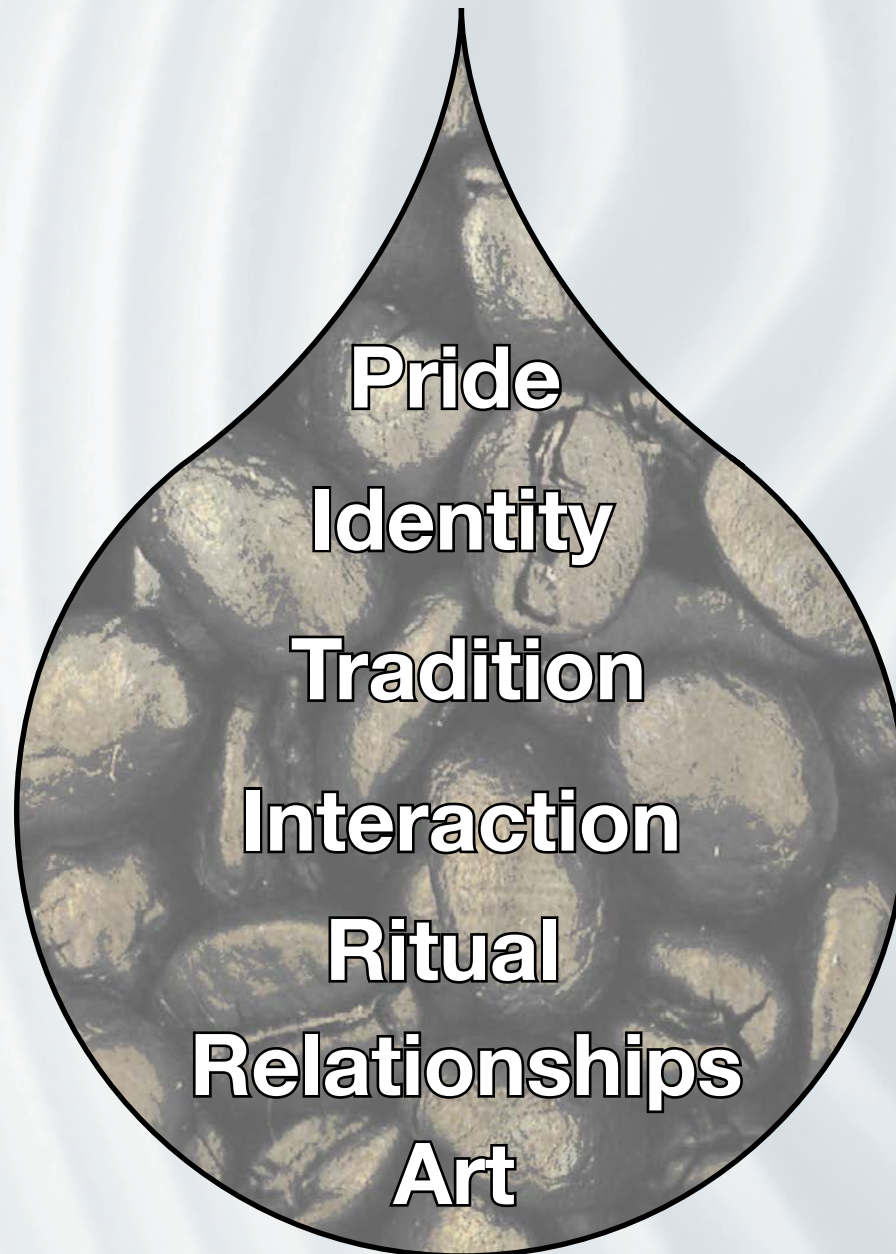




Project Title: “Aeolian”
Workshop N°2, 27th May 2014

Brief Title: Dynamic Break
Project Leader: Odoardo Fioravanti
Project Advisor: Amelia Valletta
Group Members: Dogus Bodamyalizde / Joe Coveney / Berkan Mustafa Unutulmaz

Coffee Symbolism



Pride

Identity

Tradition

Interaction

Ritual

Relationships

Art

Who are we Designing for?

