

NEW TRENDS IN DESIGN

Gloria Sormani

Managing Director Valli&Valli / Assa Abloy

ARGE MEETING

Padua, Italy, Sept 4, 2014

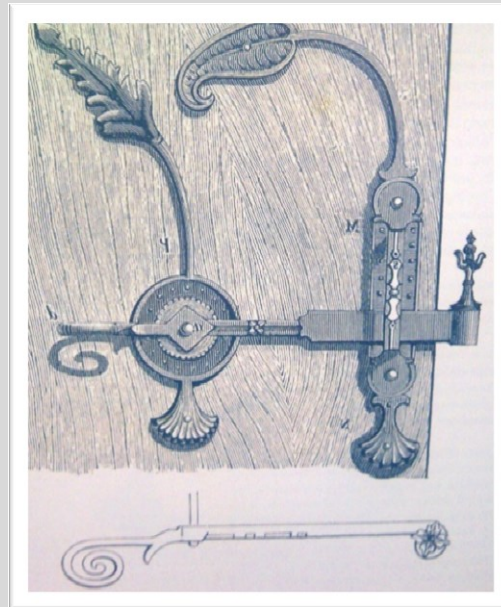
THE TIME WHEN DESIGN WAS NOT AN ISSUE...



FROM CLERICAL TO CLERGYCAL DESIGN: THE REINASSANCE



DESIGN AND SECURITY



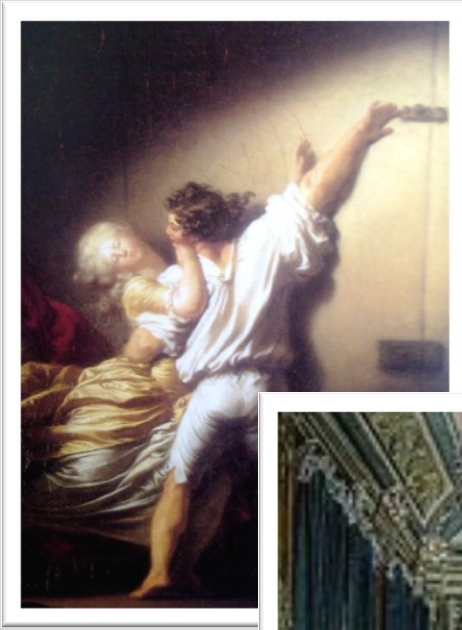
DESIGN = ART



