

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 and 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

Lesson 4

part1. 30 min

What is an iconic design?

keys for lighting

part2. 40 min

product class analysis systems

-technologies and manufacturing

processes

Break. 15 min

part3.

-exercise 2. 20min + debate 20 min

-exercise 3. 20min + debate 20 min

part4. 30 min

Exam intro

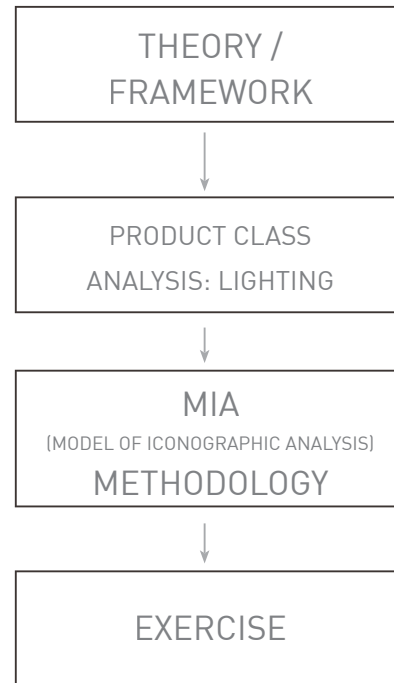
CORSO DI LAUREA MAGISTRALE IN
ECONOMIA AZIENDALE E MANAGEMENT

DESIGN MANAGEMENT

Lesson 4.1 - what is an icon?

Lesson 4.2 - product class analysis / lighting

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.

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

WHAT IS AN ICONIC DESIGN



Arco
A.Castiglioni, Flos,1932



Atollo
V. Magistretti, Oluce, 1977



Colombo281
J. Colombo, Oluce,1962



Parentesi
A. Castiglioni, Flos, 1971



Ecclise
Vico Magistretti, Artemide, 1965



Tizio
R. Sapper, Artemide, 1972



Taraxacum 88
A. Castiglioni, Flos, 1988



Toio
A. Castiglioni, Flos, 1964

HOW TO RECOGNIZE AN ICONIC DESIGN

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

DESIGN KEYS

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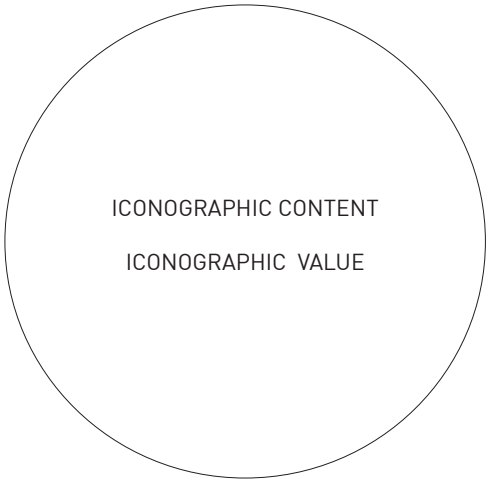
PRODUCT KEYS

