

ALESSI

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'COMPANIES' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF www.technologystudent.com

LINK
<http://www.technologystudent.com/mobapps/companies1.pdf>

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

**ARE YOU READY?
USE THE MOBILE App!!**

1 WRITE A LITTLE DESCRIBING THE GROWTH OF ALESSI AS A COMPANY?

2 LIST FOUR FAMOUS DESIGNERS WHO HAVE WORKED WITH ALESSI

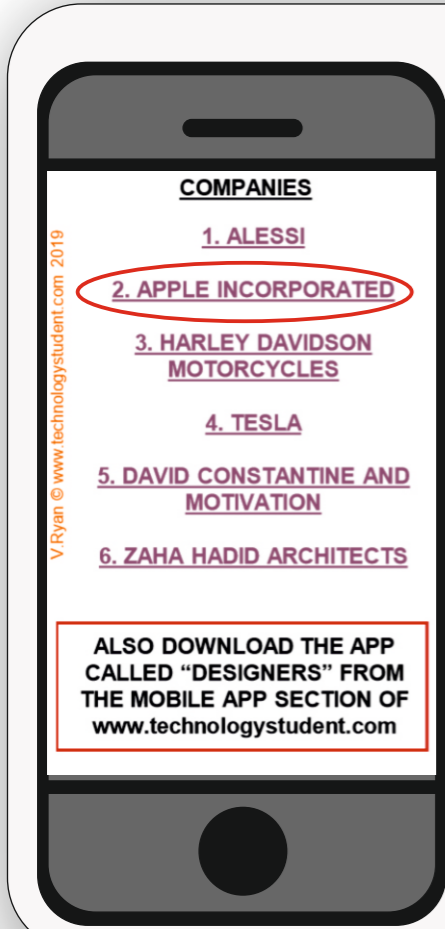
3 SELECT ONE OF THE DESIGNERS YOU NAMED. SKETCH / FIND AN IMAGE OF A PRODUCT HE/SHE DESIGNED FOR ALESSI. ADD A DESCRIPTION

<u>IMAGE / SKETCH</u>	<u>DESCRIPTION</u>
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4 LIST / DESCRIBE CHARACTERISTICS OF ALESSI PRODUCTS
 (Use the next box as well, if you need the space)



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APPLE INCORPORATED

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**ARE YOU READY?
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1 NAME THE PEOPLE WHO FOUNDED APPLE IN 1976

2 WHY WERE APPLE COMPUTERS DESIGNED IN THE LATE 1970s AND 1980s SUCCESSFUL?

3 DESCRIBE A RECENT PRODUCT DESIGNED BY APPLE, THAT HAS BEEN EXTREMELY SUCCESSFUL. INCLUDE AN IMAGE OF THE PRODUCT

<u>SKETCH</u>	<u>DESCRIPTION AND NAME</u>
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4 LIST REASONS FOR THE SUCCESS OF APPLE INCORPORATED.
(Use the next box as well, if you need the space)



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HARLEY DAVIDSON

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COMPANIES

1. [ALESSI](#)
2. [APPLE INCORPORATED](#)
3. [HARLEY DAVIDSON MOTORCYCLES](#)
4. [TESLA](#)
5. [DAVID CONSTANTINE AND MOTIVATION](#)
6. [ZAHA HADID ARCHITECTS](#)

ALSO DOWNLOAD THE APP CALLED "DESIGNERS" FROM THE MOBILE APP SECTION OF www.technologystudent.com

1

WHY CAN HARLEY DAVIDSON BE REGARDED AS A BRAND?

2

HOW HAVE HARLEY DAVIDSON SURVIVED GIVEN COMPETITION FROM JAPANESE MANUFACTURERS?

3

IN THE SPACE BELOW, DRAW THE HARLEY DAVIDSON LOGO. ADD A DESCRIPTION.

<u>SKETCH</u>	<u>DESCRIPTION</u>

4

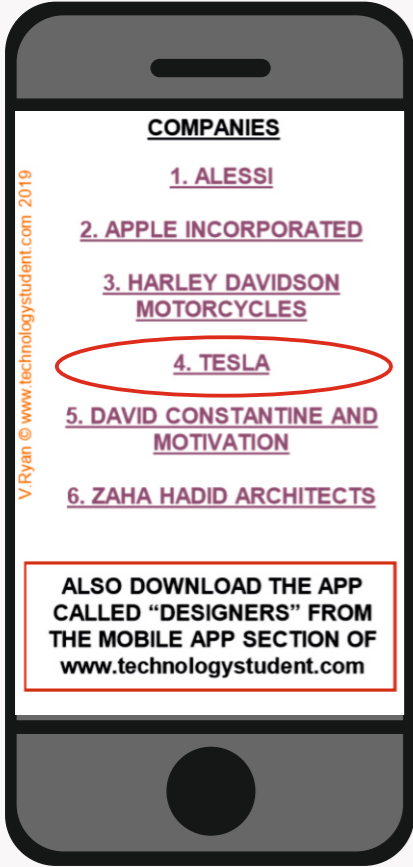
PASTE IMAGES OF TWO SUCCESSFUL HARLEY DAVIDSON MOTORBIKES

(Use the next box as well)

Name: _____

Name: _____

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COMPANIES

1. ALESSI
2. APPLE INCORPORATED
3. HARLEY DAVIDSON MOTORCYCLES
4. TESLA
5. DAVID CONSTANTINE AND MOTIVATION
6. ZAHA HADID ARCHITECTS

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TESLA

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**ARE YOU READY?
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1 NAME THE PEOPLE WHO FOUNDED TESLA IN 2003

WHAT DOES THE COMPANY MANUFACTURE?