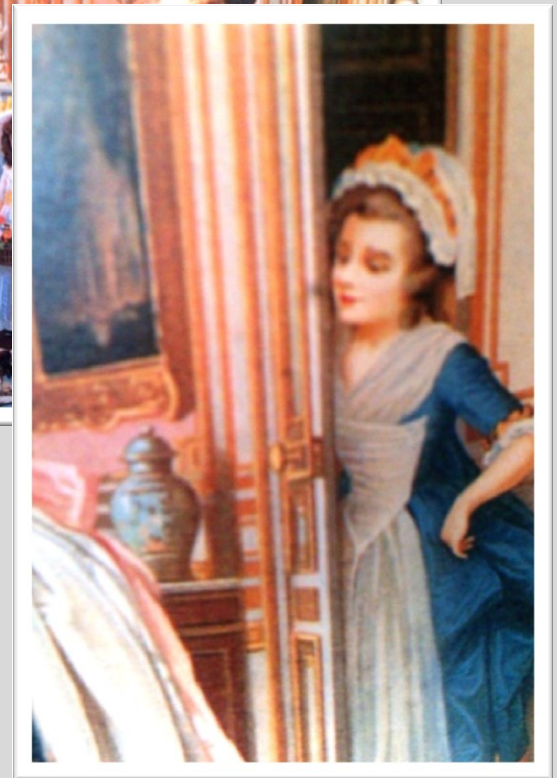
INTERIOR DECORATION: LOUIS XIV



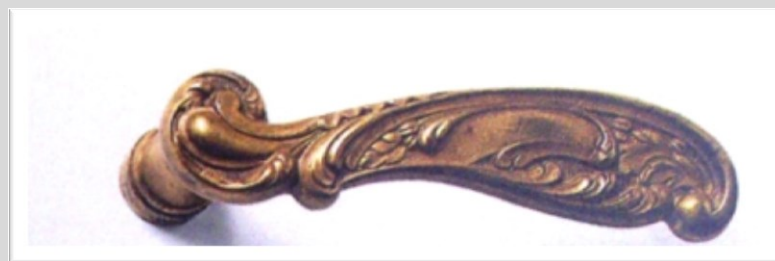
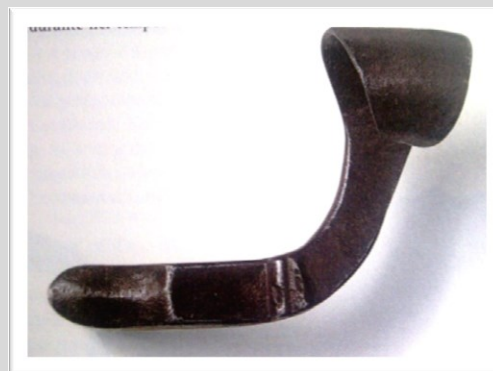
INTERIOR DECORATION: LOUIS XV and the concept of PRIVACY



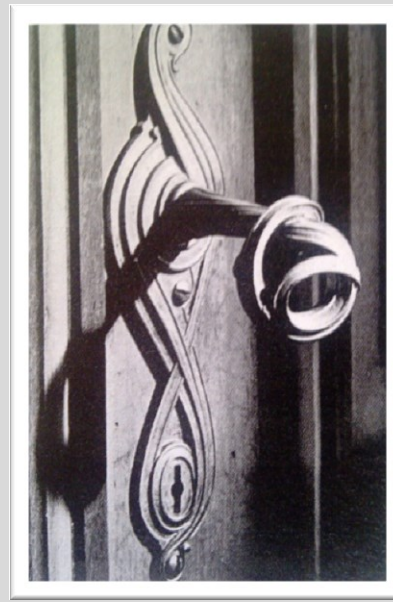
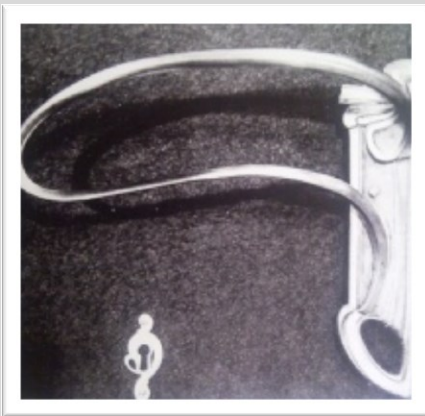
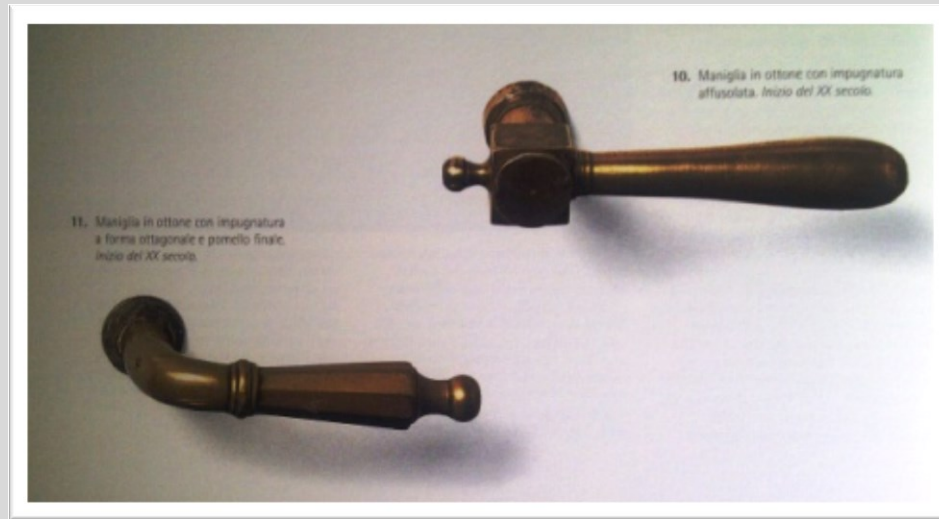
INTERIOR DECORATION: LOUIS XVI