Distributors

Professional Quality

High Performance

Ease of Use

Professional Quality

High Performance

Ease of Use

Barristas

Customers

Professional Quality

High Performance

Ease of Use

Our Understanding of what Wega want

Soft

Young

Sexy

Groovy

40% functional

60% aesthetic

Retain internal structure
re-development of outer form
new concept for interface

Design Objectives



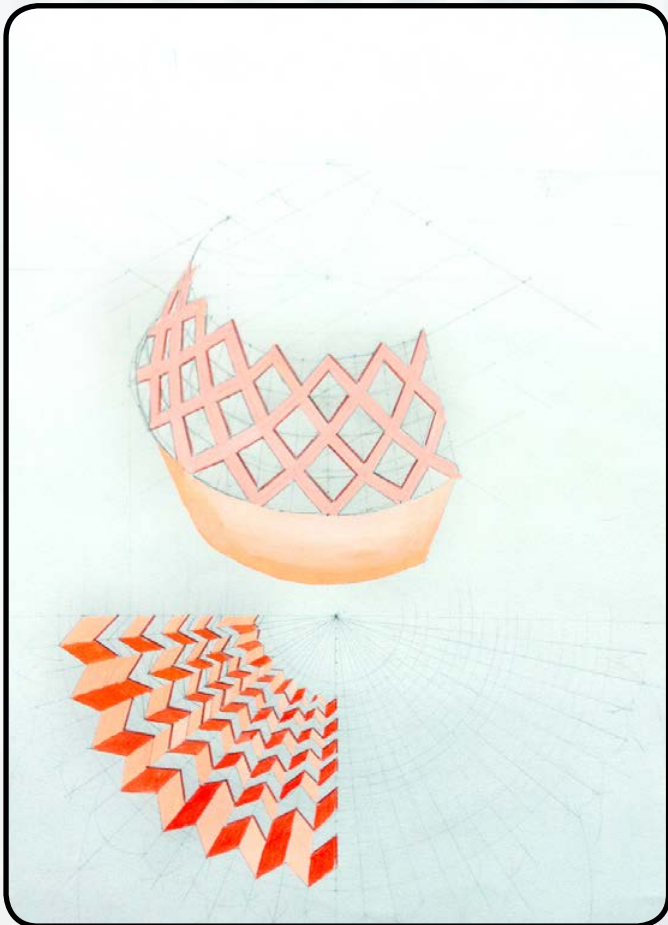
How to update the cover for a young audience?

While maintaining the manufacturing processes?

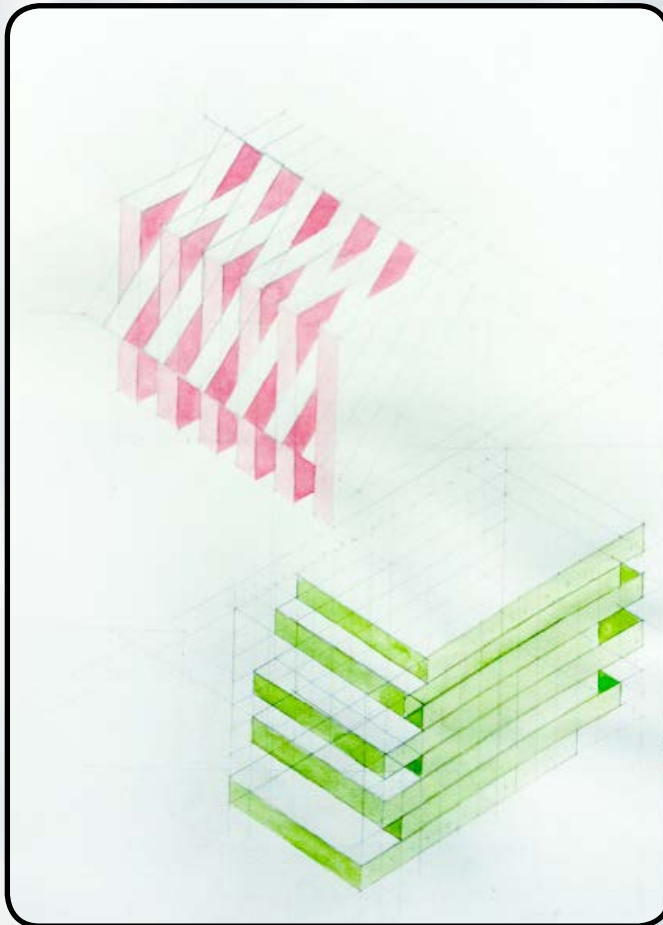
and developing a new concept for an intergrated interface?

Research

VEIL



SLICE



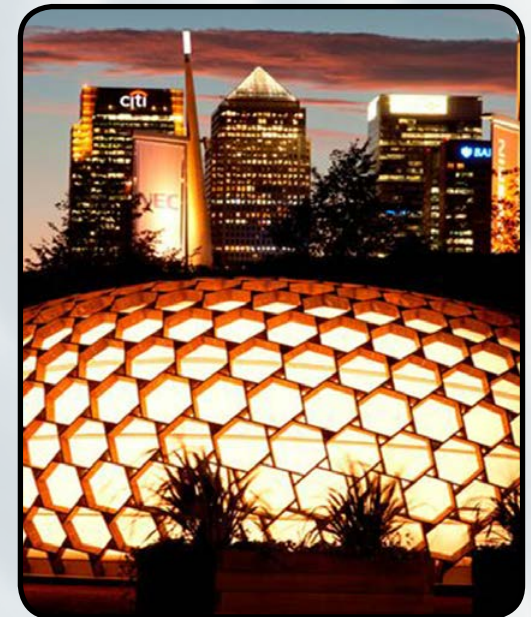
SURFACE



Veil

The Veil as a concept interested us as it refers to the ritual of coffee drinking and the mystery of the baristas skill.

