

ICE // CLEPSY

-Ariete



1. **SCELTA DEL TEMA**

- Il tema
- Cos'è un purificatore?
- Linea sanificante Ariete
- Obiettivi

→ Il tema:
IL PURIFICATORE D'ARIA

In seguito al cambiamento dello scenario causato dalla pandemia, abitare in un **ambiente domestico sanificato** diviene sempre più importante. Abbiamo perciò ritenuto necessario concentrarci su una tematica attuale che si riflette sulla salute sia nella dimensione privata che collettiva.



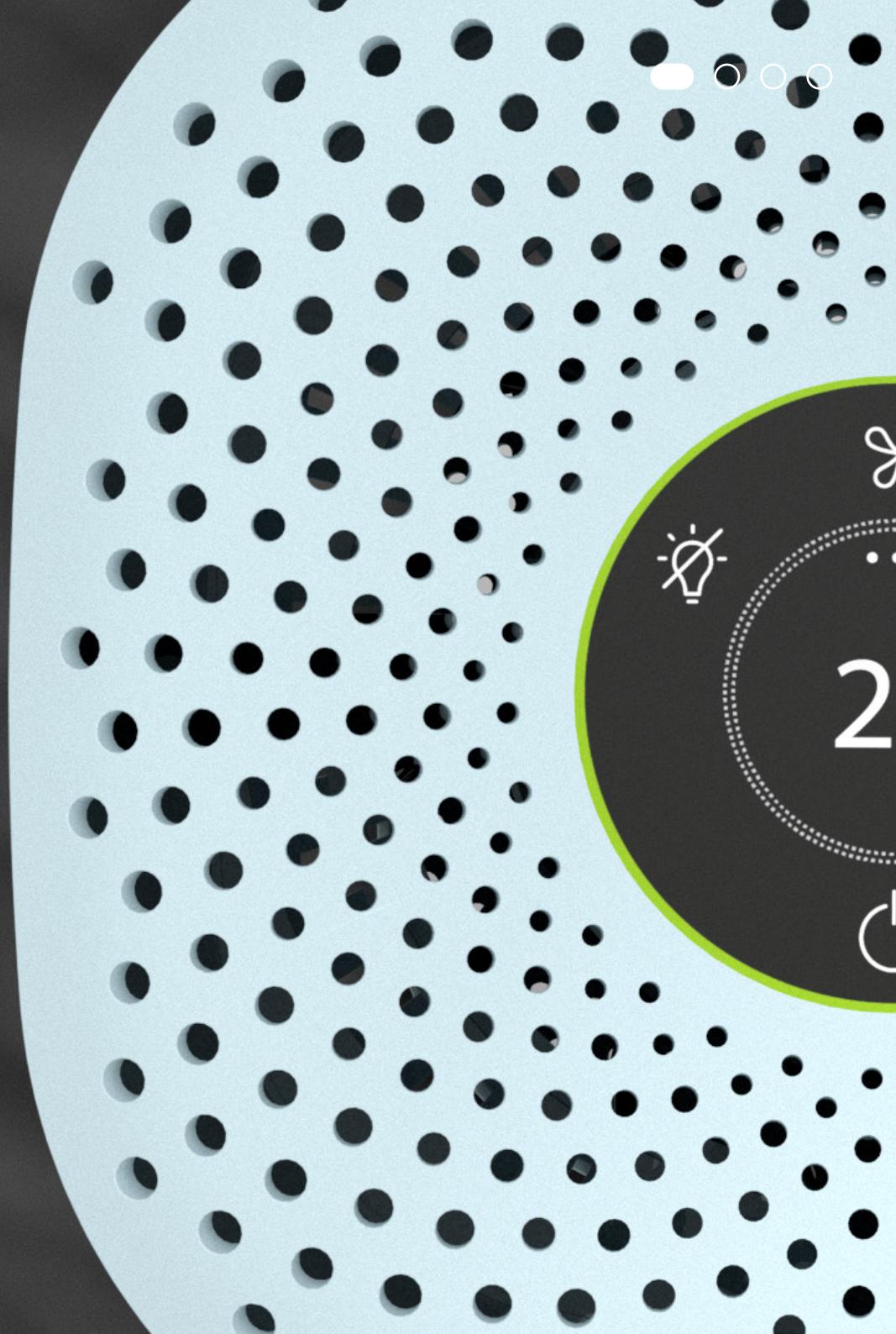
Nuova gamma XXXX



Nuovo elettrodomestico



**Interfaccia cellulare su
piccolo elettrodomestico**



→ Cos'è un purificatore?

Un purificatore d'aria è un apparecchio (fisso o portatile) che filtra l'aria che vi passa e trattiene tutte quelle particelle nocive, irritanti, potenzialmente allergiche e/o pericolose.

La scelta dipende dalla tipologia del filtro, dell'ambiente di utilizzo e dei consumi elettrici.

Il **purificatore d'aria portatile**, usato in generale per ambienti che possono arrivare ai 30 metri quadrati, risulta essere molto utile e in base agli spostamenti, nonostante la misura inferiore non consenta di riscaldare l'intera area.

→ Linea sanificante Ariete



VAPORE JET

Uccide germi e batteri con il vapore, penetrando nelle fibre e toglie incrostazioni



SANI JET

Nebulizzatore igienizzante, che pulisce le superfici degli ambienti

- * Portabilità
- * Dimensioni ridotte
- * Ambiente di utilizzo circoscritto
- * Immediatezza e facilità di utilizzo
- * Focus su interaction design
- * Focus su texture e colori
- * Applicazione per monitorare AQI
- * Cromoterapia LED

2. **ANALISI DI MERCATO**

- | → Competitors
- | → Tipologie di filtri

→ Competitors



Dyson Pure Cool me

349€

- tecnologia Dyson Core Flow™
- flusso di aria direzionale

→ Competitors



Dyson Pure Cool me

349€

- tecnologia Dyson Core Flow™
- flusso di aria direzionale



Leitz LV-H132

249-349€

- SENSOR POD wireless
- 3 livelli di filtrazione

→ Competitors



Dyson Pure Cool me

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Leitz LV-H132

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Levoit

89€

- display Ltg
- 3 livelli di filtrazione
- basso livello rumore

→ Competitors



Dyson Pure Cool me

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Leitz LV-H132

249-349€

- SENSOR POD wireless
- 3 livelli di filtrazione



Levoit

89€

- display Ltg
- 3 livelli di filtrazione
- basso livello rumore



Mila

295€

- applicazione
- 3 livelli di filtrazione
- basso livello rumore

→ Tipologie di filtri

Carboni attivi

Ionizzazione

Hepa

*Sterilizzazione
termodinamica*

Elettrostatico

→ Tipologie di filtri

Carboni attivi	Ionizzazione	Hepa	Sterilizzazione termodinamica	Elettrostatico
<ul style="list-style-type: none">• Tecnologia semplice ed efficace, anche economica• Trattiene particelle nocive, eccetto le più grandi, grazie alla sua natura porosa	<ul style="list-style-type: none">• Produzione di ioni positivi che si attaccano come una calamita alle particelle non buone• Limite della produzione di ozono	<ul style="list-style-type: none">• Migliore strumento di purificazione dell'aria• Problema dell'alto consumo elettrico	<ul style="list-style-type: none">• Purificazione dell'aria tramite calore• Nucleo interno in ceramica tocca temperature molto alte ed elimina le particelle dannose	<ul style="list-style-type: none">• Filtro realizzato in metallo, sprigiona una reazione elettrostatica che trattiene le impurità nell'aria

→ Tipologie di filtri

Carboni attivi

- Tecnologia semplice ed efficace, anche economica
- Trattiene particelle nocive, eccetto le più grandi, grazie alla sua natura porosa

Ionizzazione

- Produzione di ioni positivi che si attaccano come una calamita alle particelle non buone
- Limite della produzione di ozono

Hepa

- Migliore strumento di purificazione dell'aria
- Problema dell'alto consumo elettrico

Sterilizzazione termodinamica

- Purificazione dell'aria tramite calore
- Nucleo interno in ceramica tocca temperature molto alte ed elimina le particelle dannose

Elettrostatico

- Filtro realizzato in metallo, sprigiona una reazione elettrostatica che trattiene le impurità nell'aria

3.

