

## A022 means of expression

### MEANS OF EXPRESSION

The designer in his work can take advantage of the use of techniques derived mostly from graphics that allow him to express and convey the idea in the best possible way; the same techniques can be used in case of a lack of ideas.

Some of the techniques that allow the designer to highlight or overshadow the product or parts of it are, for example

- use of light
- use of color
- repetition
- copying.

### MEANS OF EXPRESSION - COLOUR

The color should be dosed carefully. The strength of the single color is expressed at its highest when there are no other visible colors. In architecture, monochromatic solutions provide more convincing results: enter a colored object in a neutral (white - gray - black) environment and the object "will give the best of itself".

### RED KILOMETER

The only building that remains imprinted on anyone passing on the Milan - Brescia motorway is the "Kilometro rosso": a 1'000 meter long red wall that runs parallel to the highway and houses a center for research and development. A simple idea, linear and monochromatic: success is guaranteed.

### WOZOCO

The combination of very different colors shifts attention from the object to the resulting chromatic effects; this approach is typical of the artistic sphere, and moves away from the architectural one.

To obtain good results with the coupling of different colors it is therefore a must to refer to artistic criteria, not to design principles.



kilometro rosso, j. nouvel



kilometro rosso, j. nouvel



wozoco, mvrDV