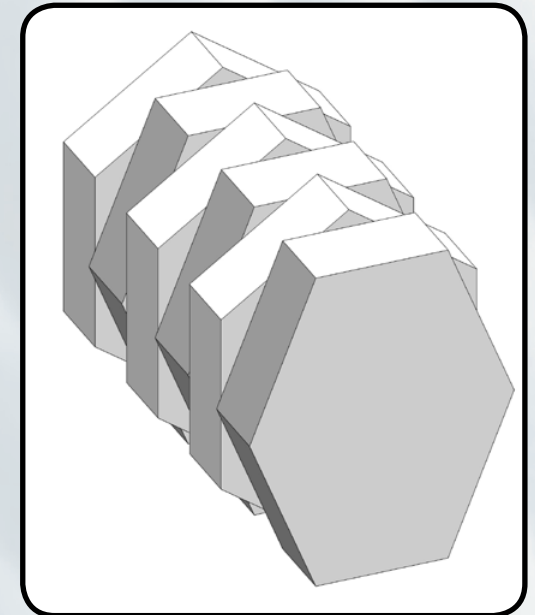
KREOD by Chun Qing Li of Pavilion Architecture
Christo and Jeanne Claude wrapped the reichstag



Stack

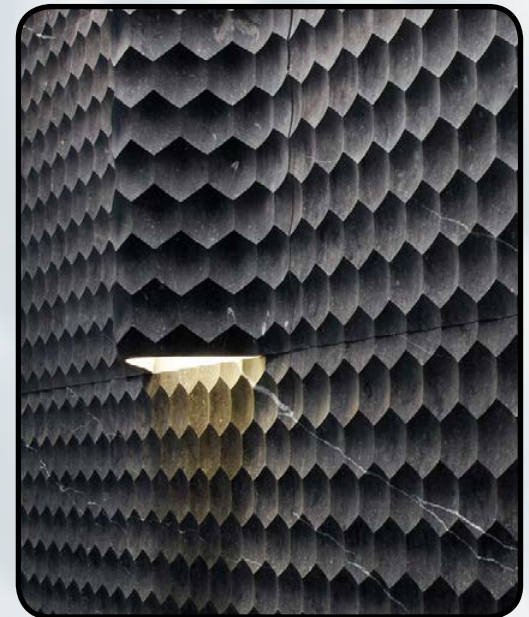
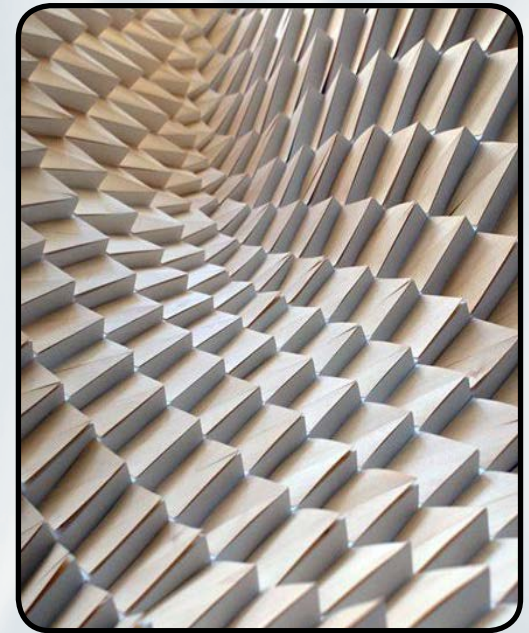
We investigated the idea of stacking or twisting the form as a sculptural solution.