2 WRITE A LITTLE ABOUT THE BACKGROUND OF TESLA

3 DESCRIBE A RECENT PRODUCT DESIGNED BY TESLA, INCLUDE AN IMAGE OF THE PRODUCT

IMAGE

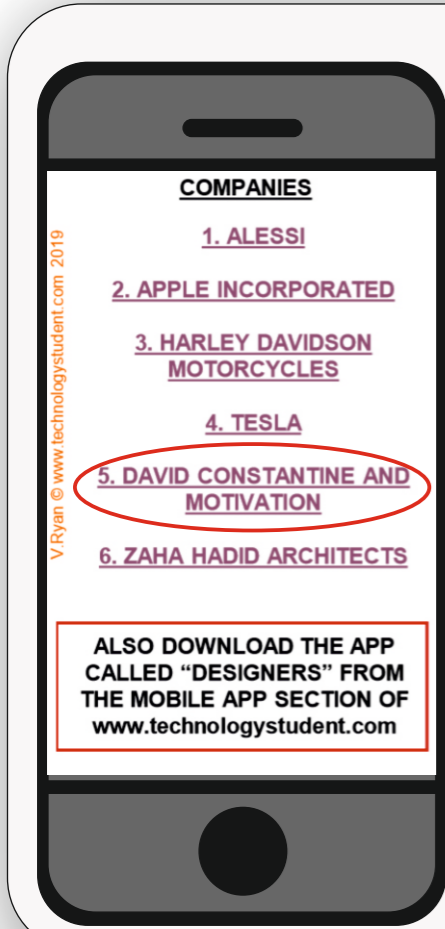
DESCRIPTION AND NAME:

4 TESLA'S SUCCESS IS PARTLY DUE, TO THE WAY THE EXISTING AUTOMOTIVE INDUSTRY WORKS. EXPLAIN THIS STATEMENT

(Use the next box as well, if you need the space)

→

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DAVID CONSTANTINE AND MOTIVATION

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**ARE YOU READY?
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1 WRITE A BRIEF BACKGROUND TO DAVID CONSTANTINE'S 'MOTIVATION'

2 WHAT IS 'MOTIVATION'S' DESIGN PHILOSOPHY?

3 DESCRIBE THE MULTISPORT WHEELCHAIR, BY MOTIVATION, INCLUDE AN IMAGE OF THE PRODUCT

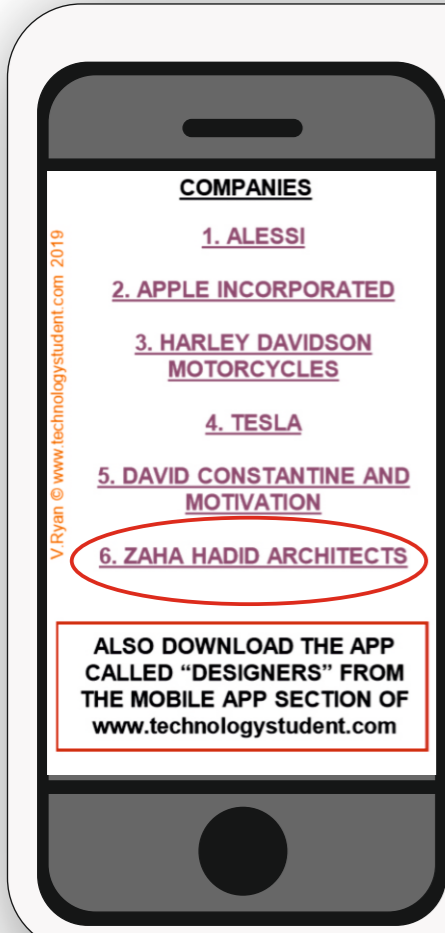
IMAGE / SKETCH	DESCRIPTION

4 NAME AND DESCRIBE ONE MORE PRODUCT DESIGNED BY MOTIVATION

INCLUDE AN IMAGE OF THE PRODUCT YOU HAVE JUST DESCRIBED



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ZAHA HADID ARCHITECTS

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1

WHO WAS ZAHA HADID?

2

LIST FOUR HADID ARCHITECTURAL DESIGNS THAT HAVE BEEN RECOGNISED AS INNOVATIVE

3

SELECT ONE OF THE ARCHITECTURAL DESIGNS YOU NAMED IN QUESTION 2. ADD AN IMAGE AND DESCRIPTION

IMAGE / SKETCH

DESCRIPTION

4

WHAT DO YOU THINK OF THIS ZAHA HADID DESIGN?

Answer in the box opposite.



MESSNER MOUNTAIN MUSEUM, ITALY



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