

# 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

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**Leitz LV-H132**

**249-349€**

- SENSOR POD wireless
- 3 livelli di filtrazione

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**Levoit**

**89€**

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

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**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*



- 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

## → Tipologie di filtri

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### **Elettrostatico**

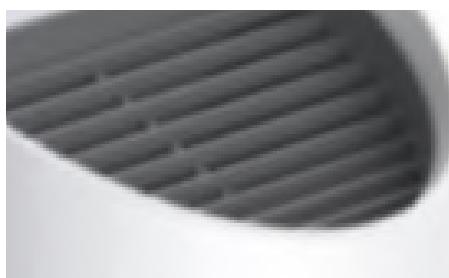
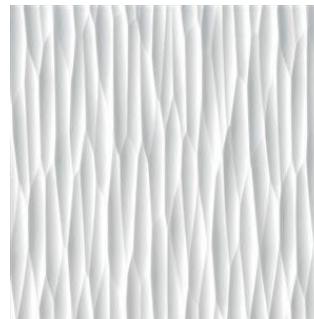
- Filtro realizzato in metallo, sprigiona una reazione elettrostatica che trattiene le impurità nell'aria

3.

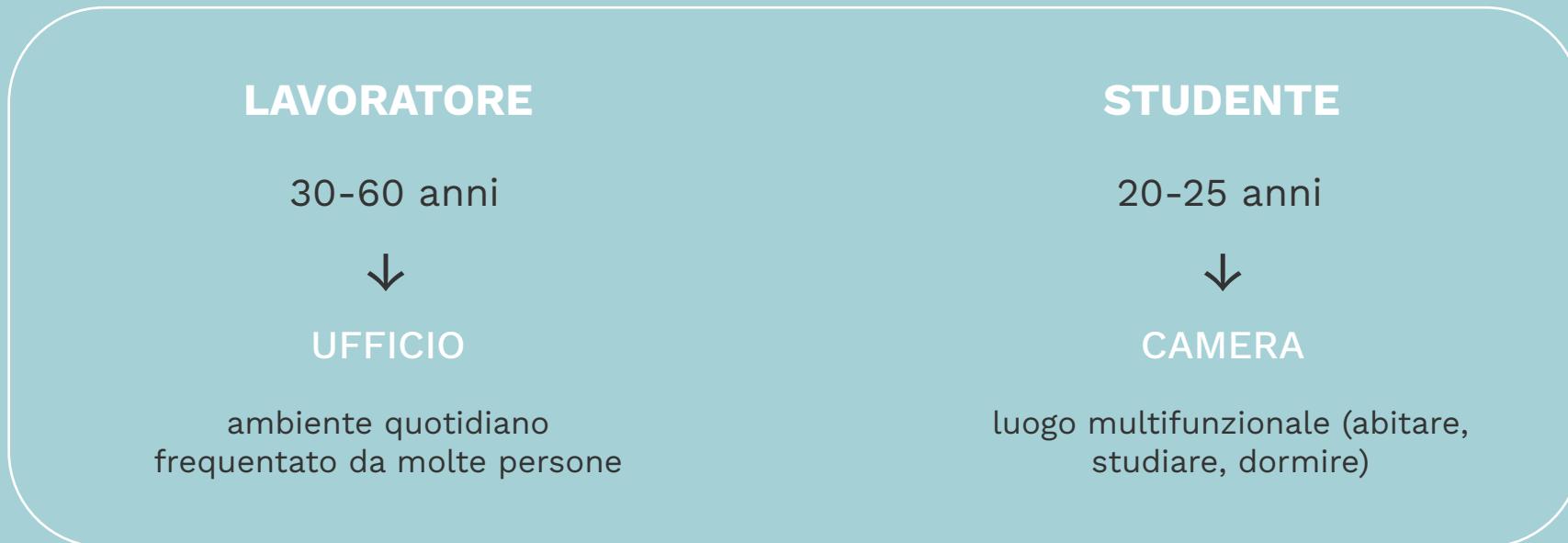
