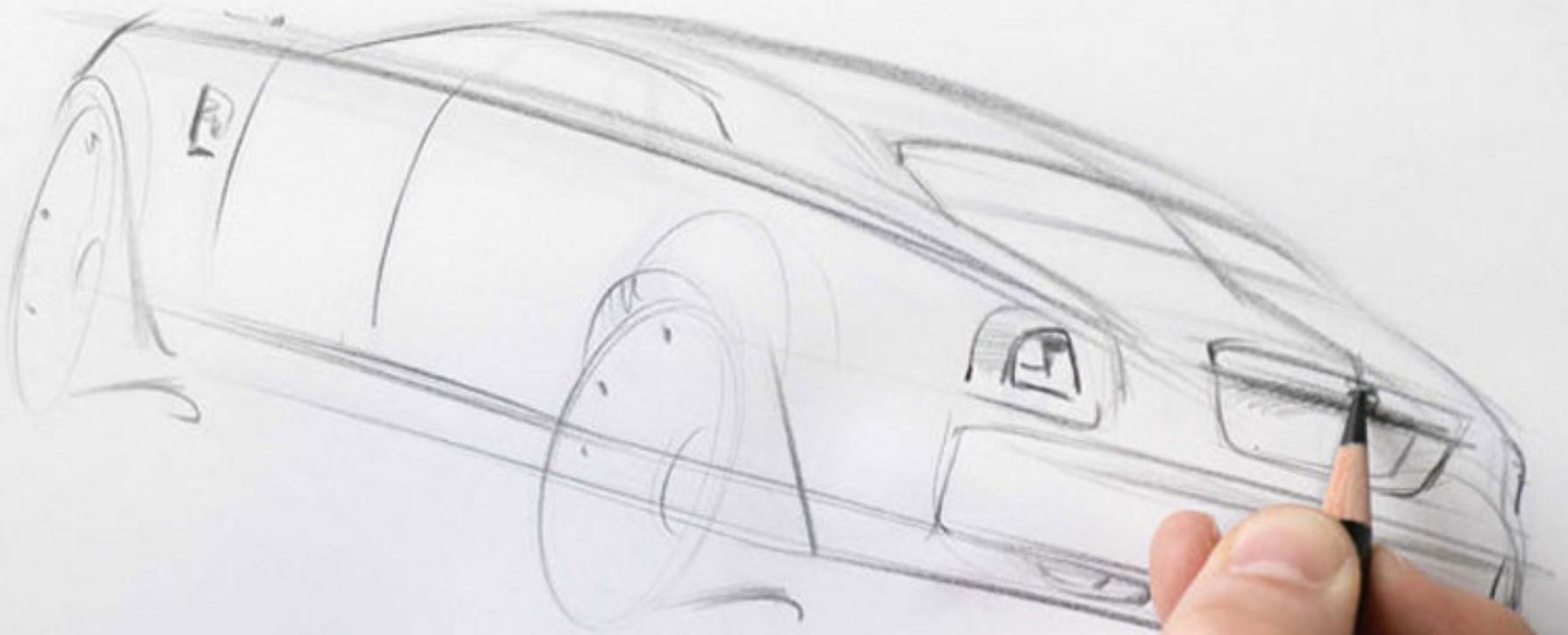


What is the process of designing?



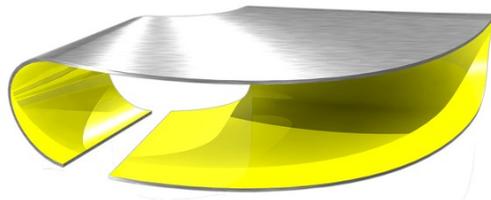
Umberto Giraudo, PhD

Product Design Course Director

British Higher School of Art & Design

Is this *design*?*





Most of the time we confuse the term “design” in a very broad sense, up to the point it loses its actual connotation.

Design is highly advertised nowadays as a set of extremely glamorous objects that simply look good, funny or provocative.

However in most cases we tend to forget that this category of objects, is not the only scope of design, that is, indeed, much broader.

