CORSO DI LAUREA MAGISTRALE IN
ECONOMIA AZIENDALE E MANAGEMENT

DESIGN MANAGEMENT

Design focus 3

COURSE STRUCTURE

PRODUCT DEVELOPMENT AREA → PRODUCT CONCEPT
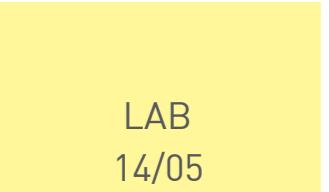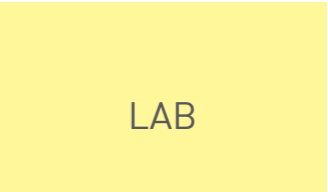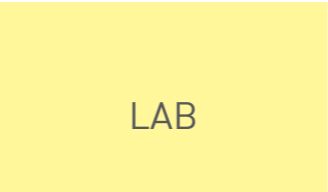
DESIGN MANAGEMENT

| MARKET ANALYSIS | → | COMPANY ANALYSIS (STRATEGY) | → | CONSUMER ANALYSIS | → | COMPANY ANALYSIS (MARKETING) | → | COMPANY ANALYSIS (SALES) | → | COMPANY ANALYSIS (NEW PRODUCT) |

DESIGN EXPERIENCE

ICONOGRAPHIC ANALYSIS

ICONOGRAPHIC ANALYSIS

ICONOGRAPHIC ANALYSIS

WORKSHOPS

LAB

LAB

LAB

LAB 14/05
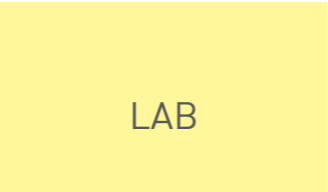
TOTAL

40 hours in class lessons +
12 hours LAB/Workshops

INTRODUCTION

PRODUCT CLASS ANALYSIS
LIGHTING

MIA
(MODEL OF ICONOGRAPHIC ANALYSIS)
METHODOLOGY

EXERCISE

Design focus 3 – product class analysis / lighting

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

Eclisse
Vico Magistretti, Artemide, 1965

Tizio
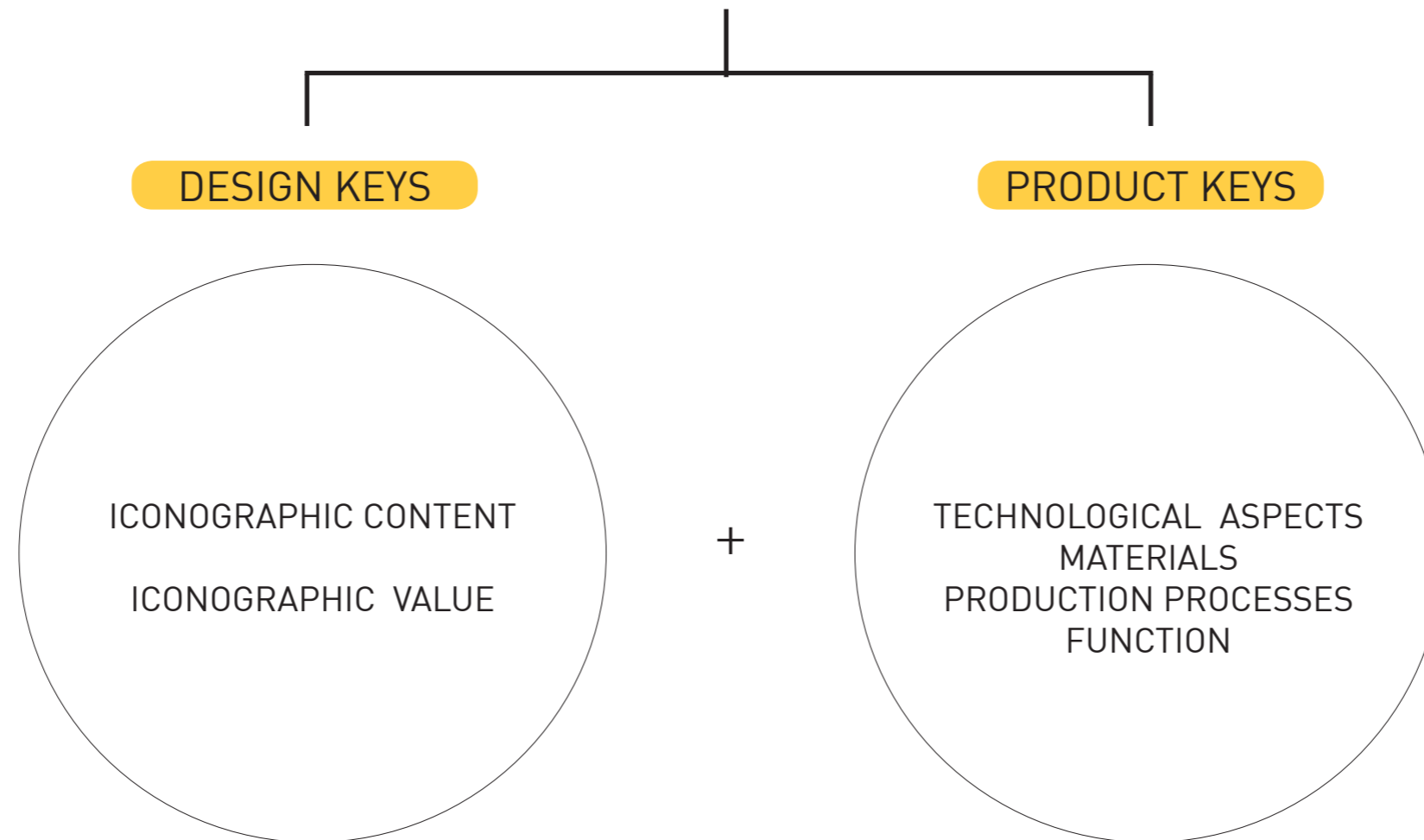R. Sapper, Artemide, 1972

Taraxacum 88
A. Castiglioni, Flos, 1988

Toio
A. Castiglioni,Flos,1964

How to recognize an iconic design?

