
A024 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 - COPY

Copying is allowed: on certain occasions, it is not a crime.

Often shapes and images are copied to express a concept or to make content explicit.

Copying can be a critical way to denounce.

Copying without any interpretation is a technique sometimes used in architecture, usually where ideas are few or completely lacking.

VENICE

Venice: the real one and its copy in Las Vegas.

PORSCHE HALL

The Porsche pavilion, recently built inside a theme park in Wolfsburg, draws inspiration not only from the world of Porsche, but goes beyond. With its dynamic lines and silhouette, it looks more like a sculptural object rather than a building. To build the outer casing, a technology has been used similar to that for constructing the monocoque frames for lightweight structures in the automotive and aerospace industries. The casing was made with a total of 620 sheets of stainless steel welded together and assembled on site.

The pavilion as a whole certainly evokes the formal characteristics typical of the Porsche brand and, therefore, fully carries out its task. But not only. If we look more carefully at the profile and lines of the whole, we cannot fail to note that the building has the exact form of a well-known Apple mouse.



venice, italy - XV century



the venetian resort, las vegas - 1999



porsche pavillon, wolfsburg - 2012



magic mouse, apple