



“A buon intenditor, poche parole”

“For the wise, few words”

THREE ATTRIBUTES/RULES

ATTRIBUTE 1: Simplicity

I find that this is my most upcoming characteristic, both when it comes to design something and when I have to deal with unrelated stuff: i.e. I tend to be really synthetic when writing a thesis or an article, because I find it better to describe with ease the important things only.

RULE 1: *In order to simplify something I'd try to transform the main shapes in which the object/artwork is made into simpler ones; I'd reduce the color palette and try to make the composition more balanced and tidy.*

ATTRIBUTE 2: Intuitiveness

Studying as a product designer I most of the time felt that the user would have to be in the center of the attention, and that the design should help people to understand how an object work by the way it looks. I here repropose one of the most famous Fukasawa products: a CD player activated by pulling a simple rope: simple and intuitive.

RULE 2: *In order to improve the intuitiveness of the object/artwork I'd try to make its purpose easier to understand, in order to make it clear since the first glance; I'd try to shape it thinking about how the user would approach it, in order to improve his experience.*

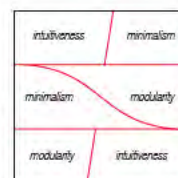
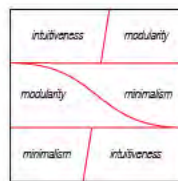
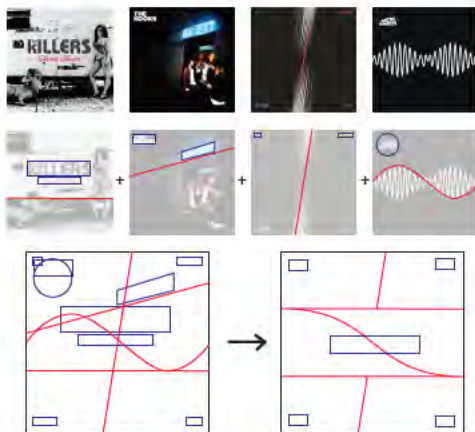
ATTRIBUTE 3: Modularity

This probably comes from my childhood: I've always been a huge fan of Legos, and the way in which simple objects which are quite all the same can create such amazing constructions. I feel that, in design, modularity is often a clever option that can bring a hint of that amazement I felt as a kid.

RULE 3: *In order to make the object/artwork modular I'd try to find a way to build/compose it with a singular simple part, which, repeated a specific number of times, could recreate the composition without completely destroying its starting shape and perception.*

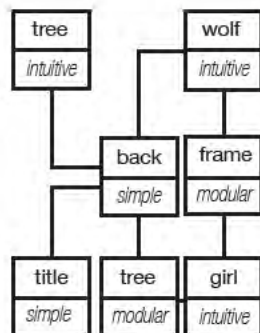
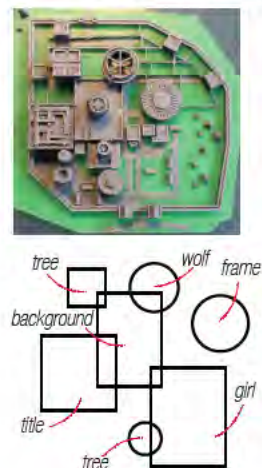
FIRST PROJECT

Creation of a music band's album cover art



SECOND PROJECT

Creation of a cover for a children book: Little Red Riding Hood



Basic



Structure more simple
RULE: Keep symmetry between parts



Modular rotation
RULE: Multiply parts while rotating and scaling