WHAT IS AN ICONIC DESIGN

PRODUCT ANALYSIS

DESIGN KEYS

PRODUCT KEYS

ICONOGRAPHIC CONTENT

ICONOGRAPHIC VALUE

+

TECHNOLOGICAL ASPECTS
MATERIALS
PRODUCTION PROCESSES
FUNCTION

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
standing suspended lamp

PRODUCT KEYS
metal chrome shader

DESIGN KEYS
Icon of the modern interiors

PRODUCT KEYS
Marble base

ARCO
A. Castiglioni, Flos, 1962

KEY 7

A design that sets a trend.

DESIGN KEYS
geometric design

TYPOLOGY
Desk lamp

PRODUCT KEYS
hidden cables

TIZIO
Richard Sapper, Artemide, 1972

KEY 8

A design that is innovative.

TYPOLOGY
Chandelier

DESIGN KEYS
Innovative use of fresnel lenses

PRODUCT KEYS
punctual point of lighting
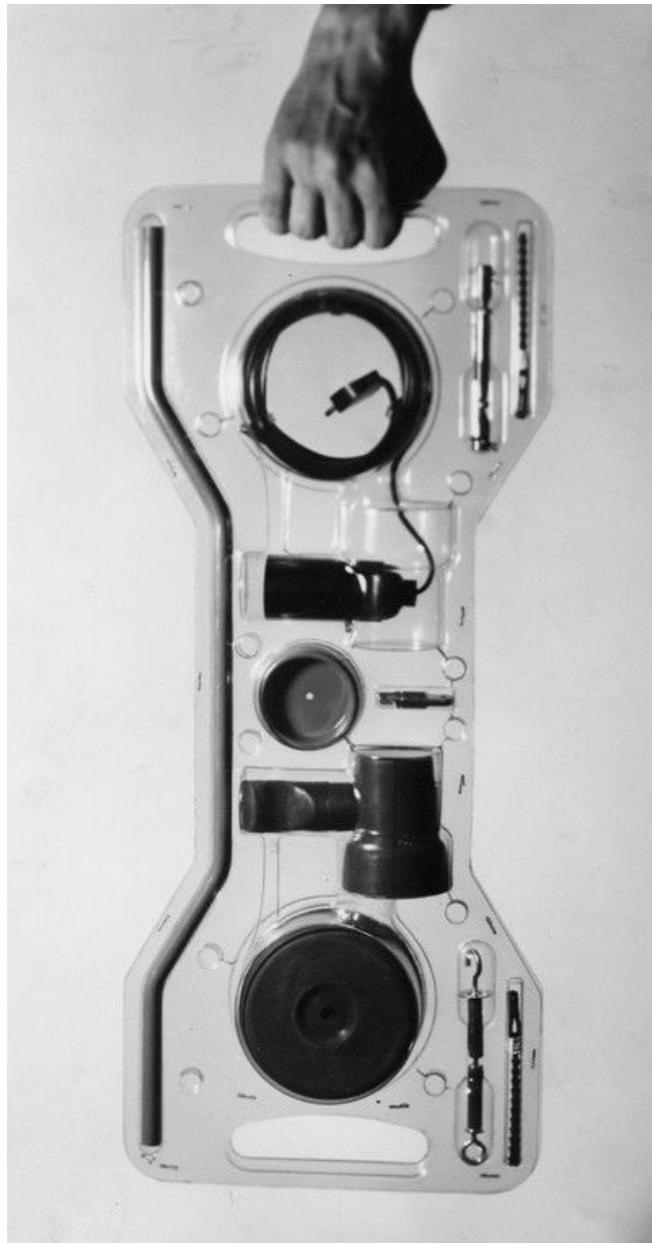
PRODUCT KEYS
Metal structure with plastic elements

HOPE
F. Gomez Paz, Luceplan, 2011

KEY 8

A design that is innovative.

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

KEY 9

A design that is aesthetically pleasing.

TYPOLOGY
table lamp

DESIGN KEYS
Redesign of iconic classic lamp shade

PRODUCT KEYS
Plastic diffuser

PRODUCT KEYS
Polymetacrylate

BOURGIE
Ferruccio Laviani, Kartell, 2004

KEY 9

A design that is aesthetically pleasing.

