

# **DESIGN PORTFOLIO**

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*Product Designer*

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# PRODUCT DESIGN

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**MEMENTO**  
*writing desk // Thesis project*

*Enhancing a culture of memory in the daily  
life objects*

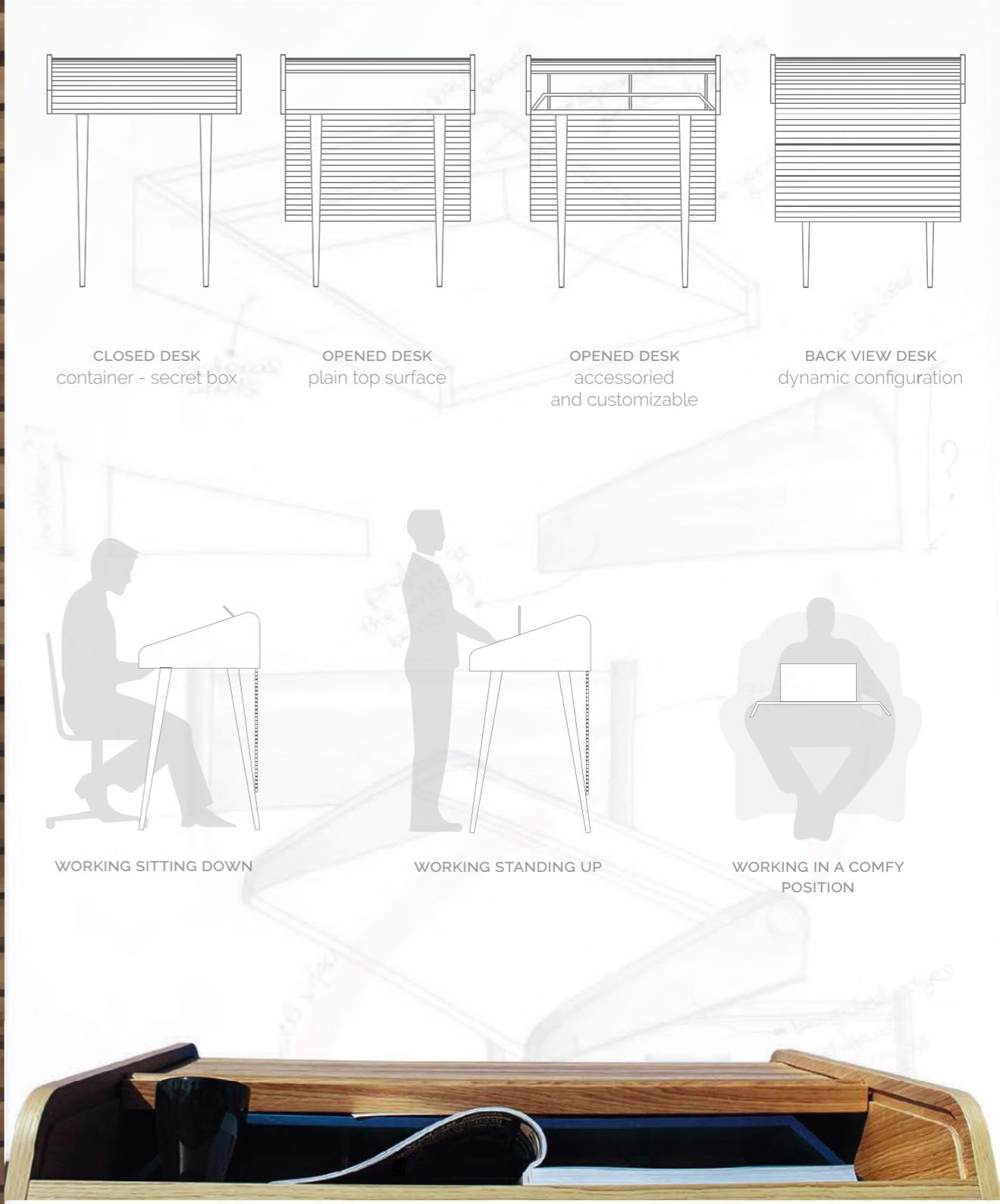
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**MILAN DESIGN MARKET**  
Isola Design District - Fuorisalone  
9-14 apr 2019

## DESCRIPTION

The general concept, which is based on the idea of memory and the emotional value of the object in question, focuses on the sensorial and material expression of its parts, which enhance and encourage the use of our five senses highlighting their physical interaction with the surrounding without the aid of advanced technologies but focusing entirely on human experience. After a long, deep and accurate analysis of the object writing desk from the Middle Ages to our days, with morphological, typological, functional and aesthetic studies, the researched solution wants to bring that magical aura which has always surrounded it, back, in a world where man is forgetting to feel and experience with its body and is always looking for emotions and solutions in the virtual and high tech world. 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, front-side or back view. The back of the shutter is made with eco-friendly leather, sustainable, colourfully, 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 colours.



EMPATHIZE YOUR LIFE  
THROUGH SIMPLE OBJECTS



Dimensions: 808mm x 544mm x 990 mm



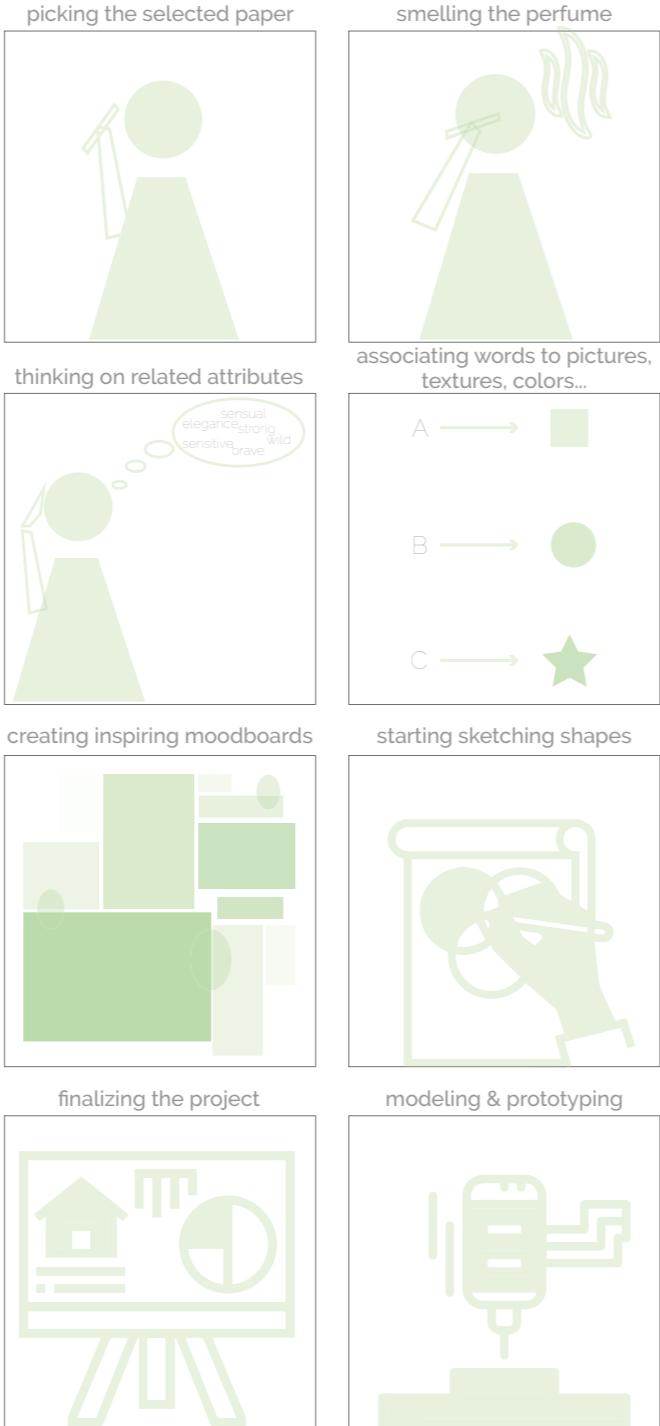
MEG  
*perfume bottle*

*She's braver and stronger than she thinks  
and a very sensitive woman*

”

## DESCRIPTION

Meg 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 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.



