

CORSO DI LAUREA MAGISTRALE IN
ECONOMIA AZIENDALE E MANAGEMENT

DESIGN MANAGEMENT

Design focus 2

DESIGN MANAGEMENT

COURSE STRUCTURE

PRODUCT DEVELOPMENT AREA



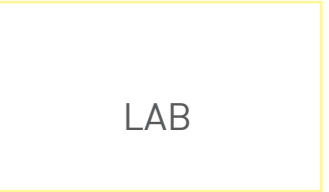
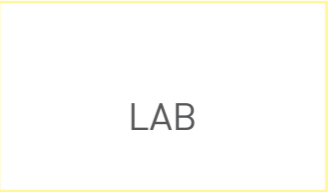
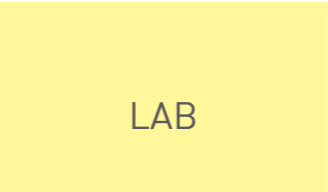
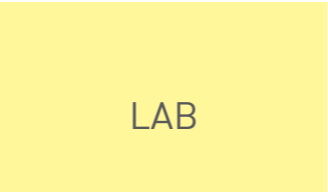
PRODUCT CONCEPT



DESIGN EXPERIENCE



WORKSHOPS



TOTAL

40 hours in class lessons +
14 hours LAB/Workshops

LESSON OVERVIEW

INTRODUCTION



PRODUCT CLASS ANALYSIS
OFFICE FURNITURE



MIA
(MODEL OF ICONOGRAPHIC ANALYSIS)
METHODOLOGY



EXERCISE

Design focus 2 – product class analysis / office furniture

KEY MESSAGE

WHAT IS AN ICONIC DESIGN?

WHAT IS AN ICONIC DESIGN



AERON CHAIR
Herman Miller, 1992



EAMES ALUMINUM
Herman Miller, 1958



S32
Marcel Breuer, 1930



BERTOIA
Knoll, 1962



WISHBONE
Carl Hansen & son, 1950



PLYWOOD
Vitra, 1946



PANTON
V. Panton, 1959



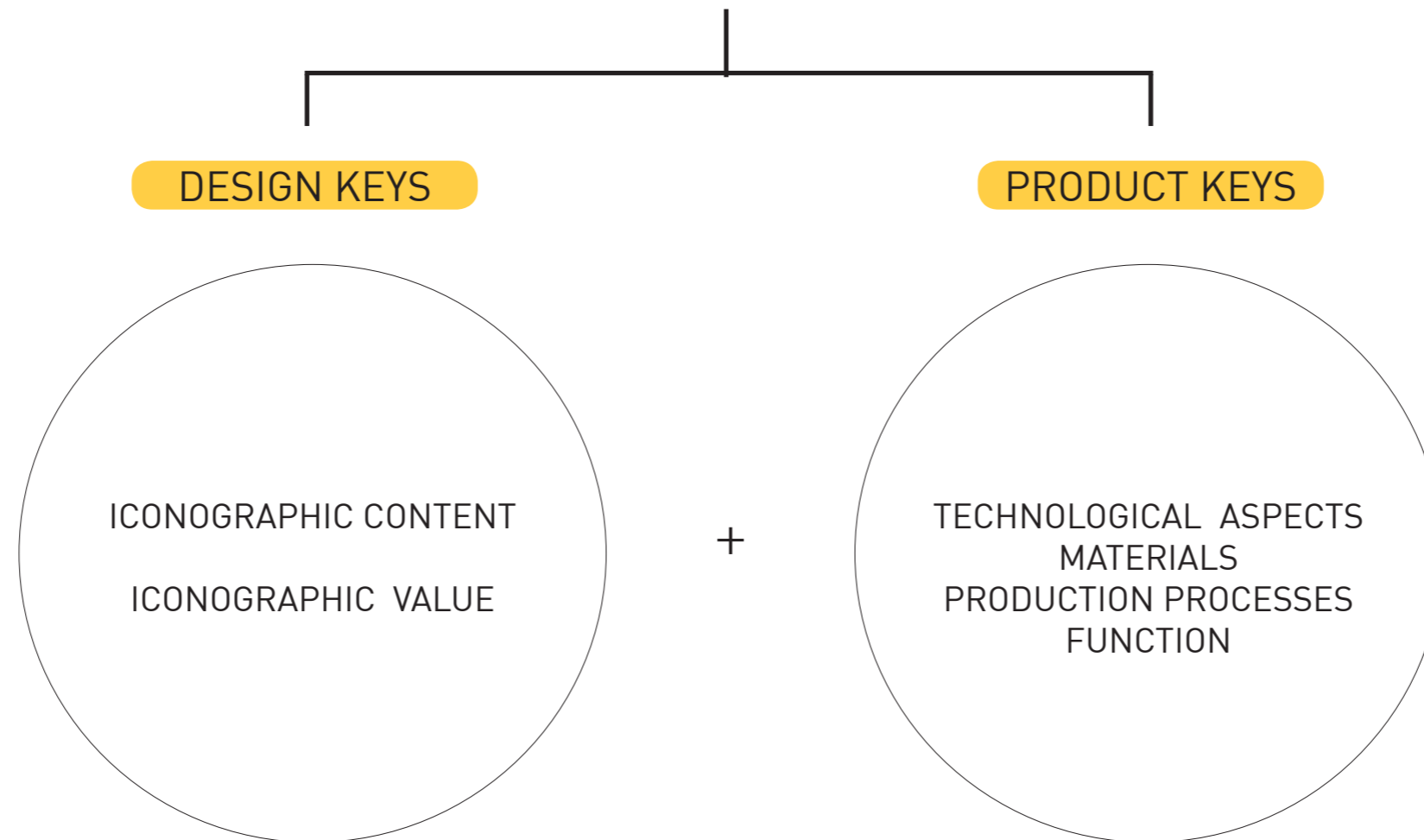
GHOST
Kartell, 2002

WHAT IS AN ICONIC DESIGN

How to recognize an iconic design?

WHAT IS AN ICONIC DESIGN

PRODUCT ANALYSIS



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.

WHAT IS AN ICONIC DESIGN

KEY 4

A design that stands the test of time, remaining popular despite the passing of years.

DESIGN KEYS

Suspension of seat backrest

PRODUCT KEYS

Aluminum structural frame

PRODUCT KEYS

Seat in mesh

DESIGN KEYS

Small adaptability

PRODUCT KEYS

Die cast 4-5 star base with casters

DESIGN KEYS

Designed by Charles Eames



EAMES ALUMINUM GROUP
C. Eames, Herman Miller, 1958

WHAT IS AN ICONIC DESIGN

KEY 4

A design that stands the test of time, remaining popular despite the passing of years.



LEONARDO
Zanotta, Castiglioni, 1940

WHAT IS AN ICONIC DESIGN

KEY 5

A design that improves on the past.



PRODUCT KEYS
Superthin backrest

DESIGN KEYS
Designed by Lievore Altherr Molina

PRODUCT KEYS
Integrated Synchro mechanism

DESIGN KEYS
Invisible adjusting mechanism

KINESIT
Arper, Lievore Altherr Molina, 2014

WHAT IS AN ICONIC DESIGN

KEY 5

A design that improves on the past.



SPOON TABLE
Citterio, Kartell, 2009

WHAT IS AN ICONIC DESIGN

KEY 6

A design that is often recognised and stays in the memory by consumers.

