

# ALICE CASIRAGHI

## /Generative Design

Politecnico di Milano

“ *in medio stat virtus* ”  
virtue stands in the middle

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My experience was positive for this course. At the beginning I didn't understand what to do, it was difficult to enter this generative perspective, but now I understand more and I find this subject very interesting and inspiring for my design future.

The use of references and of examples helped me a lot in finding my generative perspective. Once I start drawing using rules and attributes it's easier not to getting stuck in the sketching and this is a great potential and the best learning for this course, according to me.

### PROJECT THEME #01

**BIC PEN**

*PRODUCT*

### PROJECT THEME #02

**GENERATIVE DESIGN  
OF A BIRDWATCHING SITE**

*ARCHITECTURAL*

# MY RULES & ATTRIBUTES

## INTUITIVE

*the higher the contrast, the more intuitive is the function*

## EXPRESSIVE

*give significance to an object by highlighting parts/functions*

## CLASSICIST

*reapproach more geometrical and clean shapes after the chaos*

### HOW TO END

Converge in a point (reaching visibility)



REF. old tower

Enlarge at the end (exaggerately)



REF. mushroom

Smooth and proportionated, connecting round end



REF. water drop

### HOW TO FOLD

Curved, wrinkled vs straight (contrast)



REF. human body

Stuck vs loose, open and free



REF. waterfall, gravity

Fold following perpendicular lines



REF. book

### HOW TO CONNECT

Make edges fit like dovetail joint (connect with nothing else)



REF. seat belt

Contrasting shapes of the two parts connecting



REF. bohemian rhaps

Torn following a helixoidal/spiral order (simple, clear)



REF. screw

### HOW TO STAND

Enlarge lower body (adding visual load)



REF. kids glass

Distort, stand not perpendicular to ground line (balance weight)