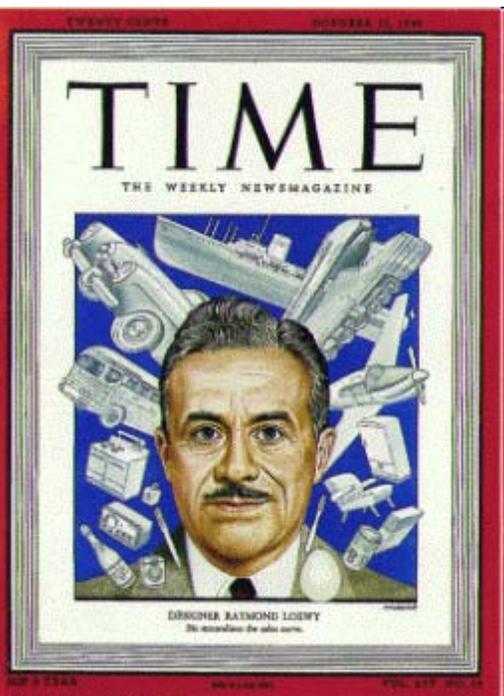
Design is about people, certainly, but very much also for companies' profitability.

Profitability comes by innovation, in most cases





Our misunderstanding of design originates mostly from two main movements: Rationalism in the 30's and Memphis in the 80's. In both cases there was the tension of defining meta concepts of design, joining the arts and becoming provocative up to the point of being heard.



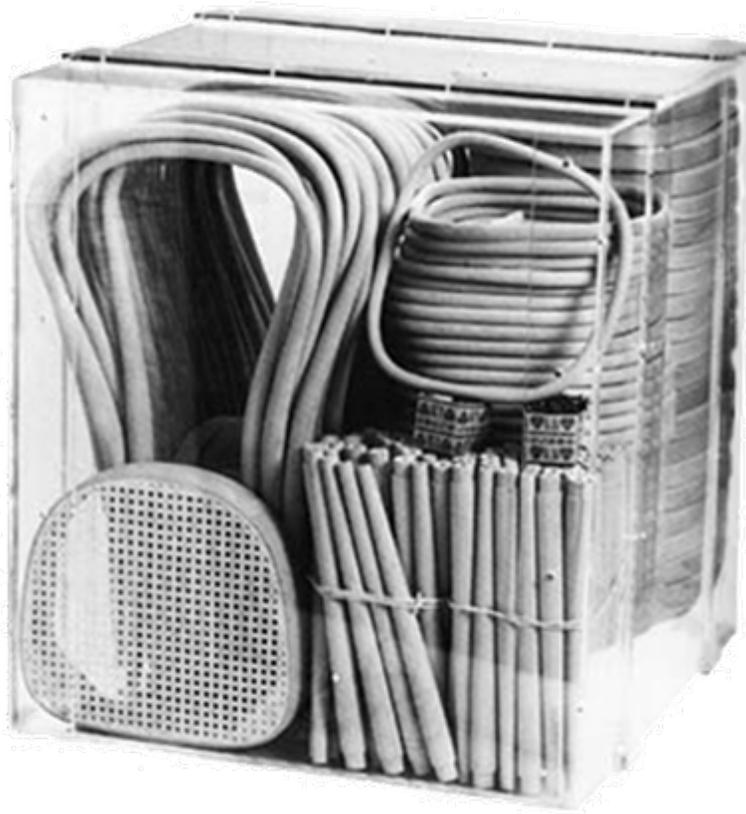
What remains in nowadays understanding of industrial design is still what Raymond Loewy suggested back in the 30's: design is a tool to better sell, to make products continuously apetible to the market and to make companies make profit.



Indeed he announced nothing new, if we give a look to this chair, we all recognize it.

What made this chair a design item lasting for more than 150 years and produced in more than 80 million copies, is not only the shape or the Biedermeier style... but...





