

# PORTFOLIO

LEONARDO REGUZZONI

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INTEGRATED PRODUCT DESIGN STUDENT

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leonardoreguzzoni@hotmail.com

My name is Leonardo, but I'm better known as Guz. I grew up in Busto Arsizio, where the smog caresses the soul and where the metropolis meets the desolation of the outside world - nevertheless, I still pursue a search for color and joy in everyday life. Although my arrival in the design field may appear to have happened by chance, I firmly believe that nothing truly ever happens by coincidence, and for that I continue my daily fight to bring excellence and beauty to the world and, above all, to express myself through my work (and finding my essence in the meantime, why not).

DESIGN THINKING METHODOLOGY

ELEMENT, MODEL AND INTERACTION DESIGN

3D MODELING, RENDERING

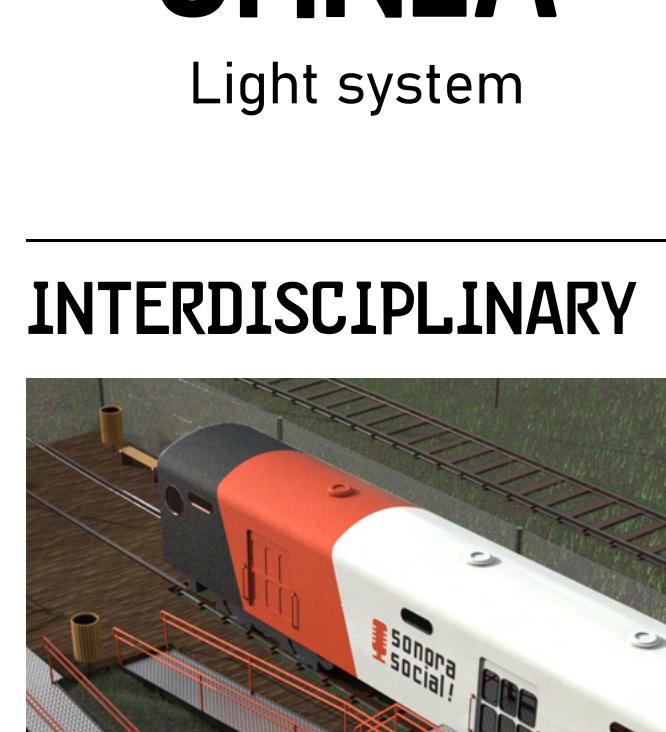
EMPATHIC DESIGN

PHISICAL PROTOTYPING



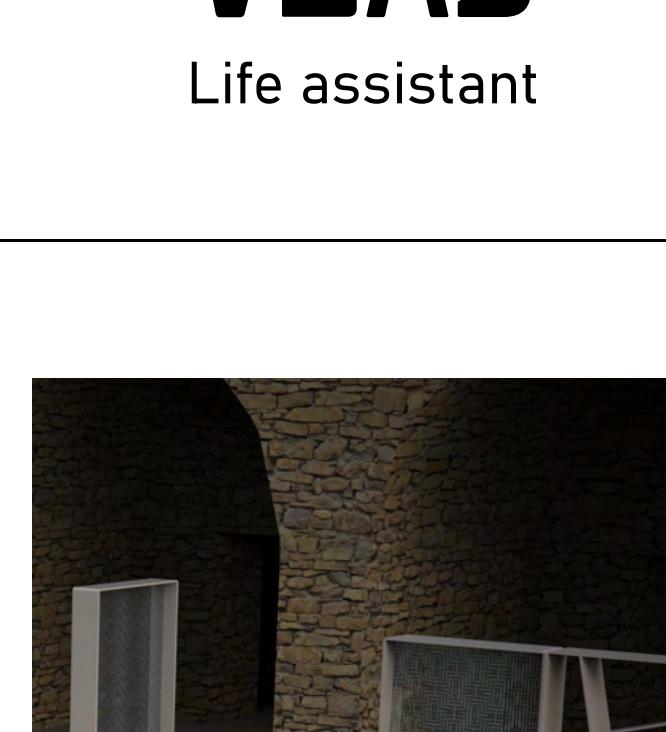
## MY PROJECTS

### PRODUCT DESIGN



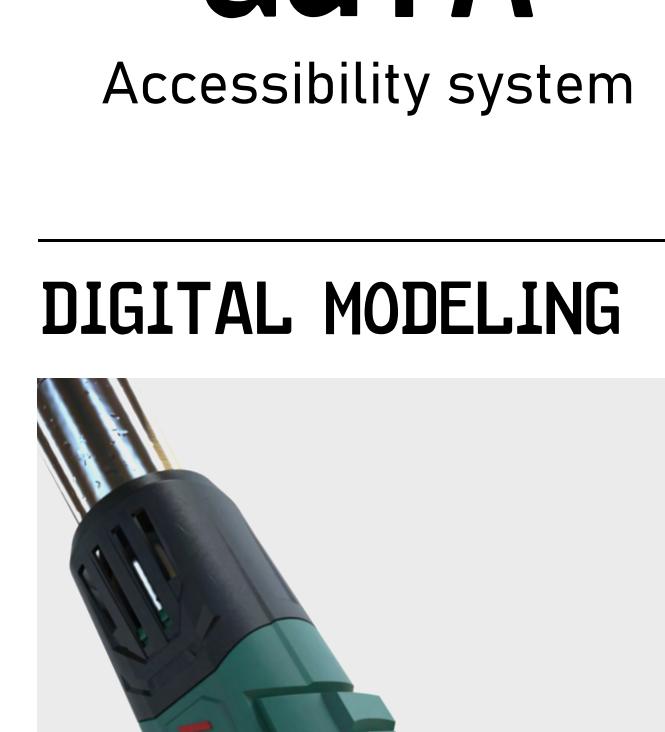
OMNIA

Light system



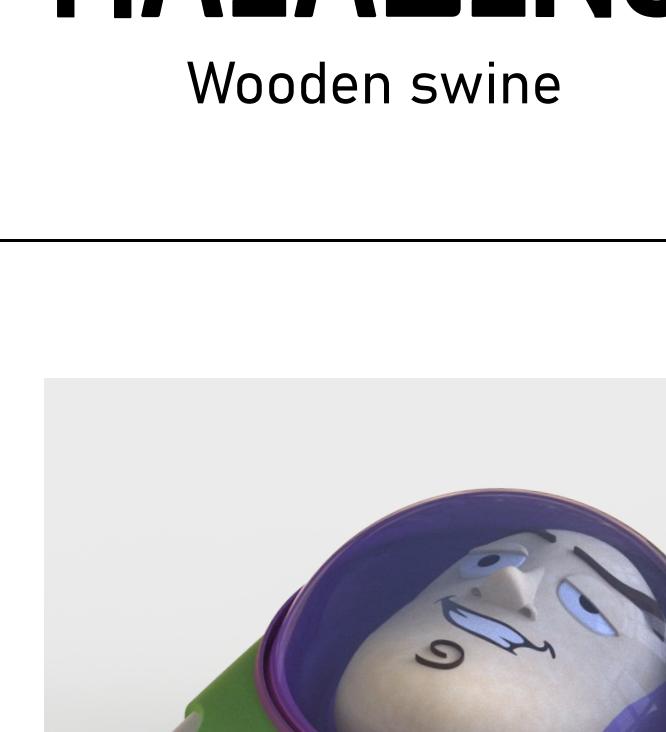
VLAD

Life assistant



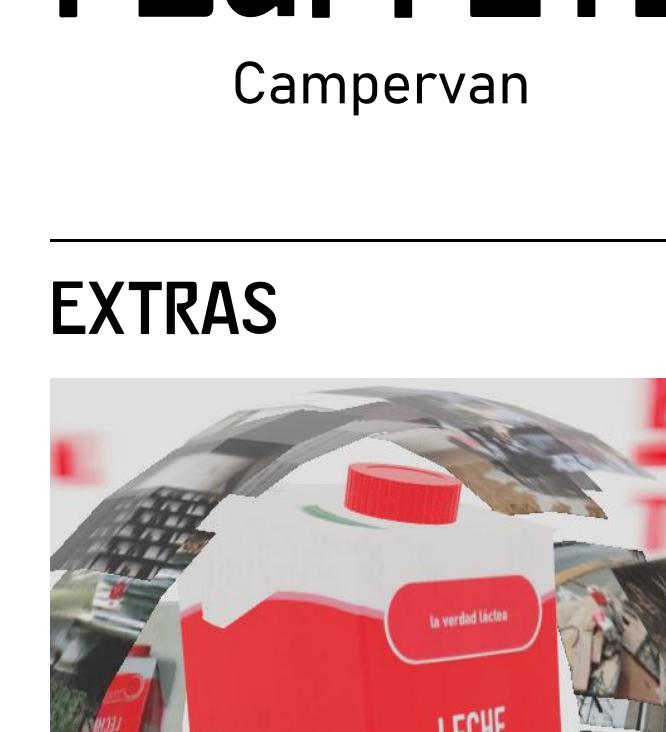
GUTA

Accessibility system



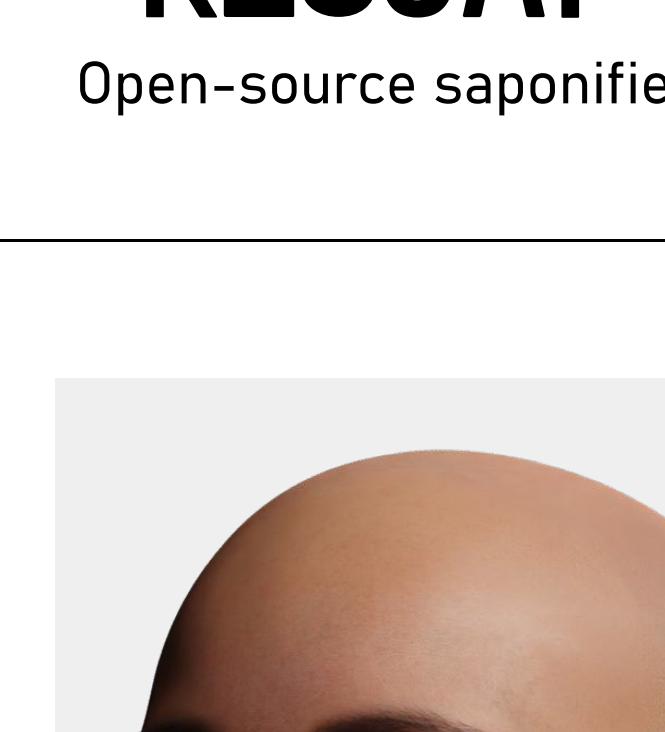
MAIALINO

Wooden swine



FLUPPETE

Campervan



RESOAP

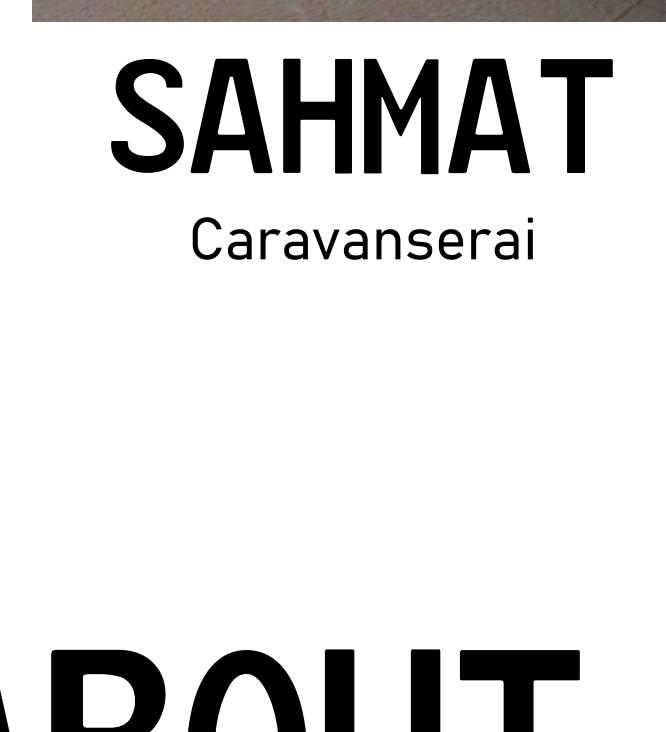
Open-source saponifier

### INTERDISCIPLINARY



SONORA

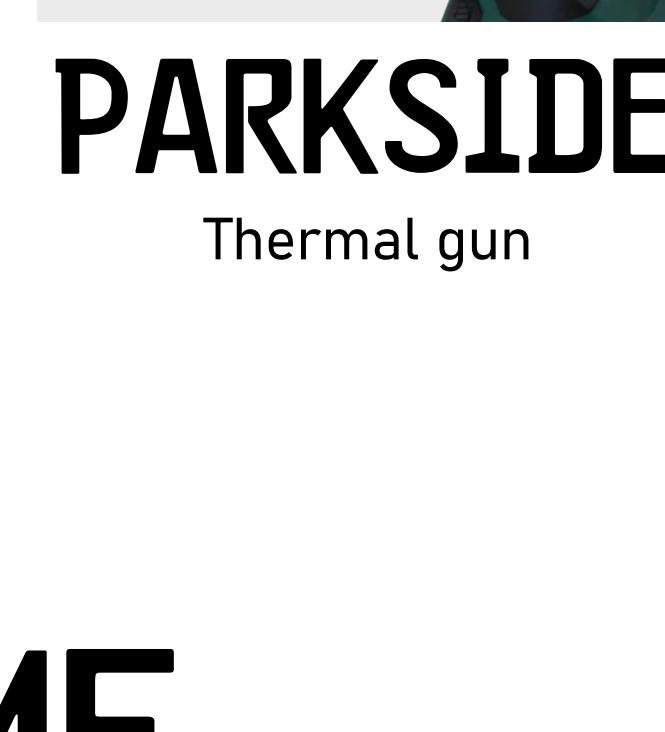
Community train



SAHMAT

Caravanserai

### DIGITAL MODELING



PARKSIDE

Thermal gun



BUZZER

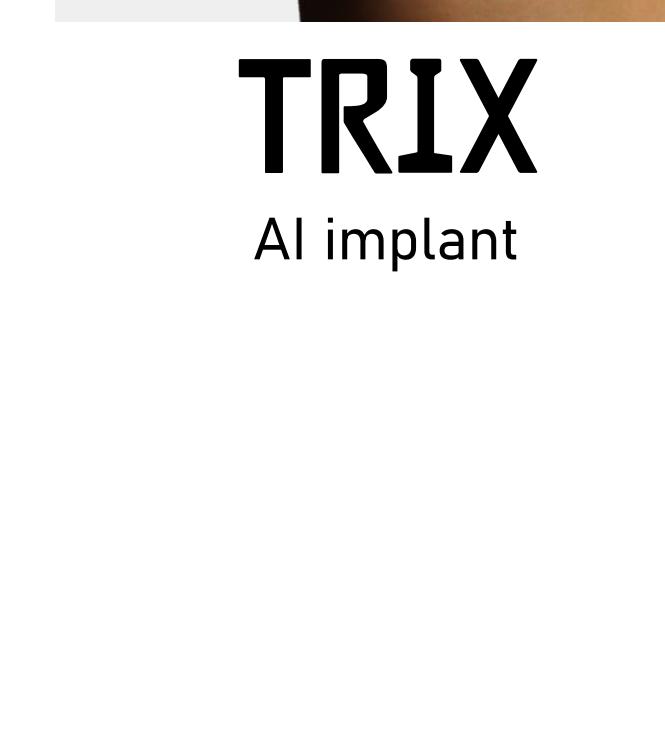
Walkie talkie

### EXTRAS



LV LECHE

Web photo series



TRIX

AI implant

## MORE ABOUT ME

### EDUCATION

#### Master degree in Integrated Industrial Design

started 2023 - ONGOING

Politecnico di Milano

#### Honour bachelor degree in Industrial Design

2020-2023

Politecnico di Milano

#### International exchange semester

mar - jul 2023

FADU-UBA, Buenos Aires (Argentina)

