

CORSO DI LAUREA MAGISTRALE IN
ECONOMIA AZIENDALE E MANAGEMENT

DESIGN MANAGEMENT

Final exam brief

FINAL EXAM

Objective.

Create a complete lifestyle setting, from the architecture to the final user, applying the Iconographic method to identify a transversal aesthetics code.

Methodology.

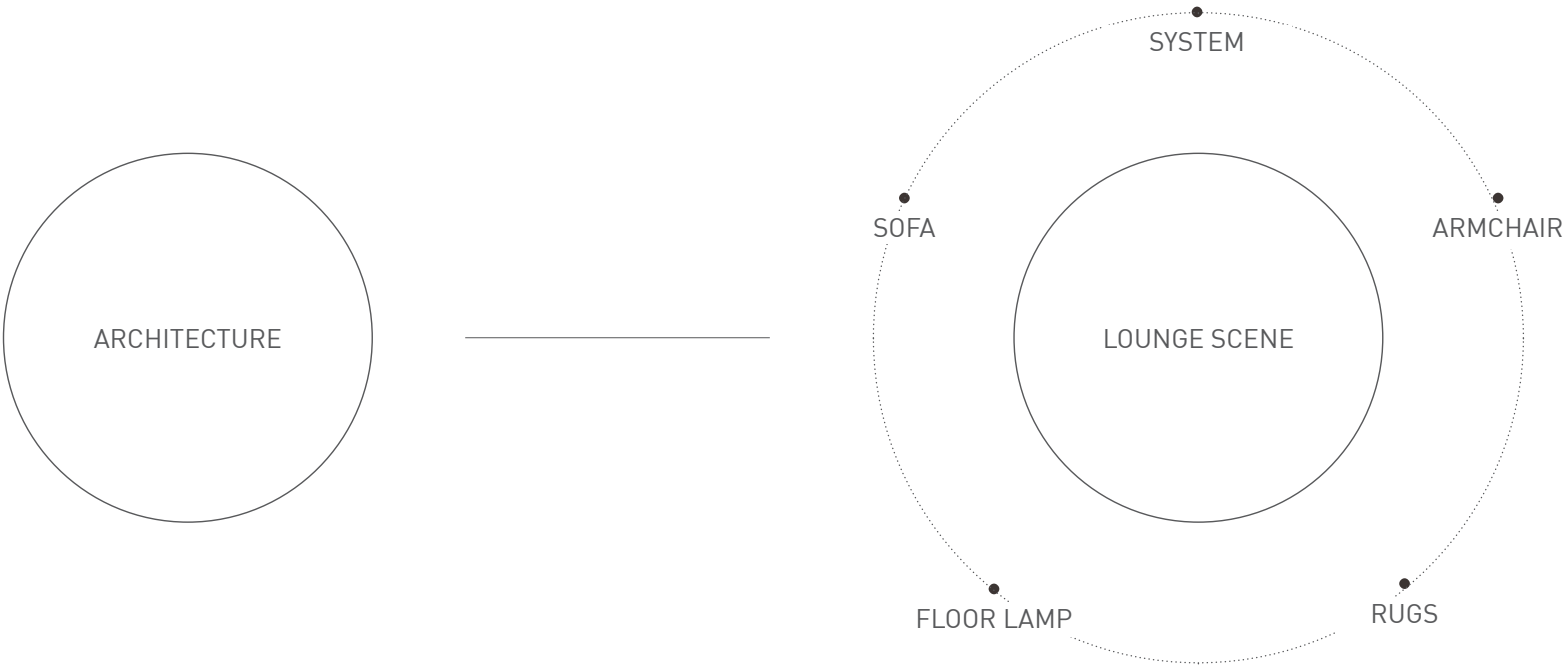
- Choosing one architectural type from the projects listed, create a lounge setting for the typology selected.
- The lounge setting will be created by combining of an iconic sofa, an armchair, a floor lamp, a system and a rug .
- Choosing one interior scene from the projects listed, create a dining situation for the typology selected.
- The dining situation will be created by combining of an iconic chair, a table, a ceiling lamp and a lifestyle item.
- Demographics: Create the ideal type of user that will be living in this settings. Identify of your own selection an Iconic type of transportation (car, motorbike...), an iconic accessory (watches, bags...) and Iconic clothing (shoes, dress...)

- The concepts combination should be presented in a visually compelling method.
- Describe in no more than 400 words the general concept that motivated your selection.