WHAT IS AN ICONIC DESIGN

PRODUCT ANALYSIS

DESIGN KEYS

PRODUCT KEYS



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WHAT IS AN ICONIC DESIGN

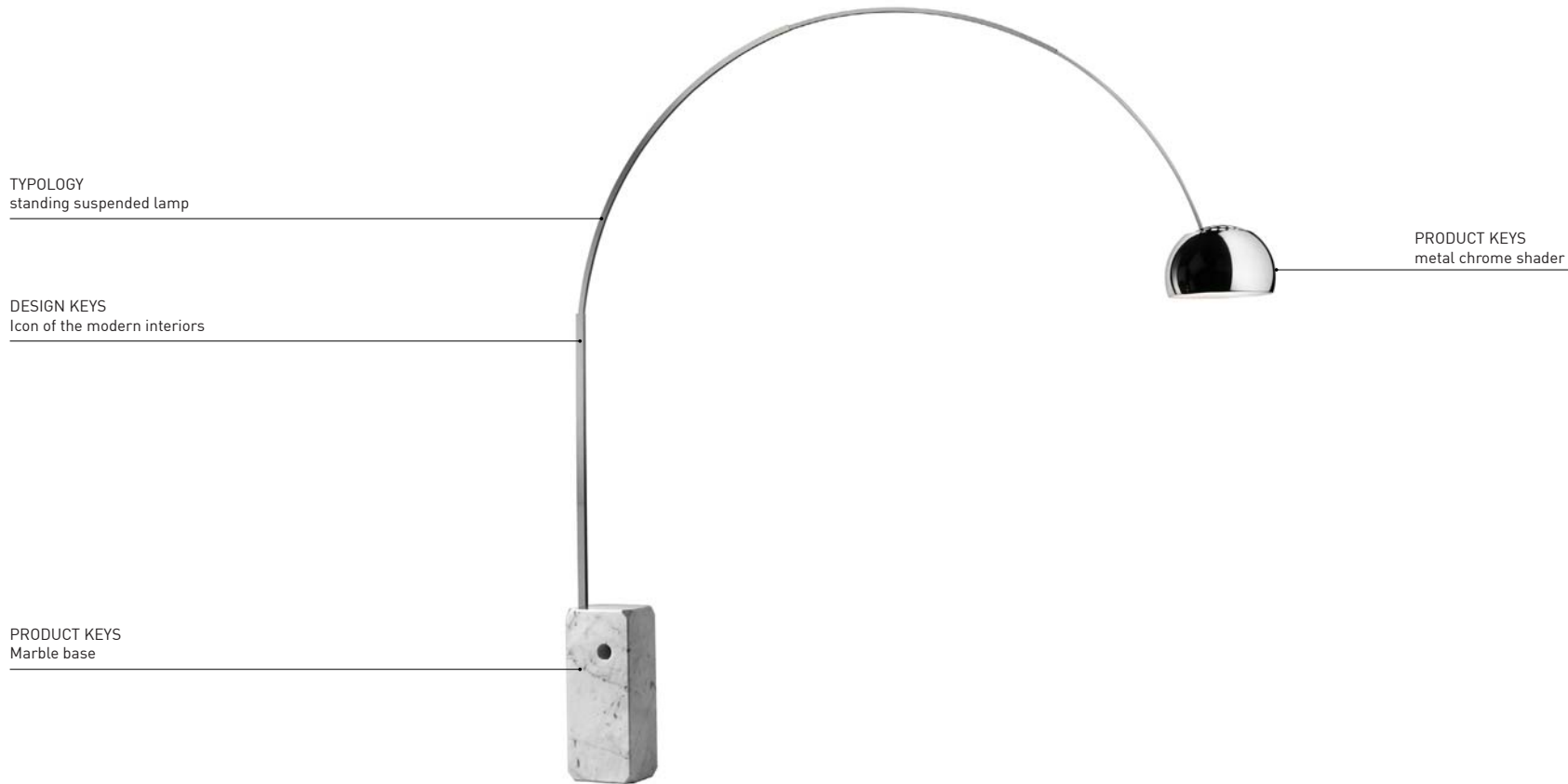
KEYS

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

KEY 1

A design that sets a benchmark for others to follow.