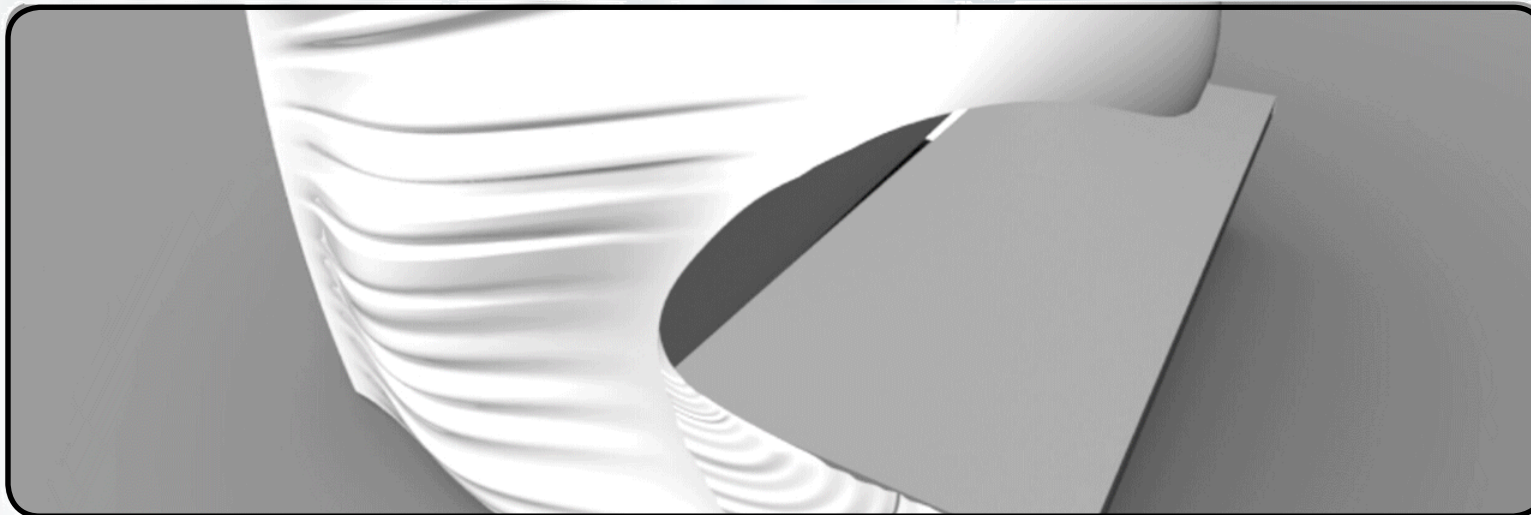
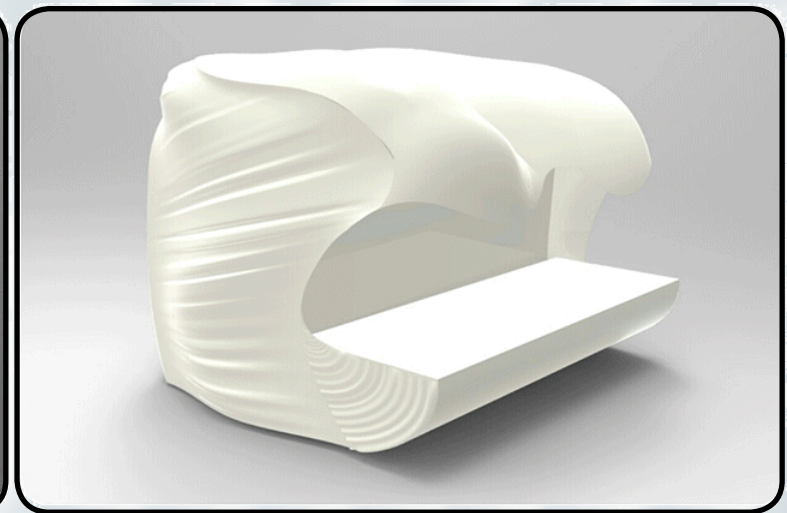
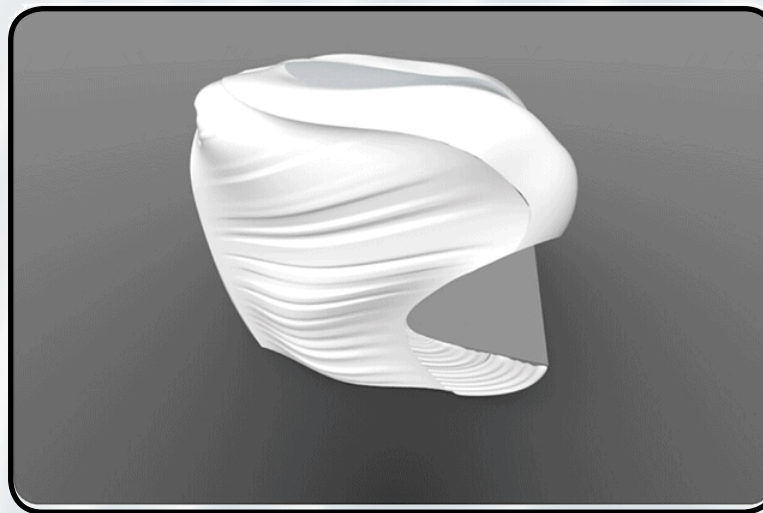
New Museum NYC by Kazuyo Sejima and Ryue Nishizawa



