NEW TRENDS IN DESIGN

Gloria Sormani
Managing Director Valli&Valli / Assa Abloy

ARGE MEETING
Padua, Italy, Sept 4, 2014
THE TIME WHEN DESIGN WAS NOT AN ISSUE...
FROM CLERICAL TO CLERGYCAL DESIGN: THE REINASSANCE
DESIGN AND SECURITY
DESIGN = ART
INTERIOR DECORATION: LOUIS XIV
INTERIOR DECORATION: LOUIS XV and the concept of PRIVACY
INTERIOR DECORATION: LOUIS XVI
THE 19th CENTURY: THE INDUSTRIAL REVOLUTION
1900: INDUSTRIAL VS ARTISTIC HANDLES
WALTER GROPIUS AND GIO’ PONTI: INDUSTRIAL DESIGN IS BORN

1923

1930
WHAT IS INDUSTRIAL DESIGN?
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RECOGNITION AND BRAND BUILDING

END USER’S NEEDS PAYOFF

EMOTION

INNOVATIVE PRODUCTS AND TECHNOLOGIES

SUITABLE FOR INDUSTRIAL PRODUCTION

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THE 60s’ and 70’s: A BETTER LIVING FOR A NEW SOCIETY
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JOE COLOMBO

NANI PRINA

CLAUDIO SALOCCHI
THRU THE YEARS...

... HASN’T INDUSTRIAL DESIGN LOST ITS MEANING?
THE ARCHITECT’S DILEMMA

- How to differentiate to win a building project?
- How to show off with a simple, new technology?
- How to integrate products into my project?
DESIGN ART

ZAHA HADID FOR AUCTION HOUSE DE PURY
279,000 €

MARC NEWSON FOR ART GALLERY GAGOSIAN

RON ARAD FOR DOLCE & GABBANA
SOCIAL DESIGN

VICTOR PAPANEK
DESIGN FOR THE REAL WORLD
HUMAN ECOLOGY AND SOCIAL CHANGE
WITH AN INTRODUCTION BY
R. BUCKMINSTER FULLER
COMPLETELY ILLUSTRATED

IKEA
MARKETING MOTTOS

SIMPLIFICATION

INNOVATION

CUSTOMIZATION

COOPERATION
SIMPLIFICATION

CUSTOMIZATION

INNOVATION

H1055
WORDS
By Franco Poli
DESIGN ART

SOCIAL DESIGN

ECODESIGN
an ATTRACTIVE future for DESIGN...

Maniglia Compasso / Compasso door handle
By Franco Poli