THE 19th CENTURY: THE INDUSTRIAL REVOLUTION



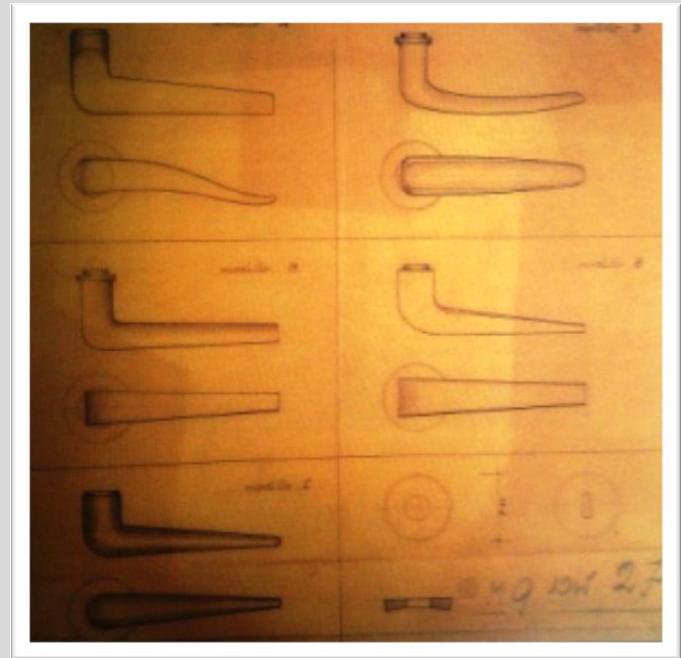
1900: INDUSTRIAL VS ARTISTIC HANDLES



WALTER GROPIUS AND GIO' PONTI: INDUSTRIAL DESIGN IS BORN

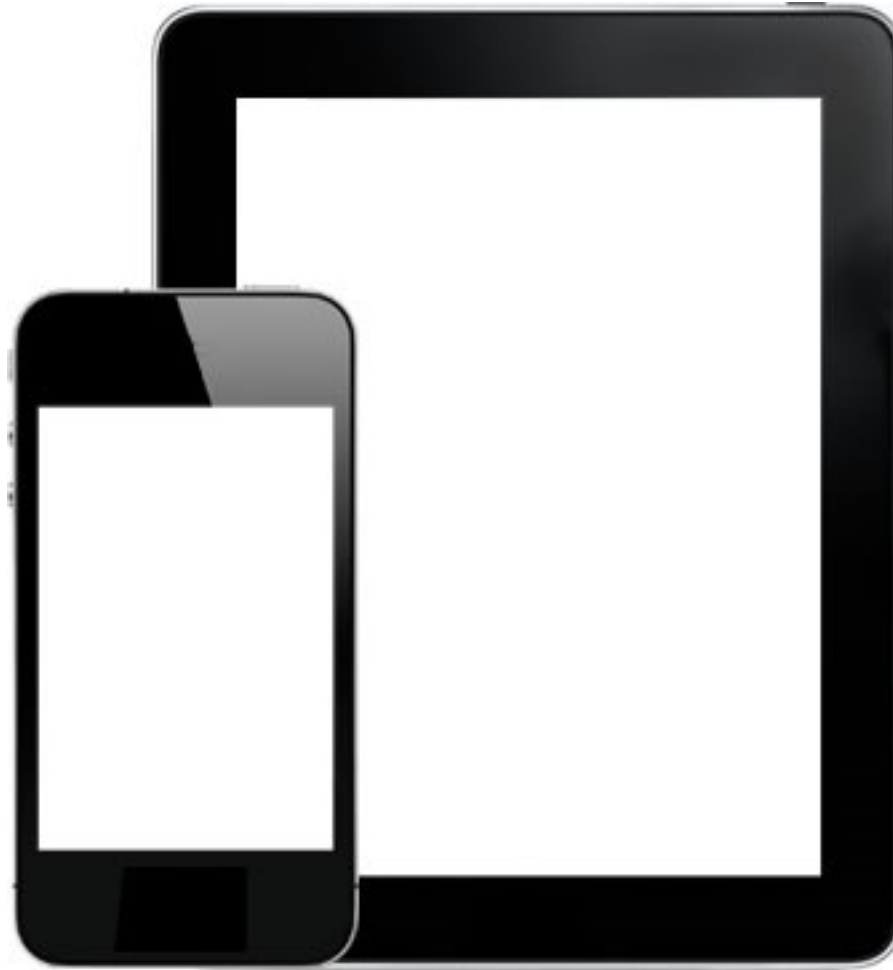


1923

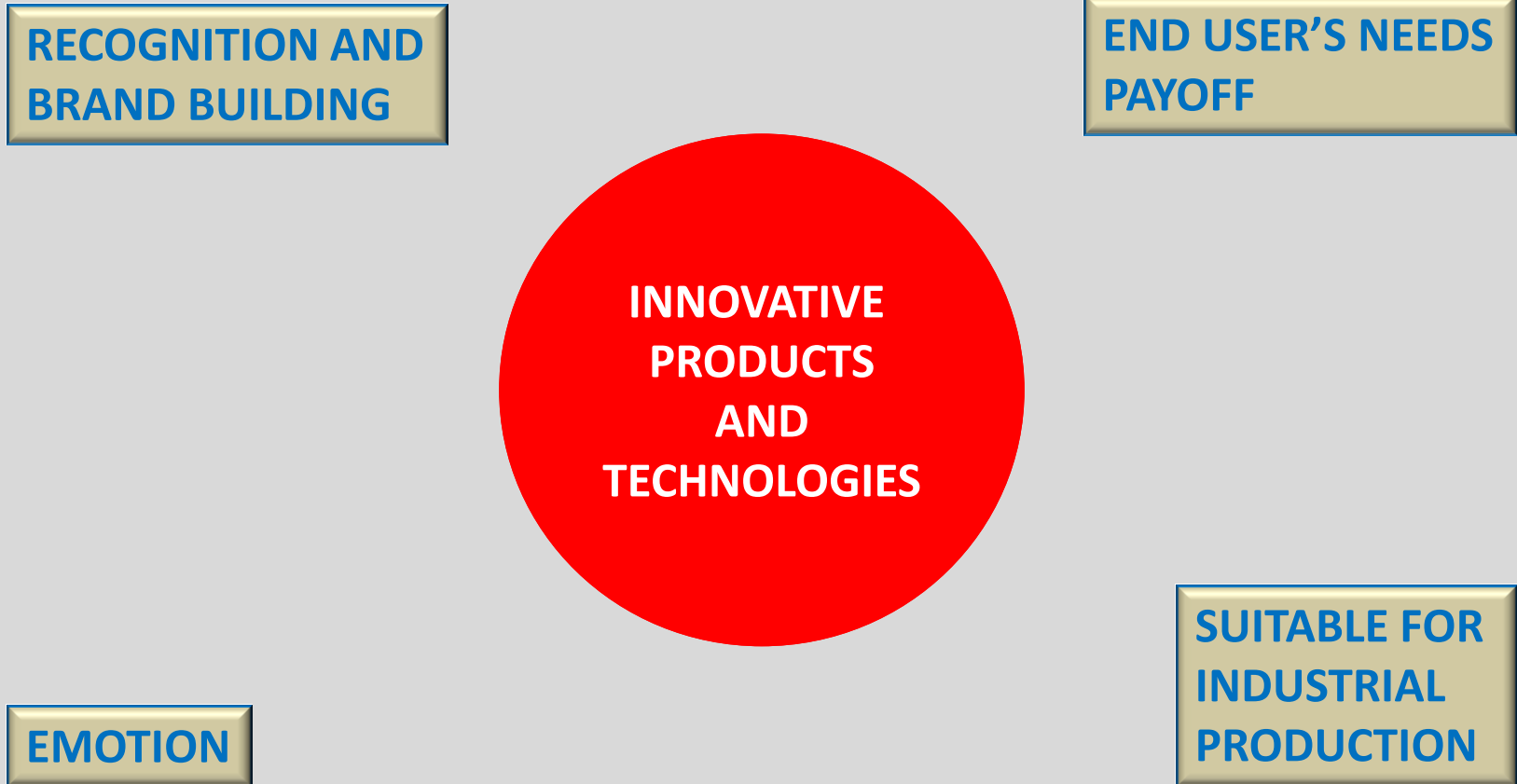


1930

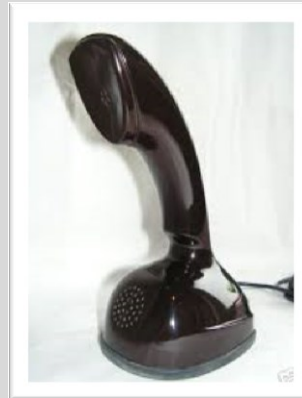
WHAT IS INDUSTRIAL DESIGN?



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THE 60s' and 70's: A BETTER LIVING FOR A NEW SOCIETY



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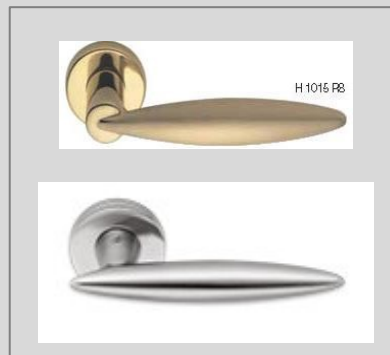


THRU THE YEARS... ... HASN'T INDUSTRIAL DESIGN LOST ITS MEANING?

INSIDE



OUTSIDE



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?

