

DESIGN PORTFOLIO

2018

*Eugenia Maria
Canepone*

Honour Programme
"La Sapienza" University of Rome

May 2018
Sept. 2018



Master's Degree in Product Design
"La Sapienza" University of Rome

2015/2016
2017/2018



Cambridge ESOL International
Level B2 First

2015



Cambridge ESOL Entry
Level B1 Pet

May 2012



2008/2009
2012/2013

High School diploma
Scientific High School
"Isaac Newton"
97/100

RESUME

EXPERIENCES

Master's Degree project
collaboration
Antonacci Falegnamerie Srl
Prototyping and Model

Sept 2018
Oct 2018



Internship
COVO Srl(RM)
Product design

Mar. 2018
May. 2018



Design Track Ambassador
Design for Next
"La Sapienza" University of Rome

Jan. 2018
Apr 2017



Architecture&design contest collaboration
studio racan.st architettura (RM)
International Contest "IT>HK - Italy to the East"

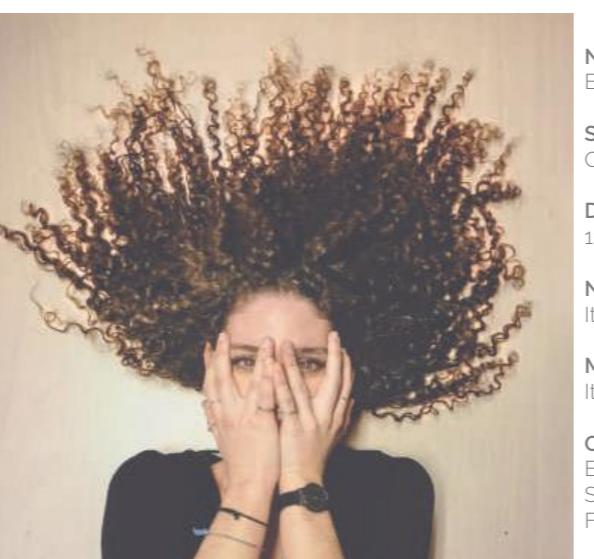
Mar. 2016
Jun. 2016



Jul. 2015
Sept. 2015



Shareavan project mention in
Dutch magazine
Kampeertoerist, a publication of
Vlaamse Kampeertoeristen (VKT)
Journalist Julie Boone



Name
Eugenia Maria

Surname
Canepone

Date of birth
12/04/1994

Nationality
Italian

Mother tongue
Italian

Other languages
English (B2)
Spanish (Basic - self-assessment)
French (Basic - self-assessment)



attitude



team work



creativity



intraprendence

COMPUTER PROGRAMMES



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PRODUCT
DESIGN

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01

PRODUCT DESIGN



MEMENTO

Master degree
Writing desk



Memento is a writing desk which tries to embody the traditional and historic value of this object and its memory, together with an attention to the current society and customers' demand. The trapezoidal profile translates the very first purpose of the writing desk (writing important manuscripts and documents down) in a structure that creates a personal, safe and emotional space. The shutter is the element which gives Memento several interesting configurations when opened or closed and from the front or the back. The back of the shutter is made with eco-friendly leather, sustainable, colorfully, soft-touch and light. The structure is made by oak, a very smelly, strong and touchy wood, meanwhile the interior accessories, divisors and extra-space, designed to improve the customization, can be lacquered or covered with a thin layer of eco-friendly leather, in different colors. With Memento the memories of the past re-emerge. Its simple and elegant lines represent a timeless icon.



MEG

Perfume bottle



HERC
EAU DE PARFUM

Megan is born following a process that focused on the smell. Indeed starting from smelling a fragrance given by the professor, I developed several words and concepts connected, in my opinion, with that smell. Then I translated them in images, shapes, textures, colors and I figured them out in a characteristic perfume bottle. I thought about a Disney character of the movie Hercules, Megara. She is "a free-spirited independent and quick-witted woman who is hurt and bitter too. She's braver and stronger than she thinks and a very sensitive girl". Materials, shapes and textures reflect these features and so do the ones of her counterpart, Hercules. He is "compassionate and his most dominate trait is, without a doubt, his innocence and massively kind heart, in spite of being treated like a freak". The two bottles hold together is a passionate and strong hug which show the difference between the two personalities but also their match.

SHAREAVAN

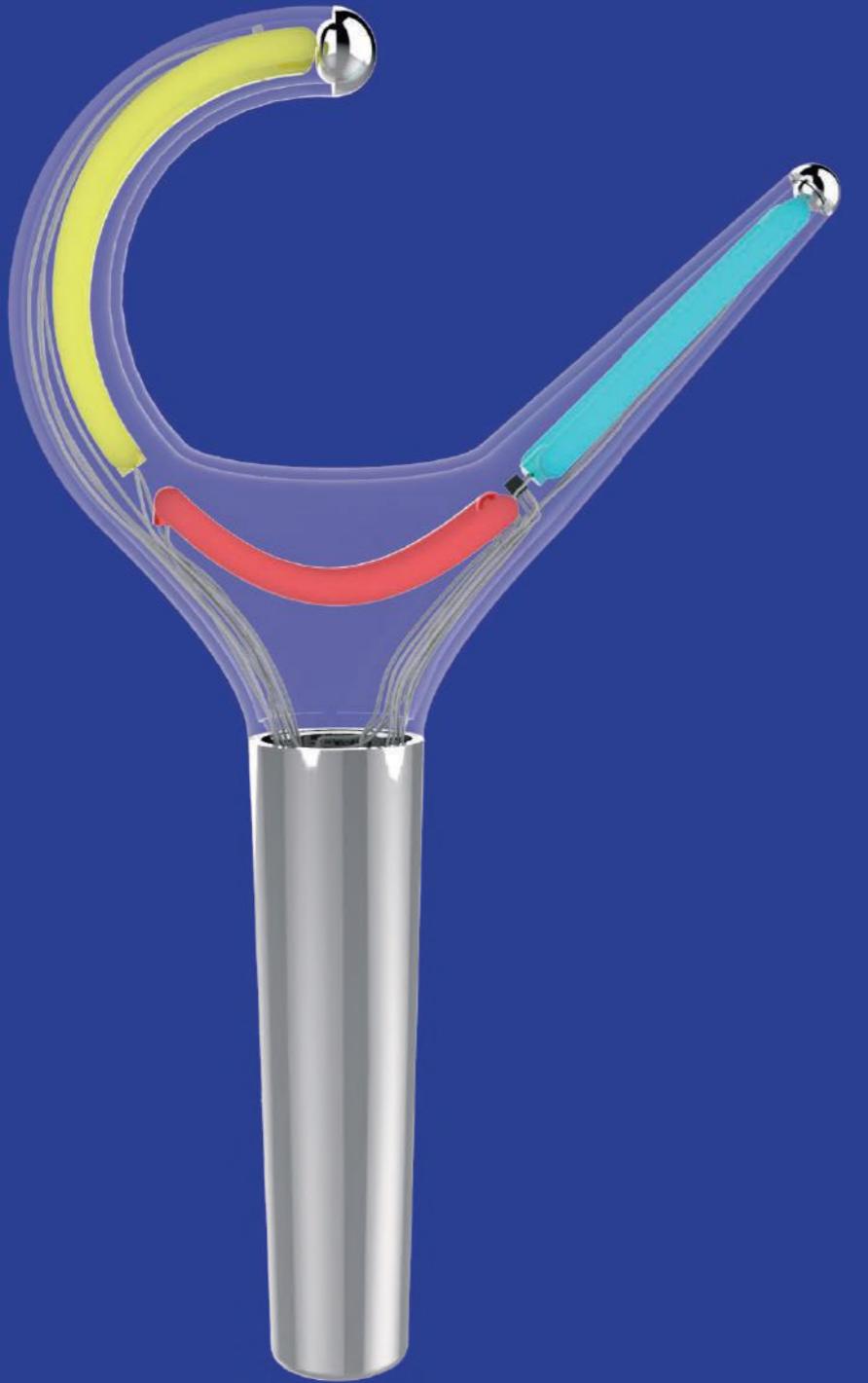
Caravan - Finalist of the Caravana Design Wedstrijd 2018 & WTC Expo