## **RICERCA DELLA FORMA**

- Moodboard
- Target
- Schizzi formali
- Modellini

## → Moodboard

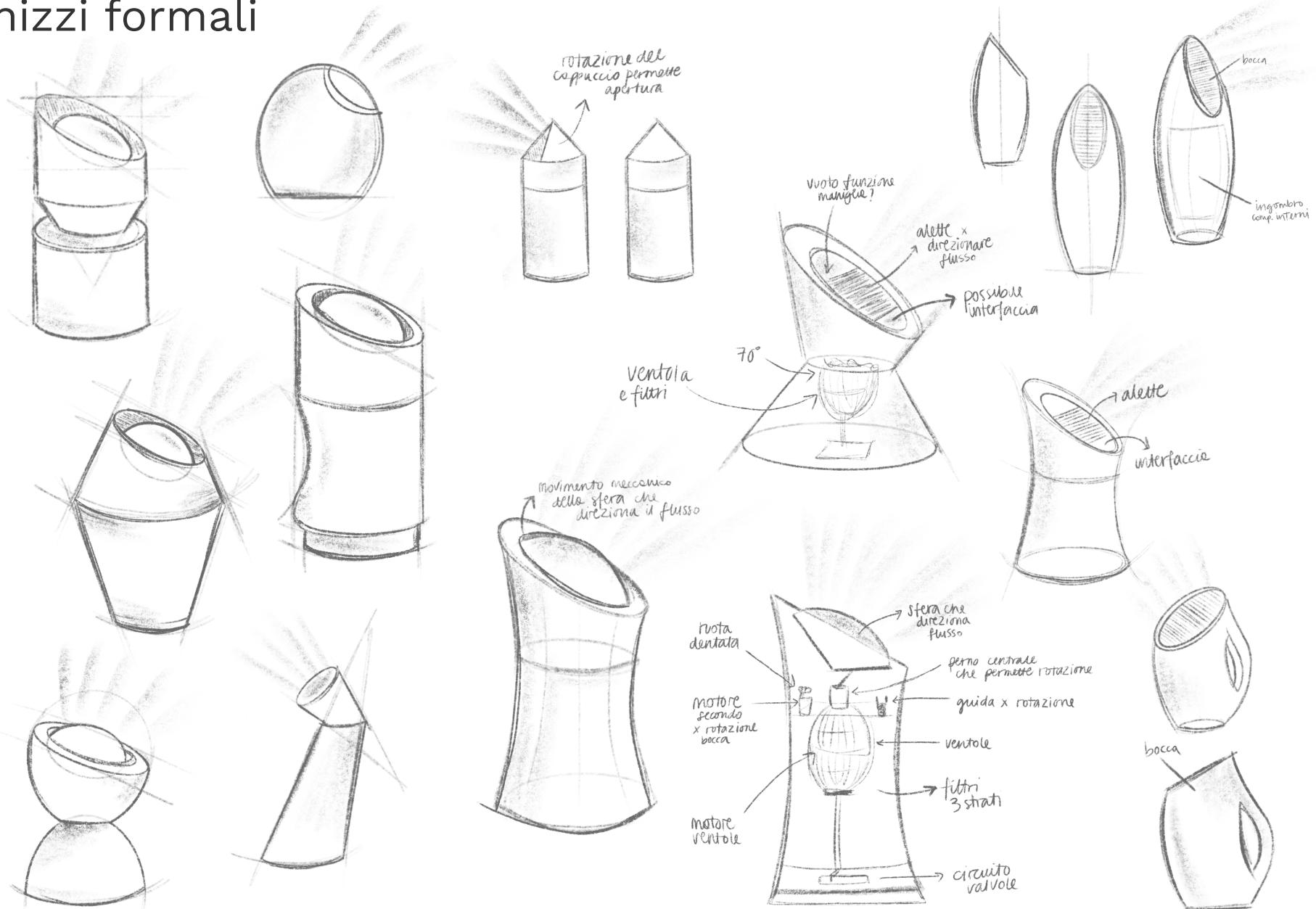


## → Target

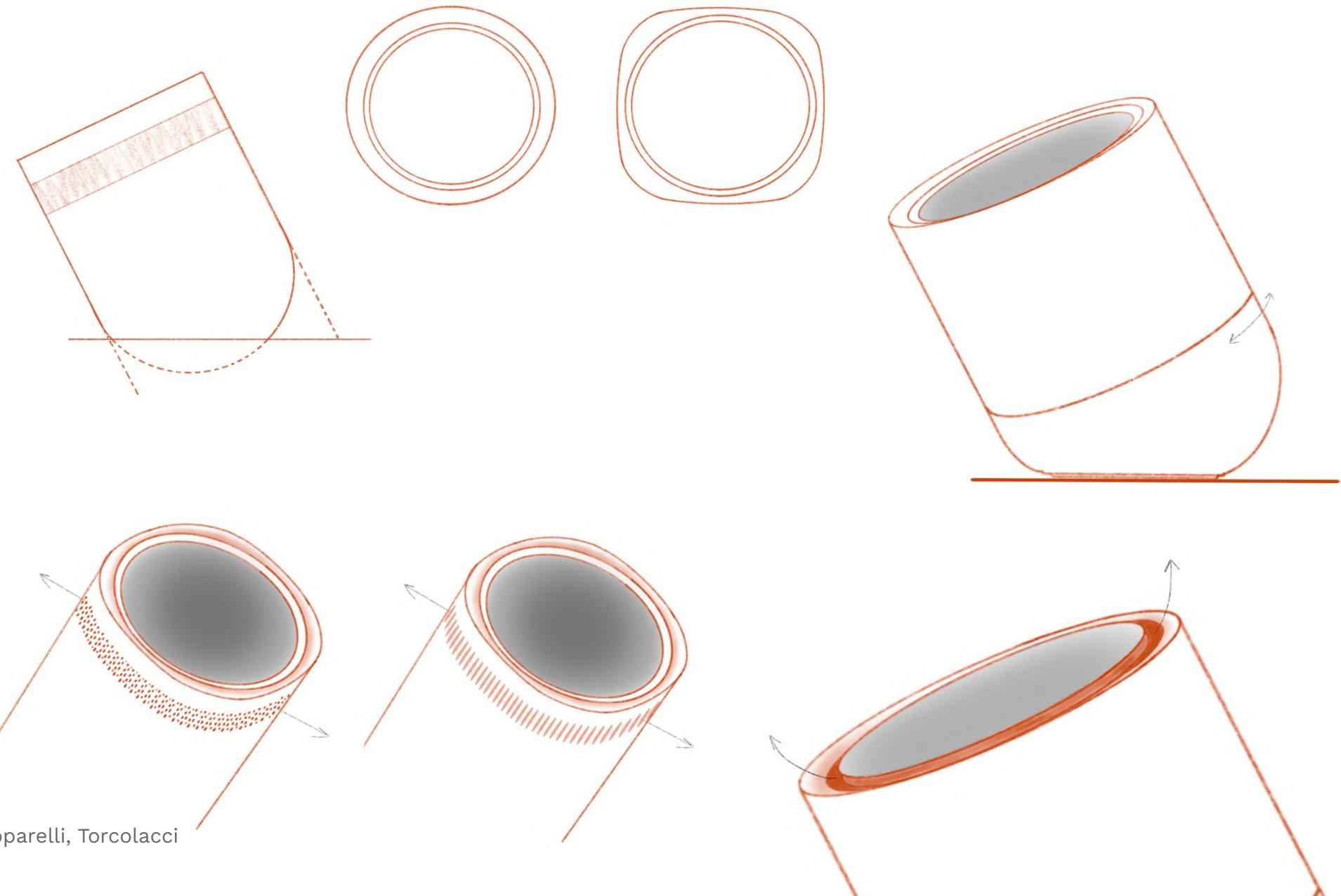


**Stessa funzione, stesso prodotto,  
diversa finitura e palette**

## → Schizzi formali



## → Schizzi formali



→ Modellini



## 4. CONCEPT

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

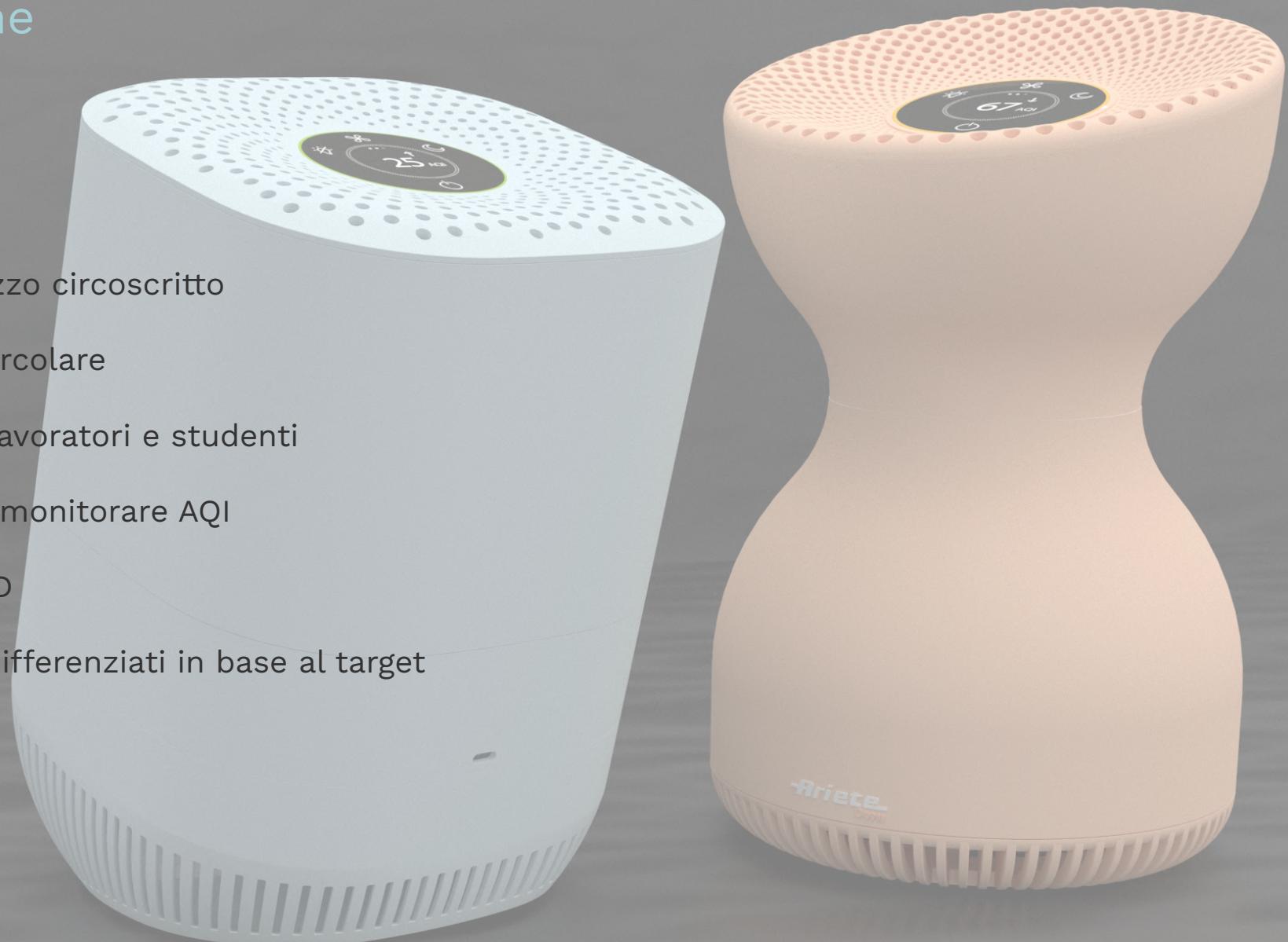


## → Proposte finali

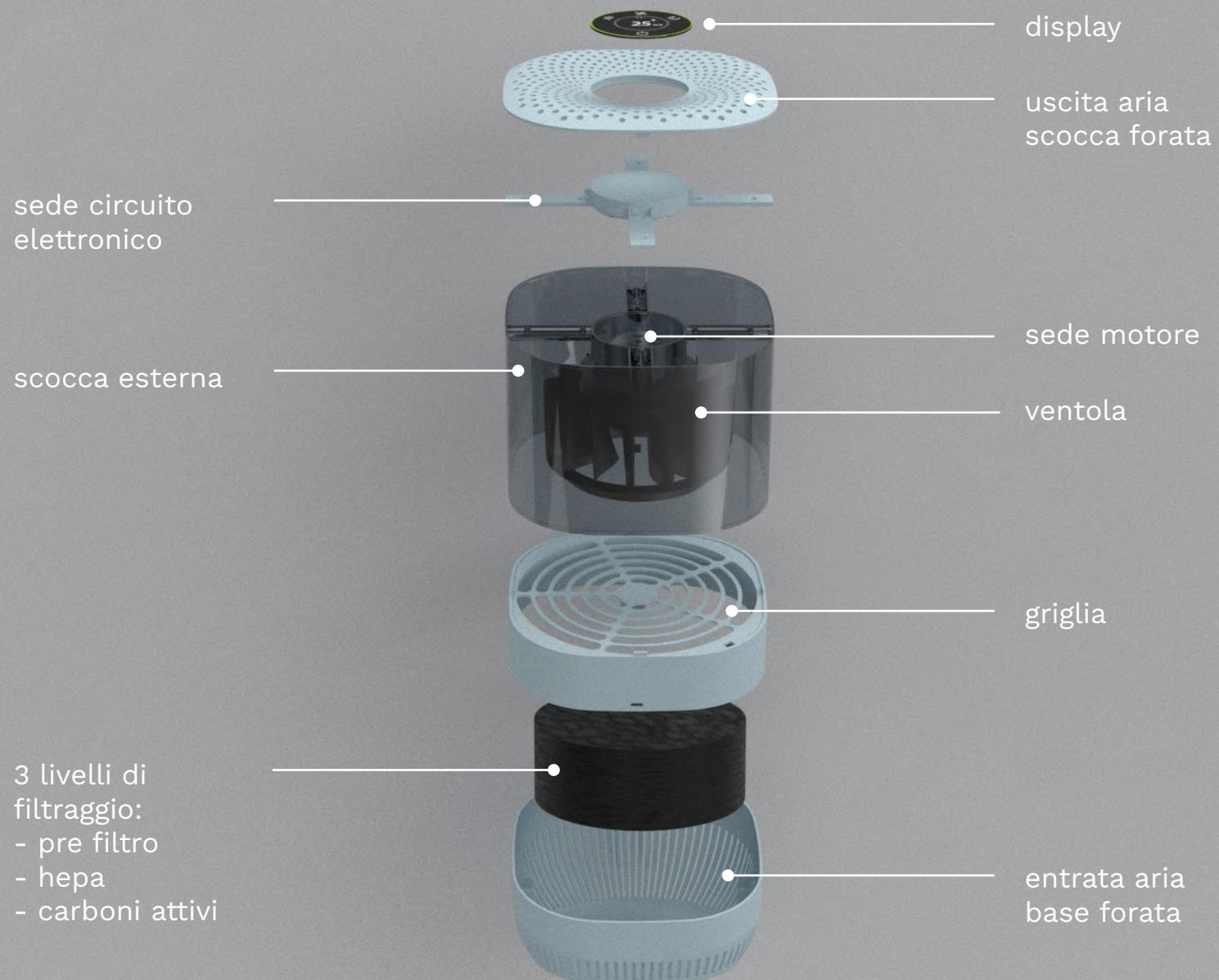


## → Caratteristiche

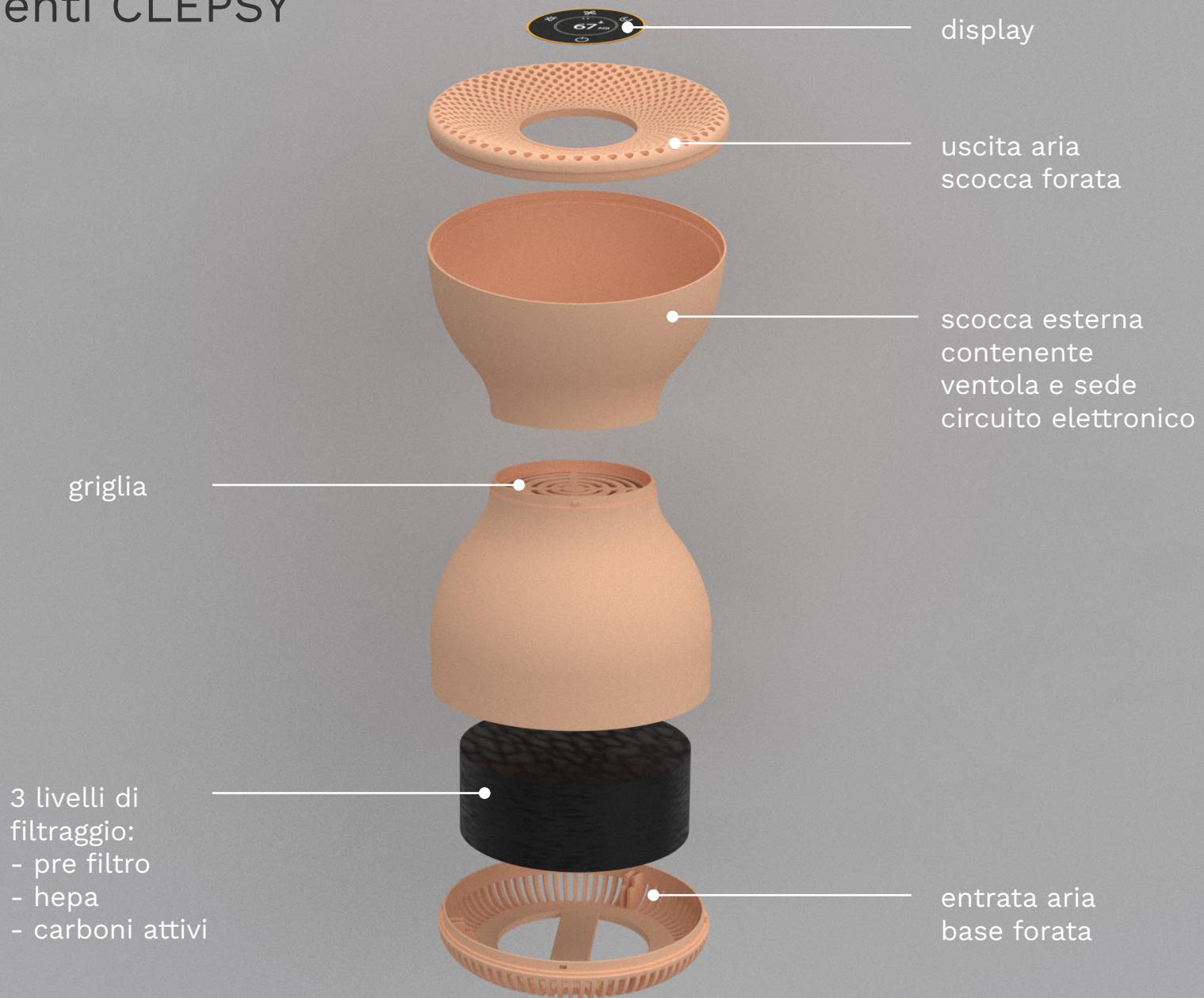
- \* Portabilità
  - \* Ambiente di utilizzo circoscritto
  - \* Flusso dell'aria circolare
  - \* Dupliche target - lavoratori e studenti
  - \* Applicazione per monitorare AQI
  - \* Cromoterapia LED
  - \* Texture e colori differenziati in base al target



