

Steven Dehollander
pilipili

INDUSTRIAL DESIGN STUDIO



ilipili



reddot award 2014
winner



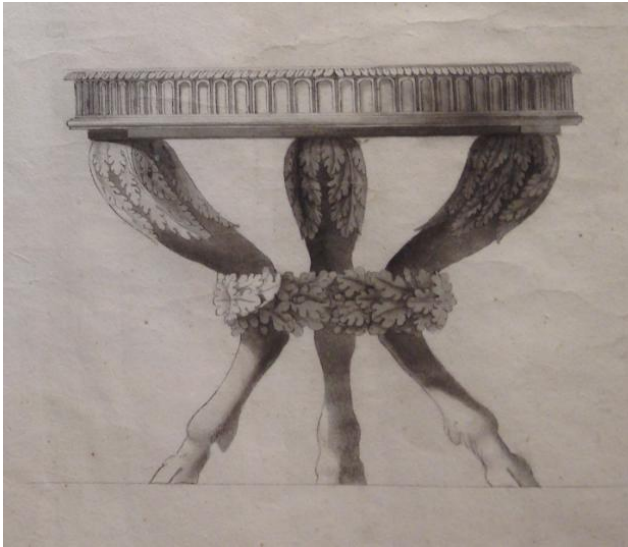


DIFFERENTIATION by INNOVATION and DESIGN

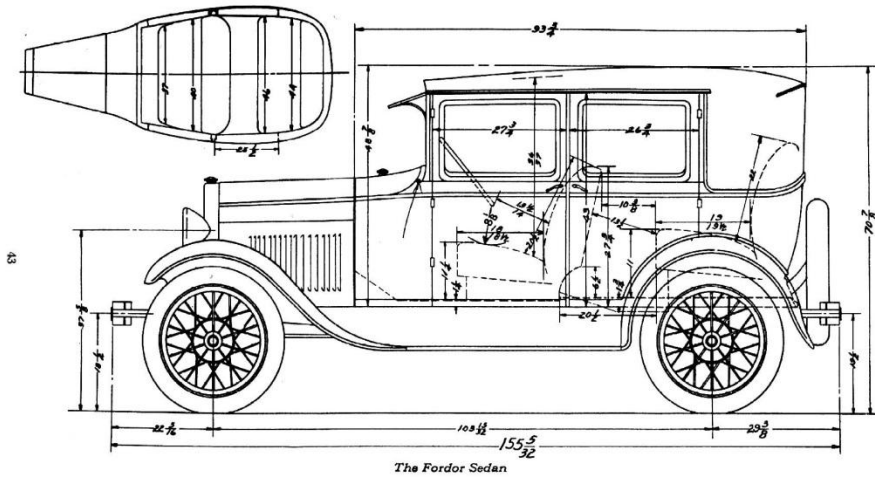
Design

Industrial Design

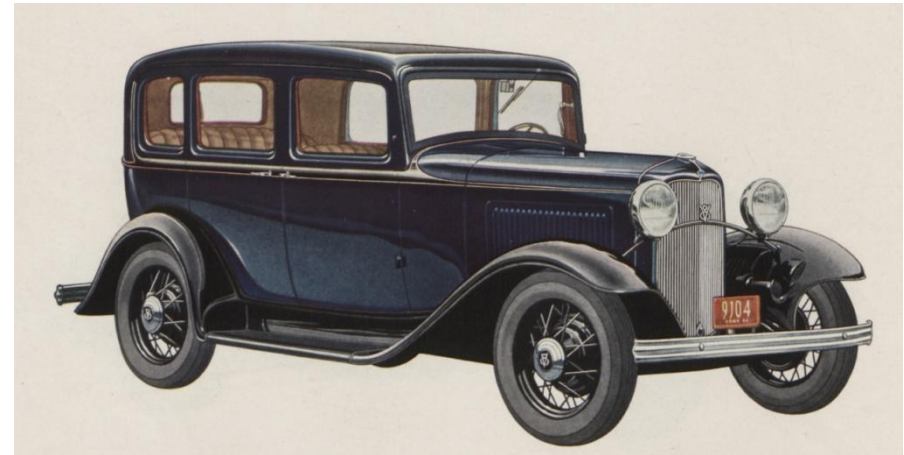
Industrial design (volgens Encyclopedie Britannica) :
*"Ontwerp van producten gemaakt door grote-schaal-fabrikanten voor massa-distributie. ... De uiterlijke verschijningsvorm is maar een onderdeel van dit complexe proces. Niettegenstaande wordt voor gebruiksgoederen dikwijls aangenomen dat de vorm de belangrijkste verdienste van het design is; het is echter het minst rationele onderdeel van het geheel en, zoals de ambachtelijke geheimen in het verleden, **het sterkste argument in de commerciële competitie.**"*