ARCO
A. Castiglioni, Flos, 1962

WHAT IS AN ICONIC DESIGN

KEY 2

A ground breaking design

TYPOLGY
Chandelier

DESIGN KEYS
Innovative use of fresnel lenses

PRODUCT KEYS
punctual point of lighting

PRODUCT KEYS
Metal structure with plastic elements

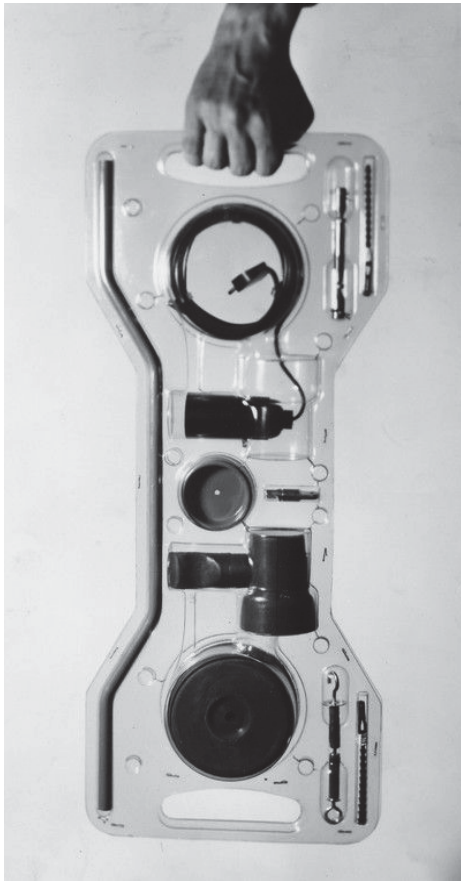


HOPE
F. Gomez Paz, Luceplan, 2011

WHAT IS AN ICONIC DESIGN

KEY 3

A design that sets new standards



TYPOLOGY
Floor to ceiling lamp

DESIGN KEYS
Ready made



PRODUCT KEYS
Wire suspension structure

PRODUCT KEYS
halogen light

PRODUCT KEYS
electric components



PARENTESI
A. Castiglioni, Flos, 1971

WHAT IS AN ICONIC DESIGN

KEY 4

A design that stands the test of time



TIZIO
Richard Sapper, Artemide, 1972

WHAT IS AN ICONIC DESIGN

KEY 5

A design that improves on the past.



COSTANZA
P. Rizzatto, Luceplan, 1986

WHAT IS AN ICONIC DESIGN

KEY 6

A design that stays in the memory of consumers.



ATOLLO
V. Magistretti, Oluce, 1977

WHAT IS AN ICONIC DESIGN

KEY 7

A design that sets a trend.



BOURGIE
Ferruccio Laviani, Kartell, 2004

WHAT IS AN ICONIC DESIGN

KEY 8

A design that is innovative.



KELVIN
A. Citterio, Flos, 2009

WHAT IS AN ICONIC DESIGN

KEY 9

A design that is aesthetically pleasing.



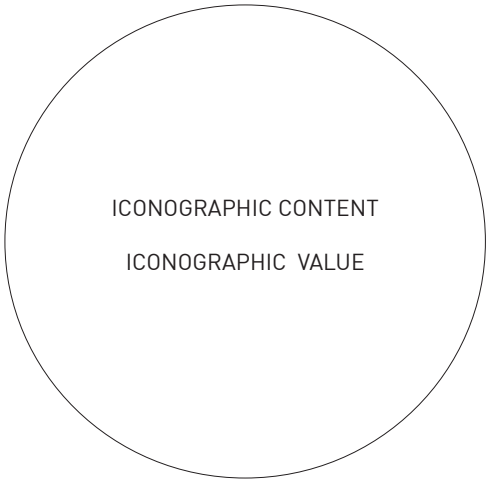
COPERNICO
Carlotta de Bevilacqua, Artemide, 2012

WHAT IS AN ICONIC DESIGN

PRODUCT ANALYSIS

DESIGN KEYS

PRODUCT KEYS



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WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: LIGHTING

