

A013 inspiration

5 INSPIRATION

Over the centuries, human design activity has been influenced by various trends and cultural streams that have given rise to different styles.

The designer has always looked for sources of inspiration to help him conceive new ideas.

He who designs often feeds his creative charge by taking a cue from the past, processing and transferring it into his own project, or from the visions of possible futures developed in other areas, or is inspired by nature or elements from various fields of activity and the human psyche.

The main sources of inspiration are

- man and nature
- time.

INSPIRATION - MAN AND NATURE

HUMAN DRIVES AND PERCEPTIONS

The human drives, perceptions and spirituality are another important source of stimuli and references for the designer. Feelings like

- eros
- speed
- spirituality
- relation to nature

have always been important emotional and conceptual spheres from which not only artists, but also designers have drawn, consciously or not, deep inspiration.

EROS

Shapes and colors related to the collective erotic imaginary can act as catalysts of interest, and for this reason they are often used both in advertising to capture the attention of the public and in design to make products more appealing.

ITALIAN DESIGN, CHAIRS

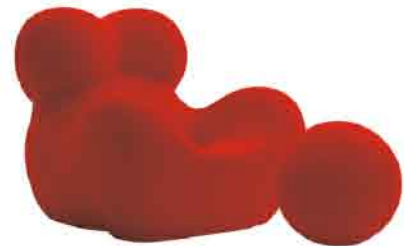
The formal elements related to the erotic imaginary combined with the use of an intense red strongly attract the user's attention.



bocca, gufram - 1971



tatlin, edra - 1989



up5, b&b italia - 1969