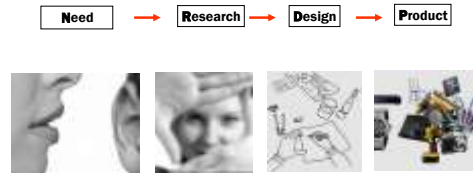


**3** Project methodology  
Introduction

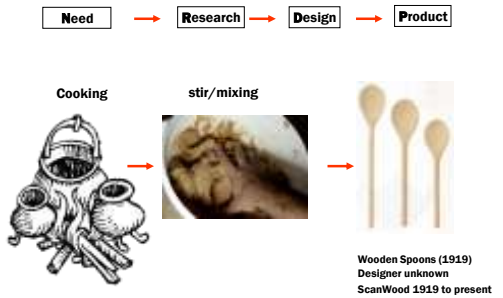
**3** Project methodology  
Introduction **Design: research and project**



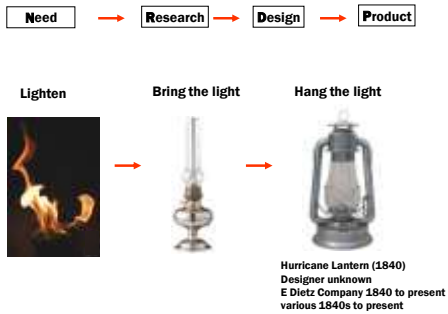
**3** Project methodology  
Introduction **Design: research and project**



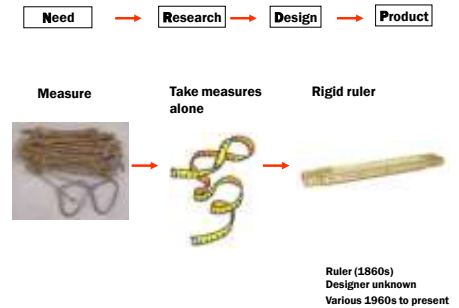
**3** Project methodology  
Introduction **Design: research and project**



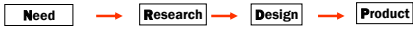
**3** Project methodology  
Introduction **Design: research and project**



**3** Project methodology  
Introduction **Design: research and project**



**3** Project methodology  
Introduction **Design: research and project**



Clothes' Closure / buttons



Be easier and faster

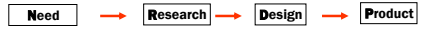


Zip Fastener



Zip Fastener (1013)  
Gideon Sundback (1880- 1954)  
Hookless Fastener (Talon) 1913 to present  
Various 1930s to present

**3** Project methodology  
Introduction **Design: research and project**



Bottles – better branding



Sensual forms



New design



Coca-Cola Bottle (1915)  
Alexander Samuelton (1862-1934)  
Coca-Cola Company 1915 to present

**3** Project methodology  
Introduction **Design: research and project**



Communication over distance



Invention by Antonio Meucci



New design



No.20 AL Desk Stand (1914)  
Bell Telephone/Western Electric Company  
Western Electric Company 1914 to c.1940

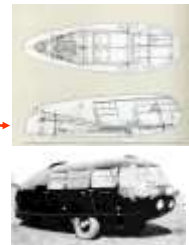
**3** Project methodology  
Introduction **Design: research and project**



To move (faster)



Economic and aerodynamic solution to move faster and more persons



The Dymaxion Car (1933)  
Richard Buckminster Fuller(1895-1983)  
Not produced

**3** Project methodology  
Introduction **Design: research and project**



Mercedes SSK Roadster (1928)  
Ferdinand Porsche (1875-1951)  
Mercedes 1928 to 1932



Transporter (1940)  
VW



666 (1940)  
Fiat 1939 to 1946

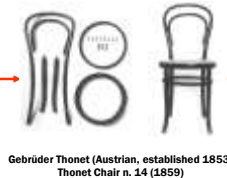
**3** Project methodology  
Introduction **Design: research and project**



To sit



Economic way, tubular structure, industrialised



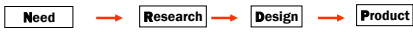
New design



Gebrüder Thonet (Austrian, established 1853)  
Thonet Chair n. 14 (1859)

Wassily Chair (1925)  
Marcel Breuer (1902-81)  
Standard-Mobel 1926 to 1928  
Gebrüder Thonet 1928 to 1932  
Gavina/Knoll 1962 to present

**3** Project methodology  
**Introduction** Design: research and project



To brew a coffee



Automatic way



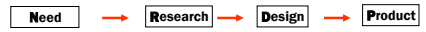
Silver coffee maker  
 Vittoriano (1899),  
 Goldsmiths Company,  
 London

New design



Moka Express (1933)  
 Alfonso Bialetti (1888-1970)  
 Bialetti Industrie 1933 to present

**3** Project methodology  
**Introduction** Design: research and project

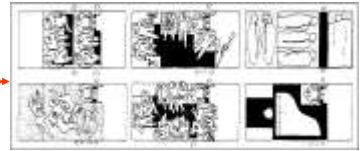


To move in group



Multipla (1956)  
 Fiat

A new way of living  
 the car



Kar-A Sutra (1972)  
 Mario Bellini



**3** Project methodology  
**Introduction** Design: research and project



To move in group: New design



(1972)  
 Mario Bellini



**3** Project methodology  
**Introduction** Design: research and project



To move in group: New design



Espace (1985)  
 Renault



VW Sharan (oggi)  
 VW