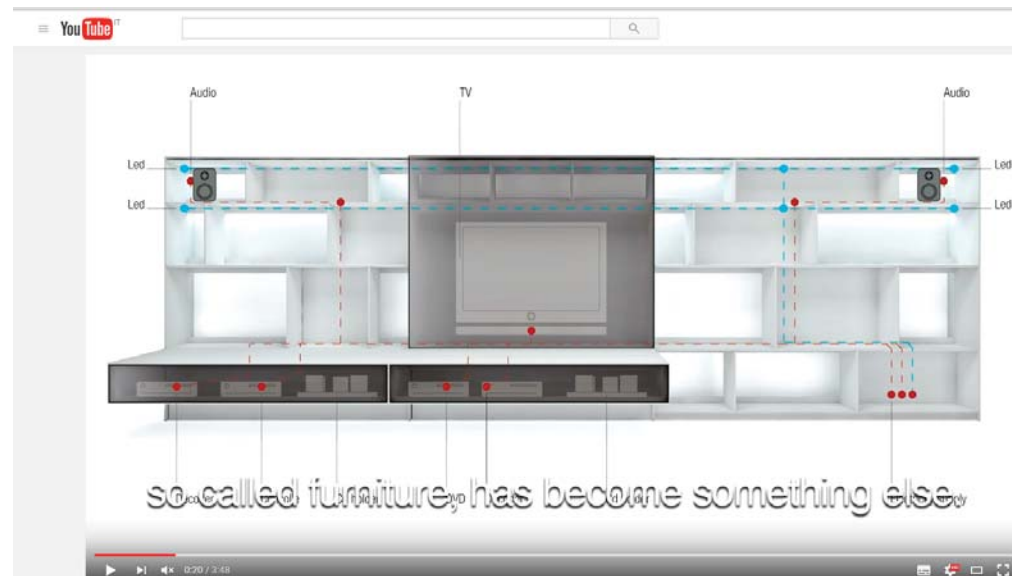
PRODUCT KEYS ANALYSIS: GLASS

PRODUCTION PROCESSES
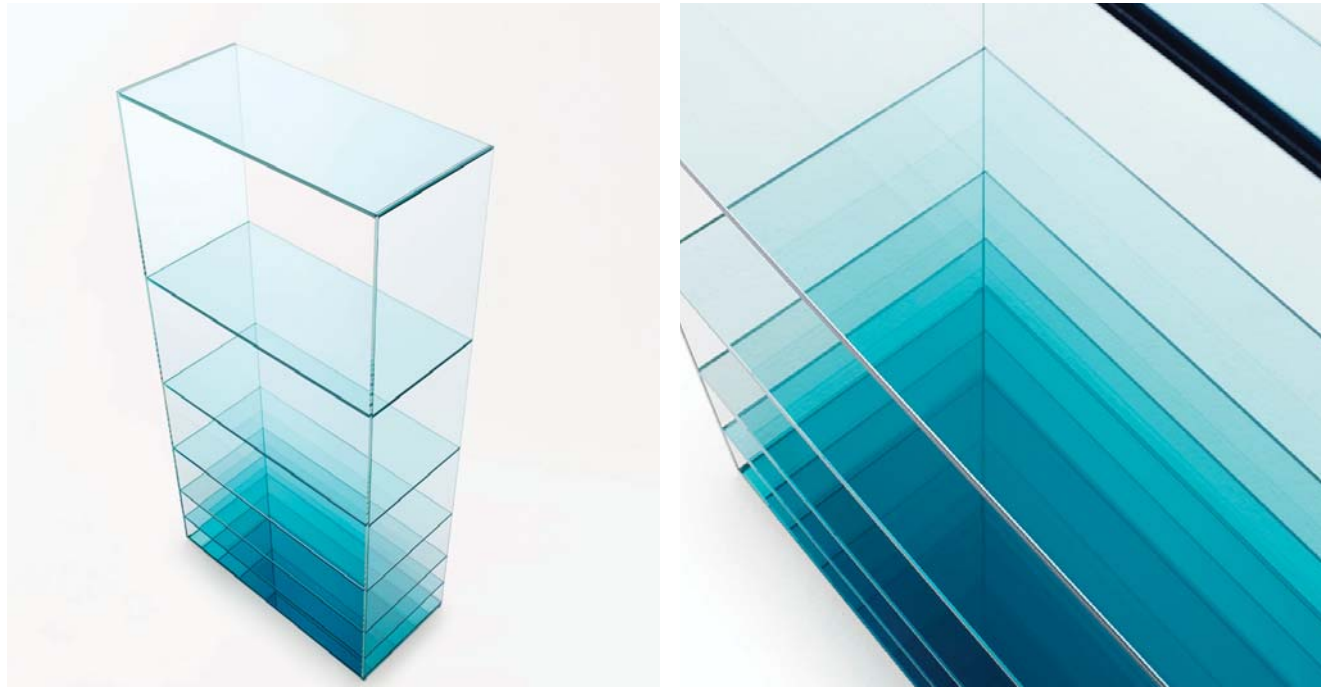
FLOAT GLASS

DEEP SEA
Nendo, Glas Italia

PRODUCT KEYS ANALYSIS: GLASS

PRODUCTION PROCESSES.
FLOAT GLASS

1. RAW MATERIALS
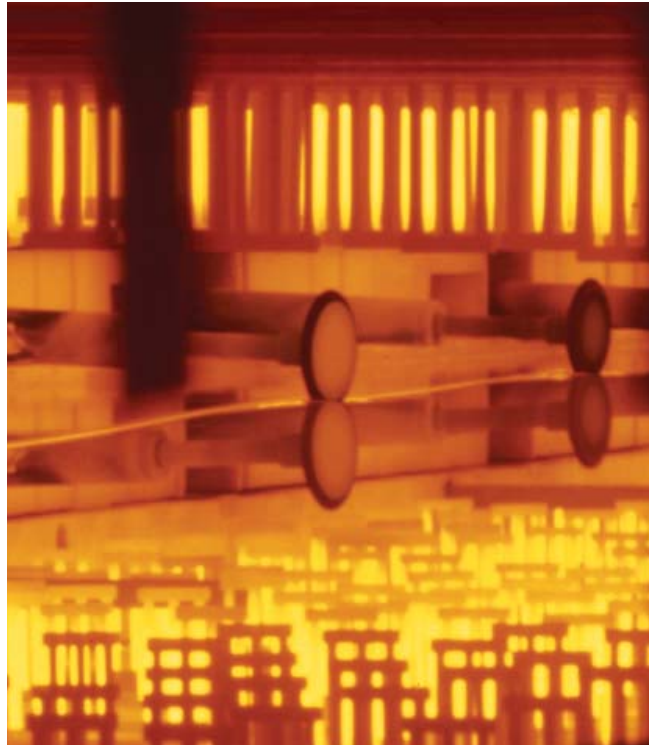