#### Scientific High School Diploma

2015 - 2020

Liceo Arturo Tosi, Busto Arsizio

#### Degree at the Polish Consulate school

2010 - 2016

Szkoła Polska w Mediolanie, Milan

### LANGUAGES

Italian native

English C1 (FIRST, Cambridge School)

Polish high proficiency

Spanish B2 (DELE, Instituto Cervantes)

### PARTECIPATIONS

#### Ferrero workshop for Kinder surprise toys

autumn 2023

hosted by Politecnico di Milano

#### Mobile carpentry workstations Walden workshop

march, april 2024

hosted by Rilegno x Politecnico di Milano

#### Baku's Karavanseraj interdisciplinary workshop

february 2023

hosted by Azerbaijan University of Architecture

### SOFT SKILLS

Natural curiosity

Flexibility and adaptability

Empathy and group skills

### INTERESTS

Bricolage and DIY

Cinema and Video

Geography and history

Travelling and languages

### HARD SKILLS

#### General design skills

user research

design strategy

prototyping

#### 3D modelling and rendering

Autodesk AutoCAD, Alias

Solidworks

Blender

Keyshot

Rhino Grasshopper

#### Graphics, Editing and Drawing

Adobe Illustrator, InDesign

Adobe Photoshop, GIMP

Artrage

Figma

#### Videomaking and Production

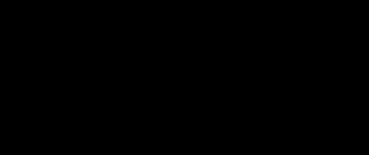
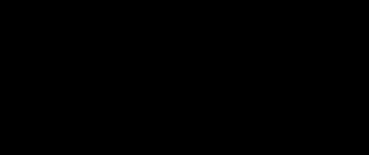
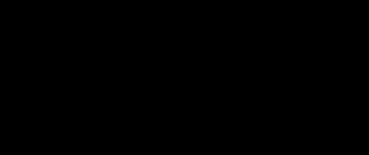
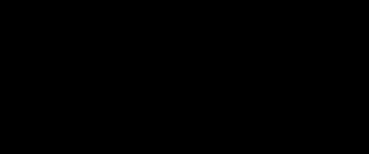
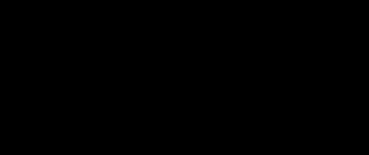
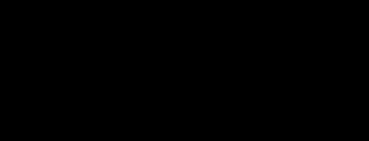
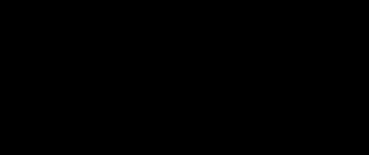
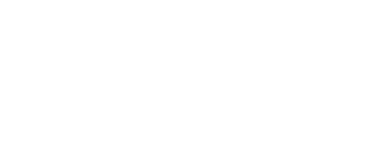
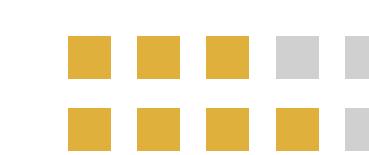
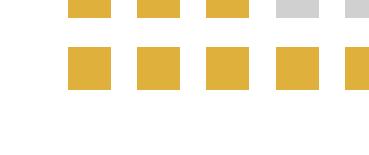
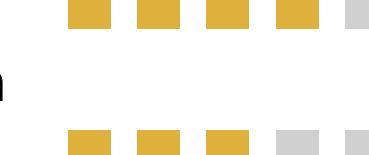
Sony Vegas

Camtasia Techsmith

#### Prototyping

Slicing and 3D printing

Woodworking



### FUN FACTS

Can instantly recognize all 254 world flags

Has a pet chicken

# OMNIA

## DOMOTIC SYSTEM

project type: Bachelor's final synthesis project  
Academic Partnership with Artemide

end date: jan 2023

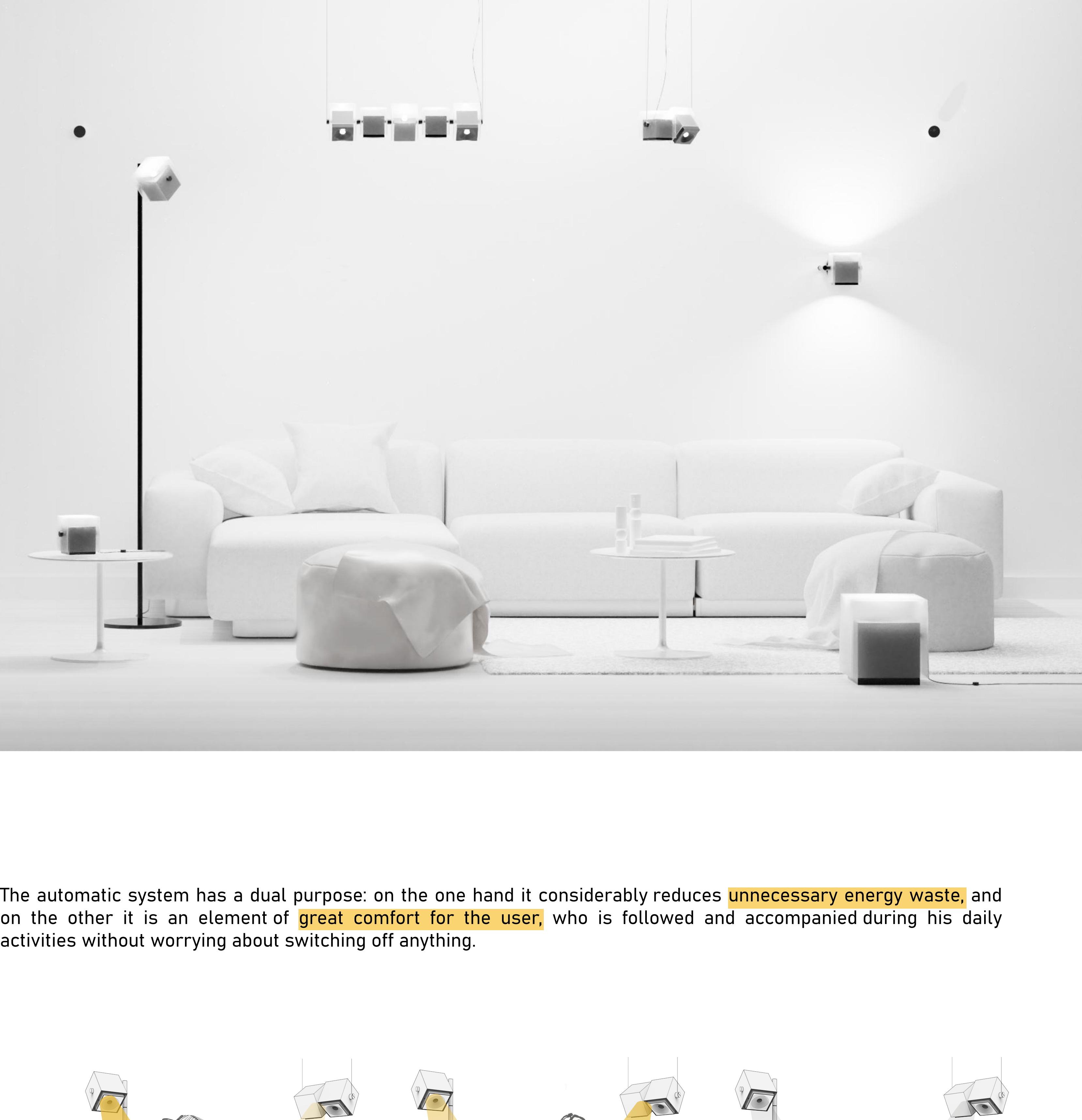
duration: 4 months

teammates: A. Cesa | A. Tomagelli

academic partner: Artemide SpA

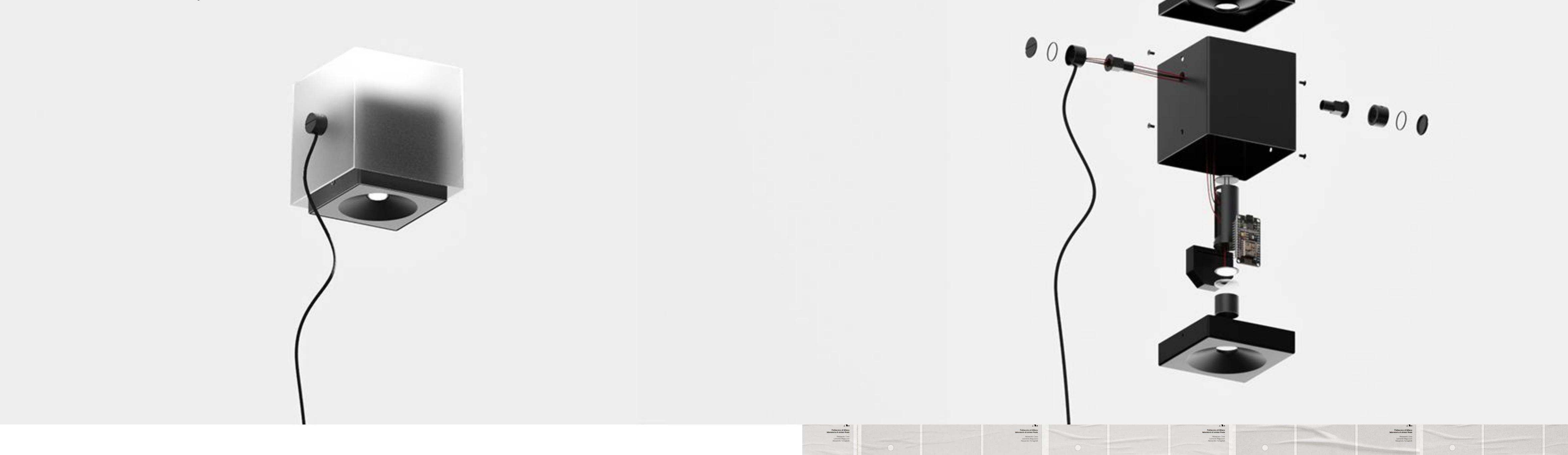
Omnia is a lighting system made up of six elements which share the same formal module, re-evaluated and sized according to the different task they ought to perform, in a total connection to a single unified system.

The work focused on designing an automatic domotic service, or smart mode: essentially a tracking system to which all the elements are connected, that will intensify the luminosity of the source based on practical needs, with a direct improvement in everyday life.



### "WHEREVER YOU WILL BE, THERE WILL BE A LIGHT"

The automatic system has a dual purpose: on the one hand it considerably reduces unnecessary energy waste, and on the other it is an element of great comfort for the user, who is followed and accompanied during his daily activities without worrying about switching off anything.



### SIMPLE SHAPES FOR UNIVERSAL NEEDS

The formal reference for the lamps is a simple cube in extruded aluminum, in which two light sources are placed: the lower one provides a localized task light, while the upper one provides ambient light, damped and refracted by a second semi-transparent cube.



### A VERSATILE FAMILY SYSTEM

One of the objectives was to create a universal system that could be adapted to numerous environments: for this reason the formal line pursued was minimalist and essential, in line with Artemide's identity, and various different solutions have been conceived within the same system.

the family includes:  
Omnia Standalone  
Omnia Standalone XL  
Omnia Array X5  
Omnia Array X2  
Omnia Floor  
Omnia Wall



### OMNIA ARRAY 2X AND ARRAY 5X

The two array variants are the main cornerstone of the system's functions. They are composed of several repeated modules, whose activation is totally independent.



# VLAD

## LIFE ASSISTANT

project type: academic solo project

end date: feb 2022

duration: 2 weeks

Vlad is an anthropomorphic clothes hanger that cares to help users in every way possible: his broad sombrero can keep in reach your phone, wallet, keys and other such things, while his arms and legs will keep all the user's clothes safely off the ground. Being Vlad the humorous prankster that he is, however, there is a twist, as his wardrobe capability has a maximum limit: following a Machiavellian view, the more you are dull and careless, the worse the consequences will be, inviting you to act thoughtfully on time.



his broad sombrero can accommodate all your random junk,

and his arms will keep all the user's clothes safely off the ground...

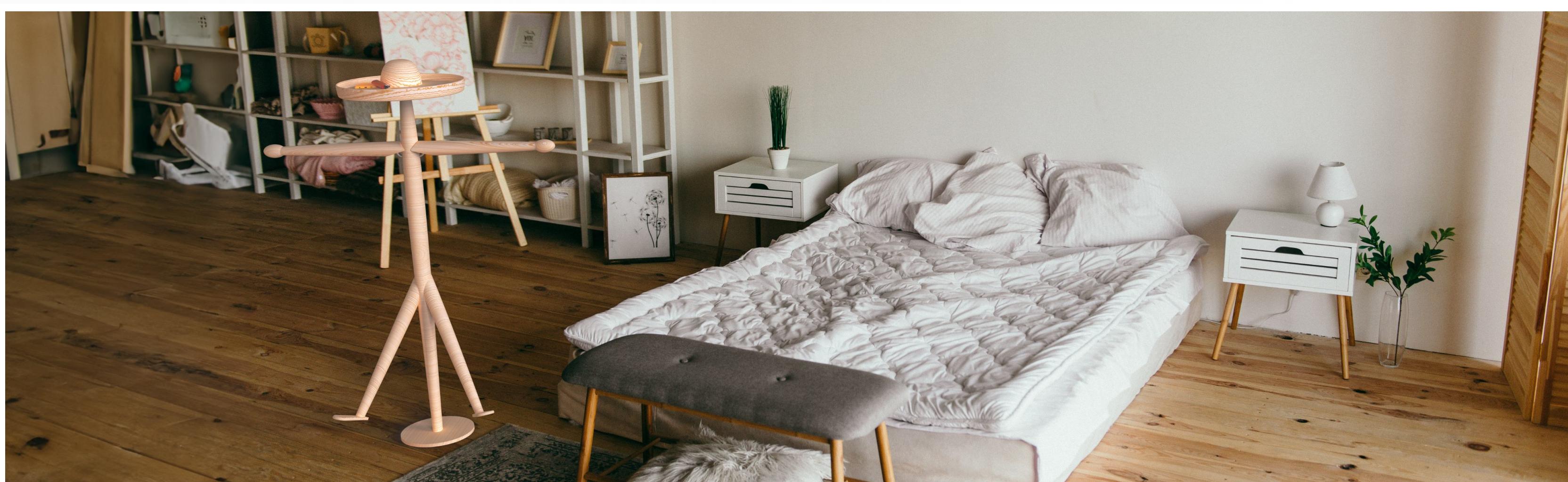
...but don't overweight him, or he will feel tired and his arms will collapse!

You can also dress him up - he loves cosplay!



### PARADOXICAL DESIGN

Vlad helps against letting you know when it's time to be productive and tidy up. To do so, he fails in his main purpose, ding clothes steadily: Vlad is a design that acts and educates through a counterintuitive - albeit programmed - inefficiency.