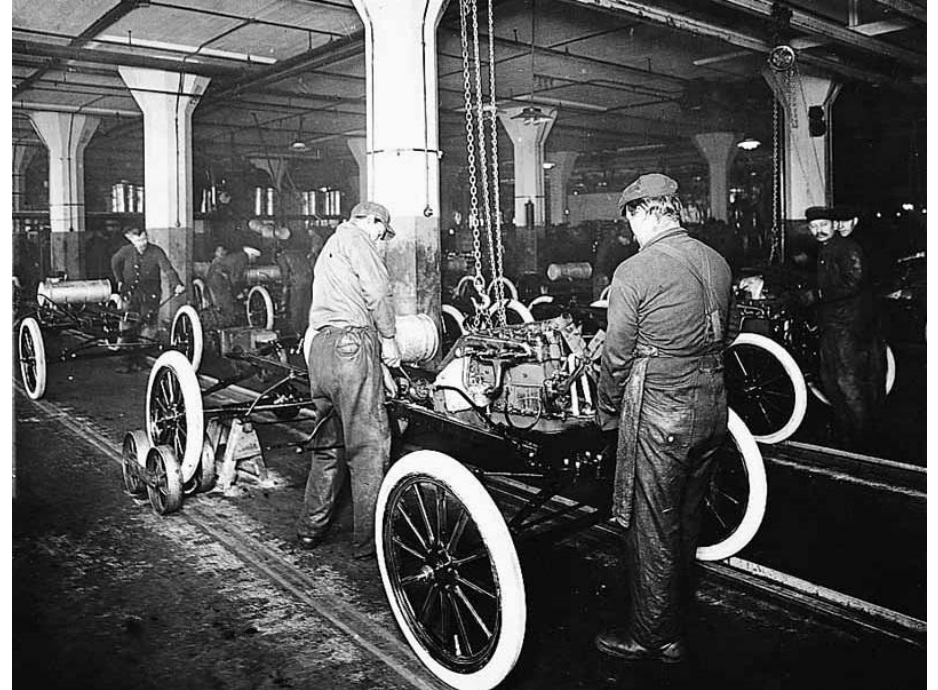
Ambachten

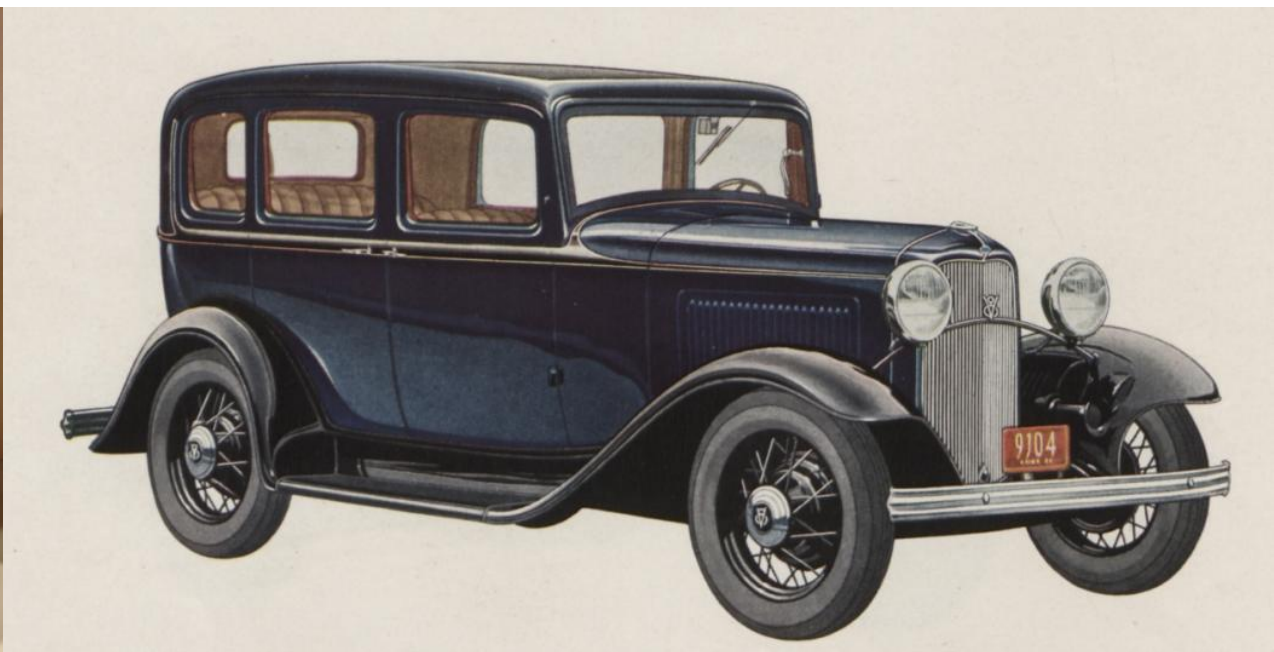


1929



Industriële revolutie







FACTOR

First 2 seconds



10 PRINCIPLES FOR GOOD DESIGN

— *by* —

Good design is **innovative**





**KEEP
CALM
AND