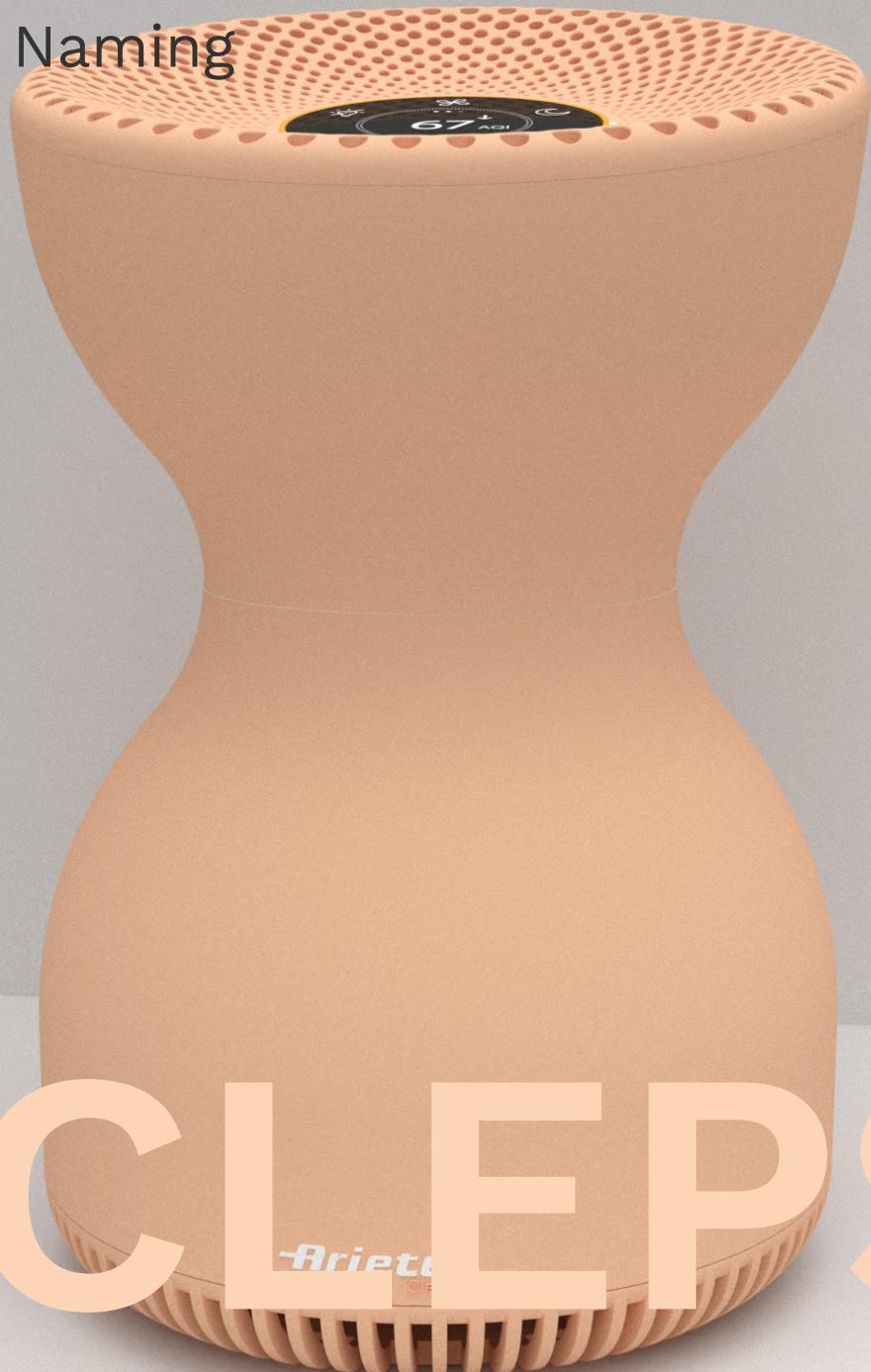
## → Componenti ICE



## → Componenti CLEPSY



# → Naming



# CLEPSYDRE



## → Palette

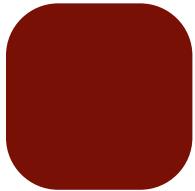
### CLEPSY



P 7-2 C



P 30-2 C

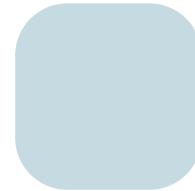


P 50-16 C

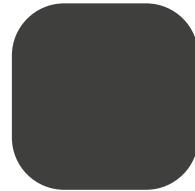
### ICE



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

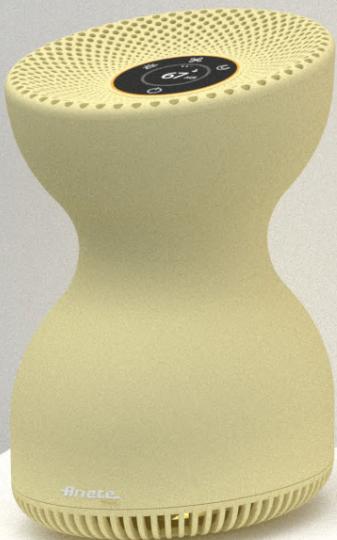
**LUOGO DI UTILIZZO :** ufficio



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



# CLEPSY





4\_CONCEPT

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*Ariete*  
ice

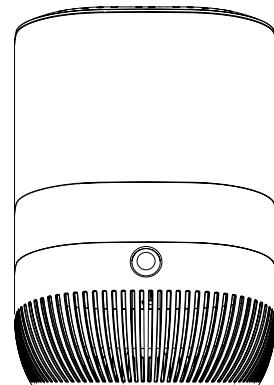
4\_CONCEPT

○○○○ ● ○○○○○○○○

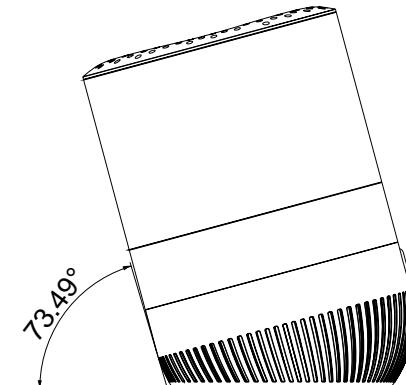
*Ariete*  
Clepsy

## → Tavole tecniche

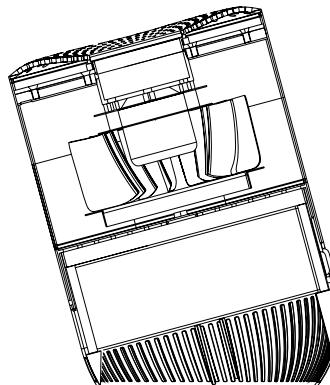
vista posteriore



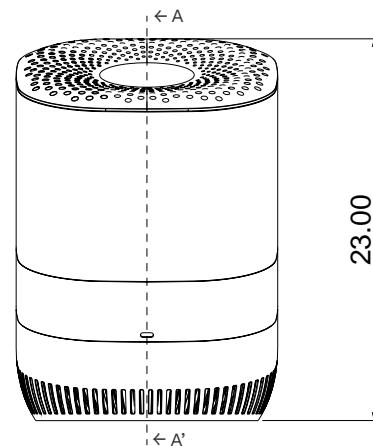
vista frontale



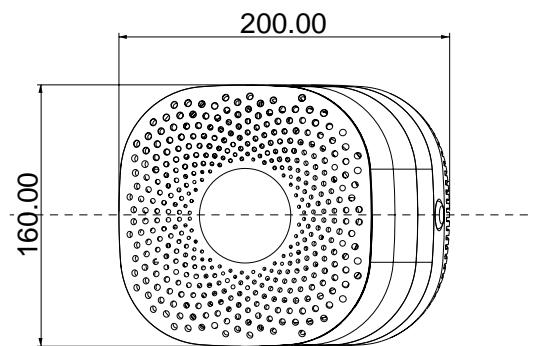
sezione A'-A



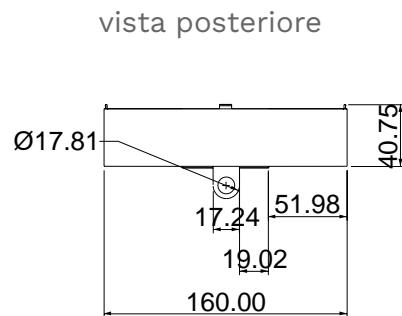
vista laterale



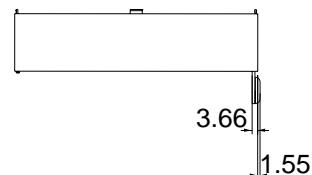
vista superiore



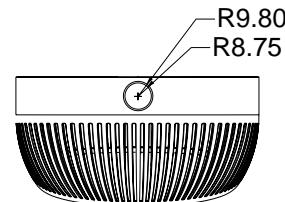
## → Tavole tecniche



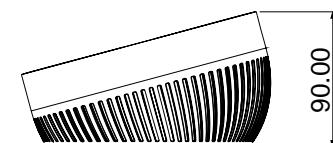
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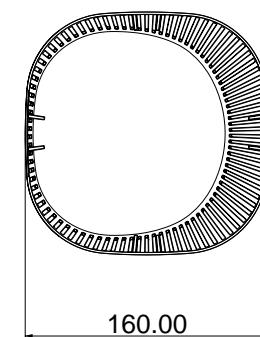
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vista frontale

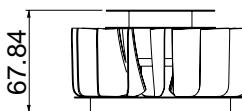


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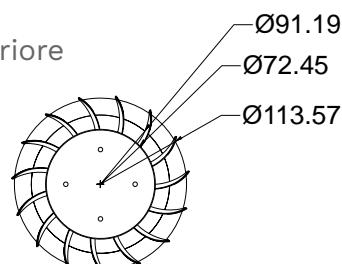


vista superiore

vista frontale

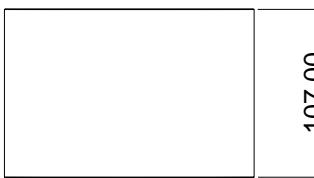


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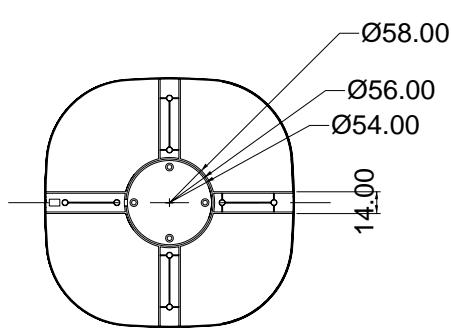
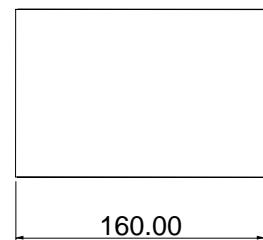


## → Tavole tecniche

vista posteriore

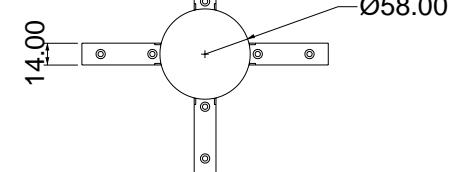
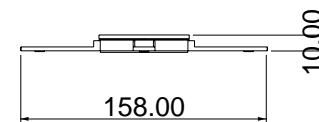


vista frontale

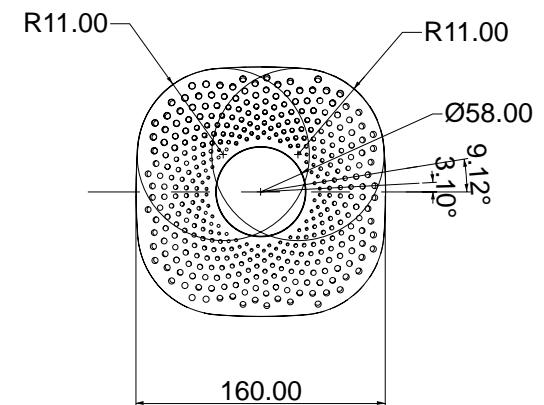


vista superiore

vista posteriore



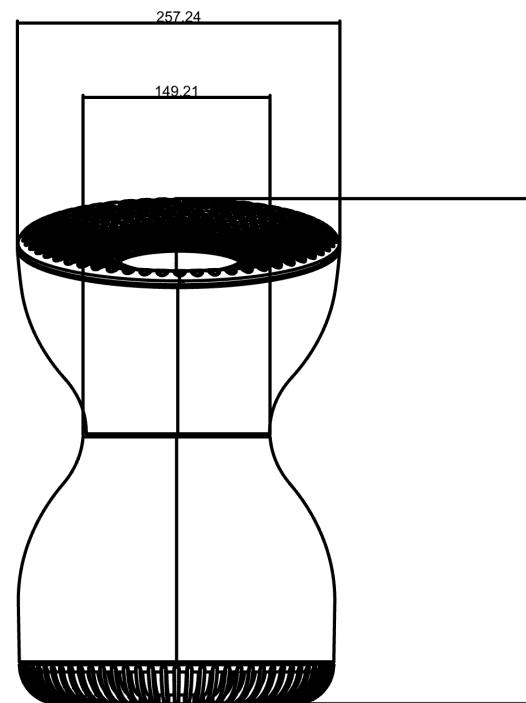
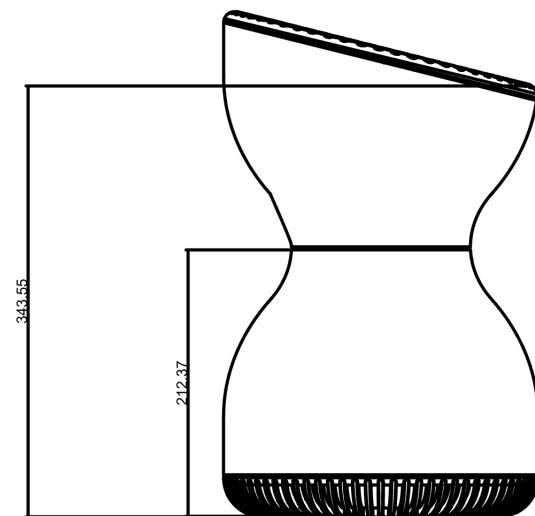
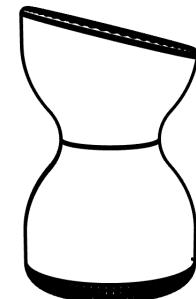
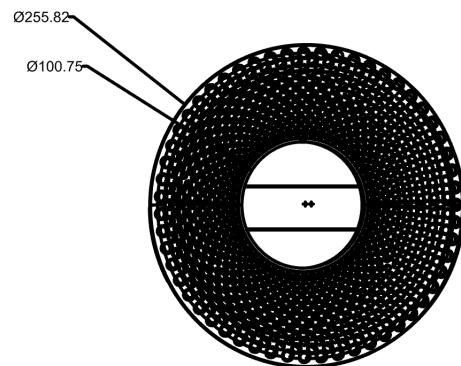
vista frontale



vista superiore

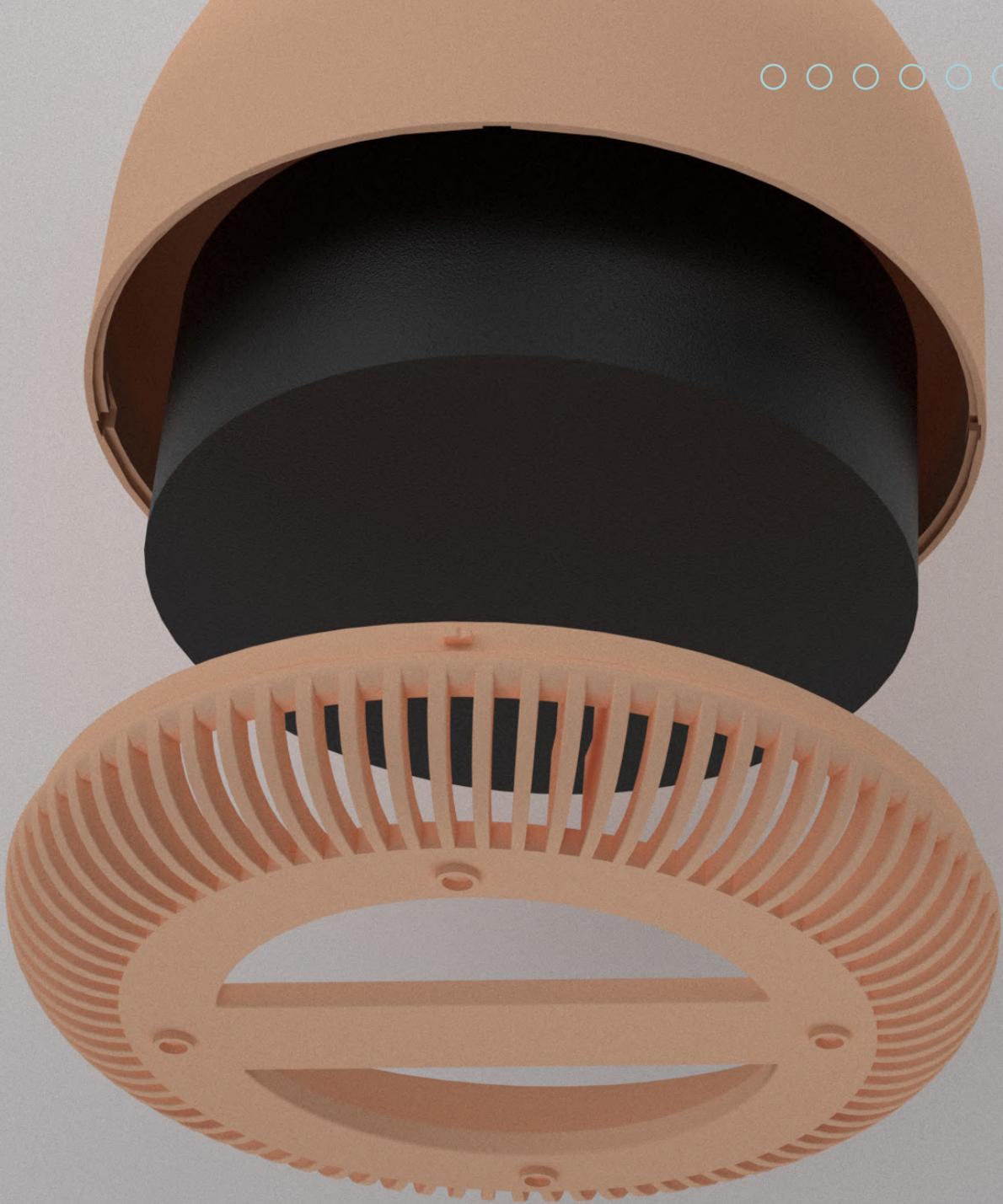
## → Tavole tecniche

vista superiore



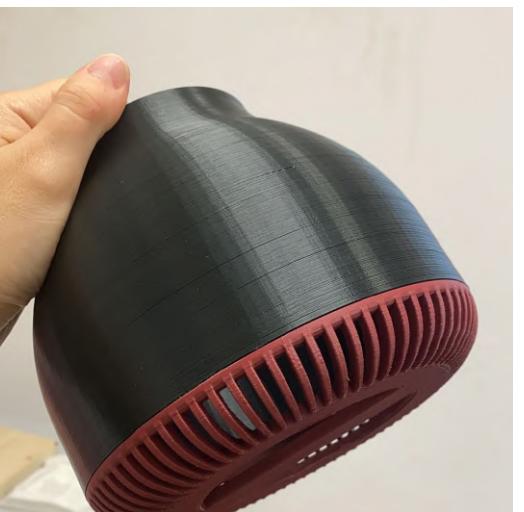
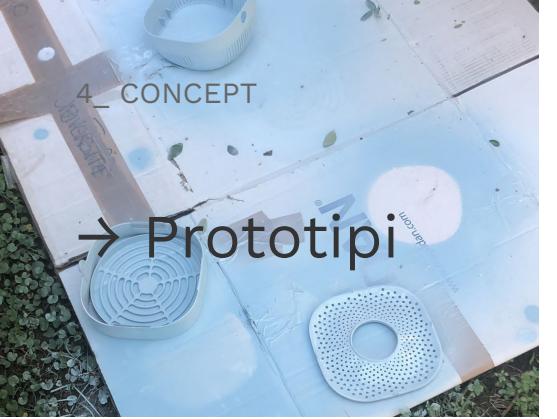
vista laterale