DESIGN KEYS

Designed by P. Starck for Kartell



PRODUCT KEYS

Transparent polycarbonate

PRODUCT KEYS

Injection molded in one piece

LOUIS GHOST CHAR
P.Starck, Kartell, 2002

WHAT IS AN ICONIC DESIGN

KEY 6

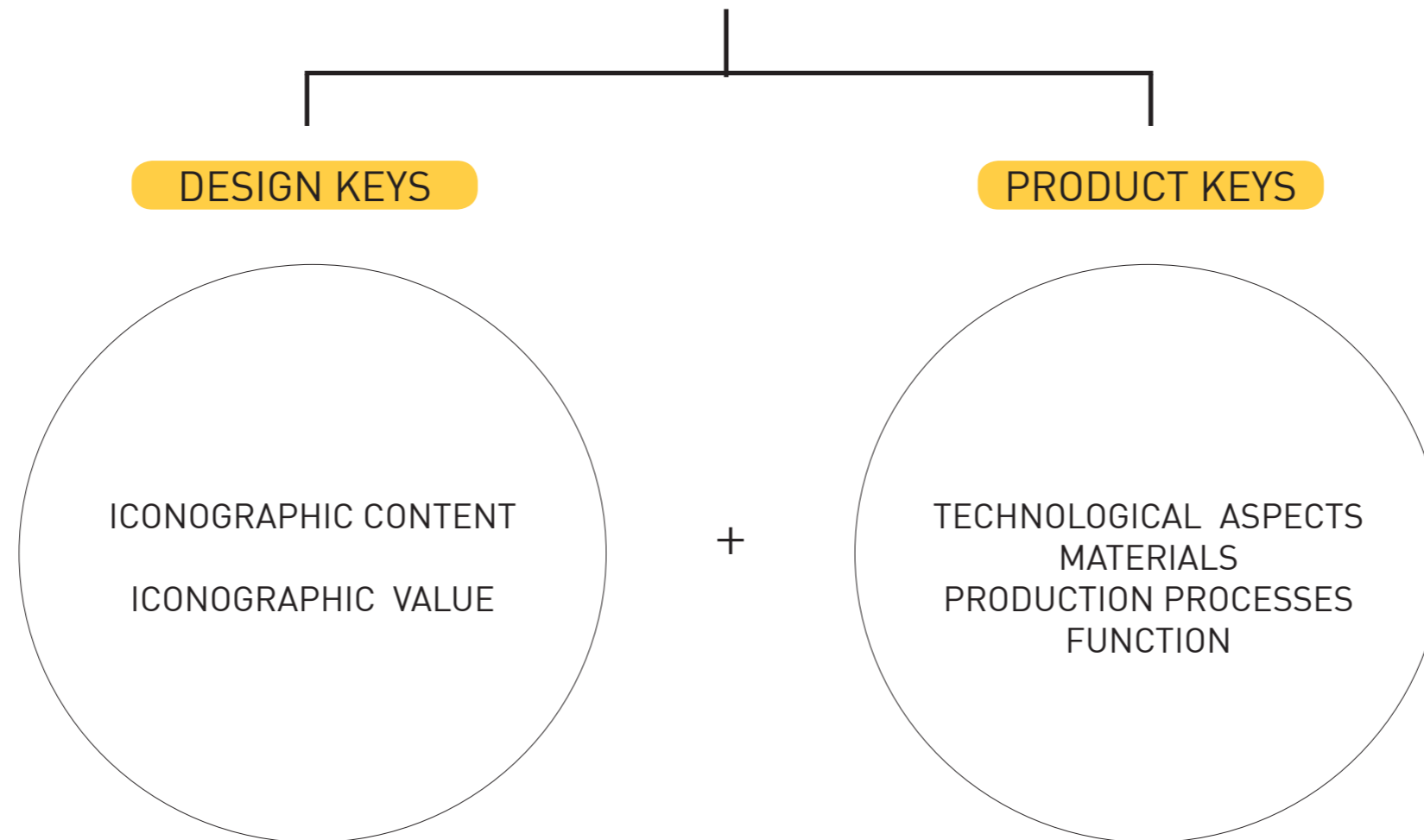
A design that is often recognised and stays in the memory by consumers.



LIM 3.0
Fattorini+Rizzini+Partners, MDF Italia, 2010

WHAT IS AN ICONIC DESIGN

PRODUCT ANALYSIS



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.

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: CHAIRS AND TABLES

MATERIALS

WOOD



METAL



PLASTIC



WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: CHAIRS AND TABLES



PRODUCTION PROCESSES

PLYWOOD



AAVA
Lievore Altherr Molina, Arper

SOLID WOOD



BRANCA
Sam Hecht, Mattiazzi

WHAT IS AN ICONIC DESIGN

PROCESS ID: PLYWOOD



WHAT IS AN ICONIC DESIGN

PROCESS ID: PLYWOOD

VIDEO: PLYWOOD



<https://www.youtube.com/watch?v=ovYi-pi5-xg>

WHAT IS AN ICONIC DESIGN

PROCESS ID: PLYWOOD



COST ADVANTAGE

TECH INNOVATION

WHAT IS AN ICONIC DESIGN

PROCESS ID: PLYWOOD



COST DRIVERS

- MOULD
- STRENGTH (quantity of material)
- LABOUR COST

INNOVATION DRIVERS

SANDWICH (foam, carbon fiber)

WHAT IS AN ICONIC DESIGN

PROCESS ID: SOLID WOOD



WHAT IS AN ICONIC DESIGN

PROCESS ID: SOLID WOOD

VIDEO: SOLID WOOD



<https://www.youtube.com/watch?v=53YaVJIYDSU>

WHAT IS AN ICONIC DESIGN

PROCESS ID: SOLID WOOD



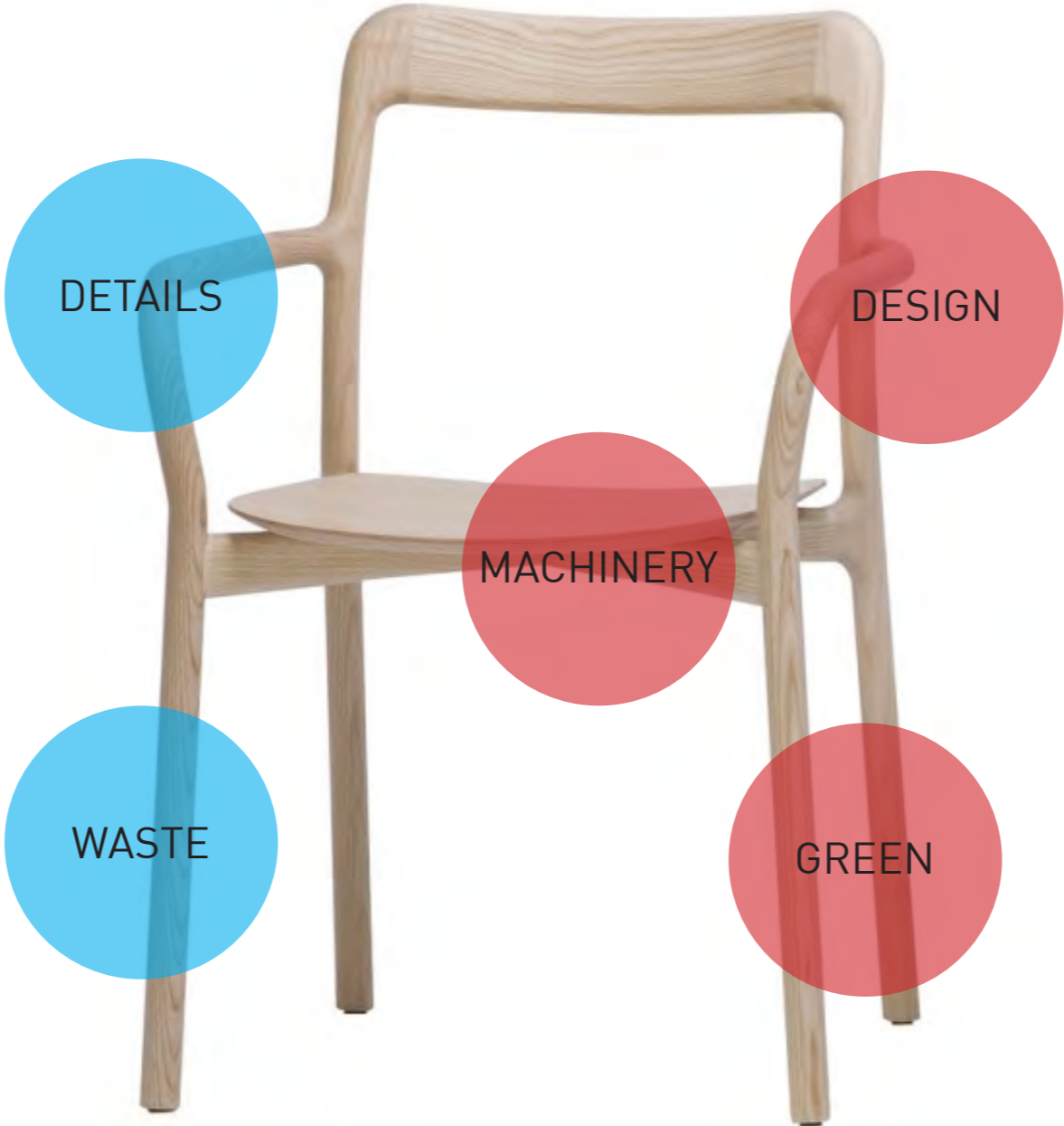
COST ADVANTAGE

TECH INNOVATION



WHAT IS AN ICONIC DESIGN

PROCESS ID: SOLID WOOD



COST DRIVERS

WASTE (depending on shapes)
DETAILS (labour cost, machine time)

INNOVATION DRIVERS

DESIGN (freeform)
MACHINERY (technology driven)
GREEN (certifications, Fsc)