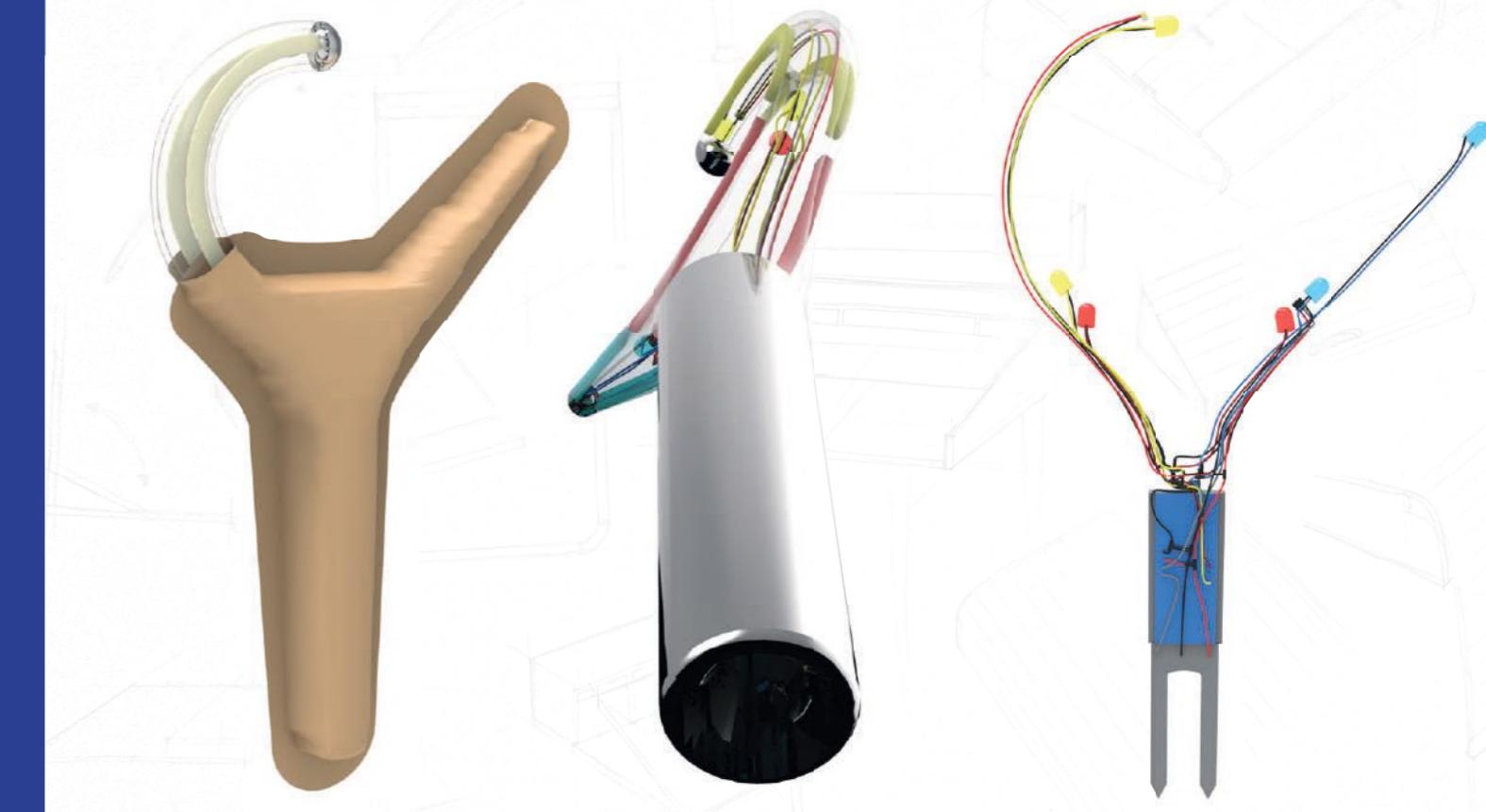
Shareavan is a mono - caravan tought for 1 or 2 people. Its shape is inspired by a natural, armonious and dynamic element, the wave, together with the idea of sheltering and protecting without losing the contact with the environment as the nowadays caravans do. That is why this caravan has several transparent openings, included the bedroom roof to allow campers having natural light during the day and stargazing during the night. The exterior body is textured in order to improve the strength and the resistance. It is possible to entirely open the caravan and connect it to another module, in order to share a central space. Thanks to transparent plastic layers built under the outside waves, Shareavan can have different configurations. Moreover customers have the possibility to choose colors among the ones in the catalogue. This allows to establish an identity with the caravan and create an emotional link. See pag. 35 for the App

SENSE CAN

Gardening tool



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Team project

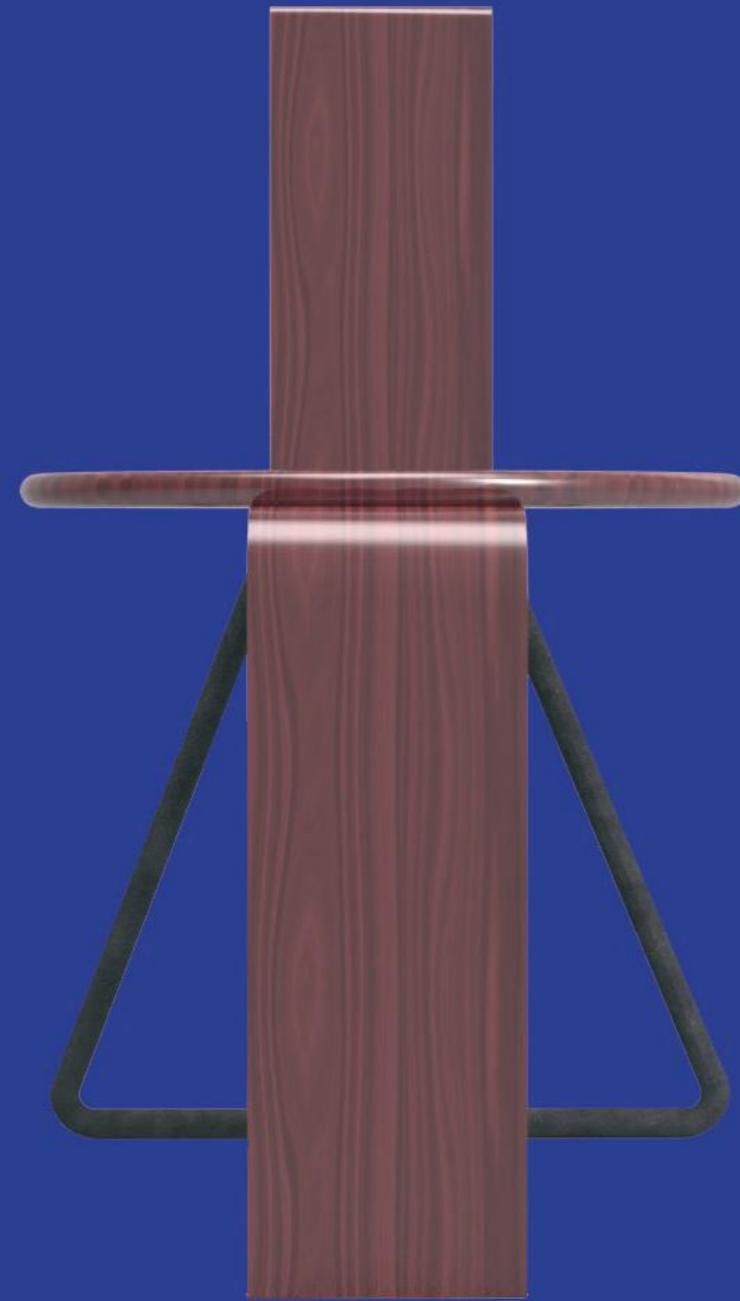
SenseCan is born to help in taking care of the own garden in a easy, fast and interactive way. It has been developed a device that, through coloured LED (blue, red, yellow) and different sensors (light, temperature, humidity sensor), lets the plants necessities visible. Each LED is connected to a function: red for temperature, yellow one for light and blue for humidity. When the LED is blinking it means the plant has absorbed too much humidity, light and/or temperature; if it stays on, the sensors' values are at minimum; if it is off, the plant is okay and does not need anything. It has been developed an App to know more details about the plants, the device and the community .The shape metaphorically stays for the watering can, one of the most symbolic and traditional tool for gardening. The materials used were the transparent PMMA for the upper part and coloured translucent plastic strips to let each function be visible; and alluminium for the lower part and the extreme points of the transparent body.