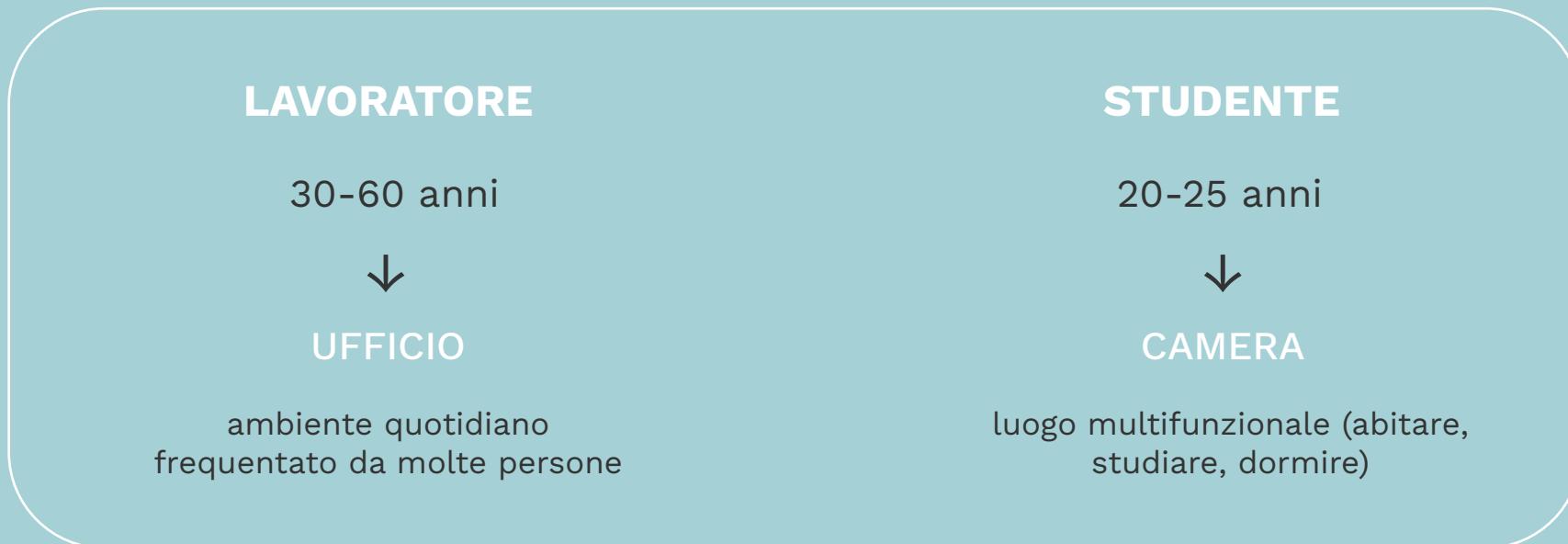
RICERCA DELLA FORMA

- Moodboard
- Target
- Schizzi formali
- Modellini

→ Moodboard

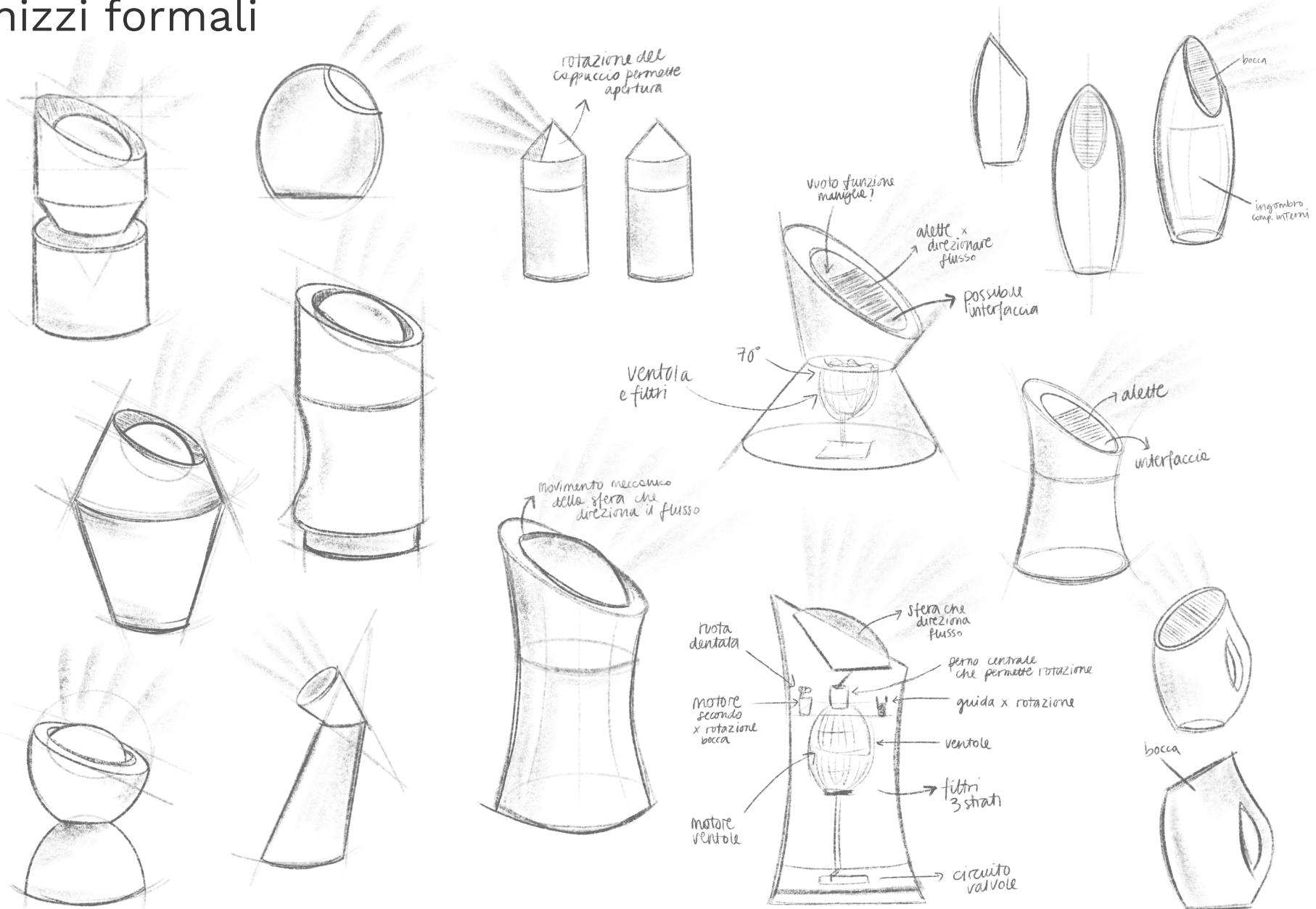


→ Target

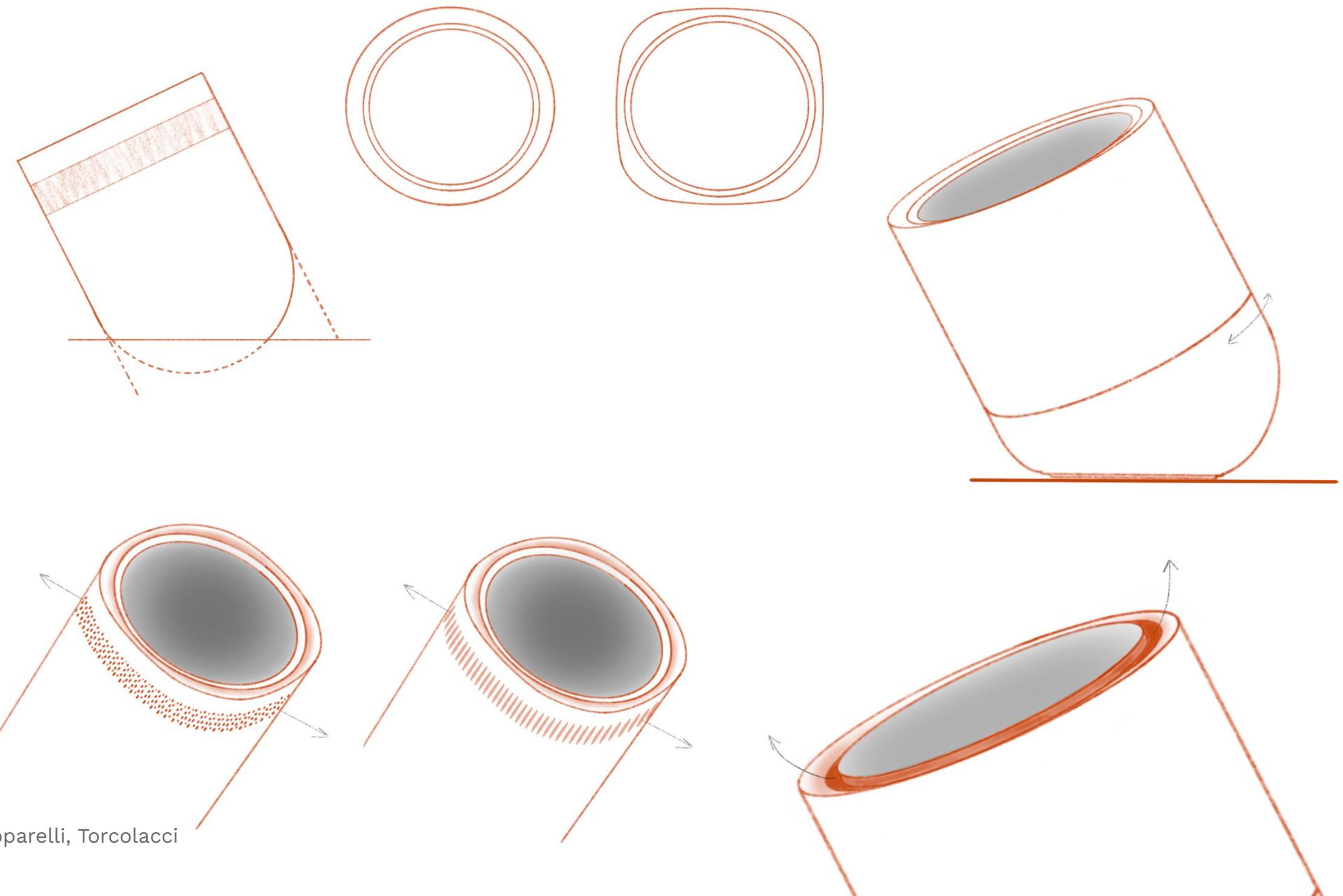


**Stessa funzione, stesso prodotto,
diversa finitura e palette**

→ Schizzi formali



→ Schizzi formali



→ Modellini



4. CONCEPT

- Proposte finali
- Caratteristiche
- Componenti
- Naming
- Palette
- Tavole tecniche
- Funzionamento
- Animazione
- Prototipi
- Ambientazioni
- Display
- Applicazione
- Storytelling

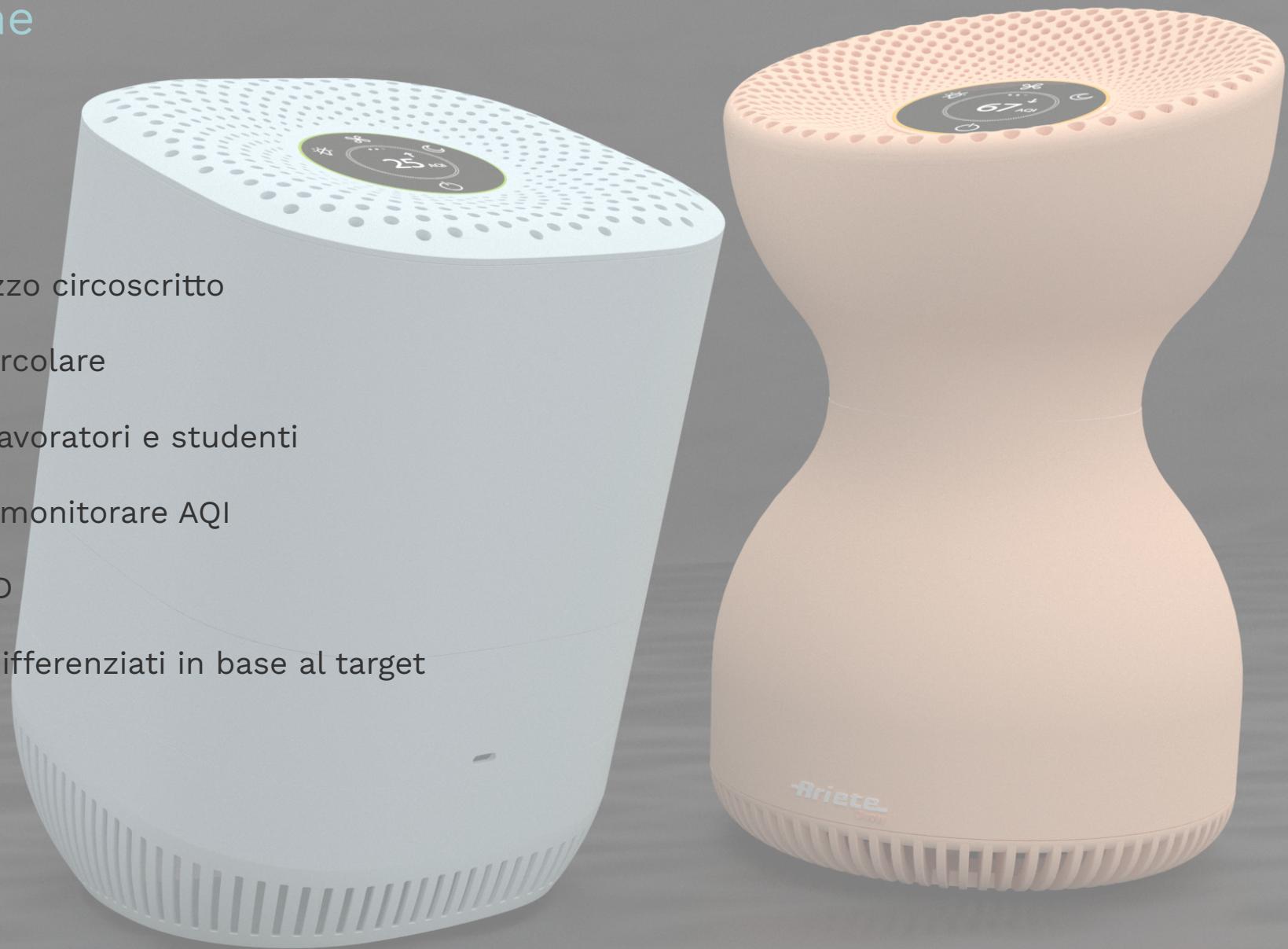


→ Proposte finali

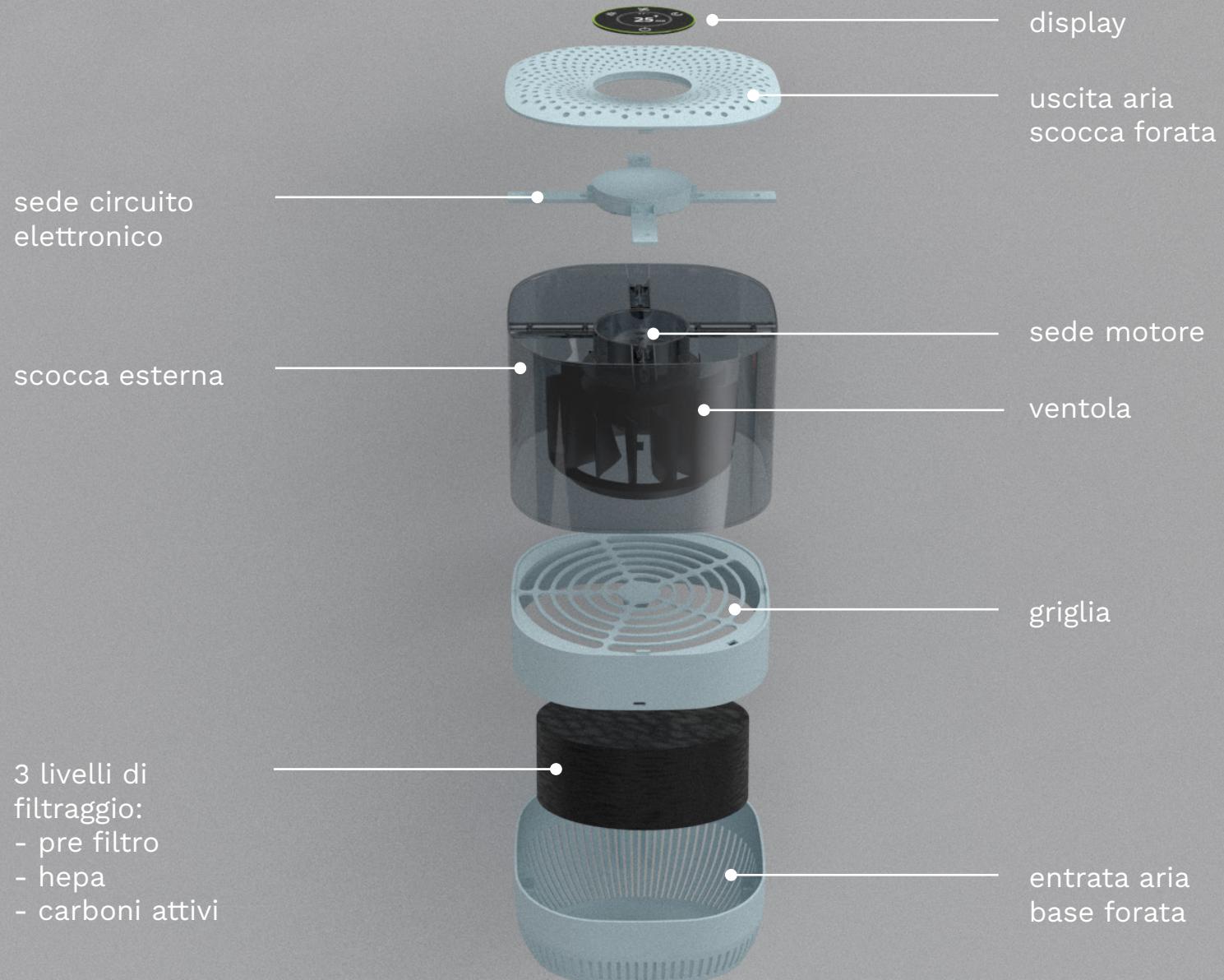


→ Caratteristiche

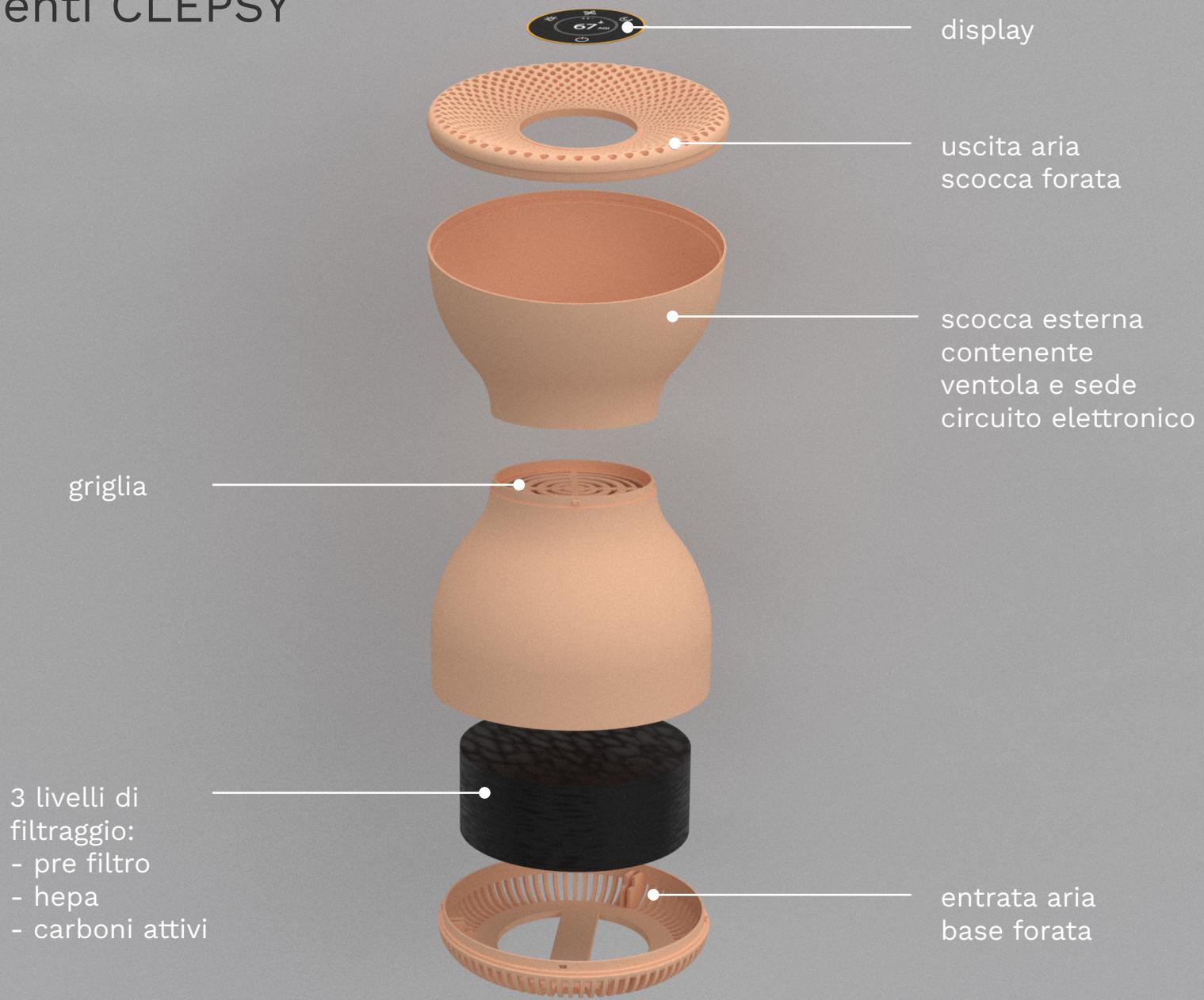
- * Portabilità
- * Ambiente di utilizzo circoscritto
- * Flusso dell'aria circolare
- * Duplice target - lavoratori e studenti
- * Applicazione per monitorare AQI
- * Cromoterapia LED
- * Texture e colori differenziati in base al target



