

DESIGN NOW!

CHARLOTTE & PETER FIELL

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TASCHEN

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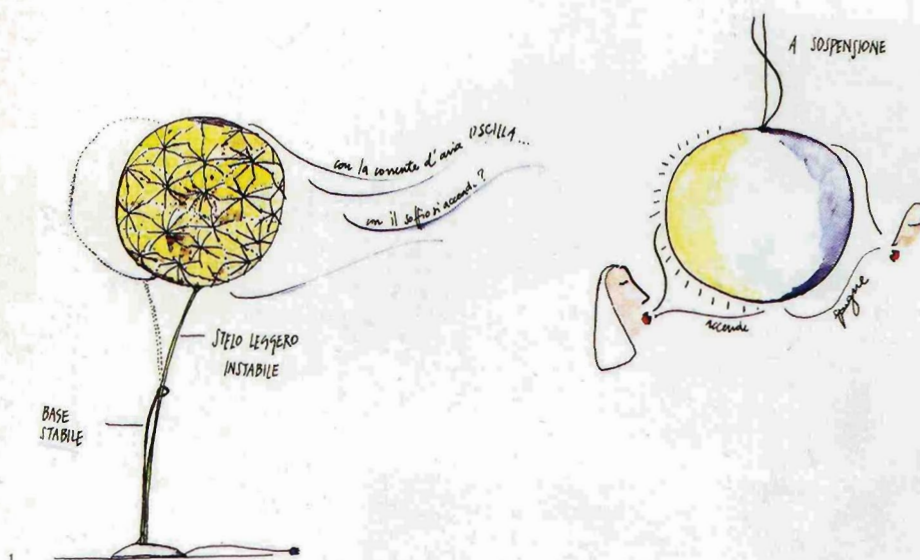
DEEPDESIGN



“Nature expresses perfection in its forms and processes, which can be at once both very simple and extremely complex. An orange section or a peapod have a structural geometry that upon close examination is captivating. The meeting between formal organicism and functional complexity in nature is spontaneous and perfect, without compromise and simple redundancy, and leads to pure economy of form. When we design we always try to give our best with great discipline and focus our concerns on the solution's relationship with culture. The culture we aspire to lies not only in material and technological expression, but especially also in the conceptual – the transmission of ideas. We consciously imbue our work with cultural meaning. But we are also fascinated by identifying the extraordinary in things that appear to be obvious. Just as in nature, sometimes we only need to accentuate the exceptional.”

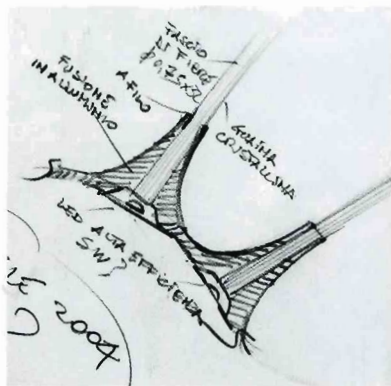
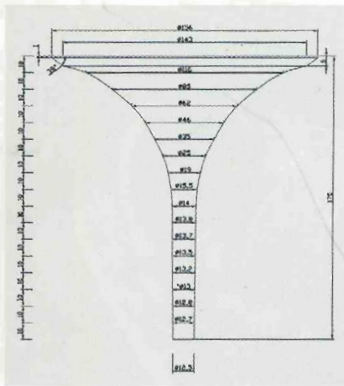
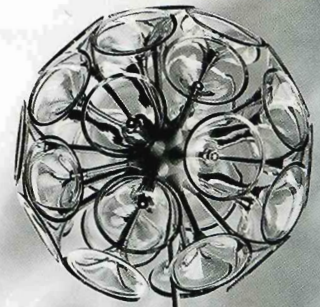
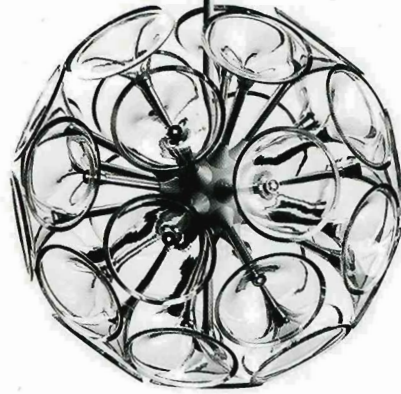
„Die Natur drückt in ihren Formen und Vorgängen eine Perfektion aus, die zugleich sehr einfach und extrem komplex sein kann. Bei näherer Betrachtung erweist sich die strukturelle Geometrie einer Orangenscheibe oder einer Erbsenschote als bestechend. In der Natur ist das Zusammentreffen von formalem Organismus und funktionaler Komplexität spontan und perfekt, ohne Kompromisse und bloße Redundanz, und führt zur reinen Ökonomie der Form. Wir versuchen, bei unserer Arbeit immer unser Bestes zu geben und sehr diszipliniert vorzugehen. Unser wichtigstes Anliegen dabei ist der kulturelle Bezug unseres Designs. Der von uns angestrebte kulturelle Ausdruck liegt nicht nur im Material und in der Technologie, sondern ganz besonders auch im Konzept – in der Vermittlung von Ideen. Wir erzeugen ganz bewusst kulturelle Bedeutung oder arbeiten damit. Aber wir finden es auch faszinierend herauszufinden, was das Besondere an scheinbar Naheliegender ist. Genau wie in der Natur müssen wir manchmal nur das Außergewöhnliche hervorheben.“