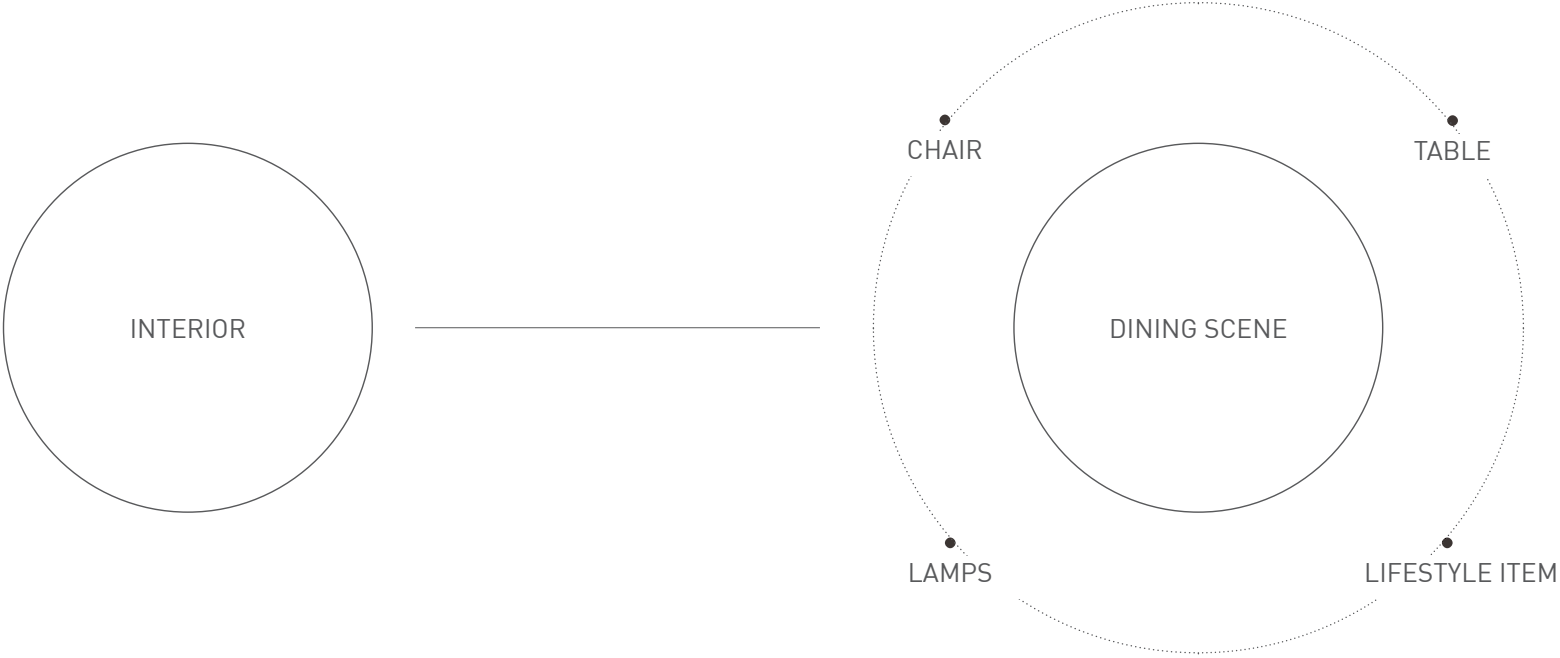
Presentation.

- The exam will evaluate the presentation, the criteria, and the motivations behind the selections of the different iconic elements. Every group will present their concepts and project oral.