SWIPE**



Good design makes a product useful





پایلوپ




QUAD
industries



Good design makes a product
understandable





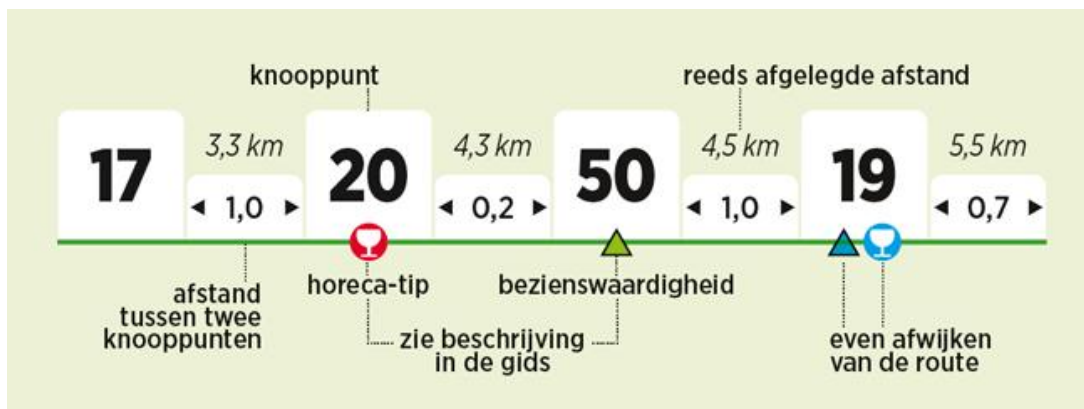
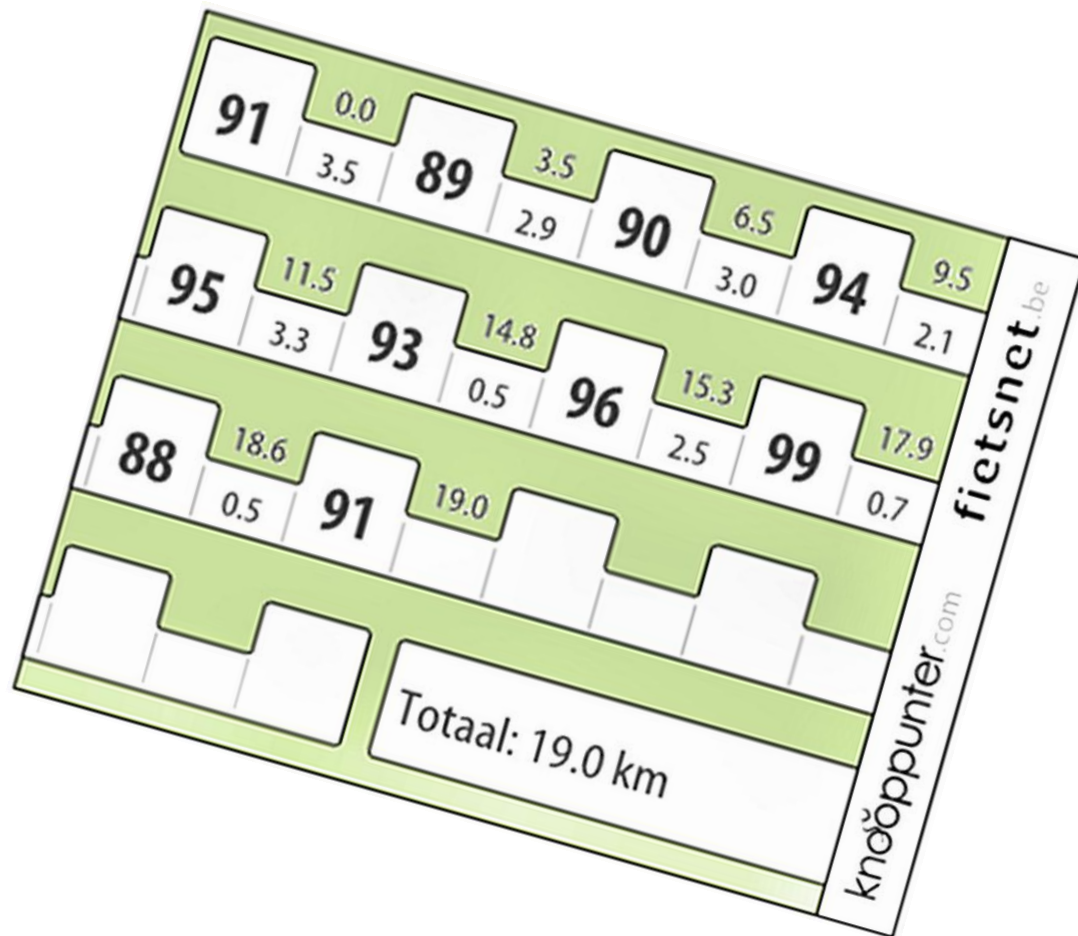

Beste klant, leverancier
of bezoeker.