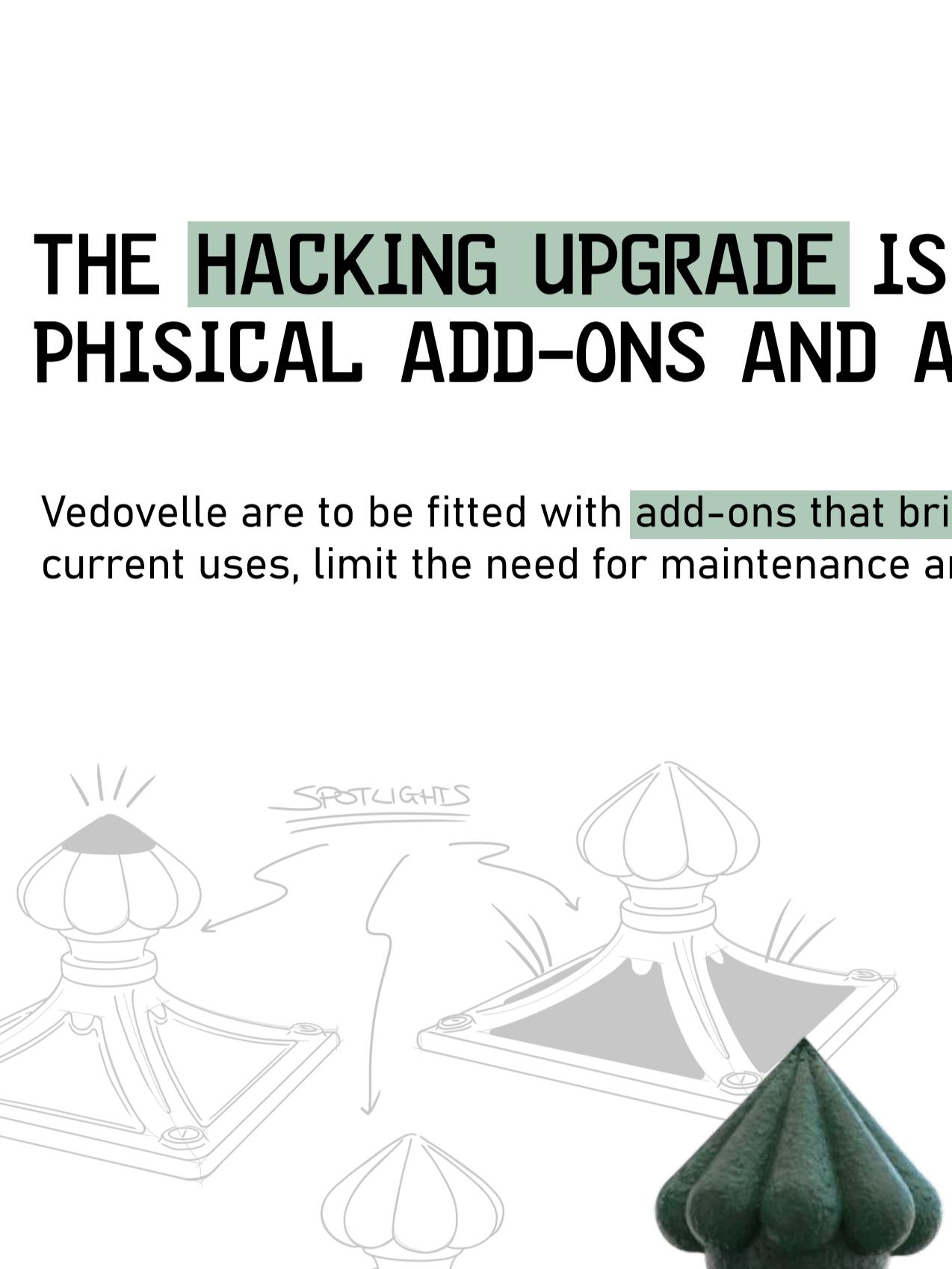


# GUTA

## DRINKING AID SYSTEM

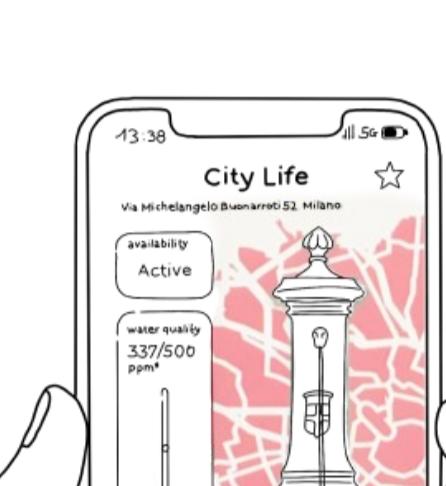
project type: Academic project  
end date: jun 2024  
duration: 5 weeks  
teammates: S. Mengarelli | C. Piazzolla  
A. Salis | N. Tosello

Guta is a hacked product-service system designed with the aim of expanding overall accessibility and keeping track of the water quality in regards of the iconic Milan public fountains, the Vedovelle. Guta is composed of three add-ons and an integrated digital service that gets translated in a touch point via an app. The main challenge with Guta was designing a hacking procedure that would not interfere too much with the iconicity of Milanese fountains.



### TARGETING BOTH USERS AND MAINTAINERS

The research was conducted via a large scale **data gathering** and by directly **collaborating** with the foundries where Vedovelle are produced and with the maintenance company itself, MM.



**IN MILAN THERE ARE 688 PUBLIC WATER FOUNTAINS, PUMPING UP TO 864.000 LITERS OF WATER A DAY**

Milan's Vedovelle rich history and their **iconic, easily recognizable** shape make them a staple of the city's identity that has to be left unaltered.

### THE HACKING UPGRADE IS MADE OF THREE PHYSICAL ADD-ONS AND A DIGITAL SERVICE

Vedovelle are to be fitted with **add-ons** that bring small improvements to the current uses, limit the need for maintenance and make monitoring easier.



### GUTA LUZ

Milan's fountains are often hard to spot, and nor water quality nor interactions are monitored in real time. Guta Luz deepens user experience giving back in advance a **complete report** of each Vedovella.



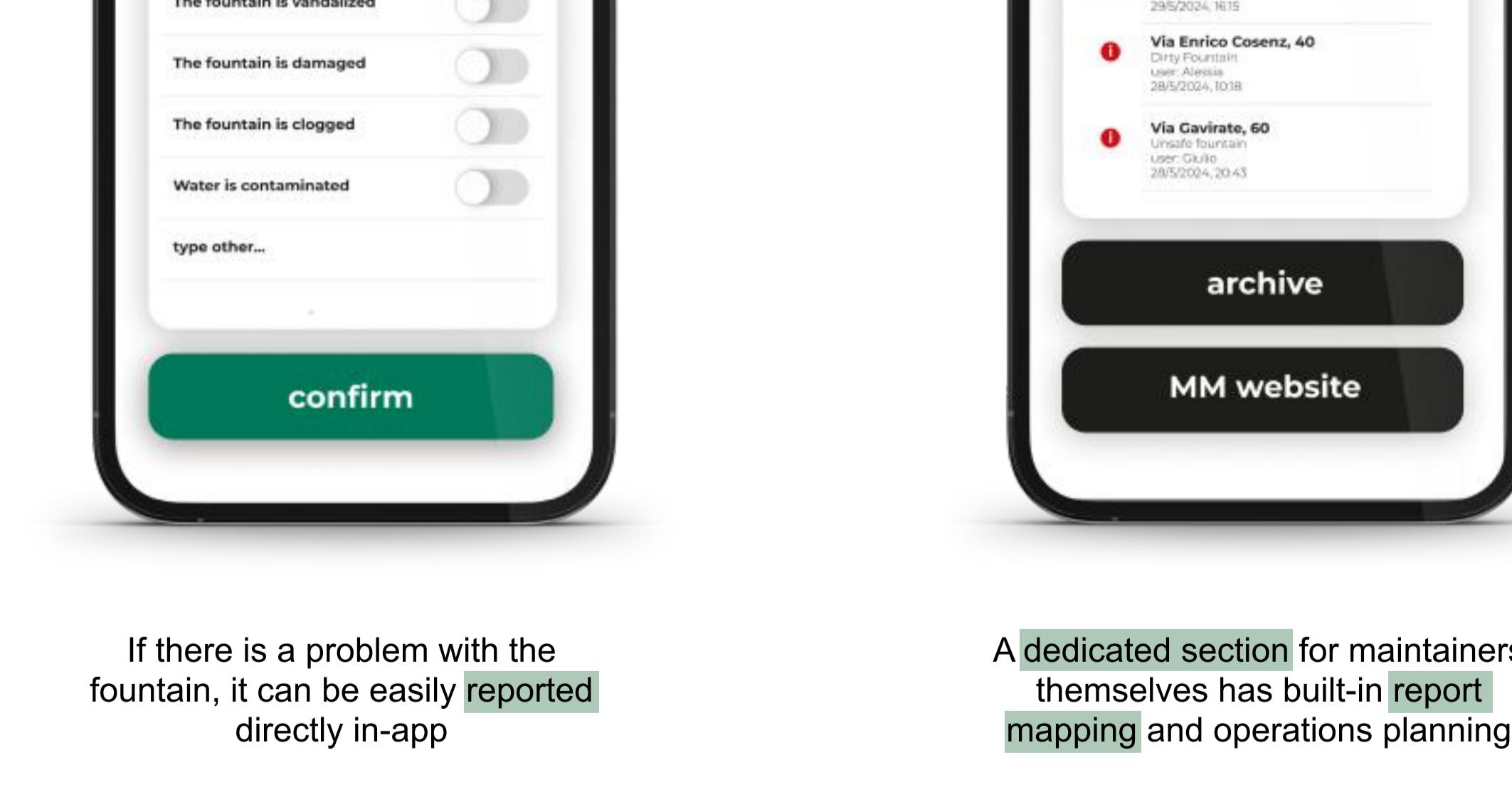
### GUTA CICININ

An easy to install **parasitic** product that regulates water flow through a simple twist in order to make the interaction with the fountain easier and spillage-free for all kinds of users. Lost wax casted shapes follow the tap curves without overshadowing too much past aesthetics.



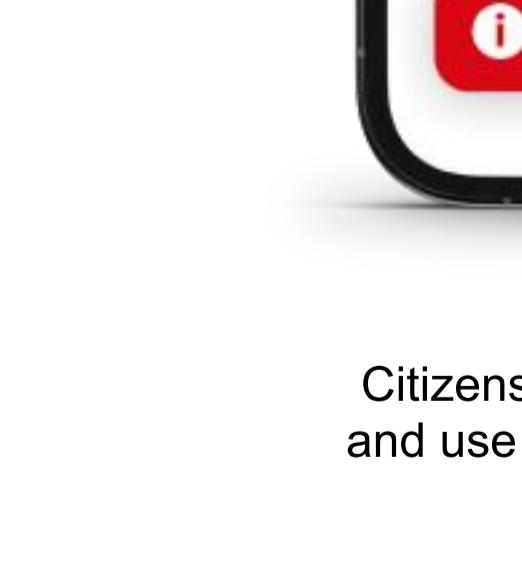
### GUTA BASIN

A parasitic casted brass grill, designed to cover perfectly the fountain tank in order to ensure functioning drainage, preventing debris or ill-mannered behaviours from clogging it. The **city map's inspired pattern** enhances the relationship between Milan and its fountains.



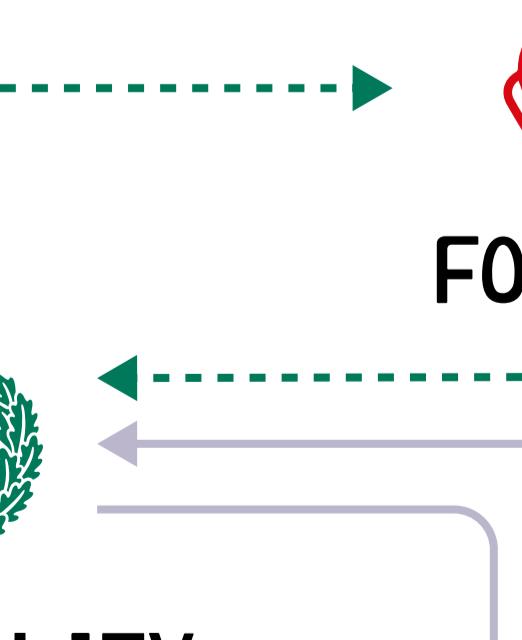
### PCB NESTING

underneath the top cover there is a 5V battery, the PCB, the esp32 board and the **GPS**.



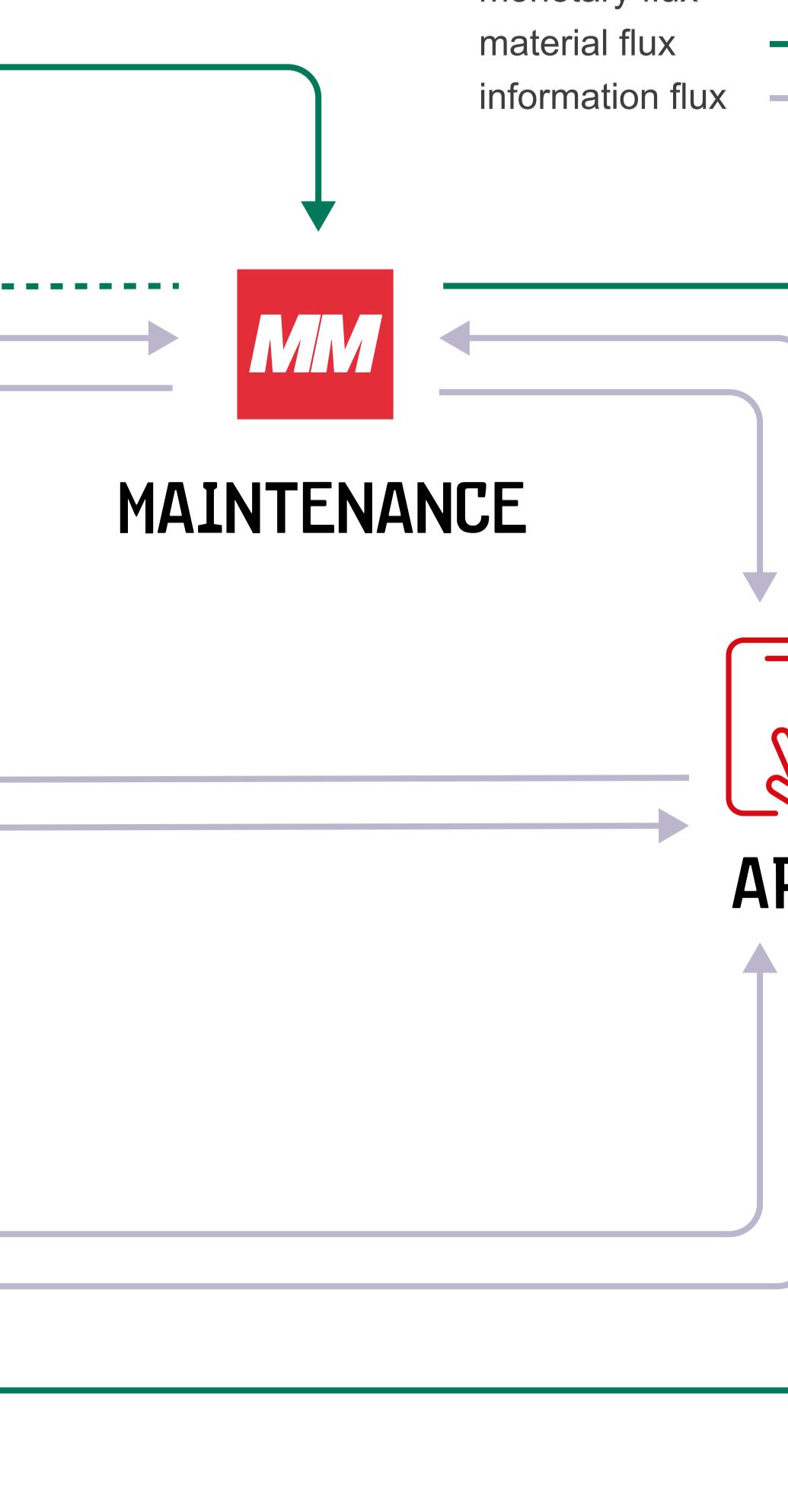
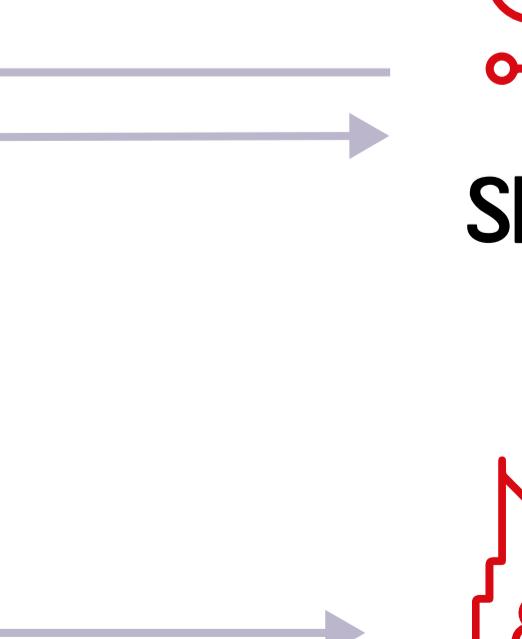
### TDS SENSOR

checking for **water purity** and constantly sends quality updates to the pcb



### HYDRO-GENERATOR

mounted on the water pipes the turbine generates **clean energy** that powers the whole system



