

## A026 related concepts

### RELATED CONCEPTS

Within the design process fit a number of concepts that are directly or indirectly related to it.

These concepts are elements that interact with the design process in different phases and ways depending on the interest and sensitivity of the designer:

- search for beauty: changing with time and space
- immortality: the object without time
- art: as a source of inspiration
- fashion: influence and dependence
- culture: clash - meeting

Although these concepts are alien to the actual design process, the designer, whether conscious or not, refers to it and is affected (art and fashion).

Sometimes borrowing symbols, goals and ideals from these areas of thought, the designer pushes his work beyond the limits of the existing, the real, to a project of greater scope (beauty, immortality).

### IMMORTALITY

The dream of the designer is to create things that endure over time, eternal products.

What is the magic formula, the secret ingredient, needed to transform the project into a timeless object of worship?

The objects that are long-lasting are those which interpret in a masterly manner the spirit of the time and convey emotions and perfection.

They are mostly characterized by clean lines, by the essential, by the intrinsic elegance that never sets.

### BARCELONA

Even today in many prestigious residences, in luxury shops, in many representative offices and in the waiting rooms of private banks, abound Barcelona chairs, the chair designed by architect Ludwig Mies van der Rohe (production: Knoll) for the German Pavilion at the Universal Exhibition of Barcelona in 1929. Simple lines, maximum elegance and sobriety of colors, it is still produced today according to the original design of its creator.

### GUGGENHEIM MUSEUM

At 70 years after its inauguration, the Guggenheim Museum in New York by architect Frank Lloyd Wright is still one of the most elegant buildings in the world: it could have been built yesterday.

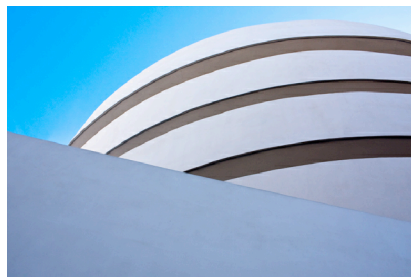
### JAGUAR E-TYPE

One of the most beautiful cars ever designed, the Jaguar E-Type, is still the dream of many car enthusiasts.

The clean and streamlined shape is perfect.



barcelona, mies van der rohe - 1929



guggenheim museum, frank lloyd wright  
new york - 1943



jaguar e-type - 1961