**SMELL** LIKE YOU ARE.  
BE YOURSELF



**Dimensions:** 80mm x 40mm x 150 mm



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## SHAREAVAN

*caravan // Design Contest*

*Share your experiences and customize  
your holidays. You choose.*

“

**FINALIST OF THE CARAVANA DESIGN WEDSTRID 2018**  
WTC Expo 2018 - Leeuwarden (NL)  
January 2018

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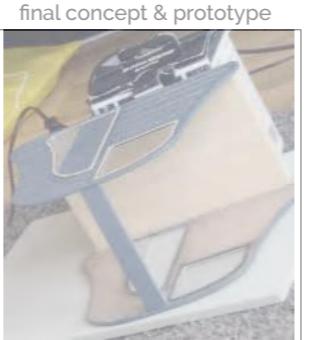
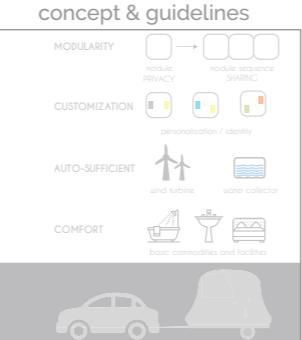
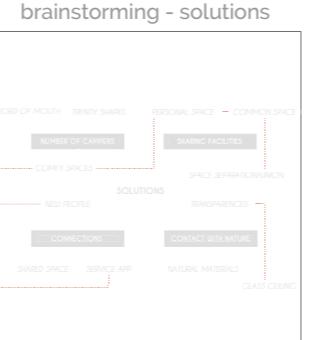
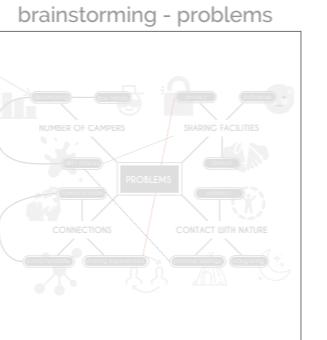
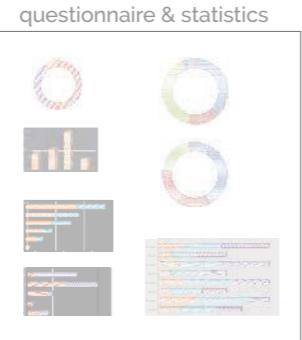
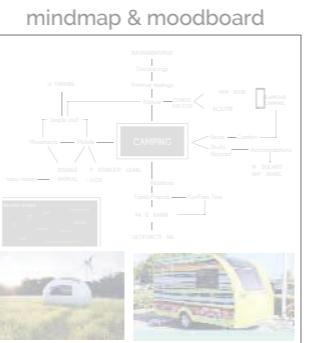
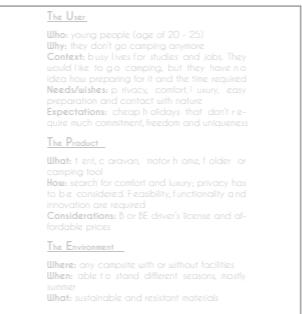
## DESCRIPTION

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.

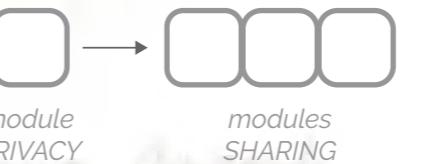
The exterior body is textured in order to improve the strength and the resistance. It is possible to entirely open the caravan and connect it to another module, in order to share a central space. Thanks to transparent plastic layers built under the outside waves, Shareavan can have different configurations. 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. 66 for the App

analysis of the client and the topic



# MODULARITY



# CUSTOMIZATION



## AUTO/SUFFICIENT



COMFORT



## *basic commodities and facilities*

*terior texture to strengthen*



Prototype exhibited during the WTC Expo in  
Leeuwarden (NL) - Jan 2018



YOU CHOOSE.

YOU SHARE.

Dimensions: 4000mm x 2620mm x 2860 mm





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**SENSECAN**  
*gardening device*

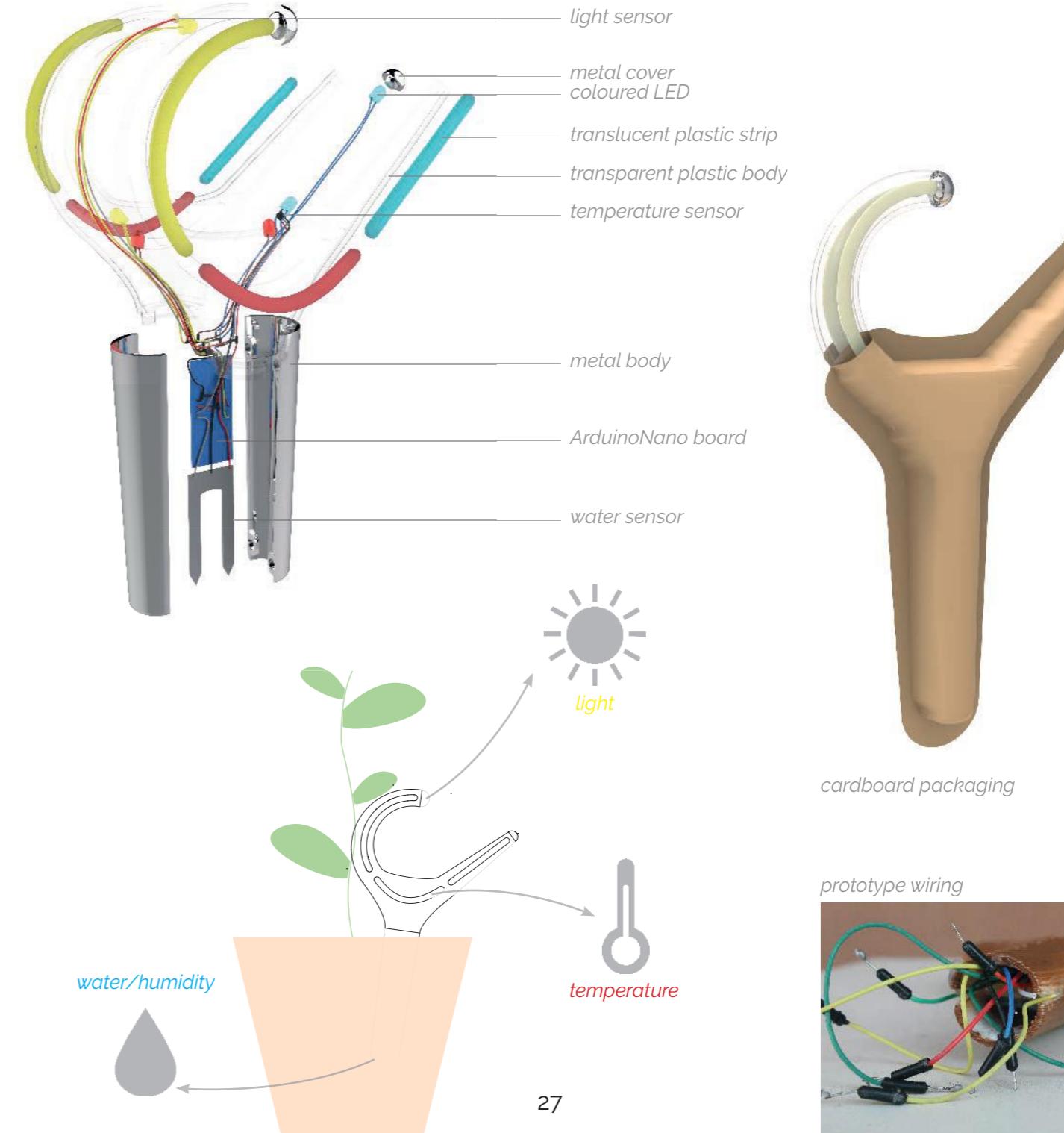
*Feel your plants and let them speak  
with you. Be empathic.*

”

## DESCRIPTION

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. 64 for the App



FEEL YOUR PLANTS  
BE EMPATHIC.



