

DISSEGNIATO

IN ITALIA



**MEET THE DESIGNERS BEHIND
THE DESIGNS** 



GIACOMO BORIN

Chief Design Officer, Int'l.

GIACOMO BORIN, HEAD DESIGNER - DE'LONGHI S.P.A.

DESCRIBE DE'LONGHI'S DESIGN PHILOSOPHY:

It's an attitude more than philosophy. We're thinking about what's happening tomorrow. When you think about the home of tomorrow, we feel it will be very different than the home of today. Tomorrow's home will take you more into the past by including only essential objects. Many items in today's home will disappear as we know them. For example, televisions may no longer exist. Information may come to you in some other form that is more essential, such as the computer or the telephone.

WHICH DE'LONGHI PRODUCTS ARE YOU MOST PROUD OF?

The one I haven't designed yet! Really, it's not about me being proud. It's about my team and my company feeling pride. To answer the question, the line we're currently working is one I'm very proud of. It conveys an opulent attitude with the use of basic materials such as steel and a streamlined form. Nevertheless, it is still approachable for most people.

WHAT IS IT ABOUT THE ITALIAN CULTURE THAT HAS CREATED THIS FOCUS ON DESIGN?

It's in the Italian's DNA. In the 50's, there was a big industrial design movement in Italy that came out of architecture. Italian designers interpreted ordinary objects based on perspective, humanism, and values associated with Italy since the Renaissance, bringing beauty, function, power, and poetry to objects that were previously seen as strictly utilitarian. This interpretive approach overflowed to every aspect of the home.

HOW IS ITALIAN DESIGN DIFFERENT THAN IN OTHER PARTS OF THE WORLD?

Italians are naturally curious. This curiosity, coupled with the fact that Italy is the epicenter for fashion, art, and creativity gives Italians a natural instinct for design.

WHAT INSPIRES A DE'LONGHI DESIGNER?

I think there are three main things that inspire us:

1. Observing the world around us – We are continually taking cues from painting, fashion, art, and music to enrich our perspectives.
2. An avant-garde, forward-thinking attitude coming from the experiences we're surrounded with in the Venice region where De'Longhi is headquartered and where all our designers originate. The Biennale di Venezia, for example, provides an excellent opportunity to learn. This is a place where there is a continuous expression of art and design by the most advanced and innovative artists around the world. We are continually fascinated by what we see here every year.
3. Application – Being able to express our observations in every day design projects allows us to have free reign with our creativity.

DESCRIBE DE'LONGHI'S AFFILIATIONS WITH DESIGN SCHOOLS AND DESIGN ORGANIZATIONS:

De'Longhi invests heavily in design education. We were the first, along with Benetton & Electrolux to sponsor a school of design in Treviso, which belongs to the University of Architecture in Venice. This is located in Treviso because of the network of industries allowing designers to practice industrial design.

Also, we were the first, again with Benetton and Electrolux, to create a type of degree that has since been copied by many universities in Europe. This program requires industrial design students to have an internship in order to graduate, allowing them to be educated in the reality of every day industrial design. This system also gives De'Longhi first access to feedback and fresh perspective from these students.

In addition, we have affiliations with Politecnico of Milan, The Univ. of Architecture in Florence, the European Institute of Design of Barcelona, Madrid, Milan, and Torino and the Italian School of Design of Padua. We also collaborate with Institute of Design in Toronto and have affiliations with industrial design firms in New York.



DARIO DE PRÀ
Senior Designer

DARIO DE PRÀ, DESIGNER, SAILOR

AGE: 35 **HOME TOWN:** Mirano (Venice province)

SCHOOL:

Industrial Design Degree from Università IUAV di Venezia, Faculty of Arts & Design.

AWARDS OR SPECIAL RECOGNITIONS:

Red Dot design award 2007 and iF design award 2007 winner for the De'Longhi household juicer. Plus X Award 2005, Innovation section for the De'Longhi electric deep-fryer.

GREATEST ACHIEVEMENT CAREER-RELATED:

I've been invited to participate as a visiting professor by the most important Italian universities for Industrial Design: Politecnico Di Milano, Istituto Universitario Di Architettura Di Firenze, Istituto Universitario Di Architettura Di Venezia and The Scuola Italiana Design Di Padova.

