

CORSO DI LAUREA MAGISTRALE IN
ECONOMIA AZIENDALE E MANAGEMENT

DESIGN MANAGEMENT

Final exercise intro

FINAL EXERCISE

OBJECTIVE

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

METHODOLOGY

- Choose one architecture interior type from the projects listed.
- Create a lounge setting for the selected interior: the setting will be created by combining pairs taken from Design focus exercise 1 (sofa + bag), 2 (home office / table + chair), 3 (lamp + armchair).
- Create the ideal type of user that will be living in this house. Identify of your own selection an type of transportation (car, motorbike...), an accessory (watches, bags...) and clothing (shoes, dress...).

- Find a compelling method to present your concept (floorplans, sketches, collages, video...) in a digital format (powerpoint or pdf). Be ready to discuss your project in front of the class.
- Provide a written short description of the project content (word or pdf), in no more than 400 words.

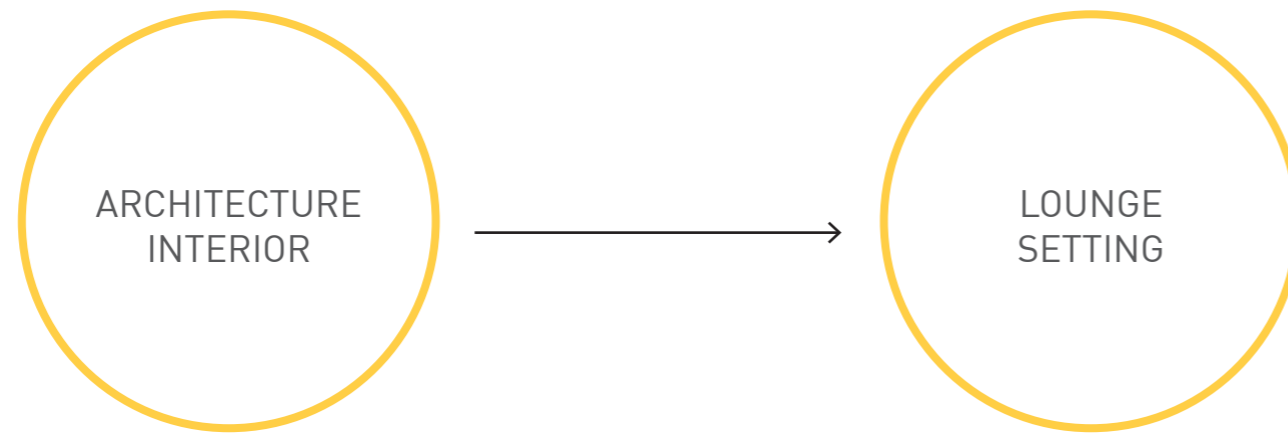
Presentation.

- 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 orally.