2. FURNACE AND TIN BATH (STAGNAZIONE)
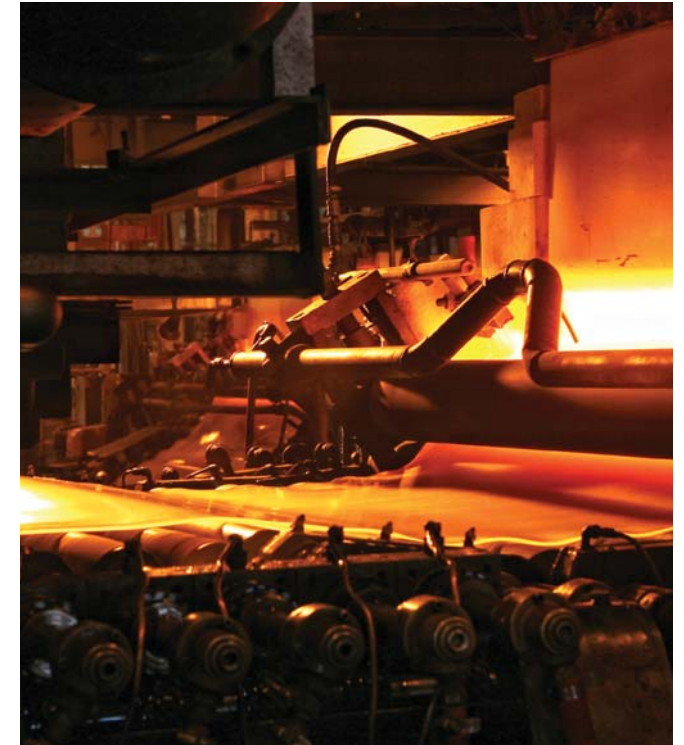
3. ROLLERS + COOLING

PRODUCT KEYS ANALYSIS: GLASS

PRODUCTION PROCESSES.
FLOAT GLASS

4. CUTTING AND UNLOADING
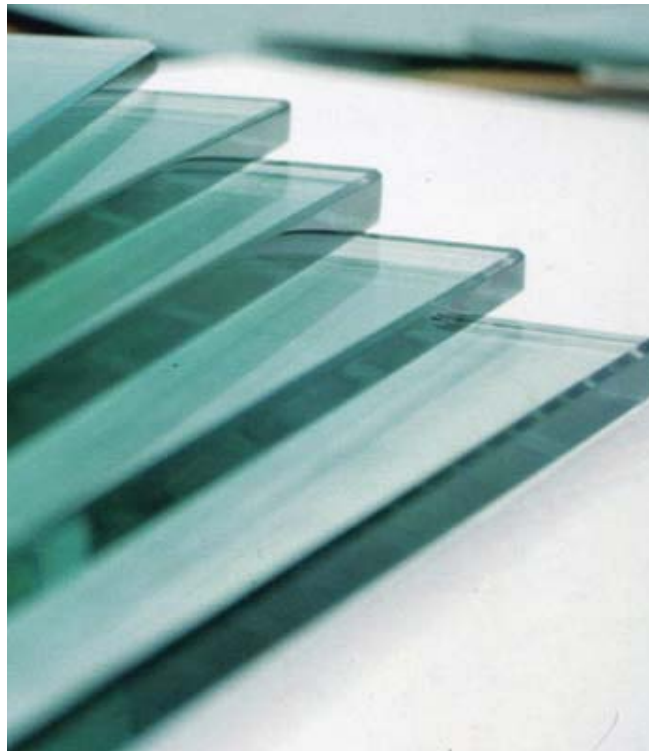
5. EDGE WORKING
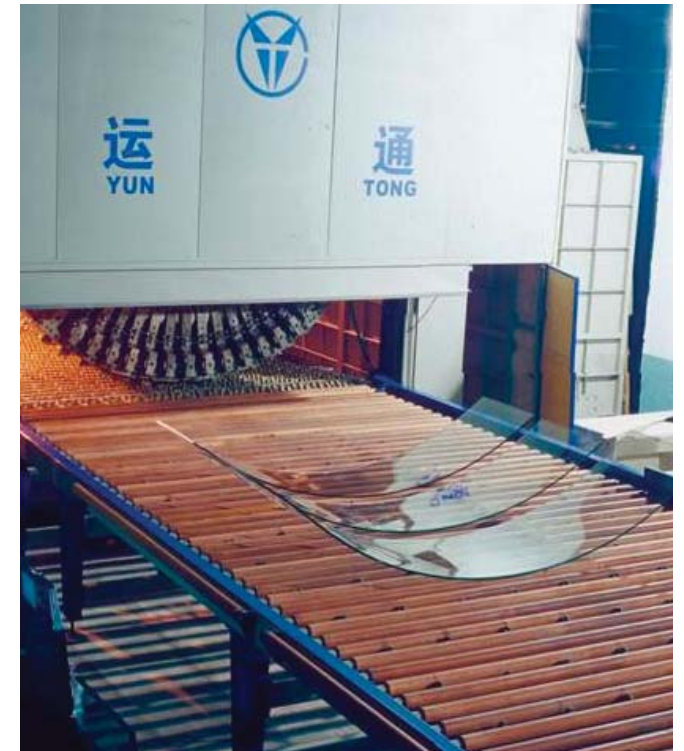
6. BENDING

