

A014 inspiration

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.

MOVEMENT, STRENGTH, SPEED

Movement, strength and speed, in physical and perceptual terms, are concepts that are deeply rooted in the western collective imagination. In many societies, the materialization of speed is by definition the car, which in fact becomes an object of worship and a status symbol.

Speed can be evoked in several ways including the repetition of taut and sinuous lines, which appears to be particularly effective.

HADID

The sinuous shapes that characterize the designs of the architect Zaha Hadid transpire dynamism, movement and speed. Her boat's lines evoke the movement of the waves on the sea, while the elegant lines of the Soho district in Beijing seem to project the viewer toward the horizon.

Instead, the shoe for ladies, Nova Shoe, where function and form seem to collide, raises some concerns.



unique circule yacht, z. hadid - 2013



galaxy soho, z. hadid - 2012



nova shoes, z. hadid - 2013