### LED, PROX SENSORS

lighting up the fountain during the night and **collecting data** about use and vandalism times

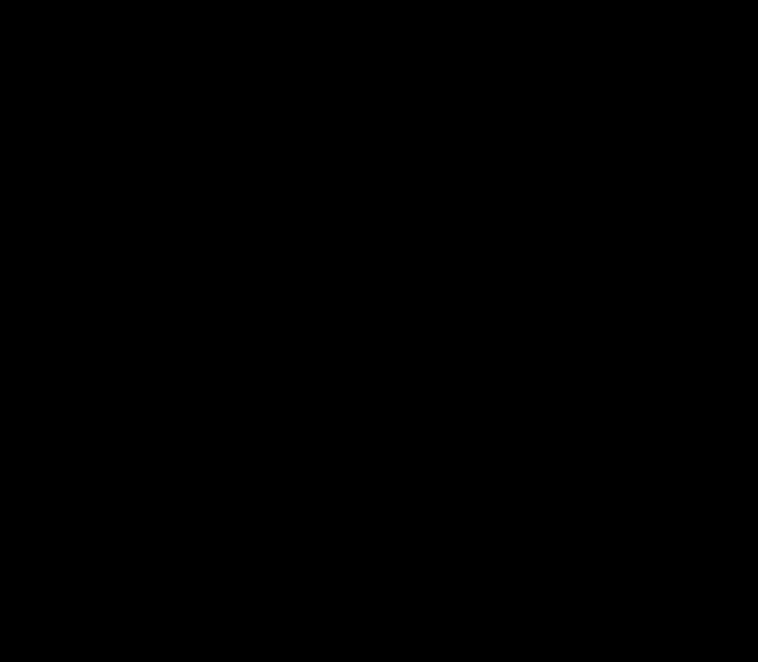
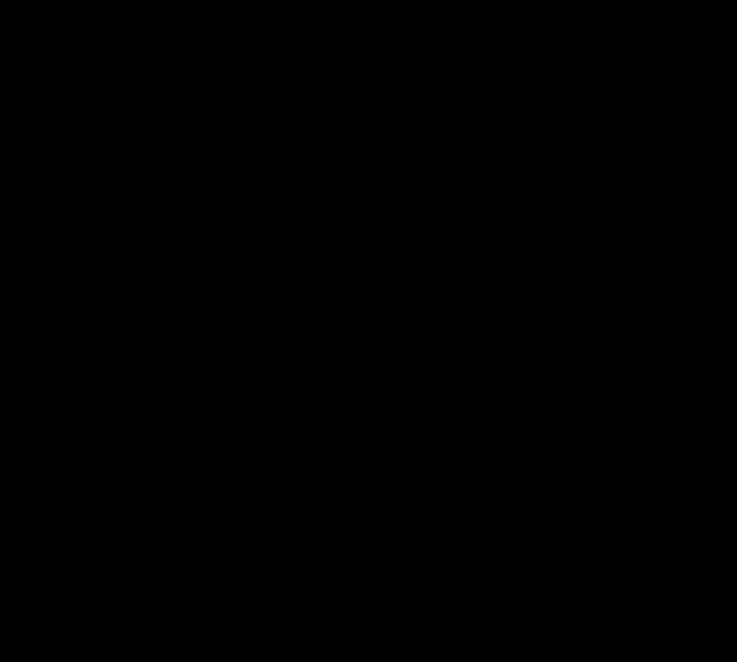
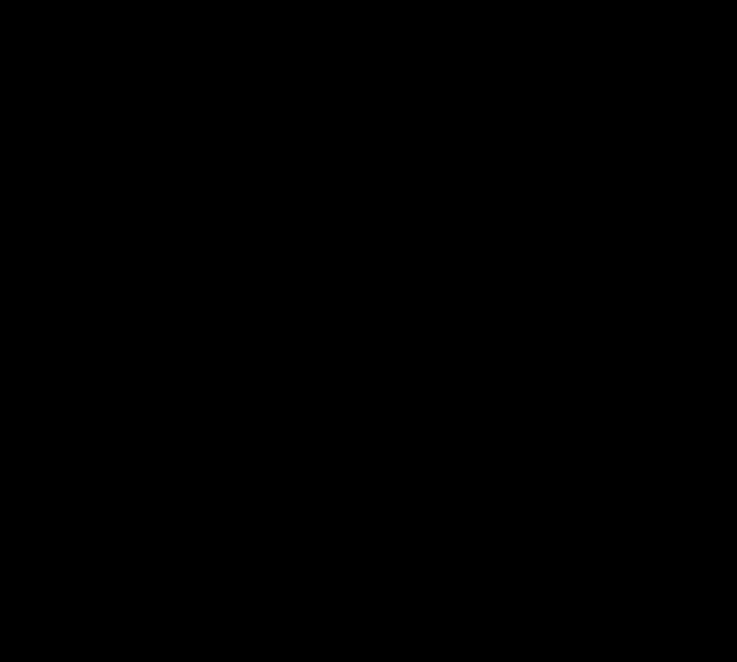
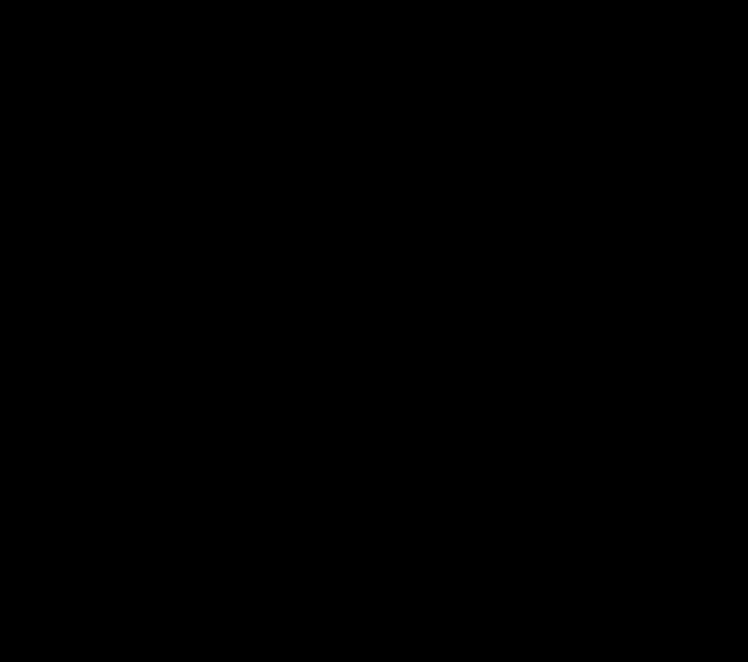


### WATER LEVEL SENSOR

reporting irregular values linked to clogging in order to warn for immediate maintenance



### GUTA APP SERVICE



The app acts as a **mapper** for all the municipalities fountains and their status

Citizens can monitor water quality and use the **built-in navigator** to get to the fountain

If there is a problem with the fountain, it can be easily **reported** directly in-app

A dedicated section for maintainers themselves has built-in **mapping** and operations planning

### RAISING THE FOUNTAINS TO THE NETWORK

FOUNDRY

MUNICIPALITY

MAINTENANCE

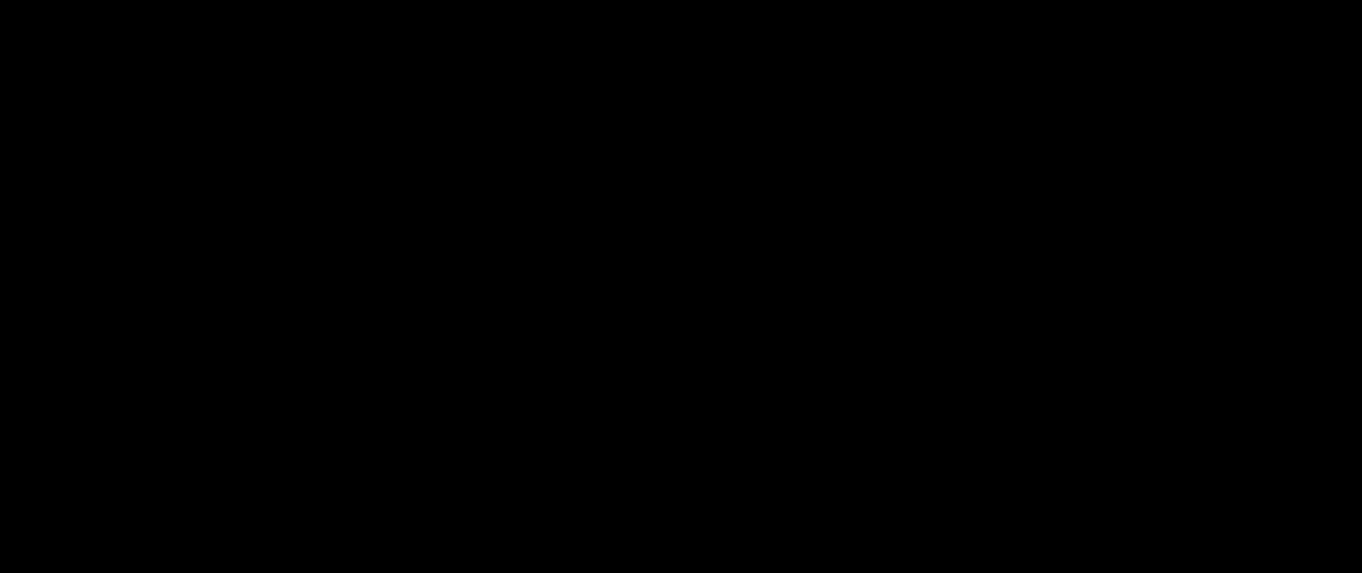
APP

GUTA SYSTEM

SERVER

CITIZENS

monetary flux  
material flux  
information flux



# MAIALINO

## SUIFORME COFFEE TABLE

project type: Wood design prototyping

producer: partnership with Artwood Academy (Camnago MB)

end date: dec 2023

duration: 2 months

teammates: S. Ciccia | F. Busani | M. Foieni

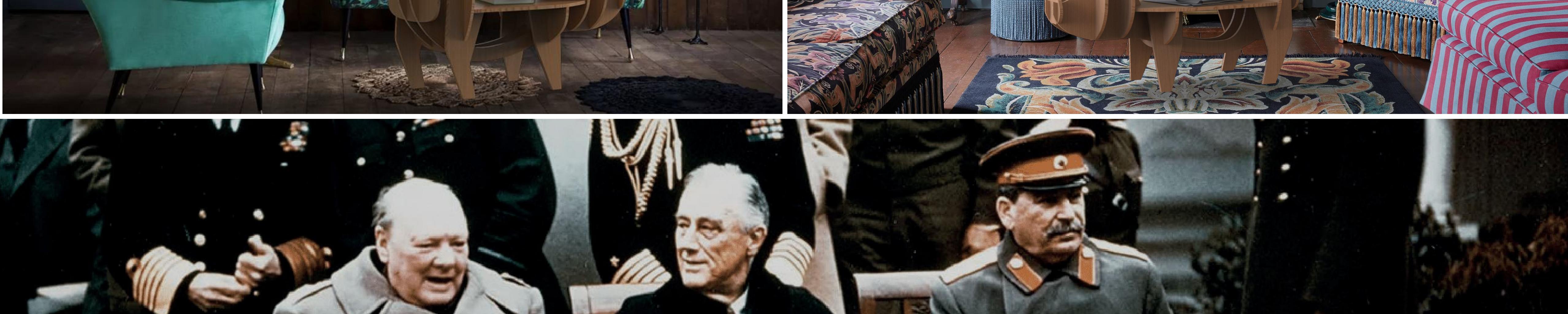


Maialino is an exuberant and **histrionic** piece of furniture, meant for the lounges of those who know how to not take themselves too seriously. It's a **provocative statement** piece made entirely of **dry-assembled CNC-cut wood panels**. Despite its rural appearance and the obvious satire behind it, it's still a completely functional coffee table.



### PRODUCTION

Maialino is assembled by its users from a total of 19 CNC-cut pieces, without the need of any nail, screw or glue. The project focused on the feasibility of the product with a practical approach; Designers and technicians worked **side by side through multiple attempts** trying to maximize efficiency. CNC techniques were studied and applied directly by our team, thanks to our hosting partner.



### PROTOTYPATION AND SALONE EXPOSITION

Maialino was produced in a small batch and exhibited by Artwood Academy, our partner, at the Salone Satellite during the **2023 Salone del Mobile**.



