



Milano Assignment

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Milano reflection

I visited Salone Internazionale del Mobile or the Milano design week (5/4/14 – 12/4/14). This study trip was organized by Lucid, the study association for industrial design at the TU/e. They offered a chance to experience the Milano design week to its full potential by putting together a diverse program so you'll see the things that are a must see as new things from new upcoming designers which are worth seeing/experiencing.

Before I went to Milano I discussed this study trip with my coach. We talked about what I wanted to achieve with this trip and how I could achieve this. SCA is competency I wanted to develop, so the Milano design week is an excellent chance to develop this competency, because there is a lot see and experience. Also the fact that Milano is for a week the place to be as a designer you get an excellent opportunity to develop your identity, vision and your style as a designer. This can be achieved by seeing lots of different designs and discussing this with fellow students or the designers themselves.

To develop my SCA I decided to do the following; I am going to choose five things I like and five things I dislike and motivate my decisions why I choose a particular design. I believe that this a good way to develop my SCA, because you become more aware of yourself when you are able to explain why you like or dislike something.



Like

Use of materials

This lamp really got my attention. Unlike other interesting lamps I saw, this lamp was different because of the extraordinary use of material for the lamp. You won't ever expect that pencils would become part of a lamp housing. This surprise made this lamp special to me.



Like

Aesthetics

A beautiful combination between a geometrical arrangement with organic shapes. Also the contrast between the yellowish light and the black fixture is also something which is really nice. A sober design, which is at the same time very modern, is the reason I like this lamp.



Dislike

Functionality

This table looks good. It has a nice pattern but it doesn't fulfill its purpose very well. You can't place anything on the table, because it wouldn't stand very stable. Or if it's a small object, it would not even lay on the table.



Dislike

Innovative
Aesthetics

I like this rain shower. It has a very “natural” feel and look due to its design. The shower looks like a tree, so it gives a really natural feeling when using it. Also the fact that it is a rain shower and not a regular shower is the reason why this is a more natural experience.



Dislike

Aesthetics

These vases are to “overcrowded” with this print. Also the tall vase has a vertical print and not a horizontal print is something what bothers me. I think it would be nicer if the direction of the pattern on every vase was the same to create a little bit of rest which the set now lack.



Like

Innovative
Aesthetics
Functionality

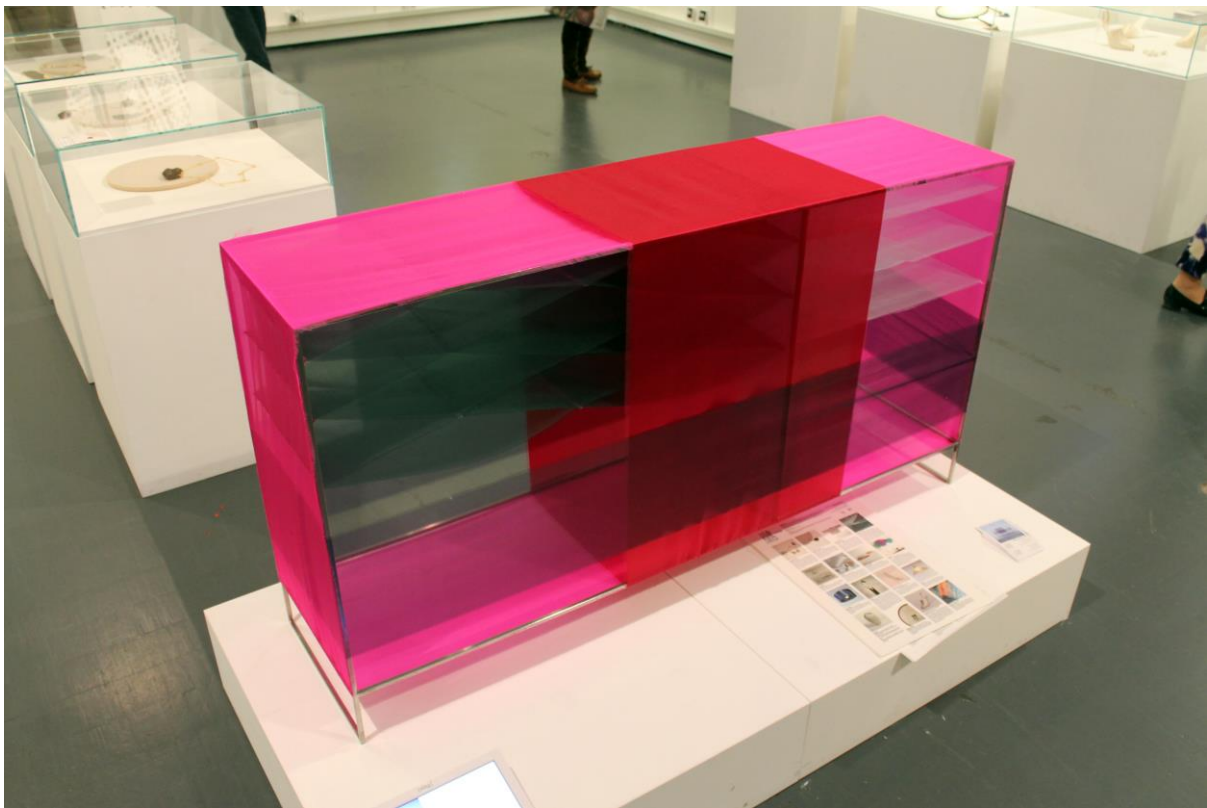
This hybrid bike by Peugeot is brilliant. Their vision of hybrid cars or vehicles in general is excellent translated to this bike. It is perfect for urban is, because it is so small and with a built in electric motor in the front wheel are you able to arrive quickly on your destination. This is a good example of "Form follows function". But I think that if it hadn't such a nice look I would like it less, because the looks of this bike a certainly an key element of the concept to make it look interesting,