PRODUCT KEYS ANALYSIS: GLASS

PRODUCTION PROCESSES.
FLOAT GLASS

7. SURFACE TREATMENT

8. MACHINING

9. UV GLUING

PRODUCT KEYS ANALYSIS: COVERS

PRODUCTION PROCESSES

WALLPAPERS
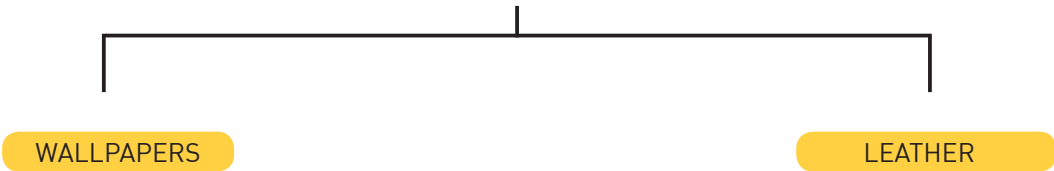
LEATHER

ET VOILA
D. LAGO, LAGO

BACKSTAGE
A. CITTERIO, B&B ITALIA

PRODUCT KEYS ANALYSIS: LEATHER

PRODUCTION PROCESSES.
MANUFACTURING

1. CUTTING

2. THERMO-GLUING

3. FINISHED PANELS

PRODUCT KEYS ANALYSIS: LEATHER

PRODUCTION PROCESSES.
MANUFACTURING

1. RAW LEATHER PRETREATMENTS

2. TANNING AND CRUSTING

3. COLOURING

PRODUCT KEYS ANALYSIS: LEATHER

PRODUCTION PROCESSES.
MANUFACTURING

4. CUTTING

5. OILING

6. SEWING

https://vimeo.com/103313992

PRODUCT KEYS ANALYSIS: LEATHER

VIDEO

https://vimeo.com/103313992

COFFEE BREAK

CORSO DI LAUREA MAGISTRALE IN
ECONOMIA AZIENDALE E MANAGEMENT

DESIGN MANAGEMENT

Lesson 3.3 – MIA systems and armchairs

DESIGN KEYS ANALYSIS

CONTEMPORARY

INNOVATIVE

ELEGANCE

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

DESIGN CODE
ICONIC VALUE

MINIMAL

MODULAR

FLEXIBLE

RANDOM
Neuland Industridesign, MDF Italia, 2005

DESIGN CODE
ICONIC VALUE

MODULAR

FLEXIBLE

ELEGANCE

INFINITY
A. Citterio, 2004, Flexform

DESIGN CODE
ICONIC VALUE

BOOKCASE
Gio Ponti, Molteni

ELEGANCE

CLASSICAL

TRADITIONAL

BOOKCASE
Gio Ponti, Molteni,1956

DESIGN CODE
ICONIC VALUE

SOPHISTICATED

ELEGANCE

COMPLEX

KRISTAL
D. Bonuccelli, Molteni, 2015

DESIGN KEYS ANALYSIS

DESIGN CODE
ICONIC VALUE

SOPHISTICATED

CLASSICAL

TRADITIONAL

VANITY FAIR
Renzo Frau, Poltrona Frau, 1930

ICONOGRAPHY - ARMCHAIRS

DESIGN CODE
ICONIC VALUE

SOPHISTICATED

ELEGANT

LIGHT

D.153.1
Gio Ponti, Molteni, 1953

DESIGN CODE
ICONIC VALUE

CONTEMPORARY

ELEGANT

423 CAB LOUNGE
Mario Bellini, Cassina

DESIGN CODE
ICONIC VALUE

SOPHISTICATED

COMPLEX

HEAVY

PROUST GEOMETRICA
Alessandro Mendini, Capellini, 1978

CORSO DI LAUREA MAGISTRALE IN
ECONOMIA AZIENDALE E MANAGEMENT

DESIGN MANAGEMENT

Lesson 3.4 – exercises

MIA

Objective:

Understand the iconic values of products through product analysis

Methodology:

1) Identify the iconic element on the given products

2) Match the keywords with the product in order to describe the most important features

3) Identify with callouts 1 or 2 key aspects that gives the product its personality

*KEYWORDS

LIGHTNESS	MINIMAL
FLEXIBLE	GEOMETRICAL
SOPHISTICATED	TECHNICAL
ELEGANCE	PRACTICAL
INNOVATIVE	CLASSICAL
MODULAR	CONTEMPORARY
COMPLEX	BOLD
TRADITIONAL	INDUSTRIAL