Dimensions: 140mm x 30mm x 231 mm



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**CLAP**  
*foldable table*

*Optimize your space and  
live with comfort*

”

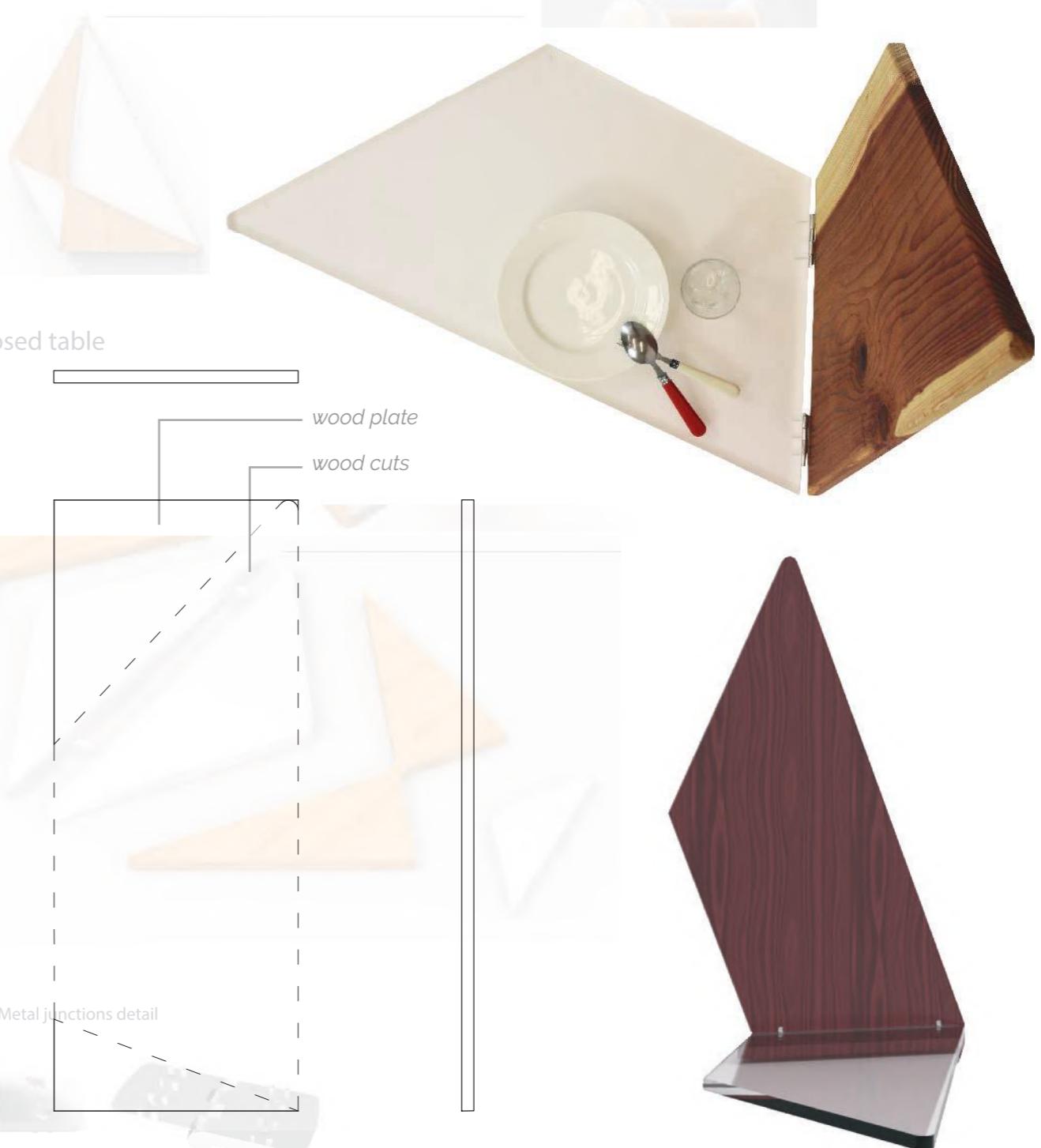
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## DESCRIPTION

I developed this project during my Erasmus programme in France.  
We have been asked to produce an object to fit in a small kitchen, meeting the actual necessity to save space because of the increasingly small spaces in which we live.  
My key words for this project were: dinamicity, practicality, symmetry.  
I designed a table to be practical, compact and easily removed to save space.  
Thank to a wooden joint, it can be opened and closed depending on the uses. When closed, it becomes a simple and comfortable shelf to put things on, have a tidier kitchen and optimize the space in the room.  
It has been made with wood and plexiglass, manually processed to become translucent and reach that particular texture.



## How it works



**SAVE** YOUR SPACE  
IT MATTERS.



# COMPETITIONS PROJECTS

## CRISTALPLANT DESIGN CONTEST 2019



**Blooming Mirror** has born thinking to the Cristalplant material as the main character. Indeed I decided to shape it as a blooming flower to show the thinness of the sheet and its malleability as well as its resistance and strength.

It is made by four Cristalplant sheets, well fixed to a circular mirror and they can be rotated to change the configuration of the petals.

In this way, lights and shadows are created to stimulate our senses and enhance emotions and positive feelings meanwhile we are reflecting our image in the mirror being proud of it.

Blooming Mirror is even expressing the company quality in meaning of technology and tradition and the identity of it in the design field.

## RIVA1920 6° DESIGN AWARD



**TIMBRiva** embodies the identity of the company in a small stamp-shaped paperweight characterized by a single body made of Lebanon cedar wood.

The shape of the object in question is characterized by sinuous and curvilinear profile, a line continues to create a dynamic and amusing effect also given by the alternate of forms more or less broad that draw the three-dimensional object. On the underside is "carved" the logo of the company, as would be the creation of a common stamp, while the same is engraved at the top, smaller but clearly visible.

**TIMBRiva** is a simple and light gadget that becomes a symbol and spokesperson for a story that is almost a hundred years long, a story made up of artisans, values and emotions, a history that speaks of quality and traditions, the history of Italian design.

## RIVA1920 4° DESIGN AWARD



**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.

# TEAM PROJECTS

## SINFONIA

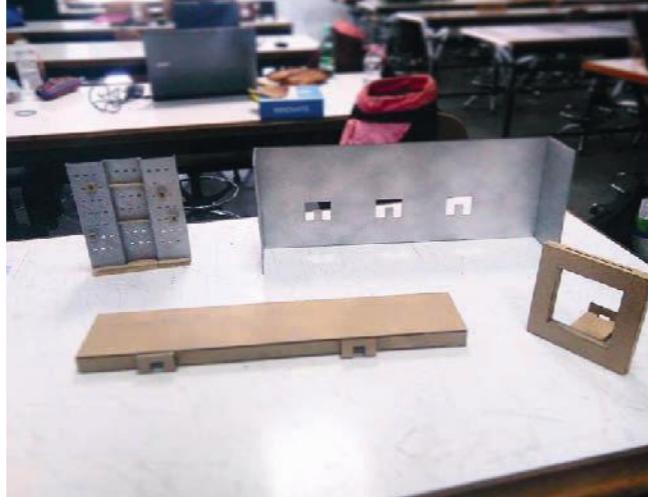
*coffee machine // DeLoghi Simbiosi Contest 2017*



**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. See the IOT animation here: <https://www.youtube.com/watch?v=iE1ALTisFI8>

## WALL-U

*coat hanger / wall unit*



**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.

## ALTER-EGO

*Cabanon modern kitchen*



**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.

## US

*road signal // Lacroix Signalization*



**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".

# EXHIBIT DESIGN

HOME

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CULTURE SYSTEM

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## HOME

*Structure for "Sapienza" University of Rome  
TEAM PROJECT*

*A project that represents the “house” in the collective immagination. The labyrinth to amuse. A fountain to refresh.*