# FLUPPETE

## CAMPERVERAN INTERIORS

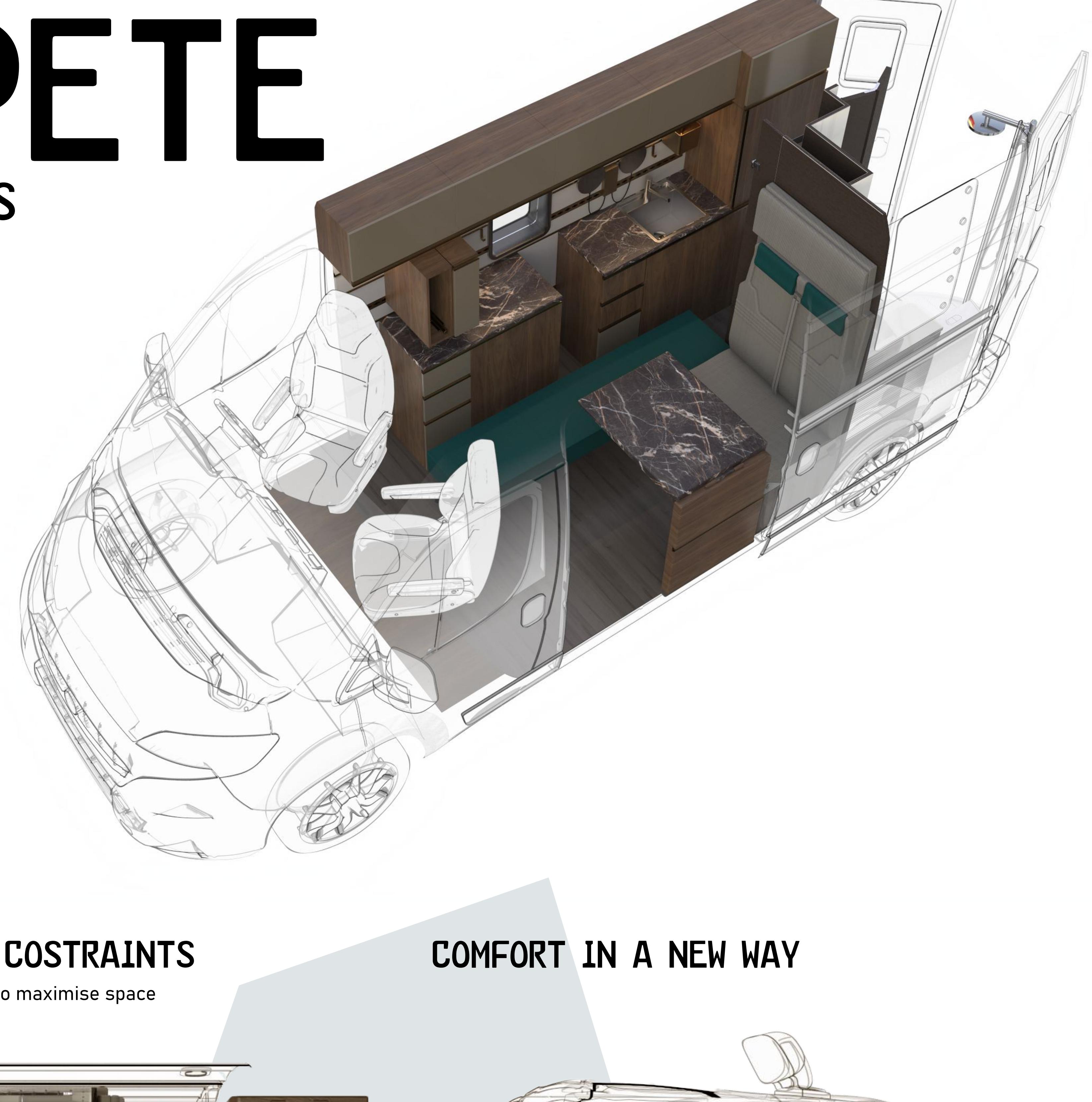
project type: academic partnership with Trigano Spa

end date: june 2022

duration: 4 months

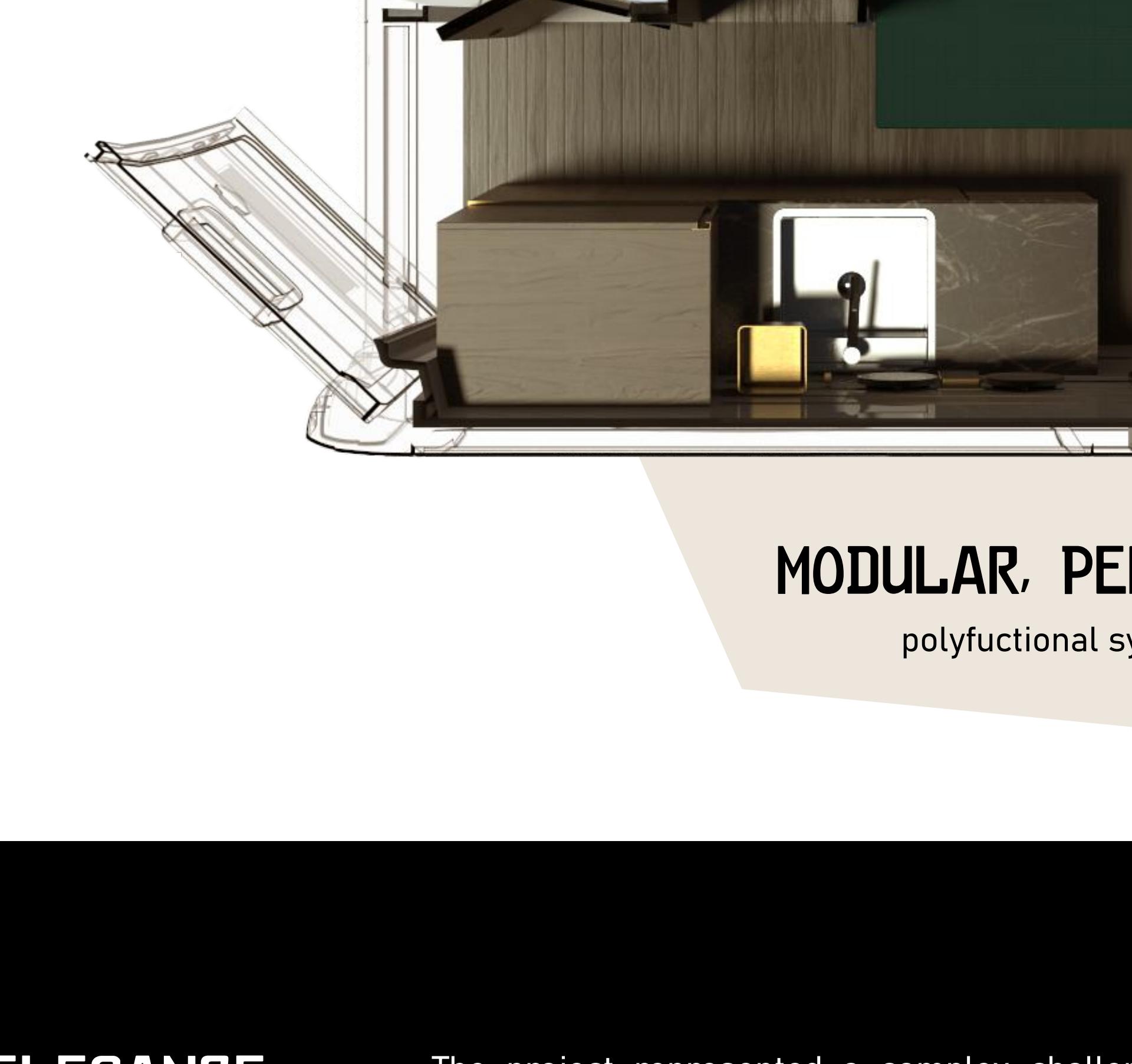
teammates: S. Boni, E. Teruzzi, M. Pasquini

Fluppete is a resourceful proposal for a new generation of long-term usage campervans, based on the FIAT's 5.9m Ducato minivan. The concept, rooted in vandwellers' habits, aims to create a completely flexible and customizable environment that could adapt and evolve to better answer the user's needs; the outcome is a dynamic layout that can be mechanically arranged with very few operations, resulting in a lively, young solution.

