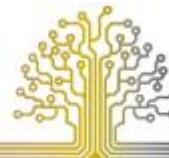


pilipili

Steven Dehollander

INDUSTRIAL DESIGN STUDIO



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DIFFERENTIATION by INNOVATION and DESIGN



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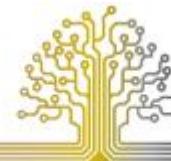
Design



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Industrial Design

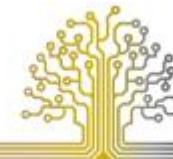


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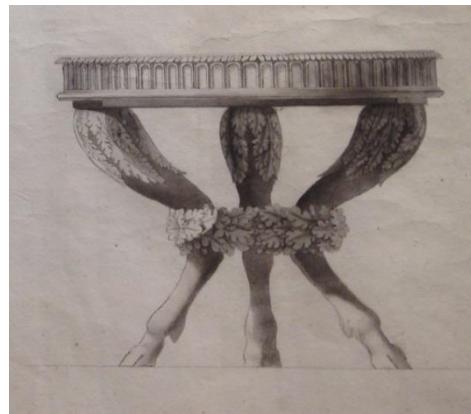
Industrial design (volgens Encyclopedie Britannica) :

“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. ”

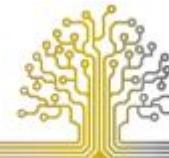


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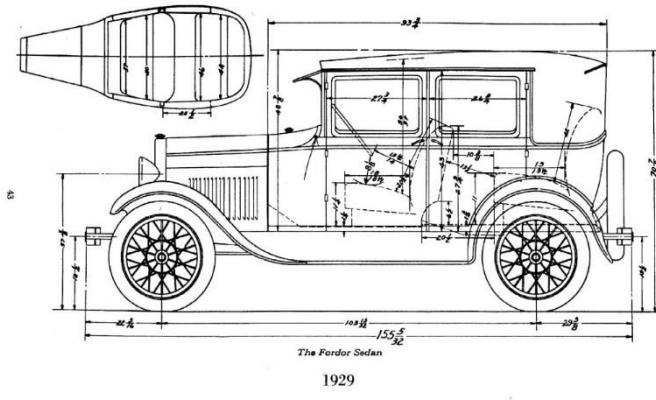


Ambachten

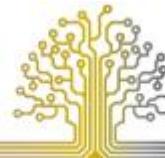


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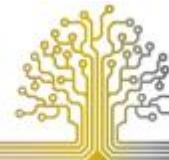
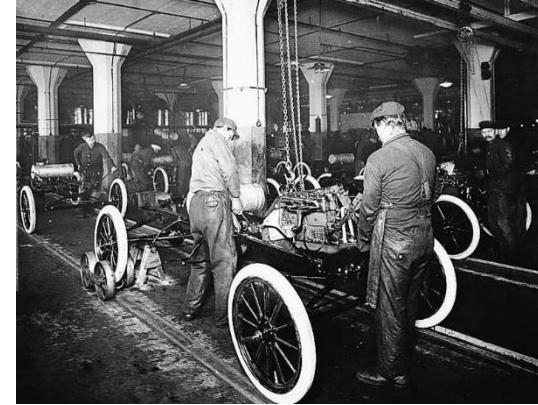


Industriële revolutie



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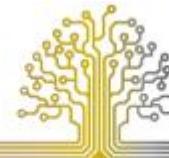


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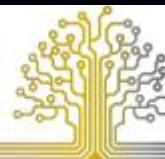
FACTOR



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First **2** seconds



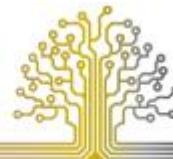
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pili pili

10 PRINCIPLES FOR GOOD DESIGN

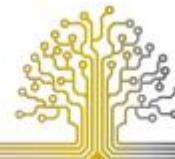
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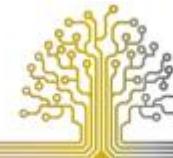
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Good design is **innovative**



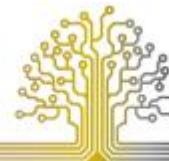
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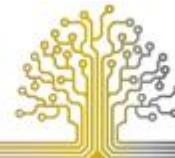
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Good design makes a product useful



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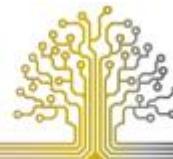
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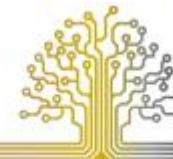
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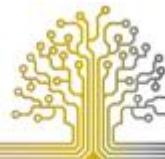
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Good design makes a product
understandable



