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Networks and Brokering

A Dynamic Network
Suppliers

Design Community

Design Firm

Traditional industries

User

Design Dept.

Ethnography

Market

User
Innovation as the Generation and Integration of Knowledge
Propeller Design’s Saddle
for both rider
and horse
Model Longevity

A. Survival of personal stereos in U.S. market

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* Still on market in last period of study
Portable Digital Music Players

March 98

Oct. 98

Nov. 99

June 01

Oct. 01
Combine Elegant Interfaces, Software and Services for User Delight
Portable Players Emulate iPod in Features and Design

Sansa e200                iPod       Microsoft Zune
Write Scenarios
Quickly Build Prototypes
Test Prototypes and Systems
Move Beyond the Initial Concept or Brief

Artemide's vision towards the generation of new quality models.
Enable Users to Experiment
Engage Users

Esperia (1996)
Ernesto Gismondi

“…Color in life is everything. However, it should be subtle. Hence I have designed the machine to be as compact, simple and minimal as possible”

Carlotta de Bevilacqua

“…I thought of this lamp as an object that could speak using only of the color of light. An object that could speak through its natural materials and a minimal form”

Metamorfosi Kit 3
Broker Ideas across Platforms
Time Invention of the Year
Innovation as the Generation and Integration of Knowledge