TYPOLOGY
Ceiling lamp

DESIGN KEYS
dynamic light movement

PRODUCT KEYS
Led lights

PRODUCT KEYS
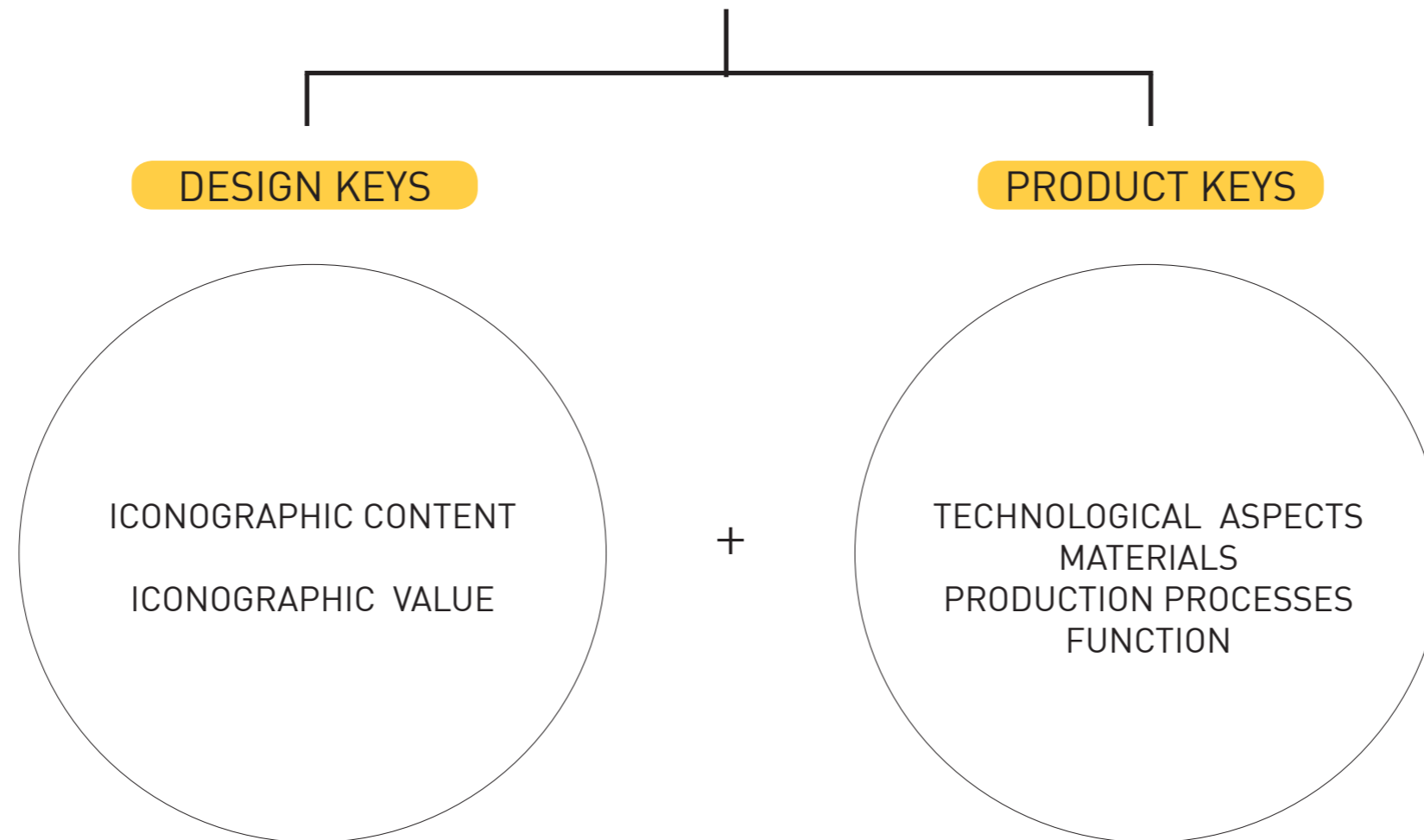Metal structure

COPERNICO
Carlotta de Bevilacqua, Artemide, 2012

WHAT IS AN ICONIC DESIGN

PRODUCT ANALYSIS

DESIGN KEYS

ICONOGRAPHIC CONTENT

ICONOGRAPHIC VALUE

+

PRODUCT KEYS

TECHNOLOGICAL ASPECTS
MATERIALS
PRODUCTION PROCESSES
FUNCTION

7. A design that sets a trend.
8. A design that is innovative.
9. A design that is aesthetically pleasing.

PRODUCT KEYS ANALYSIS: LIGHTING

MATERIALS & PRODUCTION PROCESSES

METAL

PLASTIC

GLASS

PRODUCT KEYS ANALYSIS: LIGHTING

PRODUCTION PROCESSES

BLOWN

EMPATIA
C. de Bevilacqua, Artemide

PROCESS ID: BLOWN GLASS

PROCESS ID: BLOWN GLASS

VIDEO: BLOWN GLASS

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

https://www.youtube.com/watch?v=ulnRR9NMW1U

PROCESS ID: BLOWN GLASS

5   4   3   2   1   1   2   3   4   5
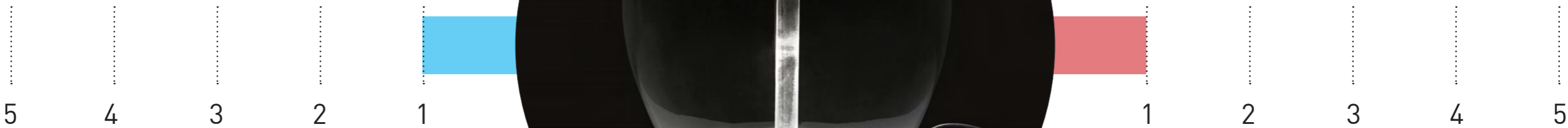
COST ADVANTAGE   TECH INNOVATION