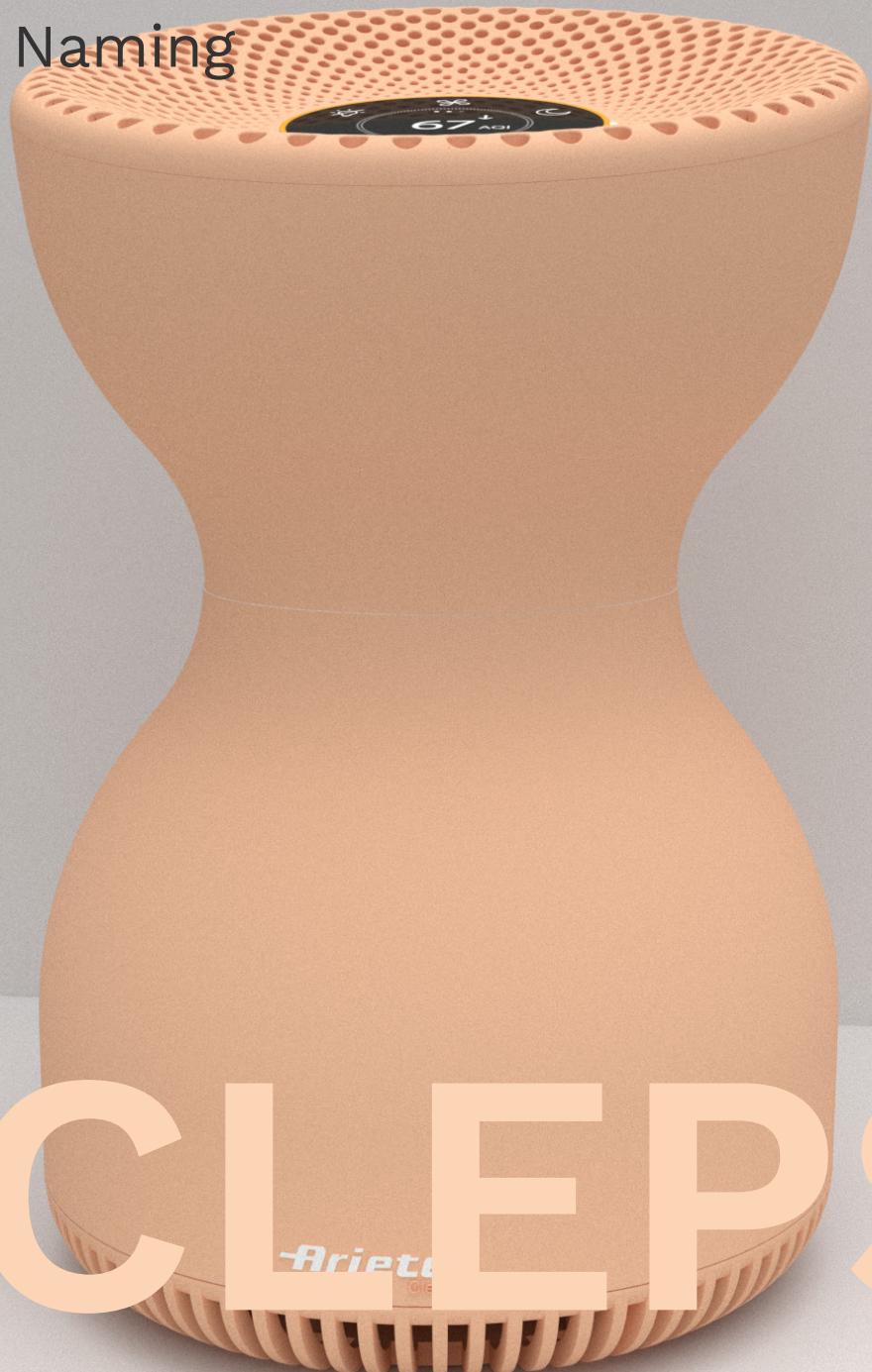
→ Componenti ICE



→ Componenti CLEPSY



→ Naming



CLEPSYDRE



→ Palette

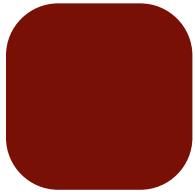
CLEPSY



P 7-2 C



P 30-2 C

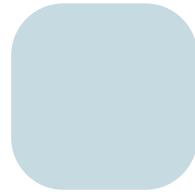


P 50-16 C

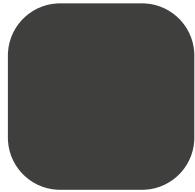
ICE



P 109-1 C



P 123-2 C



P 179-14 C

TARGET : studenti

LUOGO DI UTILIZZO : camera e luogo di studio



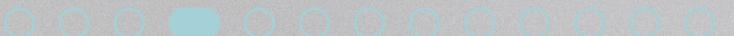
Palette più calda, per luogo
stimolante e quotidiano.

TARGET : adulto

LUOGO DI UTILIZZO : ufficio



Palette più fredda, per luogo
professionale e serio.
Il prodotto diventa anche oggetto di arredo.



CLEPSY







Ariete

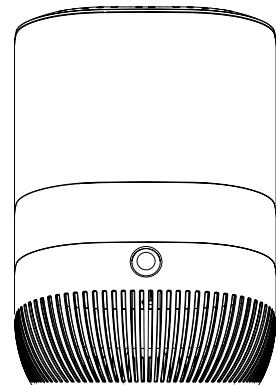




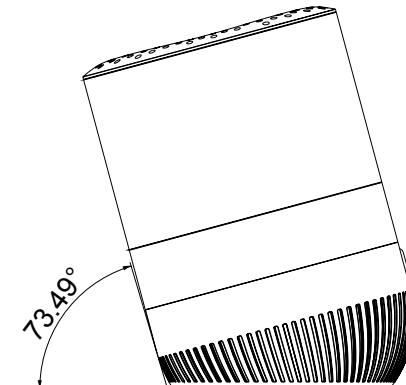
Ariete Clepsy

→ Tavole tecniche

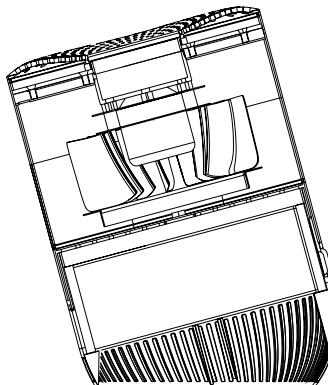
vista posteriore



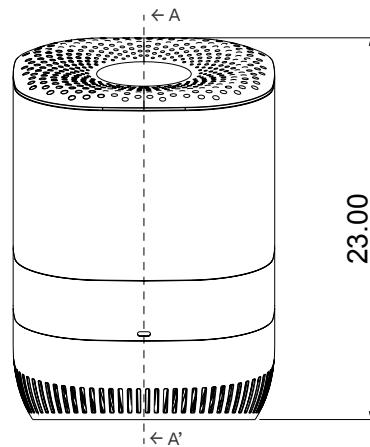
vista frontale



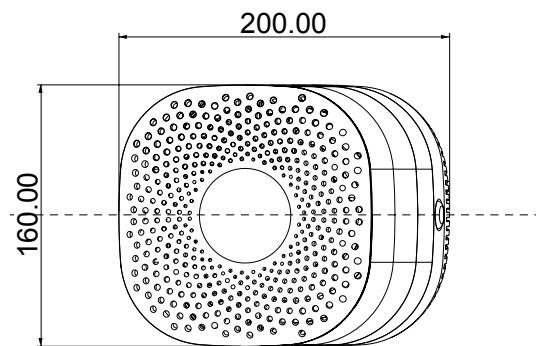
sezione A'-A



vista laterale

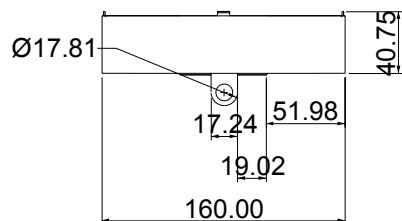


vista superiore

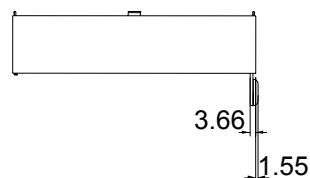


→ Tavole tecniche

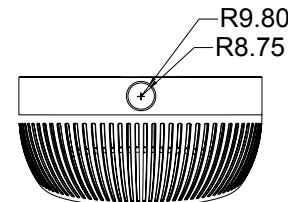
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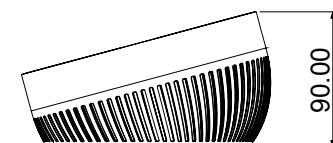
vista frontale



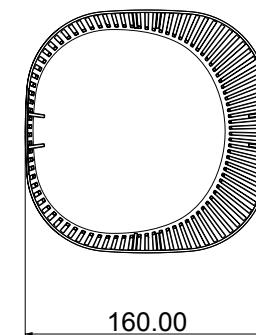
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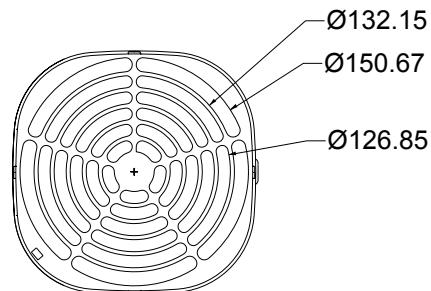
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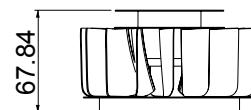
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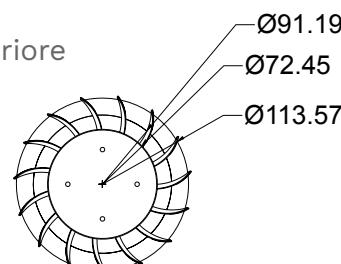
vista superiore



vista frontale

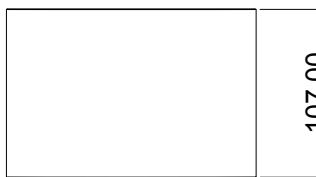


vista superiore

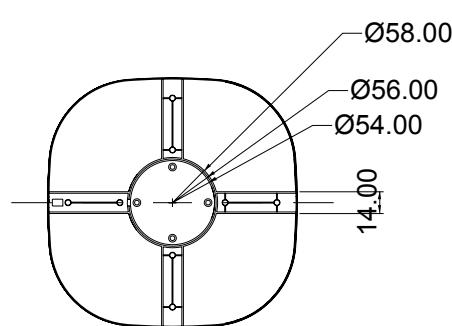
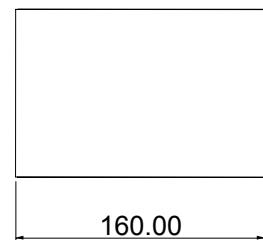


→ Tavole tecniche

vista posteriore

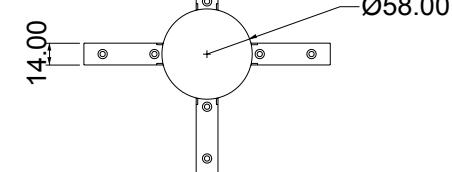
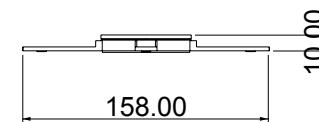


vista frontale

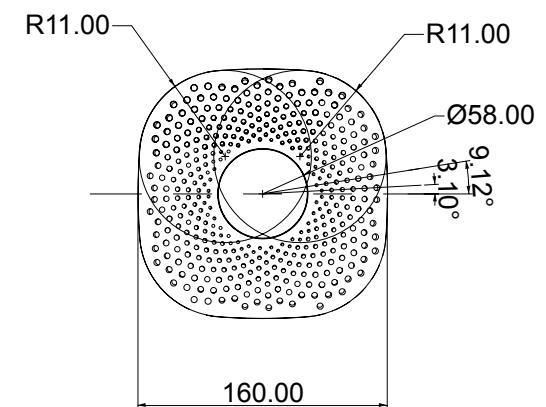


vista superiore

vista posteriore



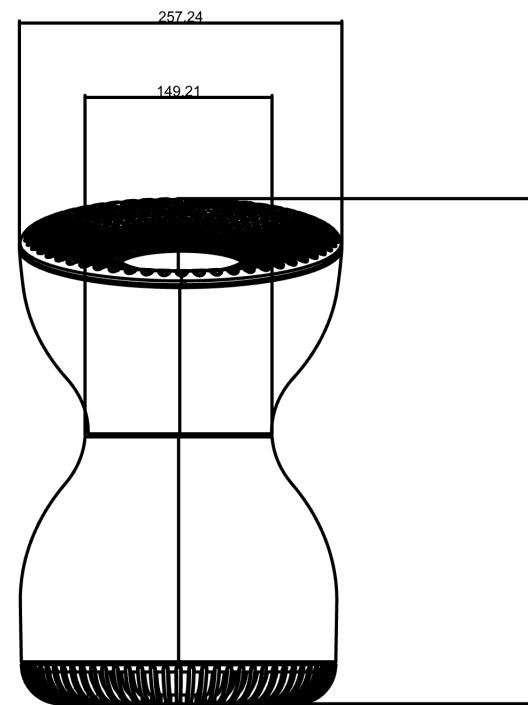
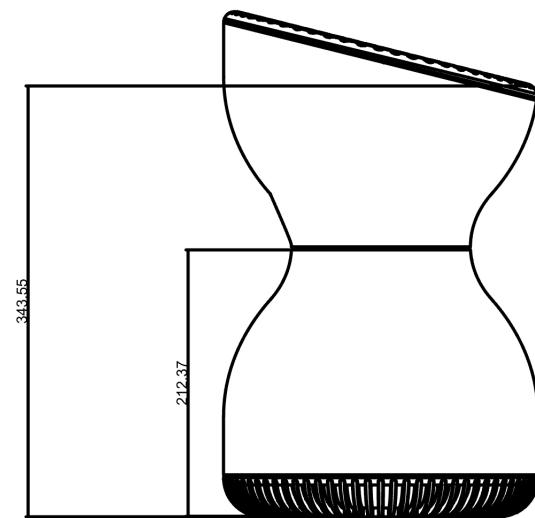
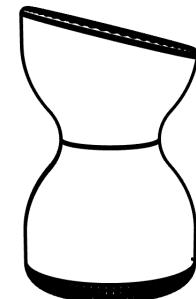
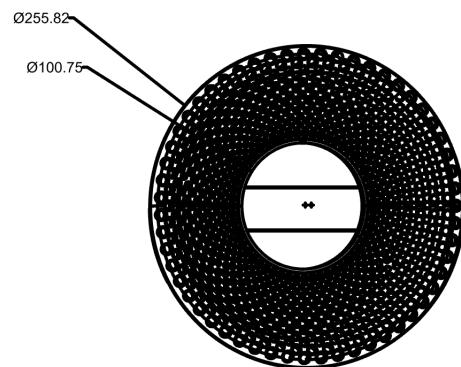
vista frontale



