
A011 ideas

The idea is the soul of the project as the principles are the physical body.
For the idea to be strong enough to be transformed into a winning project, it must be

- simple

Simplicity, the basis of every good design, allows a clear understanding of design intentions and identification of the mind of the designer.

- innovative

Innovation is the cornerstone of the project since it characterizes the product, differentiating it from what already exists.

- recognizable

Recognition of the original design idea must be retained in the finished product, giving the product itself intrinsic strength and great attractiveness.

When both the designer and the user can summarize the idea behind the project in a gesture, a graphic sign or with a simple scheme after simply looking at the finished product, we are facing a strong idea.

The product developed with coherence on the basis of a strong idea has its own recognizable soul and will live in time.

CHAISE LONGUE LC4

Designed in 1928 by Le Corbusier and Charlotte Perriand, the LC4 chaise longue, initially produced by Thonet and since 1965 produced by Cassina, is still widely sold today.

Its shape is characterized by a smooth curve: the chair seems to take over the body that lies in it and rocks him gently. Simple, linear, timeless.



chaise longue LC4 - 1929

PORSCHE 911

One of the most long-lived and successful cars is undoubtedly the Porsche 911. At the level of design, the basic idea of the 60s can be reduced laterally to two lines, one at belt level and the other corresponding to the roof, both with a sharp fold down for the headlights and the windshield.

The aesthetes still look back with nostalgia at the unmatched elegance of the original 60s design.



porsche 911 - 1964