See pag. 34 for the App

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WINDY CHAIR

Chair



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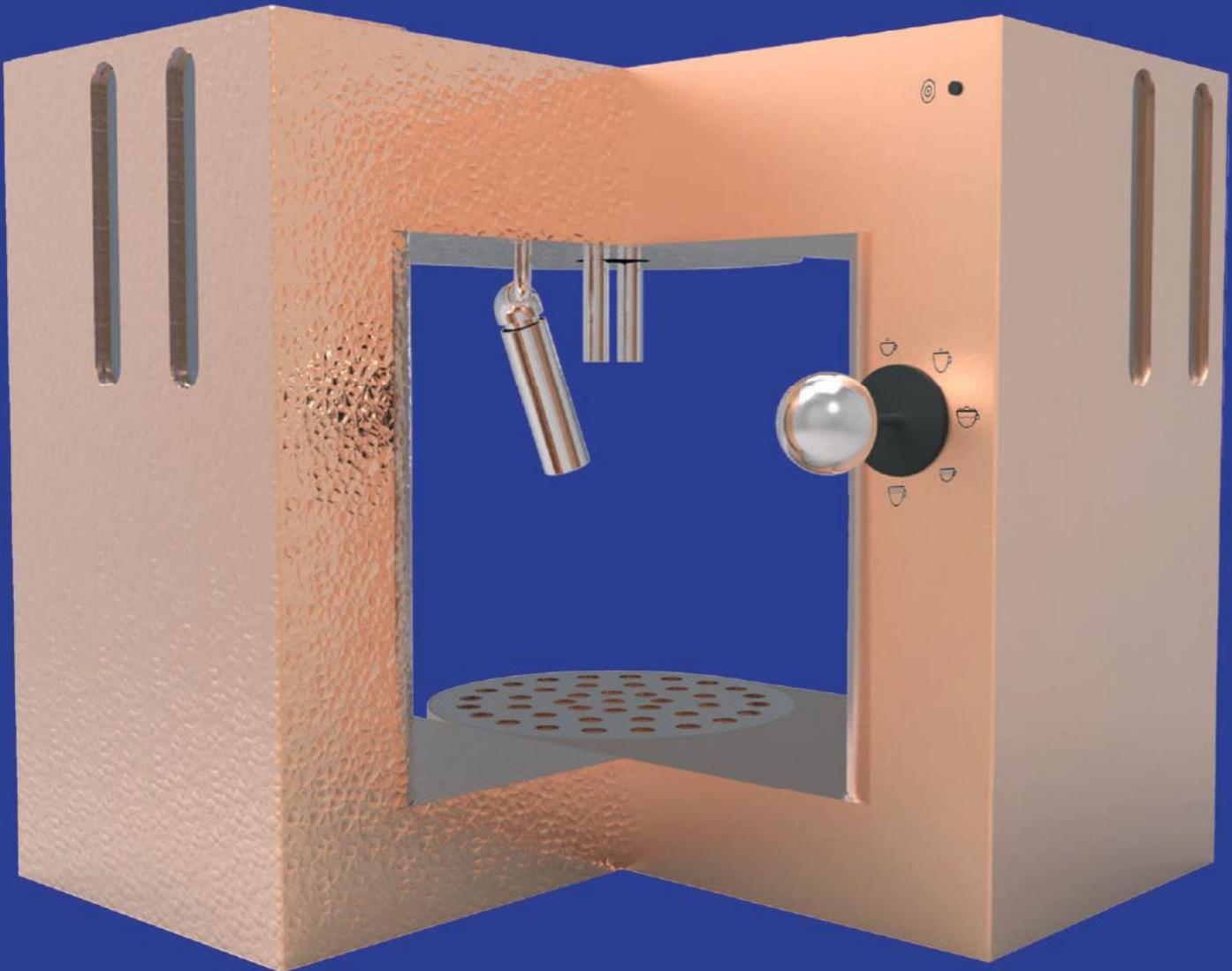
1920®
MADE IN ITALY

Windy chair has been designed for the contest of the company Riva 1920 in the 2016. It has simple and organic shapes, according to natural materials as solid cherry wood and iron. Choosing two materials so different to each other, it has been created a sharp contrast that could attract the attention emphasizing the chair's characteristic shape and its natural and fresh aspect. Chair's elements are connected through a continue and harmonious dialogue developed in the surrounding environment in which the object is placed in a natural and not invasive way. It is a naked object, essential, that with its simplicity fully expressed the value that it is intended to transmit, a value linked with the respect of the nature and with the little everyday actions which, if well and carefully analyzed, can, through accurate projects, improve our everyday life.