vista superiore

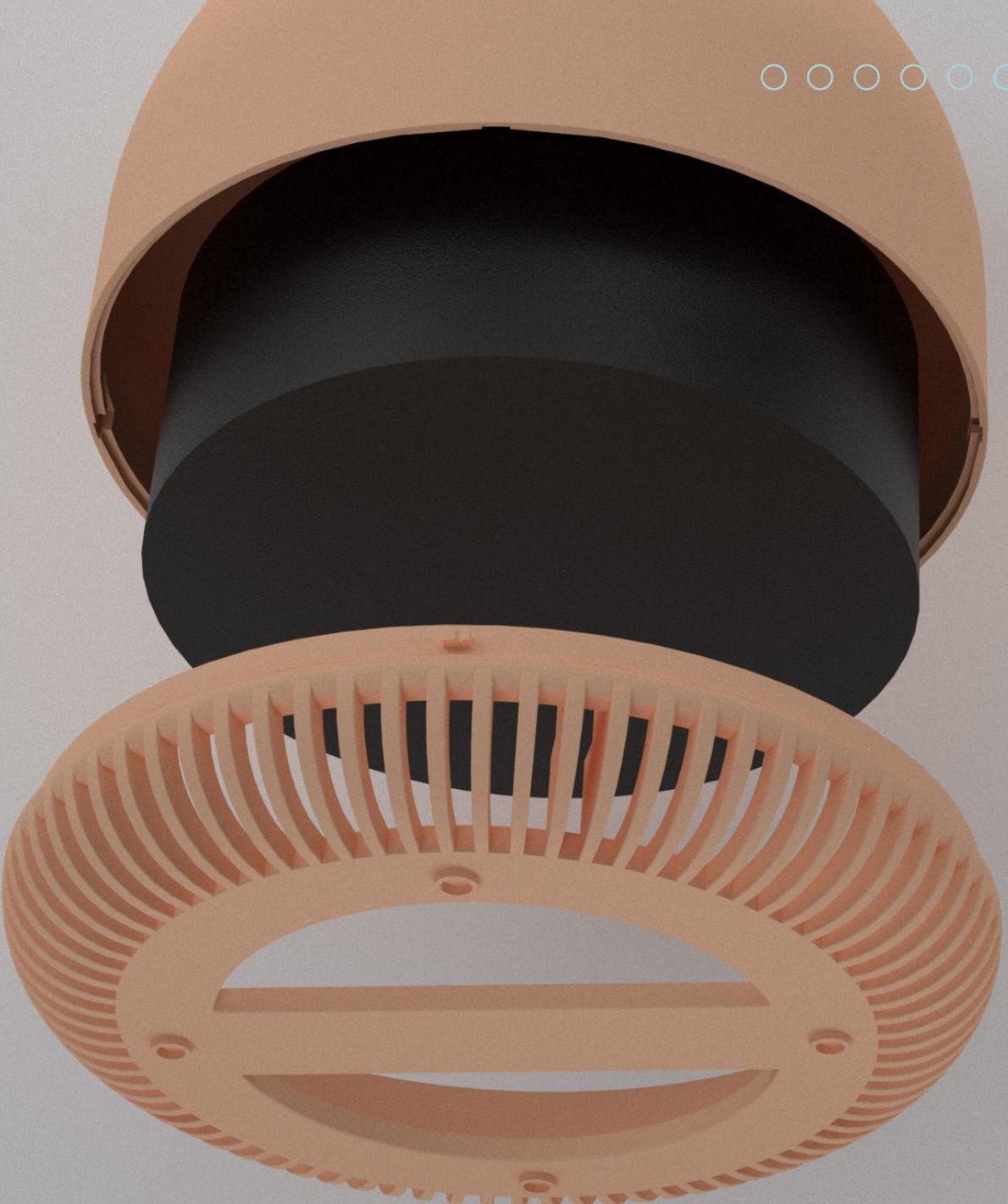
→ Tavole tecniche

vista superiore



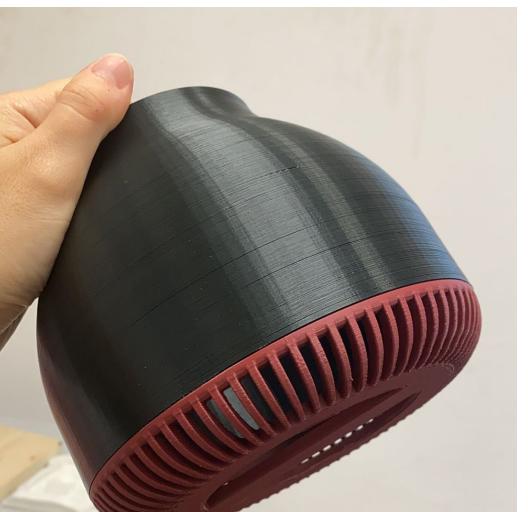
vista laterale

→ Cambio filtro



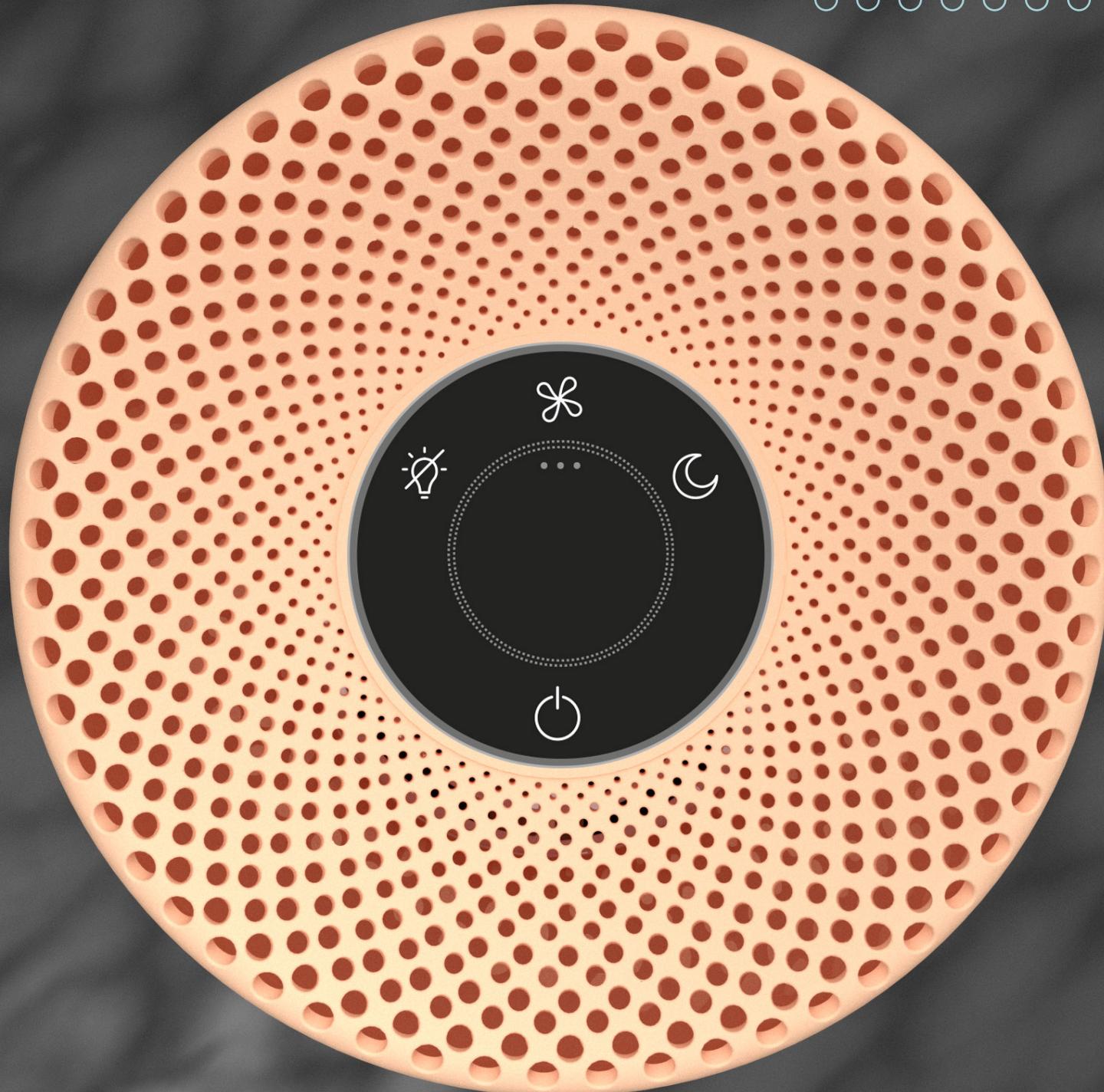


ANIMAZIONE



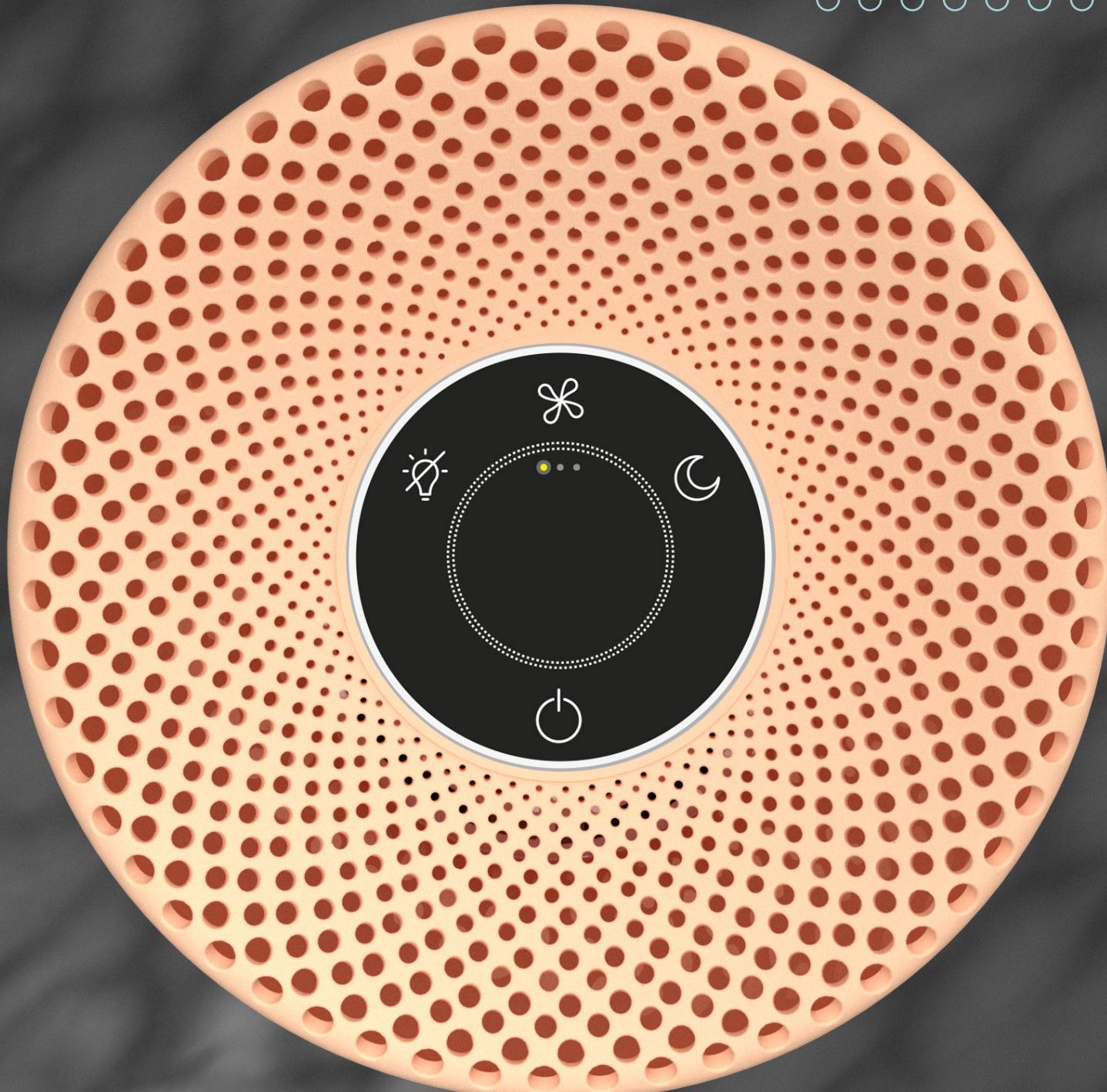


→ Display



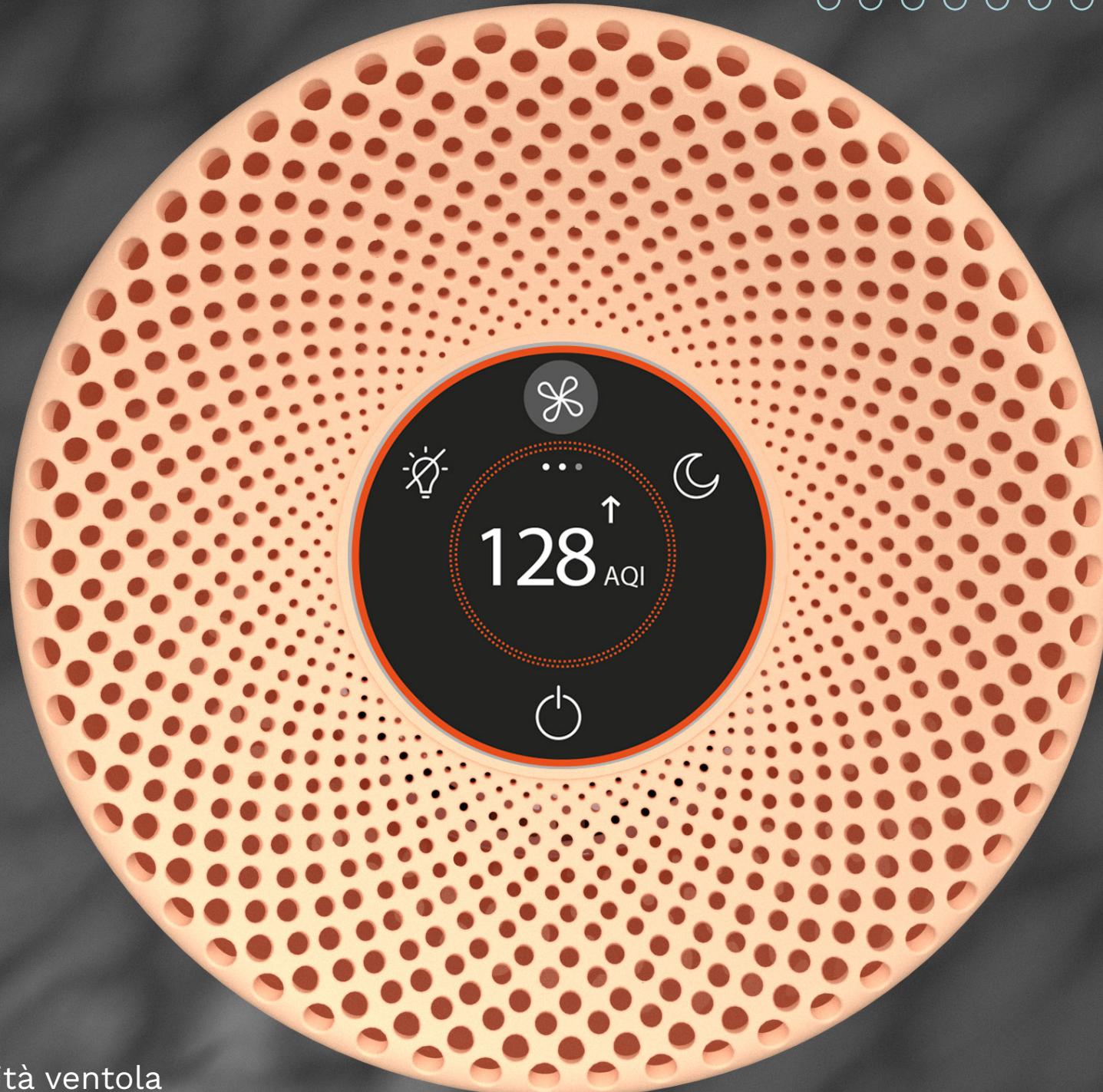


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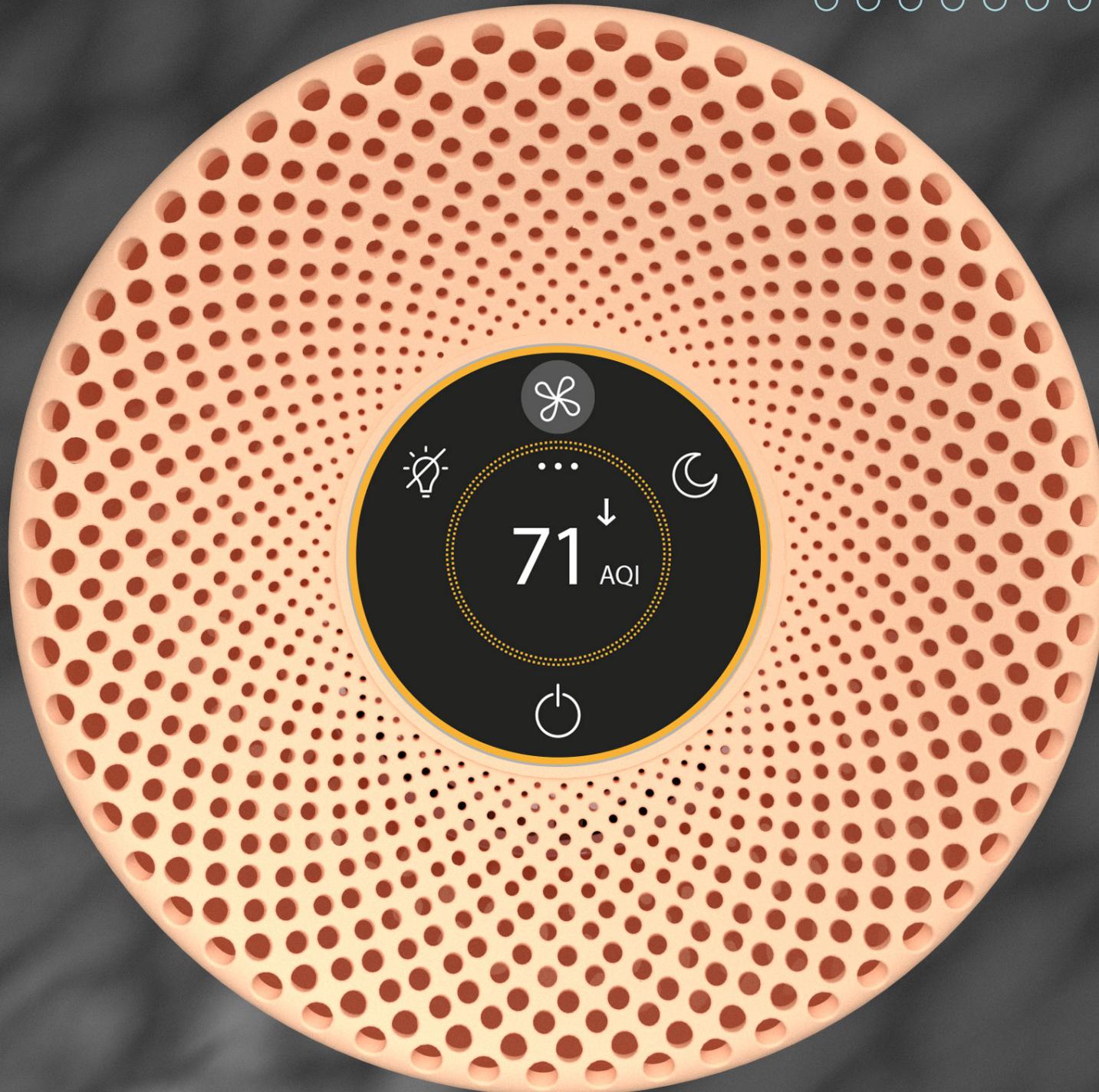
Accensione