→ Cambio filtro



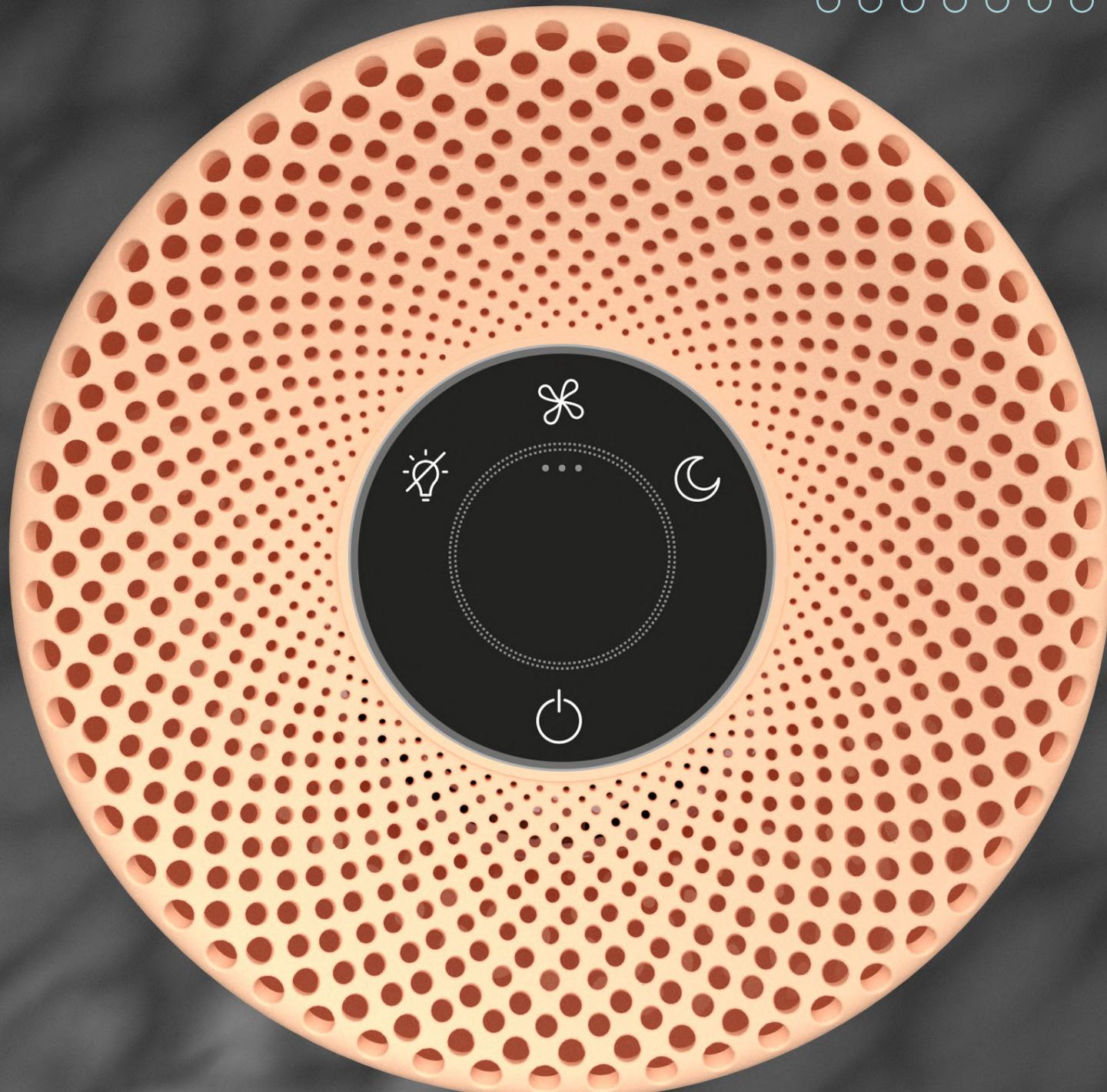


# ANIMAZIONE

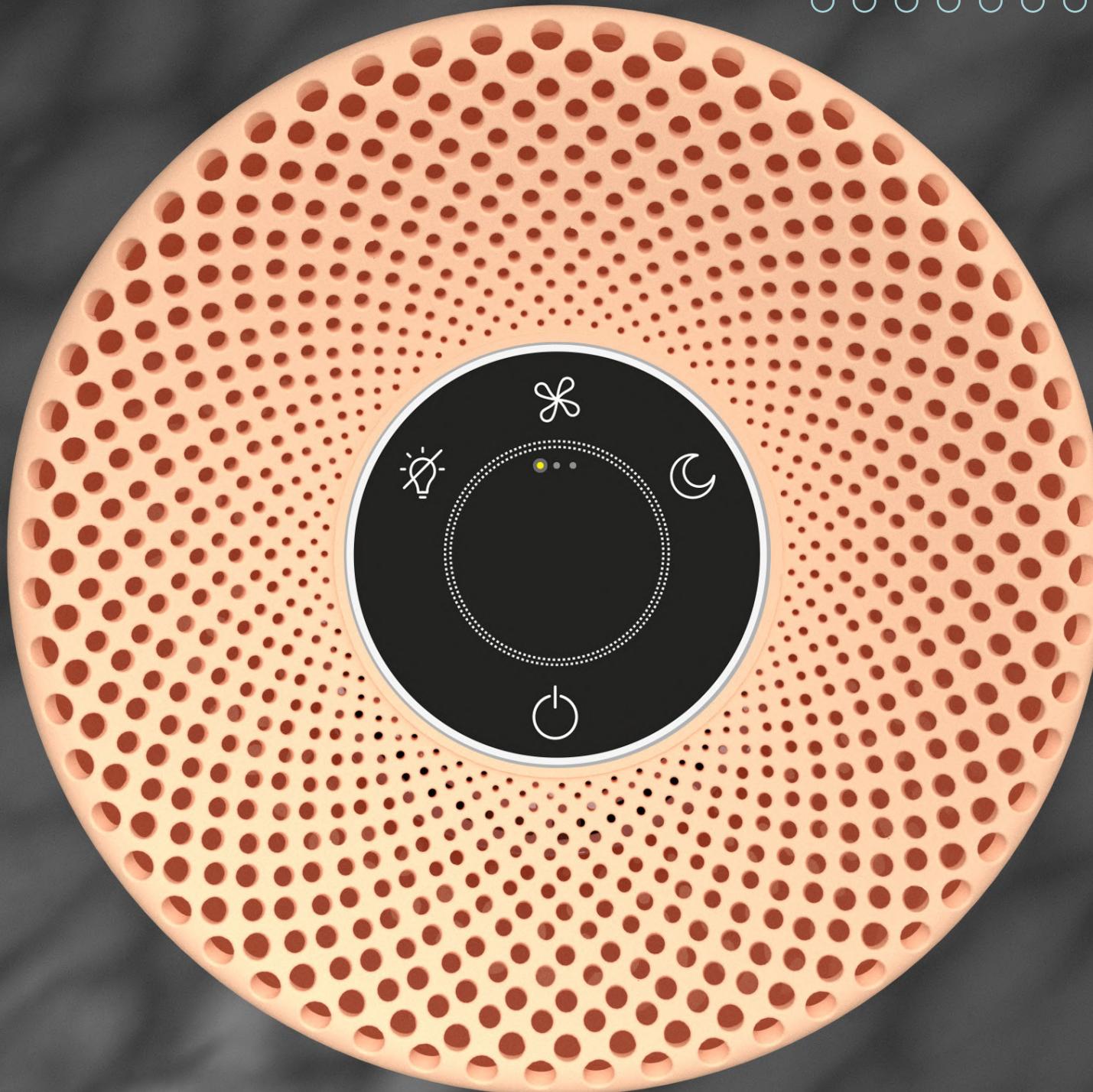




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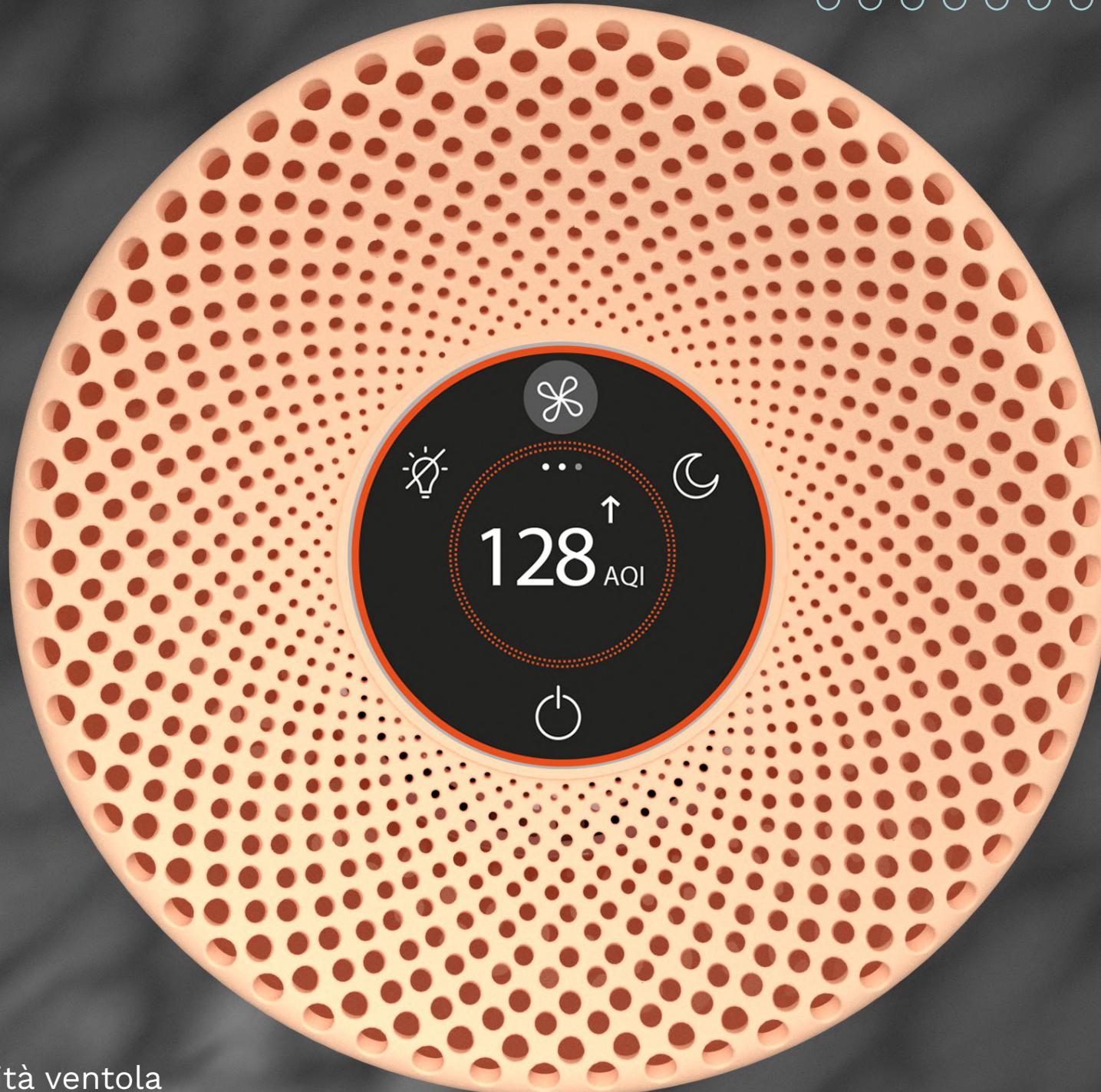


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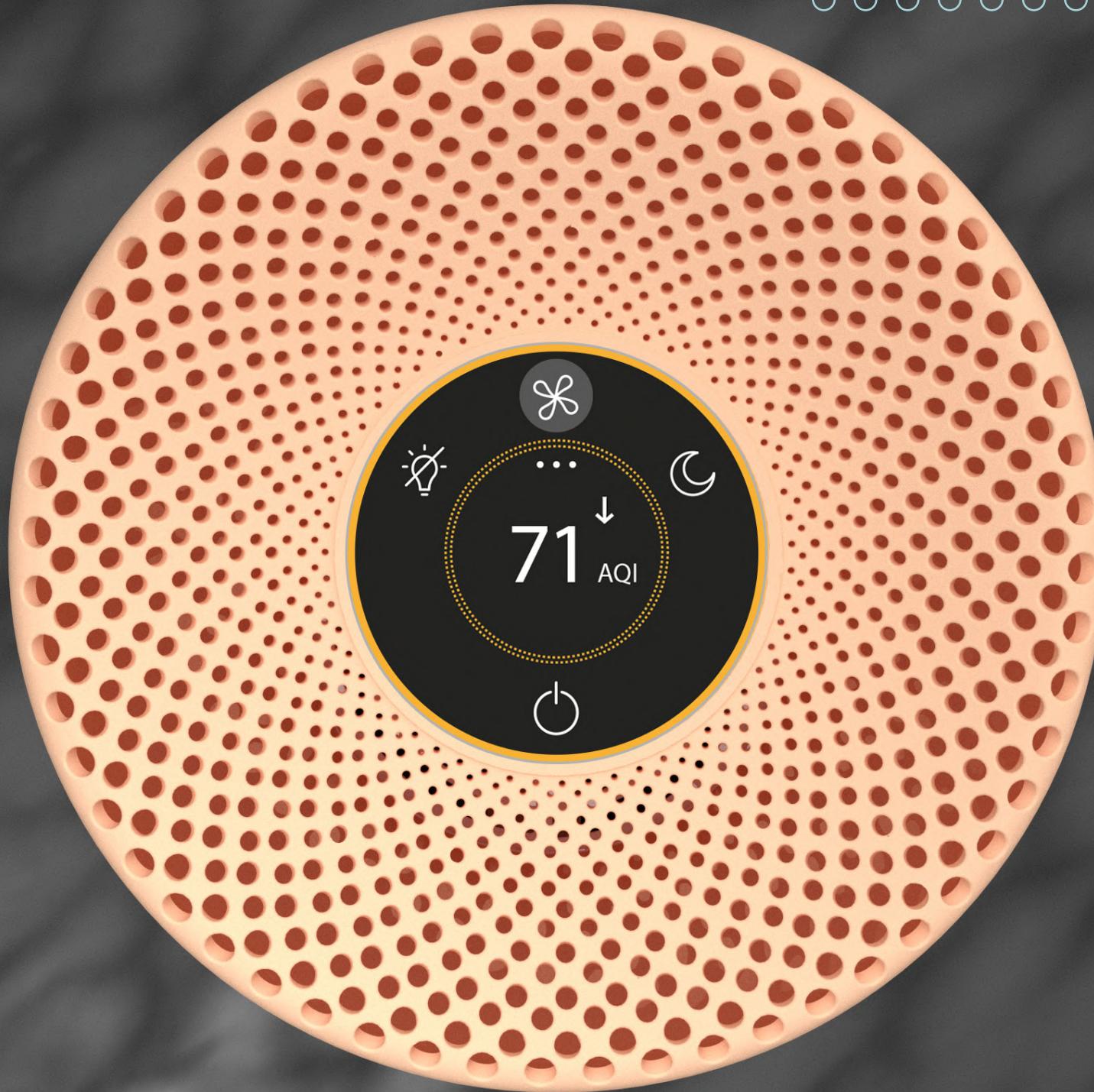
Accensione