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SINFONIA

Coffee machine



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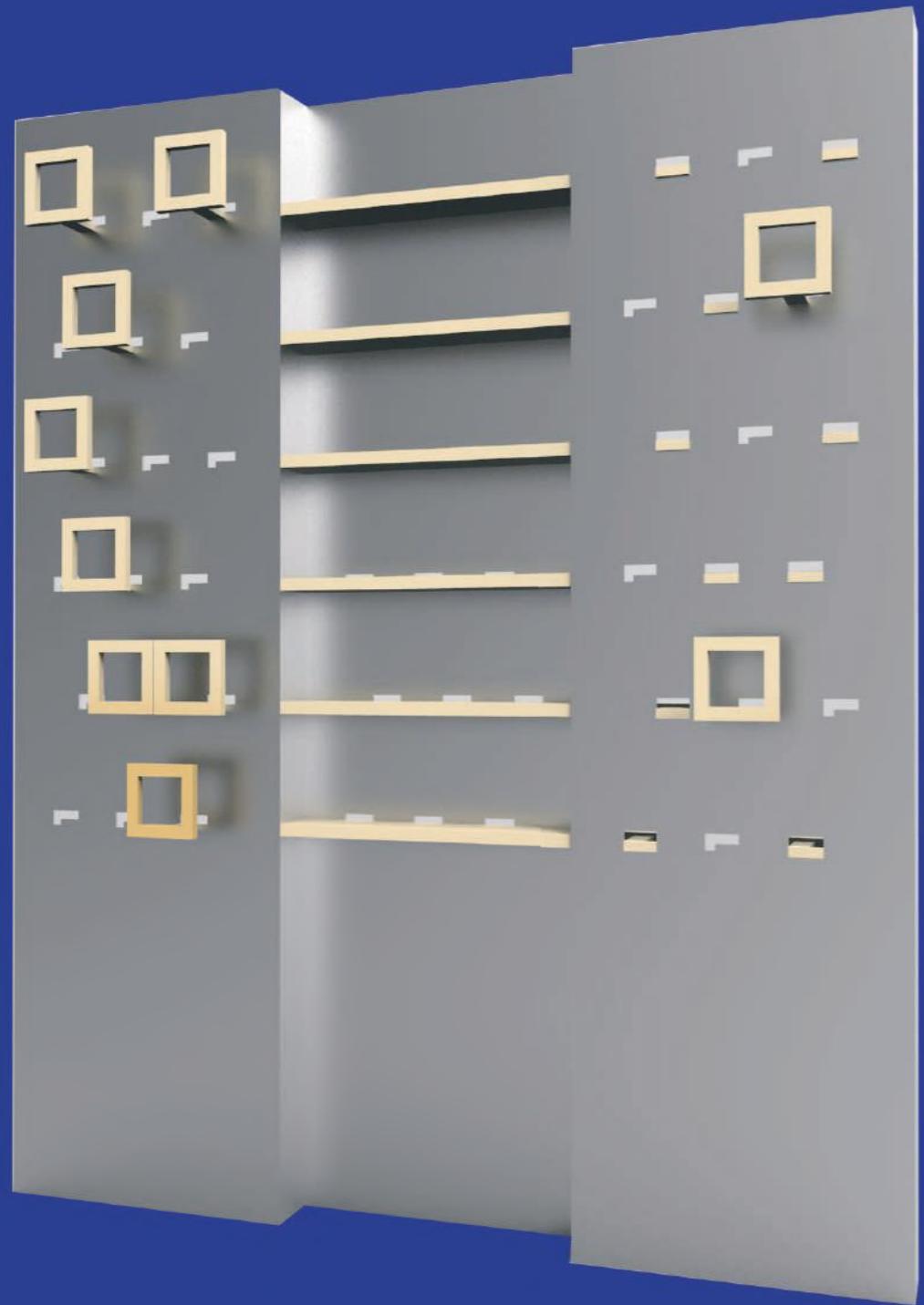
Team project

Sinfonia is an automatic coffee machine resulted from an analyses of the spatiality, potentiality and limits of the contemporary kitchen and the future previsions of its changes. It is born from the necessity to satisfy each tastes in the family trying also to overcome the encumbrance, often irreconcilable in a kitchen that is becoming smaller and smaller. The design is characterized by a duplex spatial configuration: "open" along a single axis; "close" to create a 90 degrees angle (space saving). The fil rouge has been the will to recreate the relation between the object and the user experience through three modalities: gestuality (gesture recognition) for turning it ON and OFF and pouring the coffee; manuality (tradition) through a mechanical handle related with the historical coffee machines; comprehension (parts distinction) obtained using materials of the coffee tradition and the copper handicraft. Reflective and opaque, coffee and water, territoriality and internationality, tradition and innovation: distinct elements that the user, as an orchestra conductor, with a simple gesture, converges to a single symphony: coffee.

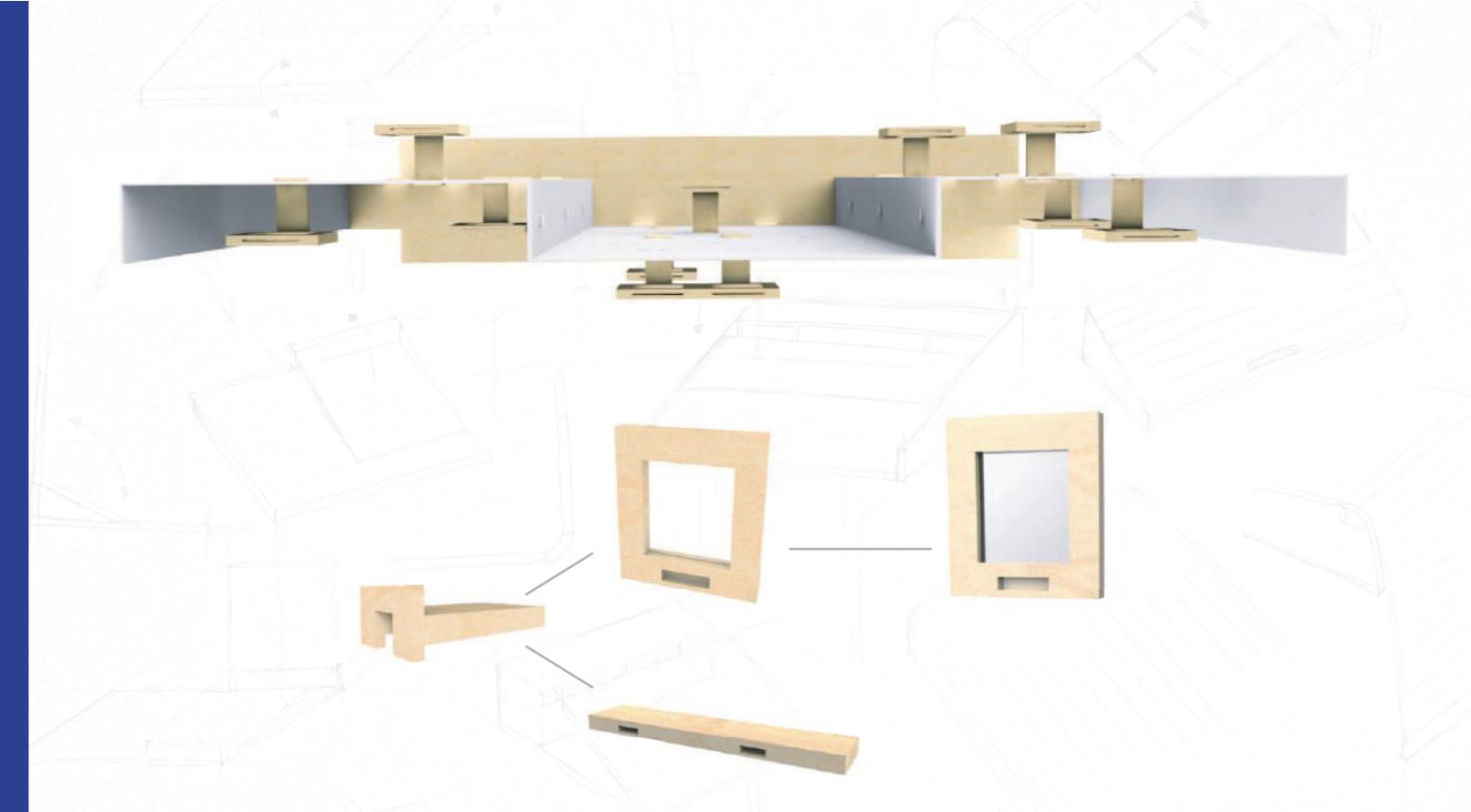
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WALL-U

Wall unit



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Team project

WALL-U is born to create a joint with a structural function but that could also represent the object itself. First inspiration has been the nature, followed by concept as expandability, modularity, multifunctionality, customization and configuration. We decided to use a natural material as the birch wood together with a more "artificial" one as the metal, creating an armonious and logical union. WALL-U is an accessorized wall unit that permits an infinity of possible configurations and customization. It is made by an aluminium perforated sheet, to be used alone or joined with others, giving the chance to be functional to both sides and to communicate. The modular joint has different functions: coat hanger, mirror or shelf. Every wall unit will be unique because each customer can create his own.