MATERIALS & PRODUCTION PROCESSES

METAL



BLOWN GLASS



PLASTIC



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL MANUFACTURING

PRODUCTION PROCESSES

METAL SPINNING

METAL DIE CAST



TOLOMEO
Michele de Lucchi, Artemide, 1987



KELVING
A. Citterio, Flos 2009

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL SPINNING

PRODUCTION PROCESSES.
METAL SPINNING



1. METAL PLATE



2. PRESSURE AGAINST A MOLD



3. FINISH OF SHAPE

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL SPINNING

PRODUCTION PROCESSES.
METAL SPINNING



4. FINISHED PIECES



5. CHOOSE OF FINISH



6. FINISHED PIECE

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: METAL PARTS & ASSEMBLY

VIDEO



<https://www.youtube.com/watch?v=oTjKLd5Wg0Y>

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: GLASS

PRODUCTION PROCESSES

BLOWN GLASS



EMPATIA
Carlotta de Bevilacqua, Artemide

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: GLASS

PRODUCTION PROCESSES.
BLOWN GLASS



1. RAW MATERIALS (SILICA...)



2. FURNACE AND GLASS TANK



3. BLOW PIPE COLLECTING MELTED GLASS

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: GLASS

PRODUCTION PROCESSES.
BLOWN GLASS



4. BLOW AIR AND SHAPING



5. REFINING SHAPES WITH MOLDS



6. DECORATION

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: GLASS

VIDEO



<https://www.youtube.com/watch?v=NtSqs9Ka-UM>

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: PLASTIC

PRODUCTION PROCESSES

PLASTIC



HOPE
F. GOMEZ PAZ; LUCEPLAN; 2011

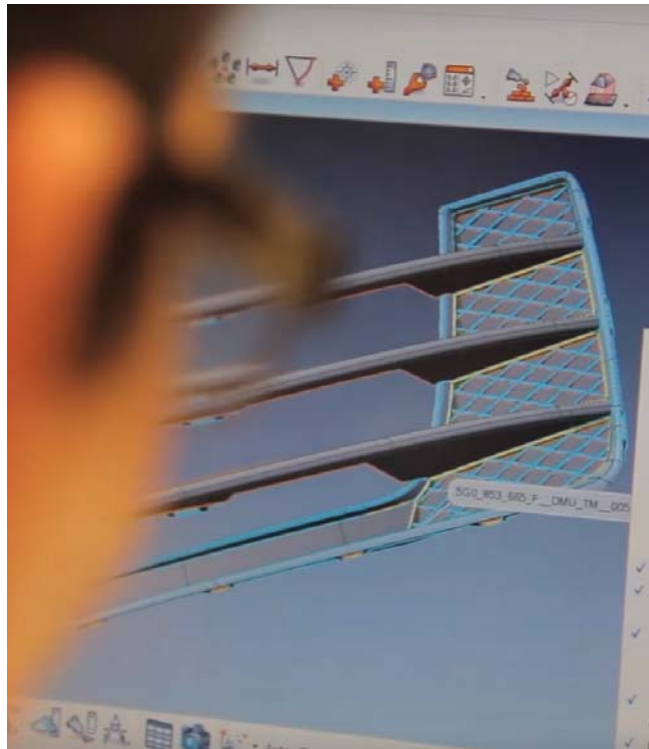
WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: PLASTIC

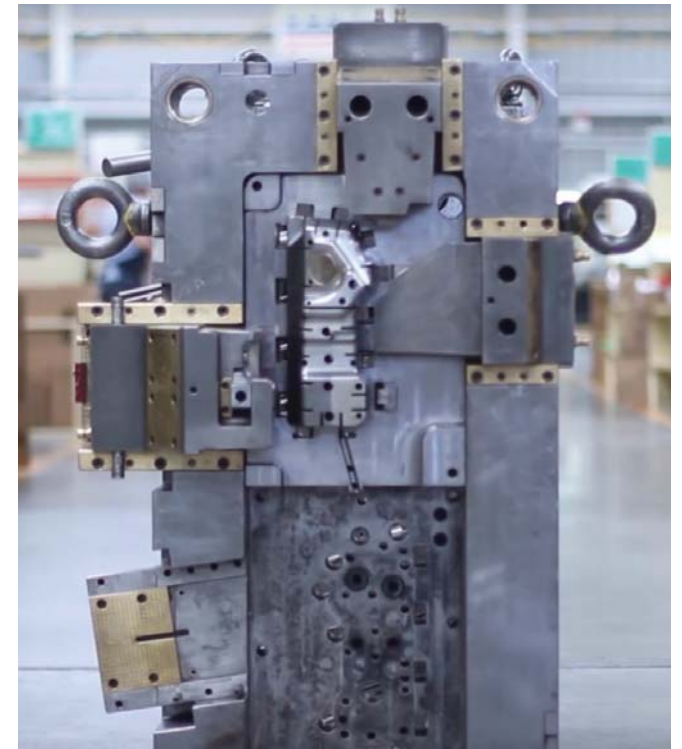
PRODUCTION PROCESSES.
MANUFACTURING PLASTIC PIECES