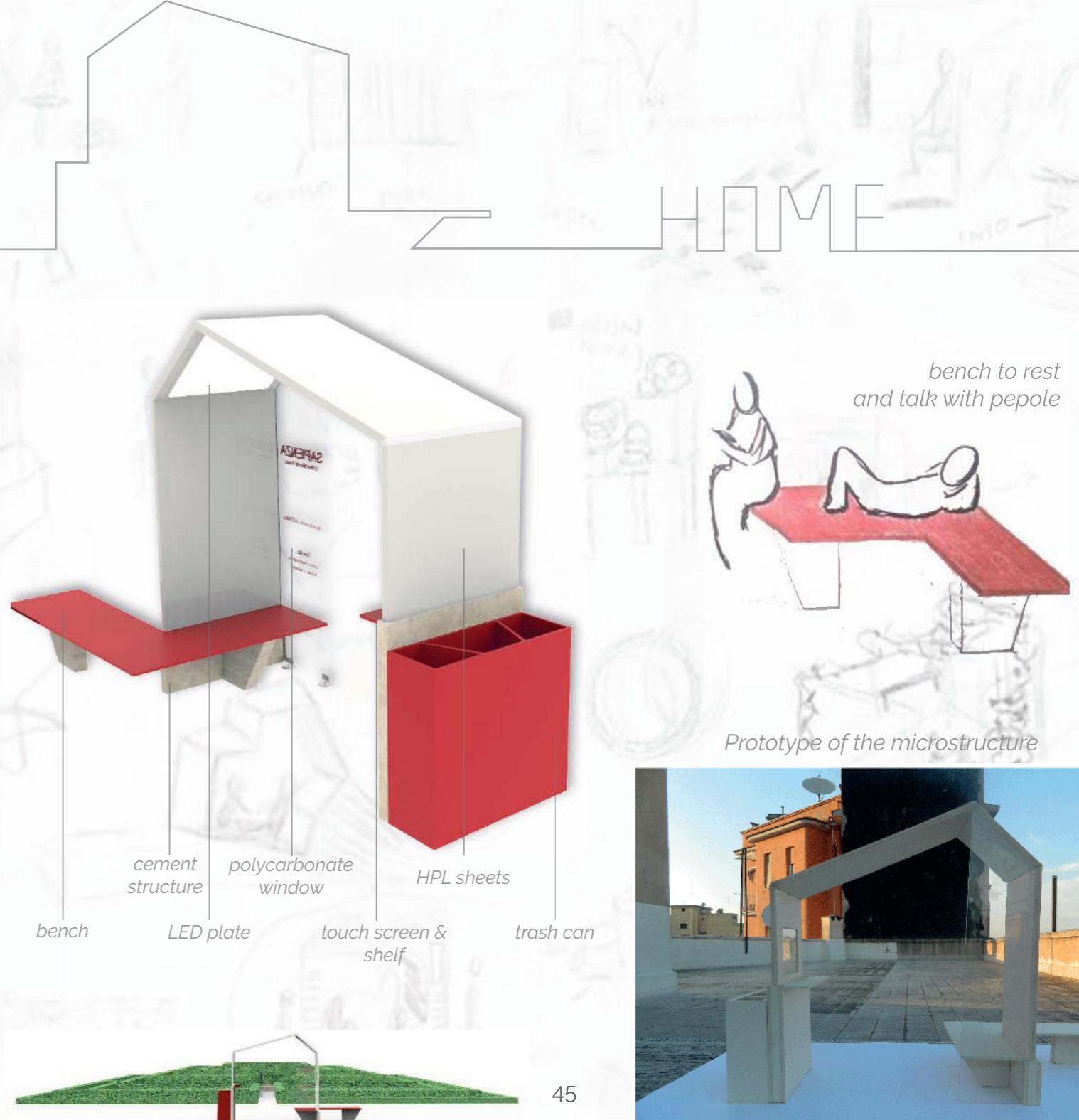
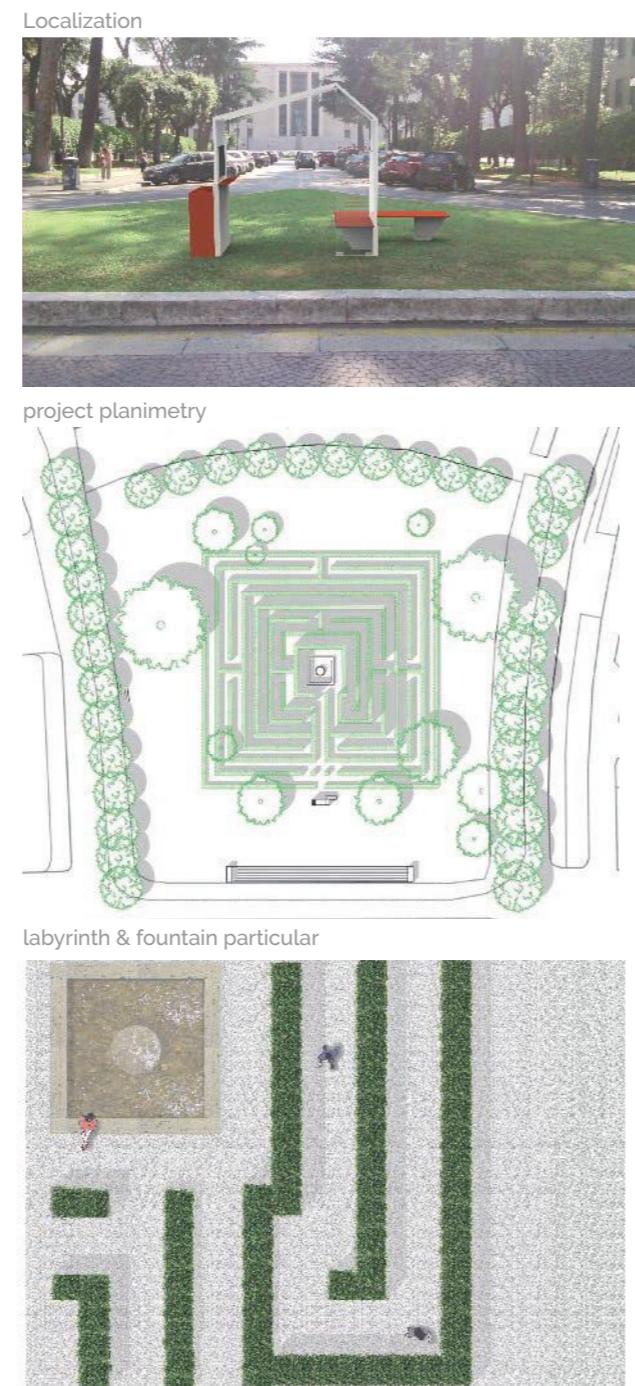
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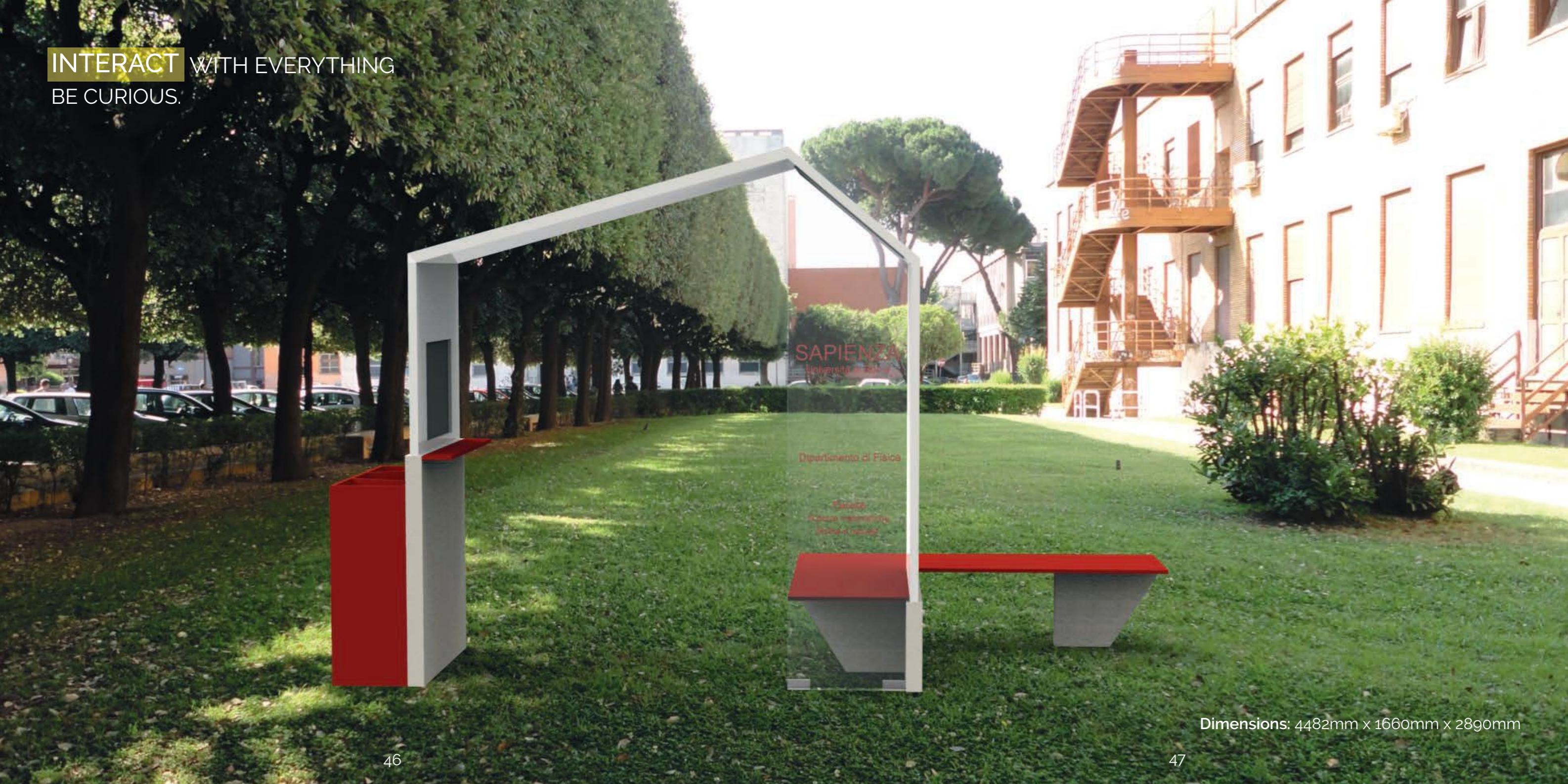
## DESCRIPTION