ROBOX
F. Novembre, Casamania, 2011

DESIGN CODE
ICONIC VALUE

MODERN
P. Lissoni, Porro, 2013
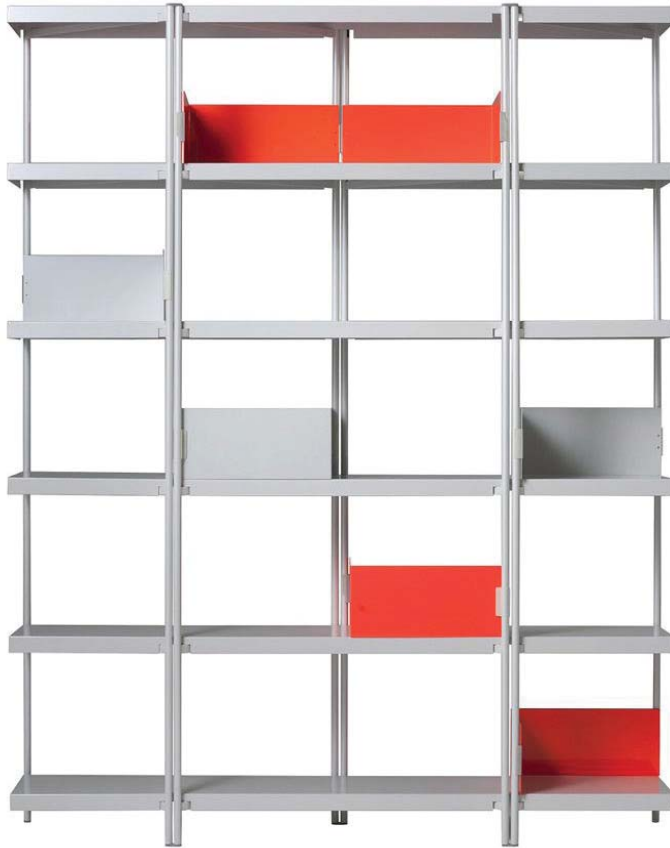
ZIGZAG
K. Grcic, Driade, 2015

DESIGN CODE
ICONIC VALUE
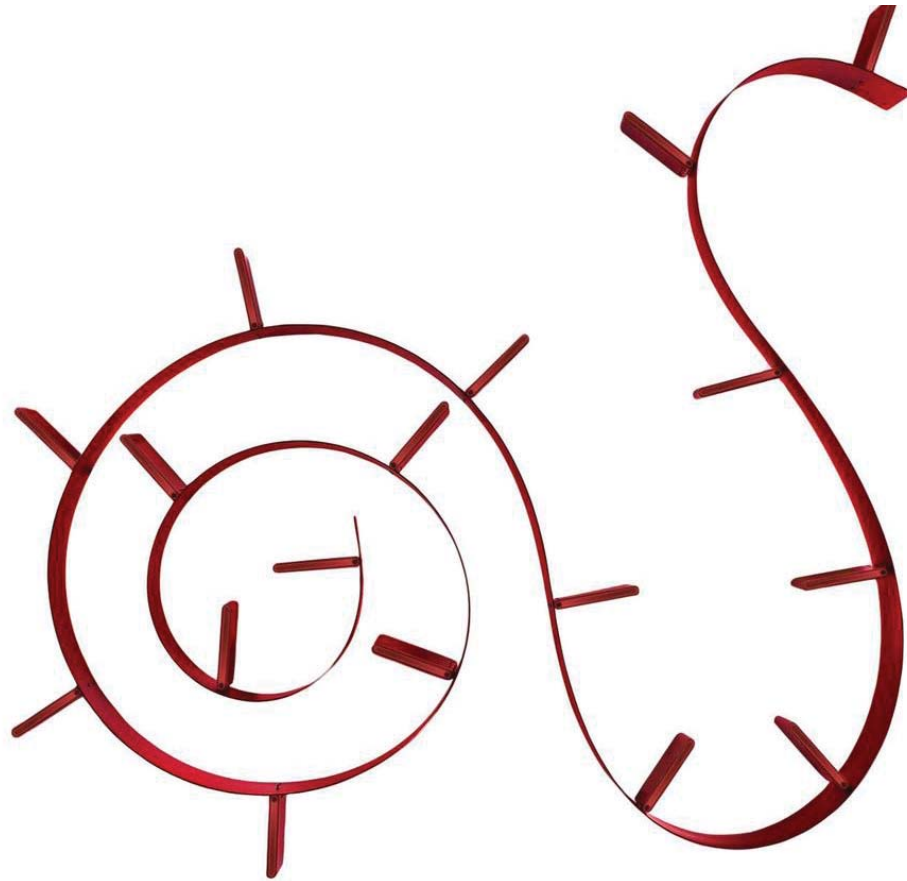
BOOKWORM
Ron Arad, Kartell,1995

