

# MILAN L'E' UN GRAN MILAN

*-Milan is a great Milan-*

*During the course of Generative Design held by Celestino Soddu and Enrica Colabella at Politecnico di Milano (Sept./Feb. 2014) I have learned a new creative method to generate new ideas and improve the complexity and quality of my projects.*

*The generative method is a new kind of approach to reach every time a high quality and a recognizable (riconoscibile x lo stile) project that reflects the way we understand the design.*

*Building step by step the sequence of the rules that we will use during the process we integrate them to our personal interpretations that give at the final "script" a recognizability and characterization.*

*The generative approach is about the transformation of the form, giving a range of possible variations of results.*

*From my point of view, this is the most important thing about generative design: the result of the project is not a finished form but a sequence of changing results.*

*The first thing to do to start a generative project is finding three attributes.*

*The attributes are three fundamental things that best represent our idea of design.*

*Then we must find some references to the attributes. References can be anything (abstract or physical things) that can help define our interpretation of the attributes.*

*Once this phase is over, we can start to build the transforming rules.*

*This is the most important phase of the process.*

*The purpose of transforming rules is to apply one of the attributes to the form through a transformation.*

*There may be many types of transformation for each attribute. These rules can be changed in the course of time, but they contain our style and personal interpretation*

## ATTRIBUTES AND REFERENCES



*tation and can be applied to any project.*

*Once we define a range of rules in relation to our attributes, we have the basic tools to start a generative project.*

*The next step is finding a catalyst to start the generative process. A catalyst is a picture, a portrait or anything we like that possibly has nothing to do with the project.*

## CATALYST AND CATALYST IMPRESSIONS



*With the catalyst we can find the catalyst impressions that are a sequence of relations between the elements of the catalyst that we will put in the paradigm. The relations that we find in the catalyst impressions must be linked to our attributes.*

*The paradigm is the scheme of relations and elements of our project. The type of relation between the elements comes from the catalyst impressions and is adapted to the project.*

## EXAMPLE OF POSSIBLE VARIATIONS



*The result of this phase is an abstract diagram that shows the connections and the elements of our project. We can now start the transformations.*

*The first scenario is made of simple forms related to the catalyst, and from this we start to apply the transforming rules to the single elements step by step, generating a sequence of transformations.*

*There is no end to transformations, and the result is a variety of possible solutions.*