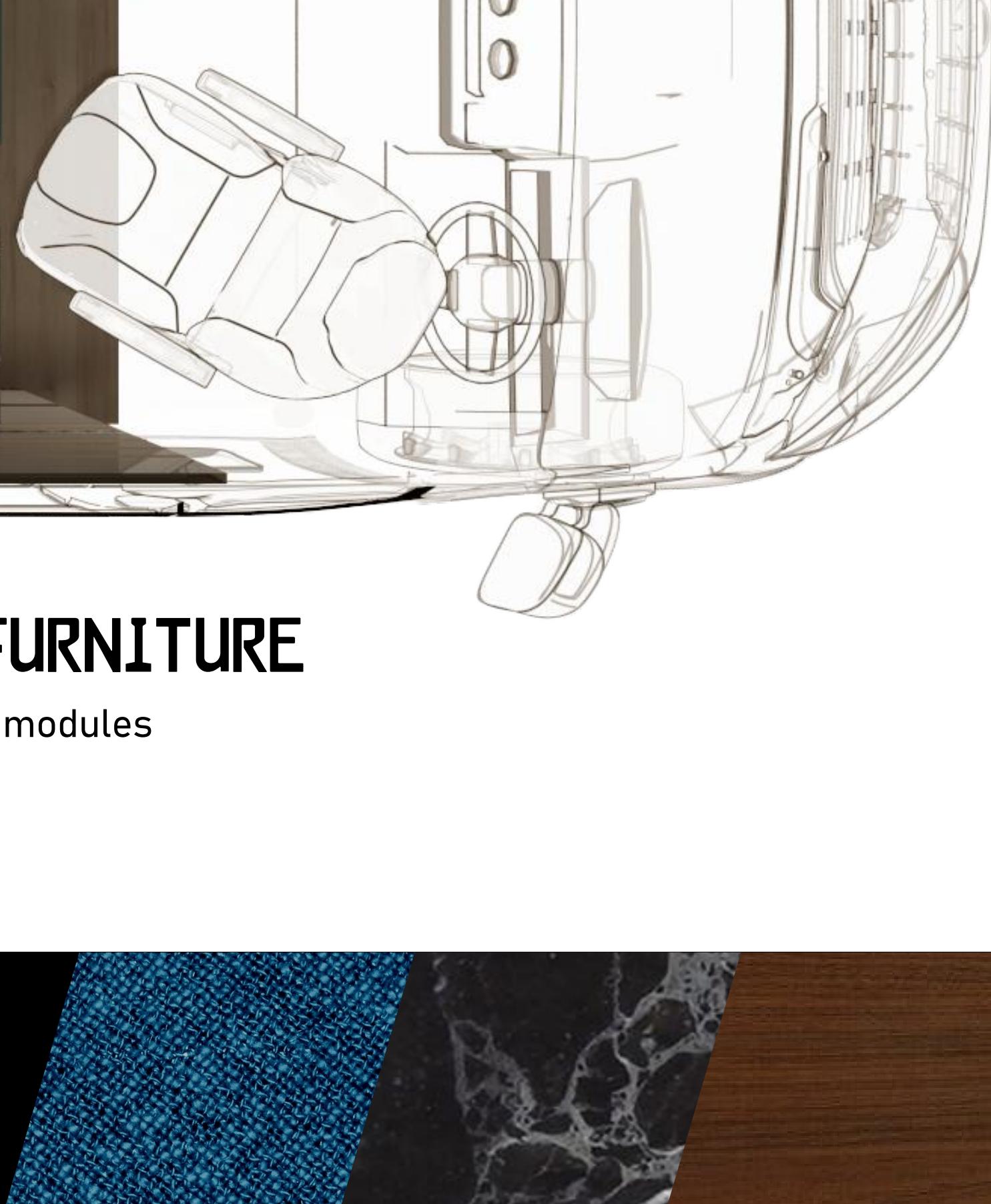


### ESSENTIALITY WITH NO CONSTRAINTS

extendible toilet with pop-out shower to maximise space



### COMFORT IN A NEW WAY

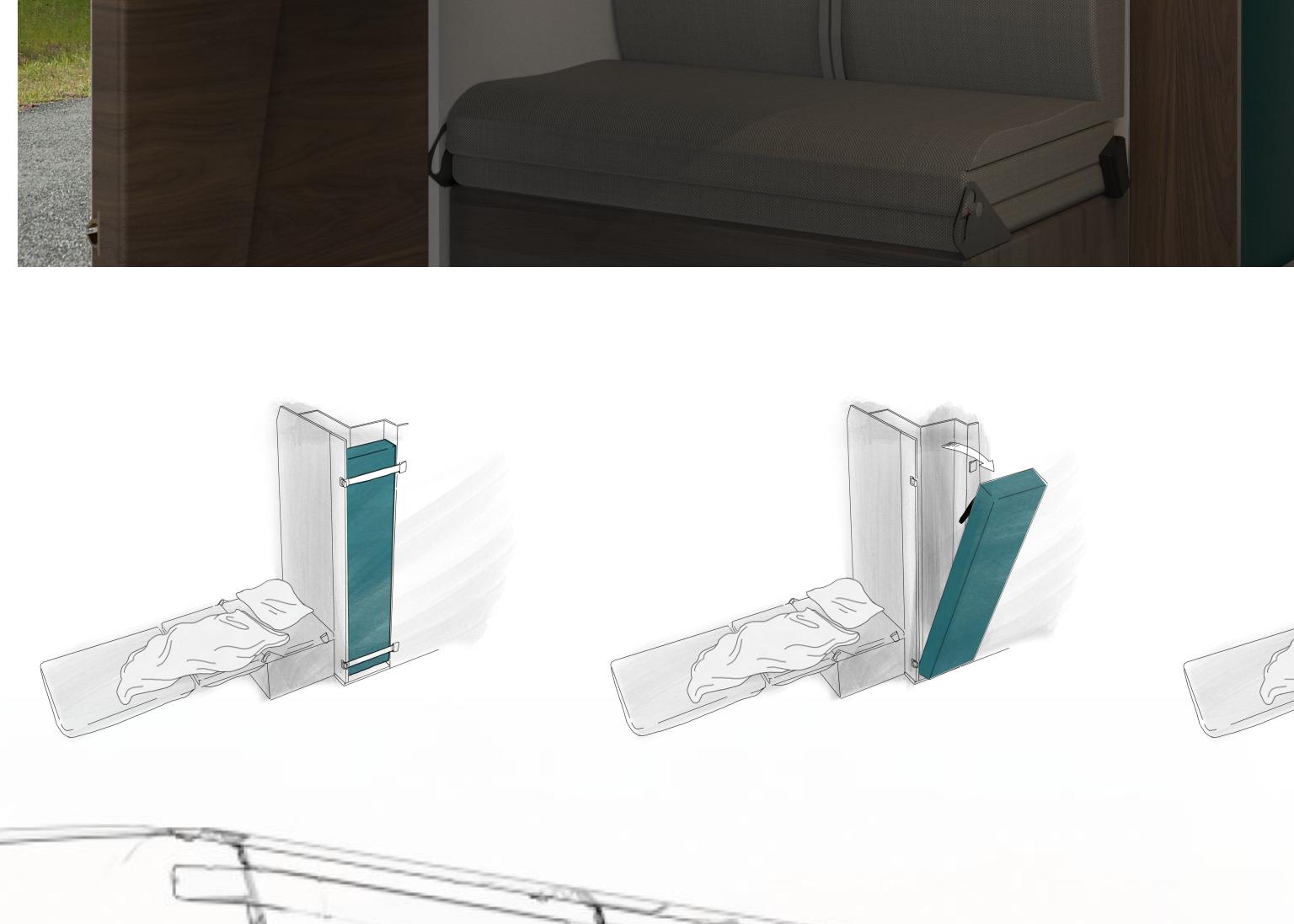


### MODULAR, PERSONALIZABLE FURNITURE

polyfunctional system based on wall mounted modules

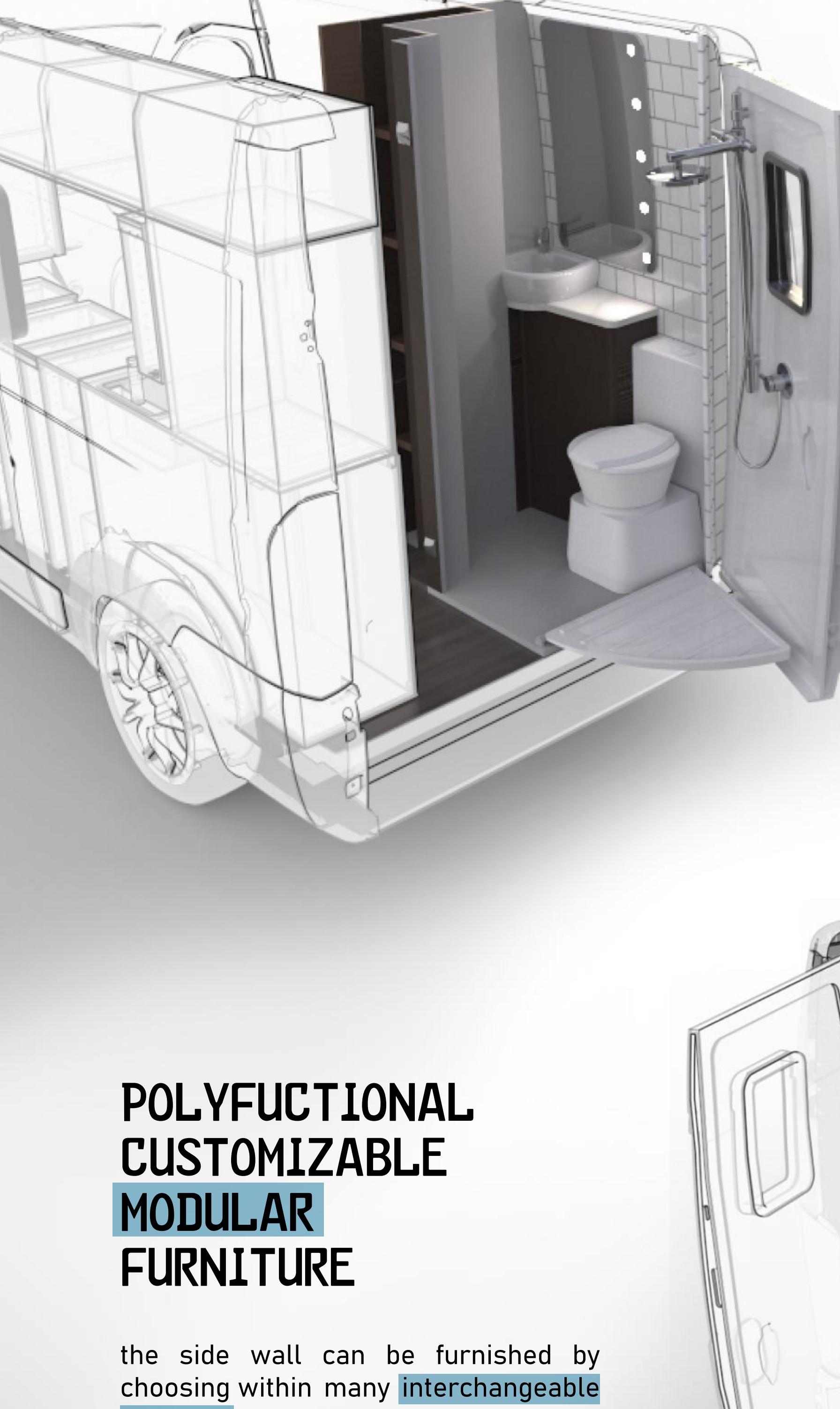
### ELEGANCE ADAPTABILITY CUSTOMIZATION

The project represented a complex challenge: the goal was to merge the endless possibilities of a transformable space with the taste and prestige of the Trigano brand – an ambition that is reflected in the choice of the materials used.



### FLUPPETE BENCH EXTENSION FOR A DISAPPEARING BED

The redesigned of the homologated back seats made them transformable into a queen-size bed. The Fluppete itself is a congenial piece of furniture that can be employed both as a bed extension or as a separate entity for sitting or relaxing during the day.



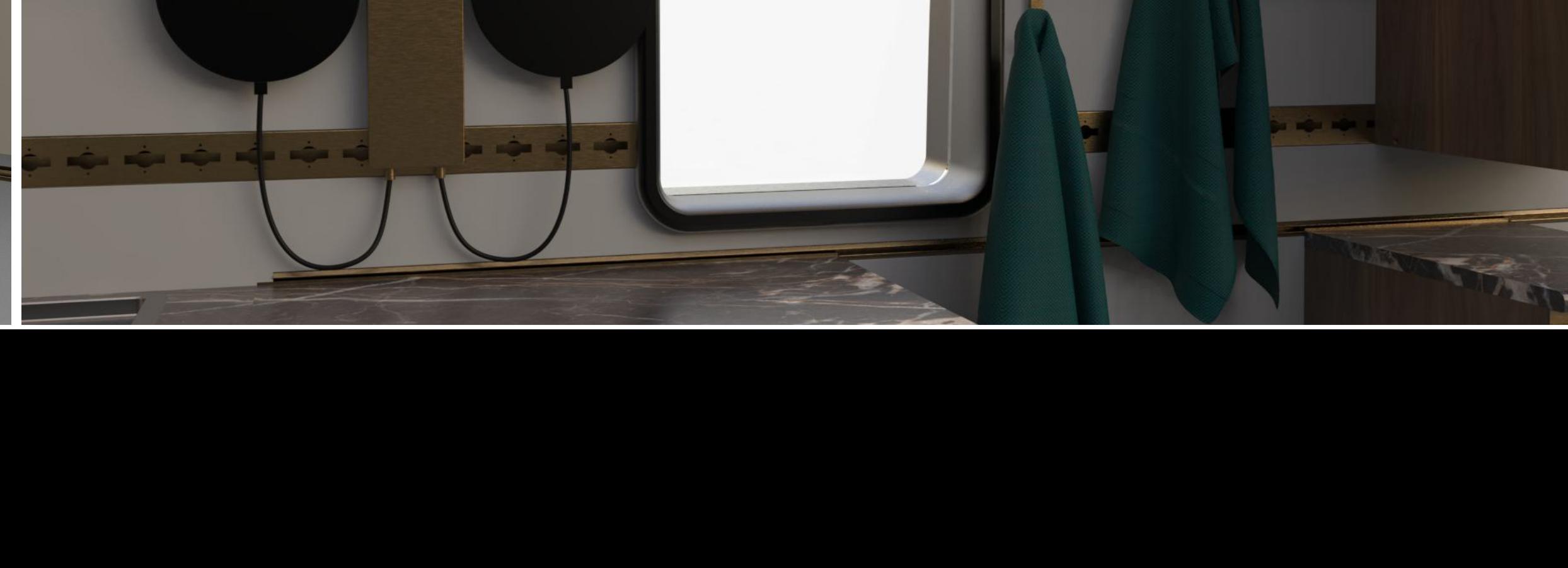
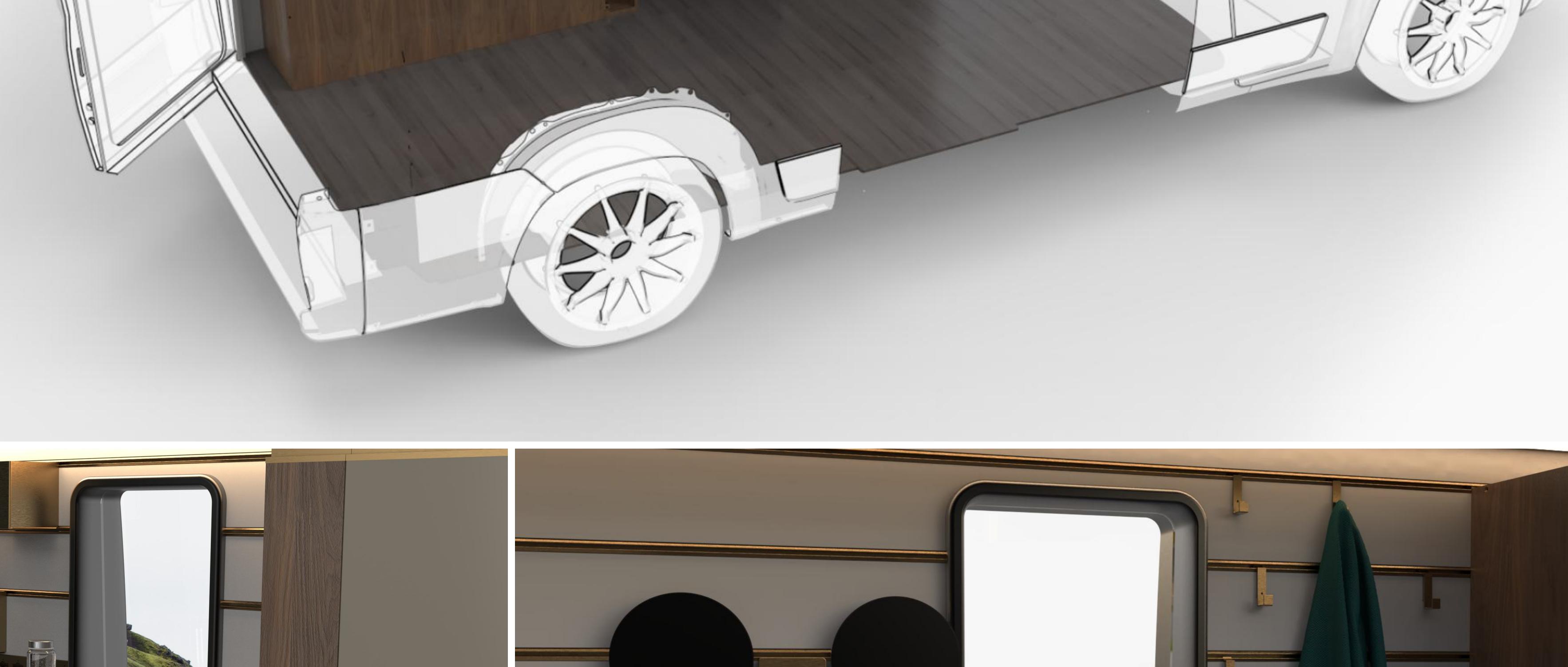
### SPACE EFFICIENT BATHROOM

Mounting a pop-out shower on the back door not only creates an alternative entrance but also takes advantage of the tailgate volume to largely increase the bathroom's total area, which in other models is usually underrepresented.



### POLYFUNCTIONAL CUSTOMIZABLE MODULAR FURNITURE

the side wall can be furnished by choosing within many interchangeable modules, in order to meet the most diverse needs through a variety of different element. With a few fairly simple operations it will thus be possible to transform and re-adapt the living space.

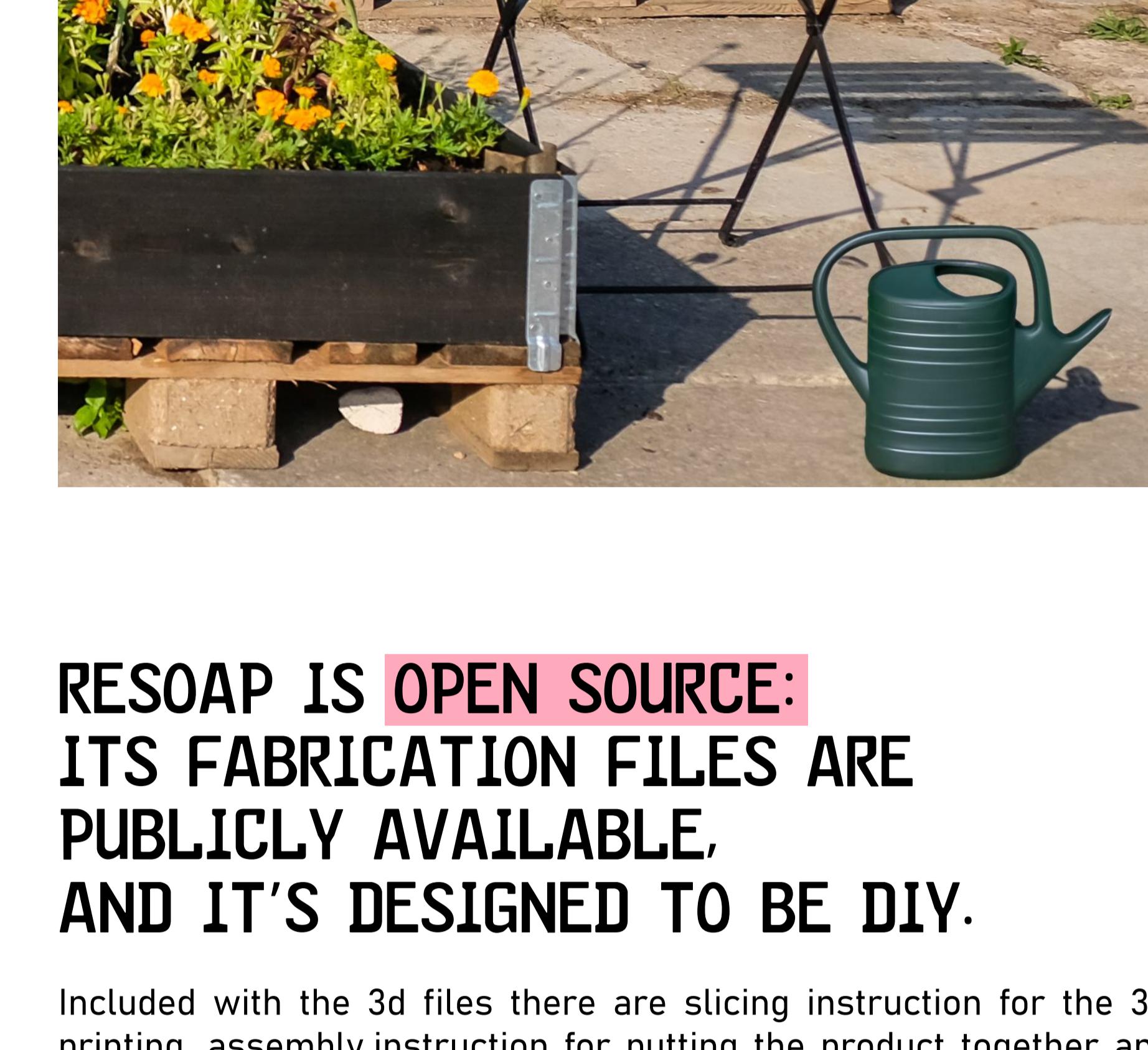
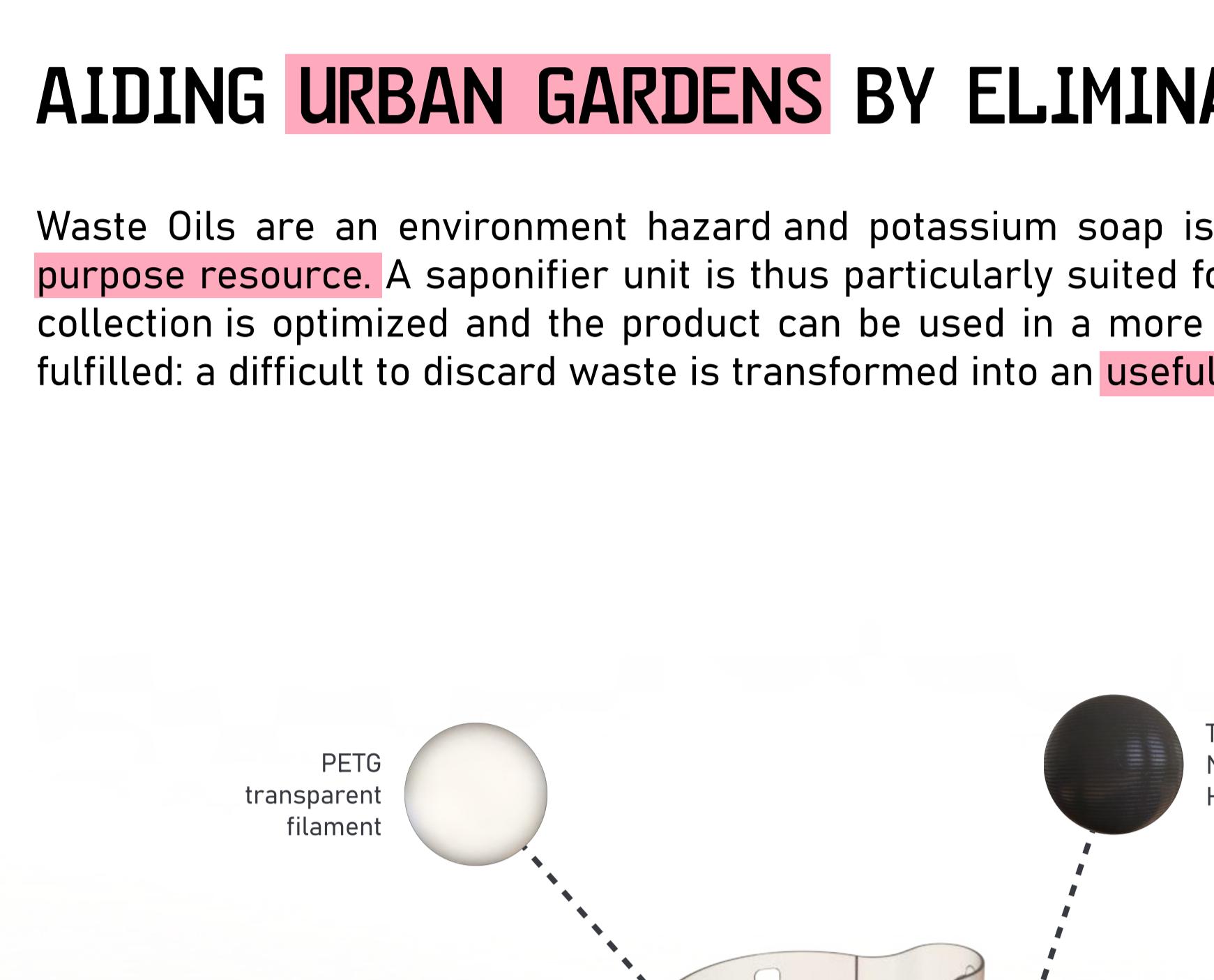