→ Display

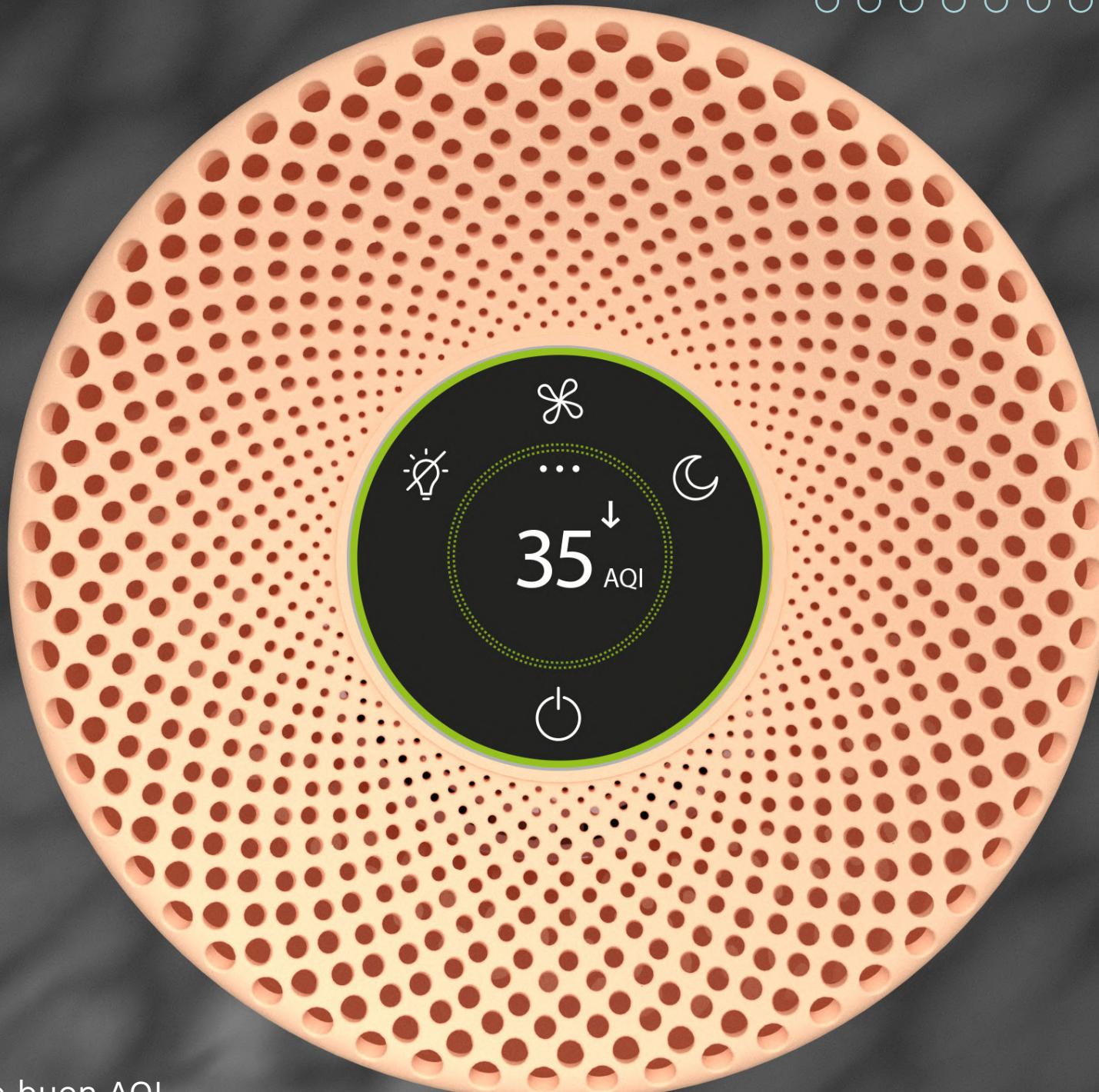


Aumento velocità ventola

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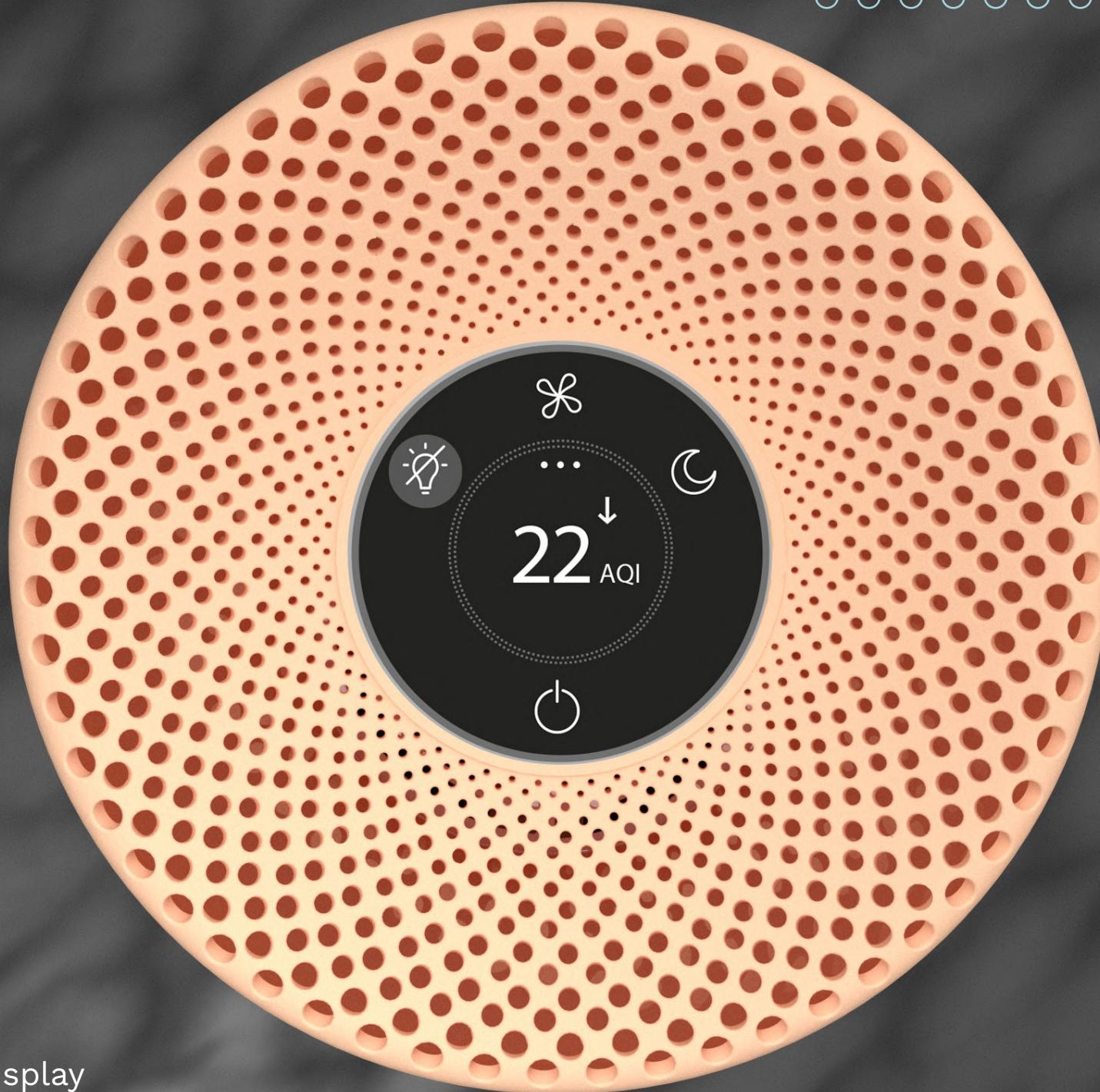