PROCESS ID: BLOWN GLASS

LABOUR COST
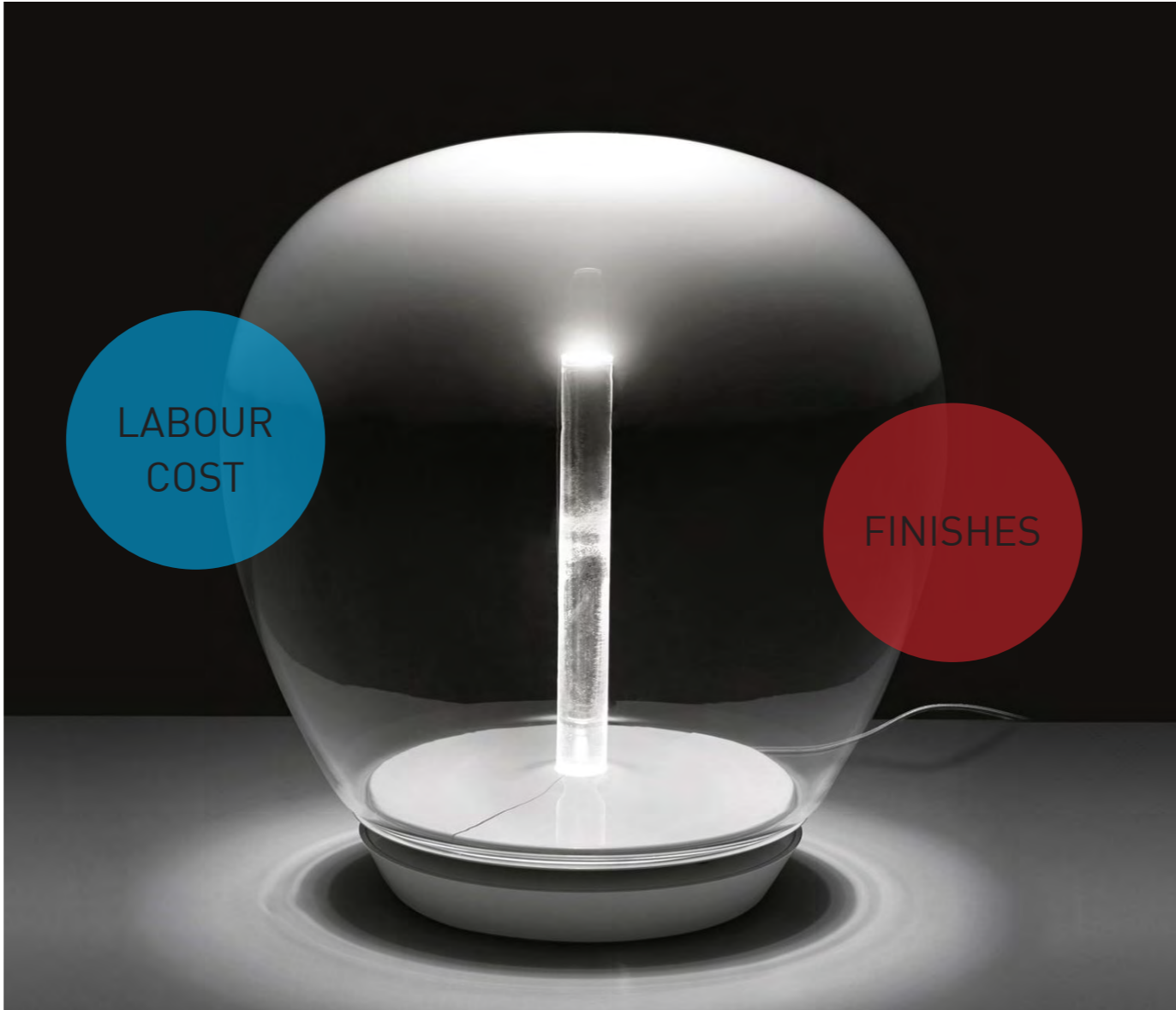
FINISHES

COST DRIVERS

LABOUR COST

INNOVATION DRIVERS

FINISHES

PRODUCT KEYS
Metal rod

Allegro
Atelier OI, Foscarini

PRODUCT KEYS
Concrete
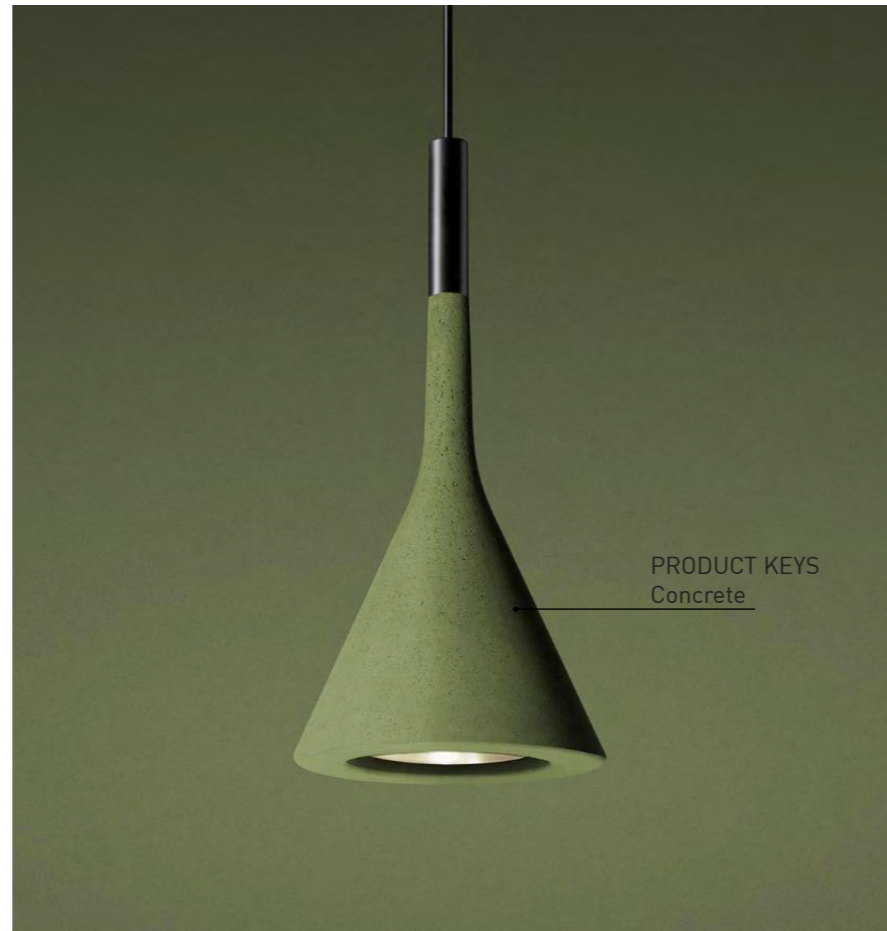
Aplomb
Lucidi Pevere, Foscarini