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US

Road signal



Signalisation
LACROIX

L'ÉCOLE DE
DESIGN
Nantes Atlantique

Team project

US main guideline is the focus on the concept of empathy: the psychological identification with or vicarious experiencing of the feelings, thoughts, or attitudes of another. After analyzing and researching about it, we developed this product that creates a relation with two worlds, different but in a close contact. Indeed, it is made by two signs, one for the cyclists and one for the drivers. On the border some coloured and intermittent LEDs are added. The two parts are joined through a central aluminium element and on the back there is a box with a solar panel on. The object expresses the need of a strong collaboration on the road and a warning message for the cyclist and the drivers too, because on the road "We all road together".

ALTER-EGO

Cabanon kitchen, re-elaboration



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Team project

Alter-ego project is born after an accurate analysis and research about the Cabanon, the architect Le Corbusier, the «new man» and the new society. We created a multifunctional, useful and minimal object. It is used as a sink or washbasin and you can put forms as cutting boards and colander to make it more efficient. Moreover the two big cylinders are used as fitted containers. The project wants to re-think the furniture in a contemporary point of view, maintaining as fixed points the typological structure and the dimensions. The Cabanon follows the principles of Razionalism, bare and essential. The new Cabanon follows as well these principles but translating them in the contemporaneity.

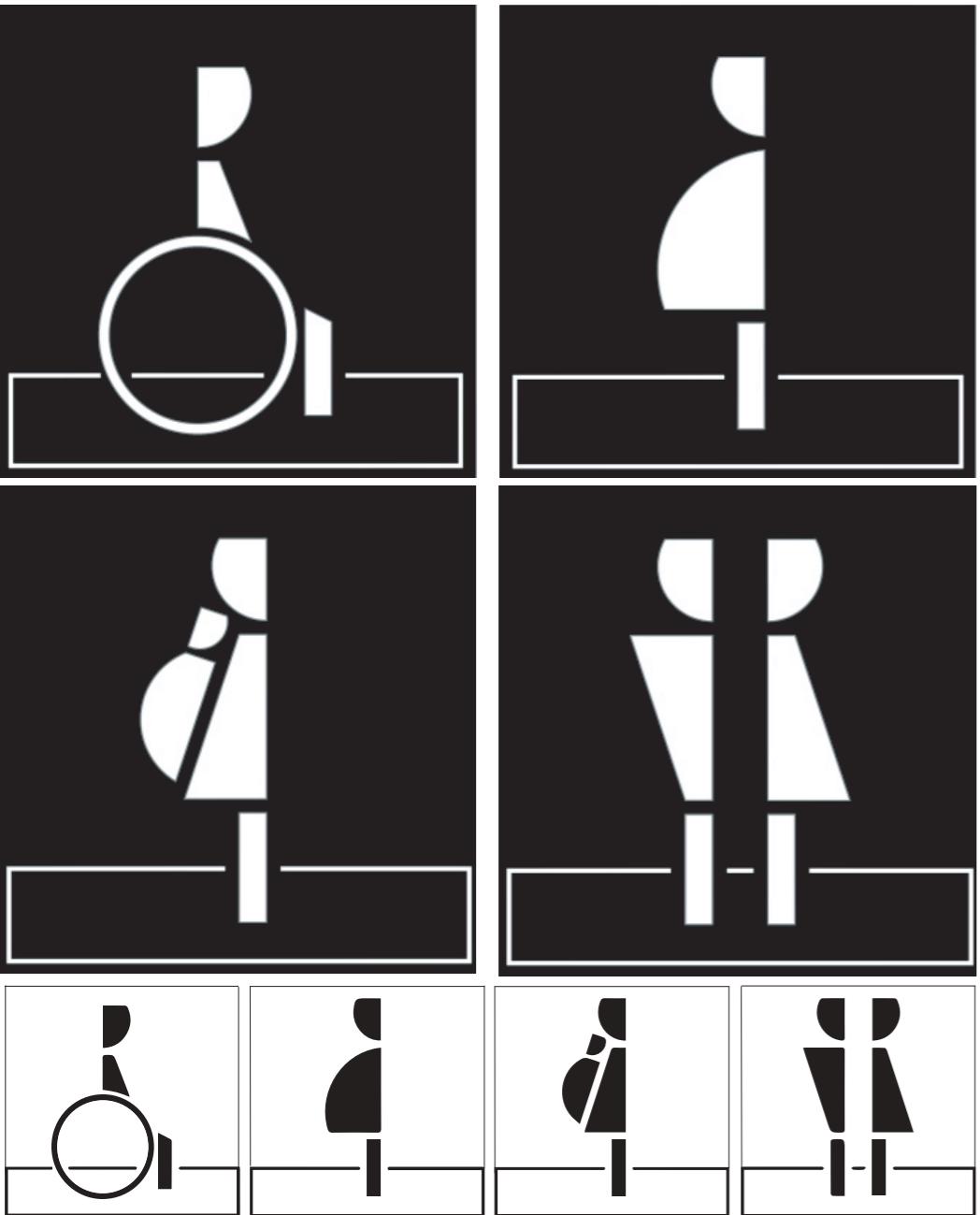
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02

GRAPHIC DESIGN



PICTOGRAMS



Design for new pictograms for the Rome's subway. For this project it has been required to respect some requisites: graphic summary, message distinctive, continuity of the style, keeping unchanged the message changing the background colour.

To realize these pictograms I started observing the present ones in my town and the ones in the other cities in the world to take inspiration but also trying to solve any type of problem. I choose to represent pictograms for disabled people, pregnant, women with child and toilets. I achieved the initial goal trying to stylize my drawings as well as possible and to find a common style for everyone through a decisive but simple sign.