U kan zich aanmelden
door op de groene knop
te duwen.





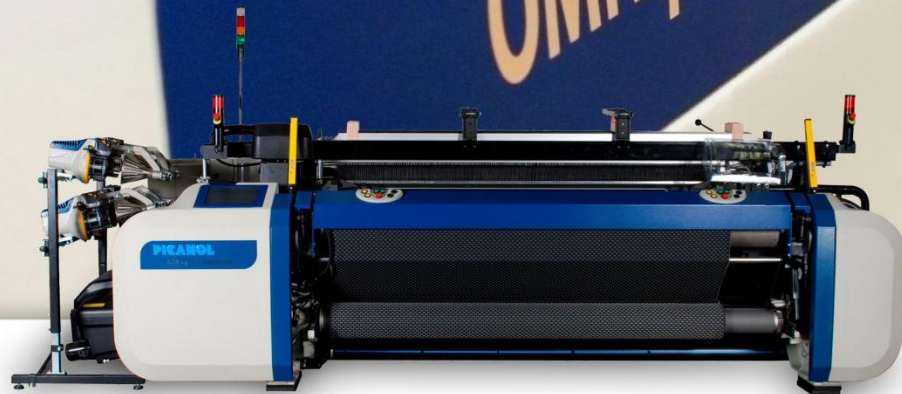
Don't fight perceptions, manage them



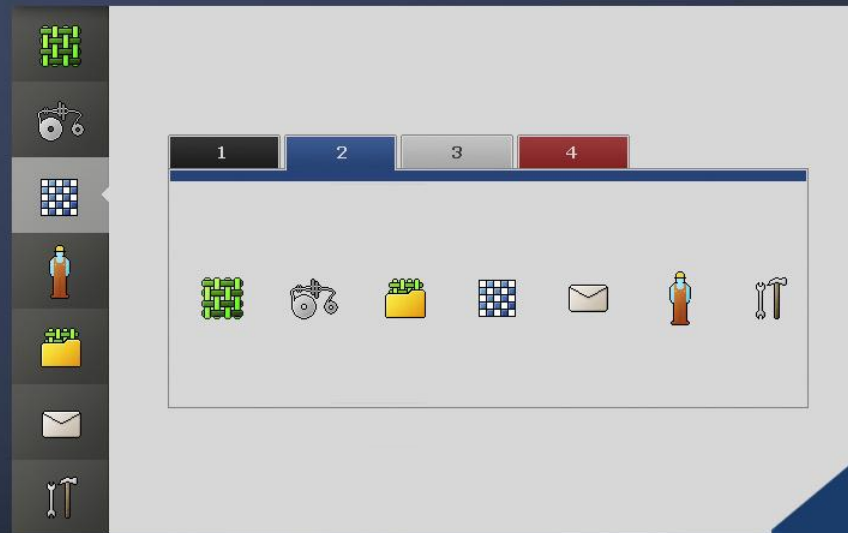
Good design is unobtrusive

PICANOL

OMNIplus Summum







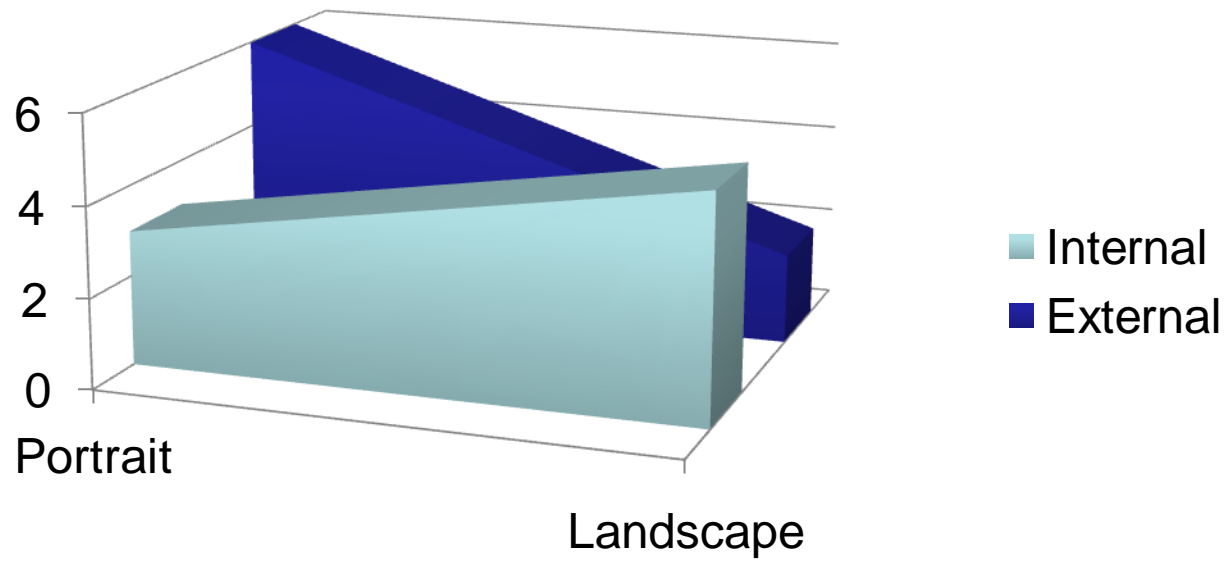
Good design is honest







Portrait & landscape













posomind

hulp bij het innemen van medicatie

▶ particulier

▶ apotheker

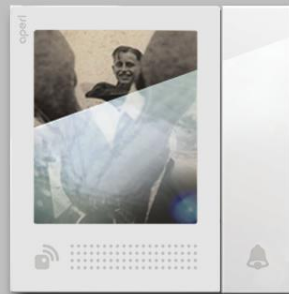