→ Display

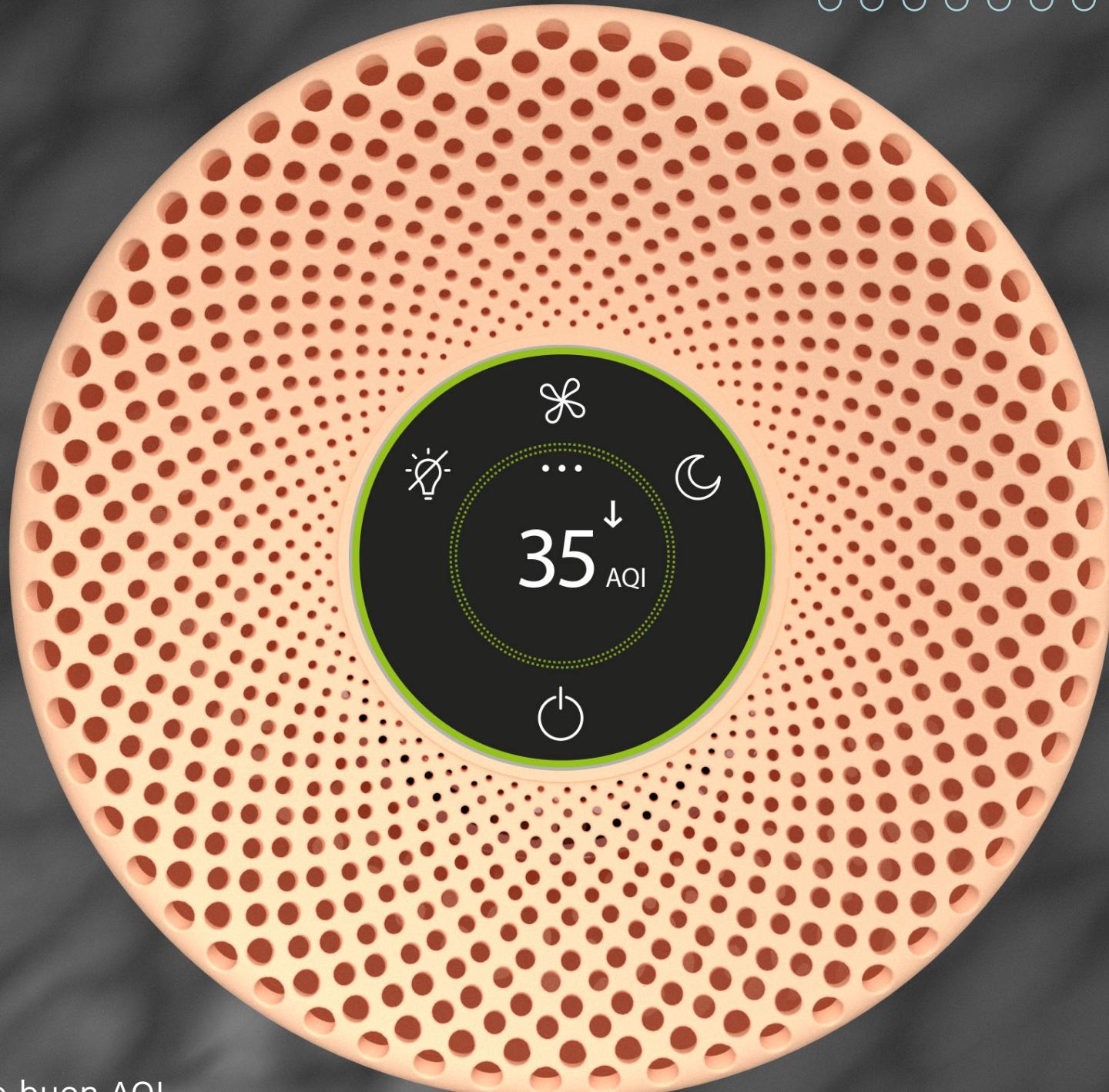


Aumento velocità ventola

→ Display

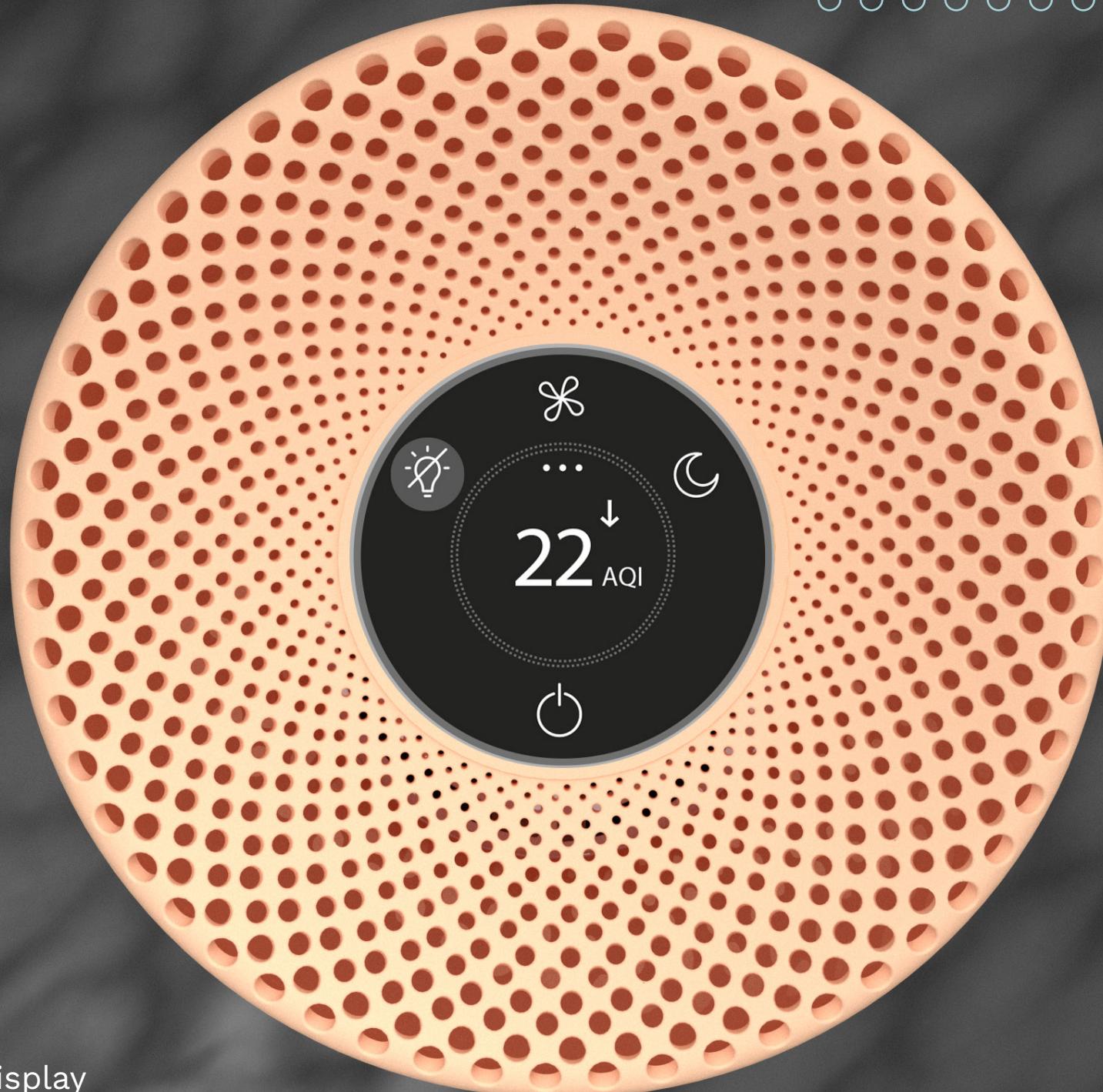


→ Display



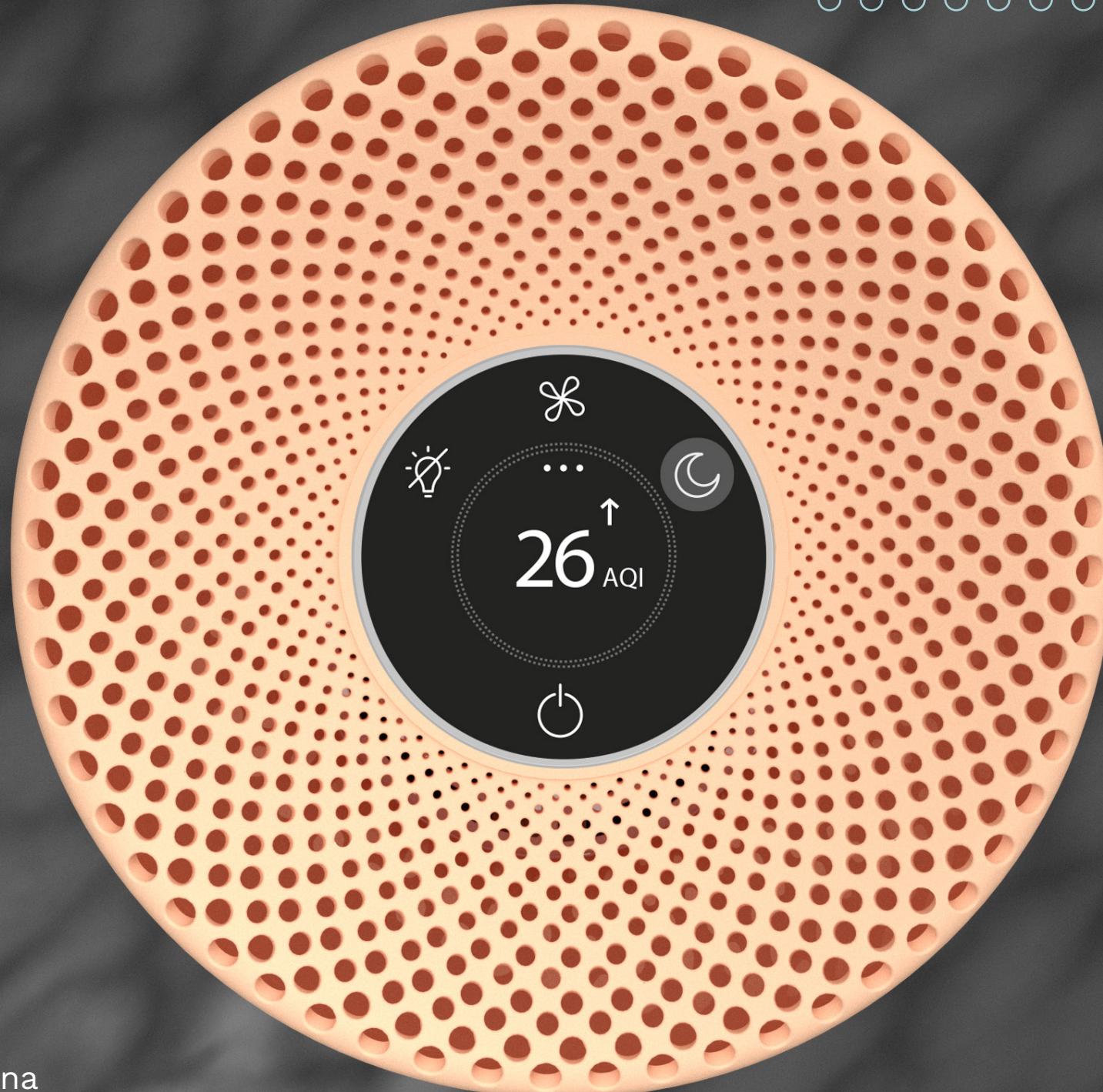
Raggiungimento buon AQI

→ Display

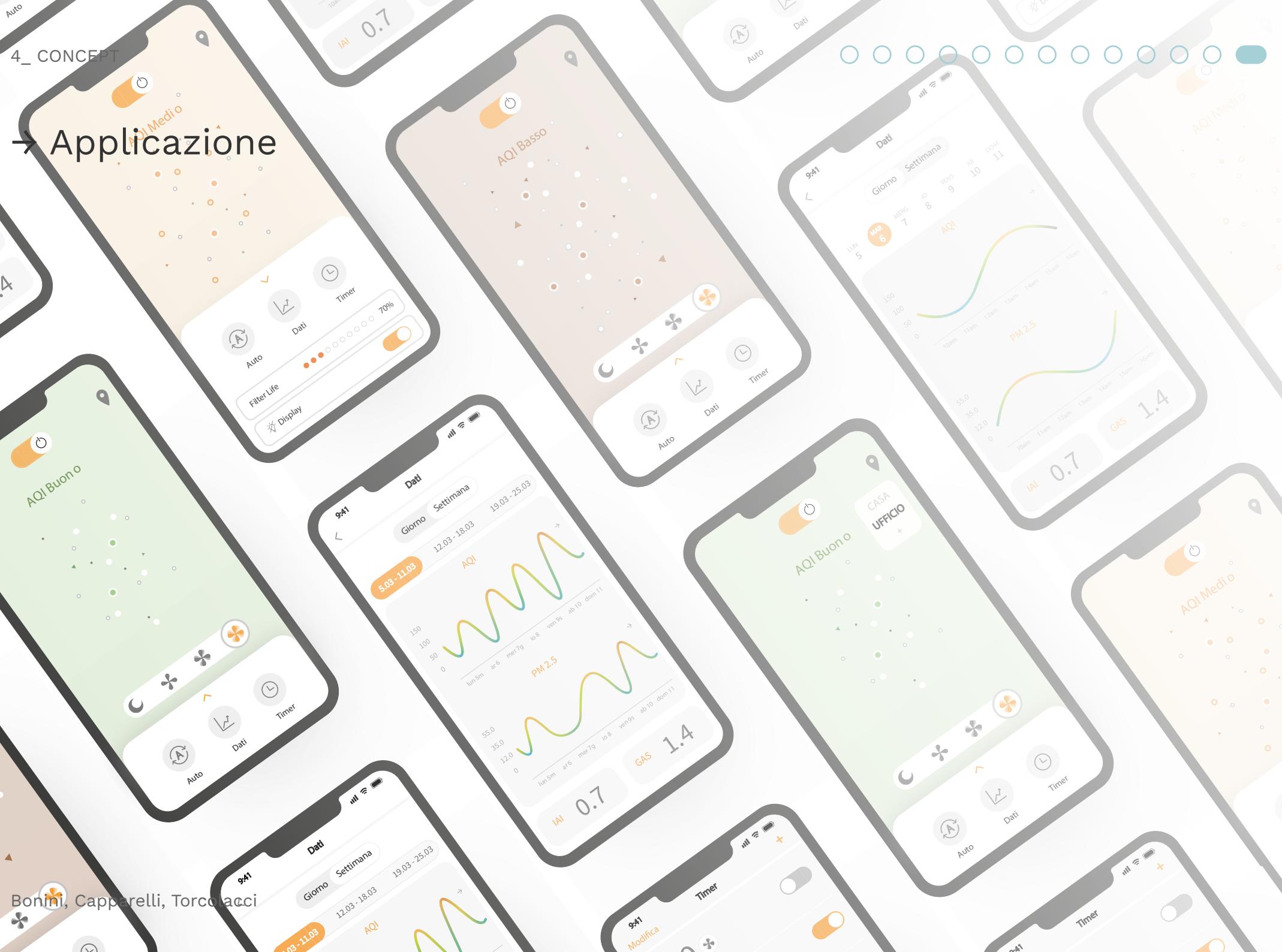


Spiegamento display

→ Display



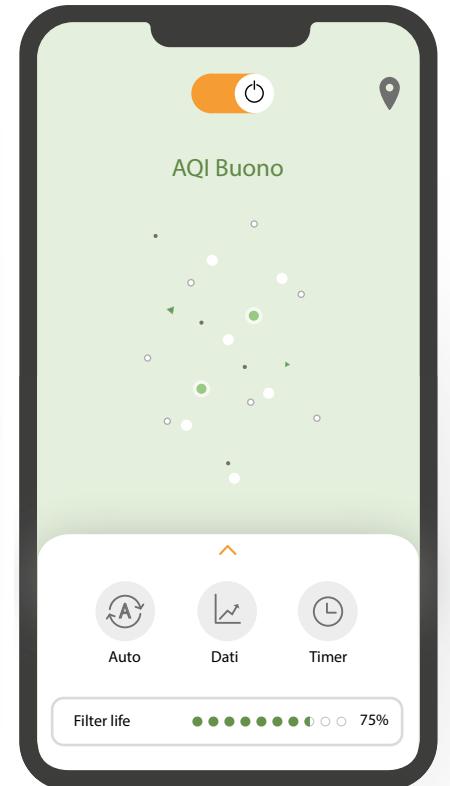
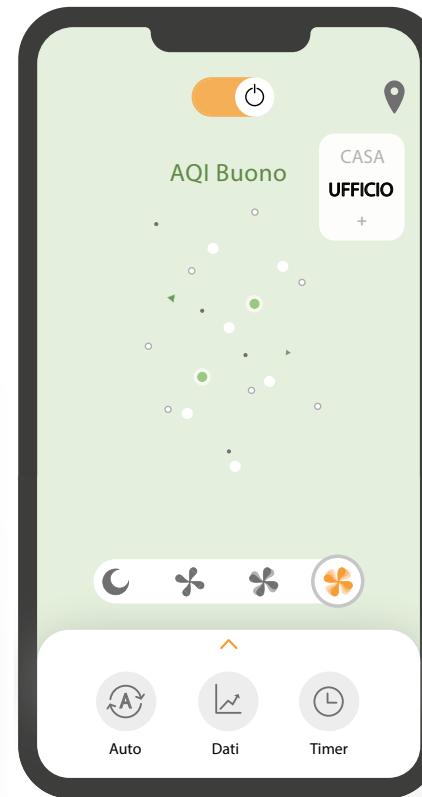
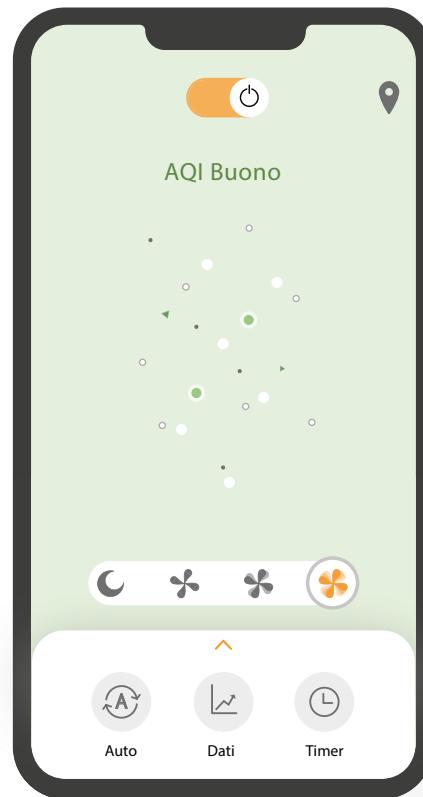
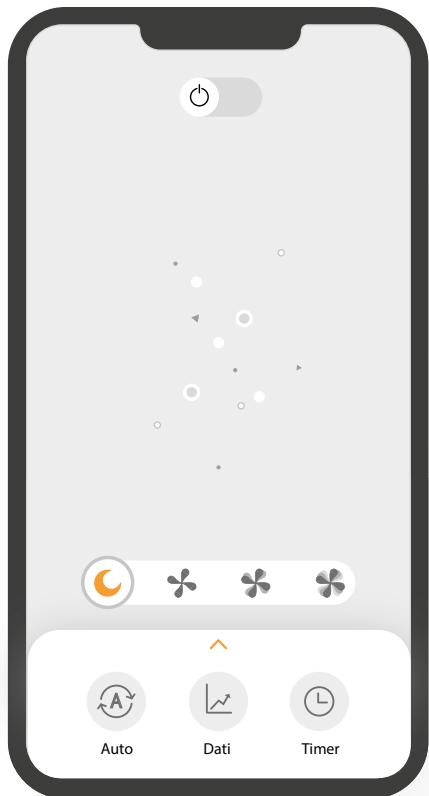
Modalità notturna



