

## A002 rationality and creativity

A good designer or architect, must not only know how to design but must also be able to realize what he designs. The experience of building, of achieving, is fundamental to acquire useful knowledge to improve the quality of the planning process itself.

Nowadays the good designer

- knows and can use the technologies currently available
- has the skill to manage a team of people
- knows and respects the economic and financial framework of the project.

The design of a product (be it an object, a building or a town) arises from an assignment that was born from a need, develops through a series of creative phases and verification that end with the start of production and the subsequent commercialization.

The main stages of the design process are

- data collection
- analysis
- combination and distillation
- verification and correction.

The design is a creative act by which one or more minds capable of conceive ideas succeed in converting requirements into objects. The process is distinguished by a series of input that through a sequence of cycles of phases and through the passage in the filters of the framework conditions and the time reaches maturity, and subsequently the product definition.

The design process is characterized by the continuous interaction of two forces of man's own mind:

- rationality (rules): principles
- creativity (the ability to conceive the new): idea.

For a winning design both the rational and the emotional thinking need to be in harmony and in balance with each other. The principles and rules are the body of a good design; the idea is the soul, without which the body does not have any life.



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