

Styling and Industrial Design

New Inspiration. New skills.

Program

Free ISS Institute has secured funding and is delighted to pass this on to you and offer the program for free. Registration is necessary for admittance to the program.

Date 18 November 2003

Venue 'Stonington'
Toorak Campus, Deakin University
336 Glenferrie Road, Malvern 3144

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ISS Institute proudly acknowledges the support of the Victorian Government, Deakin University and its founders the Palladio Foundation and the Australian Multicultural Foundation and firms and individuals who generously contribute funds and in-kind goods and services.

Chairman	Geoff Fitzpatrick Design Institute of Australia	2.00pm	The Educational System on Design at IUAV and the reality of Italian North-eastern companies Alberto Bassi Historian and Design Critic, Design History Lecturer, Industrial Design, IUAV-Venice University Architectural Institute
9.20am	Chairman Welcomes Speakers and Delegates		
9.30am	The Science and Technology Park Galileo: Activities and Services for Product Innovation Marco Franchin Galileo Science and Technology Park	2.20pm	<i>Discussion</i>
9.50am	<i>Discussion</i>	2.40pm	Information and Multimedia Tools for the Research and the Education of Designers Igor Guadalupi Senior System Administrator, Head Multimedia Lab at the Industrial Design, IUAV – Venice University Architectural Institute
10.10am	Matech: Innovative Materials and Technology Transfer Valeria Adriani Matech – Materials Technologies	3.00pm	<i>Discussion</i>
10.30am	<i>Discussion</i>	3.20pm	Business, Technological and Education Services for the Sport system. Industrial Cluster in Montebelluna area Roberto Santolamazza Treviso Tecnologia
10.50am	Shepherding Design through the Environmental Minefield Gerry Mussett Managing Director of Sprocket Design, a product design and new technology company	3.40pm	<i>Discussion</i>
11.10am	<i>Discussion</i>	4.00pm	Where to Next! Carolynne Bourne CEO, ISS Institute
11.30am	Projects for Lagoon Navigation Tobia Scarpa Architect, Industrial Design Lecturer, Industrial Design Degree, IUAV – Venice University Architectural Institute	4.15pm	Business•Education Networking attended by Designers such as Industrial Designers, University, TAFE and Government agencies
12.10pm	<i>Discussion</i>		
1.00pm	Lunch	5.30pm	Session Concludes

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Registration Form

Post, fax or email to:

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Complete the Registration Form and post, fax or email back. You are welcome to forward onto to others who would also be interested in attending.

Name _____

Organisation _____

Title/Position _____

Address _____

_____ Postcode _____

Phone: Work/Home _____

Fax _____

Mobile _____

Email _____

Conditions of Registration

I hereby agree to abide by the regulations of the ISS Institute

Your Signature _____ Date _____

Registration Requirements

Conditions of Registration Complete the registration form attached. Enrolment can be made by email, post or fax. ISS Institute will contact you to confirm acceptance of your registration. *Note:* A position in the program will not be reserved without registration by this office. If you have not been contacted to confirm your registration, please contact the ISS Institute office on 9244 5102 to find out the status of your registration. *Do not assume that because you have sent your registration you are automatically enrolled in the program.*

Cancellation ISS Institute reserves the right to cancel the program if minimum enrolment numbers are not attained. In the event of cancellation due to insufficient registrations or other you will be notified two or more working days before commencement of the program.

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October 2003

Styling and Industrial Design

New Inspiration. New skills.

About the
presenters

In brief...

Marco Franchin

Project manager of 'Galileo Science & Technology Park. – Grants & loans advisor.

Valeria Adriani

Topic - Matech Innovation Materials and Technology transfer.
Specialises in research of new materials and innovative solutions to technical problems or new products.

Tobia Scarpa

Head of the industrial design workshop in the ciaDIS programme. Specialises in new materials and aims to renew the traditional material and compositional approach to design. Works in metal, glass, marble and wood. Their (Afra and Tobias) work also includes design of the Benetton plant and robotised warehouse.