REF. wine bottle hold

Multifacet or split, enlarge the base



REF. tree roots

# PROJECT THEME #01

## BIC PEN

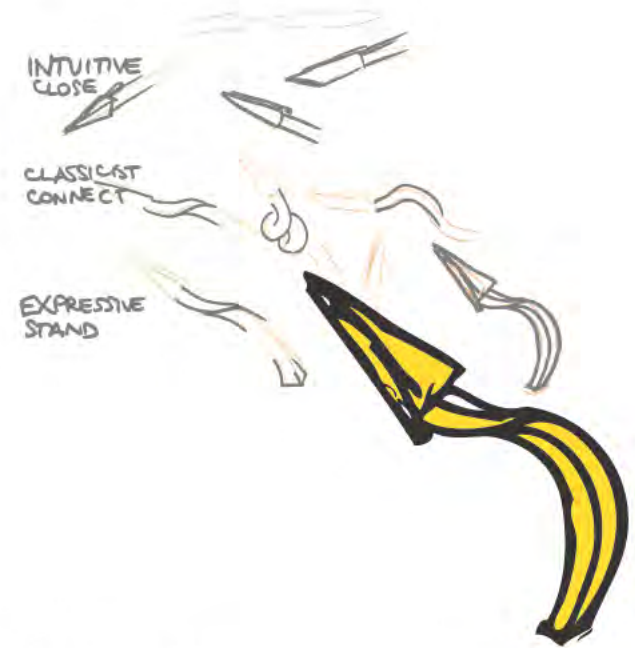
PRODUCT

### CATALYST



### TRANSFORMATIONS

/output 1  
"INCHINO" PEN

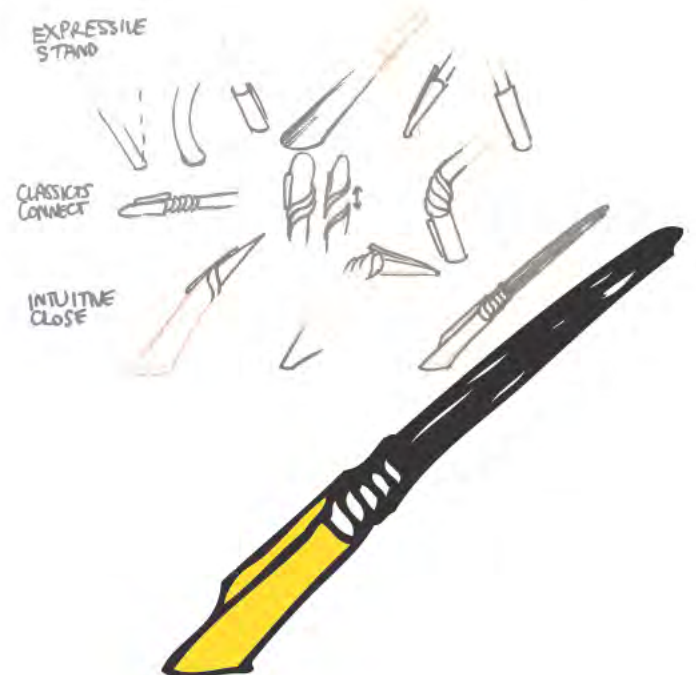


### PARADIGM

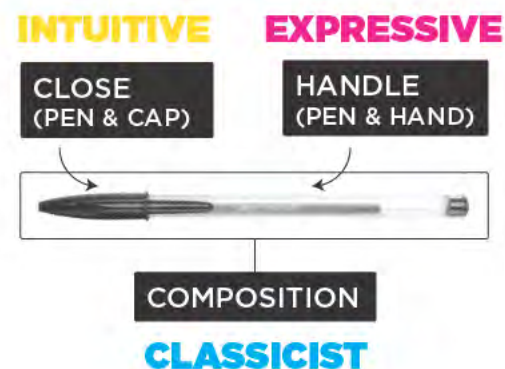
/first impressions



/output 2  
"FRECCIA" PEN



/logical connections - attributes



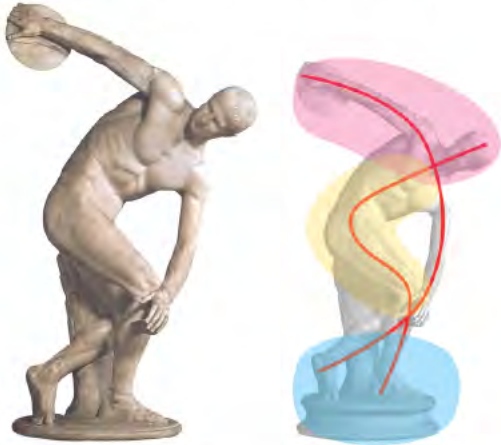


# PROJECT THEME #02

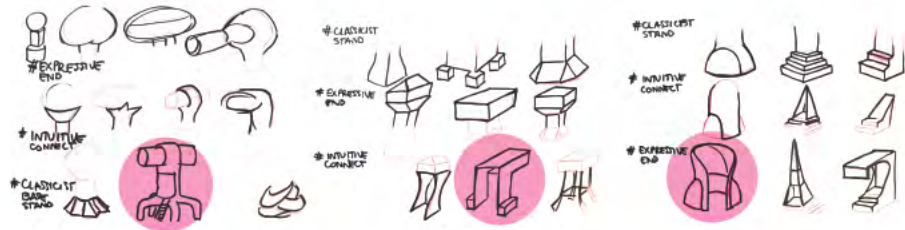
## GENERATIVE DESIGN OF A BIRDWATCHING SITE ARCHITECTURAL

### CATALYST

/Mirone's "Discobolo"

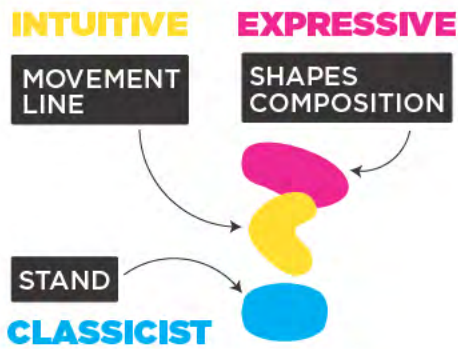


### TRANSFORMATIONS



### PARADIGM

/first impressions



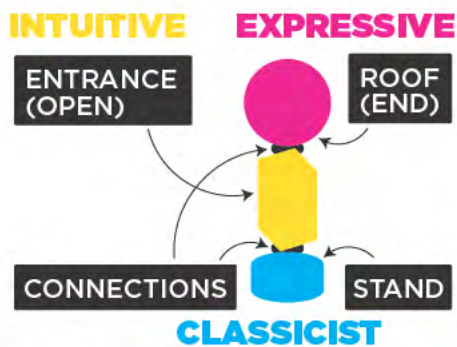
1/"CUBICA" rooftops



2/"TRONO" wonderland



/logical connections - attributes



3/"BINOCOLO" gauguin

