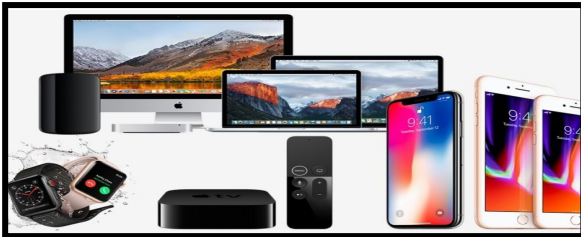


1.15 Analysing the work of others

Many designers have made significant contributions to design and continue to influence today's designers. These highly successful and influential designer/companies have contributed, in some way, to the design features of today's products. Analysis of an established designer or company should focus largely on the common features of products. What made them stand out? Were any key features particularly successful? What can we learn from these products?

Alessi started as a workshop processing brass, nickel silver sheet metal and gradually evolved into one of the most iconic manufacturers of modern times. An openness to innovation and collaboration has been key to its success, yet Alessi cherishes the traditional skills and culture of the company founders. Products in the Alessi collection are linked by a common theme of humour and a sense of emotional connection with an object, as Alberto Alessi describes: "A true design work must move people, convey emotions, bring back memories, surprise, and go against common thinking." **Examples:** created iconic kitchen products such as the Juicy Salif lemon squeezer and retro kettles.



Apple is one of the world's most lucrative companies, generating billions of dollars a year with a workforce of over 90,000. Part of their global success can be attributed to their sophisticated design and innovative use of new technology. They have built up a loyal customer base with this ground breaking design of products that had never been seen before. Apple's reputation has been marred of late as it has been the subject of controversy regarding tax evasion. **Examples:** producers of consumer electronics and software using cutting edge technology creating the iPad, iWatch, iPod, iPhone and iTunes.

Heatherwick studio have a vast and varied portfolio ranging from products to infrastructure to architecture. They are known for stretching the boundaries of materials, craftsmanship and artistic thinking, showing that products and buildings can be unusual, experimental and interesting. **Examples:** Famous designs include the new London Routemaster bus and the Olympic Cauldron (London, 2012). The building featured on the slide is the UK Pavilion from the Shanghai World Expo (2010). The title of the piece is the Seed Cathedral. The building consists of a box with 60,000 acrylic rods which extend both out of and into the main structure. Each acrylic rod is cast with a different seed at the tip, taken from Millennium Seed Bank at Kew Gardens. The rods sway slightly in the breeze, like grass in a meadow, and are carefully arranged to display a subtle shadow of the Union Jack from the outside.



Joe Casely-Hayford established himself as an international fashion designer since he broke onto the scene in the 1980s. The British born designer took pride in the use of traditional tailoring techniques and old English fabrics with a contemporary and elegant edge. He pushed the barriers of conformity with his wearable designs.



Pixar is famous for breakthrough movies, both in term of their technological advances and visual appeal. Pixar's ethos focuses on the collaboration of large teams (200-250 people) where everyone in the production team can suggest ideas. President of Pixar, Edwin Catmull, attributes the success of the company to this collective approach, as well as the willingness to take risks. **Examples:** Toy story and Finding Nemo.

Additional Designers and Companies:

Raymond Loewy is hailed by many as the Father of Industrial Design. His influence has touched everyone in the modern world and gave the American way of life a distinct identity. He said of himself, "... I have made the mundane side of the 20th century more beautiful." The New York Times describes him as someone who "radically changed the look of American life." He introduced the idea that if two products have the same price, function and quality, the consumer will purchase the product with better aesthetics. **Examples:** designs ranging from refrigerators to planes, trains and spacecraft.



Dame **Zaha Hadid** was an Iraqi-British architect who overcame racial and gender prejudice to become one of the world's most celebrated and successful architects. She was the first woman to receive the Pritzker Architecture Prize (2004). She integrated geometric forms with expressive, sweeping fluid forms. Promoting architecture as a visual art form, with buildings intended to give aesthetic pleasure. **Examples:** One of her designs is the London Aquatics Centre, designed for the London 2012 Olympics.

Tesla operates through two strands: electrical vehicles and sustainable energy generation and storage. Fans of the CEO, Elon Musk, view him as a real-life Iron Man. His side projects include SpaceX, a company specialising in space exploration and the creation of a human colony on Mars, and The Boring Company, who are developing tunnelling technology with a view to boring a vast high-speed underground network to reduce congestion and journey time. **Examples:** they have produced electric cars that don't compromise on power or quality, have zero emissions, are affordable and can be charged from home. See Model X SUV (2016)

