

A009 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
- respect for energy
- use of the most suitable existing technology
- strong and recognizable idea.

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.

STRONG AND RECOGNIZABLE IDEA

A good product is characterized by the recognition of the idea and of the principles that were the basis of its design.

VESPA PIAGGIO

The Vespa is a model of scooter manufactured by the Piaggio company from 1946 according to the project of the aeronautical engineer Corradino D'Ascanio.

Characterized by a self-supporting body using pressed steel, the Vespa is an important example of industrial restructuring.

Piaggio, in the period between the first and second world wars, produced railway vehicles and airplanes.

At the end of the second world war, Mr. Corradino D'Ascanio diversified production beyond airplane shells by designing a new type of motorcycle.

The Vespa is one of the iconic objects of the Italian economic boom, still loved and considered one of the most successful products of Italian design of all time.

Behind the success of the Vespa, there was a clear idea of a vehicle that would be simple and low cost, a jaunty motorcycle that would allow one to go comfortably to the office with an elegant dress or a skirt.

This is innovation.



a wasp (italian: vespa)



Vespa 150 gs, Piaggio, 1955