MINIMA 3.0
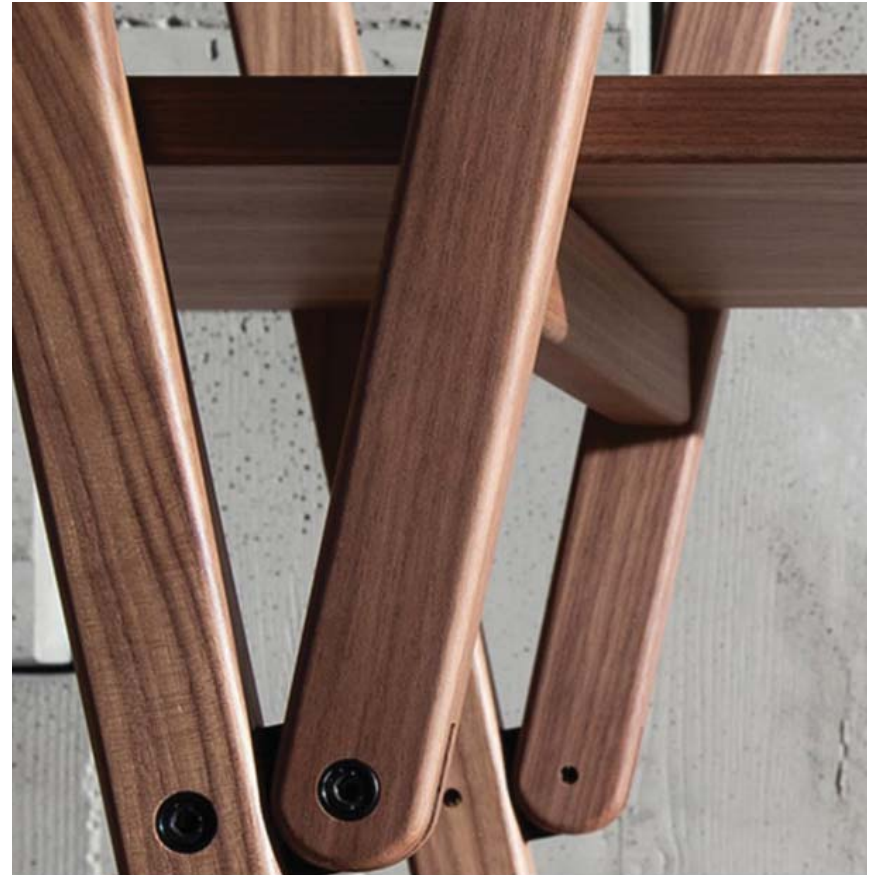Metrica, MDF Italia, 2013
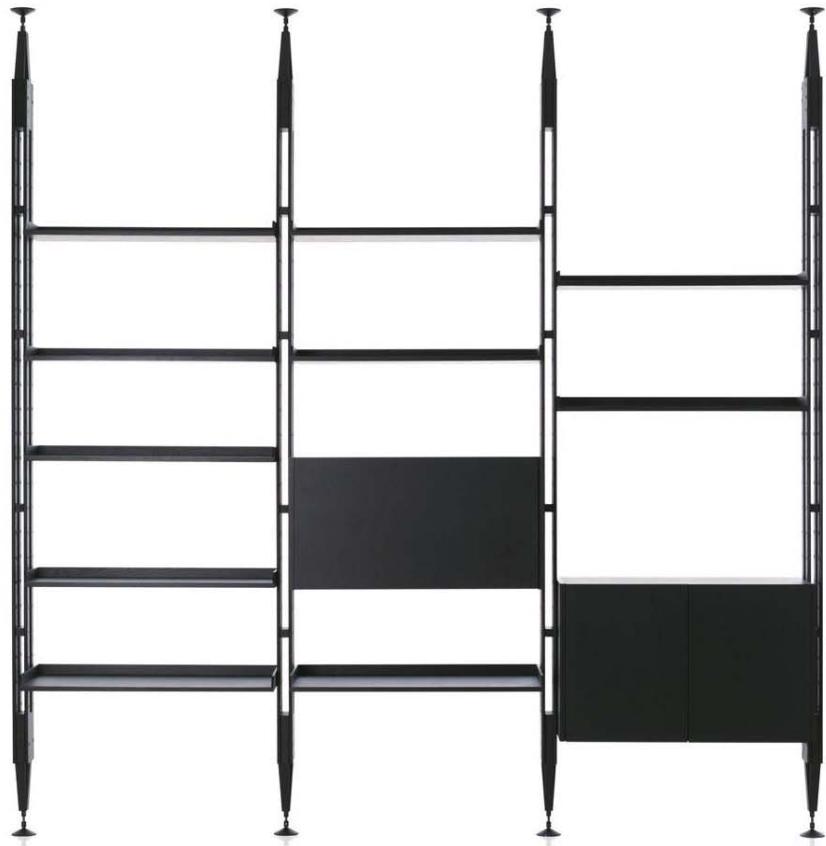
835 INFINITO
F. Albini, Cassina, 1957

EUR
G. Iacchetti, Magis,2013

DESIGN CODE
ICONIC VALUE

JOY
Castiglioni, Zanotta,1989

DESIGN CODE
ICONIC VALUE

NUVOLA ROSSA
V. Magistretti, Cassina, 1977

DESIGN CODE
ICONIC VALUE

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

LOUISIANA
V. Magistretti, De Padova,1993

SANLUCA
Achille e Pier Giacomo Castiglioni, Poltrona Frau, 1960

CORALLO
Fernando e Humberto Campana, Edra, 2004

NEMO
F. Novembre, Driade, 2010

DESIGN CODE
ICONIC VALUE

FELTRI
Gaetano Pesce, Cassina, 1987

TUBE CHAIR
Joe Colombo, Capellini, 1960

DESIGN CODE
ICONIC VALUE

ELDA
Joe Colombo, Confort, 1963

TULIP ARMCHAIR
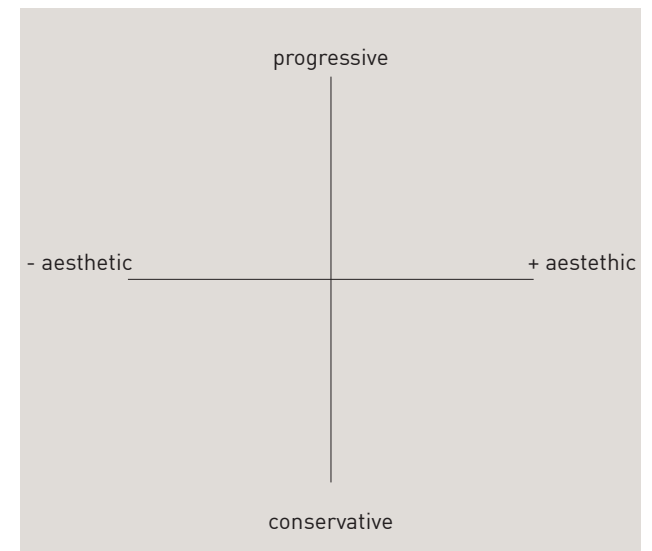Marcel Wanders, Capellini, 2010