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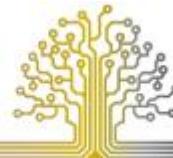


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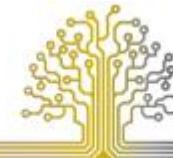


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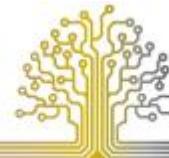
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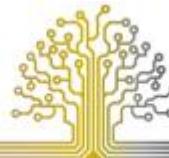


Don't fight perceptions, manage them



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Good design is unobtrusive



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PICANOL



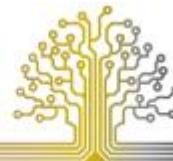
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CTRONICS
APPLICATIONS
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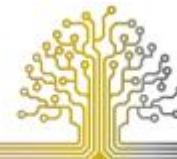
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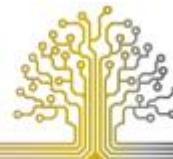
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Good design is honest



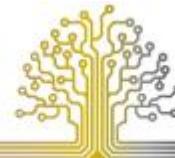
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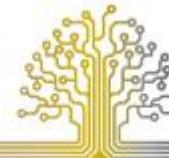


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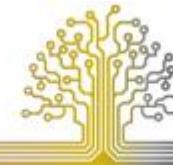
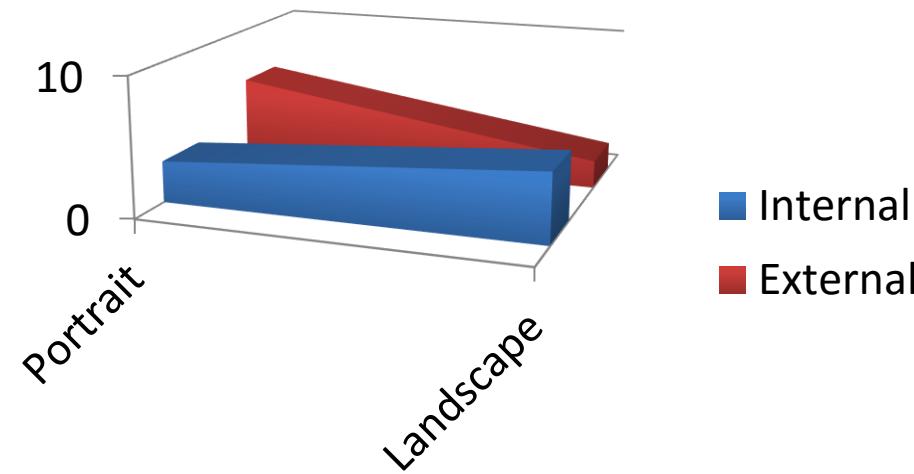
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Portrait & landscape





posomind

hulp bij het innemen van medicatie

▶ particulier

▶ apotheker

▶ arts

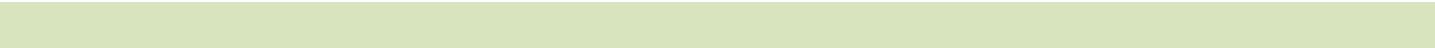
▶ industrie



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pilipili



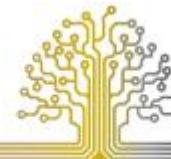
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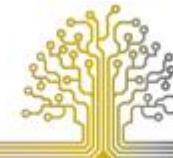
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Good design is long – lasting



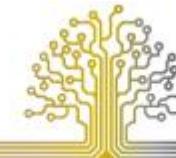
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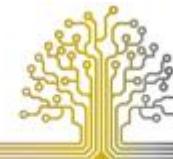
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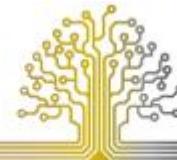
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Good design is thorough down to the last
detail



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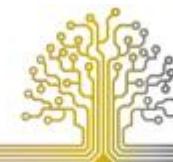
SNEYDERS

manufacturing efficient filling machines



CIP

?