After several researches, 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 theme of the diaphram, an element who divides different spaces and creates a continuity between them, 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, we wanted to create a sort of "knowledge path". In the centre of this element, a transparent, minimal and squared fountain creates a meeting point to chill out and relax. The project aim is making the microstructure empathize with the people who interact with it trying to encourage them to be curious and informed about the world around them.



INTERACT WITH EVERYTHING  
BE CURIOUS.





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## CULTURAL SYSTEM

*info panel, info point, pools & App // Thesis project*

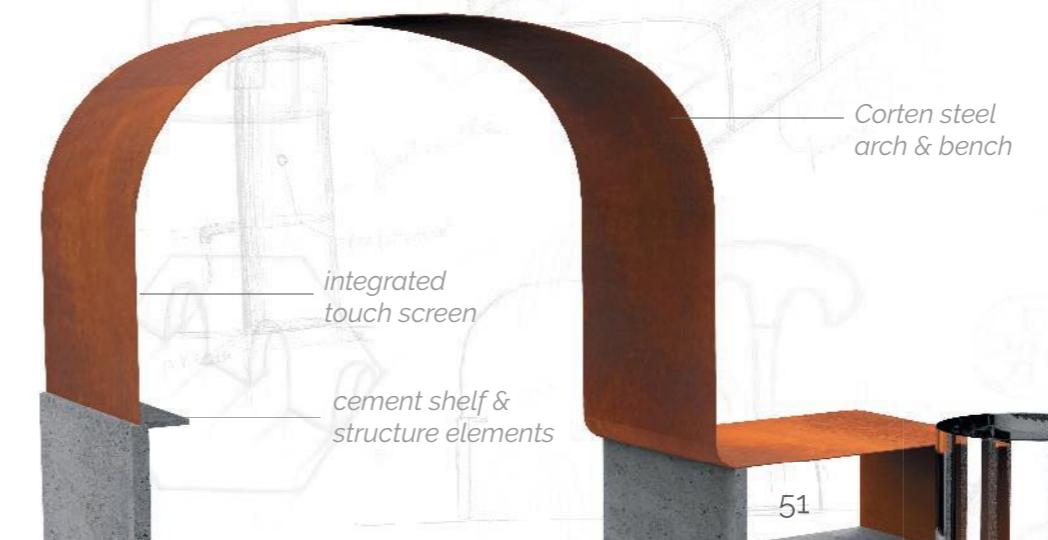
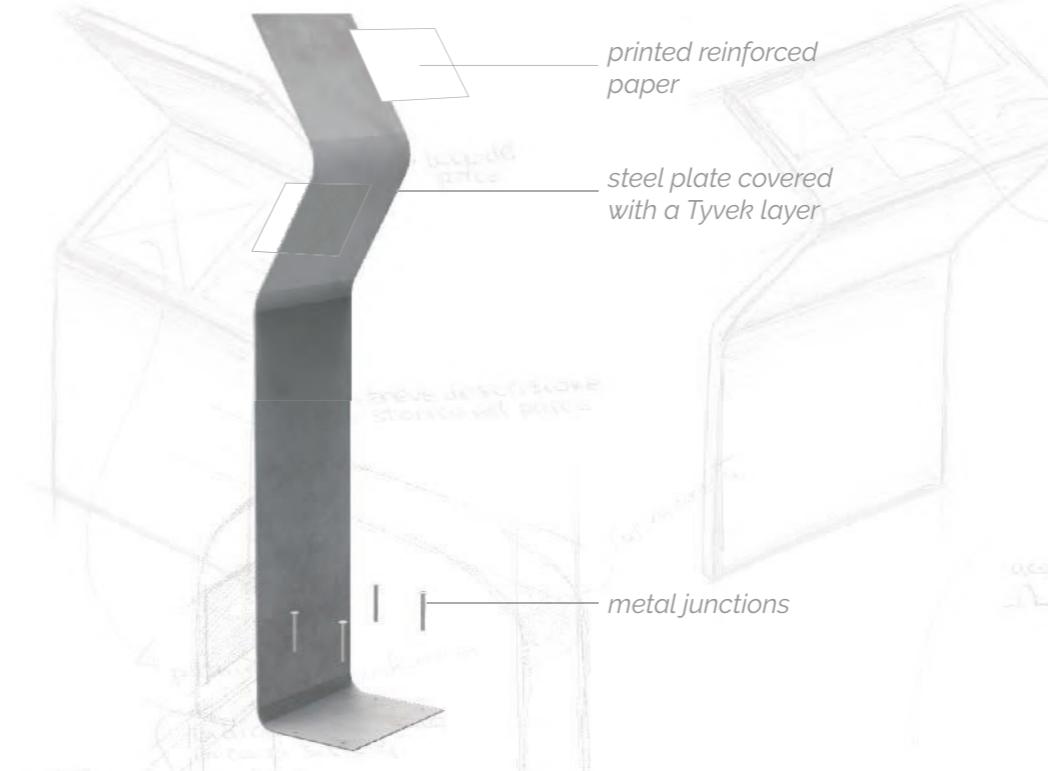
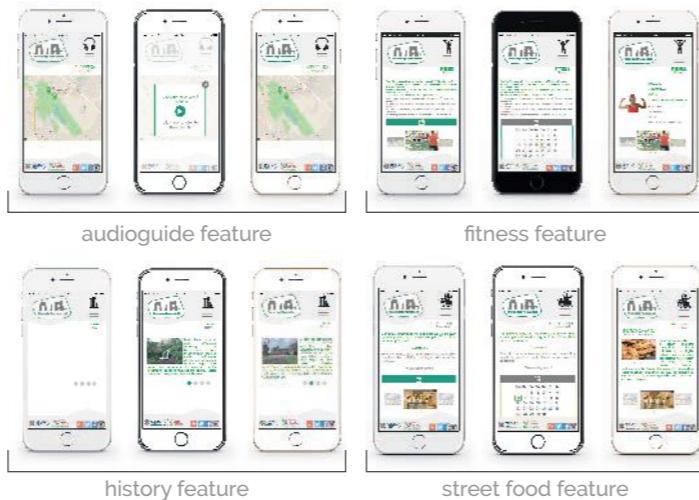
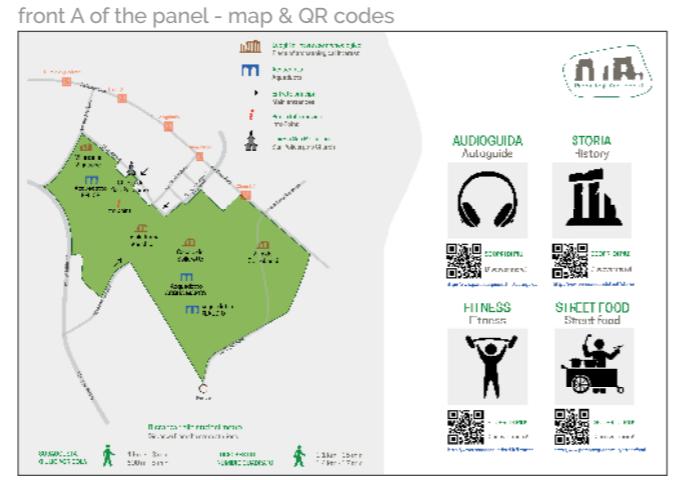
*When design meets cultural heritage,  
Valorization is the keyword.*

”

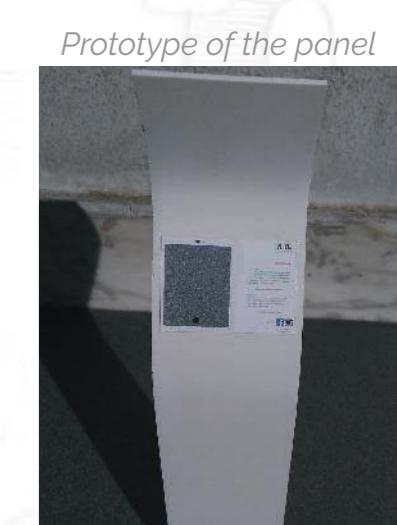
## DESCRIPTION

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. 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.

