

A017 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 - TIME

THE PAST

Everything we do has its origins in the past and is based on the past.

The past is a major source of reference for the designer. The huge reservoir of what has already been conceived, designed and manufactured is an inexhaustible source of stimuli, ideas and solutions to be reused in the design by a process of filtering through

- reinterpretation
- reuse
- revival.

REINTERPRETING

Reinterpreting is to redesign products of the past in a modern way using new materials and technologies, adapt forms and surfaces to the contemporary taste and fashion using modern technologies, or create a different object from the original while recalling symbols and functions.

FIAT 500

The carmaker Fiat, in the middle of a crisis of ideas, decided to dust off a myth of the past: after almost 50 years Fiat undertakes the restyling of the glorious Fiat 500, "the italian car" par excellence, in production from 1957 to 1975, with 4'250'000 pieces sold. The operation is questionable perhaps for design purists, but very appropriate in terms of trade: people like the new 500, which quickly becomes one of the best selling cars in its segment in Europe.



fiat 500 - 1957



fiat 500 - 2007