1. RAW MATERIALS



2. MOLD ENGINEERING



3. MOLDS

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: PLASTIC

PRODUCTION PROCESSES.
MANUFACTURING PLASTIC PIECES



4. MANUFACTURING FACILITIES



5. INJECTION MOLDING

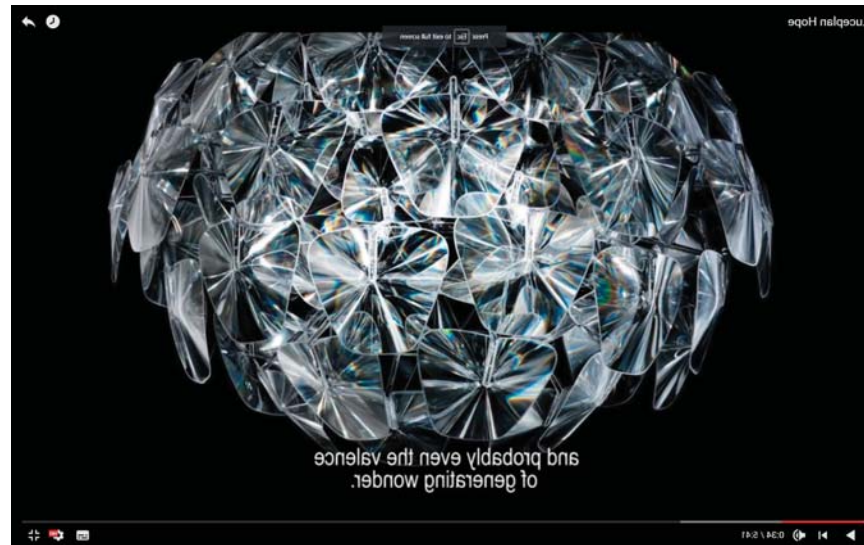


6. PARTS ASSEMBLY

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: PLASTIC

VIDEO



https://www.youtube.com/watch?v=TG_t2Qk3cuc&t=205s

COFFEE BREAK



CORSO DI LAUREA MAGISTRALE IN
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DESIGN MANAGEMENT

Lesson 4.3 - exercises

TEAM EXERCISE N°1

MIA

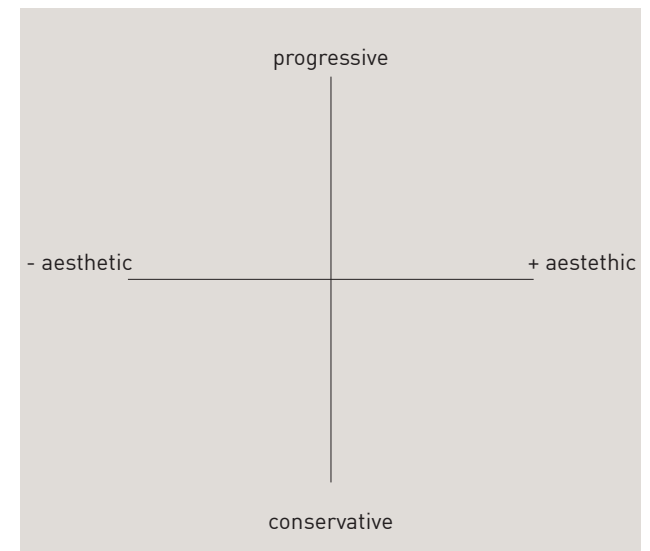
Objective:

Understand the iconic values of products through product analysis

Methodology:

Throughout the use of an analytical matrix:

- 1) Combine an iconic lamp and an armchair to create a living room situation.
- 2) Map the selected products in terms of Iconicism and aesthetics code
- 3) Cluster the results.
- 4) Be prepare to comment your maps.



