

COMPANIES

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COMPANIES

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MOTORCYCLES

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MOTIVATION

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ALESSI

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Italian company founded in 1921 by Giovanni Alessi and concentrated on metal kitchenware.

His products and designs of coffee pots became so popular, that by 1924 the brand name 'Alessi' was established.

In the 1930s, Giovanni's son Carlo, joined the family company, which quickly progressed to the use of stainless steel and away from utilitarian designs, to more adventurous ones, mass producing desirable, high quality, everyday household products.

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The logo for Alessi, featuring the word "ALESSI" in a bold, red, sans-serif font on a white rectangular background.

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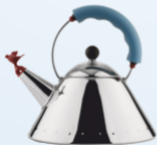
ALESSI – 1950s ONWARDS

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1950s: The company broadened its approach, collaborating with well-known designers. The aim was to break away from modernism and even traditional designs and to try a more unconventional design ideas, including those from groups such as, Studio Alchima (Alessandro Mendini) and Memphis (Ettore Sottsass). Other designers associated with Alessi include Aldo Rossi, Philippe Starck and Michael Graves

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WHISTLING BIRD KETTLE, 1985
BY MICHAEL GRAVES.



JUICY SALIF - CITRUS SQUEEZER 1990
BY PHILIPPE STARCK



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CHARACTERISTICS OF ALESSI

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QUALITY PRODUCTS, REFLECTING A VERY HIGH STANDARD OF CRAFT WORK AND MANUFACTURING.

OFTEN DESIGNED BY FAMOUS, WELL-KNOWN DESIGNERS, WHO APPLY THEIR OWN STYLE AND EXPERIENCE TO EACH PIECE.

DESIGNS EVOKE EMOTIONS AND MEMORIES AND ARE OFTEN FUN. UNUSUAL, STYLISH AND FUNCTIONAL PRODUCTS.

DESIGNED TO BE DIFFERENT. OBSESSION FOR DETAIL, SOMETIMES OVERLOOKED BY OTHER MANUFACTURERS.

DESIGNS THAT STAND OUT AND BECOME THE FOCUS OF DISCUSSION.

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ALESSI

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ALESSI – SAMPLE PRODUCTS

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**WHISTLING BIRD KETTLE, 1985, BY
MICHAEL GRAVES.**



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ALESSI – SAMPLE PRODUCTS

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JUICY SALIF - CITRUS SQUEEZER 1990 BY PHILIPPE STARCK



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ALESSI – SAMPLE PRODUCTS

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**ANNA G. CORKSCREW 1994 BY
ALESSANDRO MENDINI**



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ALESSI – SAMPLE PRODUCTS

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**CONDIMENT SET: OIL, VINEGAR,
SALT, PEPPER 1978, BY ETTORE
SOTSASS**



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APPLE INCORPORATED

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Founded in 1976 by Steve Jobs, Steve Wozniak and Ronald Wayne, the company developed one of the first personal computers, called the Apple 1. The early Apple computers, led the way in terms of their user-friendly graphical operating systems, at a time when computers were dominated by IBM and their 'less than intuitive' operating system, called MS-DOS.

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STEVE JOBS

STEVE WOZNIAK

RONALD WAYNE

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APPLE, INNOVATION AND ICONIC DESIGNS

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Apple Incorporated, is probably the most successful and best known international company. It's success is based on the development of innovative software and especially consumer electronics, setting a high standard for competing technology companies to reach. Their corporate logo is one of the most recognisable, along with the Nike logo. Apple have developed a variety of innovative products and over the years, have built up a brand, based on both quality and innovation. Many of their products are now recognised as iconic designs, such as the iPhone, iPod, iPad and their intuitive software operating system, not to mention iTunes.

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REASONS FOR SUCCESS

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TRACK RECORD OF INTRODUCING
TREND SETTING ELECTRONIC
CONSUMER PRODUCTS

EACH PRODUCT IS A BRAND IN IT'S OWN
RIGHT (iPod, iPad, iPhone)

DESIGNED TO BE INTUITIVE AND EASY TO
USE

STYLISH AND FUNCTIONAL PRODUCTS.

OBSESSION FOR DETAIL, SOMETIMES
OVERLOOKED BY OTHER
MANUFACTURERS.

