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Product and Industrial Design

Design permeates our world.

The objects we live with, the cars we drive, the way we punch the keys of our smartphones. A degree in design explores these multifaceted applications and teaches you how to think in a way that solves design problems. A product or industrial designer combines art, science, and technology to create innovative products.



Elvin Akkan, HIDE & SEEK, MA in Product Design 2012 at NABA in Milan, Italy, in collaboration with Bosch and Zanotta
Inset: Photo of exhibition LOST IN TRANSLATION, Domus Academy in Milan, Italy

An interaction designer creates the user experience for digital products, systems, and services. A visual brand designer helps define the identity of a company by creating not just graphics but a rich and attractive environment that encourages consumers to share the brand's values.

CAREER OPTIONS

Product designer

Industrial designer

Car and transportation designer

Interaction designer

Service experience designer

Food designer

Visual brand designer

Communications designer

Set designer

Lighting designer

Media designer

Career options may require additional experience, training, or other factors beyond the successful completion of a degree program.



Francisco Gomez Paz
Designer

► Francisco Gomez Paz studio
in Milan, Italy

Nationality: Argentinian

Francisco Gomez Paz is an internationally acclaimed designer who is perhaps best known for his Hope lamp, designed for Luceplan. Francisco studied Fresnel lenses and historic chandeliers in his quest to create a “meta-crystal” out of molded polycarbonate leaves whose surfaces contain concentric microprisms. The result is a beautiful contemporary chandelier that throws a light he describes as “playful and happy,” with many reflections but no glare. Now Luceplan’s best-selling product, the Hope lamp won the prestigious *Compasso d’Oro* award and the Prize of Prizes for Innovation in Design given by the President of Italian Republic.

► Degree: **Master in Design, 1998**

► School: **Domus Academy**



“My curiosity is 360 degrees. One project informs the next one. The more projects I do from different fields, the more fun I have, and the more interaction I find between them.

“Design comes from the essence of things: Slowly, the essence comes to the exterior part of the object, transforming the shape. Design is something completely holistic. It’s impossible to describe it as one single element. It’s not just about technique of production, shape, the human being—but about all those things. Design is also heuristic. It’s not a linear process—it’s full of different intersections, changing of directions. Many trials, many errors. And it’s an amazing tool to take humanity another step forward. It’s a big satisfaction, when you feel your work can be useful.”



Top left SYNAPSE LAMP by Luceplan, 2011, photo by Ivan Sarfatti
Top and left HOPE LAMP by Luceplan, 2009, photo by Tom Vack



High-back armchair: LUIS, Fratelli Boffi, 2009
Aluminum low table, set of 3: DS-9045, de Sede, 2010

“I am particularly interested in exploring geometry, mechanisms, and the possibilities offered by a given material. Good design has to be synthetic, meaning that shape and function are aligned, with no unnecessary gestures. And it has to transmit emotion, to have a spirit. For me, the key moment is when an object takes on shape.

“Domus was a perfect introduction to Italy as an industrial country that takes design very seriously. And a great opportunity to meet amazing present and future professionals from all over the globe. It helped me achieve my goal of inventing things.”



Philippe Bestenheider
Furniture Designer, Owner

► Philippe Bestenheider Design Studio
in Milan, Italy and Crans-Montana,
Switzerland

Nationality: Swiss

From 2001 to 2006, Philippe served as a senior designer for Patricia Urquiola, a renowned furniture designer. In 2007 he opened his own studio, where he now collaborates in small teams to design seating, tables, and shelving systems for European furniture companies. His unique and imaginative designs have won him international acclaim. He received the *Premio dei Premi*, an Italian award for innovation, for the chair Nanook, which he designed for Moroso. For Galleria Nilufar he designed Alice, an elaborate, ultra-luxurious armchair made of glossy aluminum and golden anodized cloverleaf elements.