▶ arts

▶ industrie



Good design is long – lasting





Good design is thorough down to
the last detail



SNEYDERS

manufacturing efficient filling machines



CIP





Good design is environmentally
friendly



PICANOL

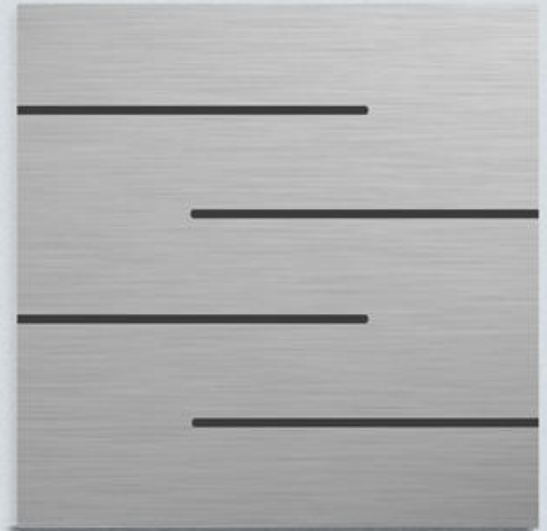
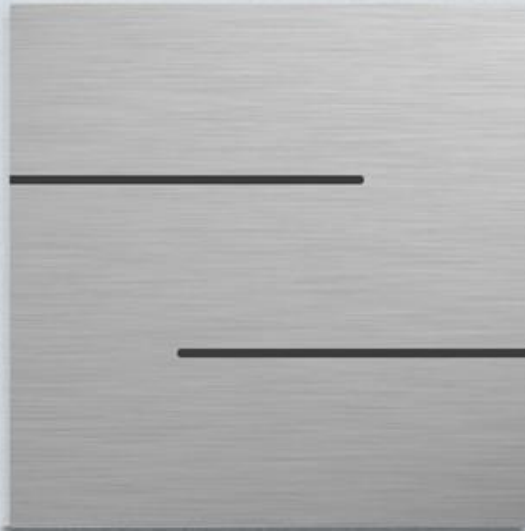
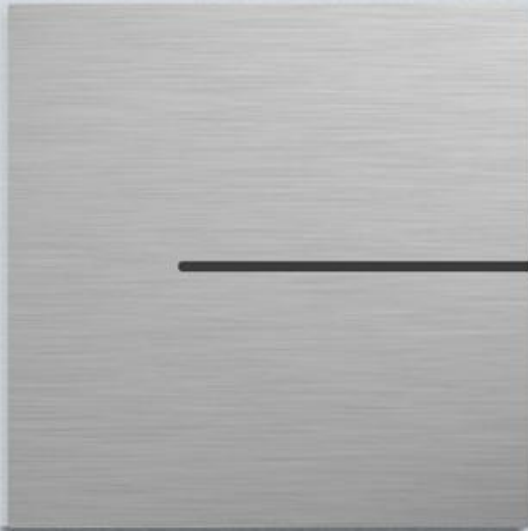
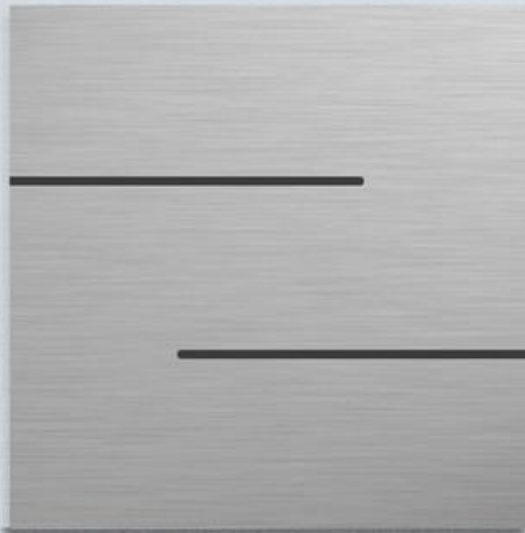
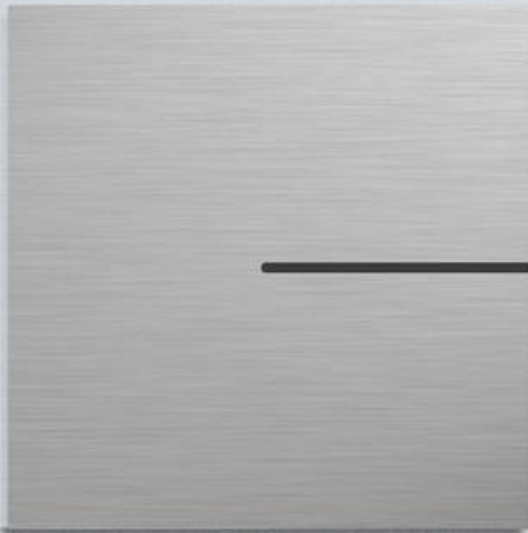
pilipili