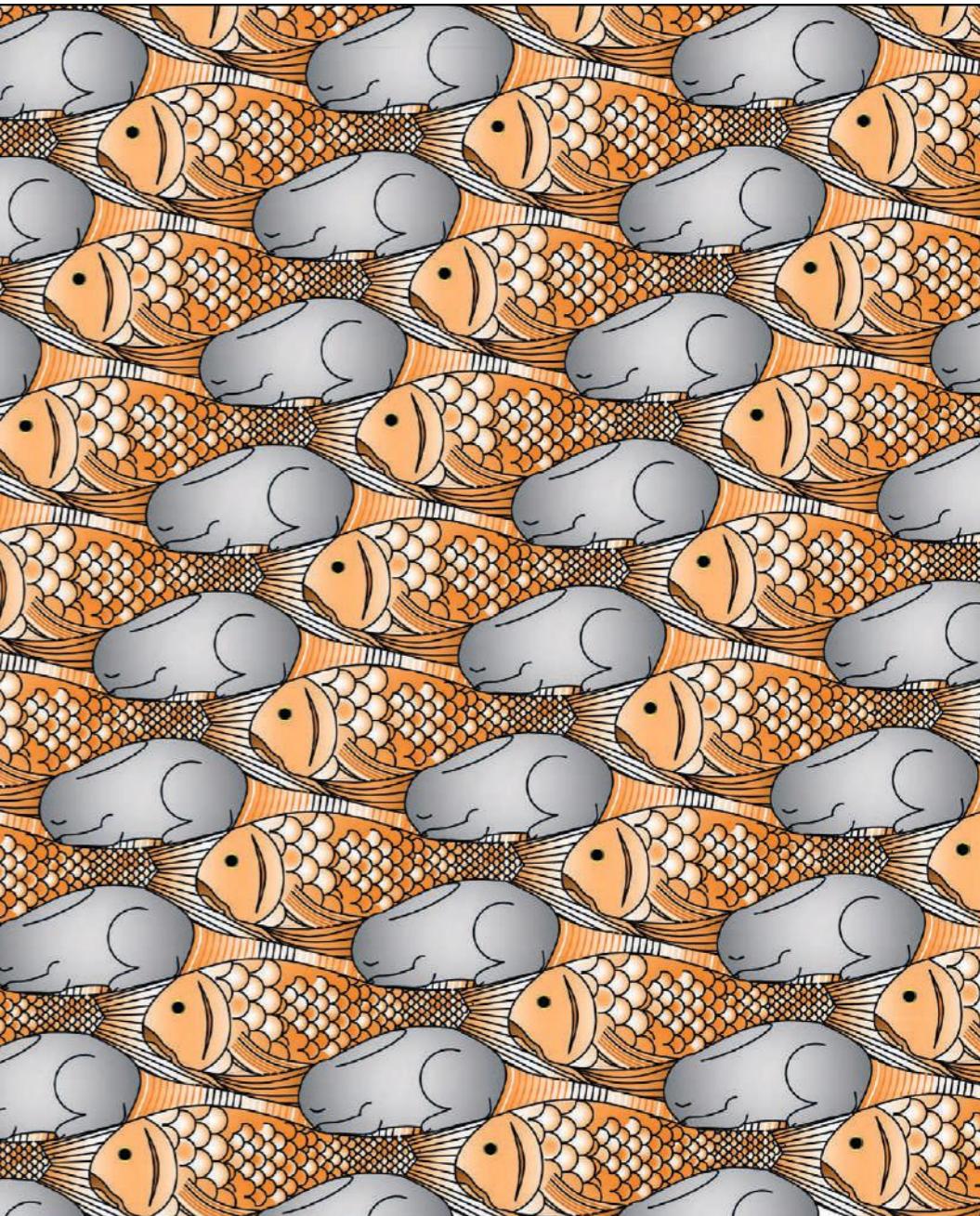
ESCHER

Escher is mostly famous for his so-called impossible constructions, such as Ascending and Descending, Relativity, his Transformation Prints, such as Metamorphosis I, Metamorphosis II and Metamorphosis III, Sky & Water I or Reptiles.

But he also made some wonderful, more realistic works during the time he lived and traveled in Italy.

To realize this texture I researched about Escher's drawings to understand better his kind of work. I firstly decided to draw a fish and during my project I found the right joint to draw a rabbit too, avoiding empty spaces and fictions.

I used bright colors to emphasize the contrast between the two animals.



NATIONAL GALLERY OF MODERN ART LOGO

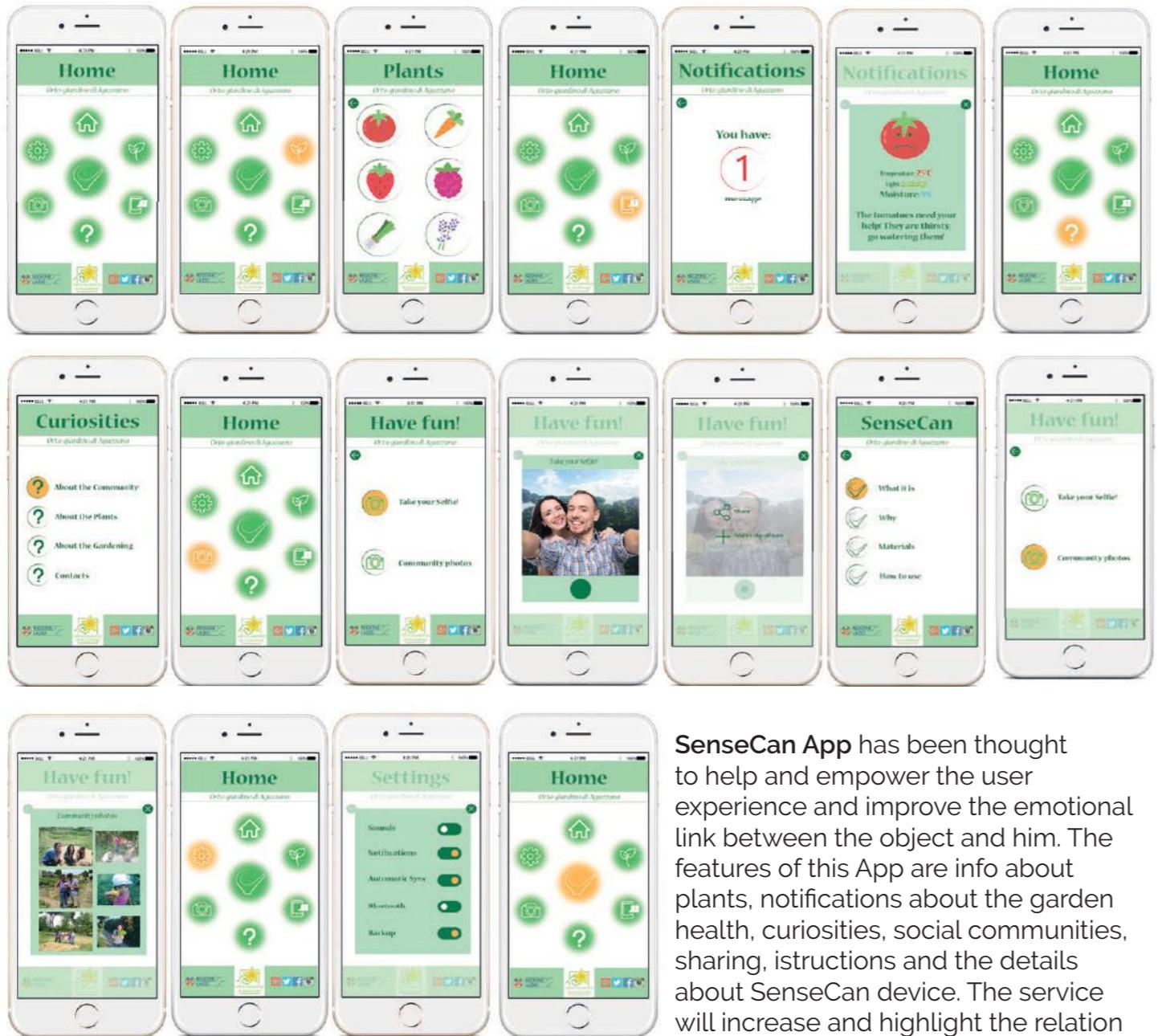


The logo was born after a reflection about the art and the modernity. Art is *movement* because of the succession of its currents. So the circle was thought as an appropriated sign. The M is emphasized to represent the modern style as something that unhinge the art standards. The type is irregular and there is a sort of game with thicknesses and spots: they stay for the art that everyday leavea its tracks in our history.