LC6
Le Corbusier, Cassina, 1928

MIA

Objective:

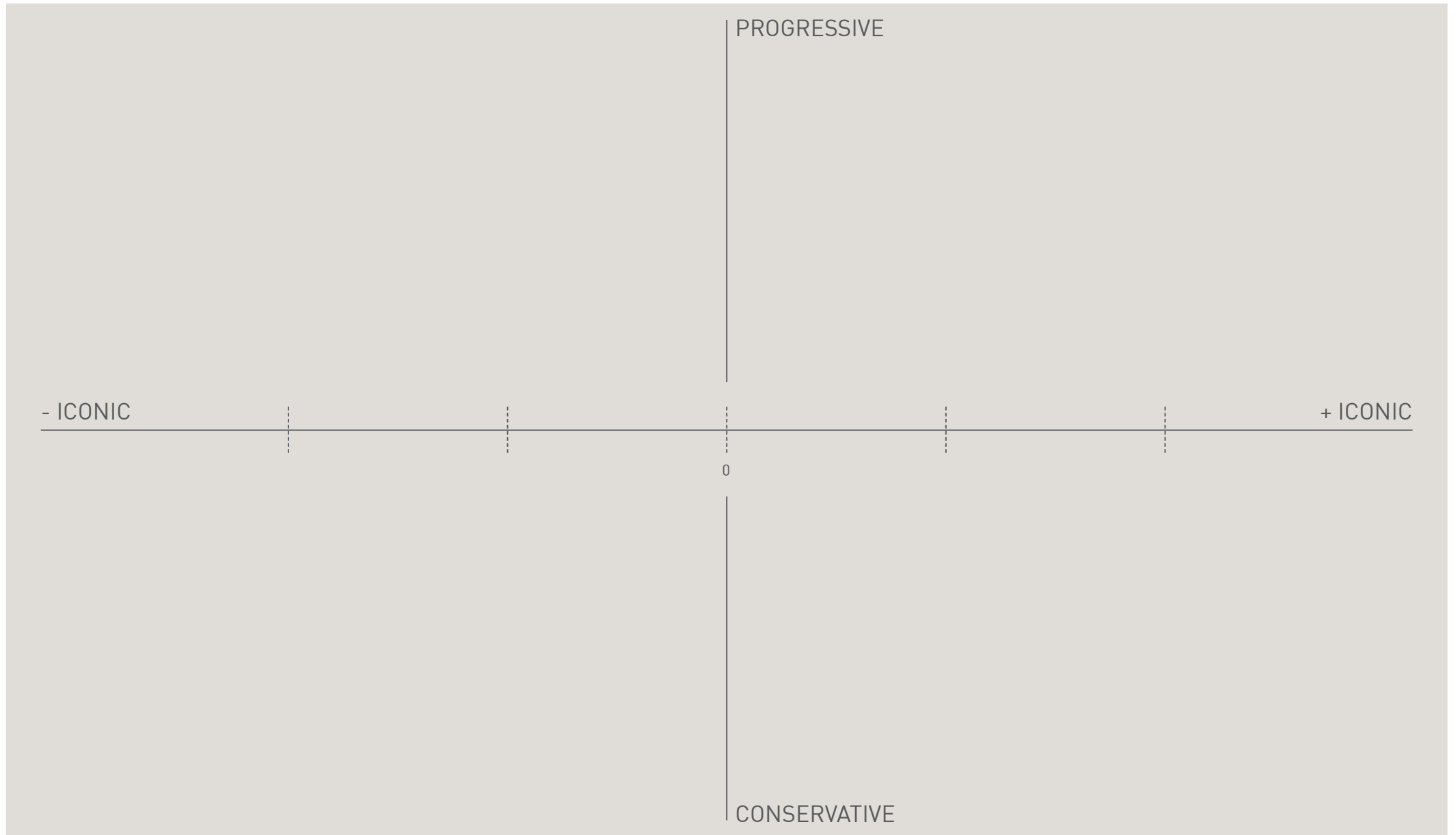Understand the iconic values of products through product analysis

Methodology:

Throughout the use of an analytical matrix:

1) Map the selected products of the italian systems class in terms of iconicism and aesthetics code

2) Cluster the results.