→ Display



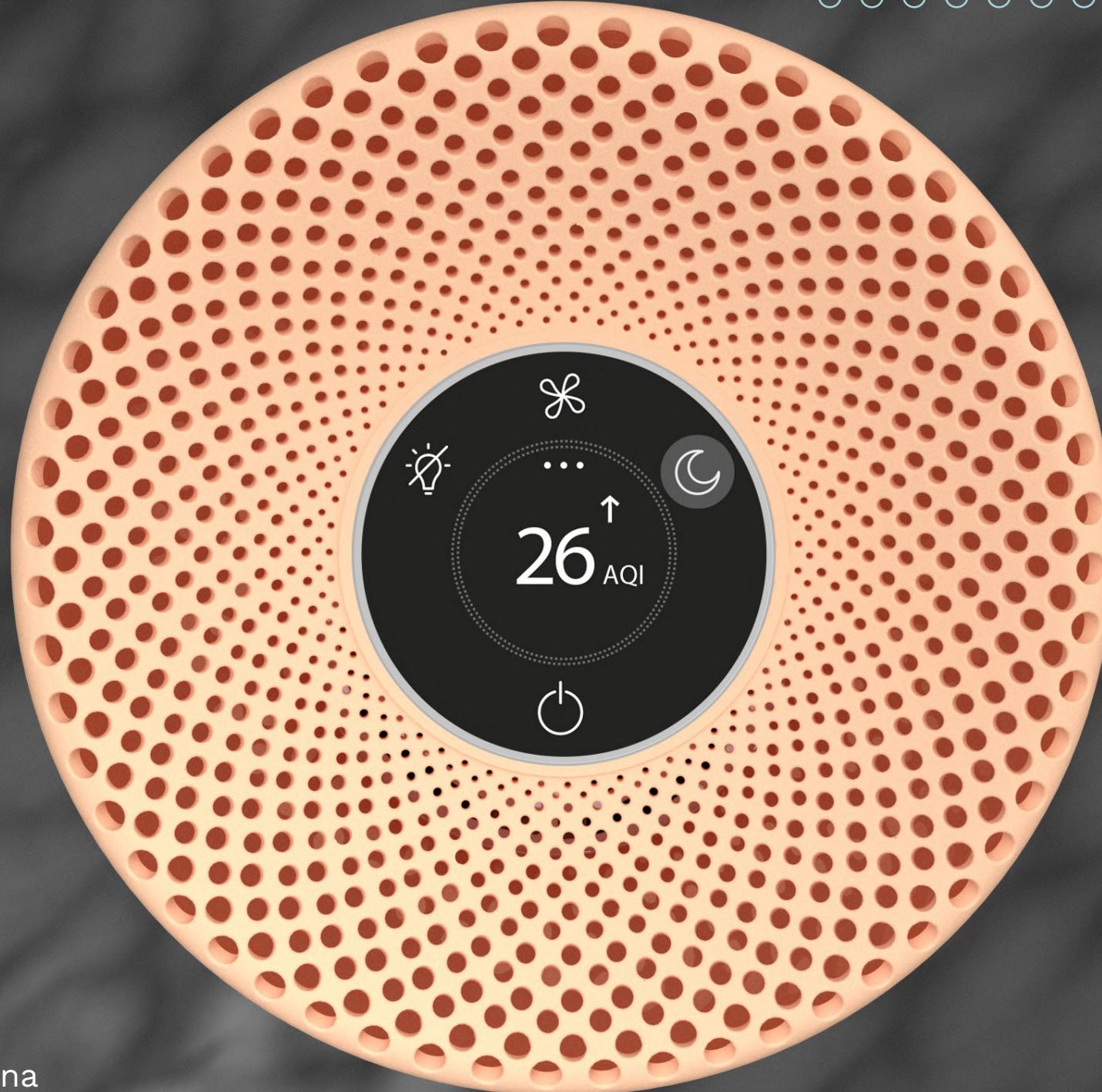
Raggiungimento buon AQI

→ Display

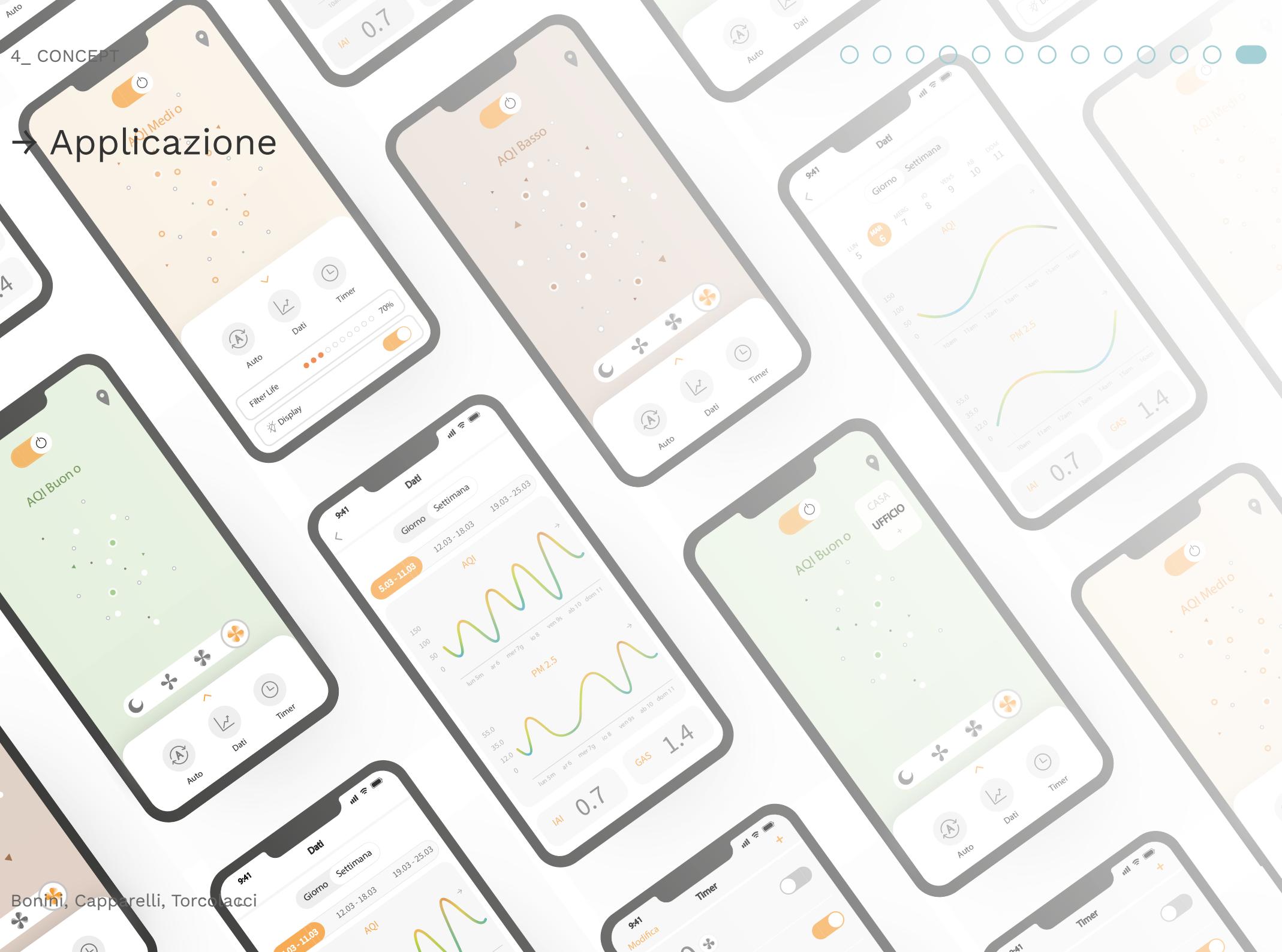


Spiegamento display

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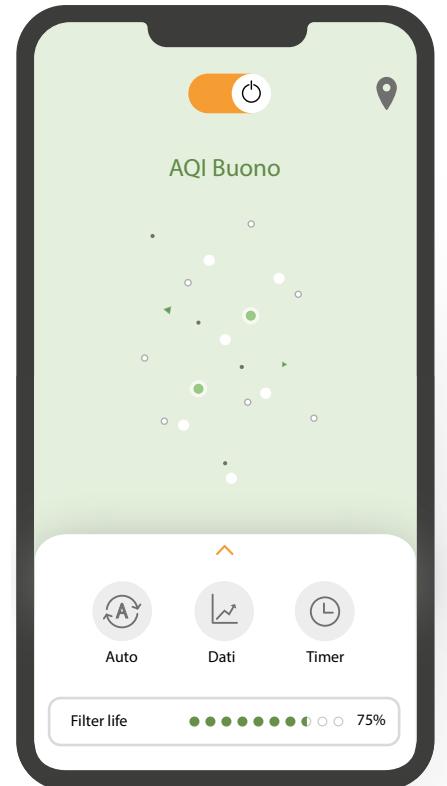
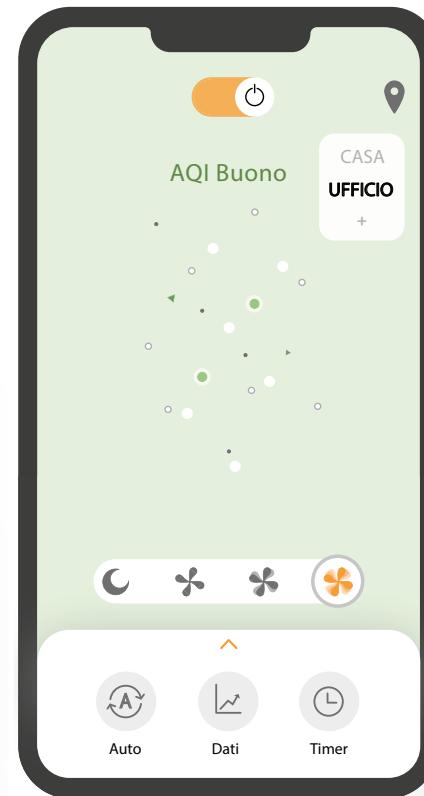
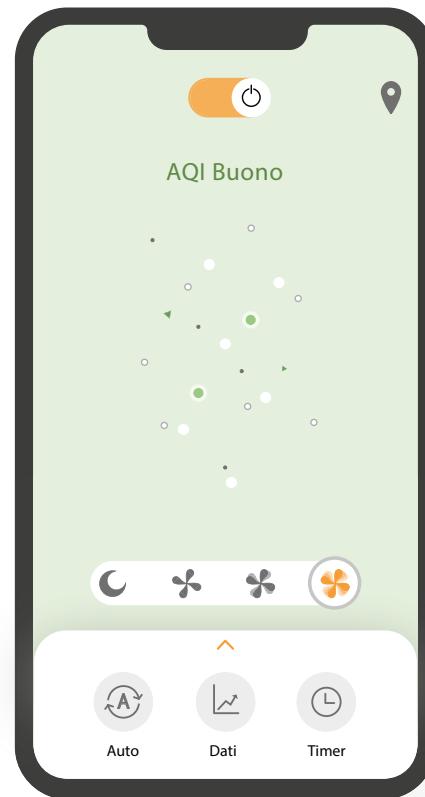
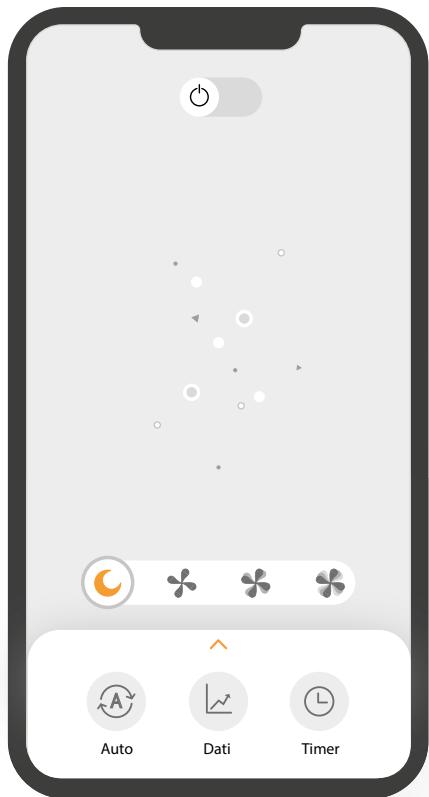


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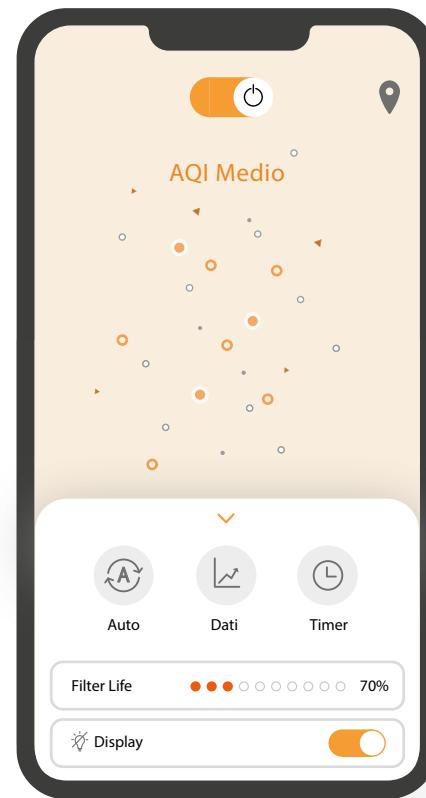
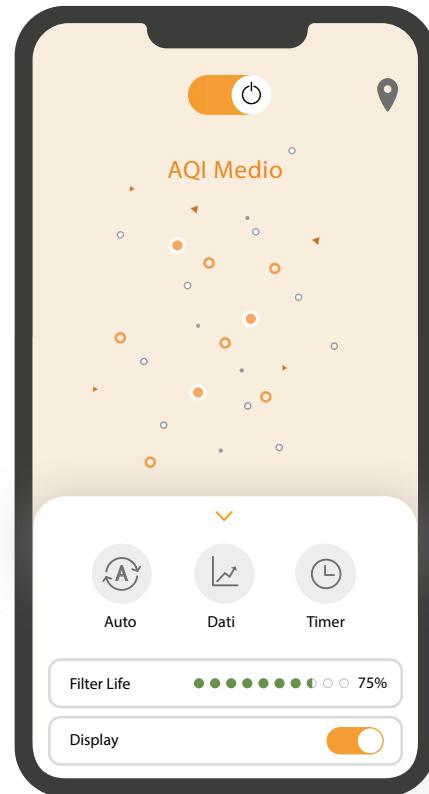


→ Applicazione

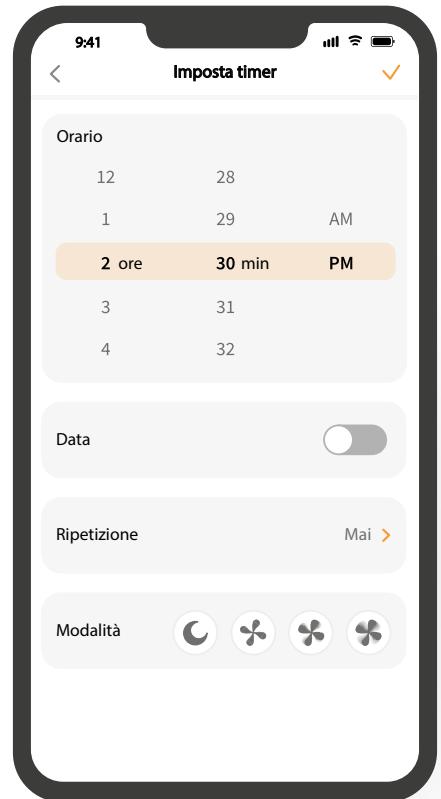
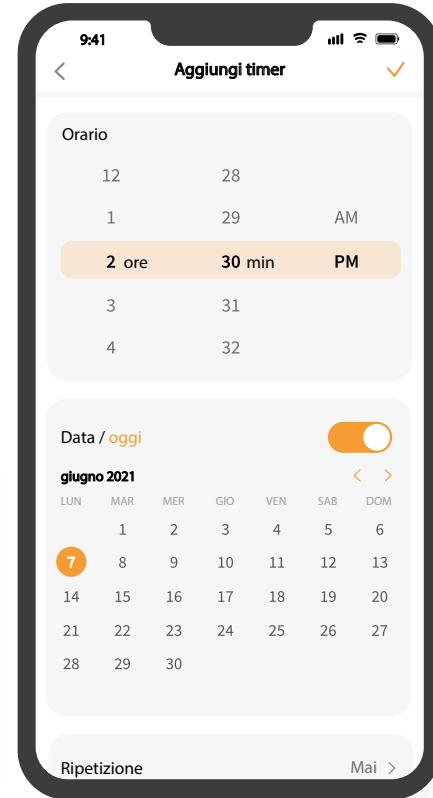
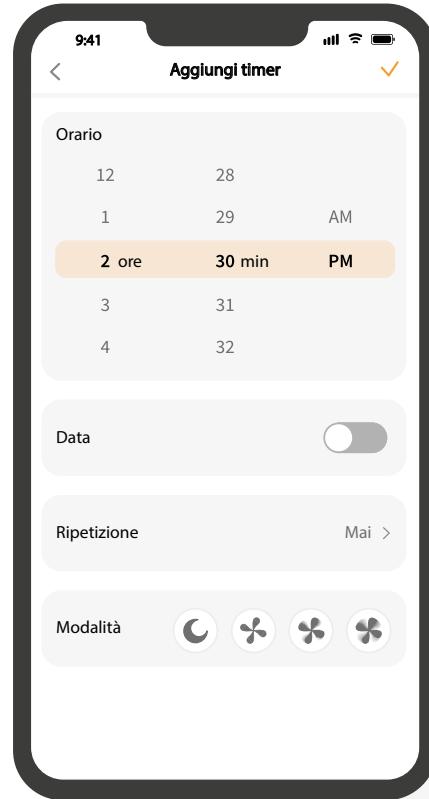
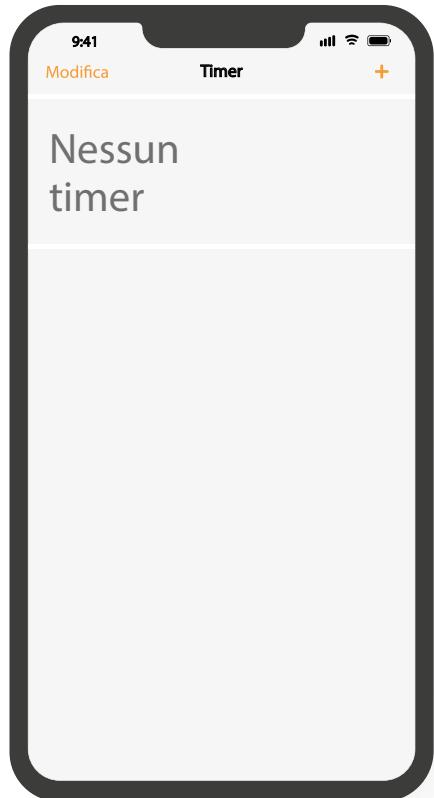
## → Applicazione