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: CHAIRS AND TABLES



PRODUCTION PROCESSES



WHAT IS AN ICONIC DESIGN

PROCESS ID: DIE CASTING



WHAT IS AN ICONIC DESIGN

PROCESS ID: DIE CASTING

VIDEO: DIE CASTING



<https://www.youtube.com/watch?v=u1jjV2bCrAU>

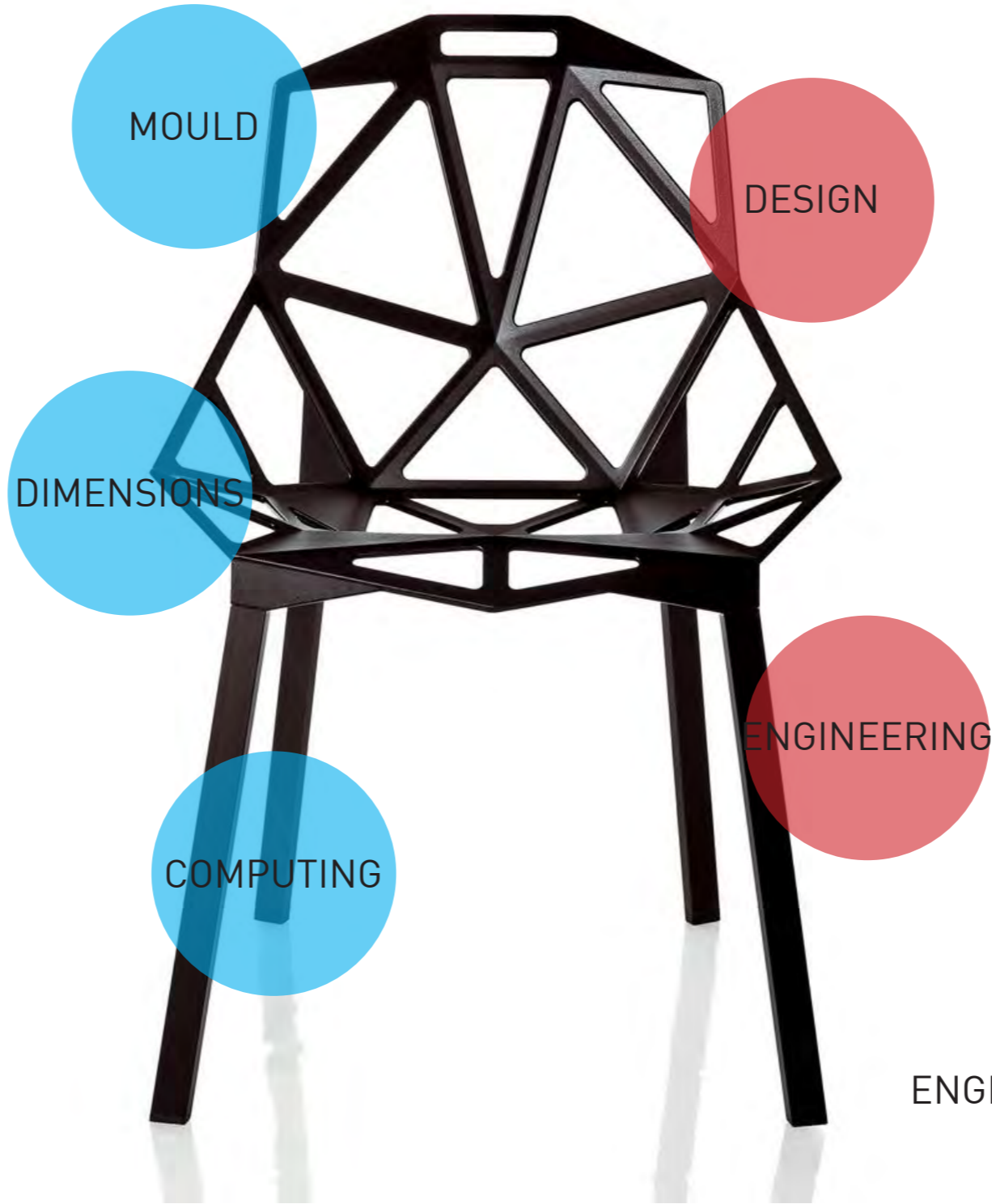
WHAT IS AN ICONIC DESIGN

PROCESS ID: DIE CASTING



WHAT IS AN ICONIC DESIGN

PROCESS ID: DIE CASTING



COST DRIVERS

- MOULD
- DIMENSIONS
- COMPUTING

INNOVATION DRIVERS

- DESIGN (semi-freeform)
- ENGINEERING (software, 3d printing)

WHAT IS AN ICONIC DESIGN

PROCESS ID: METAL SHEET



WHAT IS AN ICONIC DESIGN

PROCESS ID: METAL SHEET

VIDEO: METAL SHEET

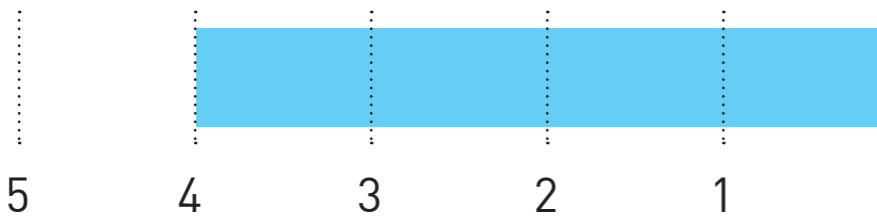
We make chairs



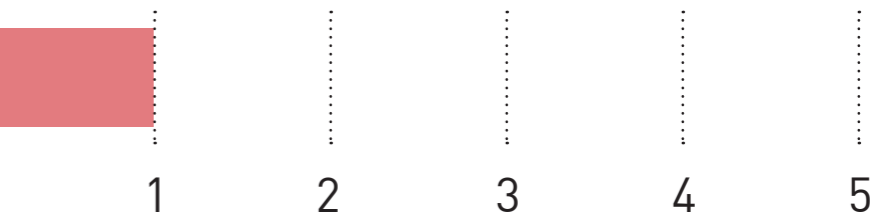
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WHAT IS AN ICONIC DESIGN

PROCESS ID: METAL SHEET



COST ADVANTAGE



TECH INNOVATION

WHAT IS AN ICONIC DESIGN

PROCESS ID: METAL SHEET



COST DRIVERS

MOULD

INNOVATION DRIVERS

MACHINERY
FINISHES

WHAT IS AN ICONIC DESIGN

PROCESS ID: METAL ROD



WHAT IS AN ICONIC DESIGN

PROCESS ID: METAL ROD

VIDEO: METAL ROD

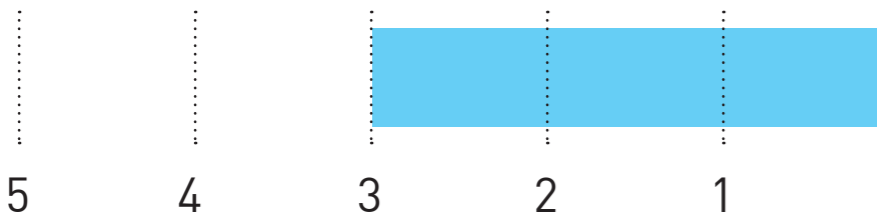
Sign Filo



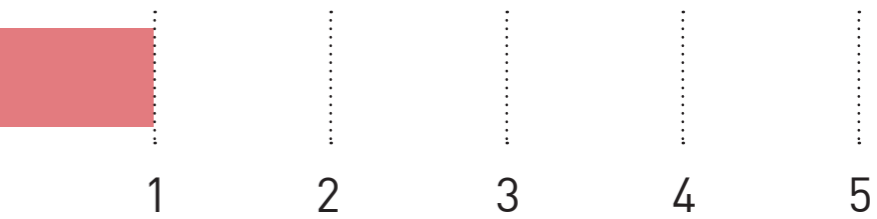
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WHAT IS AN ICONIC DESIGN