EBOOK TIMIA EDITION LOGO

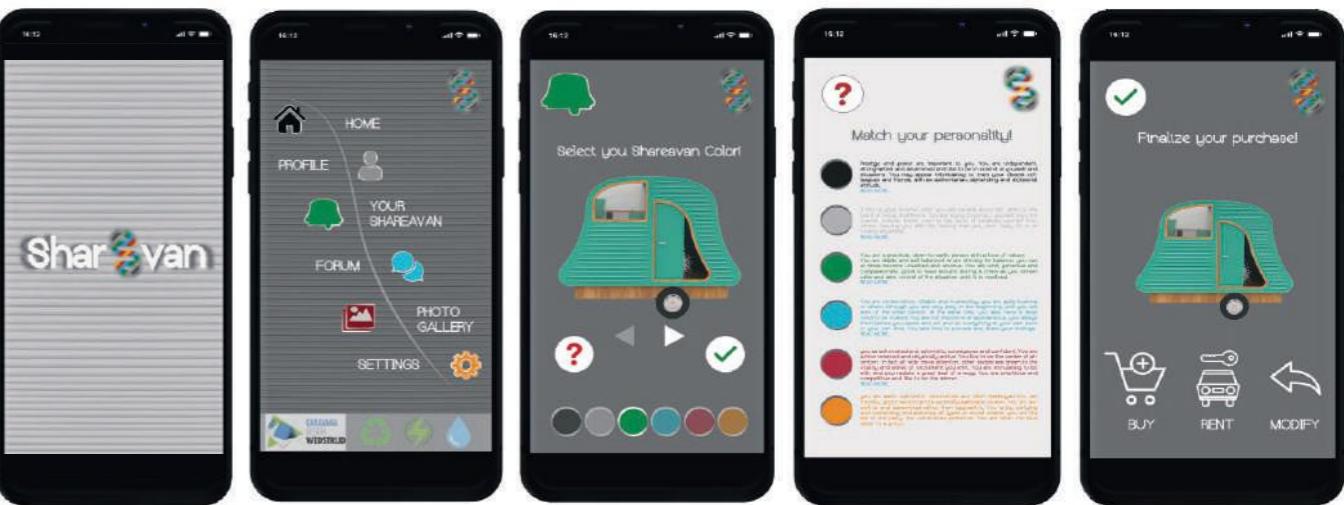


SENSECAN APP



SenseCan App has been thought to help and empower the user experience and improve the emotional link between the object and him. The features of this App are info about plants, notifications about the garden health, curiosities, social communities, sharing, instructions and the details about SenseCan device. The service will increase and highlight the relation among garden and gardeners

SHAREAVAN APP



Shareavan App was born with a consideration: nowadays young people truly loves to communicate with friends or knowing new ones through social networks and Apps. It is something that should be included in a project in order to increase the interest of the customers, to improve the user experience as part of the project and to create an identity at an emotional level between user and product or service. That is why the Service App I want to create stays to improve the user experience giving them the opportunity to choose the object features through an easy "click".



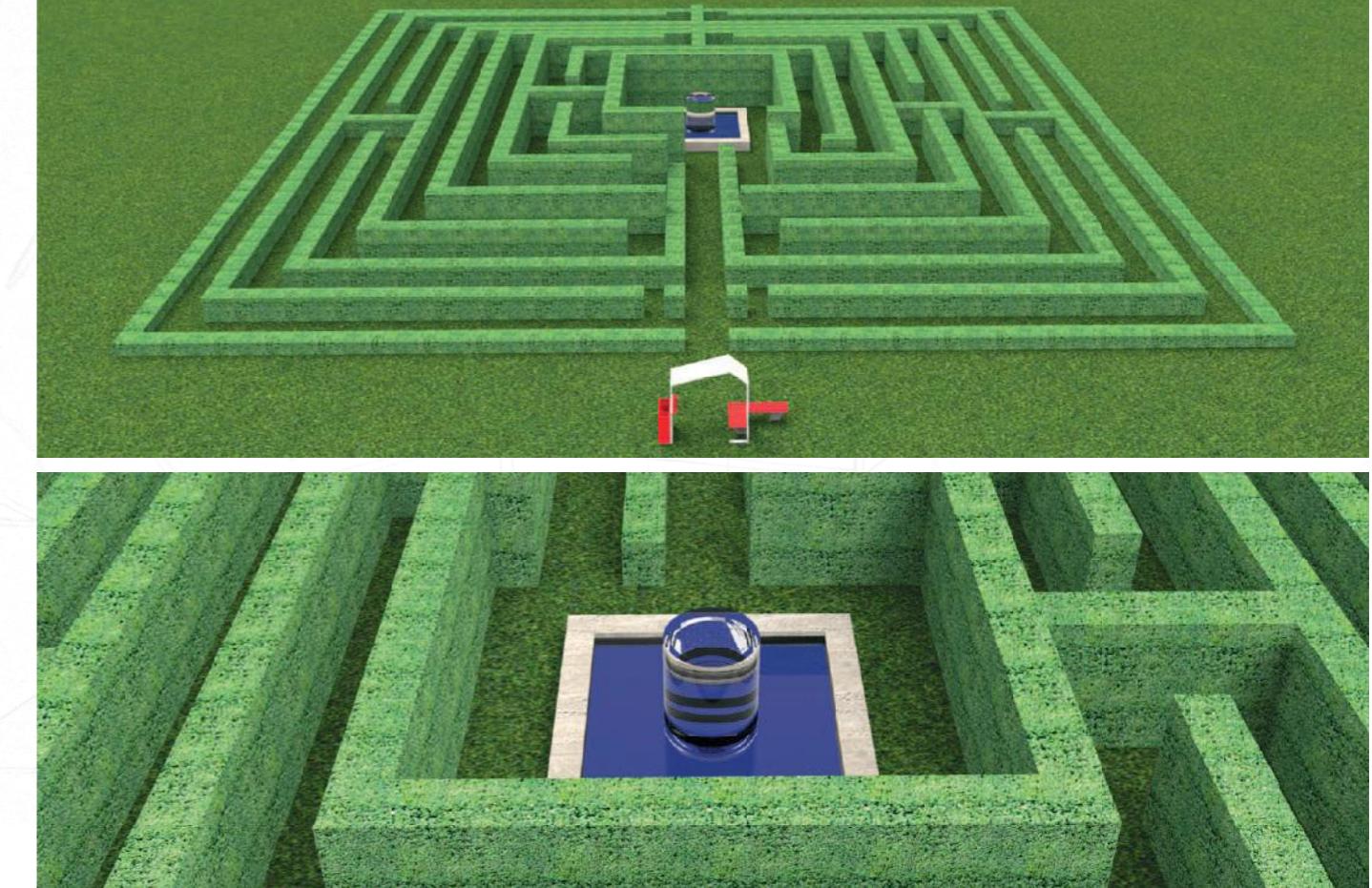
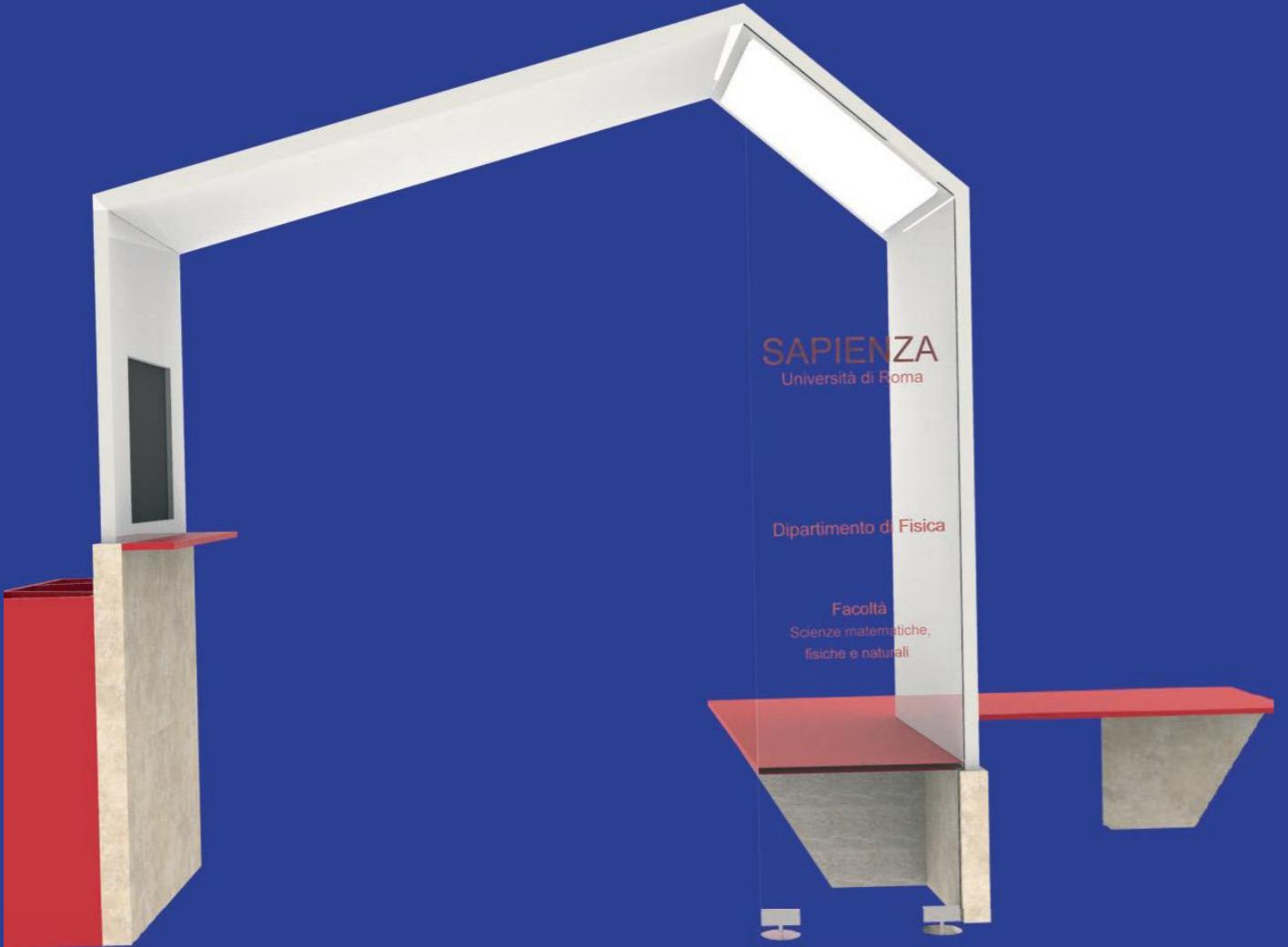
03

