

Investigate and Analyse the Work of Professionals and Companies, to Inform Design.

CORE
1.15



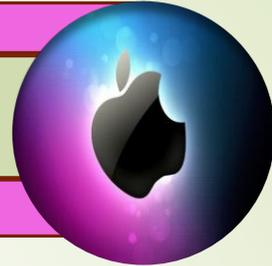
Alessi

Founded by Giovanni Alessi in 1921. Started as a metal workshop then diversified into homeware products. In the 1970s his son, Alberto, took over the company and started employing top designer, who created bright, innovative and fun products eg. Philippe Starck's Juicy Salif Lemon Squeezer, retro kettles etc.



Apple

One of the world's leading international brands. Known for combining the sleek with the innovative, with an easy to use operating system. Ground breaking designs. Founded by Steve Jobs, Steve Wozniak and Ronald Wayne in 1976. They made digital music mainstream. Apple has a loyal customer base.



Ipod and apple watch can be attributed to top designer Sir Jonathan Ive



Heatherwick Studio

UK based, est.1994. 200 designers, architects and makers. Worked on perfume bottles, Routemaster London buses, Singapore University buildings. Stretches boundaries of materials, craftsmanship, and artistic thinking. Proved that products/buildings can be unusual, experimental and interesting.

Pixar



Animation studio in USA, est.1979. known for being among first to develop computer-animated feature films. Uses new techniques and technologies to make successful films. Toy Story, Incredibles, Finding Nemo etc



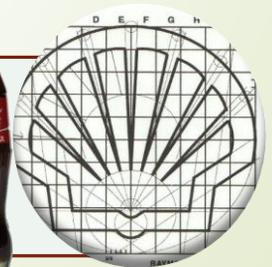
Joe Casely-Hayford

Fashion designer b. 1956. Noted for original but wearable designs. Combines style with character. Traditional English tailoring methods used, made by master craftspeople. Popular with celebrities.



Raymond Loewy

Industrial Designer 1893-1986. the "Father of Modern Design". Emphasised the importance of combining simplicity with functionality. Worked with over 200 companies. His designs ranged from refrigerators to planes, trains, spacecraft. Introduced the idea if 2 products have same, price function and quality, products with better aesthetics will be more popular. Most recognised of his designs today: Coca Cola bottle, Logo designs for Shell and BP, and LeCreuset Coquelle dish.



Tesla Inc. <https://www.factinate.com/things/24-innovative-facts-tesla-motors/>

Automotive and energy storage company, est. USA in 2008. Named after engineer Nikola Tesla. Tesla's mission is to accelerate the world's transition to sustainable energy. Makes electric cars that don't compromise power or quality. Zero emissions. They are becoming more affordable, and can be charged at home. Leads electric car design and technology, including Tesla Model 3 2019. They own the world's biggest battery and design solar panels.



Zaha Hadid

Architect 1950-2016. she integrated geometric form with sweeping fluid forms. Promoted architecture as a visual art form, with buildings intended to give aesthetic pleasure. Overcame racial and gender barriers to establish an architectural practice that designed over 1000 iconic buildings worldwide. Designed London Aquatics Stadium for 2012 Olympics.



Name:

Date:

CWK/HWK

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1.	<p>a) Who founded "Alessi"? _____</p> <p>b) Name two designer products that Alessi is renowned for:</p> <p>1. _____</p> <p>2. _____</p> <p>c) Who created the design for the "Juicy Salif lemon squeezer"?</p> <p>_____</p>	(4 marks)
2.	<p>Name one thing that Apple is known for:</p> <p>_____</p>	(1 mark)
3.	<p>Which UK design company created the Routemaster red London buses?</p> <p>_____</p>	(1 mark)
4.	<p>a) Who did Pixar team up with to create their animated feature films?</p> <p>_____</p> <p>b) Name a famous film created by Pixar in the past 3 years:</p> <p>_____</p>	(2 marks)
5.	<p>Why do you think Joe Casely-Hayford's clothing designs are popular with celebrities?</p> <p>_____</p>	(1 mark)
6.	<p>a) What do you think was Raymond Loewy's secret to success?</p> <p>_____</p> <p>b) Name 3 designs that Loewy is famous for:</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p>	(4 marks)
7.	<p>Name 2 benefits of Tesla cars:</p> <p>1. _____</p> <p>2. _____</p>	(2 marks)
8.	<p>How would you describe the aesthetic qualities of Hadid's buildings?</p> <p>_____</p> <p>_____</p>	(1 mark)

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