PROCESS ID: METAL ROD



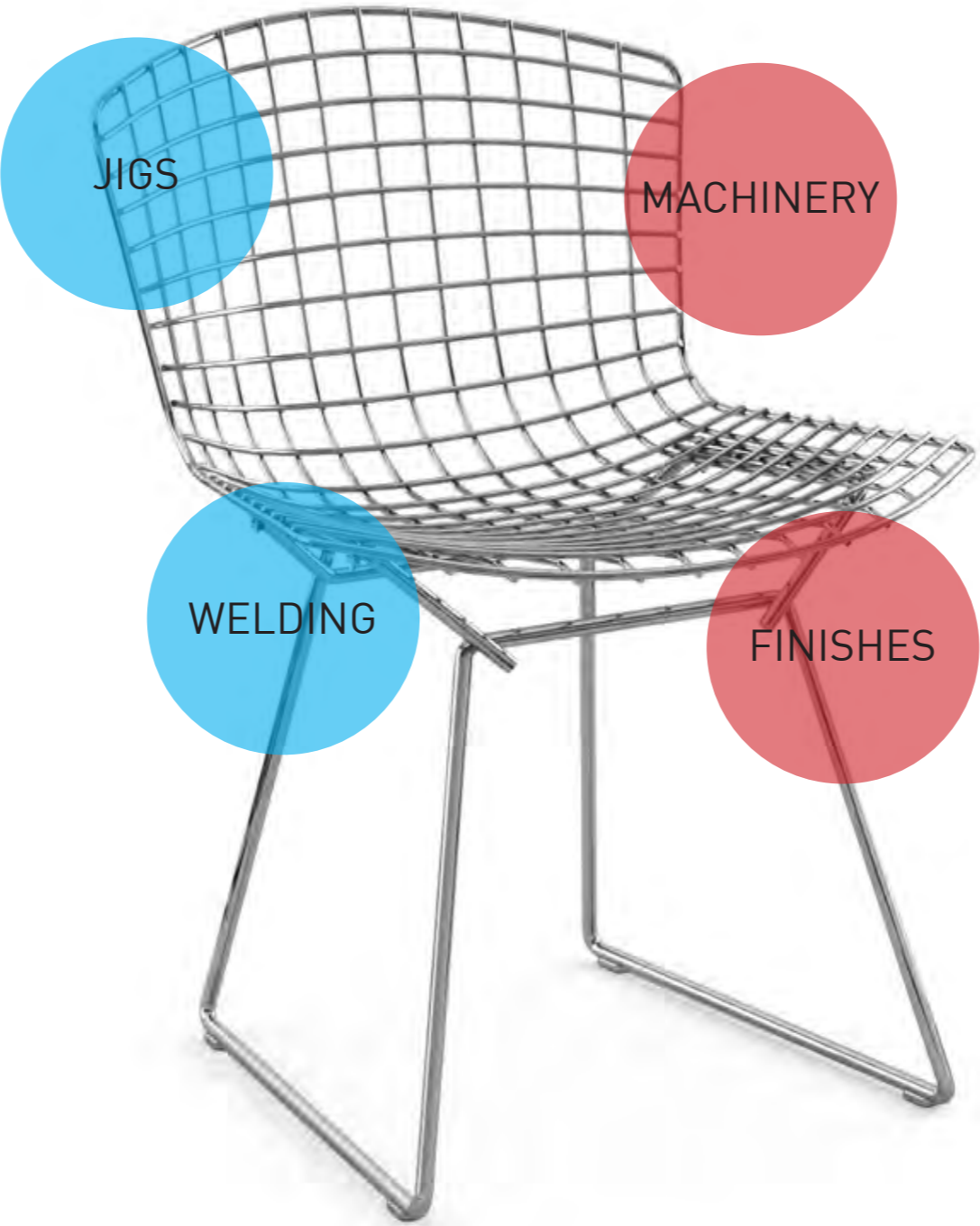
COST ADVANTAGE



TECH INNOVATION

WHAT IS AN ICONIC DESIGN

PROCESS ID: METAL ROD



COST DRIVERS

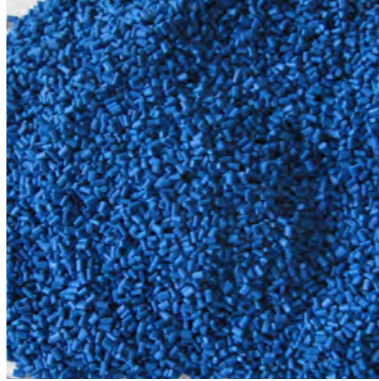
JIGS
WELDING (labour cost, machine time)

INNOVATION DRIVERS

MACHINERY
FINISHES

WHAT IS AN ICONIC DESIGN

PRODUCT KEYS ANALYSIS: CHAIRS AND TABLES



PRODUCTION PROCESSES



INJECTION MOULDING



CATIFA
Lievore Altherr Molina, Arper

WHAT IS AN ICONIC DESIGN

PROCESS ID: INJECTION MOULDING



WHAT IS AN ICONIC DESIGN

PROCESS ID: INJECTION MOULDING

VIDEO: INJECTION



<https://www.youtube.com/watch?v=jgYHHlIQ590>

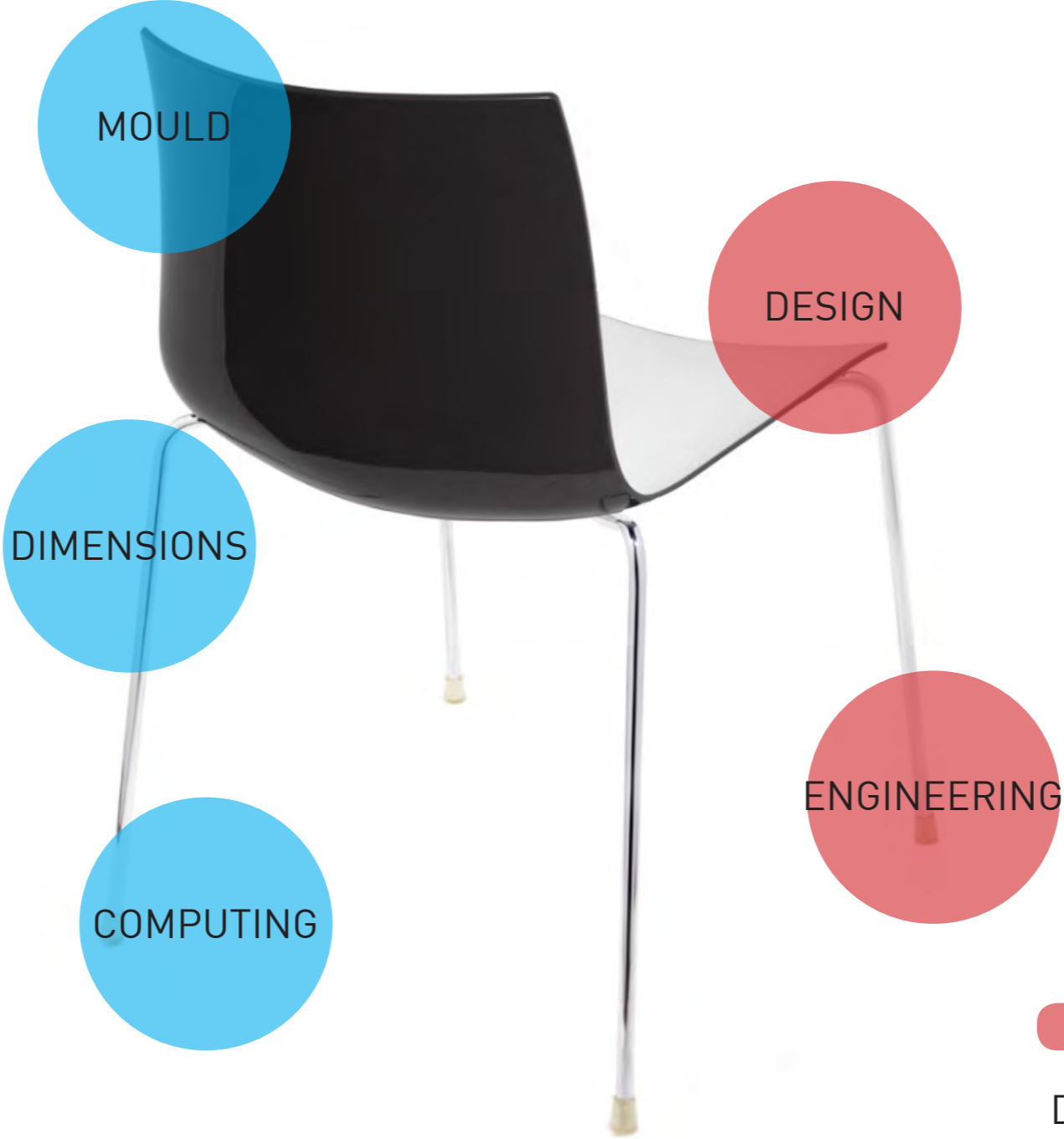
WHAT IS AN ICONIC DESIGN

PROCESS ID: INJECTION MOULDING



WHAT IS AN ICONIC DESIGN

PROCESS ID: INJECTION MOULDING



COST DRIVERS

- MOULD
- DIMENSIONS
- COMPUTING

INNOVATION DRIVERS

- DESIGN (semi-freeform)
- ENGINEERING (software, 3d printing)