EXHIBIT DESIGN



MICRO-ARCHITECTURE

Architecture for "Sapienza" University of Rome



Team project

It has been chosen to keep a dialog with the Rationalism but through the modernity. We took inspiration by the Bourellec brothers' works, especially the diaphram and the "refuge", a concept that represents the "house" in the collective imagination; our project wants to be a landmark and a meeting point for the students, giving them the possibility to be informed in a original and interactive way. The labyrinth was ideated to create a space that stimulates the student and amuses him. The first inspiration comes from the labyrinth in the Palace Versailles gardens made by André La Notre with a group of fountains and sculptures to tell the Esopo stories. We decided to place some QR CODE in specific corners around the labyrinth to inform the students about several themes as the history of the University. In the centre of this element, a transparent, minimal and squared fountain creates a meeting point to chill out and relax.

INFO PANEL

Bachelor degree project
1st part



The entire project was thought to work on the Park of Aqueducts of Rome. Principal goals are the valorization and a more correct fruition of the park.

The lack of planimetries of the park and the absence of a description of it and its history guided me to design some info panels for the principal entrance of the area. So the idea to create an interactive panel, to communicate with the user and stimulate his interest and curiosity.

This idea was born from an accurate analysis of the users, changed from the past, no more interested in reading lots of words about history but with the will to do it if stimulated and made protagonist through the help of the technology and the digital. That is the reason of the creation of a two sided panel with interaction systems embodied in it.



Parco degli Acquedotti



I PAD: Scan the QR code to connect with the dedicated app and navigate the features.

APP:

1. Audioguide

It allows the localization of your position and it suggests the closest and easiest one to follow to navigate in the park. Clicking on the icons you can directly listen to the audioguide about the paths.

2. Fitness

This option allows to verify if in the park there will be some group sport activities organized by expert personal trainers and giving you the possibility to take part of them.



SelfieZone

EHI TU!

Entra a far parte della community degli acquedotti! Fatti un selfie e caricalo sulle nostre pagine Facebook e Instagram lasciando un tuo commento seguito dall'hashtag #ILMIOPARCO

La tua opinione è importante!

HEY YOU!

Join us in our aqueducts community! Make a selfie and post it on our Facebook and Instagram pages with your comment followed by the ashtag #MYPARK

Your opinion is important!

Seguici su
Follow us on



<https://www.facebook.com/cittadina/Parco-degli-Acquedotti/297501457330511#l=it>
<https://www.instagram.com/parcodegliacquedotti/>



I PAD: Place yourself in front of the camera and make a selfie touching the right button, leave a comment or thought about the park followed by the hashtag #mypark, see the photo uploaded in the dedicated page and visualize your picture on the Community page

APP:

3. History

It allows you to discover the park's and aqueducts' history giving the possibility to see several pictures related to the text.

4. Street food

This option allows to discover if in the park some street food event has been organized giving news about it.

INFO POINT&POOLS

Bachelor degree project
2nd part



The current **infopoint** of the park is small, badly kept and only active on sundays. Known the importance of the roman style in the park and understood it is not possible to intervene on it without taking into account the environment and the background, I chose to design a microstructure with a touchscreen display to automate it, a shelf under it to rest, a bench to allow people to sit down and rest, and a drinking fountain. Working with the theme of the aqueduct, it seemed necessary and appropriate to deal with and exalt the theme of the water. For this reason, taking inspiration from the work of the Casa No Tempo of Aires Mateus and João and Andreia Rodrigues, I chose to positionate some long basins, as stretches of water, next to the Felice Aqueduct, to indicate and accompany the flow of the water inside it. These basins, put side by side some benches, become a place of rest, meeting, reference point but also for fun.



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