Good design is aesthetic

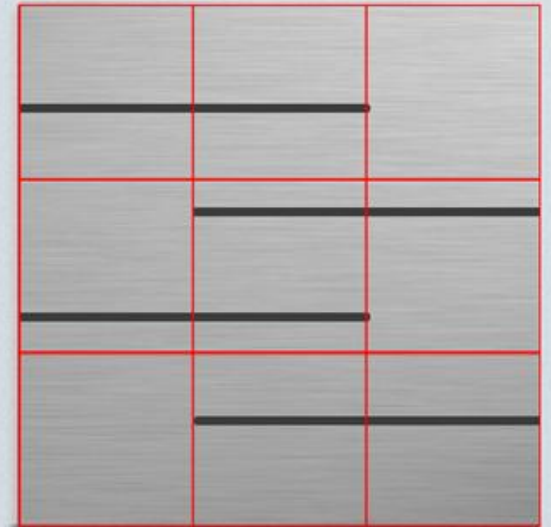
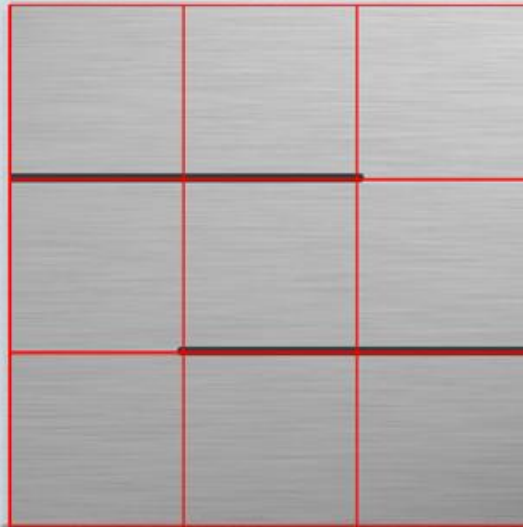
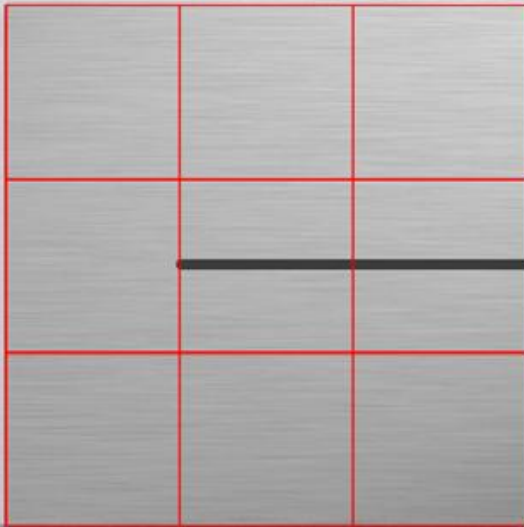
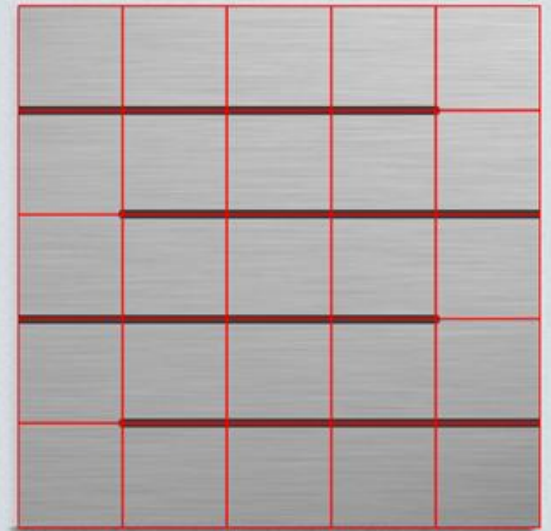
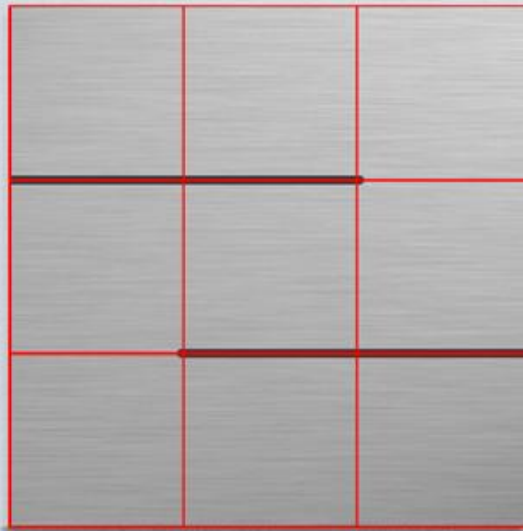
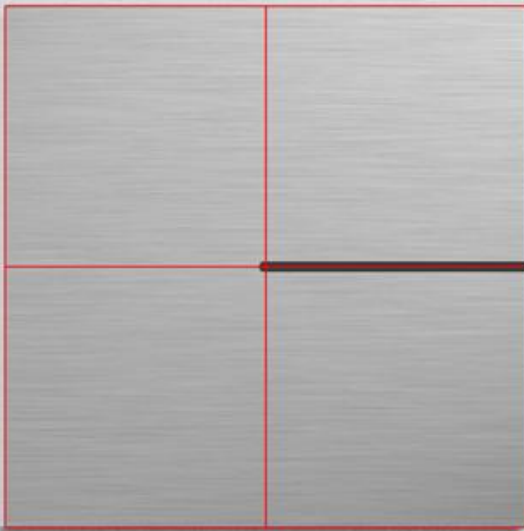