COFFEE BREAK



CORSO DI LAUREA MAGISTRALE IN
ECONOMIA AZIENDALE E MANAGEMENT

DESIGN MANAGEMENT

MIA chairs and tables

MIA CHAIRS

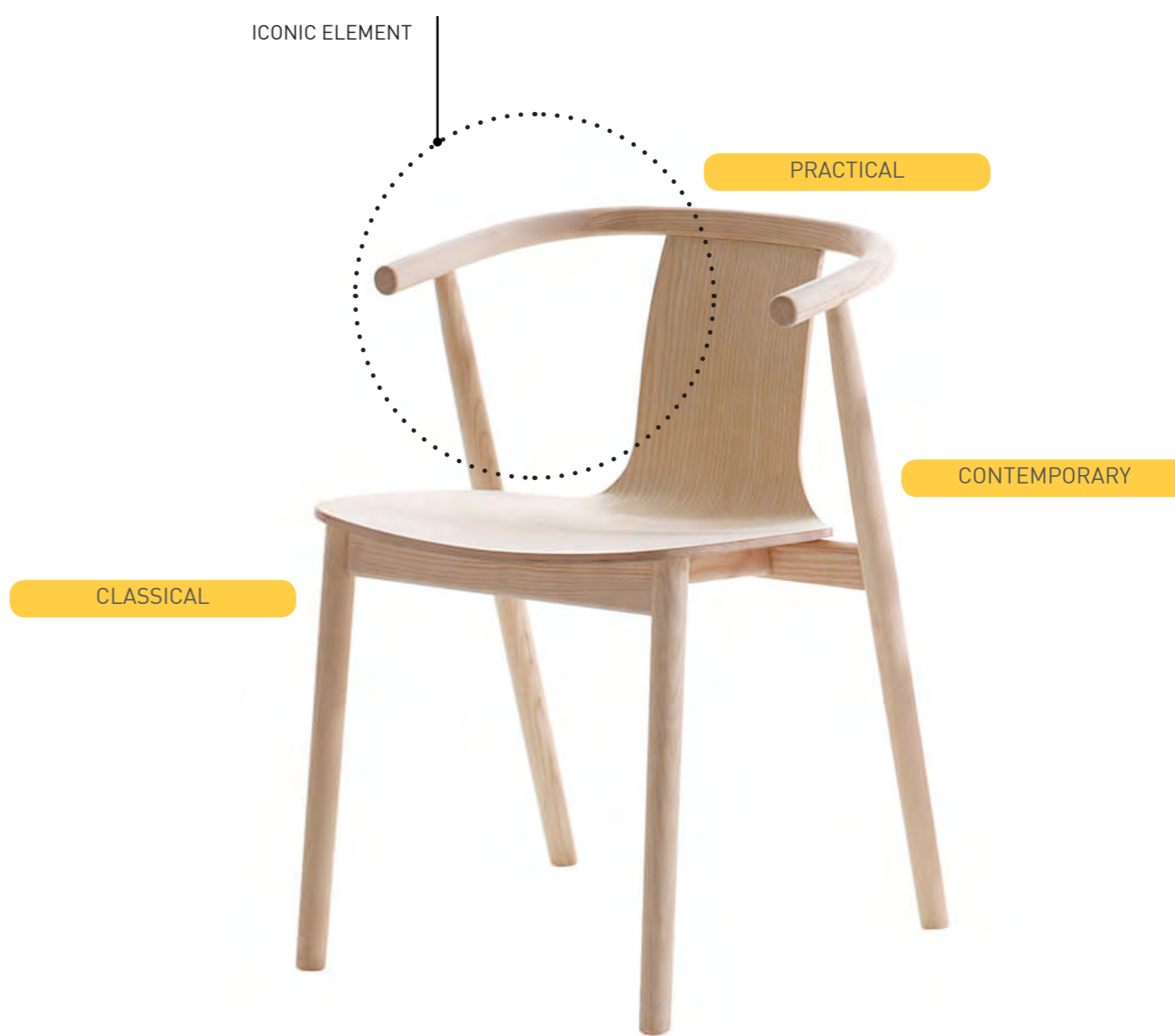
DESIGN KEYS ANALYSIS

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



EAMES ALUMINUM
Charles Eames, Vitra



BAC
J. Morrison, Cappellini

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



STEELWOOD
Boroulec, Magis



MASTERS
Starck-Quittlet, Kartell

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



AERON
B. Stumpf + D. Chadwich, Herman Miller



MYTO
K. Grcic, Plank

MIA TABLES

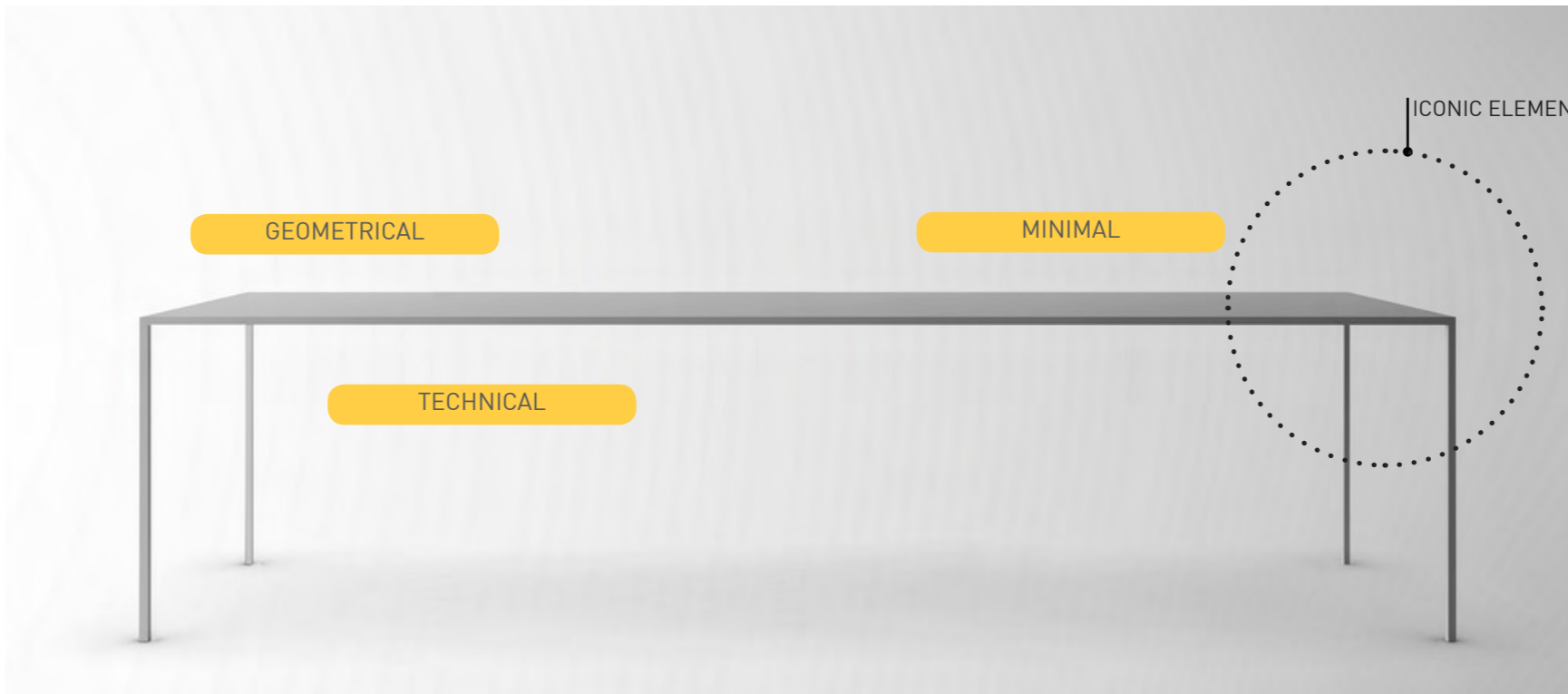
DESIGN KEYS ANALYSIS

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



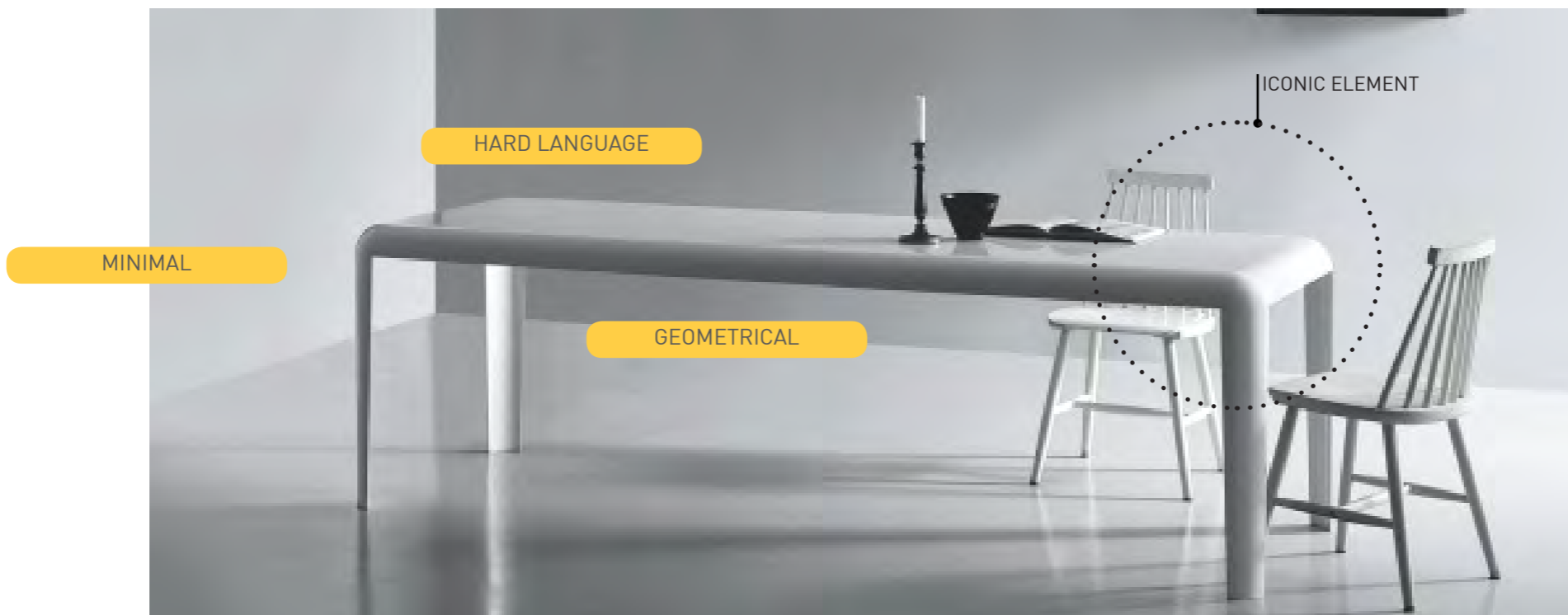
ELEMENT
Desalto, Tokujin Yoshioka



25
Desalto, Rizzini + Fattorini

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



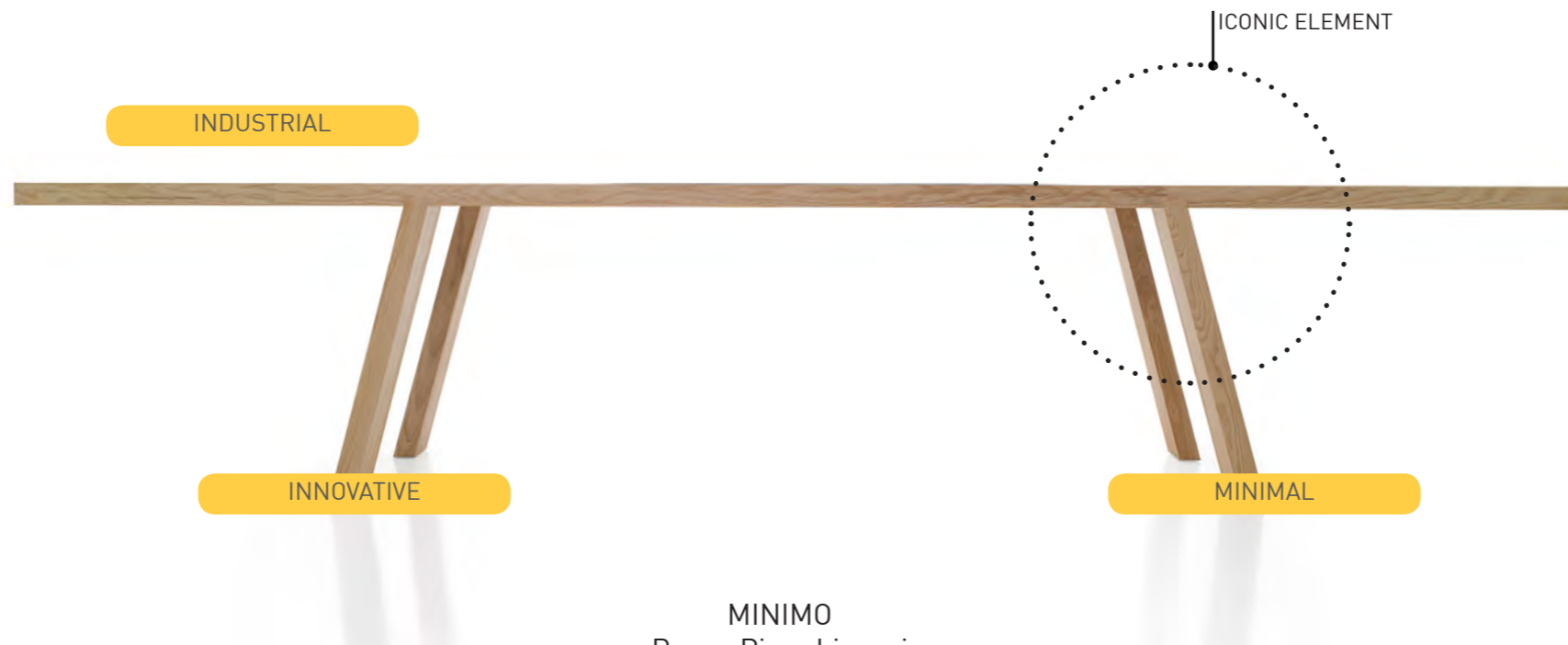
FERRO
Porro, Piero Lissoni



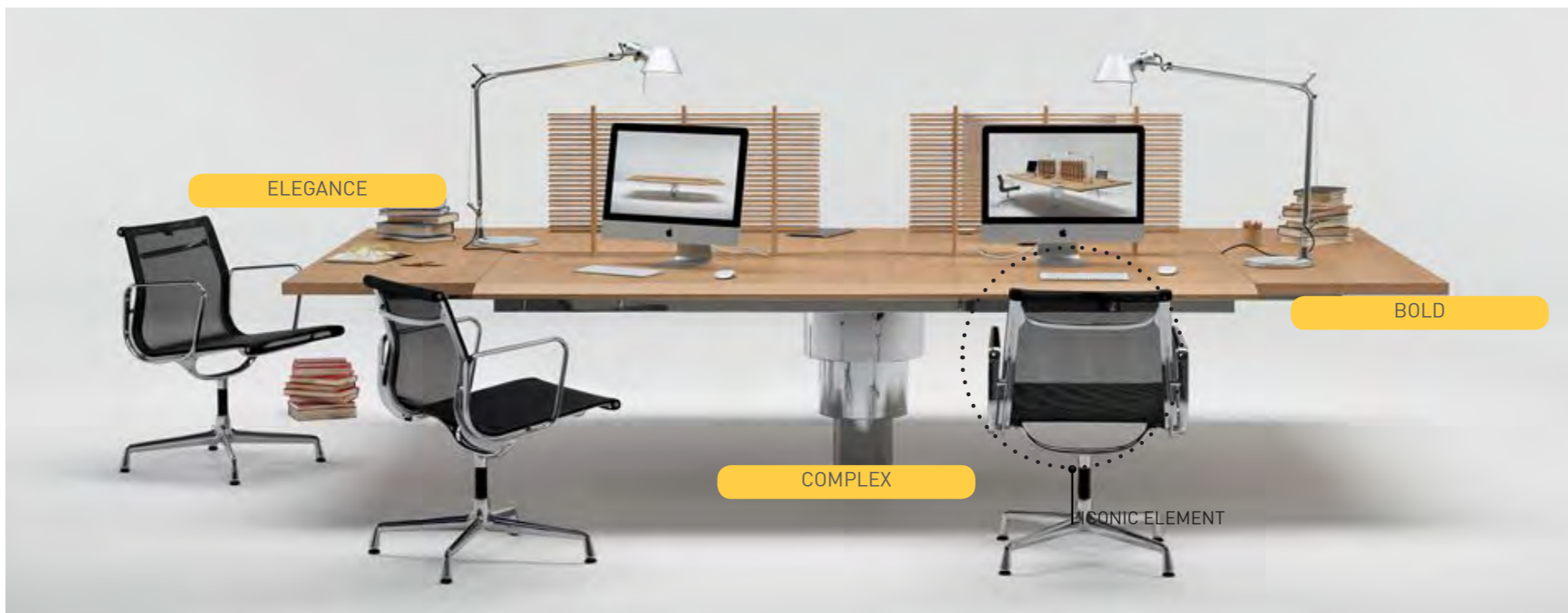
LESS
Molteni, Jean Nouvel

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