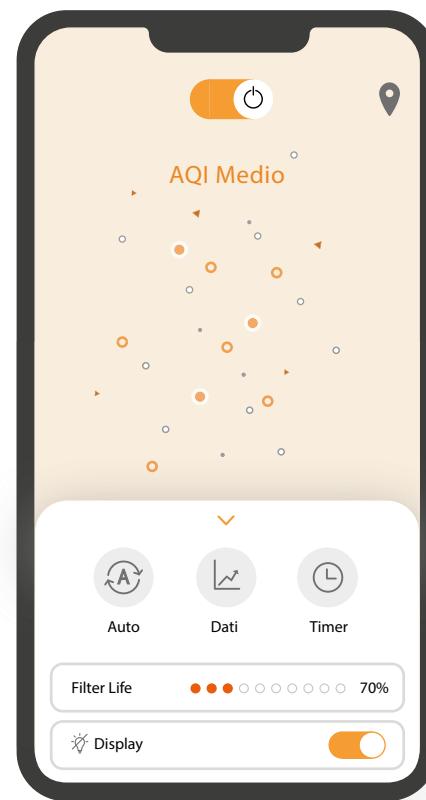
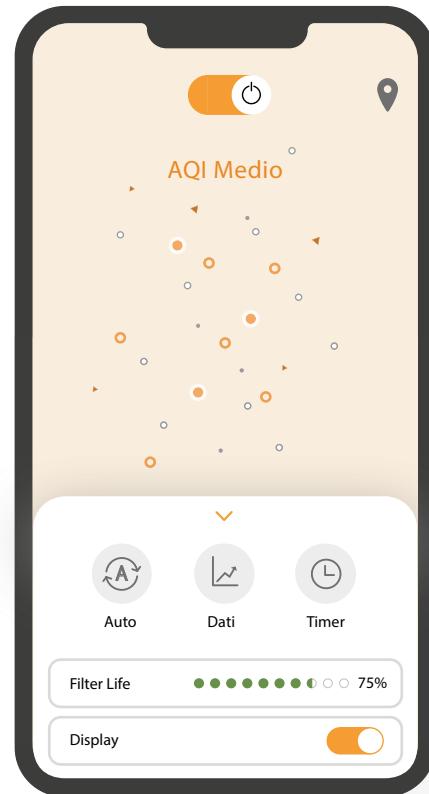
4_ CONCEPT

→ Applicazione

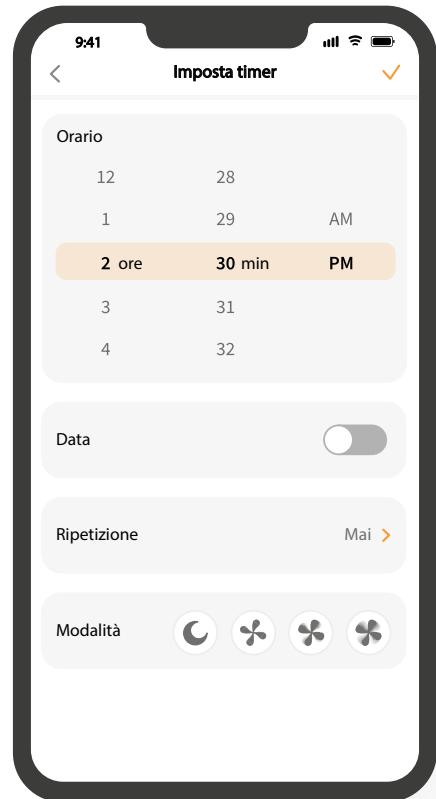
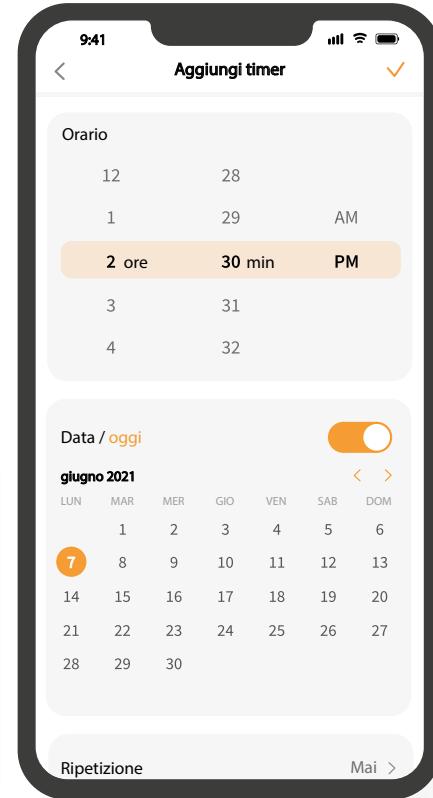
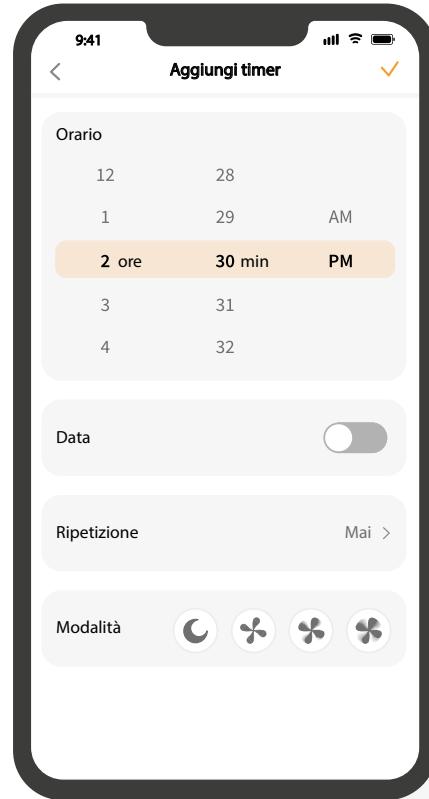
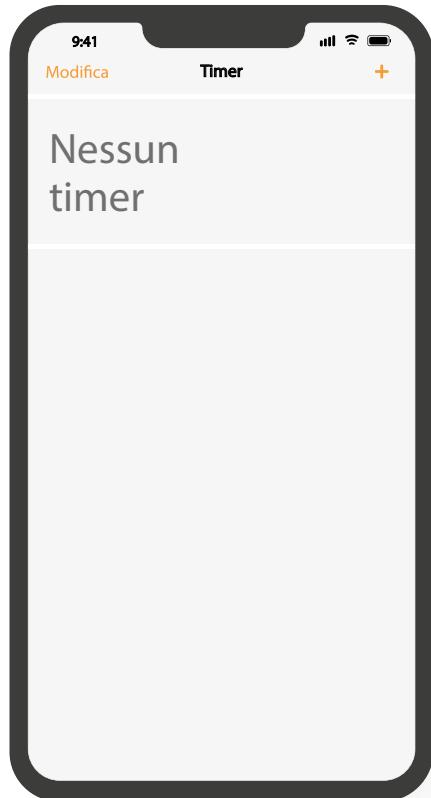
→ Applicazione



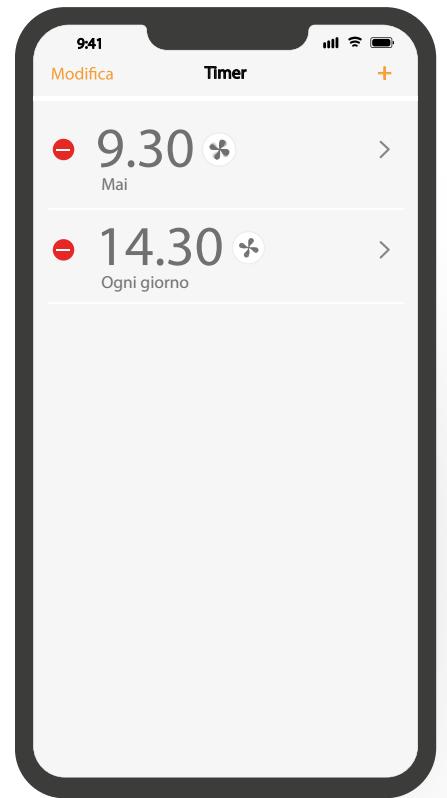
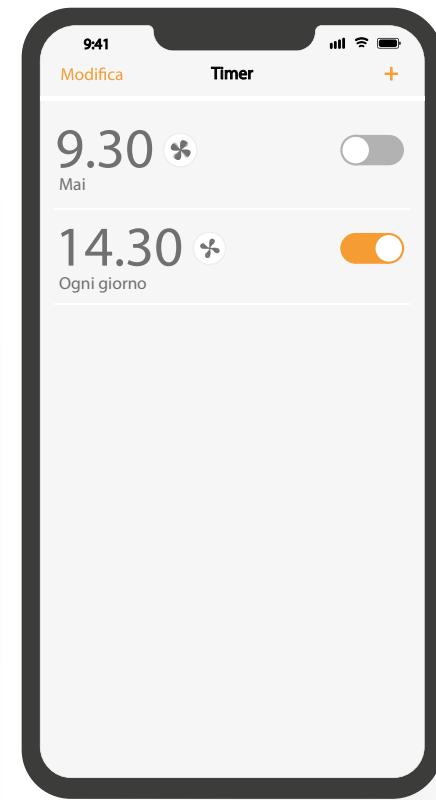
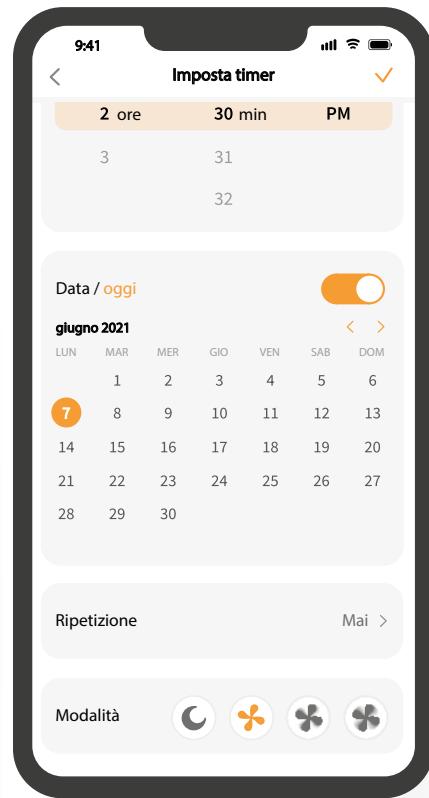
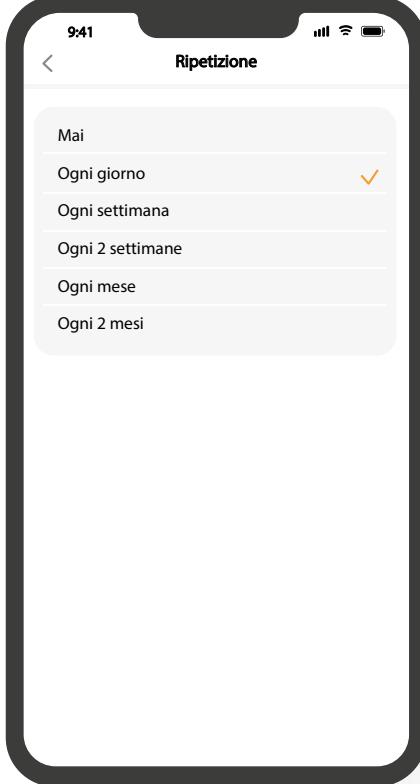
→ Applicazione