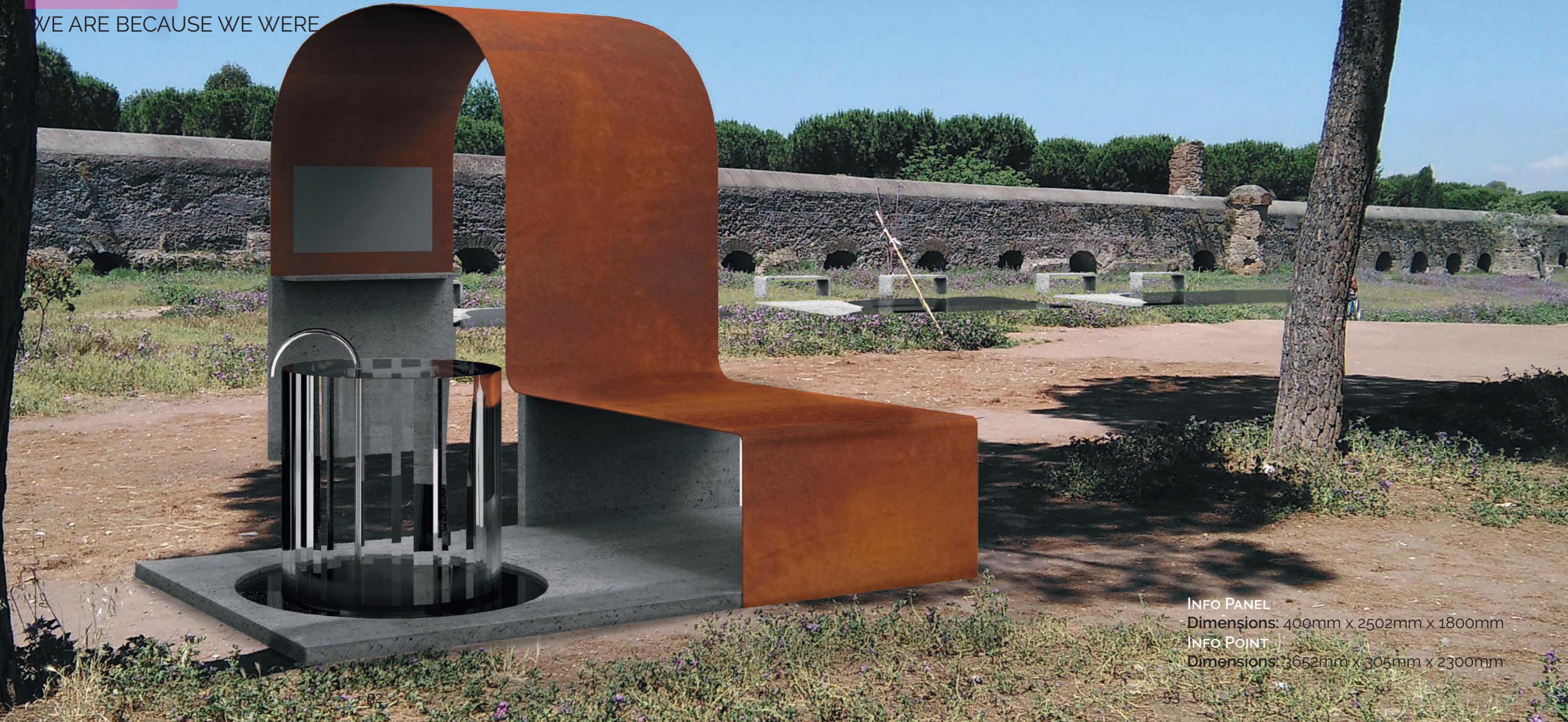
These basins, put side by side some benches, become a place of rest, meeting, reference point but also for fun.



Standpipe. Detail of the grate

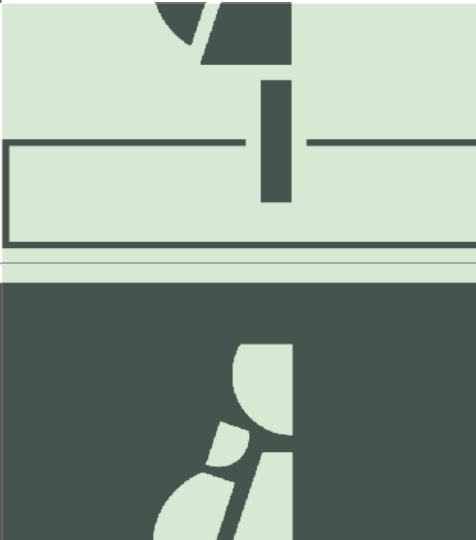
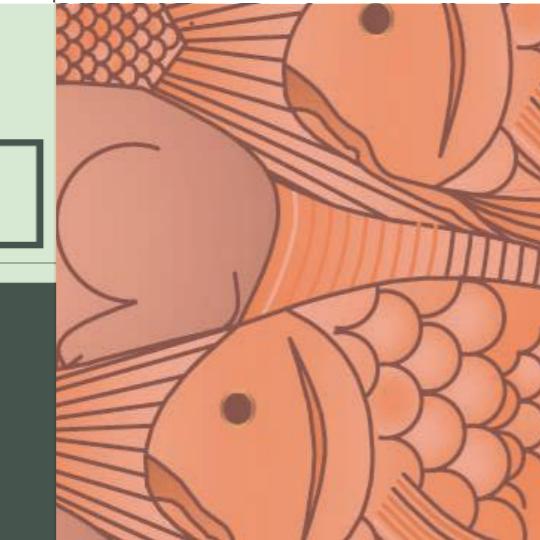
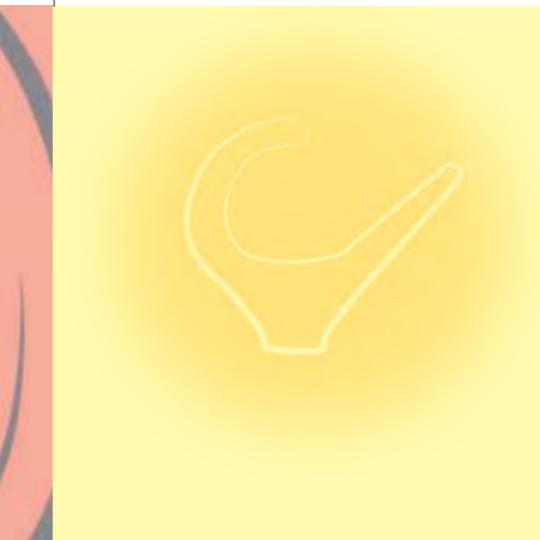