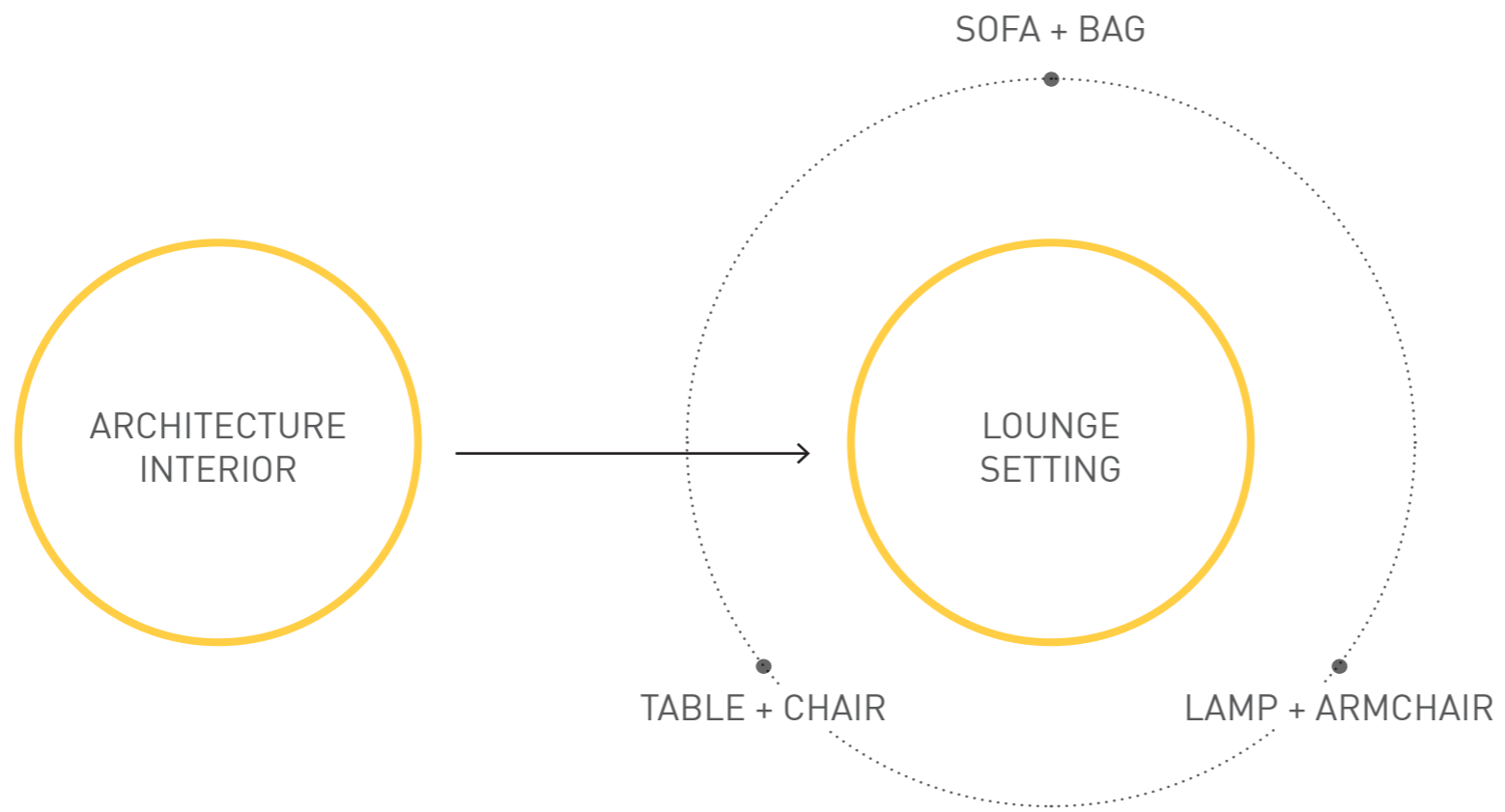
FINAL EXERCISE

ARCHITECTURE
INTERIOR

FINAL EXERCISE



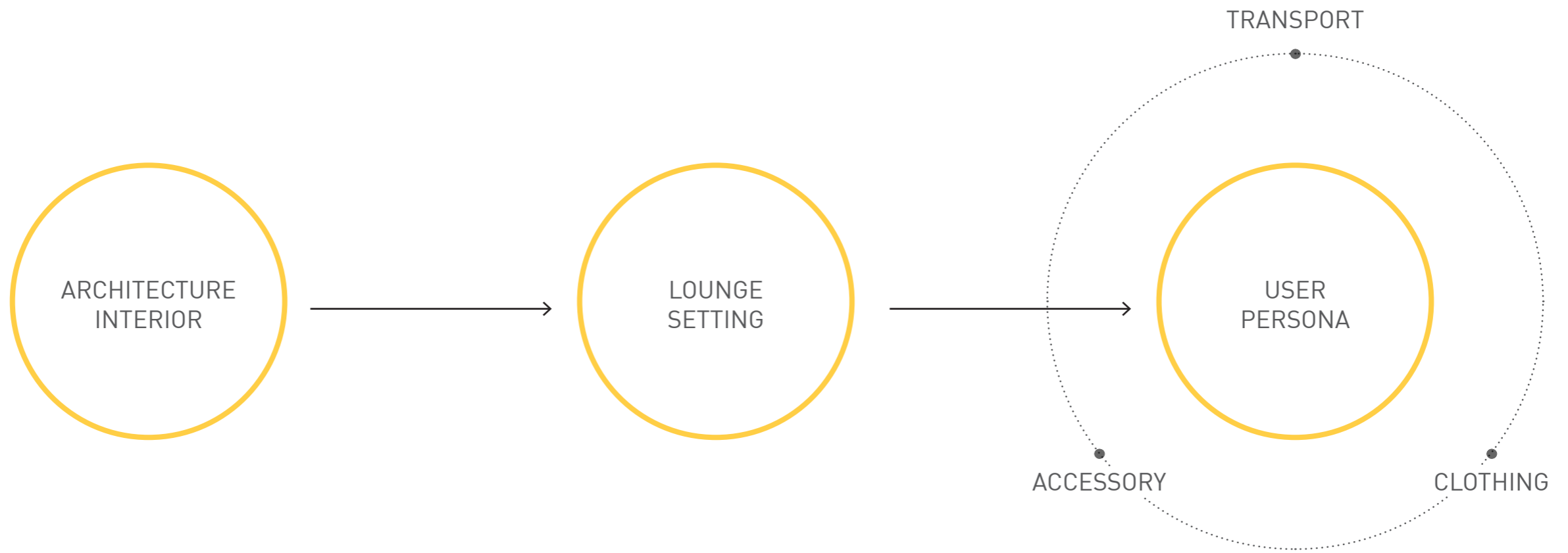
FINAL EXERCISE



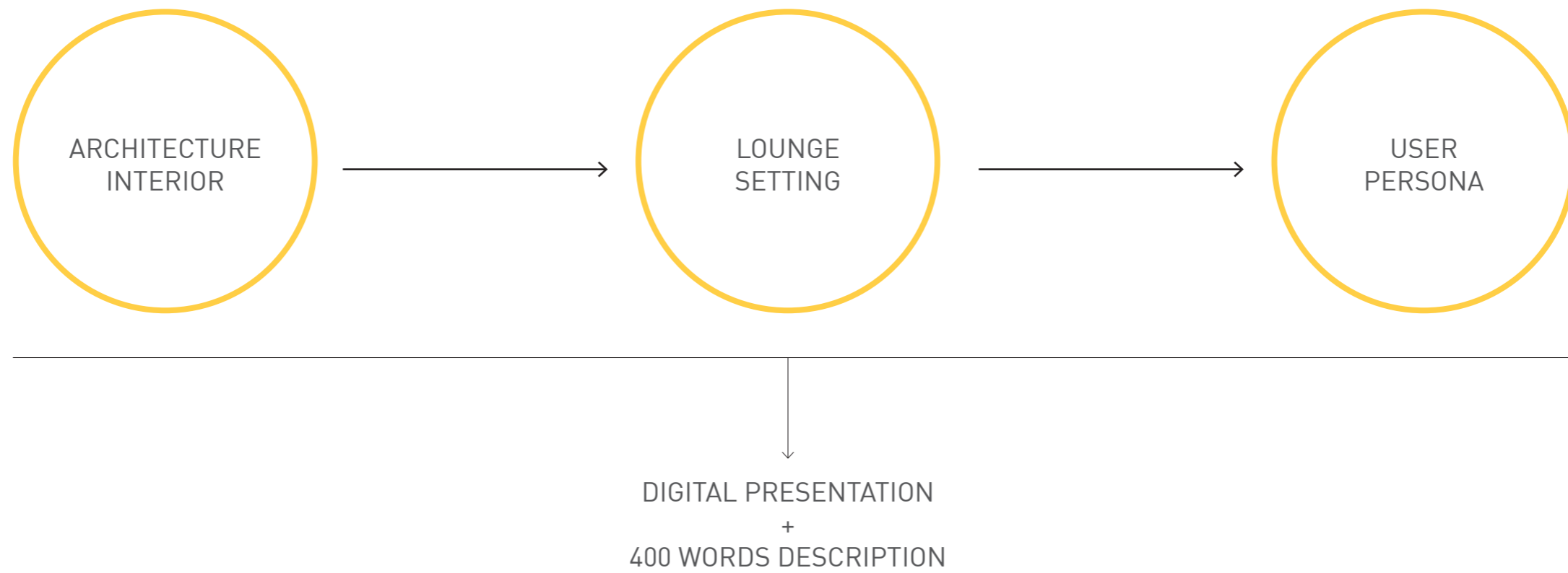
FINAL EXERCISE