MINIMO
Porro, Piero Lissoni



TEAMER
Unifor, M. De Lucchi

CORSO DI LAUREA MAGISTRALE IN
ECONOMIA AZIENDALE E MANAGEMENT

DESIGN MANAGEMENT

Exercises

TEAM EXERCISE N°1

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

LIGHT

HANDCRAFTED

ELEGANCE

INNOVATIVE

SARTORIAL

COMPLEX

TRADITIONAL

MINIMAL

GEOMETRICAL

TECHNICAL

PRACTICAL

CLASSICAL

CONTEMPORARY

BOLD

INDUSTRIAL

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



ALL STAR
K. Grcic, Vitra, 2016



SECONDA
M. Botta, Alias, 1982

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



LA LEGGERA
R. Blumer, Alias, 1996



ARCOS
A. Lievore, Arper, 2017

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



FATEUIL DIRECTION
J. Prouve, Vitra, 1951



FLOW
J. M. Massaud, MDF Italia, 2006

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



LC7
Le Corbusier, Cassina



SAYL
Y. Behar, Herman Miller, 2010

ICONOGRAPHY - CHAIRS

DESIGN CODE
ICONIC VALUE



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



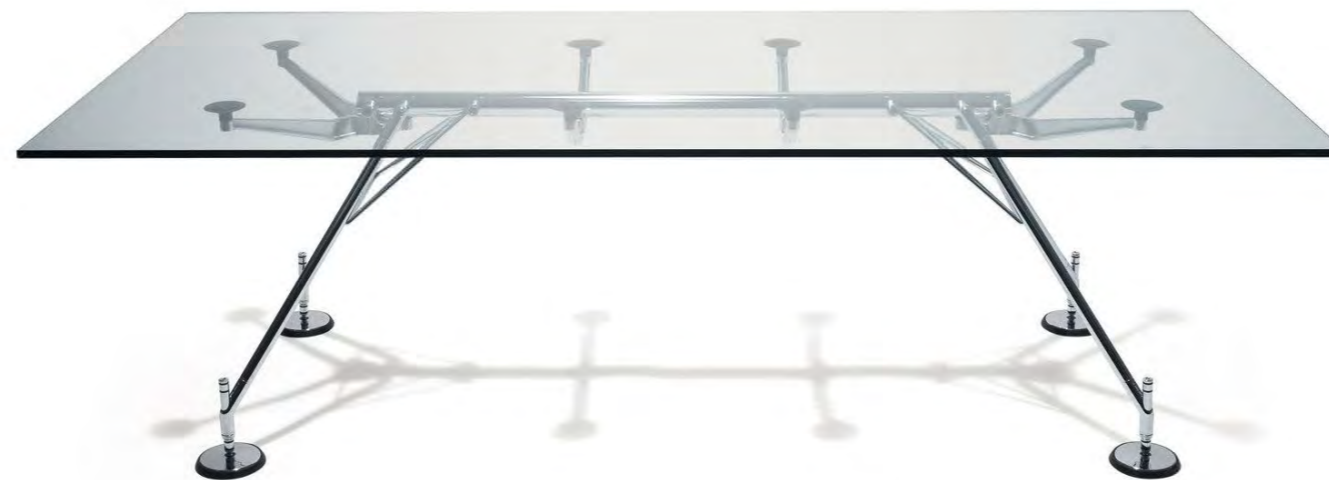
CILA GO