► Degree: **Master in Design, 2000**

► School: **Domus Academy**



Colored “snowflake” chair: NANOOK, Moroso, 2009



Sander Brouwer

Design Leader, Bauknecht and KitchenAid

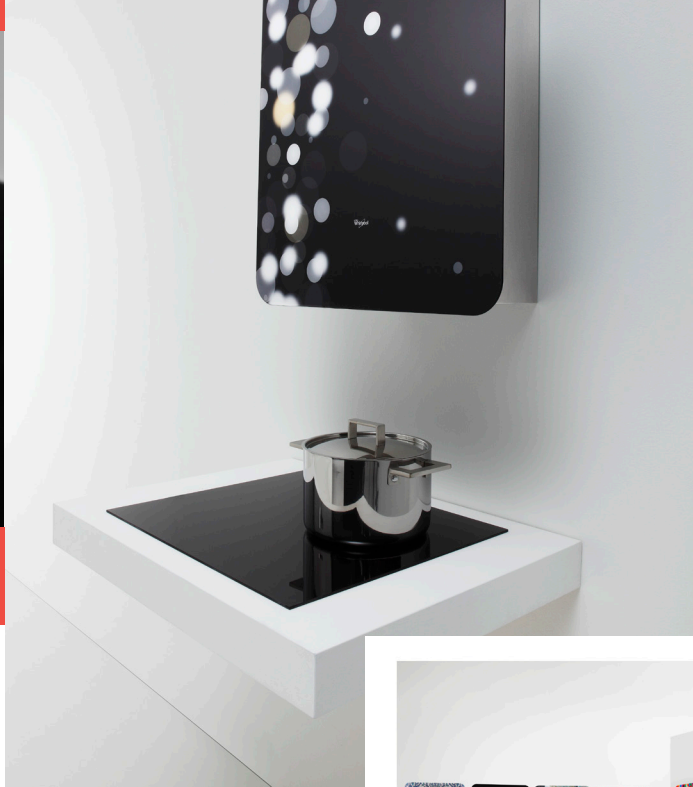
► Whirlpool Corporation in Milan, Italy

Nationality: Dutch

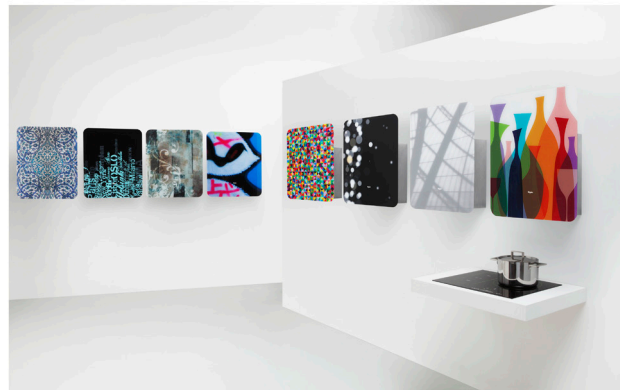
At Whirlpool, Sander is responsible for aligning the aesthetics among appliance categories and for driving innovation within the company to discover new business opportunities. He works across multiple design categories on projects that have a large impact on the business of the company, such as designing visual brand languages, creating customizable products, and developing communication strategies. His recent projects include designing the KitchenAid® Pedestal kitchen trolley for the iconic Artisan standmixer and creating an art gallery that merges the aesthetics of appliances with digital art, encouraging consumers to experience innovative design in their kitchen.