«La nature exprime la perfection dans ses formes et ses systèmes, qui peuvent être à la fois très simples et très complexes. Un quartier d'orange ou une cosse de pois ont une structure géométrique qui devient captivante une fois grossie. La rencontre entre organicisme formel et complexité fonctionnelle qui se fait dans la nature est spontanée et parfaite, sans compromis ou redondance simpliste, et entraîne une pure économie des formes. Lorsque nous créons un objet, nous essayons toujours de donner le meilleur de nous-mêmes avec une grande discipline et de concentrer nos efforts sur la relation qu'entretient notre création avec la culture. La culture à laquelle nous aspirons ne tient pas seulement au matériau et à l'expression technologique, mais aussi beaucoup au concept – à la transmission d'idées. Nous imprégnons consciemment notre travail de sens culturel. Mais nous sommes aussi fascinés par l'identification de l'extraordinaire en toute chose qui semble ordinaire. Tout comme dans la nature, il nous suffit parfois d'accentuer l'exceptionnel.»





1-5
 DANDELION
 Floor or hanging light
 with sphere of transparent
 PMMA flutes
 2005
 Client: Tecnodelta



1-5
 DANDELION LIGHT FOR
 TECNODELTA, 2005

Constructed of aluminium and PMMA techno-polymer, this elegant lighting design draws inspiration from dandelions

gently swaying in the wind on their slender, flexible stalks. High-efficiency LEDs illuminate the light's sphere of transparent flutes. The Dandelion is available either as a floor light or a hanging light.

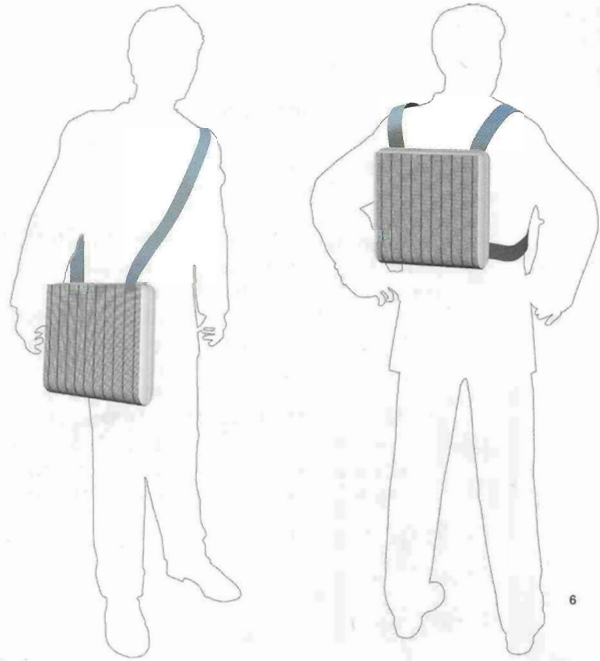
Diese aus Aluminium und PMMA-Technopolymer hergestellte elegante Leuchte bezieht ihre Inspiration von einem Löwenzahn, der sich auf seinen schlanken, biegsamen Stielen sanft im Wind wiegt. Hochleistungs-LED beleuchten die aus

transparenten Flöten zusammengesetzte Kugel. Dandelion ist sowohl als Steh- wie auch Pendelleuchte erhältlich.

Constitué d'aluminium et de polymère acrylique, cet élégant luminaire tire son inspiration des

pissenlits qui se balancent doucement dans le vent sur leurs tiges creuses et souples. Des diodes très économiques illuminent la sphère de flûtes transparentes. Dandelion existe en lampadaire et en suspension.