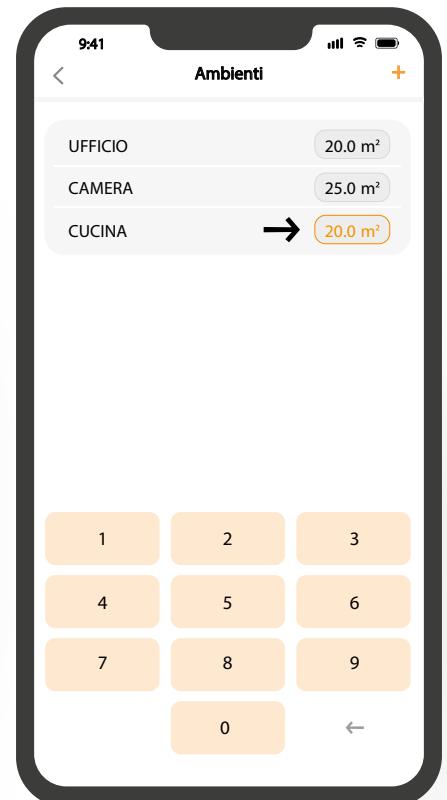
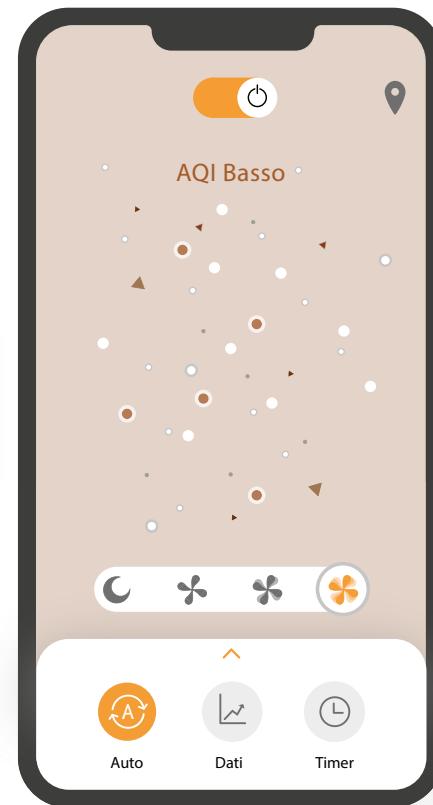
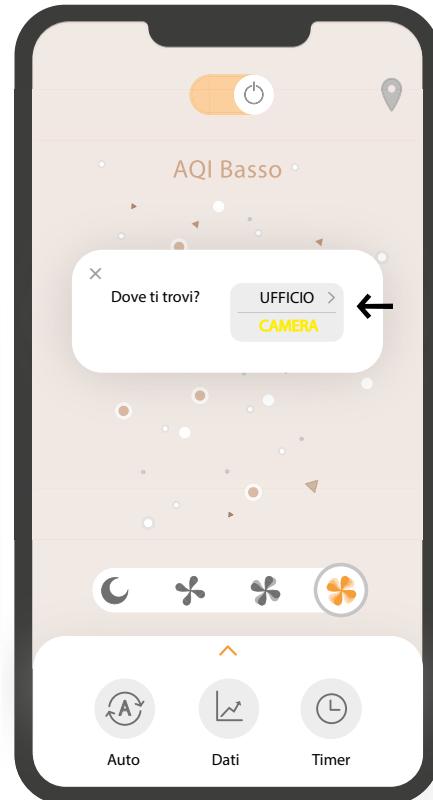
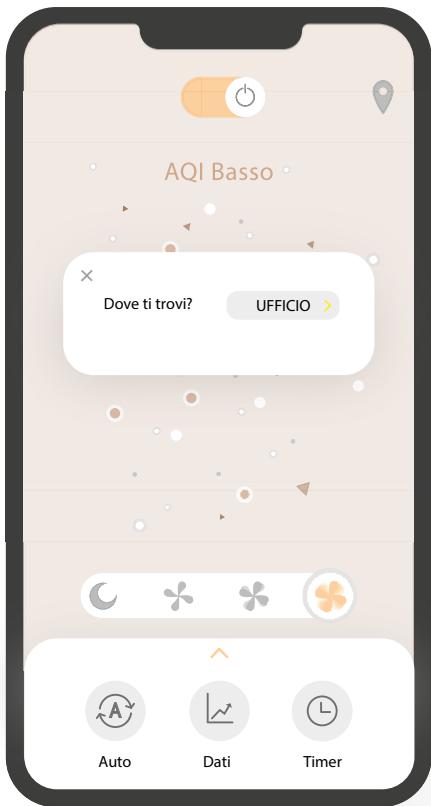
→ Applicazione



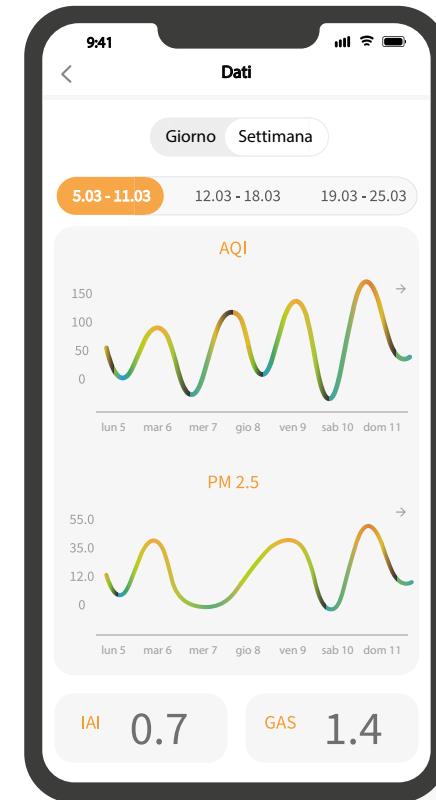
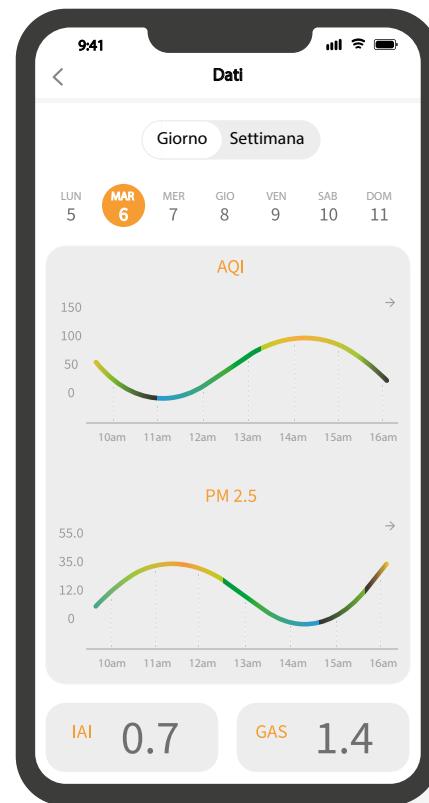
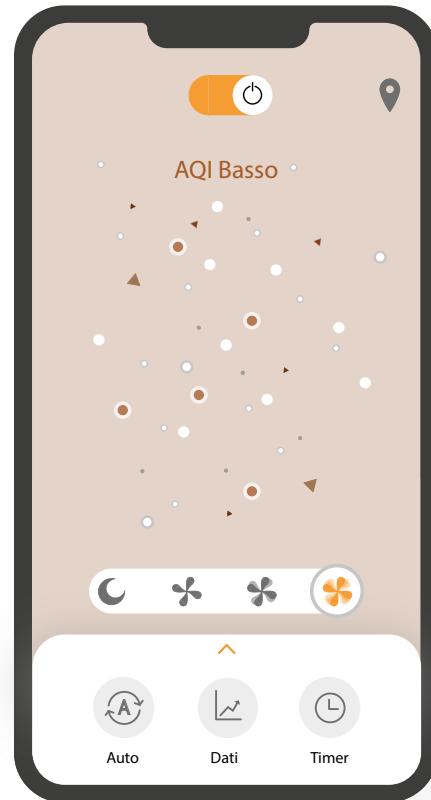
→ Applicazione



