

**2** Semantics  
Product Design references

**2** Semantics  
Product Design choices: Shape and Material

Formal Language		Projection shape. The two plans appear to overlap, not united.		PROJECTION SHAPE
Functional L	MAXXI - Museo Arti XXI sec. By Zaha Hadid - Roma			
Materic L		Windows with rounded shapes		MALLEABLE
Sensorial Factor (Materials)	Centre culturel Le Tram by Dominique Coulon - Malzéville-Metz			
Evocative Images		Cut in the facade gives movement		CUT
Brand Connection	Mediatheque by Dominique Coulon - Anzin			
Product Connection		Outer shell		SHELL
	Institut du Monde Arabe by Jean Nouvel - Paris			

**2** Semantics  
Product Design choices

Formal L		Enlight steps. The reflective surfaces around the scale expands the light.		LIGHT AS DIRECTION
Functional Language	Enlighted Stairs			
Materic L		Wrap shape/envelope		WRAP
Sensorial Factor (Materials)	Cornier Kitchen			
Evocative Images		Simple partition walls, simple plan		OPEN SPACE
Brand Connection	Barcelona Pavillon by Mies Van der Rohe - Barcelona			
Product Connection		Forms excavated in the wall		EXCAVATED FORMS
	Museum of Contemporary Art			

**2** Semantics  
Product Design choices

Formal L		Rough surface. Not easy to clean		ROUGHNESS
Functional L	Modern house			
Materic L		Mountain gets inside the house		NATURALNESS
Sensorial Factor (Materials)	Mountain house			
Evocative Images		Marble wall		RESISTENCE
Brand Connection	Barcelona Pavillon by Mies Van der Rohe - Barcelona			
Product Connection		Glass wall		TRANSPARENCY
	New York offices			

**2** Semantics  
Product Design choices

Formal L		
Functional L		
Materic L		
Sensorial Factor (Materials)	<b>cold</b>	<b>warm</b>
Evocative Images		
Brand Connection		
Product Connection		

**2** Semantics  
Product Design choices

Formal L		
Functional L		
Materic L		
Sensorial Factor (Materials)	<b>Glossy, transparent, coloured</b>	<b>Not transpated, tinted (colored in paste),glossy</b>
Evocative Images		
Brand Connection		
Product Connection		

**2** Semantics  
**Product** Design choices

Formal L  
 Functional L  
 Material L  
**Sensorial Factor (Materials)**  
 Evocative Images  
 Brand Connection  
 Product Connection

**Semitransparent, tinted, glossy** **Opal, glossy**



**2** Semantics  
**Product** Design choices

Formal L  
 Functional L  
 Material L  
**Sensorial Factor (Materials)**  
 Evocative Images  
 Brand Connection  
 Product Connection


**Tinted, not transparent, Semi-glossy** **Varnished, semi-opaque**



**2** Semantics  
**Product** Design choices: Shape and Material

Formal L  
 Functional L  
 Material L  
**Sensorial Factor (Materials)**  
 Evocative Images  
 Brand Connection  
 Product Connection


**smooth** **rough**



**2** Semantics  
**Product** Design choices: Shape and Material

Formal L  
 Functional L  
 Material L  
**Sensorial Factor (Materials)**  
 Evocative Images  
 Brand Connection  
 Product Connection


**sharp** **soft**



**2** Semantics  
**Product** Design choices: Shape and Material

Formal L  
 Functional L  
 Material L  
**Sensorial Factor (Materials)**  
 Evocative Images  
 Brand Connection  
 Product Connection

**hard** **soft**



**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
**Sensorial Factor (Materials)**  
**Evocative Images**  
 Brand Connection  
 Product Connection

**Creative**



**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Innovative / Technological**

**2** Semantics  
**Product** Evocative images


Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Expensive**

**2** Semantics  
**Product** Evocative images

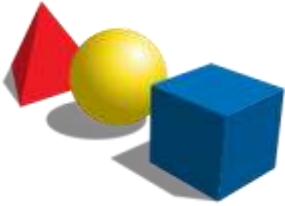
Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Cheap**

