

A005 principles

The rational part of the creative process that is the basis of good design is based on the fundamental principles that we find in any good product of design, architecture and urbanism:

- form follows function
- simplicity
- strong and recognizable idea
- respect for energy
- use of the most suitable existing technology.

The application of these principles must respect the concept of coherence in the sense that their application should be coordinated in such a way as to allow the consistent affirmation and recognition of the idea on which the project is based.

FORM FOLLOWS FUNCTION

The shape, be it that of a car, a building or a city, must flow from its function and be directly related to it. The form must be a direct expression of the intended function of the designed item. The function must be recognizable by the shape of the object and by its parts.

FERRARI F12 BERLINETTA

The sinuous lines of the car evoke the wind that touches the sides of the bodywork. It seems that the wind has sculpted the car, which is predestined to run fast in the wind.



Ferrari F12 Berlinetta