

A020 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 FUTURE

Whoever designs creates the future: the future is shaped by the ideas and visions of the designer.

As with the past, the future is also an important source of inspiration for the designer.

Often, the designer tries to predict the future or to make a contribution to bring a better future, designing forms and objects for the man of today and tomorrow.

To go beyond his own experience and his own imagination, thus getting a wider range of possibilities, the designer can be inspired by the visions of the future developed in other fields.

One area that is accessible to the public and yet very challenging with regard to the vision of the future is the world of cinema, which interprets the spirit, fears and hopes of society. Fiction movies are one of the most convenient ways to quickly get an overview of possible futures, which can be used by the designer as a source of inspiration.

From the cinema, the designer can get ideas to develop his own vision of the future.

BMW - TRON: LEGACY

In the movie "Tron: Legacy" bikes are fantastic objects that capture the dream of every sports bike enthusiast: to merge with his bike.

The action is characterized by speed and passion for racing; the fantastic atmosphere created is perfect with plastic and color used to convey emotions linked to the future, racing and speed.

A few years later, BMW introduces its new concept car, clearly inspired by the "tronian" bikes and feelings in a promotional video that looks like a clone of the movie, even in the colors. Undisguised inspiration.



the bike of light



tron legacy - 2010



bmw i8 - 2014