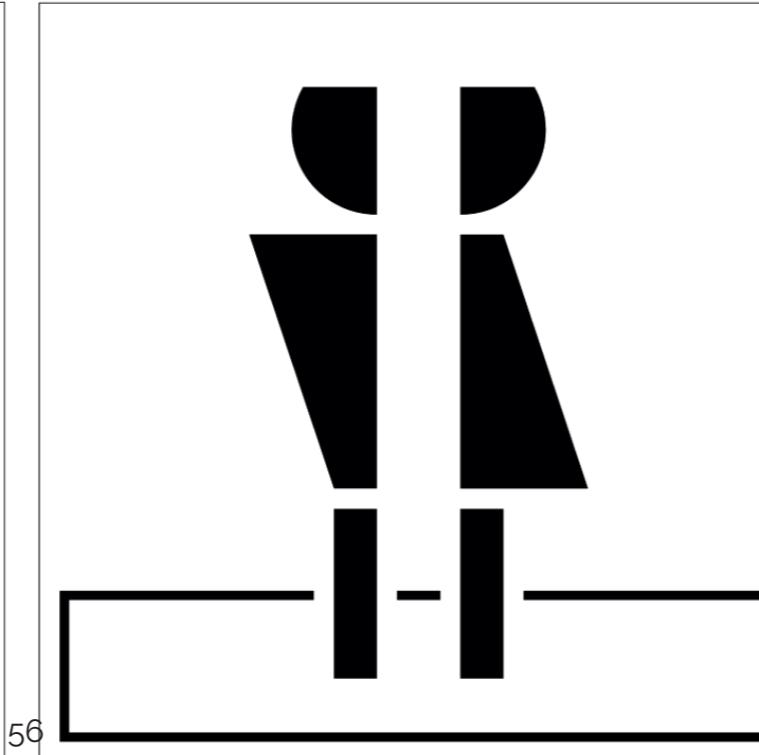
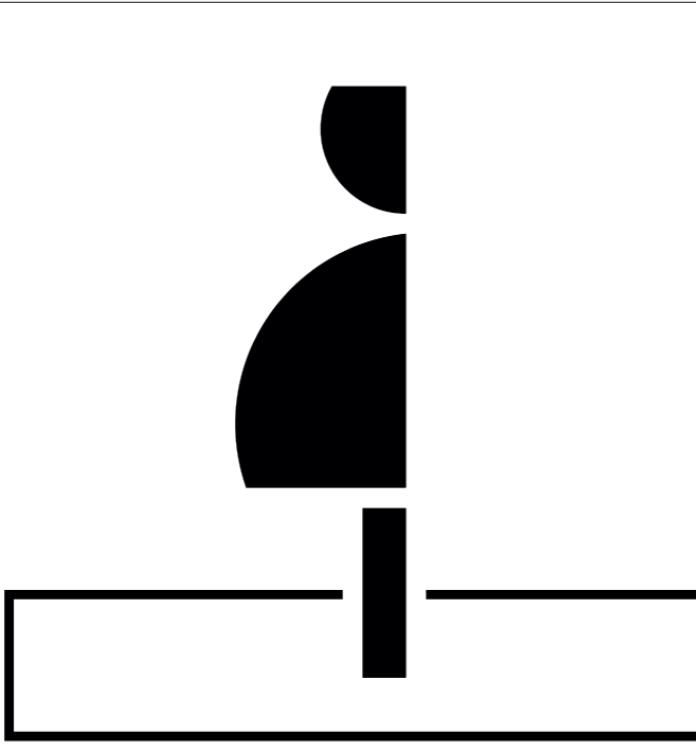
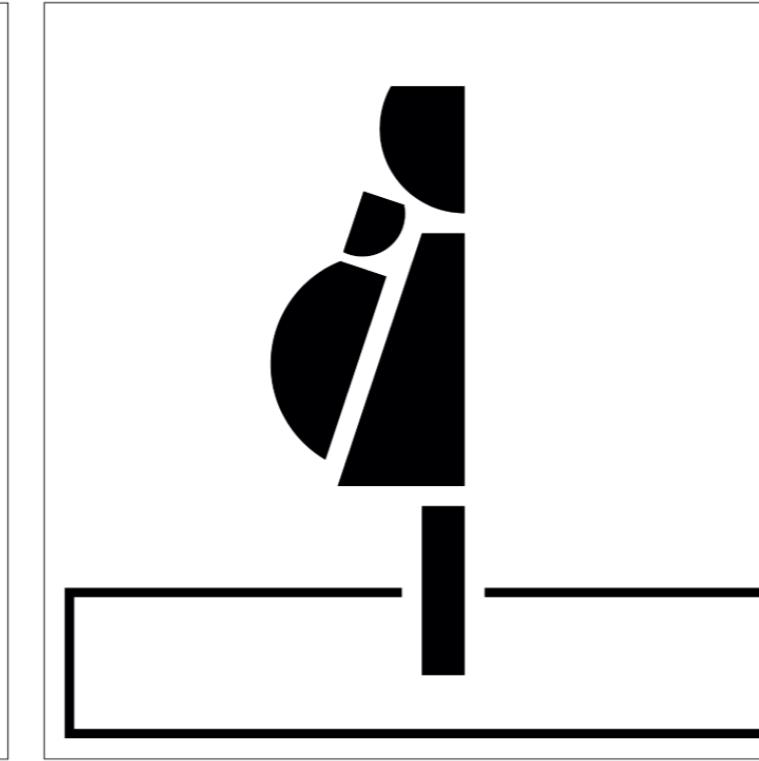
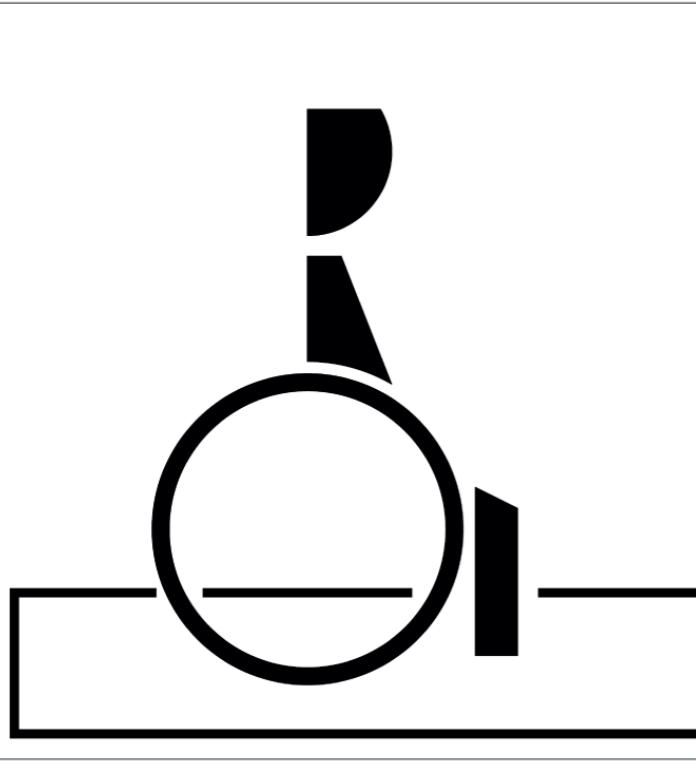
TAKE CARE OF THE HISTORY  
WE ARE BECAUSE WE WERE