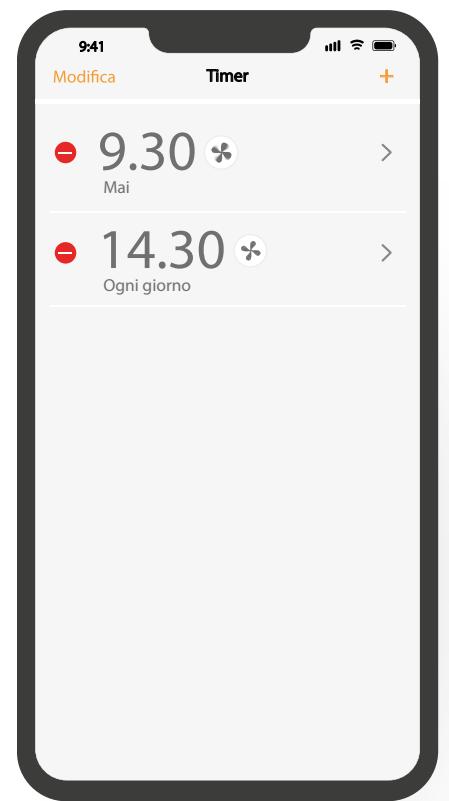
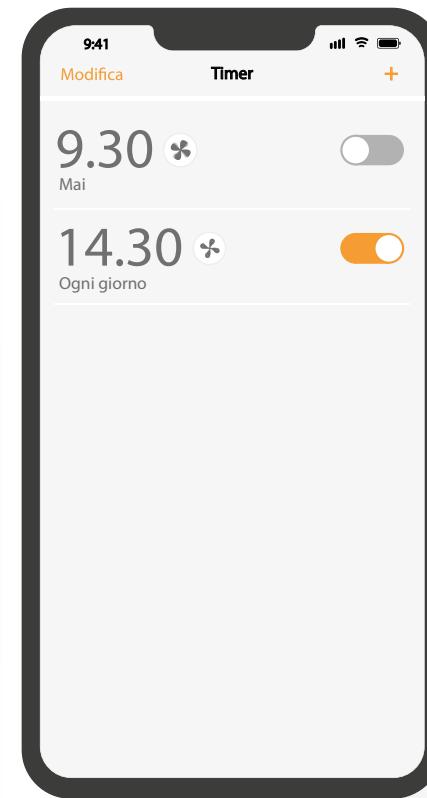
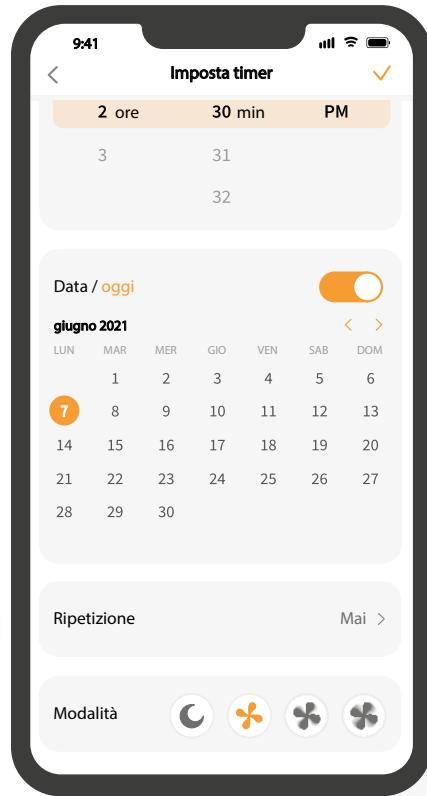
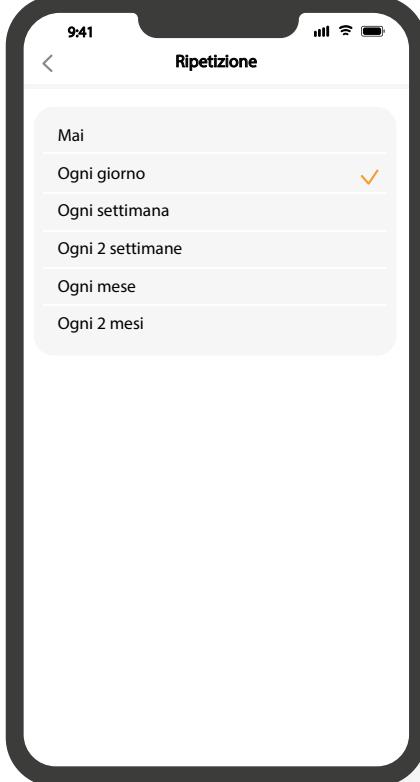
## → Applicazione



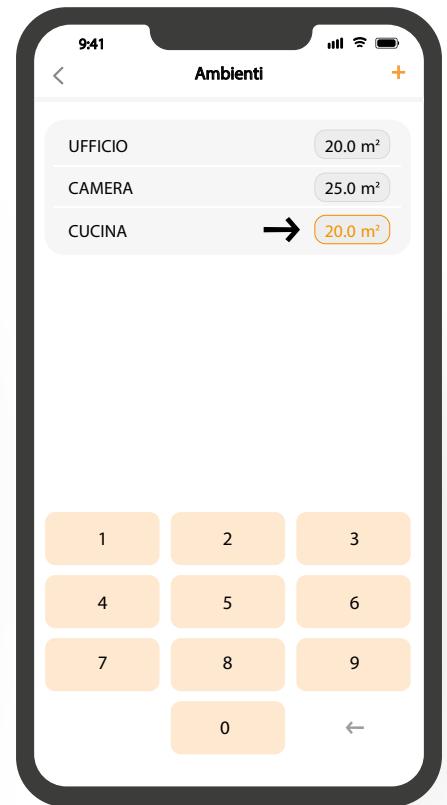
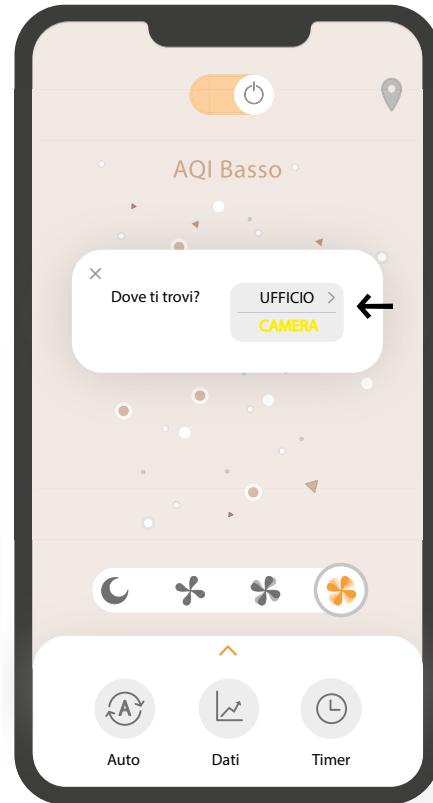
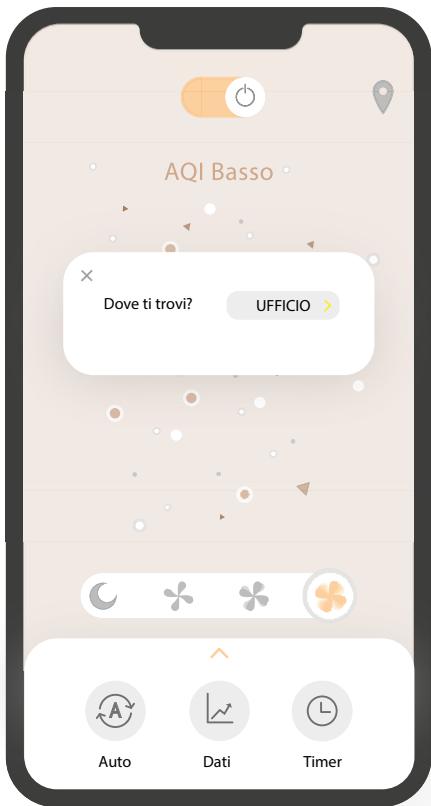
# → Applicazione



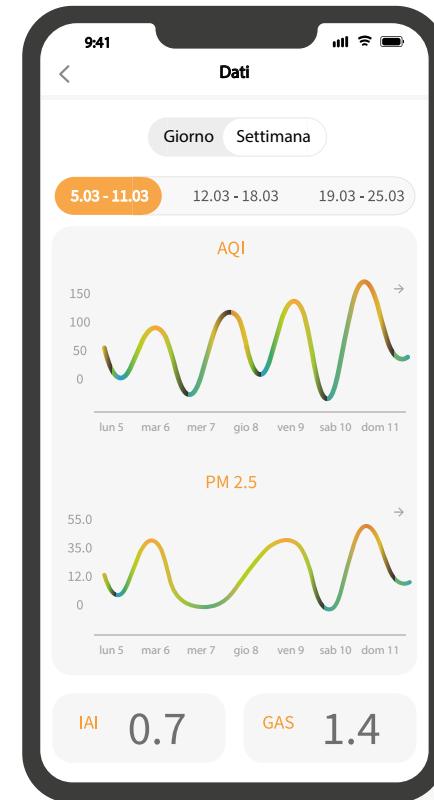
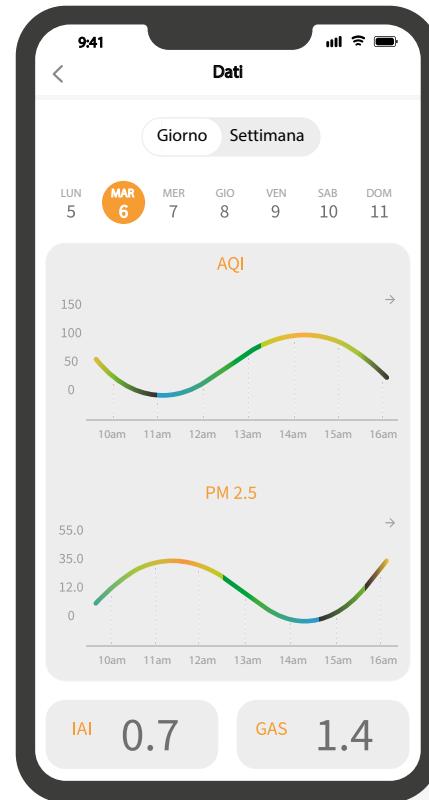
# → Applicazione



