

**FORM
FOLLOWS
FUNCTION**

× FUN!



MELBOURNE MILAN

DESIGN MASTERCLASS

EMANUELE MAGINI

RMIT MASTERCLASS 2017

WWW.EMANUELEMAGINI.IT
WWW.RMIT.EDU.AU

Sponsored by the Annemarie and Arturo Gandioli-Fumagalli Foundation

Hosted by Industrial Design, RMIT University
Visiting Designer: Emanuele Magini

EMANUELE MAGINI

Milanese Furniture Designer and Politecnico di Milano lecturer Emanuele Magini travelled to Melbourne in September 2017 to run a 2 week intensive Furniture Studio with the RMIT Industrial Design students and Furniture lecturer Dr. Malte Wagenfeld.

Magini's design philosophy is Form Follows Function X Fun. The studio based its brief on Magini's playful style and conceived pieces for Italian Furniture company Campeggi. Beginning with the famous design principle 'form follows

function', the workshop focused on an important contemporary design trend: the idea of 'fun' as a multiplier: ironic, surprising, sporty, oversized, etc., for furniture and product design.



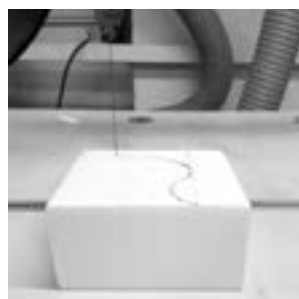
FOREWORD

MALTE WAGENFELD

Dr Wagenfeld, who assisted Magini with the Masterclass activities, discussed the importance of exposing the students to International Designers. Says Wagenfeld, “Italian furniture design companies, or ‘Design Factories’, have been the international leaders for furniture and object design, quality and innovation for well over half a century. Emanuele Magini may be part of the ‘young Italian design movement’ but he works solidly within this rich design and manufacturing tradition. This was a tremendous opportunity for students to be exposed to and for 2 weeks immersed in this design industry with quite different cultural expectations from Australia. The brief was to find a finely balanced

highbred between function and fun whilst also adhering to the production logic, brand identity and market reality of Campeggi for whom they were designing. The students were required to work in teams at a furious pace and focus with high intensity for 2 weeks developing 2 separate projects through research, sketching, modeling and prototyping. This intensity is a real test and similar to what professional designers experience when delivering high quality concepts in condensed timeframes. A very valuable experience for the group with Emanuele not only bringing his experience and knowledge but also his unique sense of humour, not only to design but also to the classroom. A playful project with serious intent!”







THE WORKSHOP



PARTICIPANTS

2017

LAPIPA // ANH DONG & JASON ALESSIO
SALSICCIA // PATRICK RYANT, HAO WU,
REN PENG DUAN **DELL'ARIA** // ALAN FAN
& PEI JEE NG **DESPA'S EAT' O** // JORDAN
LIU & JADE FARAH **SFERA CHAIR** //
ERIN WAGG & CESAR MARULANDA
KAMI // JOSE DANIEL & VANESSA SHEK
SITTING TABLE // GABRIELA SAADIA
AND DEBORAH MARGULES **ANYWAY**
// JOSHUA WAIT & LARA LIESE **SLIDE**
OVER // JACOB SHEAHAN AND DYLAN
SKEWES **CINCH** // SAMBURNES & CHRIS
RAYNER-WIGG **KRANE BOOKSHELF** //
HUGH WALLIS & ISABELLA JORGENSEN

LAPIPA

ANH DONG & JASON ALESSIO

Versatile and adaptable in a small package. Whether it enhances your solitude or social gatherings, the *Lapipa* can cater to your various needs.



Storage



Table End



Foot Rest

SALSICCIA

PATRICK RYANT, HAO WU, RENPENG DUAN

The Salsiccia is an alternative to traditional seating conventions. By combining several soft spherical objects into the singular casing, this creates a flexible, versatile design suited for one as well as many people. This smooth synthetic fabric ensures a comfortable feeling for all applications.