Exactly this:

- 6 wood pieces, 10 screws, 2 nuts
- 36 chairs in 1 cubic meter
- A patent for a new manufacturing technique and innovation
- Ability to respond to a wide target audience
- Ability to make profit
- Main identity of Thonet KG still today



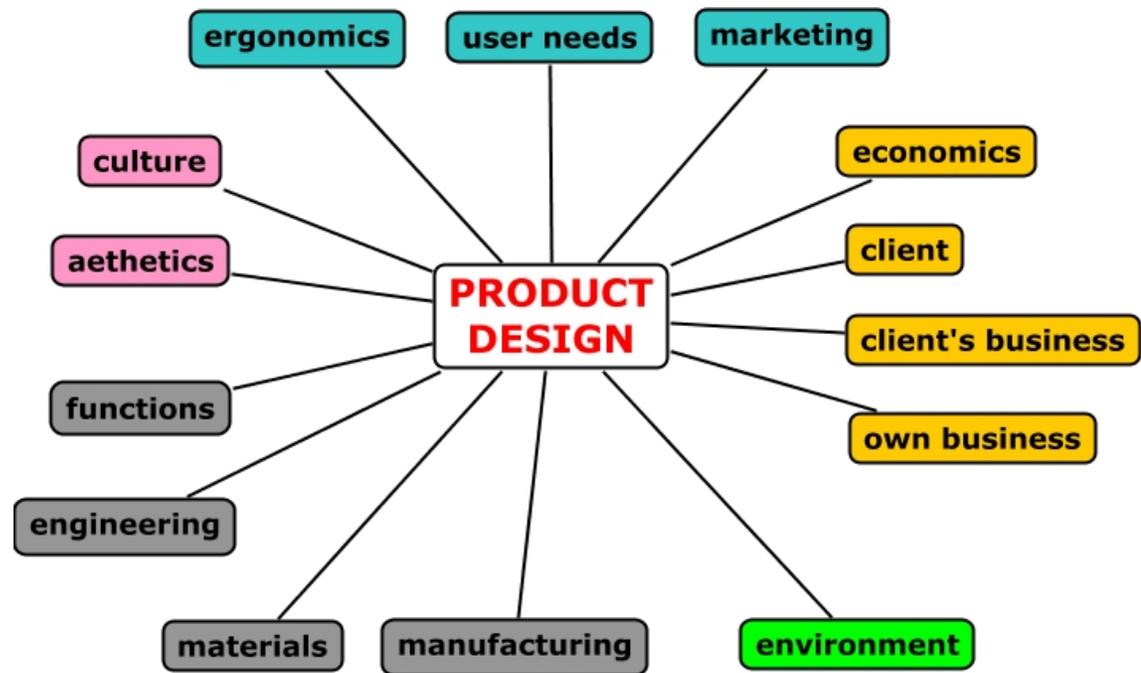
Indeed there is nothing
impressive in this:

DESIGNERS ARE NOT
ARTISTS

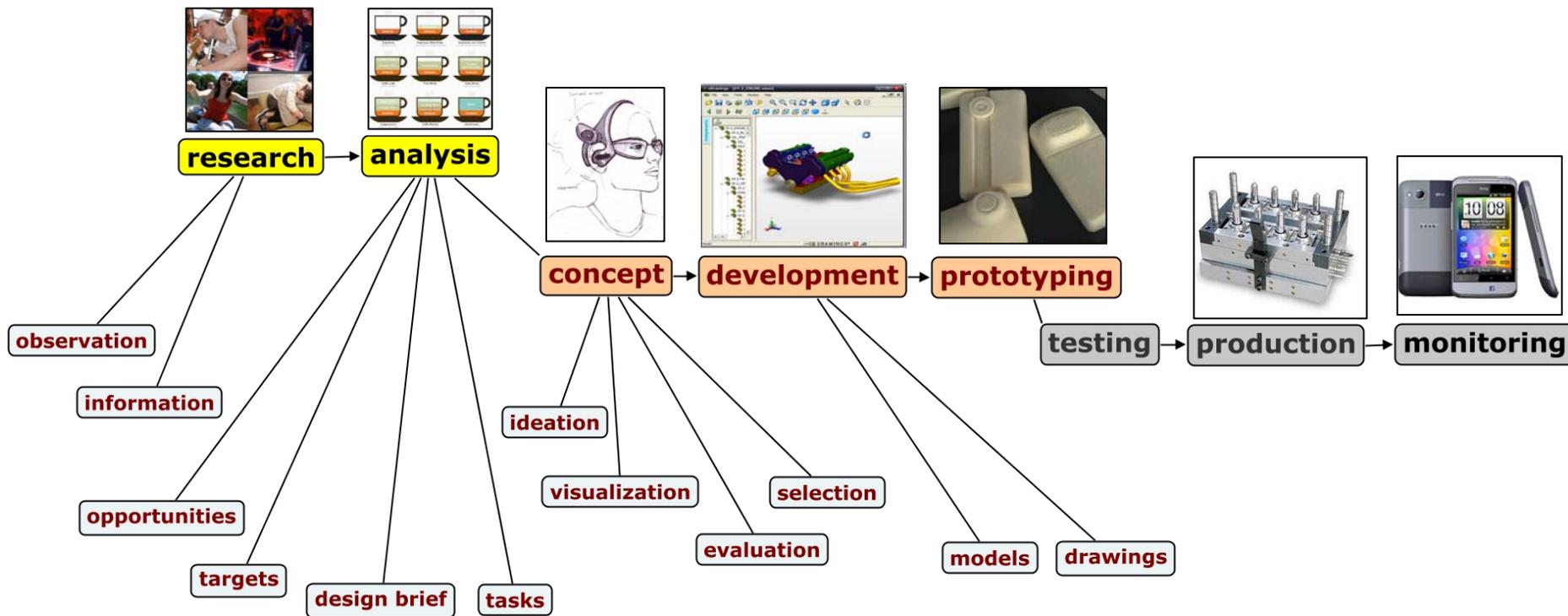
DESIGNERS ARE NOT
TRAINED TO BE ARTISTS



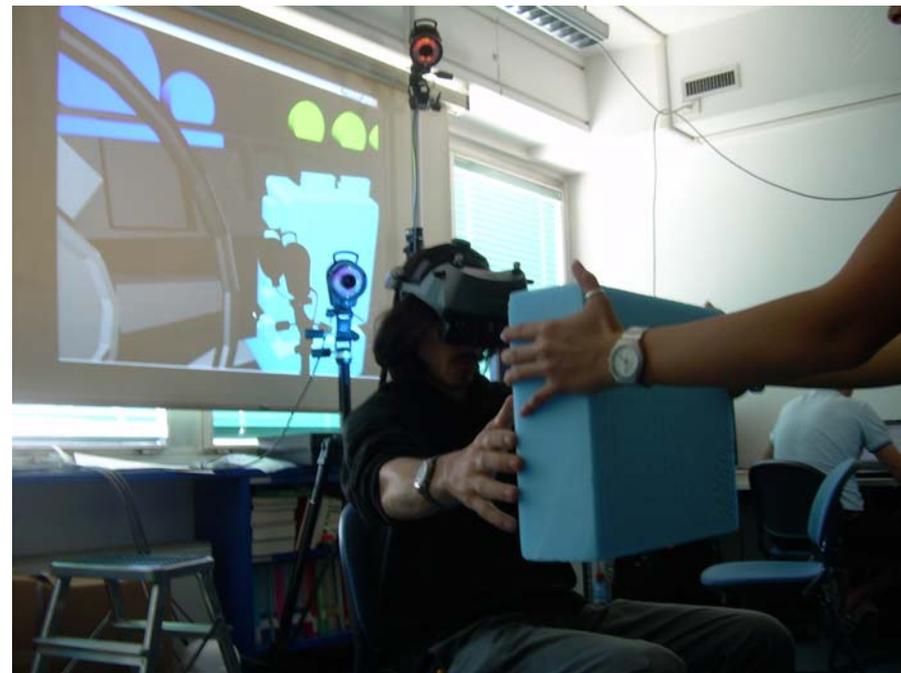
Design is naturally a vector of innovation because it is a way of thinking based on analyzing on field real needs, because it is the only profession capable of interfacing with a number of different actors, because it is developed to bring new ideas by all disciplines



How does all that happen?



By specifically working on any of those steps, we can get very different “types of design”, ranging from ‘invention’ to ‘styling’





This is all what we see...

...and this is what it takes to get there...





Many people tend to confuse the meaning of creativity:
there is an enormous difference between artistic
creativity and “idea creativity”.

E. De Bono





It is time to shift the expectations of design: products are just a small part of the full range of competencies of designers.

If we talk about creativity and ideas generation, then design can finally take the position in business it deserves.