► Degree: **Master in Design, 2007**

► School: **Domus Academy**



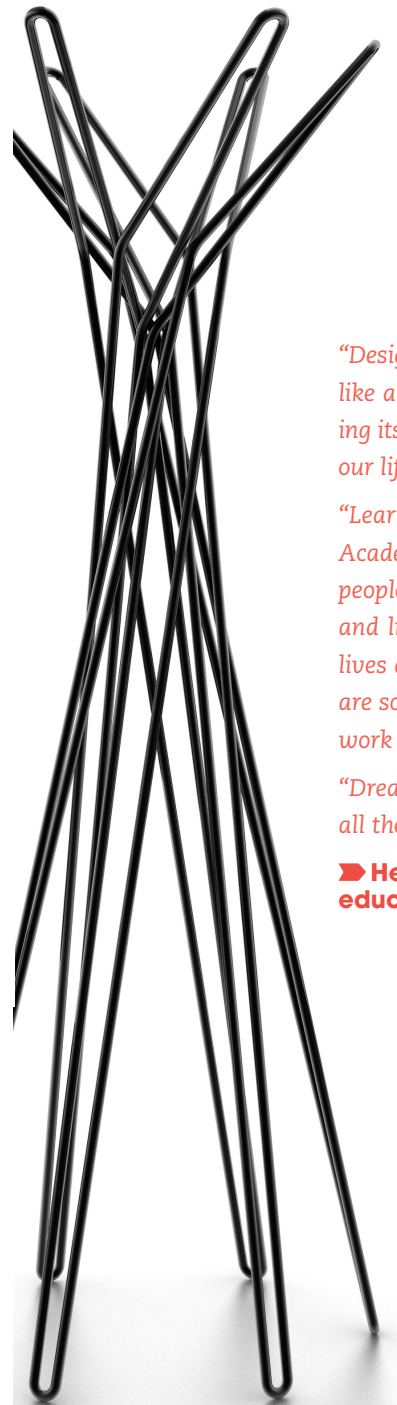
ART GALLERY HOODS, 2012, Whirlpool.



“I like to see an idea evolve into a real product, from the first sketch on a piece of paper to the product launch in the market. I see the design process as a puzzle where each piece falls into its right place.”

“Each design category has its own particular character. The expertise of a certain design category can be utilized in the ideation of another category. Knowing the DNA of multiple design categories can enrich others.”

“To me, a product should tell a story. This story is a fundamental element of the product. In a world that is saturated by objects or products, people want to experience a product by its ability to translate their desires. Often, the story becomes more important than the actual product.”



“Design is a career that is quite young, so it’s constantly evolving, like a living organism, adapting to its environment and improving itself constantly. It should be focused on one thing: improving our life on this planet without destroying it in the process.”

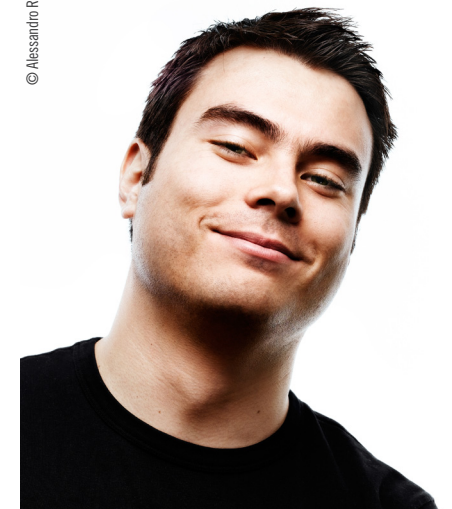
“Learning from successful design professionals [at Domus Academy] and being surrounded by interesting and talented people from all over the world changed my vision about design and life forever. Recognizing the strategic role of design in our lives and facing each project with extreme passion and honesty are some of the learnings that are present in every aspect of my work today.”

“Dream big! Do this job with passion, tenacity, and excellence ... all the rest will come in its time.”

► **Hear more of Rodrigo's insights about design education in this video.**



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Rodrigo Torres

Product Designer

► Design by Rodrigo Torres in Milan, Italy

Nationality: Columbian

As owner of Design by Rodrigo Torres, Rodrigo “creates objects that will interact with users in multiple aspects of their daily life,” such as furniture, lighting, and what he calls “disruptive objects,” such as a whimsical coat hanger. He designs on his own, drawing from a virtual network of talented people to execute large concepts. His accolades include twice winning Colombia’s “Lapiz de Acero” design award for his Morfeo and Manta chairs. His clients include Nike, Alessi, and Poliform. He says he enjoys solving design problems related to collective memory, language and communication, interactivity, and human rituals and behaviors.

► Degree: **Master in Design, 1999**

► School: **Domus Academy**