**2** Semantics  
**Product** Evocative images


Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Simple**

**2** Semantics  
**Product** Evocative images


Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Dynamic**

**2** Semantics  
**Product** Evocative images

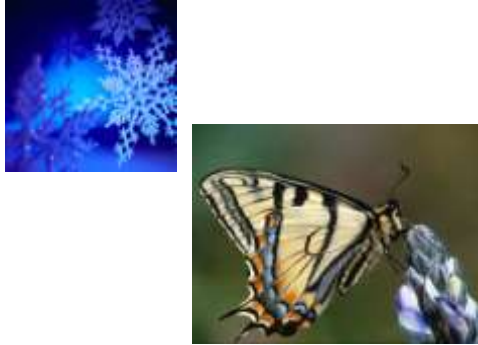
Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Static**

**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Light**

**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Heavy**

**2** Semantics  
**Product** Evocative images


Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**calm**

**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Serious**

**2** Semantics  
**Product** Evocative images


Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Multifunctional**

**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Monouso - disposable**

**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Practical / Functional**

**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Flexible**

**2** Semantics  
**Product** Evocative images


Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Rigid**

**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Strong**

**2** Semantics  
**Product** Evocative images


Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Sporty**

**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Beauty**

**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Elegant**

**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Belonging**

**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Soft**

**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Competitive**

**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection



**Coloured**

**2** Semantics  
**Product** Evocative images

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
 Brand Connection  
 Product Connection




**Appetizing**



**2** Semantics  
**Product** Evocative images


Formal L.  
 Functional L.  
 Material L.  
 Sensorial Factor (Materials)  
Evocative Images  
 Brand Connection  
 Product Connection



**Disgusting**

**2** Semantics  
**Product** Evocative images


Formal L.  
 Functional L.  
 Material L.  
 Sensorial Factor (Materials)  
Evocative Images  
 Brand Connection  
 Product Connection



**Grey**

**2** Semantics  
**Product** Evocative images

Formal L.  
 Functional L.  
 Material L.  
 Sensorial Factor (Materials)  
Evocative Images  
 Brand Connection  
 Product Connection



**Comfortable**

**2** Semantics  
**Product** Evocative images

Formal L.  
 Functional L.  
 Material L.  
 Sensorial Factor (Materials)  
Evocative Images  
 Brand Connection  
 Product Connection



**Uncomfortable** **Comfortable**

**2** Semantics  
**Product** Evocative images


Formal L.  
 Functional L.  
 Material L.  
 Sensorial Factor (Materials)  
Evocative Images  
 Brand Connection  
 Product Connection



**Charming**

**2** Semantics  
**Product** Evocative images

Formal L.  
 Functional L.  
 Material L.  
 Sensorial Factor (Materials)  
Evocative Images  
 Brand Connection  
 Product Connection



**Indifferent**

**2** Semantics  
**Product** **Brand connection**

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
**Brand Connection**  
 Product Connection



**Ferrari**




**Strong**




**Beautiful**





**Belonging**

**2** Semantics  
**Product** **Brand connection**


Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
**Brand Connection**  
 Product Connection

**GIORGIO ARMANI**


**Armani**






**Elegance**



**Italian Style**




**Creativity**

**2** Semantics  
**Product** **Brand connection**


Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
**Brand Connection**  
 Product Connection




**IKEA**






**Practical/Functional**



**Cheap**




**Coloured**

**2** Semantics  
**Product** **Brand connection**

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
**Brand Connection**  
 Product Connection


**Apple**




**Innovation/ technological**




**Competitive**





**Simple**





**2** Semantics  
**Product** **Brand connection**


Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
**Brand Connection**  
 Product Connection





**Ferrero**



**Appetizing**



**Elegant**

**2** Semantics  
**Product** **Product connection**

Formal L  
 Functional L  
 Material L  
 Sensorial Factor (Materials)  
 Evocative Images  
**Brand Connection**  
 Product Connection

**PIAGGIO**

**Plaggio**  
**Ape - Bee**









**2** Semantics

**Product** **Product connection**

Formal L

Functional L

Materic L

Sensorial Factor (Materials)

Evocative Images

Brand Connection

**Product Connection**

**MOTOROLA**

**Motorola Pebble 2006**

**2** Semantics

**Product** **Product connection**

Formal L

Functional L

Materic L

Sensorial Factor (Materials)

Evocative Images

Brand Connection

**Product Connection**

**FLOS**

**Flos Arco - Arch**

**2** Semantics

**Product** **Product connection**

Formal L

Functional L

Materic L

Sensorial Factor (Materials)

Evocative Images

Brand Connection

**Product Connection**

**Artemide Cadmo**

**2** Semantics

**Product** **Product connection**

Formal L

Functional L

Materic L

Sensorial Factor (Materials)

Evocative Images

Brand Connection

**Product Connection**

**Joe Guantone - Muffler**