FINAL EXERCISE



FINAL EXERCISE



CORSO DI LAUREA MAGISTRALE IN
ECONOMIA AZIENDALE E MANAGEMENT

DESIGN MANAGEMENT

Final exercise material

EXERCISE INFORMATION

ARCHITECTURE INTERIORS



Montauk House, John Pawson



French Barn, GENS Association Libérale d'Architecture



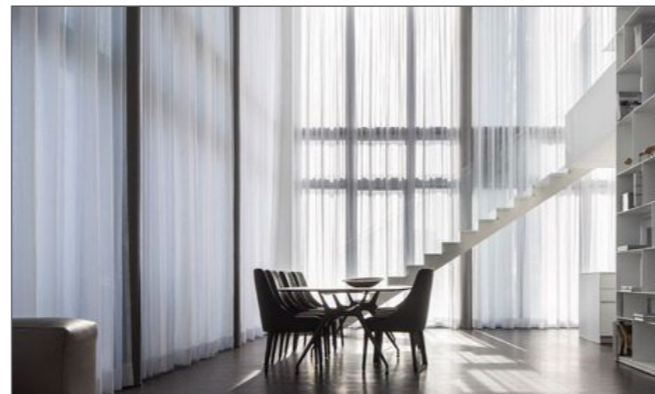
Casa Roc, Nook Architects



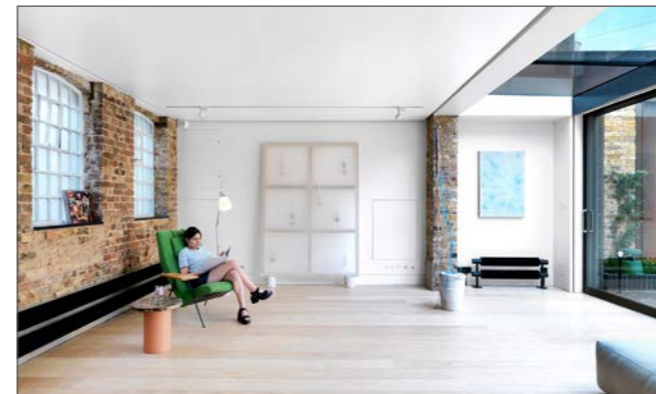
Riverside House, Sandy Rendel Lewes Architects
Lewes, East Sussex