# RESOAP

## OPEN-SOURCE SAPONIFIER

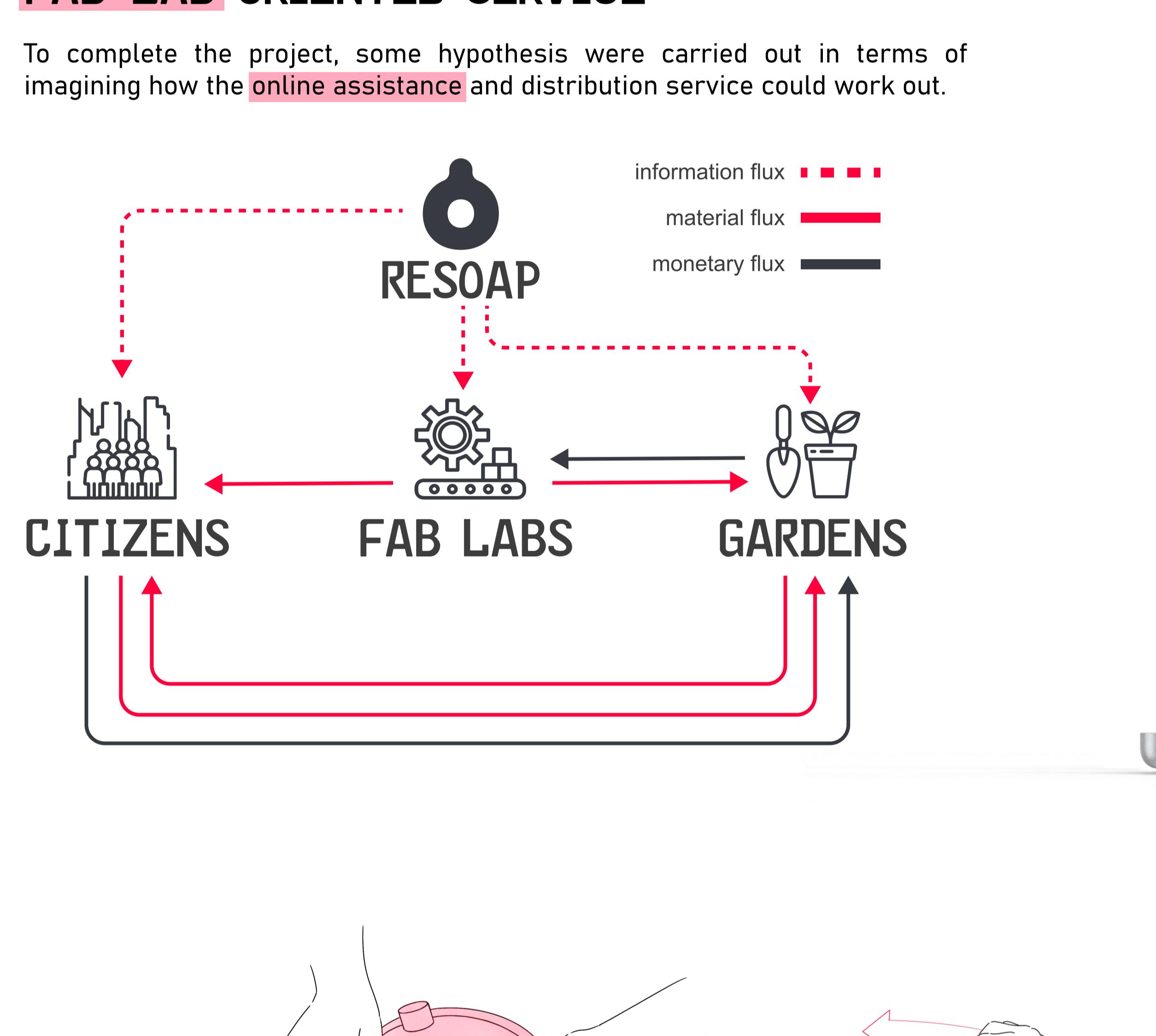
project type:	Academic project
end date:	apr 2024
duration:	6 weeks
teammates:	S. Mengarelli   C. Piazzolla A. Salis   N. Tosello

Resoap is a stackable, open source kit that transforms discarded oil wastes into a potassium-based non-toxic pesticide. The system exploits a simple saponification reaction, making it easier to replicate into urban gardens; each module has a specific function with the aim of making the whole process controlled, straightforward and easy to understand; all while including all safety measures.



### AIDING URBAN GARDENS BY ELIMINATING WASTES

Waste Oils are an environment hazard and potassium soap is a circular, non-toxic and multi-purpose resource. A saponifier unit is thus particularly suited for communal spaces, as material collection is optimized and the product can be used in a more efficient form. A dual purpose is fulfilled: a difficult to discard waste is transformed into an useful alternative for the community.



**RESOAP IS OPEN SOURCE: ITS FABRICATION FILES ARE PUBLICLY AVAILABLE, AND IT'S DESIGNED TO BE DIY.**

Included with the 3d files there are slicing instruction for the 3D printing, assembly instruction for putting the product together and detailed steps for recreating the saponification reaction safely.



### FAB-LAB ORIENTED SERVICE

To complete the project, some hypothesis were carried out in terms of imagining how the [online assistance](#) and distribution service could work out.

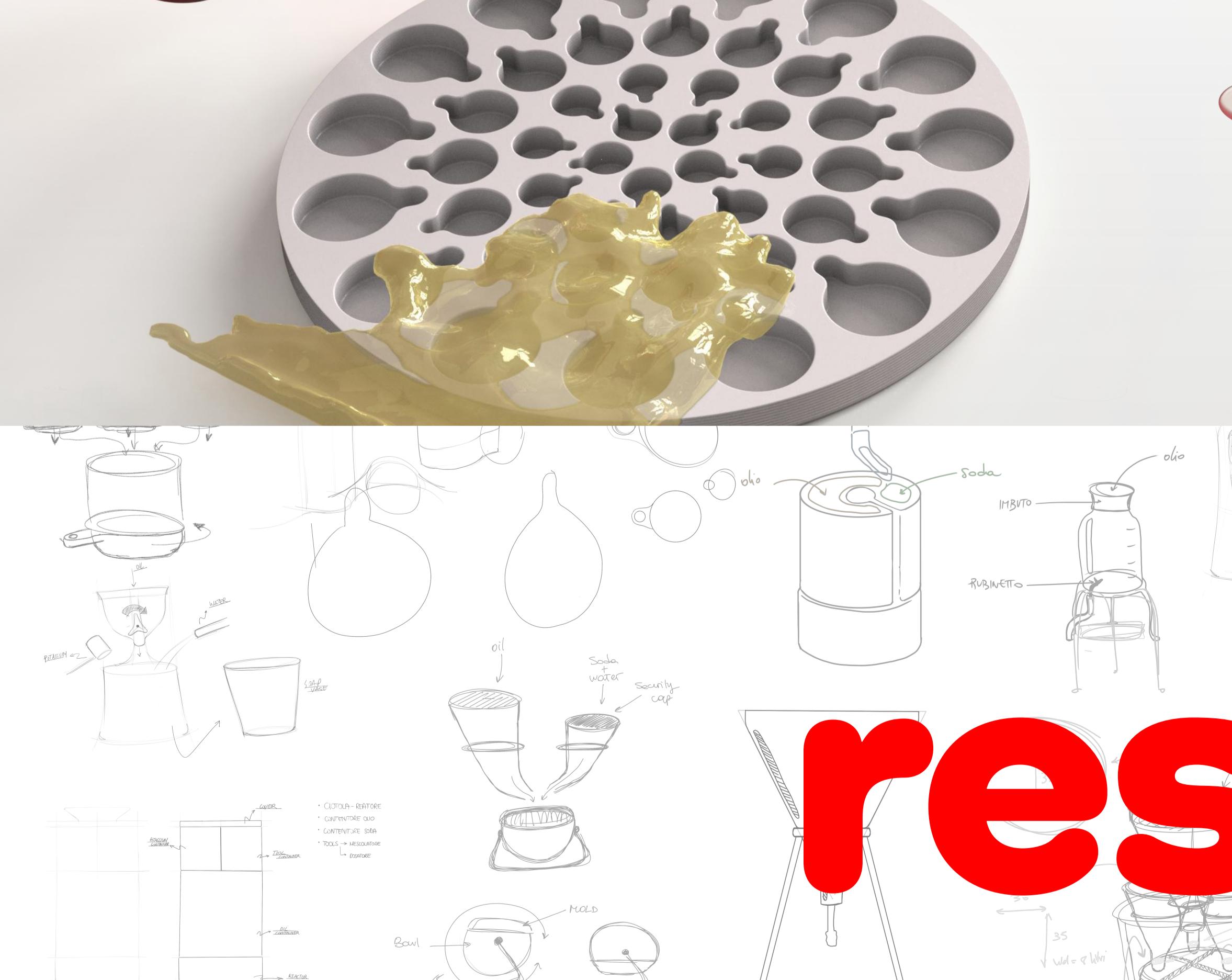


[CLICK TO VIEW FABRICATION INSTRUCTIONS AND USER GUIDE](#)



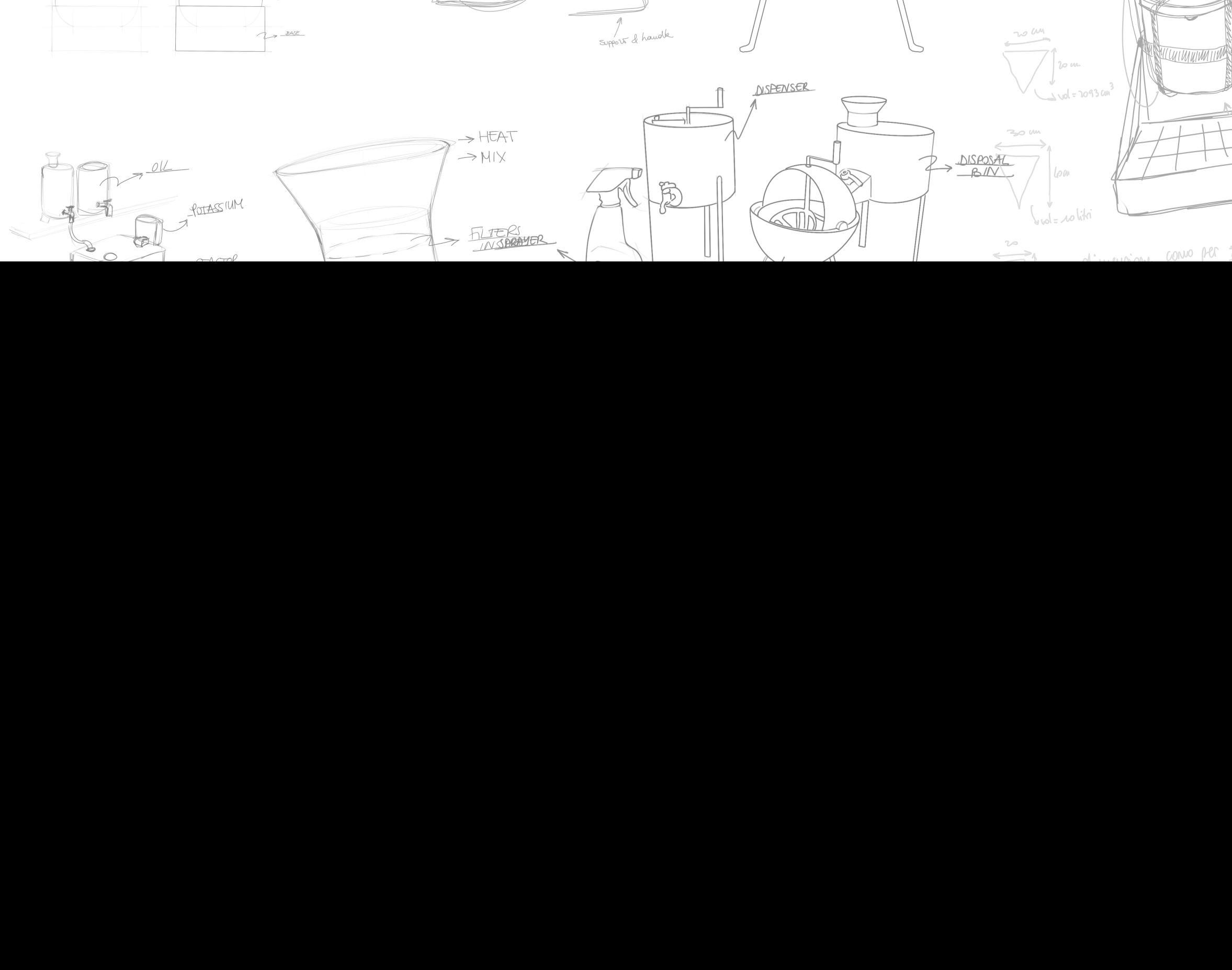
### OIL PISTON

oil pouring is activated by pulling a spring-based piston. A TPU cap secures hermetically the liquids.