progressive

- aesthetic ———————————————— + aestethic

conservative

ITALIAN SYSTEMS MARKET

ICONICISM VS. AESTHETICS CODE

PROGRESSIVE

- ICONIC

0

+ ICONIC

CONSERVATIVE

ROBOX

MODERN

ZIZAG

BOOKWORM
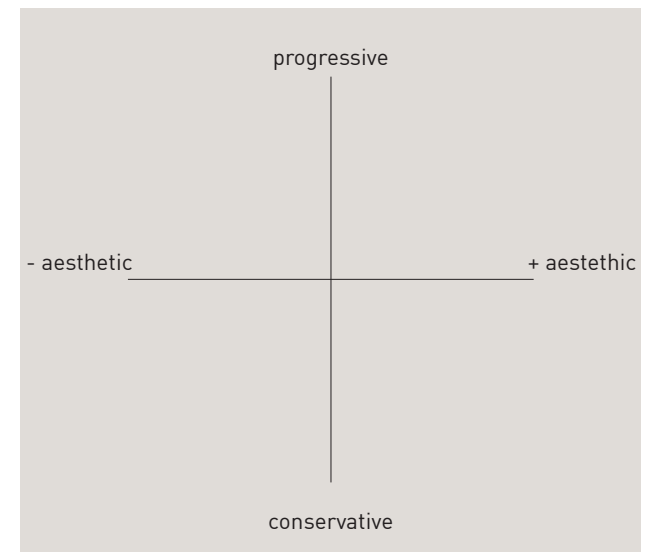
MINIMA 3.0

835 INFINITO

EUR

JOY

NUVOLA ROSSA

MIA

Objective:

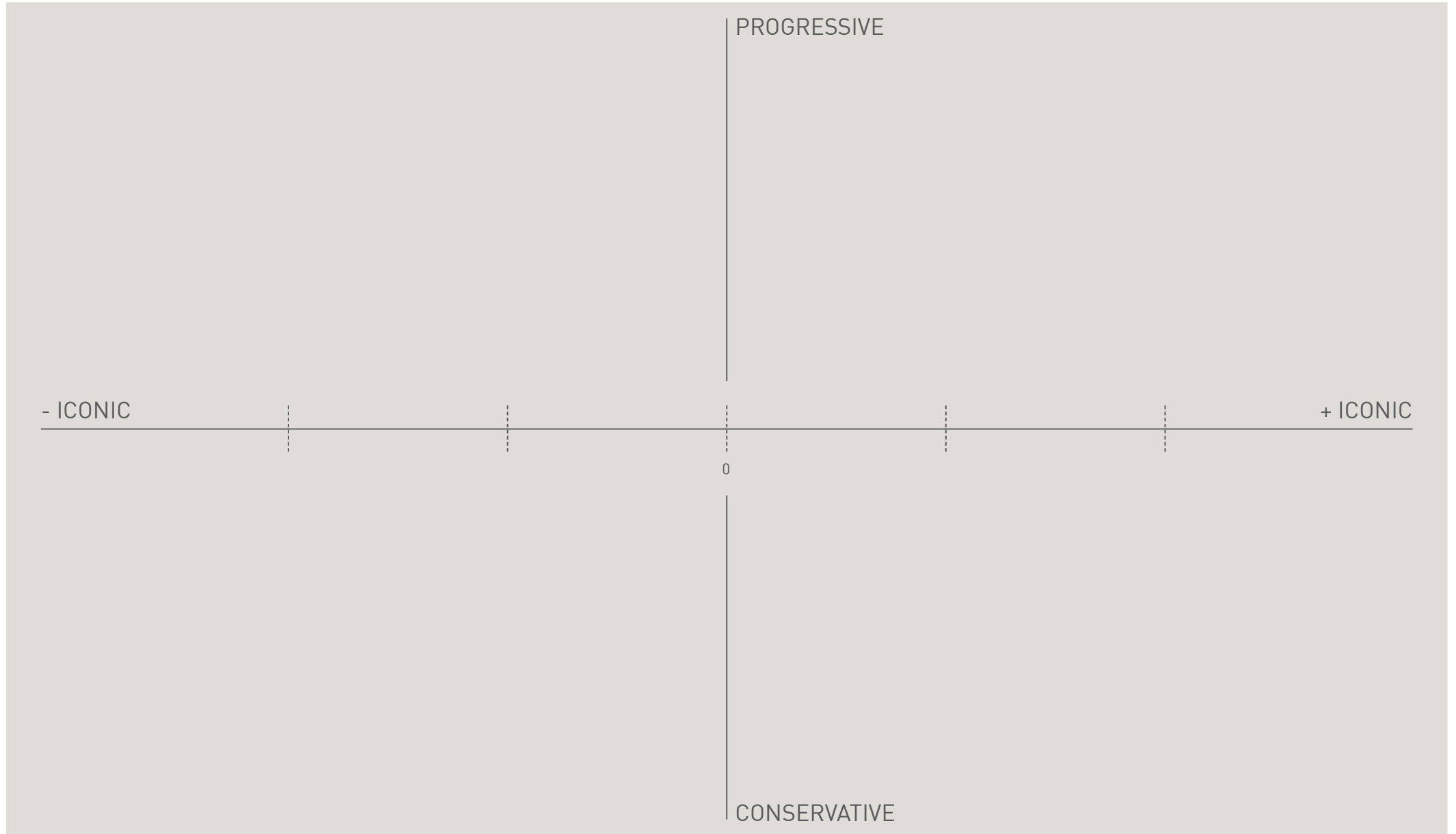Understand the iconic values of products through product analysis

Methodology:

Throughout the use of an analytical matrix:

1) Map the selected products of the italian armchair class in terms of iconicism and aesthetics code

2) Cluster the results.

progressive

- aesthetic ———————————————— + aestethic

conservative

ICONICISM VS. AESTHETICS CODE

PROGRESSIVE

- ICONIC   + ICONIC

0

CONSERVATIVE

EXERCISE INFORMATION
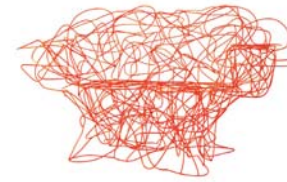
A.B.C

LOUISIANA

SANLUCA

CORALLO

NEMO

FELTRI

TUBE

TULIP

LC4

MIA

Objective:

Understand the iconic values of products through product analysis
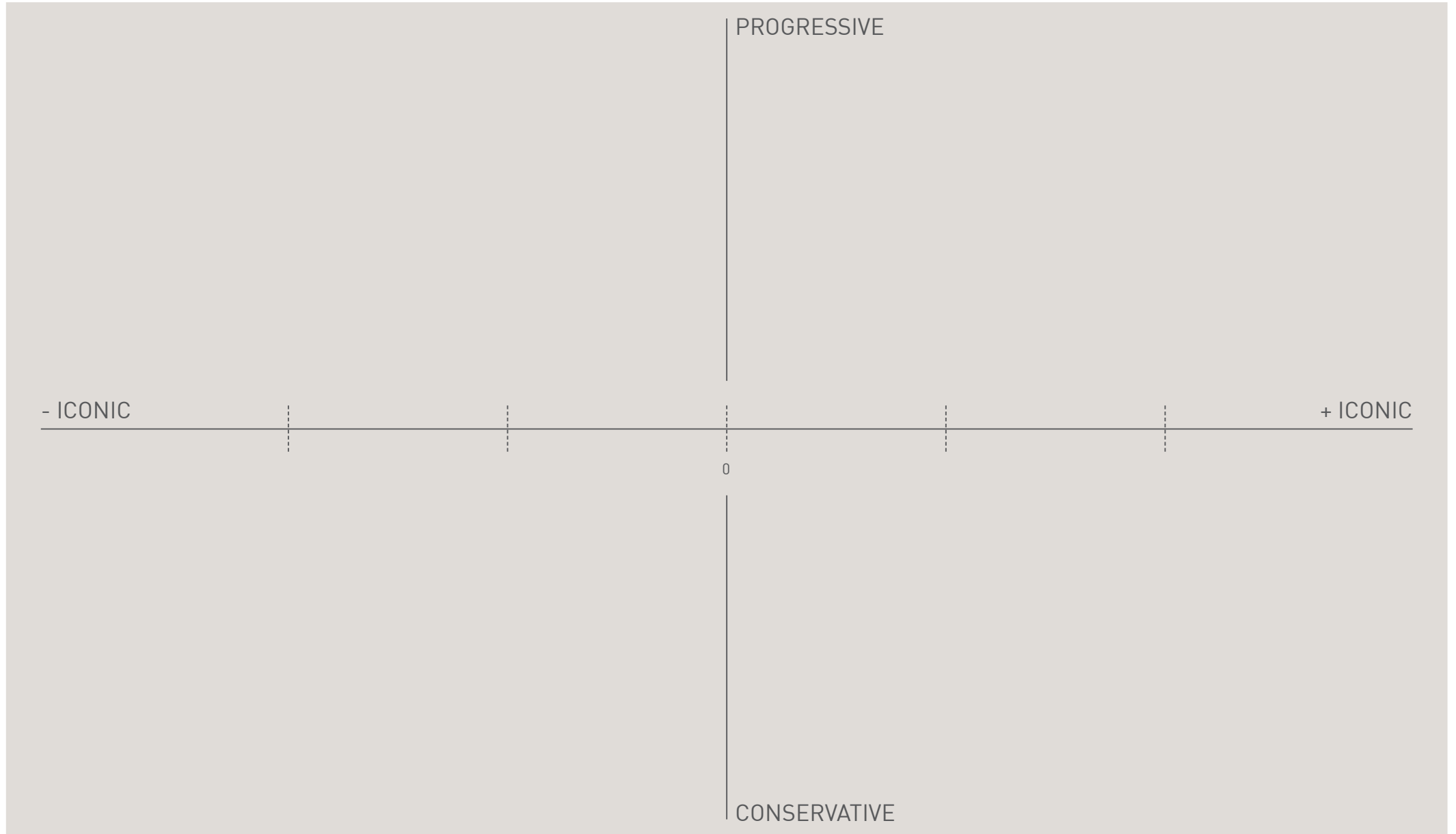
Methodology:

Throughout the use of an analytical matrix:

1) Place in the matrix together a system and an armchair from exercise 1 and 2

2) Pair it with a product from an italian fashion company

3) Identify similarities between the brands in furniture and product design

4) Be prepare to comment your maps .

progressive

- iconic ——————————————— + iconic

conservative
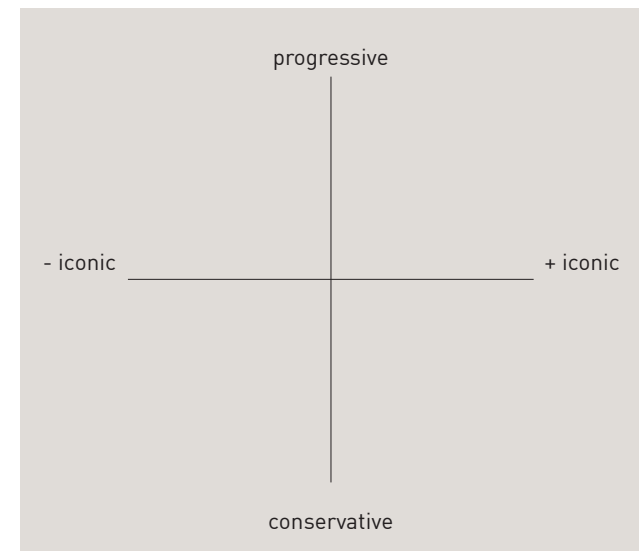
ITALIAN SYSTEMS AND ARMCHAIRS VS LIFESTYLE

ICONICISM VS. AESTHETICS CODE

PROGRESSIVE

- ICONIC   + ICONIC

0

CONSERVATIVE

JUICIY 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