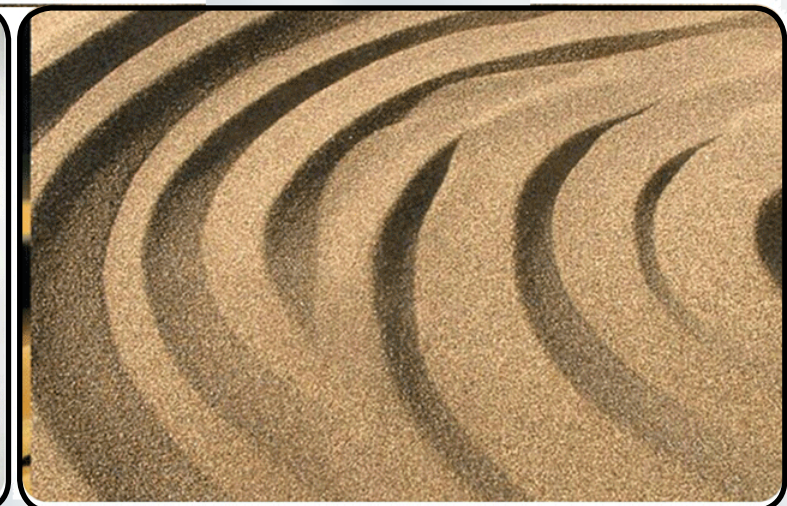
Surface Alongside developing the form we wanted to bring attention to the surface details to make the object more sensual, more tactile.

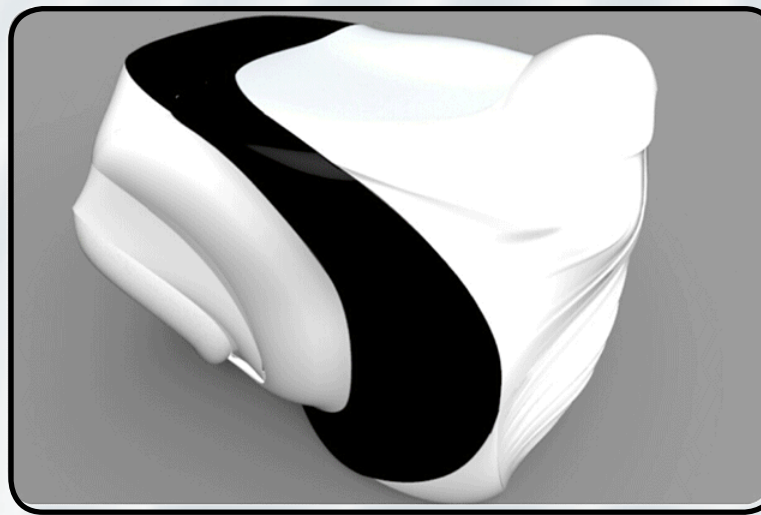
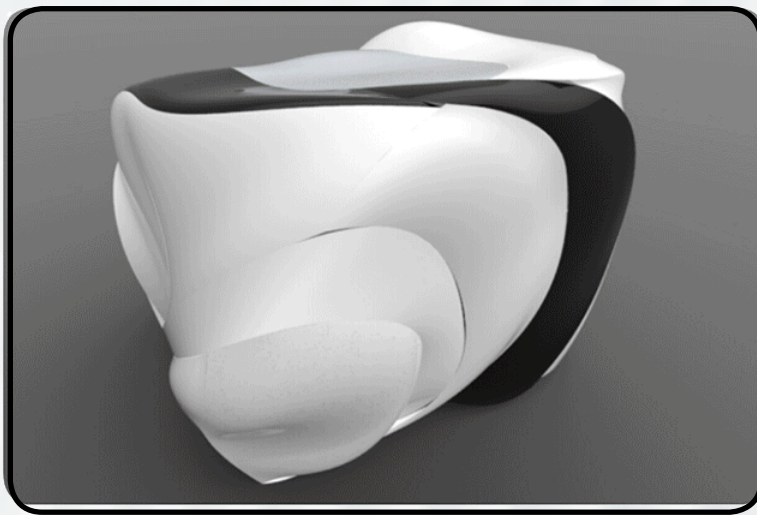
Bowls by tavs jorgensen
Lithos design engineered materials
Achim Menges researched forms