→ Applicazione

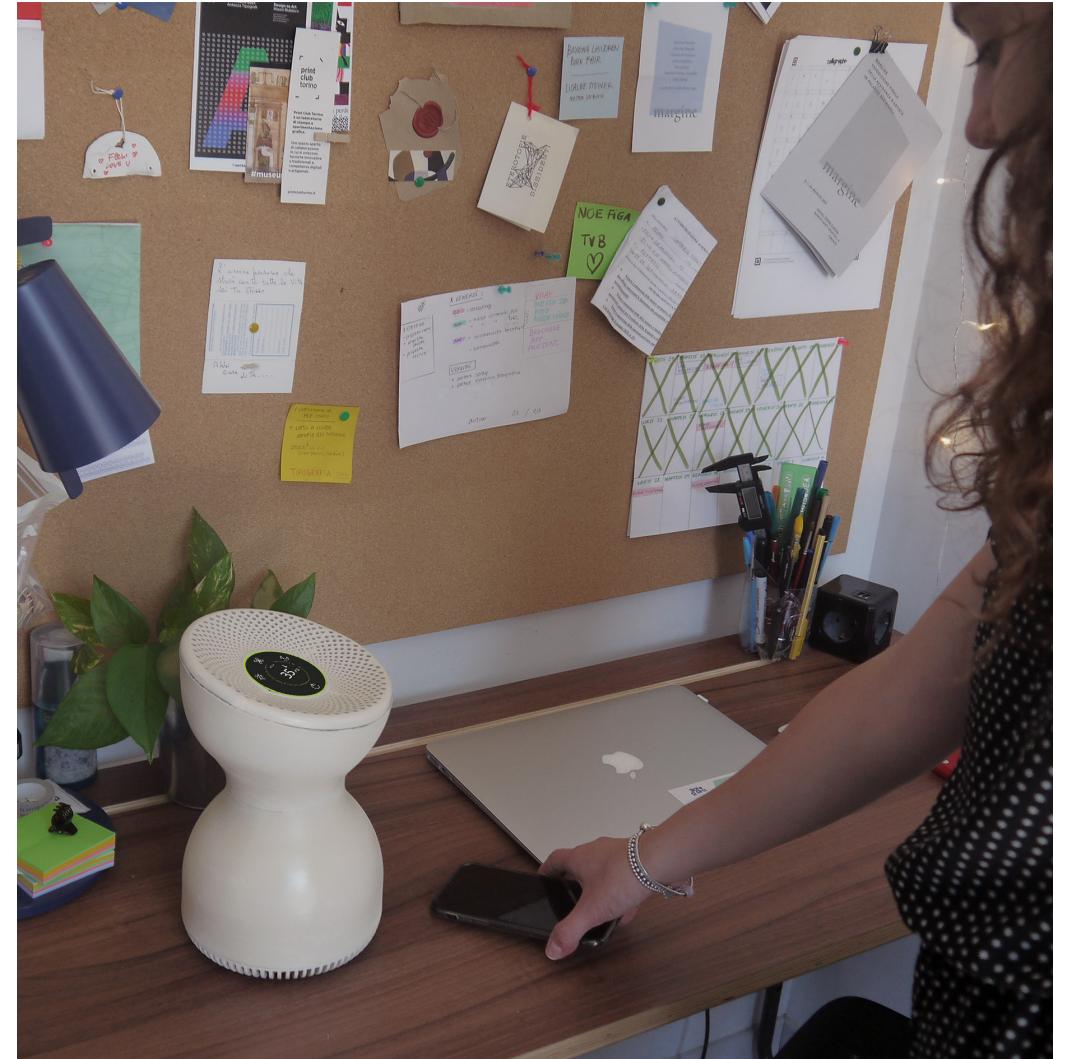


→ Applicazione



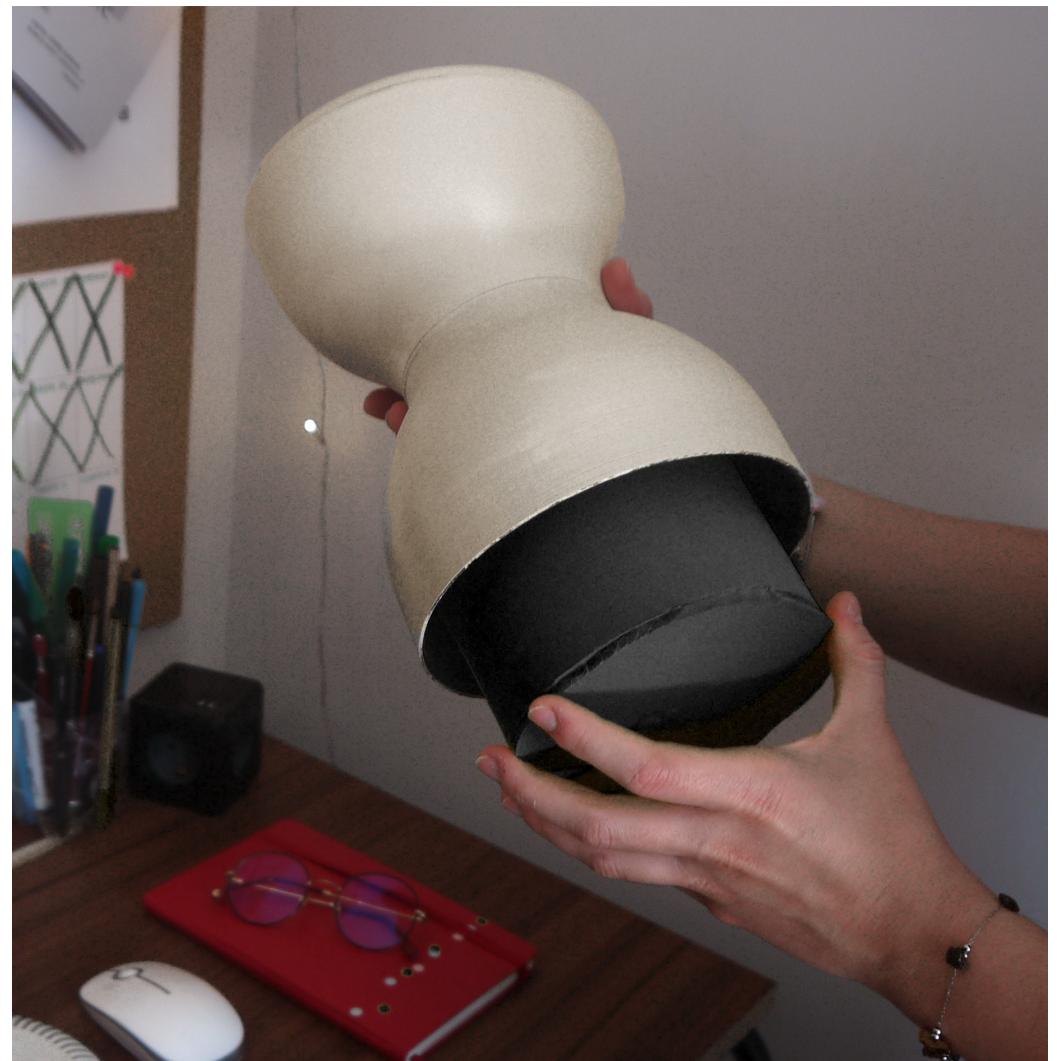
→ Storytelling Clepsy

Ore 10.00

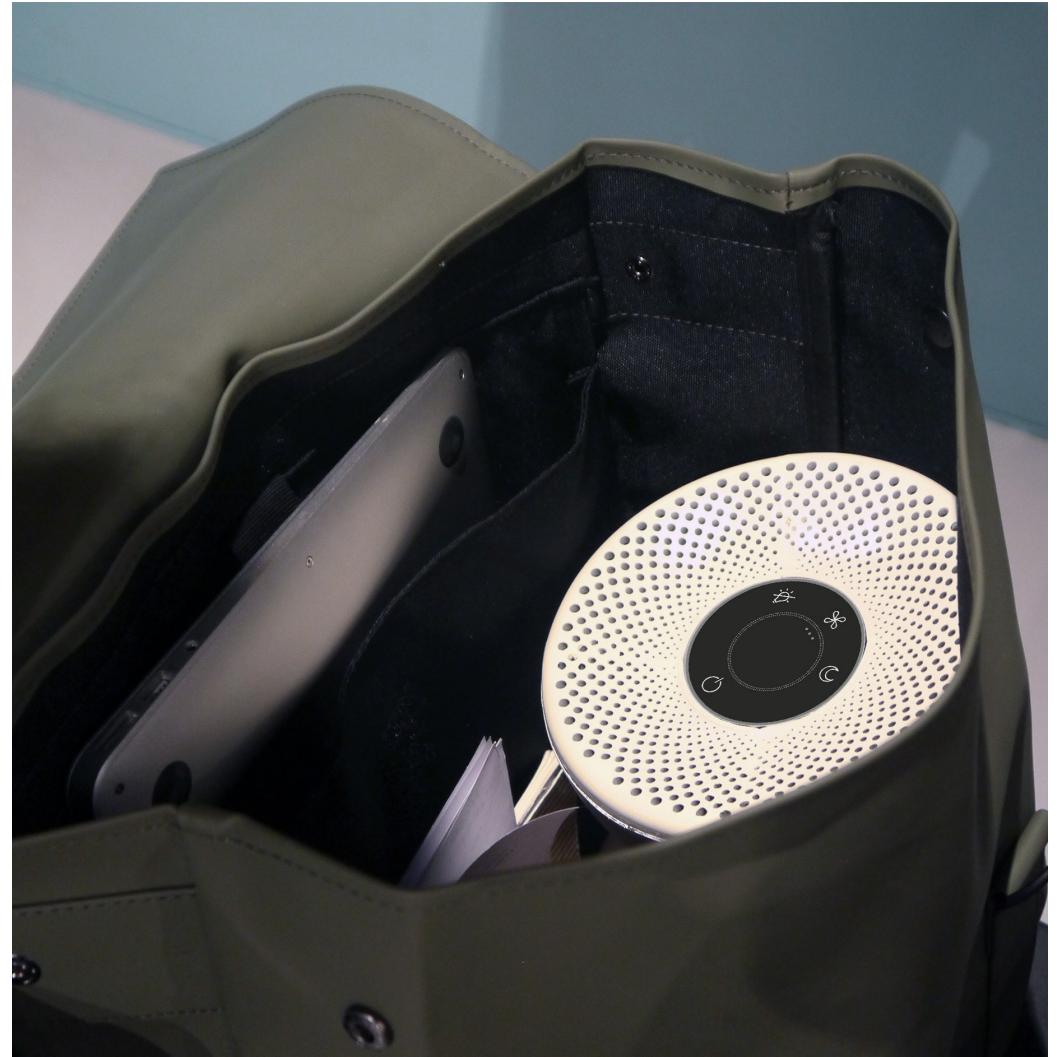


Bonini, Capparelli, Torcolacci

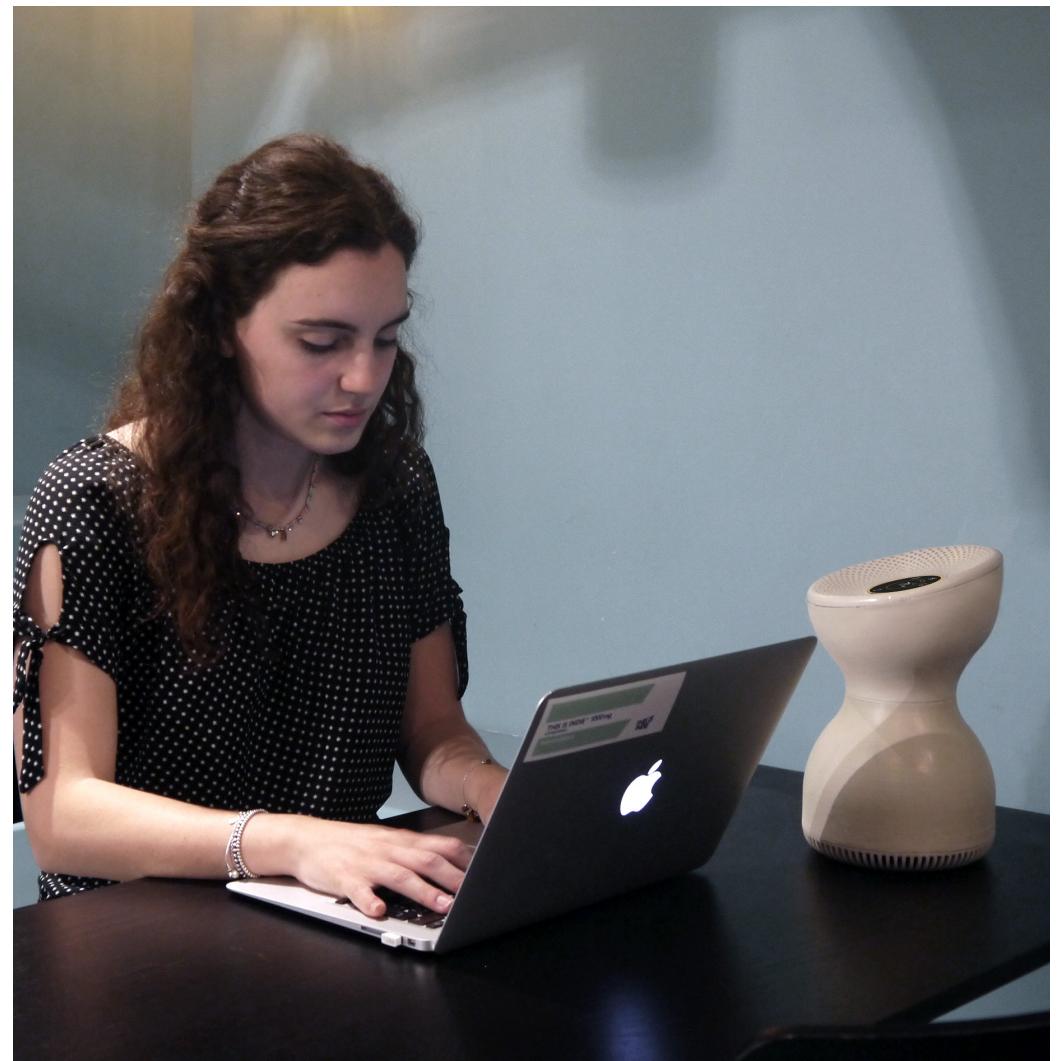
→ Storytelling Clepsy



→ Storytelling Clepsy

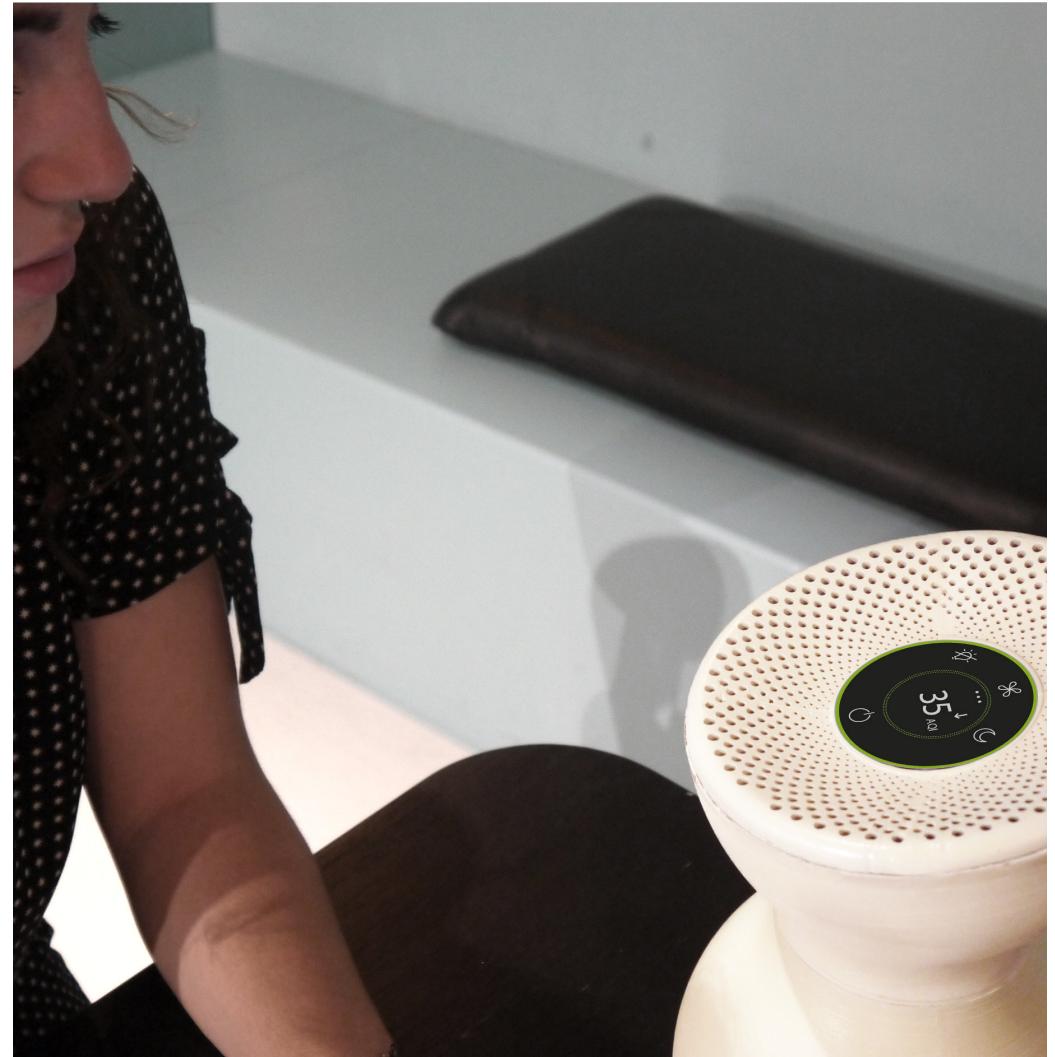
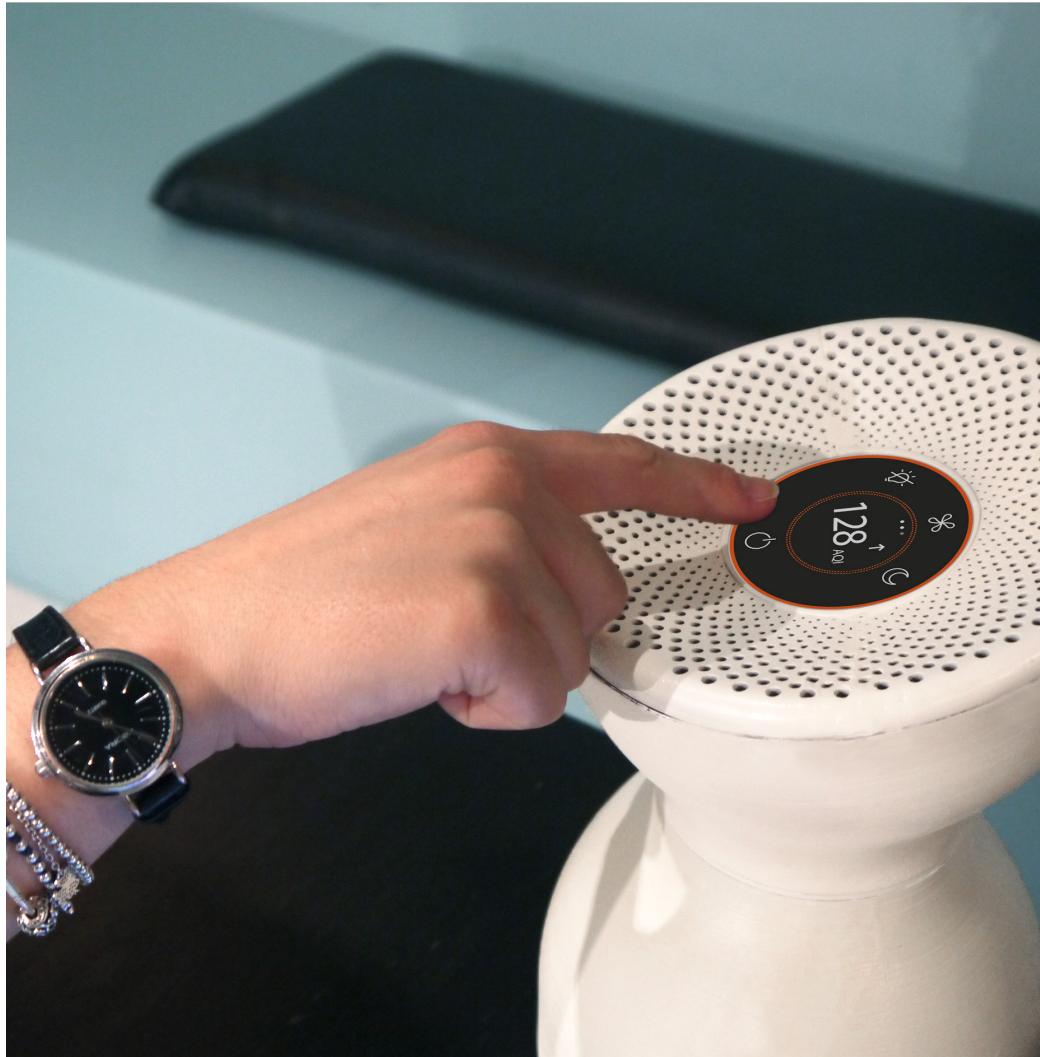


→ Storytelling Clepsy



→ Storytelling Clepsy

Ore 11.00





ISIA

Firenze