brush zigzag solo

brush zigzag duo

brush zigzag quattro



brush zigzag solo

brush zigzag duo

brush zigzag quattro

Good design is as little design as possible

A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.

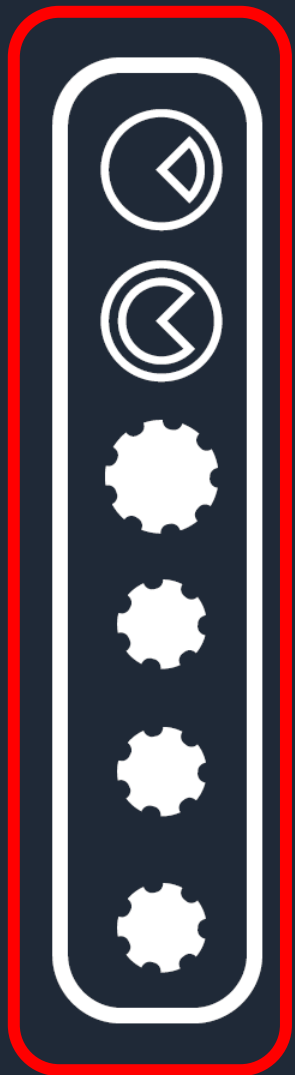
Antoine de Saint-Exupery













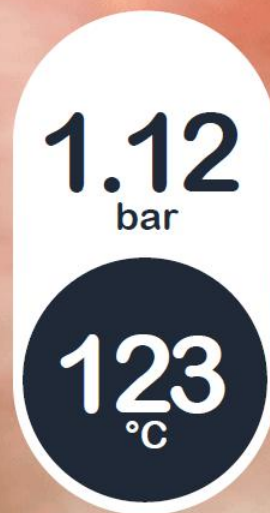


12^{MIN}
36^{SEC}



START
BRANDER





10 PRINCIPLES FOR GOOD DESIGN

by

GOOD DESIGN IS

INNOVATIVE

The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.



GOOD DESIGN MAKES A PRODUCT

USEFUL

A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasises the usefulness of a product whilst disregarding anything that could possibly detract from it.

GOOD DESIGN IS

AESTHETIC

The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.



GOOD DESIGN MAKES A PRODUCT

UNDERSTANDABLE

It clarifies the product's structure. Better still, it can make the product talk. At best, it is self-explanatory.

GOOD DESIGN IS

UNOBTRUSIVE

Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.



GOOD DESIGN IS

HONEST

It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.

GOOD DESIGN IS

LONG-LASTING

It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society.



GOOD DESIGN IS

THOROUGH DOWN TO LAST DETAIL

Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the user.

GOOD DESIGN IS

ENVIRONMENTALLY- FRIENDLY

Design makes an important contribution to the preservation of the environment. It conserves resources and minimises physical and visual pollution throughout the lifecycle of the product.



GOOD DESIGN IS

AS LITTLE DESIGN AS POSSIBLE

Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity.