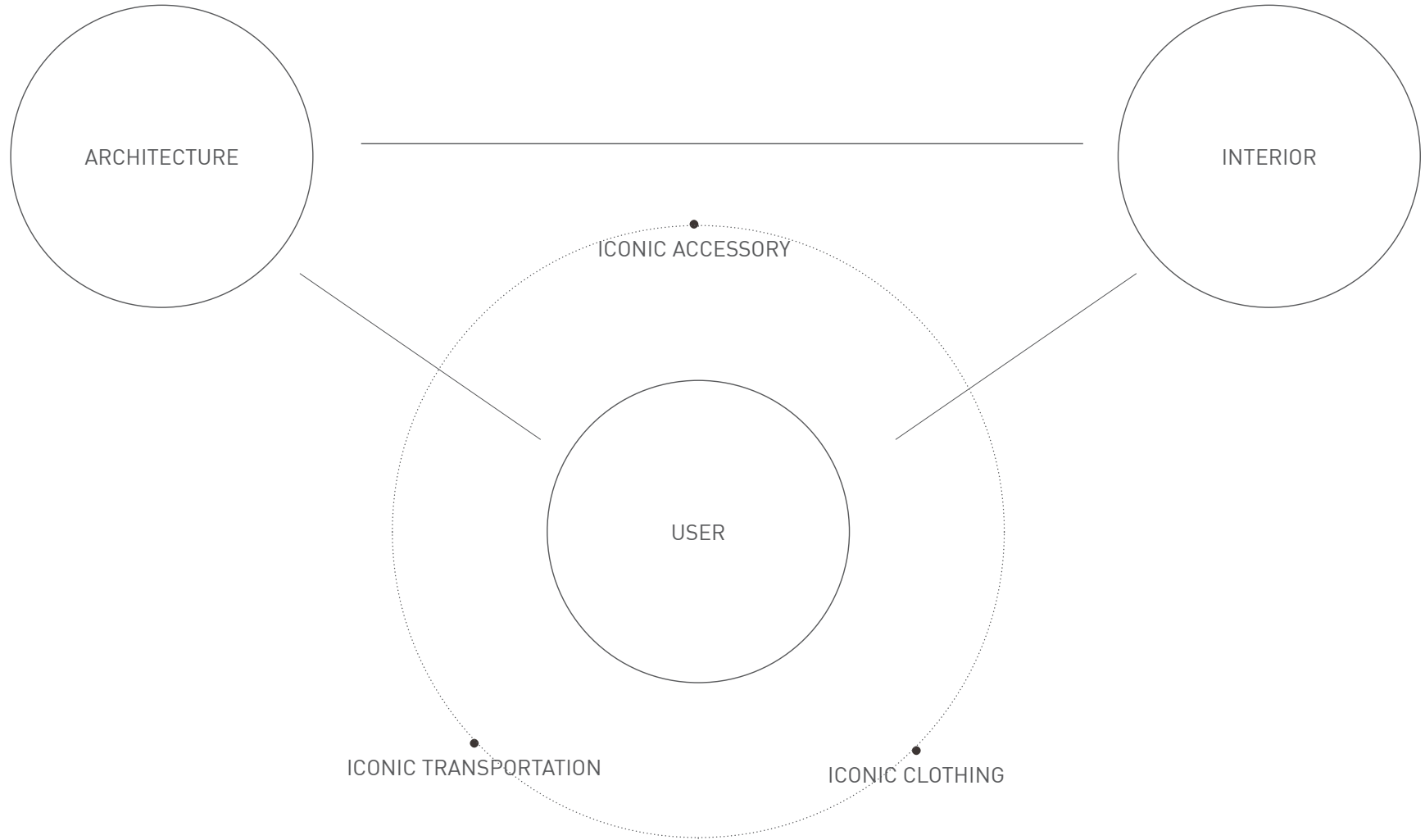
FINAL EXAM



FINAL EXAM



FINAL EXAM



EXERCISE INFORMATION

ARCHITECTURE



Choir Singer's House, Intervention Architecture
Birmingham, UK



West Dune House , Bourgeois/Lechasseur Architects
Quebec, Canada



'House Juniskär', Hermansson Hiller Lundberg,
Sundsvall - Sweden



Riverside House, Sandy Rendel Lewes Architects
Lewes, East Sussex



Casp 74, Bach Arquitectes,
Barcelona, Spain



'Villa K', Paul di Ruiter, Thüringen



'Jardim', Isay Weinfeld, NY



Okinawa House, John Pawson
Okinawa, Japan



Alps House , Anako Architects
Saviese, Switzerland



Bosco Verticale, Boeri Studio
Milan Italia

EXERCISE INFORMATION

ICONIC LAMPS



TOYO
A. Castiglioni, Flos



AK-47
P. Starck, Flos



COSTANZA
P. Rizzatto, Luceplan



ARCO
A. Castiglioni, Flos



ORBITAL
F. Leviani, Foscarini



PARENTESI
A. Castiglioni, Flos



TACCIA
A. Castiglioni, Flos



MOLOCH
Gaetano Pesce, Bracciodiferno



TRESS
M. Sadler, Foscarini



BIRDIE
L+R Palomba, Foscarini

EXERCISE INFORMATION

ICONIC ARMCHAIRS



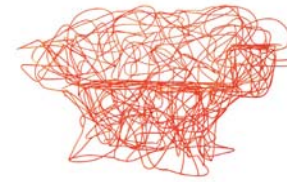
A.B.C
A. Citterio,
Flexform



LOUISIANA
Vico Magistretti, DePa-
dova



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, Longhi



TULIP
M. Wanders, Capellini



LC4
Le Corbusier, Cassina

EXERCISE INFORMATION

ICONIC SYSTEMS



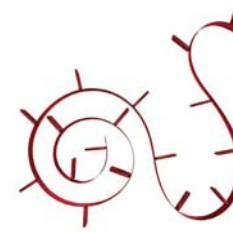
ROBOX
Fabio Novembre, Casamania



MODERN
Piero Lissoni, Porro



ZIZAG
K. Grcic, Driade



BOOKWORM
Ron Arad, Kartell



MINIMA 3.0
Metrica, MDF Italia



835 INFINITO
F. Albini, Cassina



INORI
Setsu & Shinobu Ito, Fiam



EUR
Iacchetti, Magis



JOY
A. Castiglioni, Zanotta



NUVOLA ROSSA
Vico Magistretti, Cassina

EXERCISE INFORMATION

ICONIC SOFAS



PARTY
Zanotta, Gabriele Rosa



REDONDO
Moroso, Patricia Urquiola



LE BAMBOLE 07
B&B, Mario Bellini



CHARLES
B&B, Antonio Citterio



LC-3