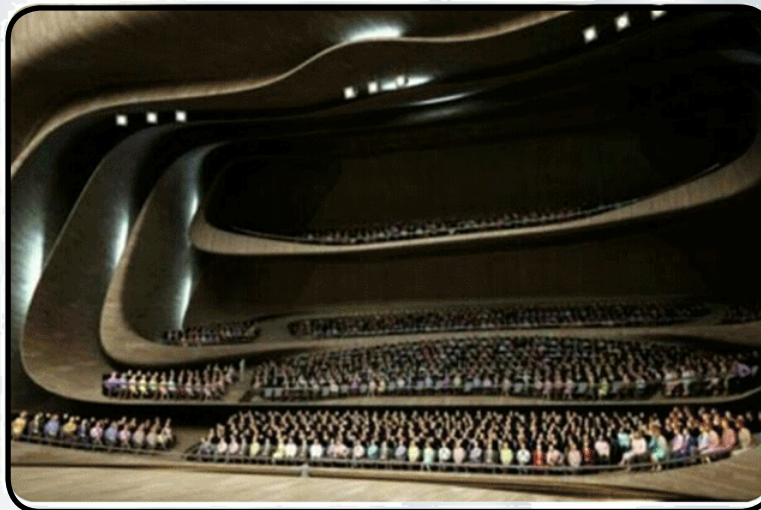
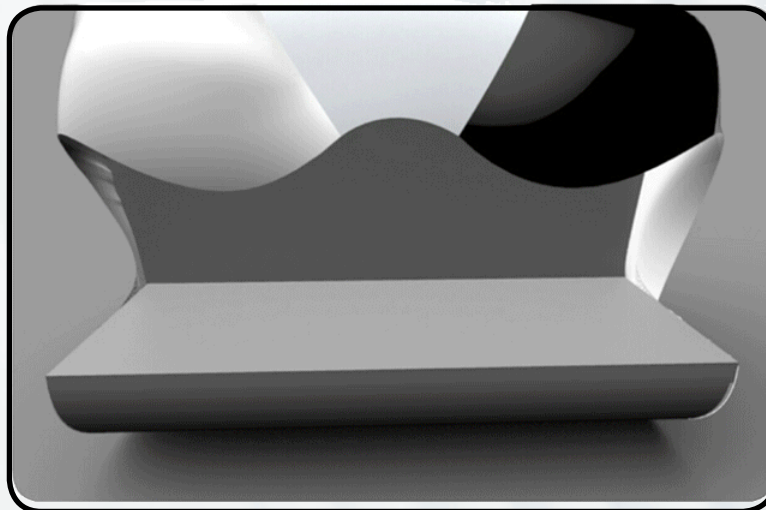


We wanted our design to embody the strenght of Gina - BMW's concept car and with the timeless qualities of windswept landscapes

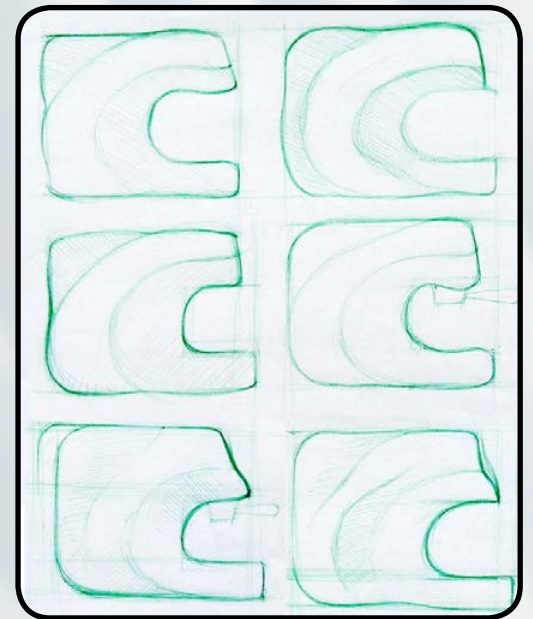
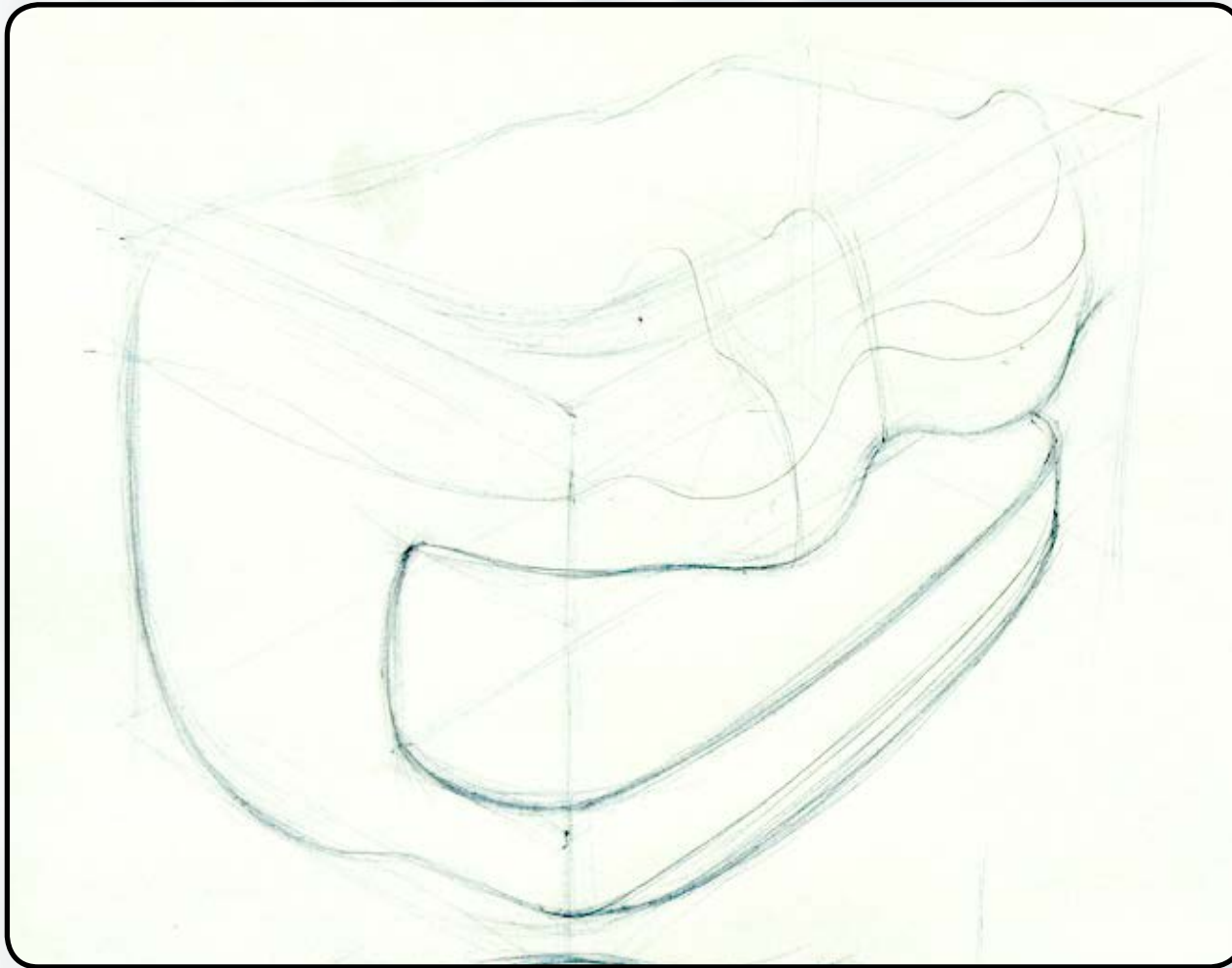