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

DESIGN FOCUS 1 - SOFAS



LAN
Gan, Neri&Hu, 2017



REDONDO
Moroso, Patricia Urquiola, 2000



DIESIS
B&B, Antonio Citterio, 1979



ARNE
B&B, Antonio Citterio, 2005



LC-3
Cassina, Le Corbusier, 1930



MISFITS
Moroso, Ron Arad, 2007



BOLTON
Poliform, Giuseppe Vigano, 2011



LE BAMBOLE 07
B&B, Mario Bellini, 2007



CHARLES
B&B, Antonio Citterio, 1997



MARALUNGA
Cassina, Vico Magistretti, 1973



BEBOP
Poltrona Frau, Cini Boeri, 2010



GRAN TORINO
Poltrona Frau, Jean Marie Massaud, 2013



RAFFLES
De Padova, Vico Magistretti, 1988



EXTRA WALL XL
Living Divani, Piero Lissoni, 2002



AVALANCHE
Cor, Metrica, 2018



UNDERCOVER
Zanotta, Anna Von Schewen, 2014



WILLIAM
Zanotta, Damian Williamson, 2010



BOCCA
Gufam, Studio 65, 1970



HAMILTON
Minotti, R. Dordoni, 2003



TUFTY TIME
B&B, Patricia Urquiola, 2005

EXERCISE INFORMATION

DESIGN FOCUS 1 - BAGS



Alexander McQueen
en



GUCCI
Bamboo



Moschino
McDonald Bag



Bottega Veneta
Loop



Chanel
2.55



Valentino
Rockstud



Louis Vuitton
Neverfull



Dior
Lady



Hermes
Kelly



Alberta Ferretti
Secchiello



Versace
Icon



Balenciaga
City



YSL
Kate



Prada
Zainetto



Bulgari
Serpenti bags



Business
Bottega Veneta



Dior Homme
Dior



Felisi 1882
Felisi



GG Supreme
Gucci



24h
The Bridge

EXERCISE INFORMATION

DESIGN FOCUS 2 - HOME OFFICE CHAIRS



ALL STAR
K. Grcic, Vitra, 2016



SECONDA
M. Botta, Alias, 1982



LA LEGGERA
R. Blumer, Alias, 1996



ARCOS
A. Lievore, Arper, 2017



CILA GO
A. Lievore, Arper, 2018



FATEUIL DIRECTION
J. Prouve, Vitra, 1951



FLOW
J. M. Massaud, MDF Italia, 2006



LC7
Le Corbusier, Cassina



SAYL
Y. Behar, Herman Miller, 2010



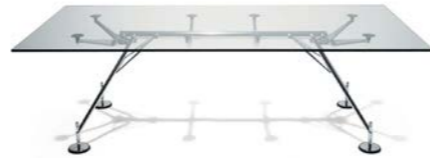
EAMES PLASTIC
C. + R. Eames, Vitra, 1951

EXERCISE INFORMATION

DESIGN FOCUS 2 - HOME OFFICE TABLES



CROSS
Metrica, Arper, 2014



NOMOS
N. Foster, Tecno, 1986



ELEMENT
Foster & Partners, Unifor, 2014



ZERO
R. Gilad, Alias, 2016



MANTA
G. Bavuso, Rimadesio, 2011



WOODS
Metrica, Fantoni, 2016



CYL
R. + E. Bouroullec, Vitra, 2016



AXIL
C. Bellini, MDF Italia



ELICA
P. Rasullo, Zanotta, 2009



INVISIBLE TABLE
Kartell, Tokujin Yoshioka, 2012

EXERCISE INFORMATION

DESIGN FOCUS 3 - LIGHTING



ARCO
A. Castiglioni, Flos



SUPERLOON
J. Morrison, Flos



COSTANZA
P. Rizzatto, Luceplan



BOURGIE
F. Laviani, Kartell



PERCH
u. Yamac, Moooi



LIGHTSPRING
R. Gilad, Flos



BIAGIO
T. Scarpa, Flos



ECLISSE
V. Magistretti, Artemide



PLUSMINUS
S. Diez, Vibia



CABOCHE
P. Urquiola, Foscarini

EXERCISE INFORMATION

DESIGN FOCUS 3 - ARMCHAIRS



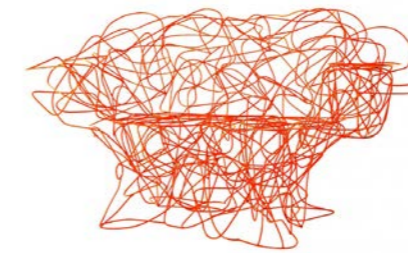
A.B.C
A. Citterio, Flexform



ARCHIBALD
J. M. Massaud, Poltrona Frau



LAMA
R + L Palomba, Zanotta



CORALLO
F+H Campana, Edra



NEMO
F. Novembre, Driade



FELTRI
G. Pesce, Cassina



TUBE
Joe Colombo, Cappellini



EAMES LOUNGE
C + R Eames, Vitra



TULIP
M. Wanders, Capellini



LC4
Le Corbusier, Cassina