DELL'ARIA

ALAN FAN & PEI JEE NG

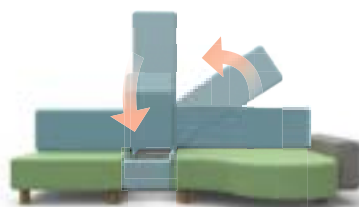
In keeping a functional and minimal aesthetic, it allows the beauty and honesty of the materials to stand out. The lamp and chair combination design is an innovatively playful design that takes on the aesthetic of a hot air balloon. The aim is to create atmosphere, style and warmth in any room. With an emphasis on function and form, our lighting is both practical and beautiful. Transform living rooms, bedrooms and kids' rooms into stylish havens that inspire creativity by day and relaxation by night. On the other hand, the inflatable chair giving a sense of surprise with sitting ready to offer the user softness and brightness in one product.



DESPA'SEAT'O

JORDAN LIU & JADE FARAH

Despa'seat'o is available in three versions with right or left arm, a relaxing system free of any metal structure. The seat can turn into a lounge, couch with coffee table, or a single bed with a sommier base and high density polyurethane foam mattress topper pad. Underneath the mattress, Despa'seat'o has a storage space for blankets that can be separated. When the longer sofa back opens, it reveals a hard surface that can be used as a coffee table, while the shorter side can be placed to the side the sofa to forms a single bed.



550



1175



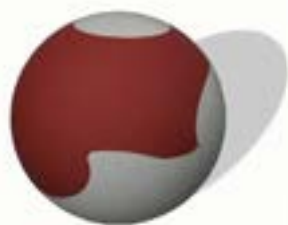
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SFERA CHAIR

ERIN WAGG & CESAR MARULANDA

Inspired by exercise equipment and the idea for innovative furniture that can be easily moved and stored away. In order for the chair to operate as it should, the materials and sizing needed to be precise and snug so that it would simply slide into its rightful compartments without extra hassle.



KAMI

JOSE DANIEL & VANESSA SHEK

Kami is more than a lounge chair, it is designed for the user to sit and relax in a more personalized way. It has different functions, the user can unfold it to transform it into a bed or just close the covers for a private use. It combines comfort and dynamics.

Campeggi



KAMI

FOLD IT. RELAX. FEELS LIKE HOME.

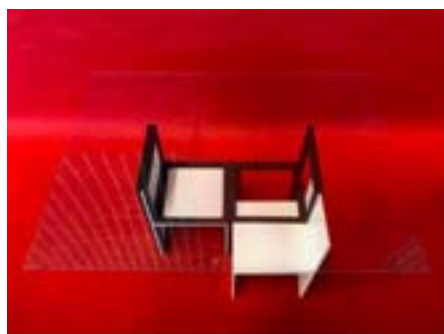


SITTING TABLE

GABRIELA SAADIA AND DEBORAH MARGULES

Putting the chair under the table in another level.

The structure of the table has the form of two chairs next to one another. Inside the structure there are two spare chairs in case you need more. You can take them out easily to use them and put them back inside the table.



ANYWAY

JOSHUA WAIT & LARA LIESE

A sofa that allows expression through limitless colour combinations decided by you. Buy a super simple frame which becomes a sofa or a launch chair by squeezing pillows through the structure. With that you can create your own style, mix it with other people living with you and change it very easy in case you get annoyed by the colour.

Campeggi

Anyway

**Anyway you
like it**

A sofa that allows
expression through
limitless colour
combinations de-
cided by you.



FUN Follows Function

An RMIT project by Malte Wagenfeld and Emanuele Magini

Design

Joshua Wait and Lara Liese

SLIDE OVER

JACOB SHEAHAN AND DYLAN SKEWES

The purpose of this ideation is to explore the possibilities of modular sofa beds.
The *Slide Over* sofa beds modular cushions allows comfort in many positions.



CINCH

SAM BURNES & CHRIS RAYNER-WIGG

Transforming between a chaise lounge, upright chair, pouf, and anything in between, *Cinch* adds a fun, transformable feature to a versatile seat for the home. By manipulating the contents the form can adapt to various situations, providing an engaging and simple action of transformation.



KRANE BOOKSHELF

HUGH WALLIS & ISABELLA JORGENSEN

Sculptural. Minimalist. Movement. Playful.

Campeggi

Krane

Bookshelf