Dislike

Functionality

Despite that this is a beautiful dresser it can't be used. The fabric which is used as material for the dresser is unable to carry the weight of an object. In other words, the purpose of being able to store things is totally not possible. That's reason that I believe this is a bad design regarding functionality.



Like

Aesthetics
Innovative

Smart use of little material provides this beautiful open design. This design reminds me of the designs of Frank Lloyd Wright, especially his Fallingwater mansion which he designed. That because the chair has a lot of horizontal lines, which is also one of the characteristics of Frank Lloyd Wright his work. A minimal design which saves material costs and is also aesthetical good, is a design I like.



Dislike

Aesthetics
Innovative

I don't love this bench neither I hate it, it's just a standard bench in my opinion. So seeing this on Salon del Mobile surprises me because it is not special whatsoever. The fact that I believe that it's not special is for me the reason to think that it doesn't belong on a furniture like Salon del Mobile.



This little assignment was difficult for me, because it is hard to tell or explain why you like or dislike something. Often you liked something, because it is just “nice”. Also the fact that I need to take photos of things I like was something I was not used to and so often forget to do. After this assignment I became better at telling why I like or dislike something which, I am sure of it, will come in handy in the near future during my study, because correctly express yourself about something and telling others why is important if you want to make a statement.

I also got a better understanding of my vision/identity, which I didn't expect that this would happen. After the study trip I realized that the designs/concepts which I believe are the most interesting are designs which are functional and aesthetically good designed. However the most important factor for me is the function of a product or service. If something is very beautiful but it doesn't fulfill its purpose you still have nothing to the product or service. A good example of such product would be Juicy Salif from Philippe Starck. A good looking product which is widely known to be worthless when it comes on using it. So that's why I believe that when the focus from functional point of view start to drift too much to the aesthetics aspect part of the concept, the concept will weaken.

That I got a better understanding of my vision/identity would help me in the future to make easier choices regarding the design, because I know that I believe that form follows function. That causes that I have to less doubt about certain choices.

I still need to work more on my vision/identity if I want to reach a certain level of expertise that people recognize my designs that they are from me. That's definitely a goal where I still need to do a lot of work for.

The things I learnt during this study trip developed me a lot as a designer. I have seen so many things which set me thinking about my vision in how the things will look like when I design something. Also the assignment showed me that I like innovative, funny and aesthetics products which are functional. I just became more self-aware as a designer.