GREATEST ACHIEVEMENT NOT CAREER-RELATED:

Reached the rank of SGT in the Italian Coast Guard during Italian Navy military service.

INSPIRATIONS:

I have a strong passion for the sea, sailing and boating as often as possible. Riding my motorcycle. Gardening. DIY manual work—it's a good way to relax my mind and help me think of new ideas.

WHY DID YOU BECOME A DESIGNER?

Every object, in both its shape and its function, is an interpretation of its creator. As a designer, everyday is an opportunity to improve this interpretation.

FAVORITE EXAMPLES OF GOOD DESIGN:

The BIC lighter and the umbrella, though common objects, were revolutionary when they were created and have remained unchanged for a century. The first Piaggio Vespa and the Fiat 500 are both excellent examples of good Italian industrial design. More recently, Swatch and Apple.

HOW DO YOU APPROACH A PROJECT?

I analyze products to understand why they are made in that way. What were the goals they had to achieve? What is the purpose, not only from the functional point of view but also in terms of communication? What are the price positions on the market? Why that shape or material? A deep analysis of a lot of objects gives me a large database to draw upon.

WHAT IS YOUR ULTIMATE DESIGN GOAL?

To revolutionize the way you make breakfast.



MAURO CERESER
Senior Designer

MAURO CERESER, DESIGNER, SPEEDRACER

AGE: 34 **HOME TOWN:** San Dona' di Piave (Venice)

SCHOOL:

Transportation Design and Interior Decorator Degrees from Istituto d' Arte Applicata e Design in Turin.

AWARDS OR SPECIAL RECOGNITIONS:

Plus X Award 2007, Ease-of-use section for the De'Longhi coffee machine.

Plus X Award 2007, Design and Ease-of-use section for the De'Longhi Pinguino T106 ECO.

Plus X Award 2007, Ease-of-use section for the De'Longhi Pinguino W110 ECO.

Plus X Award 2005, Innovation section for the De'Longhi Pinguino S1000.

Plus X Award 2005, Design section for the De'Longhi Pinguino T100.

GREATEST ACHIEVEMENT CAREER-RELATED:

The official presentation of Pinguino W series at the Genova aquarium in 2007.

GREATEST ACHIEVEMENT NOT CAREER-RELATED:

Participating in the Italian ski championships for military troops in 1996.

INSPIRATIONS:

Car design. Specifically, I admire Chris Bangle's design style for BMW. He conjugates innovation and tradition, joining simple style to dynamic shapes and creating a kind of neoclassicism form.

WHY DID YOU BECOME A DESIGNER?

I think is fantastic to see a product in a store and say, "I designed that."

FAVORITE EXAMPLES OF GOOD DESIGN:

1. Motorola Star Tac
2. Mercedes W124 series
3. Actual BMW 5 series
4. Apple design
5. The first Swatch
6. Tetrapack

HOW DO YOU APPROACH A PROJECT?

For me, I always try to find a way to blend the traditions of timeless designs with new innovations.

WHAT IS YOUR ULTIMATE DESIGN GOAL?

To make air conditioners as sexy as sports cars.



MARCO VAONA
Senior Designer

MARCO VAONA, DESIGNER, ROCKSTAR

AGE: 32 **HOME TOWN:** Mestre (Venice)

SCHOOL:

Industrial Design Degree and Masters from Scuola Italiana Design, Padova. Diploma from Scientific Liceo.

AWARDS OR SPECIAL RECOGNITIONS:

Red Dot design award 2007 and iF design award 2007 winner with De'Longhi "Esclusivo" breakfast collection.

GREATEST ACHIEVEMENT CAREER-RELATED:

Seeing the products I've designed all around the world.

GREATEST ACHIEVEMENT NOT CAREER-RELATED:

Mastering the guitar.

INSPIRATIONS:

Nature, Music, and every expression of art and technology...
Some names? Bruno Munari, Nuccio Bertone, Joe Colombo.

WHY DID YOU BECOME A DESIGNER?