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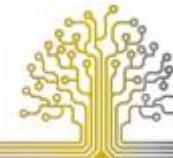
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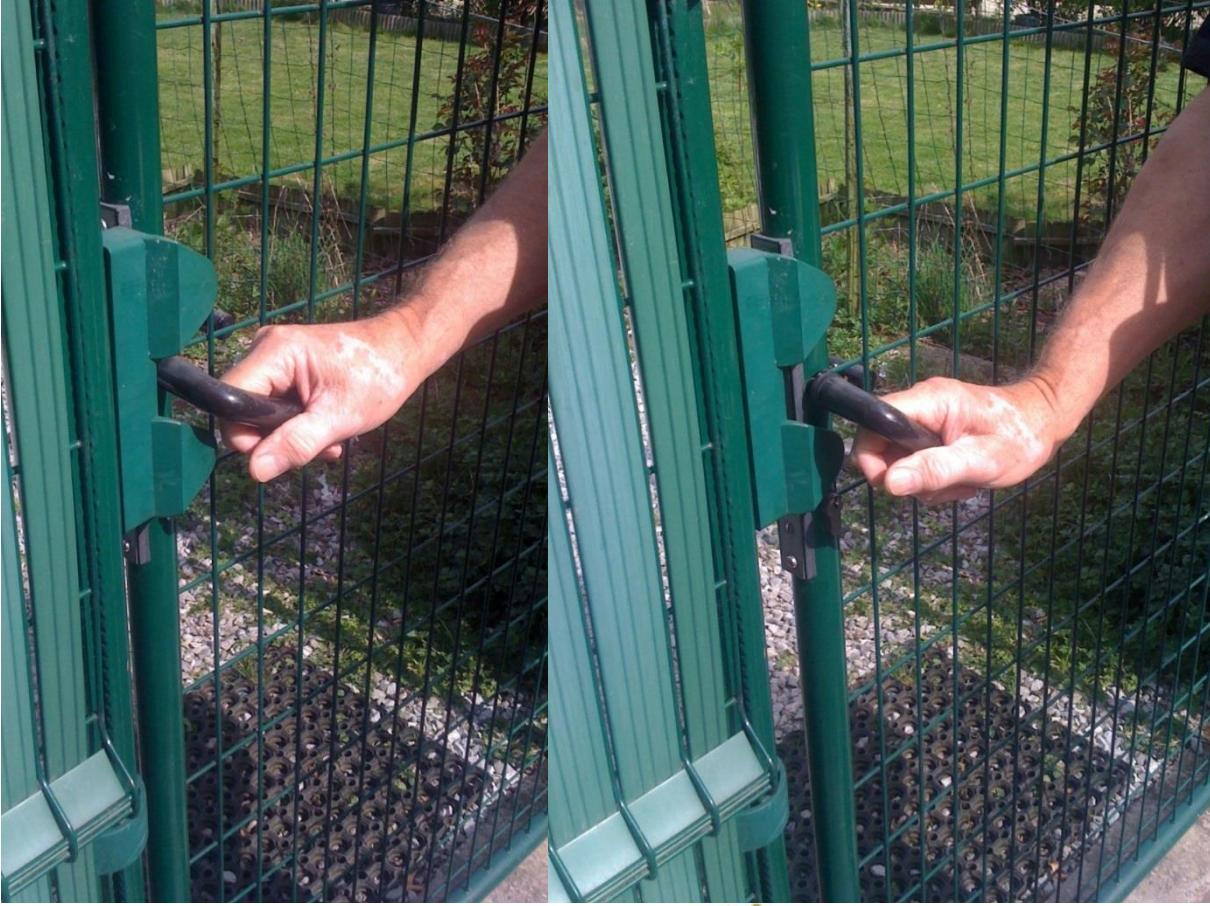
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Good design is environmentally friendly



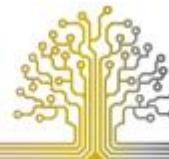
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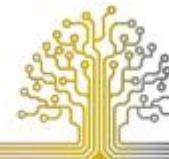
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Good design is aesthetic



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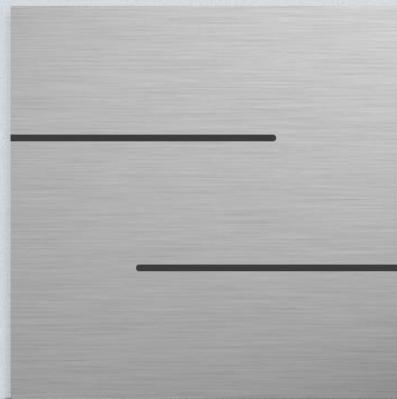
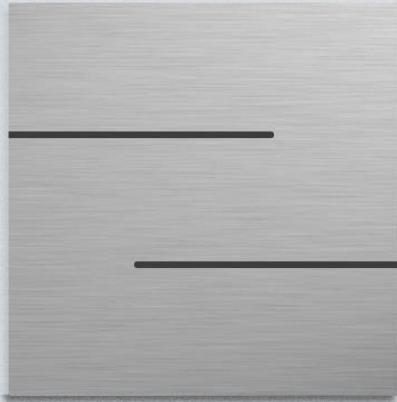