PRODUCT KEYS
Fabric
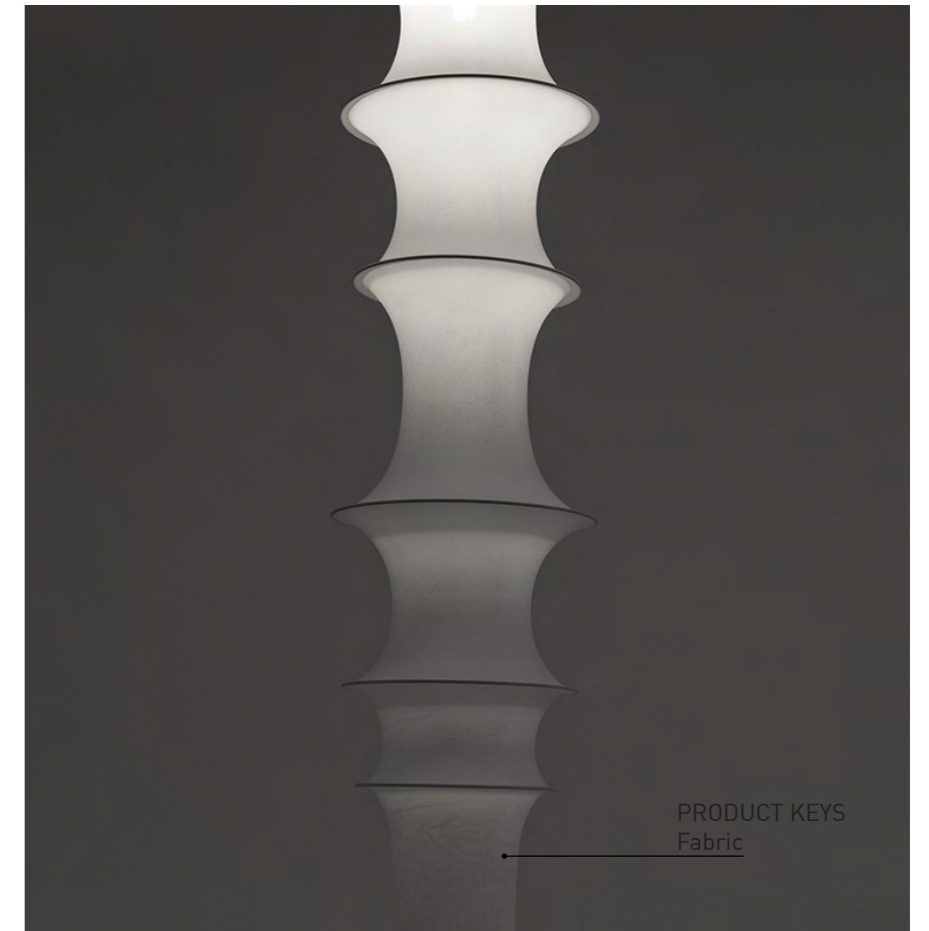
Falkland
Munari, Danese

PRODUCT KEYS
Metal

Copper lamp
T. Dixon, Tom Dixon

PRODUCT KEYS
Marble

Luma
J. Berg, Marsotto Edizioni

PRODUCT KEYS
Plastic

Faroo
M. Wanders, Moooi

How to recognize an iconic design?

WHAT IS AN ICONIC DESIGN

PRODUCT ANALYSIS

DESIGN KEYS

PRODUCT KEYS

ICONOGRAPHIC CONTENT

ICONOGRAPHIC VALUE

+

TECHNOLOGICAL ASPECTS
MATERIALS
PRODUCTION PROCESSES
FUNCTION
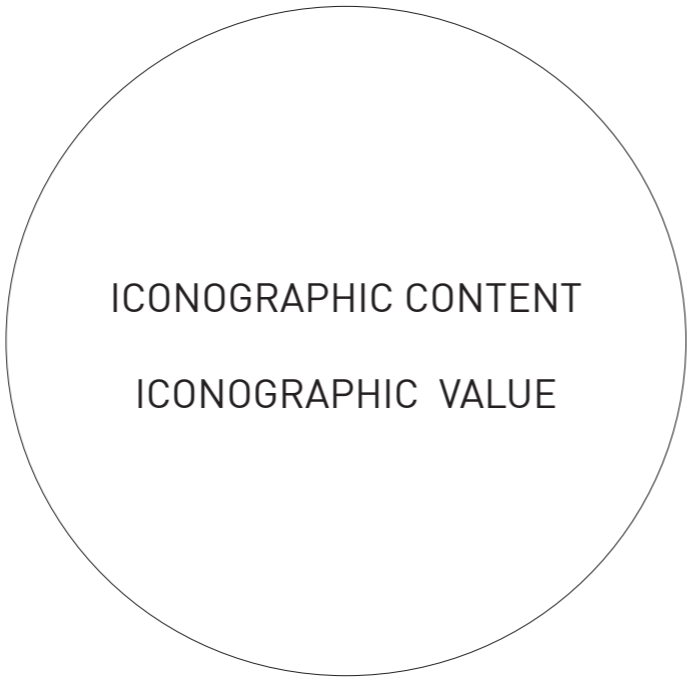
WHAT IS AN ICONIC DESIGN

