

A007 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.

RESPECT FOR ENERGY

In contemporary society, the concepts of energy conservation and environmental sustainability are becoming increasingly important. Energy, environment and land use are directly related themes.

We have no right to waste, to pollute: the designer has a great responsibility towards the planet and future generations.

Ethics and hence the focus on energy issues today play a key role in design at any scale.

The designer cannot forget to reflect on the impact of what he is creating. To create is however to act and action implies energy consumption, use of resources.

The environmental responsibility of designers is enormous and the consequences of the designer's work can be harmful, affecting the development of society for several generations.