6-7
ZELIG
Foodbag in aluminium,
Neoprene and thermo-reflective
tissue
2007
Client: Ventiquattro Sole 24
ORE Magazine



DEEPDESIGN

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DESIGN GROUP HISTORY

1995 Founded by Matteo Bazzicalupo and Raffaella Mangiarotti in Milan

MATTEO BAZZICALUPO

1966 Born in Parma, Italy
1985–1991 MA Architecture, Politecnico di Milano, Milan

1991–1995 Worked with Arch. Jemmi, Architectural Office
1995–2003 Professor of Industrial Design at Politecnico di Milano and University of Genoa

RAFFAELLA MANGIAROTTI

1965 Born in Genoa, Italy
1984–1990 MA Architecture, Politecnico di Milano, Milan

1991–1994 PhD Industrial Design, Politecnico di Milano, Milan (in collaboration with Sony)

1991–1998 Worked with Marco Zanuso and later worked as design partner with Francesco Trabucco

RECENT EXHIBITIONS

2004 "Salone Satellite", Salone del Mobile, Milan; "Multipli di Cibo, Food Design", Triennale di Milano, Milan

2005 "Design alla Coop", Triennale di Milano, Milan; "ADI Design Index Exhibition", Triennale di Milano, Milan

2006 "www: wonderful water world", Guzzini and S.Pellegrino, Milan; "Sound Design", Fuori Salone, Milan

2007 "Avverati: progetti dal Salone Satellite alla produzione – 10 anni di Salone Satellite", Salone Internazionale del Mobile, Milan; "The New Italian Design", Triennale di Milano, Milan; "ADI Design Index exhibition", Triennale di Milano, Milan

RECENT AWARDS

2001 Young & Design Prize, Salone del Mobile, Milan

2002 Young & Design Prize, Salone del Mobile, Milan

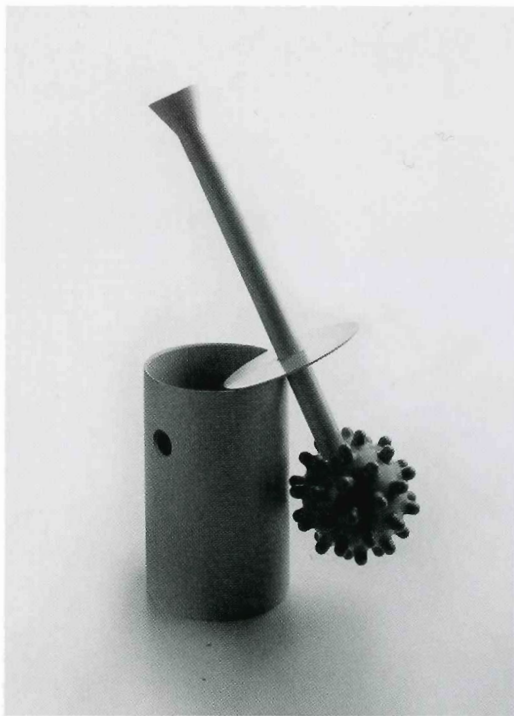
2003 Award, Annual Design Review, I.D. Magazine

2004 New Generation Camera Award, JVC, Japan

2005 Selected for Compasso d'Oro, ADI, Milan

CLIENTS

4 Mariani, Aldo Coppola, Barilla, Castelli Haworth, Coca-Cola, Coin, Comitato Giochi Olimpici Torino 2006, Coop, DaimlerChrysler, Fratelli Rossetti, Giorgetti, Glaxo Smithkline, Guzzini, Imetec, I4 Mariani, Inblu, JVC, Kitchen Aids, Kraft, Suchard, Mandarina Duck, Kimberly-Clark Corp., Matsushita, Misuraemme, Nec, RSVP, San Lorenzo, San Pellegrino, Whirlpool Europe



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SCOPINO

Toilette brush in injection-moulded plastic with a liquid detergent filling

2007

Client: Coop

“Learning from nature, being inspired by materials and technology to express culture through design.”



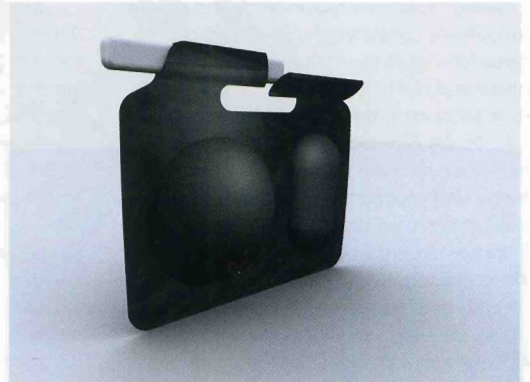
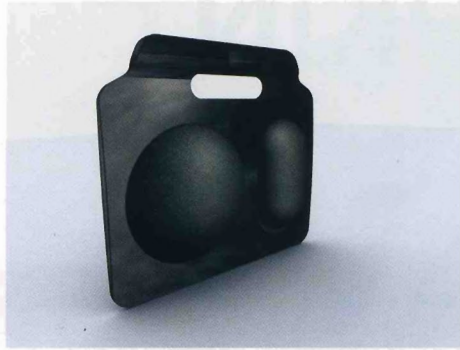
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WINDS

Self-standing hairdryer in plastic with rotatable head

2005

Client: self-generated prototype



10



10
BORSAFOLIO
Flat bag in leather and Neoprene
with metal food boxes and cut-
lery holder
2007
Client: Ventiquattro Sole 24
ORE Magazine