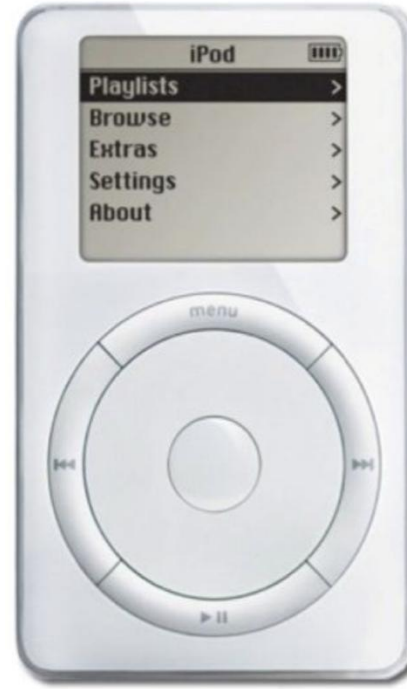


Dieter
Rams
(1932)

“less, but better”



Braun T3
Pocket Radio
(1958)



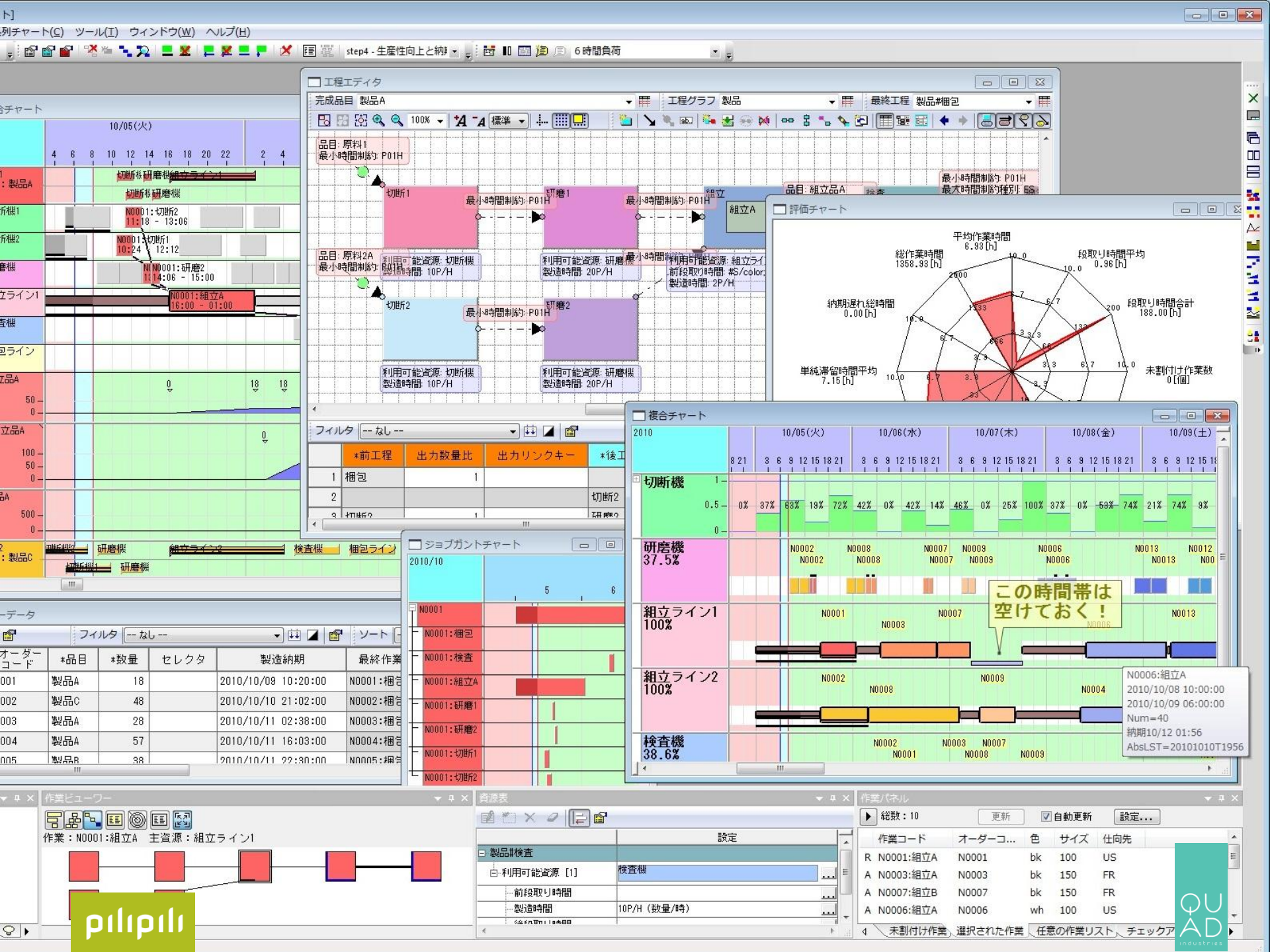
Apple iPod
Media Player
(2002)



Uitdagingen









95 percent of all returned gadgets still work, Americans don't read manuals

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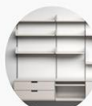
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