EXERCISE INFORMATION

ICONIC LAMPS



TOIO
A. Castiglioni, Flos



AK-47
P. Starck, Kartell



COSTANZA
P. Rizzatto, Luceplan



ARCO
A. Castiglioni, Flos



ORBITAL
F. Leviani, Foscarini



SNOOPY
A. Castiglioni, Flos



TACCIA
A. Castiglioni, Flos



MOLOCH
Gaetano Pesce, Bracciodiferno



TRESS
M. Sadler, Foscarini



SUPERLOON
J. Morrison, Flos

EXERCISE INFORMATION

ICONIC ARMCHAIRS



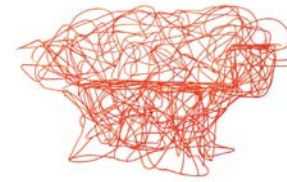
A.B.C.
A. Citterio, Flexform



LOUISIANA
Vico Magistretti, DePadova



SANLUCA
A. Castiglioni, Poltrona Frau



CORALLO
F+H Campana, Edra



NEMO
F. Novembre, Driade



FELTRI
G. Pesce, Cassina



TUBE
Joe Colombo, Cappellini



ELDA
Joe Colombo



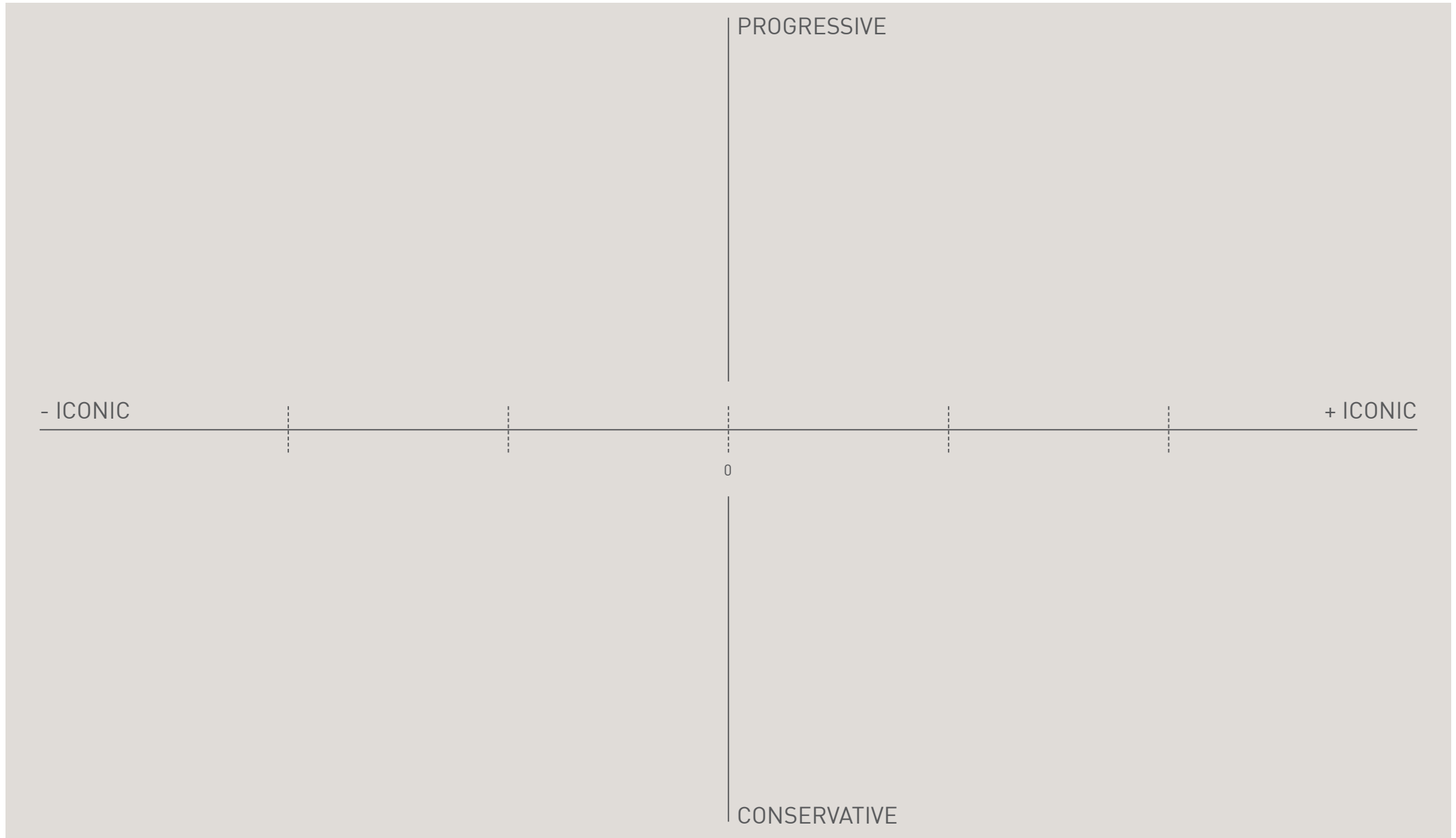
TULIP
M. Wanders, Capellini



LC4
Le Corbusier, Cassina

ITALIAN DAY LIVING ROOM SITUATIONS: LIGHT + ARMCHAIR

ICONICISM VS. AESTHETICS CODE



TEAM EXERCISE N°2

MIA

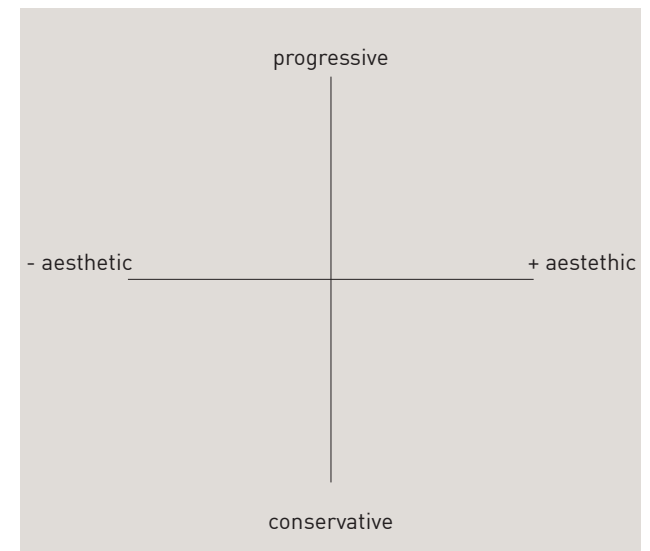
Objective:

Understand the iconic values of products through product analysis

Methodology:

Throughout the use of an analytical matrix:

- 1) Combine an iconic lamp, a table and a chair to create a dining situation
- 2) Map the selected products in terms of Iconicism and aesthetics code