When I was a kid, I was in love with an Italian sport car, the Fiat Bertone X1/9. I wrote a letter to Nuccio Bertone (the designer) asking for a catalog of my dream car. A month later they sent me back a lot of posters and information about their story and models... it was amazing. So I went deep into car design, spending time sketching by hand during my early school days (which didn't please my teachers).

FAVORITE EXAMPLES OF GOOD DESIGN:

1. Bic's classic ballpoint pen
2. Lego toys
3. Fiat Panda
4. Tupperware bowls
5. Ikea watering can VÅLLÖ.

HOW DO YOU APPROACH A PROJECT?

Listening to the what people need, absorbing everything that is inspiring to me in different areas of design, and trying to migrate cool concepts from different products and cultures.

WHAT IS YOUR ULTIMATE DESIGN GOAL?

To design a timeless object, something like the "Tizio" Lamp from Artemide designed by Richard Sapper... and see it at MoMA. Is that too much?



GIORGIA MEL
Senior Designer

GIORGIA MEL, DESIGNER, POPULIST

AGE: 30 **HOME TOWN:** Verona

SCHOOL:

Industrial Design Degree and Masters Degree from Politecnico di Milano.
Diploma in visual communication design from Liceo Artistico in Verona.

AWARDS OR SPECIAL RECOGNITIONS:

Red Dot design award 2007 and iF design award 2007 winner for the De'Longhi household juicer.

GREATEST ACHIEVEMENT CAREER-RELATED:

Serving as a guest professor at my alma mater, Politecnico di Milano.

GREATEST ACHIEVEMENT NOT CAREER-RELATED:

Mastering the art of the bellydance.

INSPIRATIONS:

Nature. Different cultures. Social events. Food.

WHY DID YOU BECOME A DESIGNER?

I believe in the social power of design. Good design isn't only for a few people. It can't only be for the rich or privileged. Good design has the power to benefit all people, regardless of social class. And good design should have a social purpose. It can be an answer to peoples' needs—something useful. It can give joy and happiness.

FAVORITE EXAMPLES OF GOOD DESIGN:

1. Meccano by Frank Hornby
2. Vespa by C. D'Ascanio
3. Fiat 500 by D. Giacosa
4. iPod by J. Ive
5. Beolab5000 by D. Whitfield Lewis
6. Lettera 22 by M. Nizzoli
7. Valentina by E. Sottsass
8. RadioTS 502 Brionvega by M. Zanuso and R. Sapper
9. Grillo by M. Zanuso and R. Sapper

HOW DO YOU APPROACH A PROJECT?

I always think that the project I'm working on will be the best project I have ever designed and it will bring about the best product of its kind.

WHAT IS YOUR ULTIMATE DESIGN GOAL?

I try to improve the world with small objects and little ideas, but good ones. And lots of them.



AMEDEO COMARELLA

Senior Designer

AMEDEO COMARELLA, DESIGNER, DREAMER

AGE: 29 **HOME TOWN:** Vidor (Treviso)

SCHOOL:

Industrial Design Degree from Università IUAV di Venezia, Faculty of Arts & Design.

GREATEST ACHIEVEMENT CAREER-RELATED:

Seeing the products I've designed sold in stores.

GREATEST ACHIEVEMENT NOT CAREER-RELATED:

Taking 2nd place in a photography contest sponsored by the Solighetto Fotografica Club on industrial landscape.

INSPIRATIONS:

Right now, I am influenced by the slim styles and straight lines of new electronic devices.

WHY DID YOU BECOME A DESIGNER?

Since I was young I've always had the desire to create new objects. I would invent small toys or new games all the time. So I wanted to find a career that allowed me to continue to create new things every day.

FAVORITE EXAMPLES OF GOOD DESIGN:

1. Saarinen table
2. Every new thing Apple comes out with.

HOW DO YOU APPROACH A PROJECT?

I spend a lot of time learning about new technological breakthroughs across all aspects of design, not so I can use them, but so I can relate to the process and understand the realization of new ideas. This way, when I begin a project I think about what types of innovation I can bring to it.

WHAT IS YOUR ULTIMATE DESIGN GOAL?

To design something entirely new. Something that has never existed before.