A LOYAL AND GROWING CUSTOMER
BASE

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1976-77



1977- 1998



1998-2003



2003 - onwards



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HARLEY DAVIDSON MOTORCYCLES

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Harley Davidson Motorcycles has survived for a long time, despite competition from Japanese rivals. Harley Davidson is associated with powerful, distinctive cruiser motorbikes. Furthermore, it is associated with freedom on the road with a little of the rebel thrown in. People buy Harley Davidson motorbikes and associated products such as clothes, because they want to be associated with powerful cruiser motorbikes and the freedom of the road.

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/ an exercise



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HARLEY DAVIDSON MOTORCYCLES

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TESLA

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Tesla is one of the best known automotive manufacturers in the world, founded in January 2003, in California. The company is also known for its development of energy storage systems and solar panels.

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ELON MUSK CEO



MARTIN EBERHARD



MARC TARPENNING

The Chief Executive Officer (CEO) is the charismatic Elon Musk, although the original company was founded by Martin Eberhard and Marc Tarpenning . Musk was one of the original major investors, having made his money, as a cofounder of PayPal.

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TESLA- BACKGROUND

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Tesla's approached to electric cars set them aside as innovative. Their first commercial electric car, was a sports car called the 'Roadster'(2008). Followed in 2013 by the sports sedan called the 'Model S', - aluminium construction - a range of 200 miles - 75 minute recharge. It has a responsiveness that surpasses conventional sports cars.

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ROADSTER



SPORTS SEDAN - MODEL S



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TESLA - FACTORY SYSTEM

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Tesla's factory in California, is one of the largest in the world operating an automated manufacturing system. Tesla invest heavily in developing and maintaining a skilled workforce, specific to their specialised manufacturing needs. By the end of 2018, they aim to be manufacturing 500,000 cars at their Californian plant.

Governments around the world are turning their attention to pollution, caused by the internal combustion engine and ways of reducing it. Electric vehicles are one of the most likely solutions.

The electricity supply grid is becoming greener, due to the increased use of wind power and solar power, making electric cars a much greener choice of vehicle.

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DAVID CONSTANTINE AND MOTIVATION

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David Constantine was a student in 1989, when he entered a competition to design a wheel chair (along with a colleague Simon Gue), that could be used in a range of terrains, such as those found in the third world/developing countries. David had already been a wheel chair user for several years. The wheelchair had to be manufactured from locally sourced materials, which helped to ensure that its manufacture was sustainable and employed local technicians. The wheelchair had to be affordable.

They won the competition (the Frye Memorial Prize) and formed a non-profit making organisation called 'Motivation', in 1991.

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DAVID CONSTANTINE AND MOTIVATION

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Motivation's design philosophy, is one that aims to motivate the user, through the freedom and independence that their chairs deliver. Their wheel chairs are adjustable, so that they will fit a wide range of users, ergonomically. Further to this, their chairs are affordable and manufactured from locally sourced sustainable materials.

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CHILD'S WHEELCHAIR



AFFORDABLE RACING WHEELCHAIR



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THE MULTISPORTS WHEELCHAIR BY MOTIVATION

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In the build up to the London Olympics in 2012, the International Paralympic Committee, asked Motivation to design an affordable sports wheelchair, that athletes from around the world could purchase. The wheelchair was to be at the fraction of the cost of those supplied by other 'specialist' wheelchair manufacturers. The result was Motivation's Multisports Wheelchair, which has been designed for a wide range of users, from school children to adults.

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ZAHA HADID

1950 - 2016



Zaha Hadid was an internationally recognised Iraqi-British Architect, responsible for a variety of outstanding buildings and other structures, often based on unusual geometrical shapes. She received a number of prestigious awards for her innovative architectural designs, including on two occasions, the Stirling Prize. She was the first female architect to receive the Royal Gold Medal (awarded by the Royal Institute of British Architects).

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ZAHA HADID - EARLY CAREER

She came to London to study architecture in 1972, at the highly respected Architectural Association School of Architecture. After graduating, she worked in the Netherlands, although she started to build her reputation teaching Architecture in England, the USA and Germany, promoting an innovative and imaginative approach to the design of buildings. Many of her early designs were not built, undoubtedly due to the lack of foresight and ambition of potential clients, who selected more conservative and less imaginative architects.

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She established her own company - Zaha Hadid Architects, in 1979.

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ZAHA HADID - SAMPLE OF HER WORK

**VITRA FACTORY FIRE
STATION - 1993**



**BERGISEL SKI
JUMP 2002**



SHEIKH ZAYED BRIDGE, ABU-DHABI - 2010



LONDON AQUATICS CENTRE - 2012



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Tap on the link buttons below, to go to detailed information and exercises on **Zaha Hadid**. Ideal for revision.



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