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.

timeless objects

upgrades

durability

functionality

consistency

usability

reviews

formal appeal

invention

price

timeless objects

upgrades

durability

functionality

reviews

usability

consistency

formal appeal

invention

price

emotional connection with user

user

user

user

user

user

user

user

user

user

user

ICONS
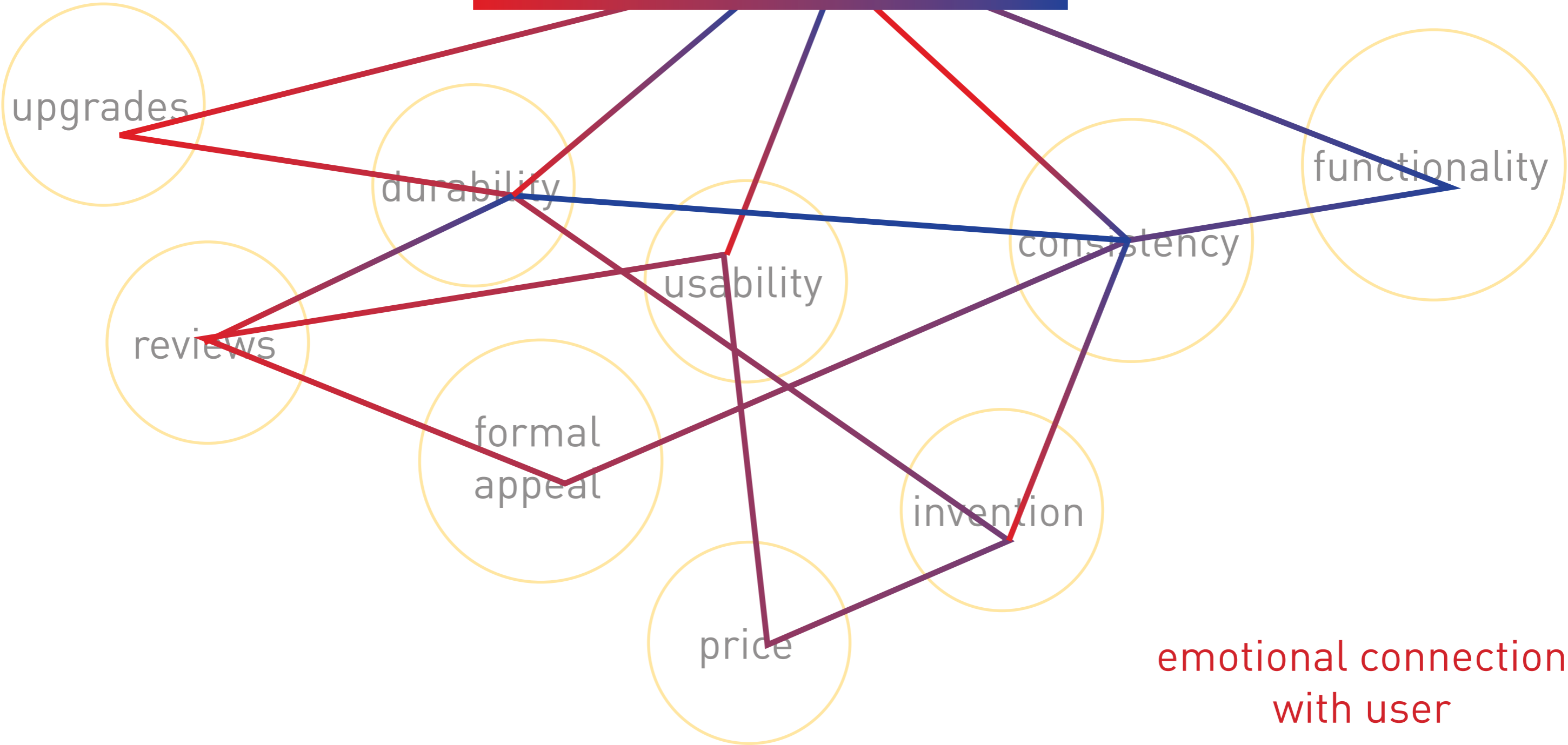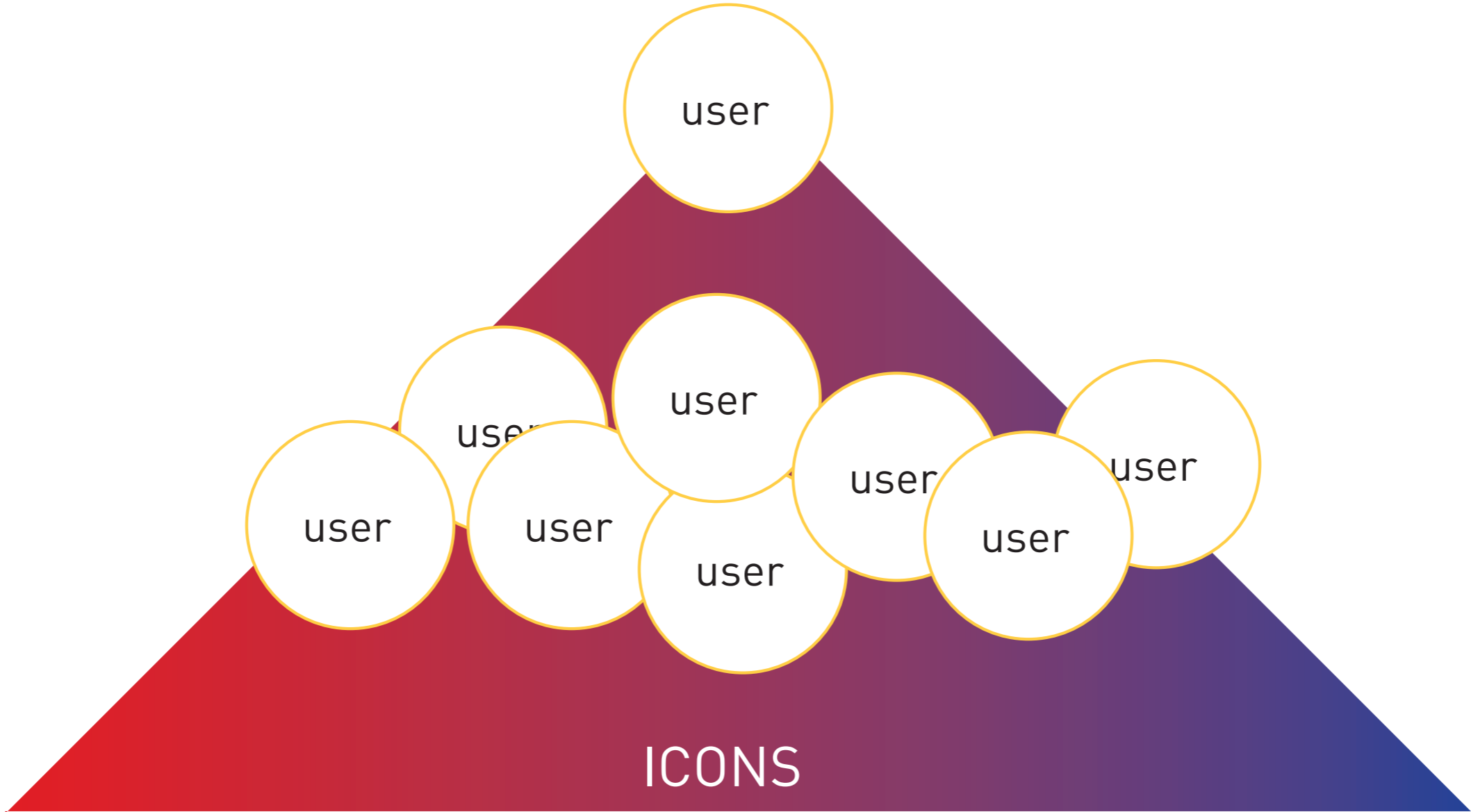
remain in the collective memory, becoming symbols of our lives and spokesperson for an era