Cassina, Le Corbusier



UNDERCOVER
Zanotta, Anna Von Schewen



GRAN TORINO
Poltrona Frau, Jean Marie Massaud



BOCCA
Gufam, Studio 65



TUFTY TIME
B&B, Patricia Urquiola



MARALUNGA
Cassina, Vico Magistretti

EXERCISE INFORMATION

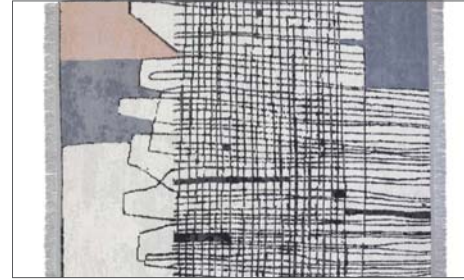
RUGS



Incroci, Gio Ponti, Amini



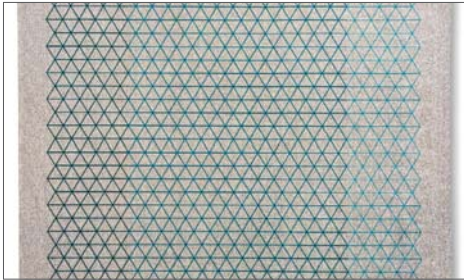
Ecaille Degrade, CC Tapis



Segni Minimi, CC Tapis



Rotazione A, CC Tapis



Apotema, Calligaris



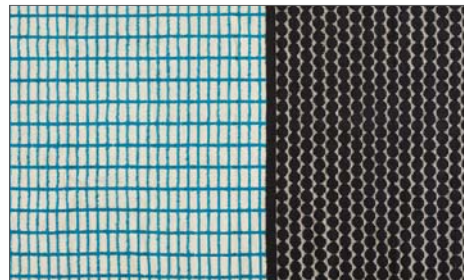
Isola, Joe Colombo, Amini



Killim Rugs



Blason, Armani Casa



Double Face, Karpeta



Lake Collection, Moroso/Golran

EXERCISE INFORMATION

INTERIORS



Montauk House, John Pawson



French Barn, GENS Association Libérale d'Architecture



Casa Roc, Nook Architects



Riverside House, Sandy Rendel Lewes Architects
Lewes, East Sussex



Highbury House, Blee Halligan Architects



Penthouse, Pitsou Kedem, Tel Aviv



Gallery, Three Fold Architects, London



Waiheke Island House,
Vaughn Mcquarrie Architecture



Kew House, Piercy & Company, London



Loft, Gomez Puerta, Madrid

EXERCISE INFORMATION

ICONIC TABLES



ELICA
Zanotta, Rasullo



LINK
B&B, Jakob Wagner



FERRO
Porro, Piero Lissoni



ANTEO
Georgetti, Carlo Colombo



ELEMENT
Desalto, Tokujin Yoshioka



MINIMO
Porro, Piero Lissoni



TENSE
MDF, Cazzaniga



CONCORDE
Poliform, E. Gallina



INVISIBLE TABLE
Kartell, Tokujin Yoshioka



25
Desalto, Metrica

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

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



COPERNICO
C. De Bevilacqua, Artemide



ALLEGRO
Atelier Ol, Foscarini

EXERCISE INFORMATION

ICONIC LIFESTYLE ITEMS



JUICY SALIF
ALESSI



RADIO CUBO
BRIONVEGA



LETTERA 22
OLIVETTI



GRAVES
ALESSI



TIMOR
DANESE



VASO PIRATA
FORNASETTI



BLACK AND WHITE
BITOSSI



CIFRA 3
GINO VALLE



MOUSE LAMP
FORNASETTI



VASI
PAOLA C