A. LIEVORE, ARPER, 2018

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



CROSS
Metrica, Arper, 2014



NOMOS
N. Foster, Tecno, 1986

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



ELEMENT
Foster & Partners, Unifor, 2014



ZERO
R. Gilad, Alias, 2016

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



MANTA
G. Bavuso, Rimadesio, 2011



WOODS
Metrica, Fantoni, 2016

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



CYL
R. + E. Bouroullec, Vitra, 2016



AXIL
C. Bellini, MDF Italia

ICONOGRAPHY - TABLES

DESIGN CODE
ICONIC VALUE



ELICA
P. Rasullo, Zanotta, 2009



INVISIBLE TABLE
Kartell, Tokujin Yoshioka, 2012

TEAM EXERCISE N°2

MIA

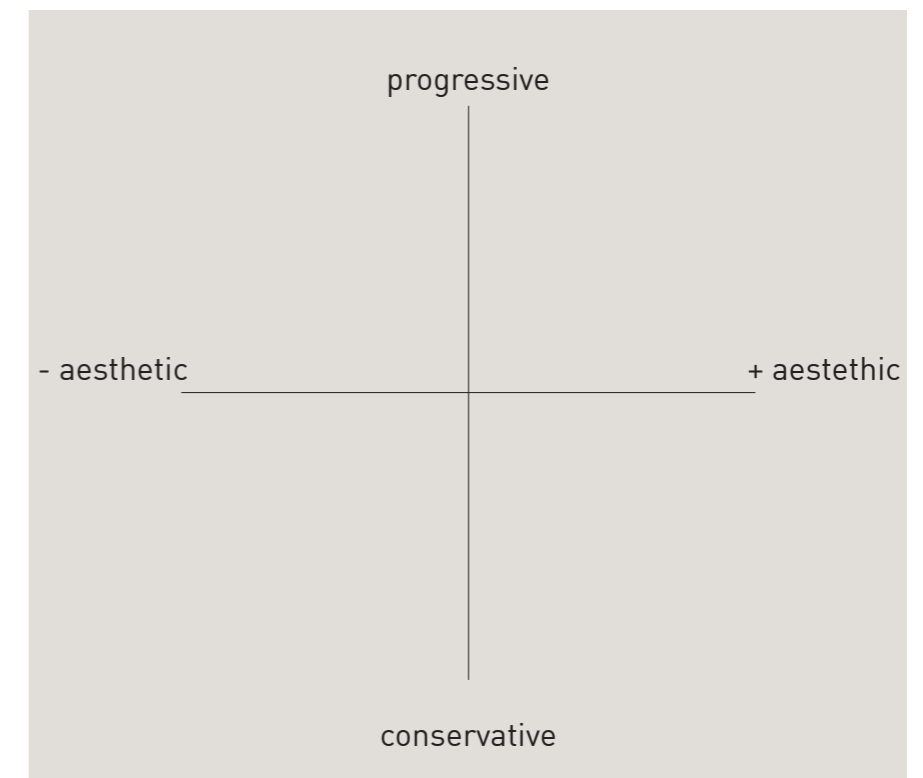
Objective:

Understand the iconic values of products through product analysis

Methodology:

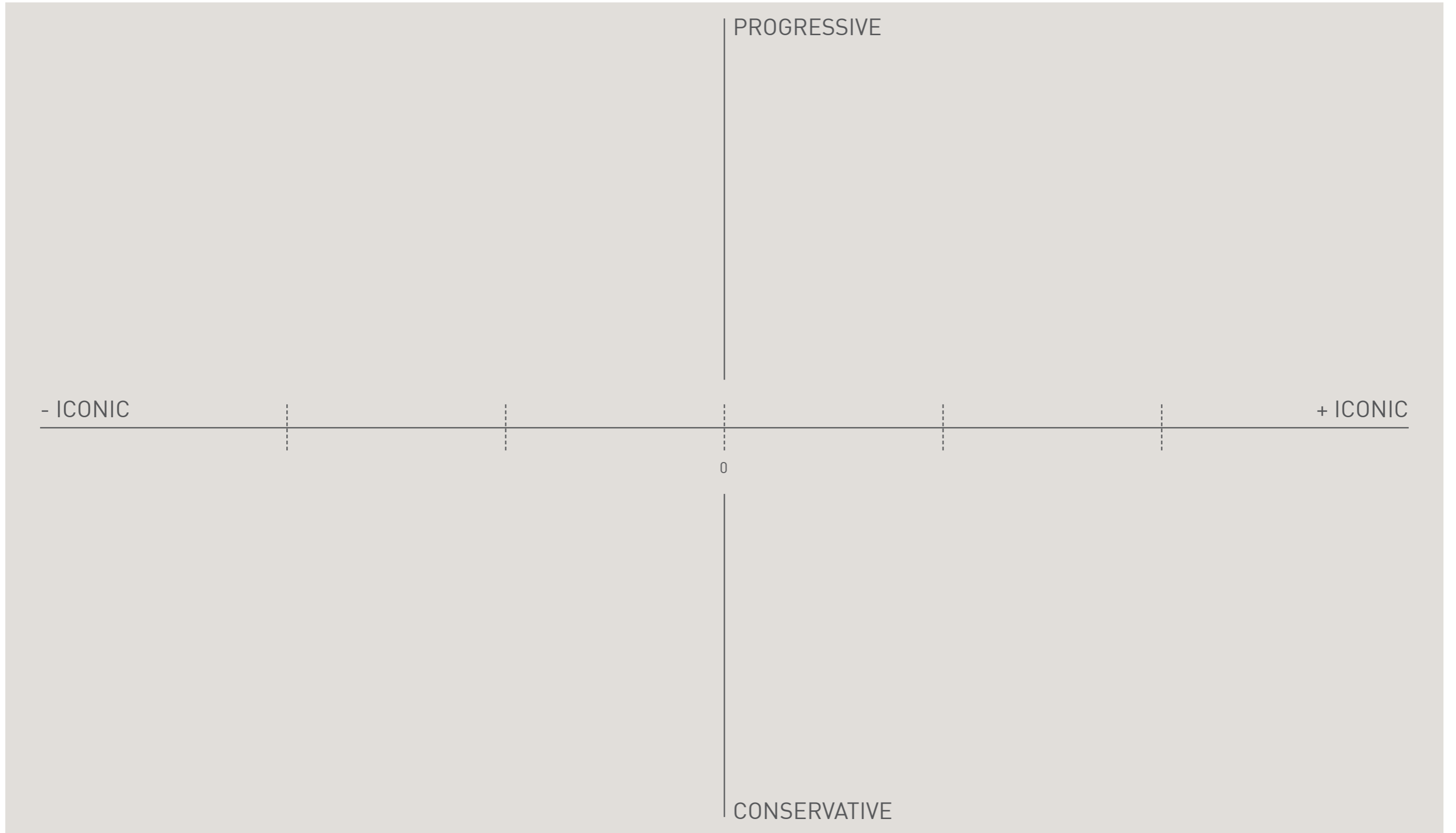
Throughout the use of an analytical matrix:

- 1) Map the selected chairs in terms of iconicism and aesthetics code
- 2) Select a table to build a consistent pair with each chair
- 2) Cluster the results.



