Q.
Which expertise should a kitchen appliances company have?
Electricity?
Technology?
Microwaves?
Q. Which expertise should a kitchen appliances company have?

- Electricity?
- Technology?
- Microwaves?

A. Food
- Rituals
- Culture
- Recipes
Bodum Totem, 1988
Innovation in the kitchen...
...old rituals...
...and the material culture...
...or the innovation of science and technology...
...or superficial lifestyles
Fast food...
...or slow food
The future is not what it used to be...
...fortunately
In search of deeper qualities...
The New Tools project (Philips, 1993)
...a hi-touch, hi-tech landscape...
...of tools for “slow food”...
...traditional and innovative materials...
...form follows gesture...
...technology supports “care”...
tools evolve...
...the company grows culture...
...and communicates its vision...
Keep it cool, 1997
Q.
What should a designer design?

More products?
Q.
What should a designer design?

More products?

A.
A world without products
“The Man Without Quantity”, 1996
Q. What does “glocal” mean?

Global for a local company?
Local for a global company?
Global for a global company?
Local for a local company?
Q. What does “glocal” mean?

Global for a local company?
Local for a global company?
Global for a global company?
Local for a local company?

A. All of the above
Shizuoka Sandals, 1993

In 1993, on invitation of the Shizuoka prefecture in Japan, I’ve been invited to propose designs to combine contemporary shapes and traditional craft techniques. The theme was: wooden sandals. I’ve worked remotely with local craftsmen and produced a series of innovative sandals that have been shown in an exhibition at Axis Design Gallery in Tokyo.
Pyrographic decoration

Dark wood

Very thin plywood + eventually carbon fiber

Dark wood
RETE 1 Fatto di 2 legni diversi con una cornice intorno.
SHAPE OF BASE - RIGHT FOOT

REAL SIZE

LIGHT WOOD, FLAT THICKNESS: 20 mm

DARK WOOD, THIS SECTION

DARK WOOD, THIS SECTION
MANY DIFFERENT ACCESSORIES

STANDARD BASE
Thank you

Projects shown were developed between 1983 and 2002, during work in Sottsass Associati, Studio Susani Trimarchi, Studio Koz-Susani, Domus Academy Research Center, Motorola Advanced Concept Group.

Thanks to my colleagues, teams and collaborators.
Q.
Will mobile wireless make our lives better?
Yes, if technology gets there soon
Q.
Will mobile wireless make our lives better?
Yes, if technology gets there soon

A.
Yes, if it will enable new forms of communication
new life forms

tools to inhabit the digital landscape
always connected
Visor with microdisplays, one-line text display, pen enabler, locator

Earpiece

Pen
always connected

Services: a series of services that provide message translation according to location and context of use.
Applications:
Business applications, in conditions where the "central" attention is taken and the "peripheral" attention can be accessed.
life recorder

NETWORKED PERSONAL MANAGEMENT. MEMORY AGENTS. PERSONAL PORTALS. SHARED ENVIRONMENTS
life recorder

NETWORKED PERSONAL MANAGEMENT, MEMORY AGENTS, PERSONAL PORTALS, SHARED ENVIRONMENTS

MicroCamera

“fashionware” available in many shapes and materials

MicroCamera

Hardware modular components

MicroCamera, display and control unit
Services and Applications:
Server-based video and audio storage, with software agent management of memories. Collaborative environments where memories can be shared.
others' eyes
others' eyes

Components

MicroCamera

Earpiece

Microdisplay

FAMILY PORTALS, MULTIMEDIA MESSAGING, MEDIA INTEGRATION, ENHANCED CONVERSATION, FAMILY ENTERTAINMENT
Services and applications:
Video sharing, sharing of real time experiences, distributed through family portals and accessible by different members of the family through different interfaces.