Alberto Bassi

Historian and design critique. Topic – The Educational System in Design at IUAV and the reality of North Eastern companies.

Igor Guadalupi

Head Multi Media Lab at the Industrial Design Degree at IUAV 'Creativity, flexibility, problem solving abilities, analytical skills, capacity for synthesis and skill in team work are some of his trademark qualities.'

Roberto Santo Iamazza

Director of Treviso Tecnologica – the special agency for innovation technology created by Treviso chamber of commerce for the promotion of innovative technologies, the certification of products and productive systems, the diffusion of know how, and the creation of highly qualified professional profiles.

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Marco Franchin

About the Presenters

Education

- 2001 University of Padua, Postgraduate Diploma, "Law, Economics and Politics in the European Union"
Thesis entitled: "State Aids in the European Union"
- 2000 University of Padua, Degree in International Political Sciences
Degree thesis entitled: "The Community Initiative LEADER II"
- 1989 Secondary School Certificate in Sciences
- 1987 Padua Conservatoire "Cesare Pollini", State Diploma in "Music Theory and Solmization"

International Experience

- 2001 Bruxelles-Belgium, Refresher Course in European Topics
- 1998 Fulda-Germany, Summer Course in German Language
- 1998 Freudenstadt-Germany, Workshop European Politics and Economics entitled: "Europaeische Unternehmensfuehrung" (European Companys Management)
- 1998 Fulda-Germany, Exchange student with ERASMUS Program for 6 months

Work Experience

- 7/01-present Galileo Science and Technology Park
Public Relations Manager, Project Manager, Grants and Loans Advisor for SMEs
- 2002 Irecoop Veneto, Course funded by the European Social Fund entitled "Operators in Centres for Childhood"
Teacher of Grants and Loans for Women and Young Entrepreneurs; European Grants and Loans
- 2001 Padua University - Faculty of Statistics and Computing, Course entitled "European Culture"
Teacher of History, Laws and Economics of the European Union; Structural Funds
Padua University - Department of Electronics and Computing Engineering, Course entitled "Seminars in Business Culture", Teacher of European Innovation Programs
- 2000 Padua University - Department of Electronics and Computing Engineering, Course entitled "Seminars in Business Culture", Teacher of European Innovation Programs
"Domani Donna" Cooperative, Course funded by the European Social Fund entitled "Operators in Centres for Elderly People", Teacher of Grants and Loans for Women and Young Entrepreneurs; European Grants and Loans
- 2/99-12/01 Padua Chamber of Commerce - Grants and Loans Advisor for SMEs, Project Manager

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Valeria Adriani

About the Presenters

Education

- 1992 High School Degree in Classical Arts, Liceo Classico G.G.Trissino, Vicenza, Italy.
- 10/98 Degree in Chemical Engineering, University of Padua, Italy, discussing a thesis on the *"Influence of Blowing Agents nature on structural polyurethane properties"* (Supervisor: Prof. F.Simioni, Department of Engineering Chemical Process). All the experimental work was done at the Institute of Engineering Chemical Process and at EVC Laboratory in Marghera (VE).
- 11/98 Six months of collaboration period at the Department of Engineering Chemical Process at University of Padua, Italy.
- 1/99 State examination for the enrollment in the Italian Order of Engineers, University of Padua, Italy.

Professional Experience

- 9/99 Benetton Group S.p.A. – Sporting Goods Division— Innovation and Research Department. Researcher of innovative materials (polymers, foams, composites, metals and textiles) and new technological process for sporting goods application (ski-boots, roller-skates, rackets, running and tennis shoes, snowboards); coordinator in development of research projects from prototyping phases up to final industrialisation.
- 11/01 Matech – Parco Scientifico Galileo S.c.p.a. – Co-responsible for creation and growth of an Innovative Materials physical archive and virtual database; technical researcher with high competence in selection of materials with innovative contents. Coordinator of specific projects requested by manufacturing companies, including research of new materials and innovative solutions to technical problems or new products development.