**INFO PANEL**  
Dimensions: 400mm x 2502mm x 1800mm  
**INFO POINT**  
Dimensions: 3652mm x 305mm x 2300mm

# GRAPHIC DESIGN

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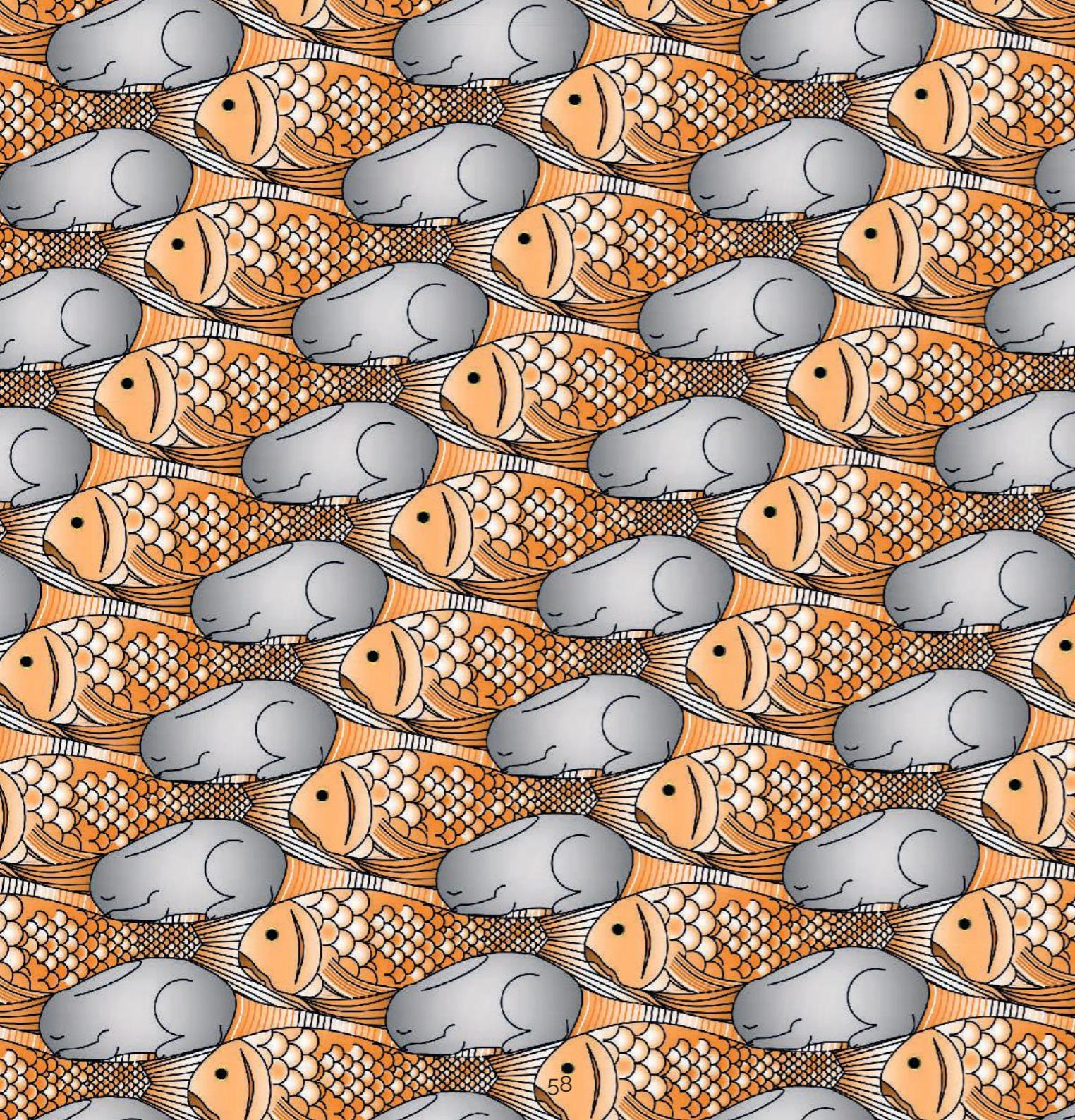
## PICTOGRAMS

*Graphics for the Rome's underground*

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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.



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## RABBIT

*Escher work*

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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.



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**GNAM LOGO**  
*National Modern Art Museum of Rome*

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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.

ALDO CANEPONE

# VALUTARE AGRICOL



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## BOOK COVER LOGO

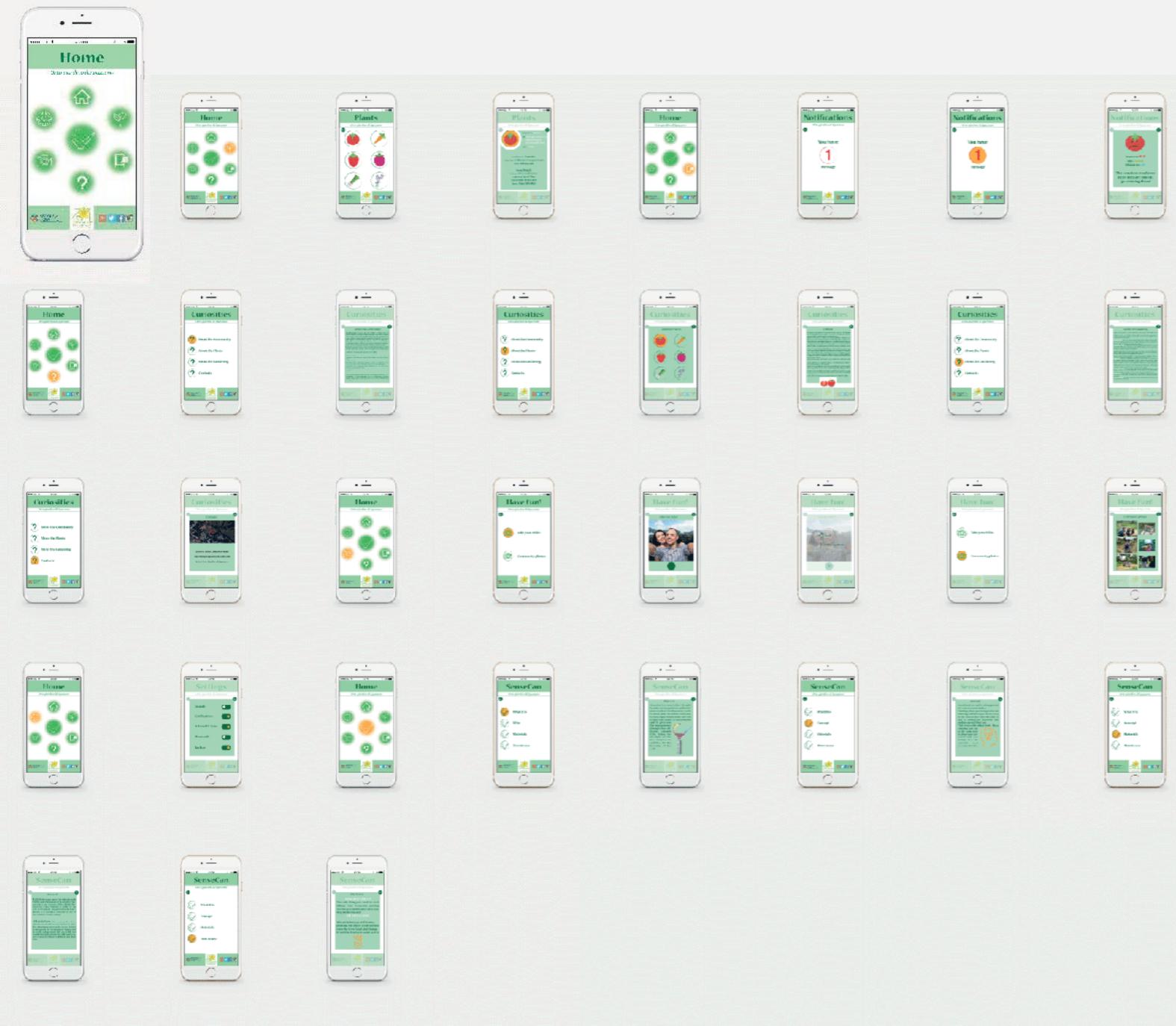
Logo for "Valutare agricolo" book of Arch. Aldo Canepone

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This logo was designed for the book "Valutare Agricolo" written by Arch. Aldo Canepone for the book editor Timia, in which it is discussed the topic of the technical and evaluated value of the farms, even the market one. I decided to stylize the first letters of the title giving them a dynamic shape remanding a bale of hay with the "V" embracing it to analyze it and estimate its values.

*Check the book here:*

<https://www.timiaeditions.it/prodotto/valutare-agricolo/>

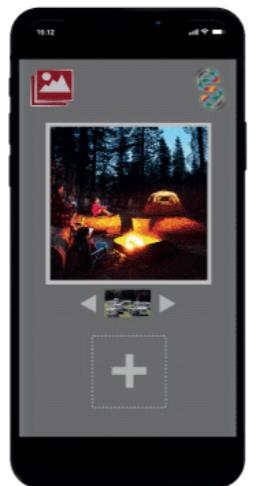
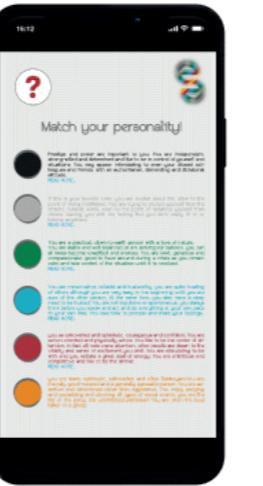
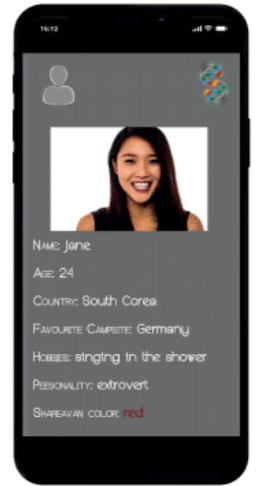


## SENSECAN APP

*Service application for the device*

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, istructions and the details about SenseCan device.

The service will increase and highlight the relation among garden and gardeners improving it theough emotional and empathic approaches. It will also help the gardener to take care of the plants in an easily way.



## SHAREAVAN APP

*Service application for the caravan*

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". Indeed they can choose the colors of the interior and the exterior and read something interesting about the features og that specific color, trying to chose the one which better fits with themselves.

# CONTACTS



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