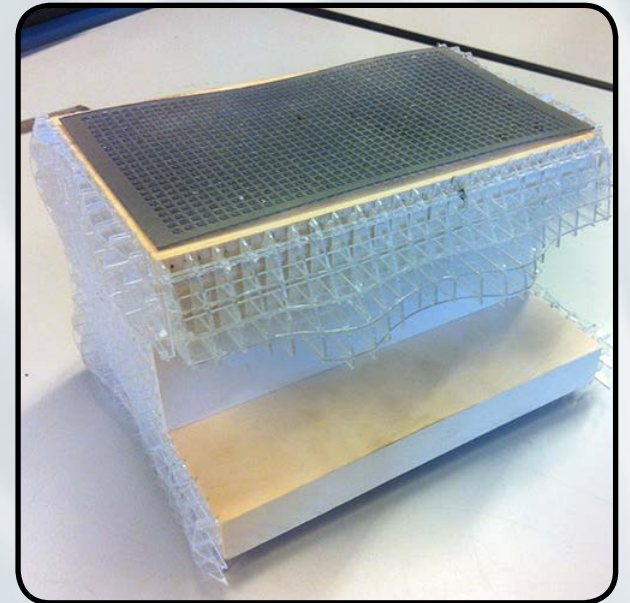
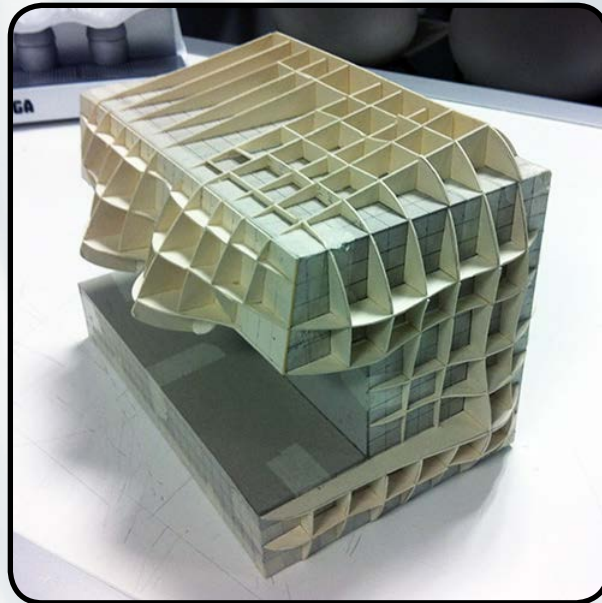
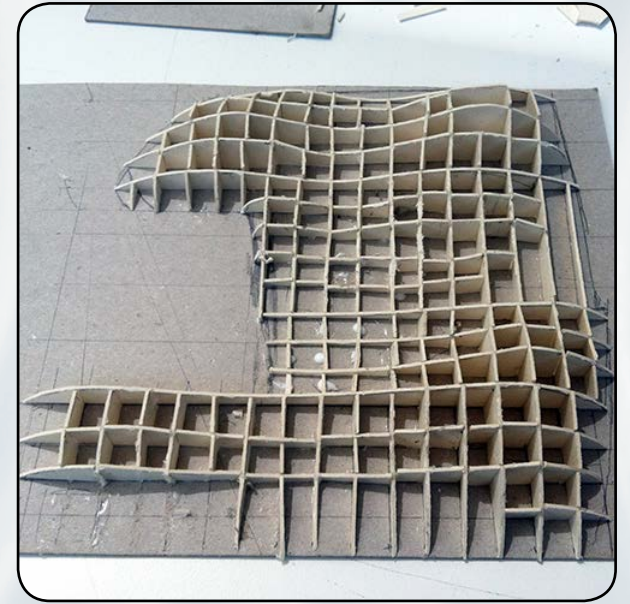
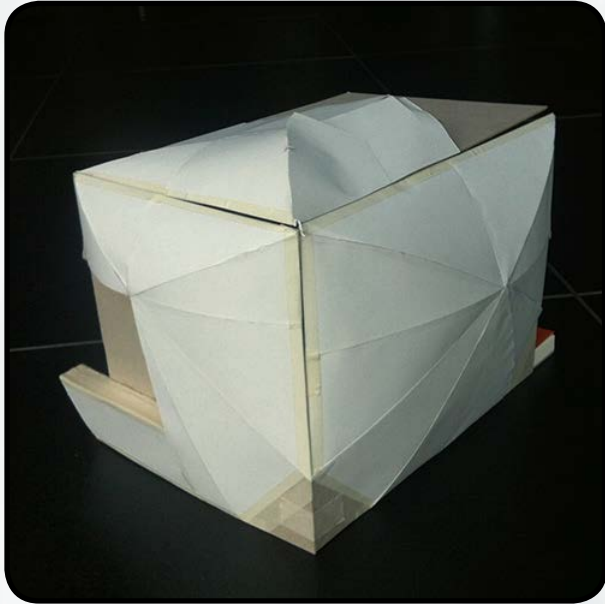
Our 3D sketch models were
informed as much by
architecture as by natural
landscapes
zaha-hadid architects