COFFEE BREAK

CORSO DI LAUREA MAGISTRALE IN
ECONOMIA AZIENDALE E MANAGEMENT

DESIGN MANAGEMENT

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

ORGANIC	MINIMAL
LIGHT	GEOMETRICAL
HANDCRAFTED	TECHNICAL
ELEGANCE	PRACTICAL
INNOVATIVE	CLASSICAL
SARTORIAL	CONTEMPORARY
COMPLEX	BOLD
TRADITIONAL	INDUSTRIAL

ARCO
A. Castiglioni, Flos, 1962

SUPERLOON
J. Morrison, Flos

COSTANZA
P. Rizzatto, Luceplan

BOURGIE
F. Laviani, Kartell

DESIGN CODE
ICONIC VALUE

PERCH
U. Yamac, Moooi

LIGHTSPRING
R. Gilad, Flos

DESIGN CODE
ICONIC VALUE

BIAGIO
T. Scarpa, Flos

ECLISSE
V. Magistretti, Artemide

DESIGN CODE
ICONIC VALUE

PLUSMINUS
S. Diez, Vibia

CABOCHE
P. Urquiola, Foscarini

MIA

Objective:

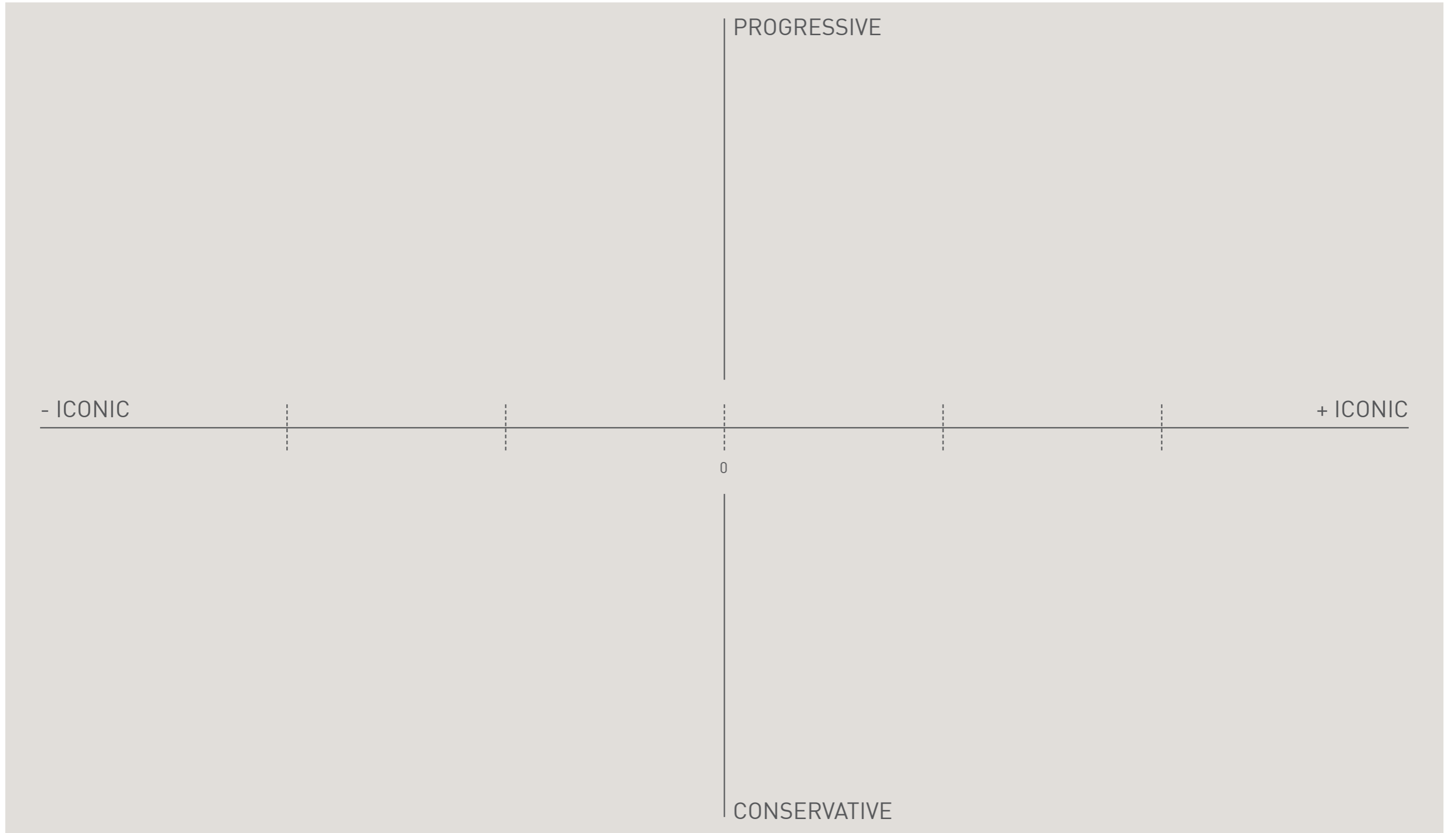Understand the iconic values of products through product analysis

Methodology:

Throughout the use of an analytical matrix:

1) Map the selected lamps in terms of iconicism and aesthetics code

2) Select an armchair to build a consistent pair with each lamp

2) Cluster the results.

progressive

- aesthetic ———————————— + aestethic

conservative
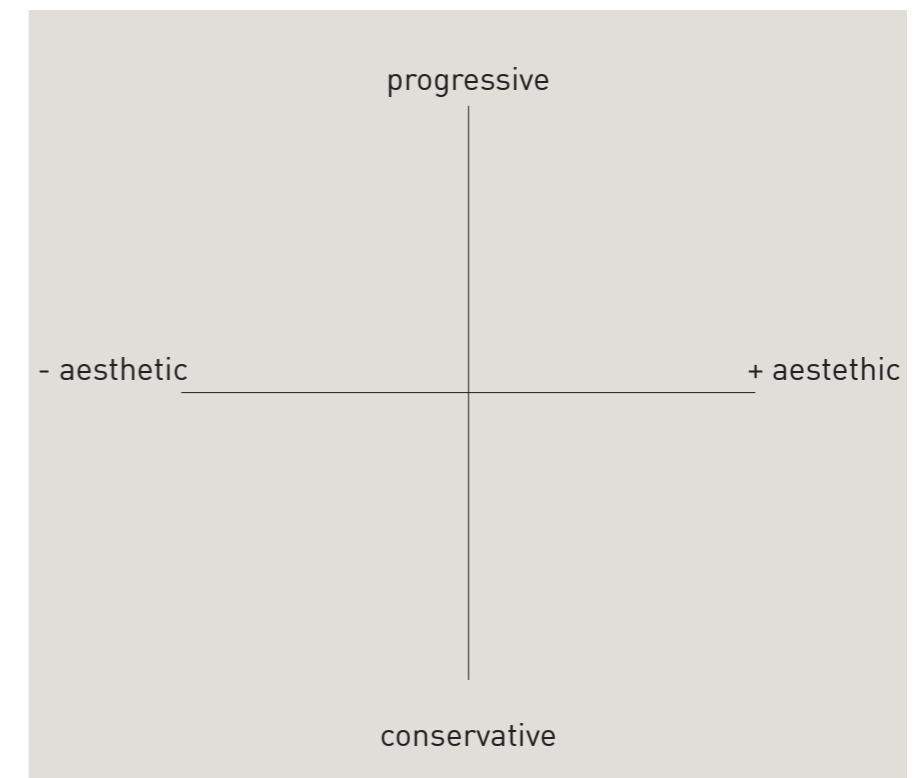
LIGHTING MARKET

ICONICISM VS. AESTHETICS CODE

PROGRESSIVE

- ICONIC   + ICONIC

0

CONSERVATIVE

ICONIC LAMPS

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

ICONIC 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