

A018 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 - 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.

REUSE

Reusing consists of the recovery and reuse of whole objects (or some of their parts) that would otherwise be destined for disposal through a process of change and adaptation to a new function. The new life of the objects recovered in this way generally does not have anything to do with their previous function.

OFFICES FREITAG

The office and showroom building at the Zurich headquarters of Freitag, a company famous for its bags produced through the recovery of used truck tarpaulins for the transport of goods, were constructed by stacking a series of used containers to be scrapped because they were no longer fit for transport of goods by road.

The showroom is a wonderful example of coherence between Corporate Identity and Corporate Architecture: the basic philosophy of the product and the space coincide perfectly, reinforcing each other.



container



freitag hq - zurich