Publications

M. Modesti, V. **Adriani**, F. Simioni (2000). *Chemical and Physical Blowing Agents in Structural Polyurethane Foams: Simulation and Characterization*. Polymer Engineering & Science, vol. 40 n. 9: 2046-2057.

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Tobia Scarpa

About the Presenters

Short Background on Tobia

Tobia Scarpa is an architect by profession, and since the Sixties has been an important figure in industrial design, working with Venini, Gavina and Flos. He works for a number of Italian and foreign companies (Cassina, Molteni, Unifor, B&B, Maxalto, Goppion, Meritalia, Skipper, Poggi), but continues to work also as an architect. One particularly fruitful relationship is with the Benetton group. He has received numerous international awards; his works are present in important permanent collections. He is head of the industrial design workshop in the claDIS programme.

Afra and Tobia Scarpa met in the second half of the 1950s, at the School of Architecture of Venice, where they were both students. The path to a degree was long and complex for both. They did not complete their studies until the end of the 1960s, when their professional practice was already well established, thanks to a series of successes in the fields of industrial and architectural design. The professional activity of the Scarpas began at the end of the 1950s in Venice, with Venini. Very soon, through the experience with Gavina S.p.A., they were directly involved in that fertile phase of research which, in the 1960s, impacted the entire world of the arts and design. Their first objects (the Pigreco chair, 1960; Bastiano divan, 1960; Vanessa bed, 1962) aimed at going beyond a rigid rationalist design approach to recover and profoundly renew traditional material and compositional values.

From 1960 on took an active part in the creation of Flos, and with the brothers Achille and Piergiacomo Castiglioni they produced a collection of lamps, with great commitment to the development of unprecedented formal and technological content. In 1963 they began to work with Cassina; from this point on, and for the following decade, Afra and Tobia Scarpa went through a period of intense creative activity. The focal point of these experiences was the "Centro Ricerche", the workshop of Cassina, at first, and two years later the true driving force behind the entrepreneurial activity of C&B (which became B&B starting in 1973). In this corporate context the two designers took advantage of a favorable moment in which new technological advances and new materials (plastics and foamed polyurethane) gave rise to profound transformations. They designed the Coronado divan (1966), one of the most successful products of the period both in terms of industrialization and sales.

In 1964 they began a lengthy collaboration with Stildomus S.p.A., for whom they designed many products including the Torcello container system (1964) and the Accademia furniture series (1975), for which they received an honorable mention for the Compasso d'oro prize in 1979. Among their personal relationships with industrialists perhaps the most significant is that with Luciano Benetton. Beginning in 1964, they developed a design concept for all the retail outlets of Benetton. The construction of the shops was based on the industrial production of all the components, rationalizing production and installation processes. This principle was also extended to the design of the production facilities, in which the use of methods of prefabrication leads to an expressive utilization of construction logic, in which each single element takes on a material and material value. One good example is the first Benetton plant in Paderno di Ponzano (1964), with its emphasis on the repetition of the single modular elements of the roofing. *(continued next page)*

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Tobia Scarpa / Alberto Bassi

About the Presenters

In the early 1970s new working relationships were established, diversifying into the fields of furniture for Molteni (since 1974), office furnishings for contract applications with Unifor (since 1975), and luxury furnishing complements with San Lorenzo (since 1971), a prestigious producer of products in silver. In 1975, following the acquisition by B&B of a company with expertise in the field of cabinet making, the design contribution of Afra and Tobia Scarpa led to the production of collection with the Maxalto trademark. These were furnishing elements characterized by a new way of using traditional materials, with the aim of recovering and applying certain types of expressive potential. Through the use of wood they created an unusual fusion of fine craftsmanship and rigorous production logic. This same approach was later applied to their work with Goppion (from 1981) and Meritalia (from 1987). For these firms the orientation of their design is decisively aimed at technological and constructive perfection, through refinement of the work on details and formal composition. Many of their other works have been produced by many different companies, starting in the mid-Sixties.