- 3) Cluster the results.
- 4) Be prepared to comment on your choices.



EXERCISE INFORMATION

ICONIC LAMPS



HOPE
F. Gomez Paz, Luceplan



SKYGARDEN
M. Wanders, Flos



MERCURY
Lovegrove, Artemide



CABOCHE
Urquiola, Foscarini



TARAXACUM 88
Castiglioni, Flos



MOD 2097
Sarfatti, Flos



TARAXACUM
A. Castiglioni, Flos



TITANIA
A. Meda, Luceplan



COPERNICA
C. De Bevilacqua, Artemide



ALLEGRO
Attelier Ol, Foscarini

EXERCISE INFORMATION

ICONIC TABLES



ELICA
Zanotta, Rasullo



LINK
B&B, Jakob Wagner



ANTEO
Georgetti, Carlo Colombo



MINIMO
Porro, Piero Lissoni



TENSE
MDF, Cazzaniga



INVISIBLE TABLE
Kartell, Tokujin Yoshioka



25
Desalto, Metrica



FERRO
Porro, Piero Lissoni



ELEMENT
Desalto, Tokujin Yoshioka



CONCORDE
Poliform, E. Gallina

EXERCISE INFORMATION

ICONIC CHAIRS



DEJAVU
Magis, Naoto Fukasawa



ONE
Magis, K. Grcic



FRIDA
Pedrali, O. Fioravanti



BAC
Capellini, J. Morrison



ZIGZAG
Cassina, Rietveld



LOUIS GHOST
Kartell, Starck



EROS
Kartell, Starck



MASTERS
Kartell, E. Quillet



SUPERLEGGERA
Cassina, Gio Ponti



NEVE
Porro, Piero Lissoni

ITALIAN DAY DINING SITUATIONS: LIGHT + CHAIR + TABLE

ICONICISM VS. AESTHETICS CODE

