

“CHI NON S’AVVENTURA

NON HA VENTURA”

“WHO DOES NOT VENTURE DOES NOT HAVE VENTURE”

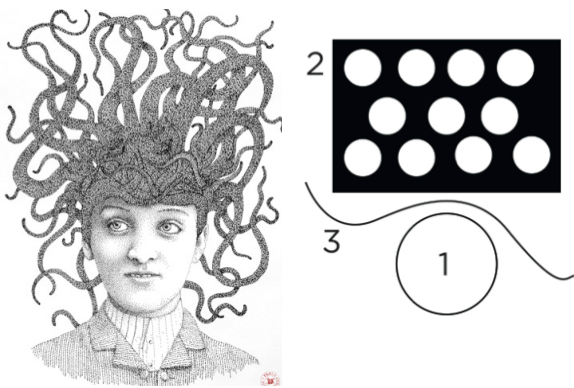
Let's get used to see structure inside our world. Everything can become a catalyst of our impressions.

This is what i've tried to do in my projectual experiences. Try to create a process starting from something that catalyzes my personal view of design, defined by aims. These aims have been associated to geometrical rules that have the power to transform objects and relationships to each of them. Aims have been chosen by defining with three adjectives my design style (tormented, shipwrecked, resolute) and they have been associated to something that came from my imagination or life's experience (a sound, a poetry, a picture, etc.). Three simple aims now have the power to generate something new and to define themselves as strong rules that can transform everything we want.

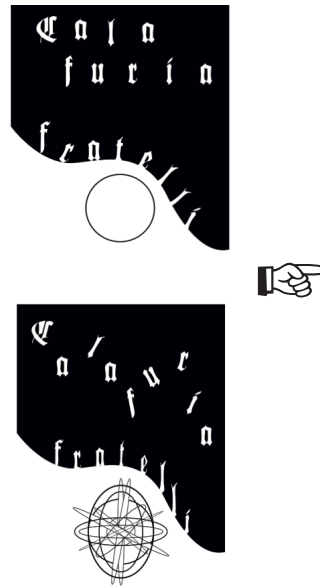
Projects consist in finding different catalysts (in this case a picture and an illustration) that have an interesting “hidden” organization structure. The target was to discover these structure and define that as a paradigm which works as a grid in relation with my aims and logical rules defined previously. In a second time this structure will be transformed in something completely different from the starting image, applying transformation rules and beginning a logical process.

With process and rules defined i can create different scenarios every time more and more complex starting from a theme till i won't find the final one that will be my result that in some creativity way reflects my design style.

Catalyst and first impression



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Final result