We used both observational and developmental sketches to help us form a personal aesthetic.



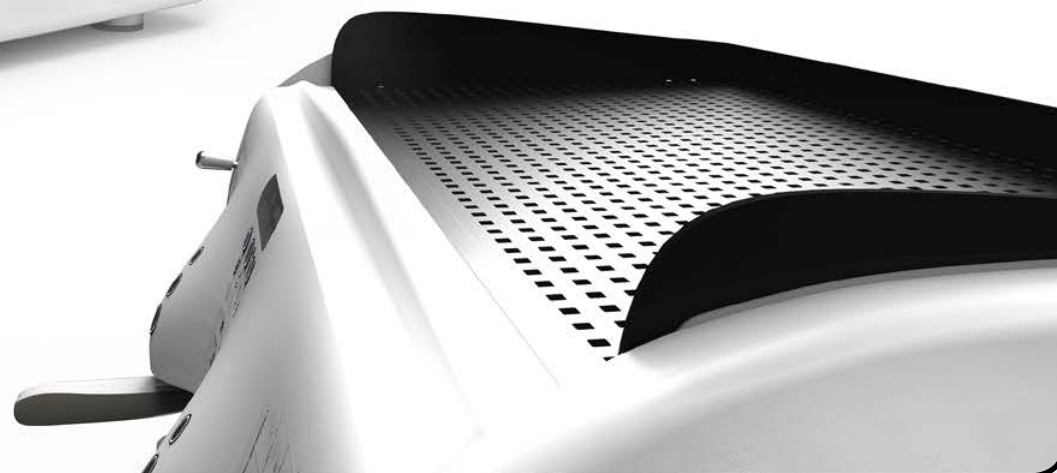
Cardboard, Paper, Clay and Perspex provided quick ways to visualise our ideas in 3d







Our design is
contemporary,
with classic
details.





Our design is contemporary, with classic details.