NEW TRENDS IN DESIGN

DESIGN ART

SOCIAL DESIGN

ECODESIGN

TECHNODESIGN

DESIGN ART



**ZAHA HADID FOR
AUCTION HOUSE DE PURY
279.000 €**

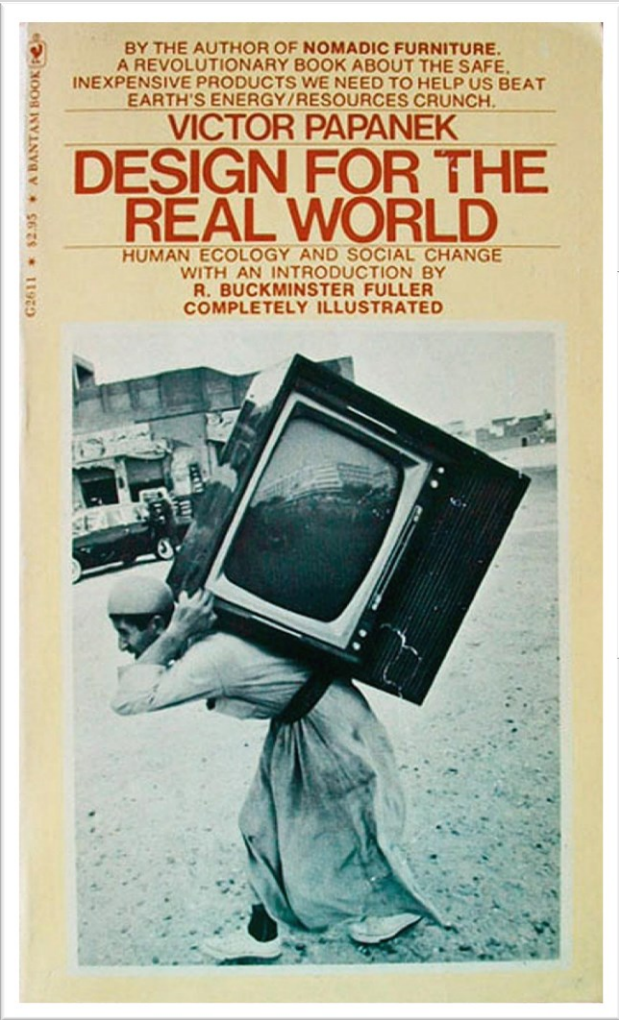


**MARC NEWSON FOR ART
GALLERY GAGOSIAN**

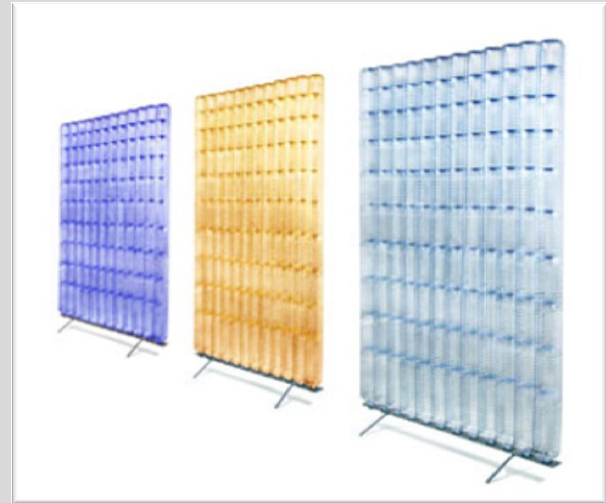
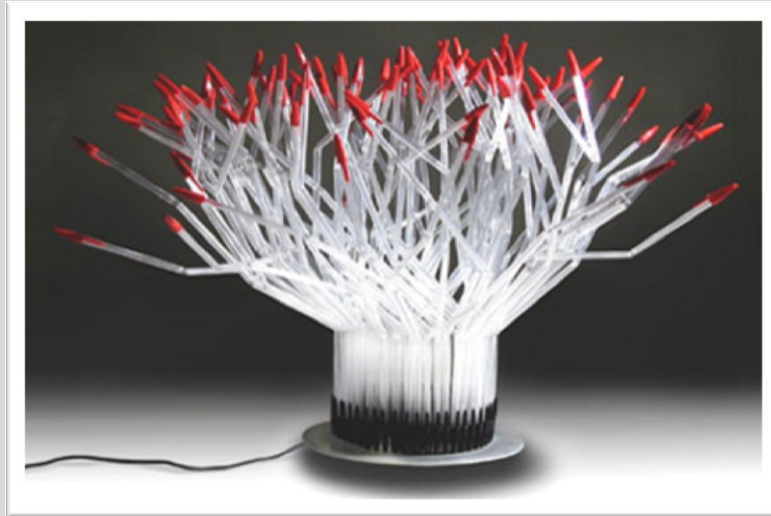