These firms include: Skipper Italy S.p.A. (objects in marble, 1968), Poggi (TI59 table in metal and glass, 1972), Ditta Galvani (ceramic table services, 1973), Noalex S.p.A. (TS and Falefusa kitchens, 1975 and 1982), Cadel S.p.A. (Celario system of wardrobes and sliding panels, 1979), Dimensione Fuoco S.a.s. (articles for the fireplace and multicolor display cases, from 1983 on), Ve Art S.r.l. (the glass vases "i Molati", 1983), Segno Città S.r.l. (urban furnishing equipment system, since 1983), Veneta Asfalti S.p.A. (roofing elements in copper and electro-colored steel, 1984), Casas M.s.l. of Barcelona (furnishing series for the home and office, since 1986), Morseletto S.r.l. (objects in marble), IB Office (equipment and furnishings for the office, since 1982), F. Fabbian (lamp, 1999).

Afra and Tobia Scarpa have always combined their activity as designers with work in the field of architecture, in projects of all types, including many installations (showrooms for Unifor in Rome, Milan and Paris; Benetton offices in Paris and Freiburg; snack bar in Kyoto, 1989). Their works also include the Benetton production facilities (robotized warehouse, 1980; wool products factory, 1985; cotton products factory, 1990 and 1993) and private residences, include their own home, in Abano Terme (1976), Carimate (1982 Molteni house, 1992 Meroni house), Tokyo (1988) and Guastalla (1988). Afra and Tobia Scarpa have received many awards and honors, and their works are included in the permanent collections of museums in New York, Philadelphia, Chicago, Paris, Munich, Vienna, London, Copenhagen, Cologne. Awards include the Compasso d'oro in 1970 for the Soriana chair (Cassina). A large exhibition on their work was held in 1985, first at the Padiglione d'Arte Contemporanea of Milan and later at the International Design Center in New York. Tobia Scarpa is head of the industrial design workshop in the clADIS programme.

Short Background on Alberto

Alberto Bassi has curated numerous design and business archives. He collaborates with design magazines and the Sunday supplement of the newspaper "Il Sole 24 Ore". He is also managing director of the web site Design-italia. Some of his publications are the collections *Giuseppe Pagano designer*, Roma-Bari 1994 (with M. Castagno), *Le macchine volanti di Corradino D'Ascanio*, Milan 1999 (with M. Mulazzani) and *La luce italiana. Il design delle lampade 1945-2000*, Milano 2003. He teaches history of industrial design in the clADIS and clasDIP programmes.

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Igor Guadalupi

About the Presenters

Short Background on Igor

Igor Guadalupi's training and experience has led to his specialization in Unix/Linux solutions and in the architecture of computer networks. He has been a professional in this field since 1998. The projects under his responsibility generally deal with technology infrastructure. His standards make him a valuable asset for such projects.

Through his involvement and his professional qualities, he takes an active part in the projects under his responsibility. Creativity, flexibility, problem solving abilities, analytical skills, capacity for synthesis, and skill in team work management are some of his trademark qualities.

Igor worked as a system administrator for the first Linux system in the department of Computer Science at Ca' Foscari - University of Venice while he was still a student.

In 1996 he won a scholarship to attend a course on Internet technologies sponsored by the European Community. He worked as a system administrator for the department of electronic Engineering at the University of Padua while he was writing his thesis.

He graduated with a Master of Science degree in Computer Science from Ca' Foscari - University of Venice, Italy, in 1998 where he developed a Path Scanning algorithm variation to optimize paths for collecting areas, under the supervision of Prof. Francesco Mason, his thesis advisor.

In 1998, he accepted the position of Infrastructure Manager of the CdDDI program (now clADIS) at the IUAV University of Venice.

He has taught UNIX, Computer Networks and Multimedia Communication in many educational institutions since 1997. He is also a free lance consultant on these issues for a number of small businesses in north-east Italy. Since 2001, he has taught Web and Multimedia Communication at the "Besta" High School in Treviso.