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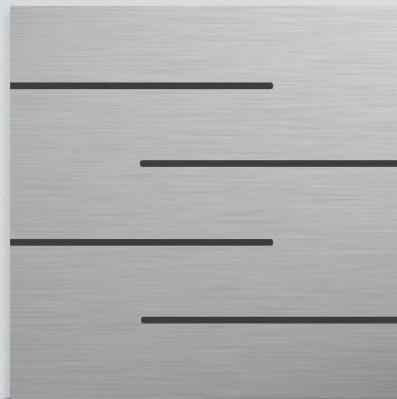
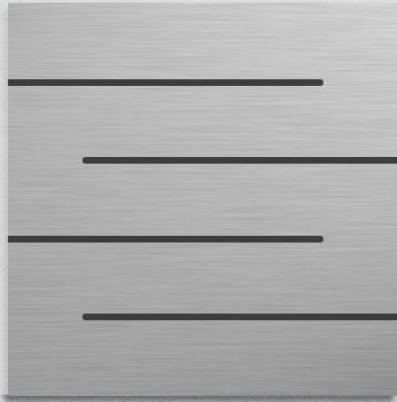
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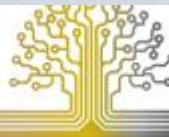
brush zigzag solo

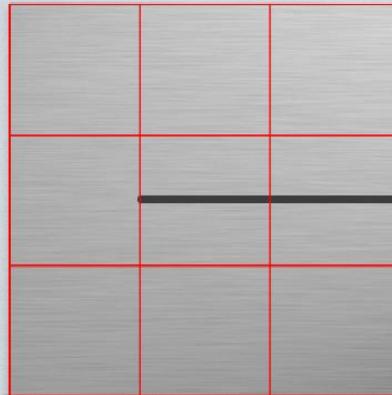
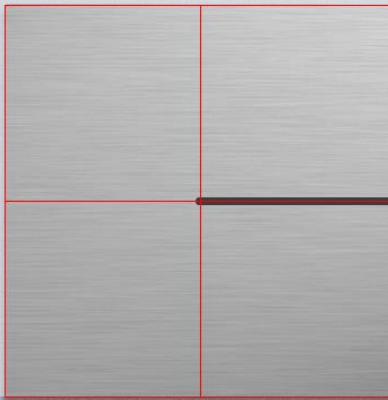


brush zigzag duo

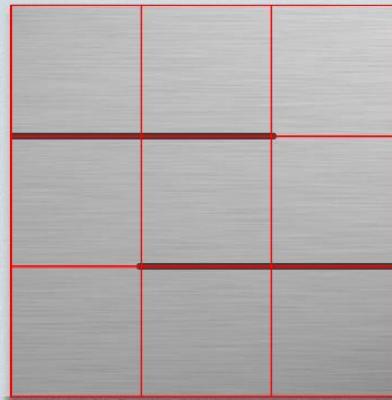


brush zigzag quattro

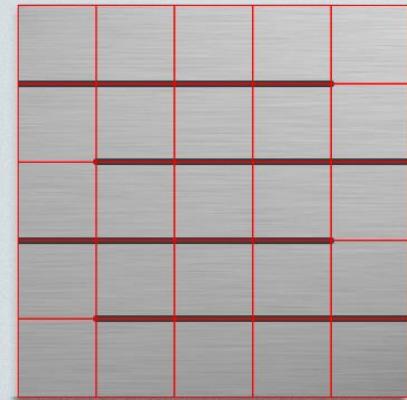




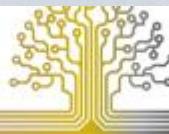
brush zigzag solo



brush zigzag duo



brush zigzag quattro



Good design is as little design as possible

pilipili



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QUAD
industries

*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



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1 JUNI 2017 ELECTRONICS
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- ✓
- ✓
- ✓
- ✓
- ✓

START
POMP



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A circular timer graphic with a white outline, centered on a teal background. The text "12 MIN" is positioned above "36 SEC", indicating a duration of 12 minutes and 36 seconds.

12 MIN
36 SEC



ECTRONICS
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The logo for pili pili, featuring the brand name in a stylized, rounded font inside a yellow rectangular box.

START
BRANDER



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piliplili



1932

pilipili

10 PRINCIPLES FOR GOOD DESIGN

by
DIETER RAMS

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 distract 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 IS **UNOBSTRUSIVE**

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

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 **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 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 **HONEST**

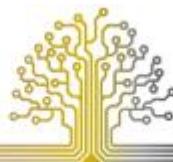
It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.

GOOD DESIGN IS **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 **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.



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Braun T3
Pocket Radio
(1958)



Apple iPod
Media Player
(2001)

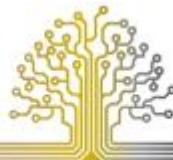
“less, but better”

pilipili



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