**RON ARAD FOR
DOLCE & GABBANA**

SOCIAL DESIGN



ECODESIGN



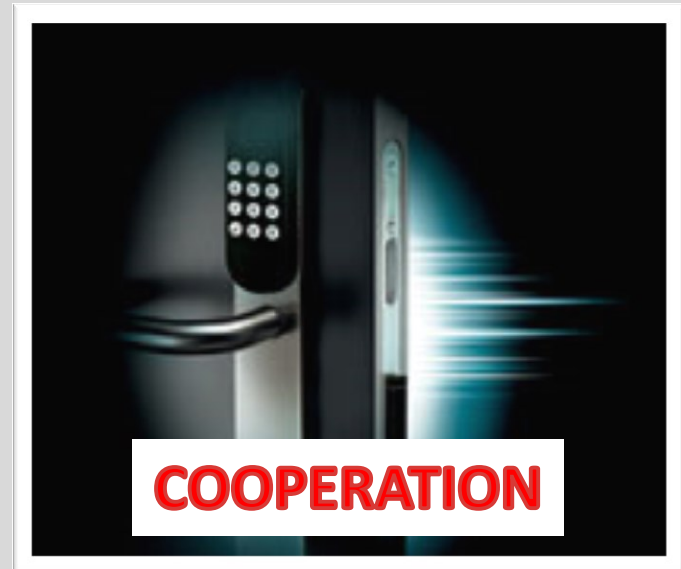
TECHNODESIGN



MARKETING MOTTOS



CUSTOMIZATION

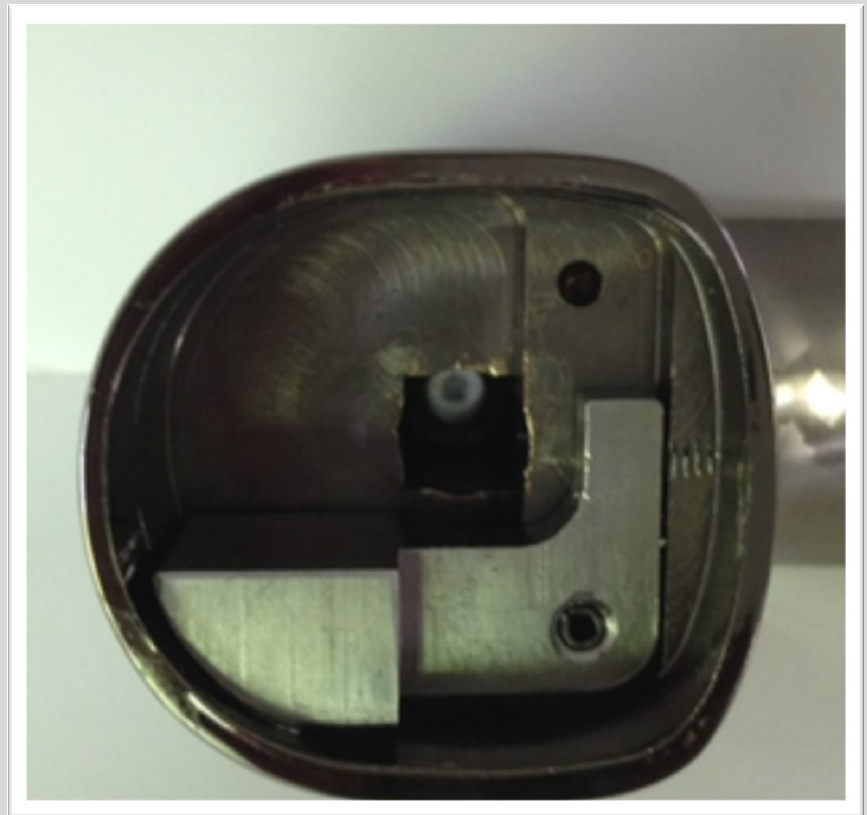


COOPERATION

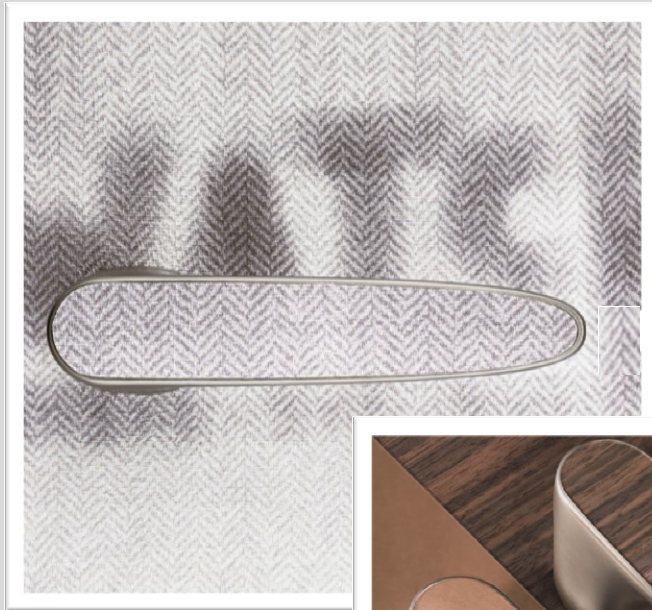
SIMPLIFICATION



INNOVATION



CUSTOMIZATION



COOPERATION



DESIGN ART

ECODESIGN



TECHNODESIGN

SIMPLIFICATION



INNOVATION



CUSTOMIZATION

DESIGN ART

SOCIAL DESIGN



ECODESIGN

an ATTRACTIVE future for DESIGN...



Maniglia Compasso / Compasso door handle
By Franco Poli