His adventure in computer science started with CP/M (1988), writing programs in the Pascal language; he then moved to the Unix System V R3 (Olivetti 3B2 - 1990), Coherent 386 (1991), DEC-Ultrix (1992), HP-UX(1992), SunOS(1994), Windows for Workgroups 3.11(1992), Linux (1993), Windows NT (1996), Borland Delphi (1997) and Mac OS X (2001).

(continued next page)

Styling and Industrial Design

Igor Guadalupi

About the Presenters

Education

- 1991 Secondary School: Qualification as a Programmer at the E. Barsanti Technical Institute in Castelfranco Veneto, Treviso, Italy.
- 1998 University: MSc in Computer Science at Ca' Foscari University of Venice, Italy.

Skills

Programming Languages: Basic, Pascal, Delphi (Object Pascal).

Operating Systems: Microsoft DOS, Windows (All), Unix (SUN,HP), GNU Linux, Apple Mac OS X.

Web Skills: HTML, JavaScript, CGI, Servlets, PERL, JSP.

Databases: SQL, Microsoft Access.

Applications: Microsoft Office, Adobe Creative Suite, MCAD Modelers.

Teaching Experience

“Esperto in reti di calcolatori” AGFOL Mestre, Venice (Expert in computer Networks)

“Introduzione all’uso del sistema Unix in Sun Solaris” (Introduction to the use of the Unix system in Sun Solaris)

“Solaris for System Administrators” Regione Lombardia, Milan.

“Esperto in trattamento elettronico dei dati e in reti locali e geografiche”(Expert in electronic treatment of data, LAN and geographic networks)

“Addetto alla gestione di applicazioni software su PC” EnAIP Veneto, Treviso (software applications, operators on the Personal Computer)

“Informatica e Multimedia” IRECoop Veneto, Padova. (Computer science and Multimedia)

Publications

- I. Guadalupi “Software strategies to optimize paths for the collection of solid waste in urban areas” : thesis, March 1998..

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Roberto Santolamazza

About the Presenters

Education

- 99-02 eBusiness & Supply Chain Management – Stanford University (US)
eFulfillment – Cranfield University (UK)
Strategic Consulting - St. Charles, Chicago (US)
Team Management & Presentation Skills - Londra (U.K.)
- 94-95 Master Course “Car Engineering” - 2nd ed., held by Ifoa, Fiat Auto, Ferrari SpA, Lamborghini and other major OEMs: basic MBA classes plus Automotive Industry technical and business topics (Scholarship granted by the European Social Fund)
- 1992 Degree in Electronic Engineering (Robotics and Industrial Automation) - University of Padua, Italy
Admission to the chartered order of Engineers - University of Padua, Italy
- 1986 Diploma of Maturità Scientifica

Current Position

From 1/03 Treviso Tecnologia - Treviso - Director. Treviso Tecnologia is the Special Agency for Innovation Technology, created by Treviso Chamber of Commerce, Industry, Crafts and Agriculture in the 1989 for the promotion of innovative technologies, the certification of products and productive systems, the diffusion of know-how and the creation of highly qualified professional profiles in a context of open learning, with a particular attention to the emerging European professional figures.

Professional Experiences

- 9/99-12/02 Accenture S.p.A. - Milan. Manager, Service Line. Strategy & Business Architecture. I developed international projects within the Strategy & Business Architecture Service Line, mostly at Clients belonging to Automotive, Industrial Equipment and Pharma Industries. Special focus on Supply Chain, with in-depth skills and large experience about Sourcing, Manufacturing and R&D to define and implement innovative and performing business solutions and processes. Significant achievements were reached leading the team groups as project manager.
- 10/95-9/99 Ferrari S.p.A. - Maranello. Purchasing Dept - Maserati Brand – Purchasing manager
Operations - Process Methodologies – Responsible for Continuous Improvement
- 1994 Omron Corporation – s' Hertogenbosch (The Netherlands). R&D engineer at European Technical Centre - Omron Corporation, in s'Hertogenbosch (The Netherlands).