

Science
of
Design

2014 A B C D E F
EUR 19.95 HKD 150
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GBP 14.95 NTD 650

Forces
of
Attraction

Accesso-
rised
Technology

Fashion
Evolution

Ultimate
State

Map Logic

Modularity
in Graphic
Design

Typesetting
for Mathe-
matical
Symbols

Design
and
Violence

Designs
Make
Possible

TOP 10 Most
Experimental
Layout
Design

Symme-
trical
Processing

Brand

(11.2)



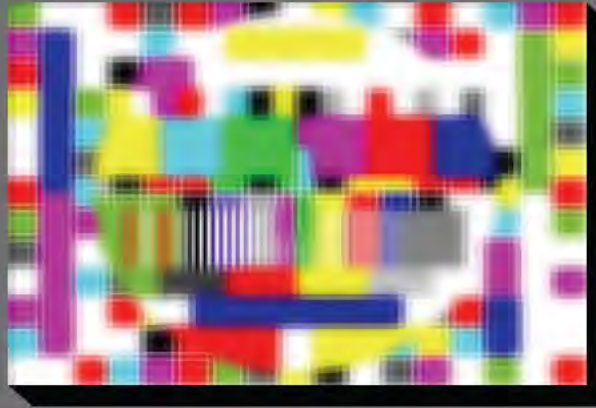
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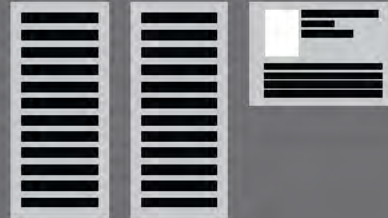


Coen van Ham
Identity Architect



Good design is based on powerful concepts, a good base which transmits a consistent image that communicates. The start of each design project is reflecting identity. I mean, look at yourself: is your image in the mirror the same as you really are? Your brain, body and soul: they are feeling, thinking, communicating, and they are working together. The only thing you really need is a designer to combine emotion, function and communication. And that's what a robot lacks: the power to let emotions and feelings speak into visual art.

TESTBLEED is an art project designed by Coen van Ham for the National Broadcasting Company of The Netherlands. As you see; the human touch, searching for the right colours, making it vibrant and fresh, makes this piece of art human. Though it looks like being made by a computer, it's the personal approach that makes it perfect.



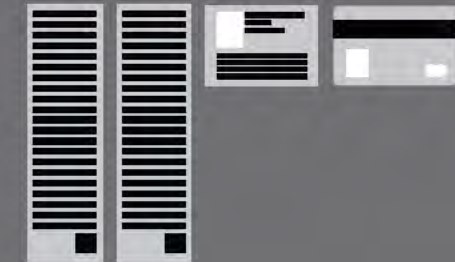
A photo of some research we are doing with Stratasys printing from bitmaps. We are using AI to tell the printer to make material gradients. We are able to make smooth gradients from a flexible rubber to an acrylic.



Francis Bitonti
Francis Bitonti Studio



Yes craftsmanship is moving towards the manipulation of code and not our hands. The craftsmen of the future will be excellent at data manipulation.



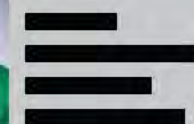
Joana Gala
Designer



Sure, but no. As humanity evolves depending on technology, it seems to me very plausible to teach a machine the technical principles of design in the future to come. I'm not sure we'll still be able to call it design, though. It lacks emotion and unpredictability. Is it possible to feel happiness with 0s and 1s? We live in a world more and more mechanical, and that's why every human emotion, analogue interaction tends to be priceless. Luxurious, unique, deeply memorable and precious design will be the one human-factored!



Giuseppe Casuccio
Designer



I think that robots or computers could someday in the future generate good designs, but they will build something without a real concept. Imagination, curiosity and creativity are something that belongs to humans and these things are the basis of a successful project.