OFFICE FURNITURE MARKET

ICONICISM VS. AESTHETICS CODE



EXERCISE INFORMATION



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



CROSS
Metrica, Arper, 2014



NOMOS
N. Foster, Tecno, 1986



ELEMENT
Foster & Partners, Unifor, 2014



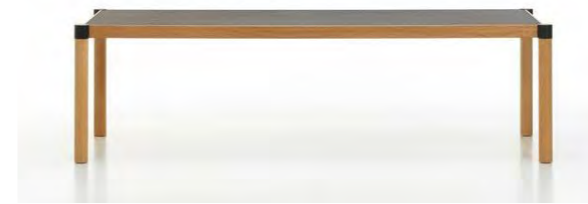
ZERO
R. Gilad, Alias, 2016



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

TEAM EXERCISE N°3

MIA

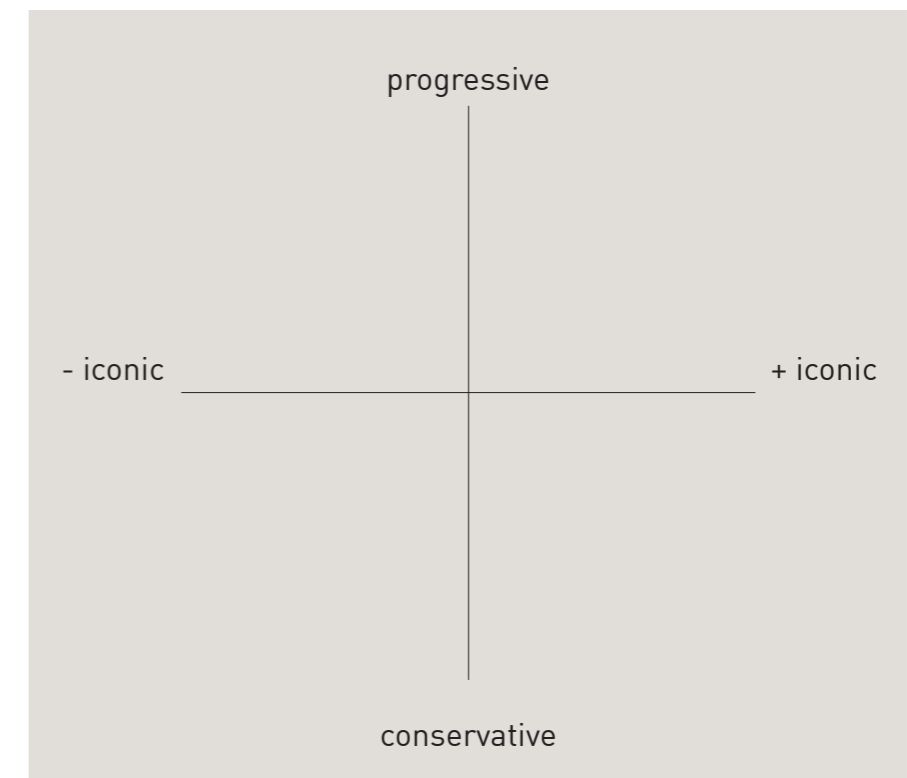
Objective:

Understand the iconic values of products through product analysis

Methodology:

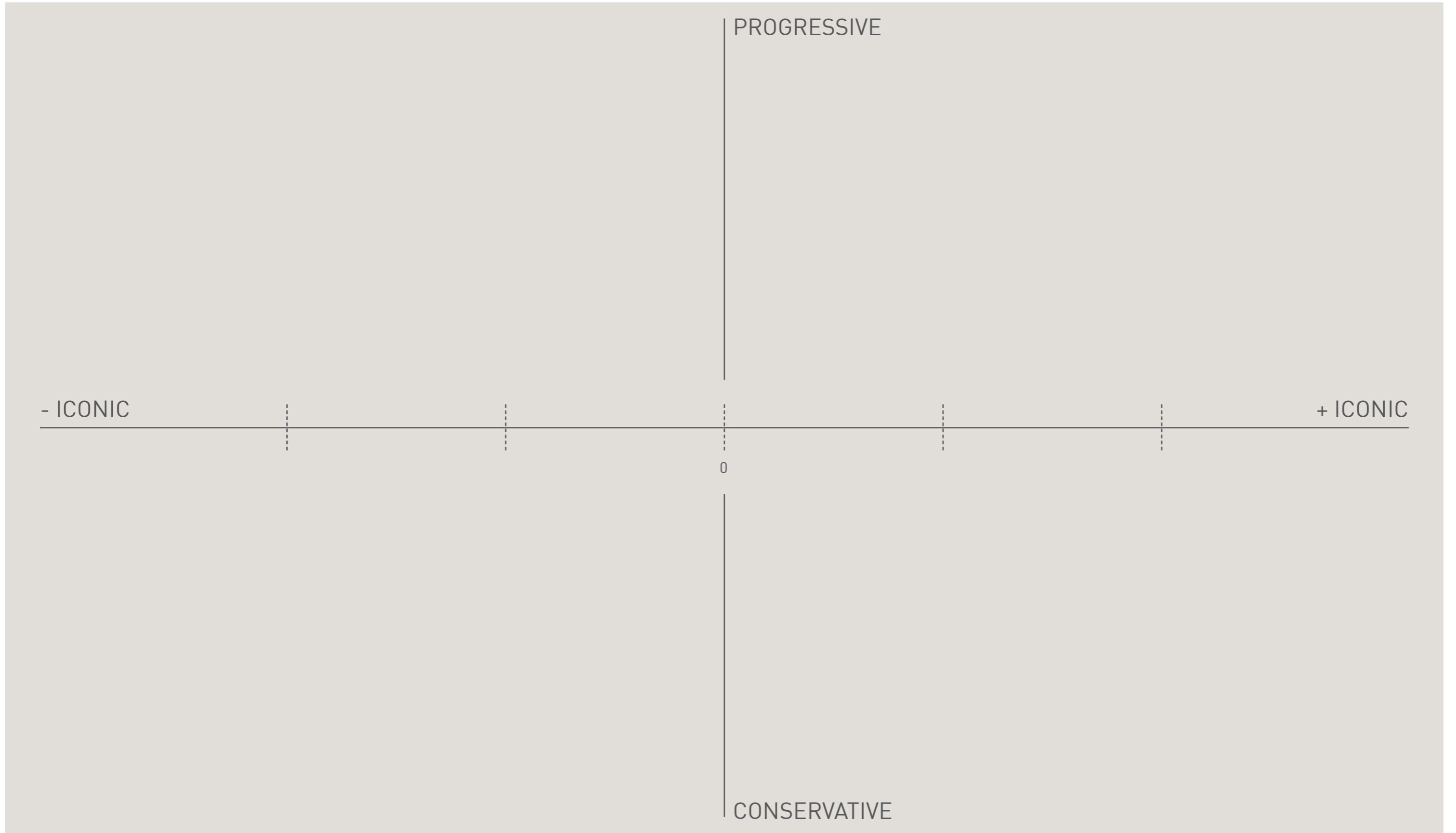
Throughout the use of an analytical matrix:

- 1) Place in the matrix together a table and a chair from exercise 1 and 2
- 2) Place together the selected pair with an accessory for the office
- 3) Identify similarities between the brands in furniture and product design
- 4) Be prepared to comment your maps.



OFFICE FURNITURE MARKET

ICONICISM VS. AESTHETICS CODE



EXERCISE INFORMATION



Piani, Flos



Pico, Internoitaliano



Ventotene, Danese



Flores, Danese



Mindo, Magis



Twist, B&B Italia



Kitbox, Blank



Formwork, Herman Miller



Liquid station, Lexon



Toolbox, Vitra

DESIGN MANAGEMENT

COURSE STRUCTURE

PRODUCT DEVELOPMENT AREA



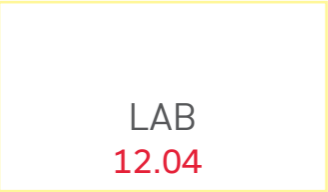
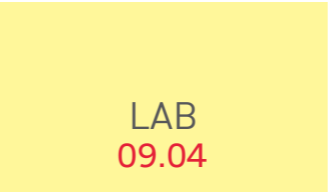
PRODUCT CONCEPT



DESIGN EXPERIENCE



WORKSHOPS



confirm presence

TOTAL

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