# → Applicazione

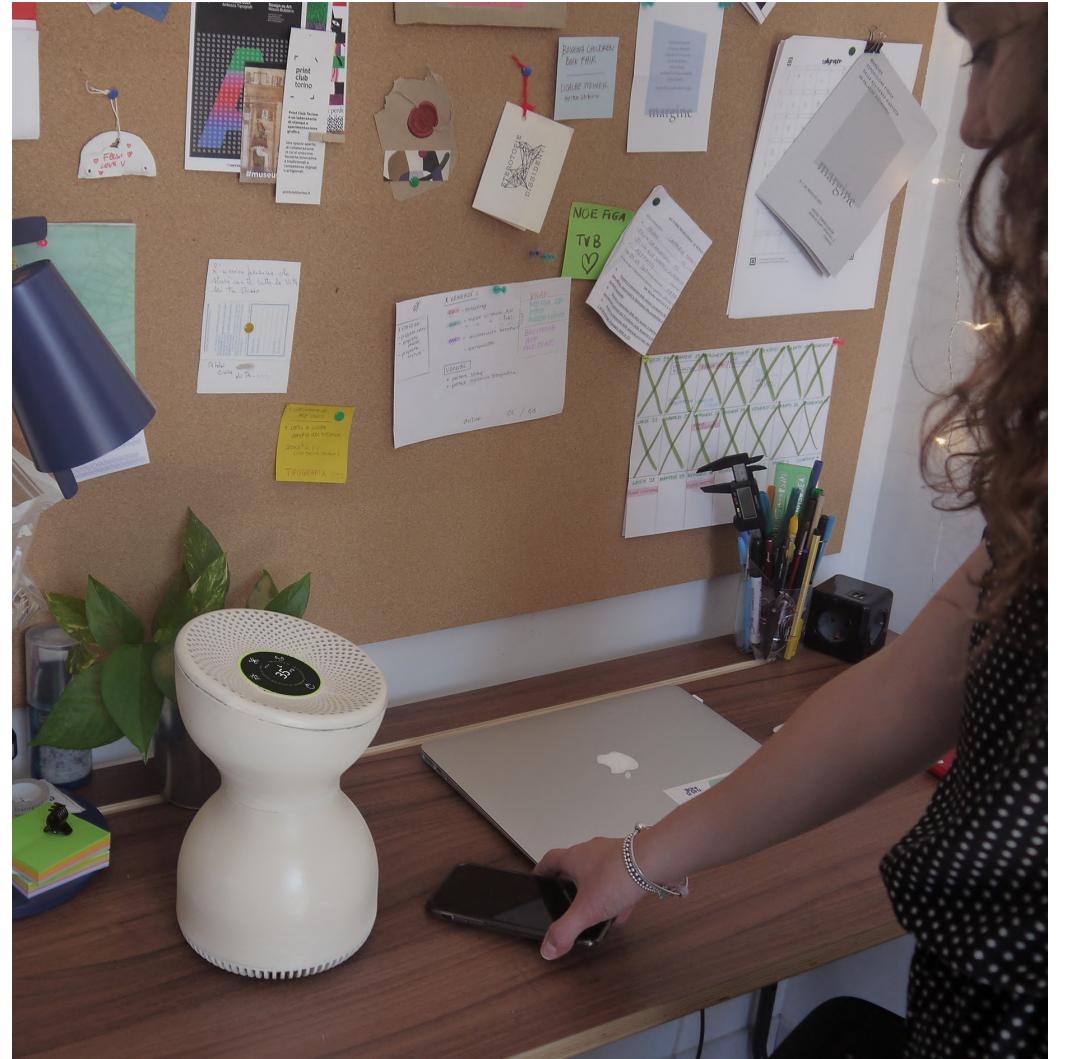


# → Applicazione



# → Storytelling Clepsy

Ore 10.00

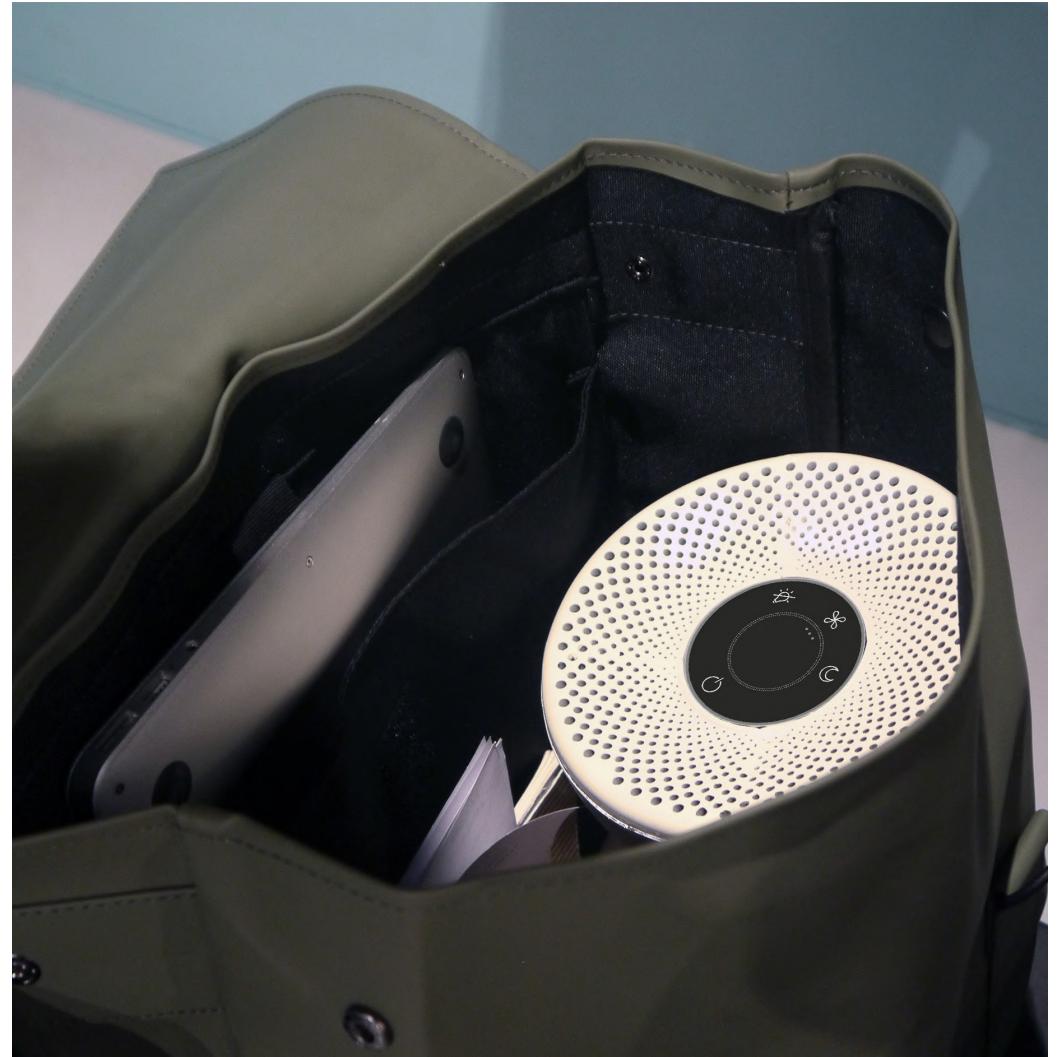


Bonini, Capparelli, Torcolacci

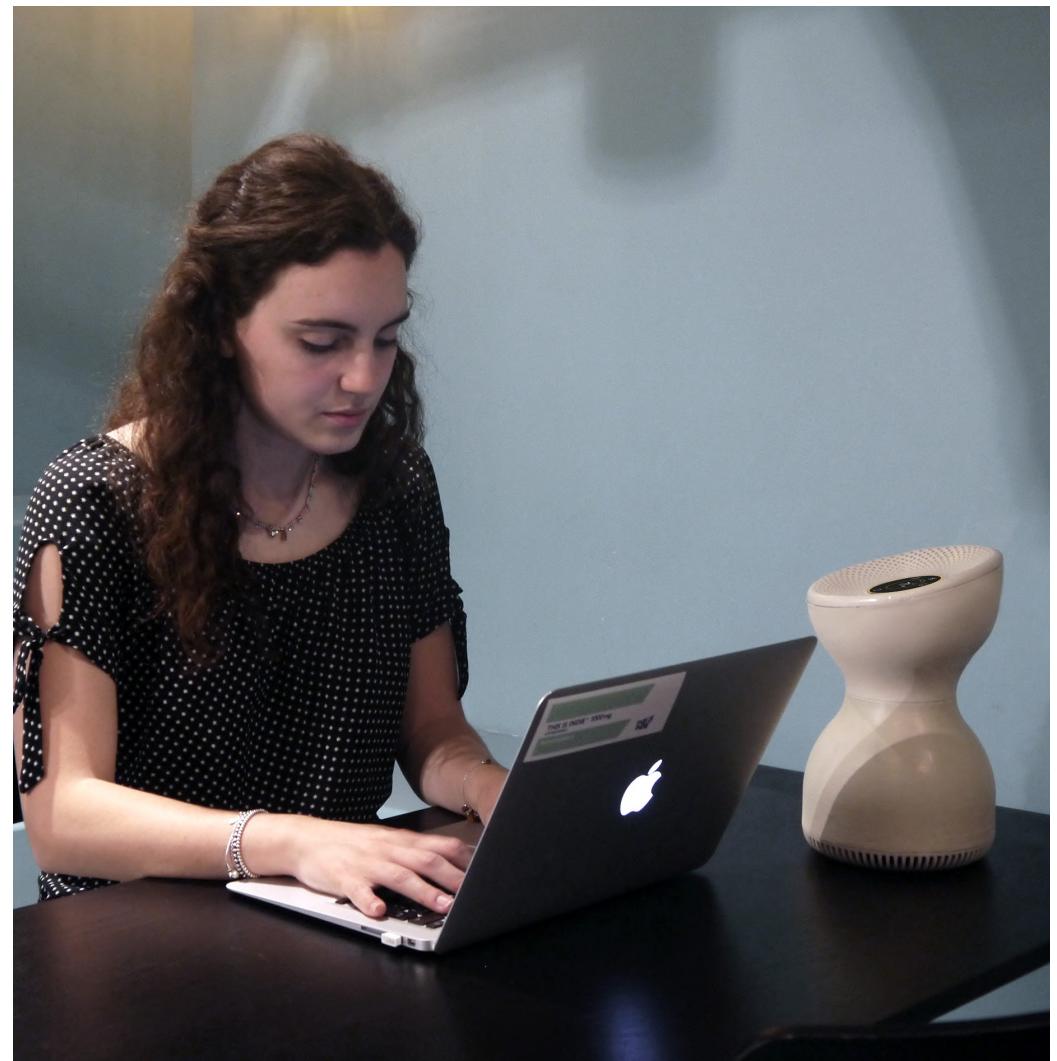
# → Storytelling Clepsy



# → Storytelling Clepsy

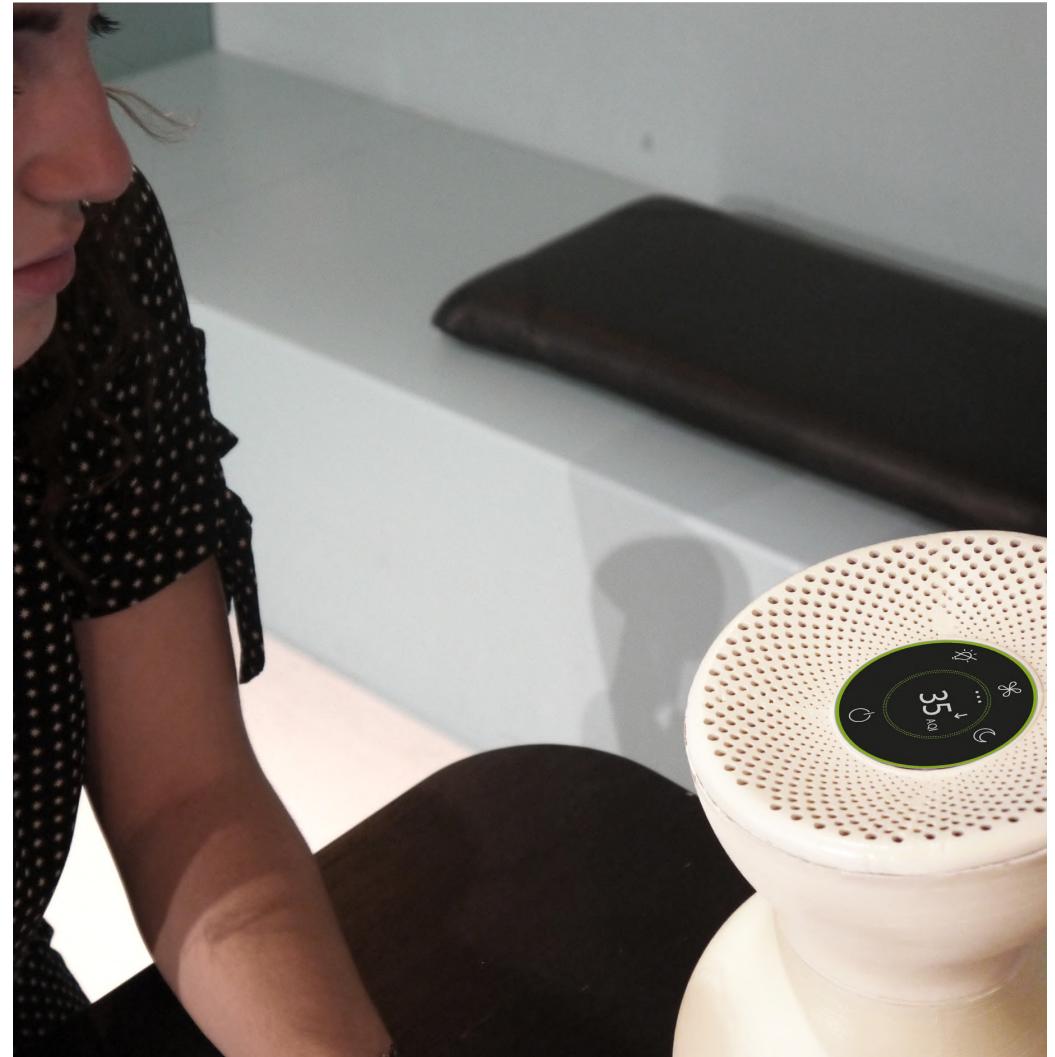


# → Storytelling Clepsy



# → Storytelling Clepsy

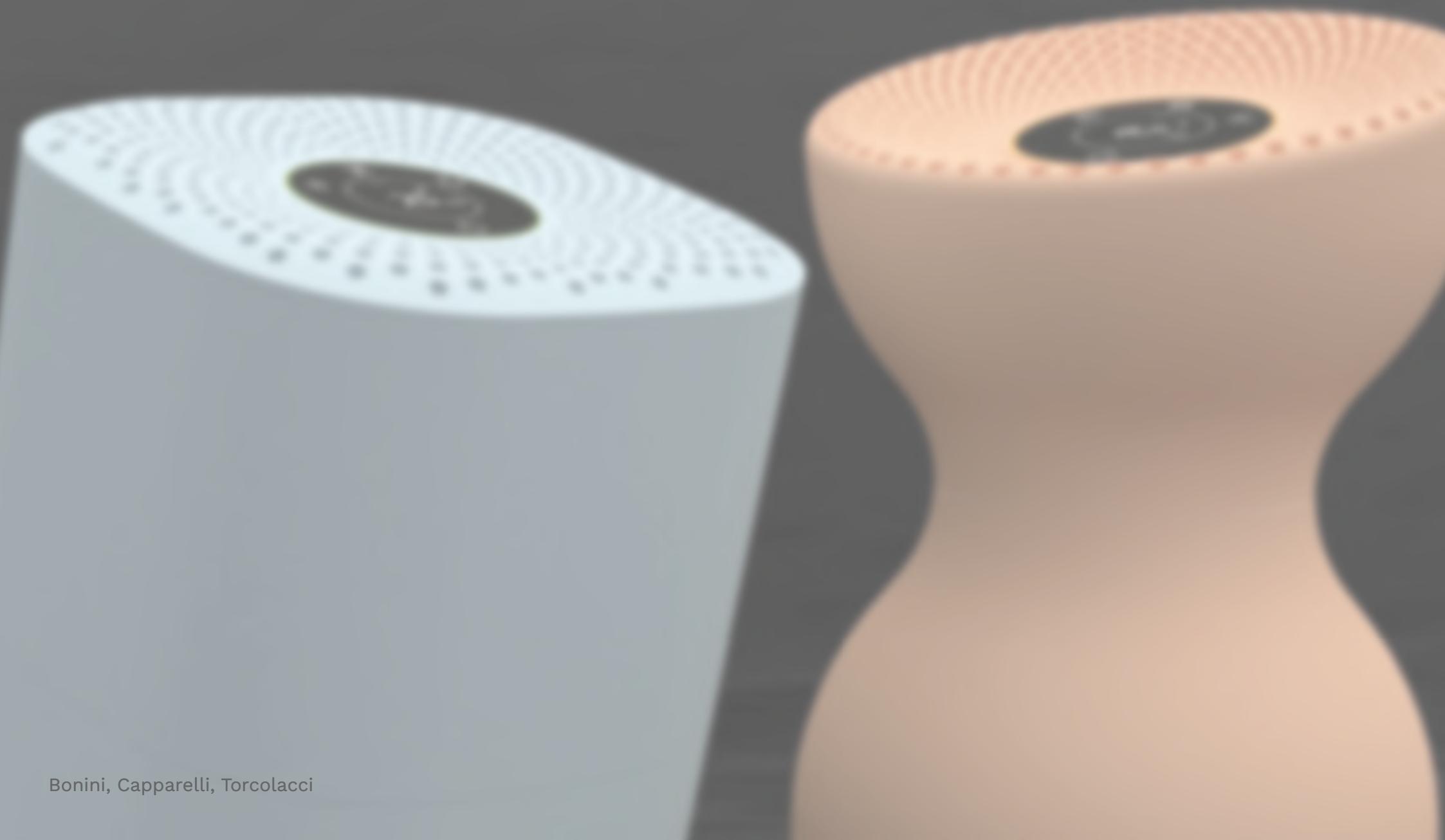
Ore 11.00





**ISIA**

*Firenze*



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