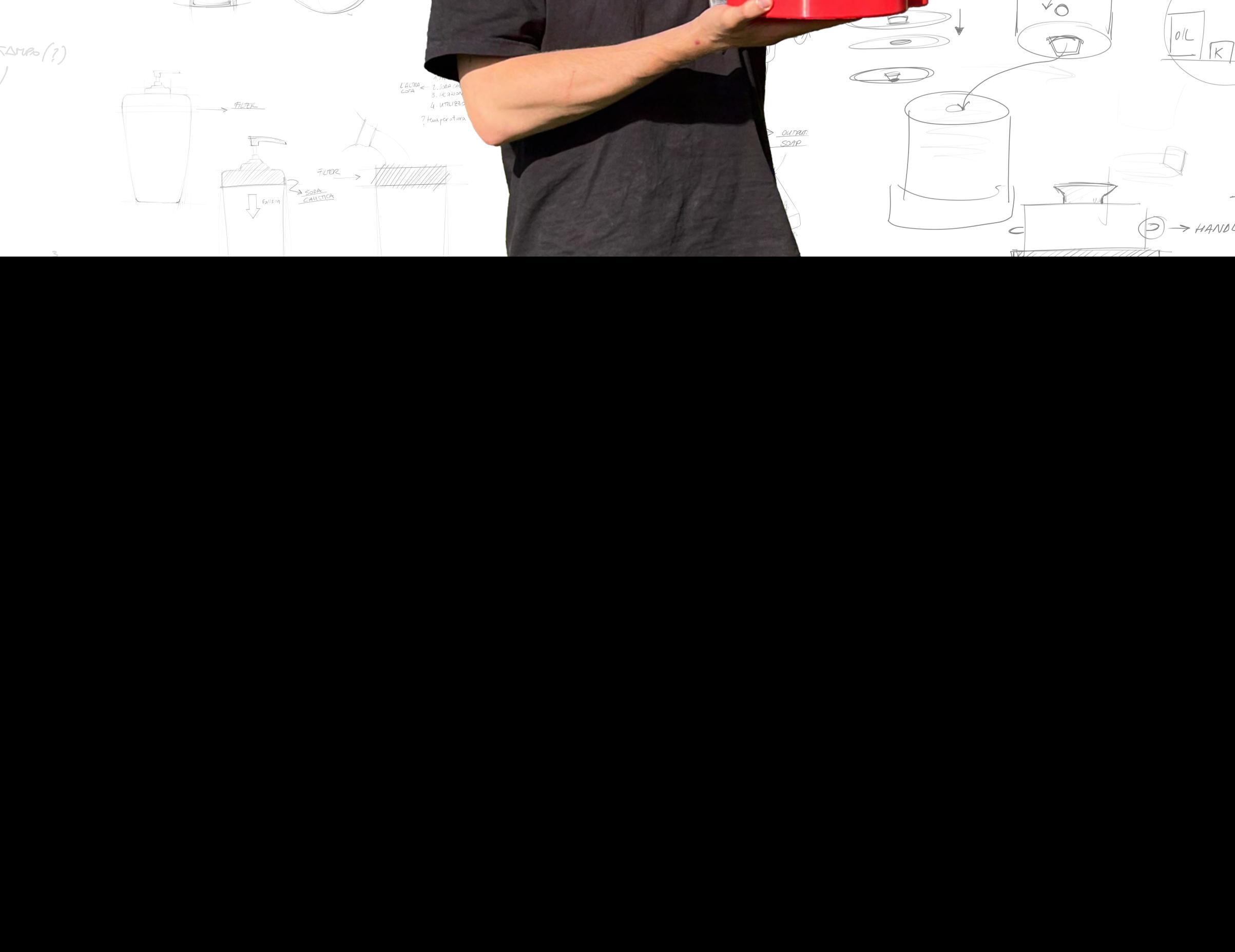
### KOH DISPENSER

a dosing mechanism in the dispenser allows to automatically portion the potassium hydroxide.



### MIXING BLADE

the manually activated spinning blade blends all the components, while the reactor remains covered



# SONORA

## WAGON REFURBISHING

project type: Academic partnership with various NGO organizations

end date: jun 2023

duration: 3 months

teammates: FADU's architecture and urbanism team

whereabouts: Hurlingham, Buenos Aires; developed during an international exchange at UBA

Non-profit associations collaborated with students in the design and creation of a multifunctional space for underrepresented communities.

The reconditioned wagon, a symbol of rebirth in a marginalized neighborhood, offers a communal space that is equally suitable for children eager to play, for teens to stay off the streets and for the elderly to share their stories: here the recording headquarters of "Radio Sonora" produce socially committed media.



THE PROJECT IS A  
NON-PROFIT COLLAB  
BETWEEN THREE  
DIFFERENT ENTITIES  
WORKING TOWARDS A  
COMMON GOAL:

Sonora Social NGO promotes culture and equity in underdeveloped parts of the urban agglomeration, using visual and radio languages as a mediating tool.



The SiuS uni course gathers students from different disciplines, making them apply the skills learned during studies on a real case, with concrete limitations.



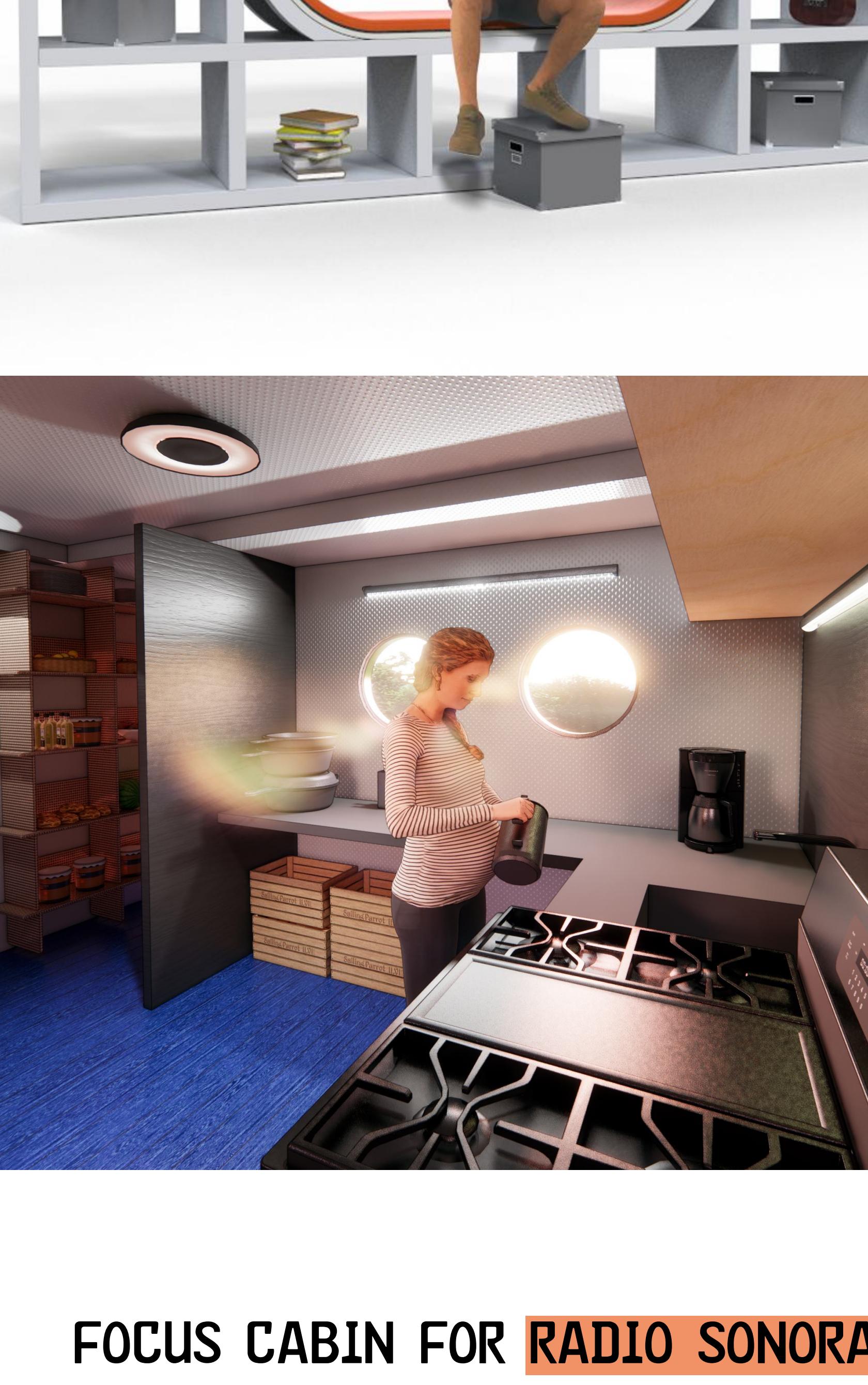
The state-owned rail company provided a disused wagon, the land ownership for placing it and volunteered the manpower and all materials for the refurbishment.



### FOCUS AREA FOR RADIO SONORA

### MAIN COMMUNITY SPACE

The central area is conceived as a continuous space that can accommodate all of the many different cultural and educational activities organized by the Sonora: the open space promotes socialization and community aspects.

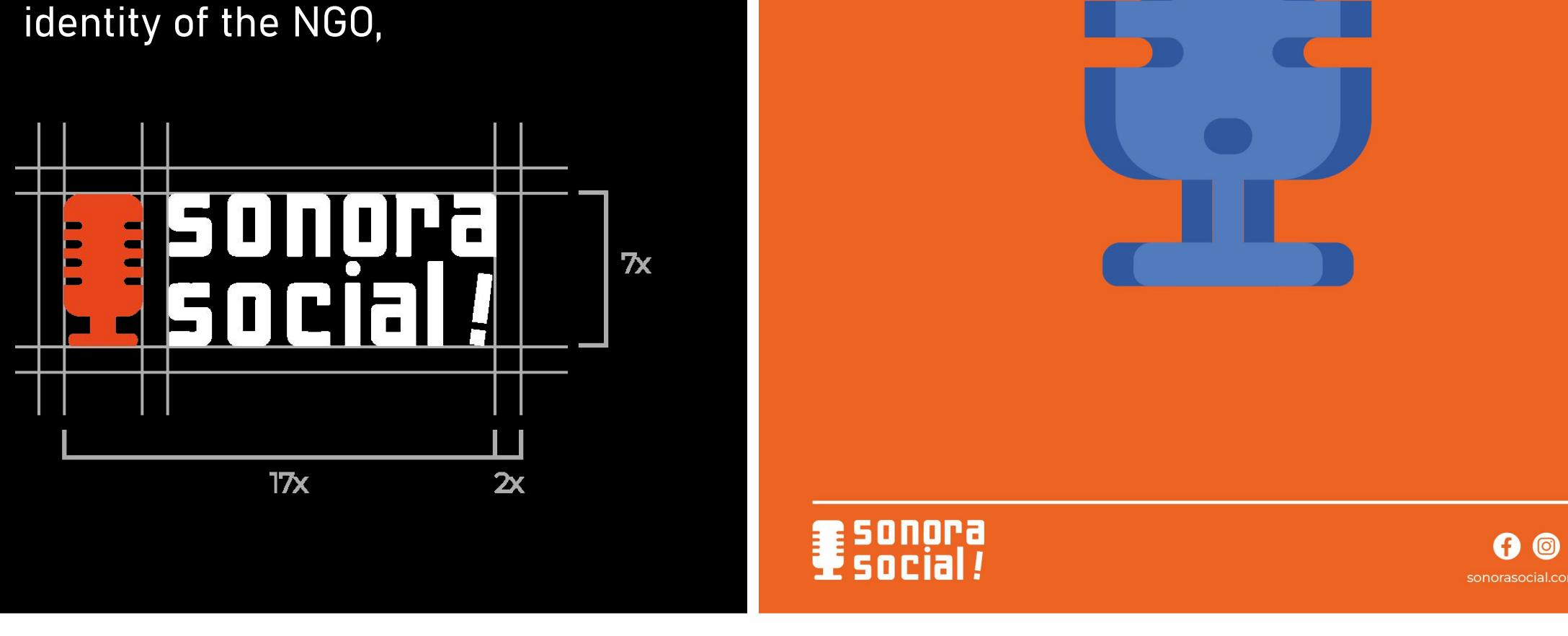


STOREROOMS AND SERVICES



### FOCUS CABIN FOR RADIO SONORA

Radio broadcasting and podcasts are the heart of the association's activity: the space is designed to encourage dialogue between equals, through direct participations of the local population awareness is raised on sensitive issues. The table allows an unfiltered conversation where nobody shall be isolated.



### STOREROOMS AND SERVICES

A small kitchen and two bathrooms have also been added: the aim was to design an attainable space for real life use, complete in every possible detail. Custom interiors are one of the means of pursuing an identity campaign.



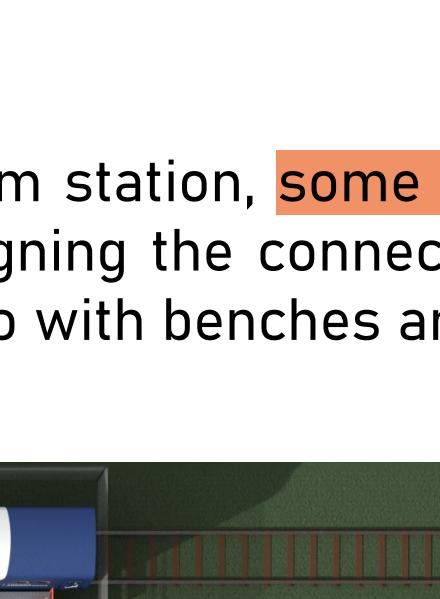
### GIVING A VOICE TO THOSE WHO DON'T HAVE ONE

#### COMMUNICATING THE UPDATE

The graphic design team also focused on the communicative aspects, developing a new logo, ads and posters to better represent the refurbished identity of the NGO.

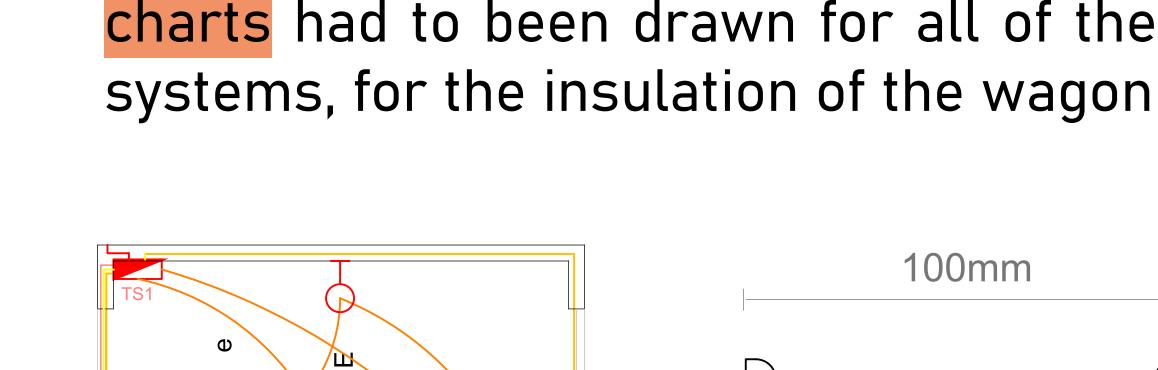


Ser comunidad en una sociedad dividida.

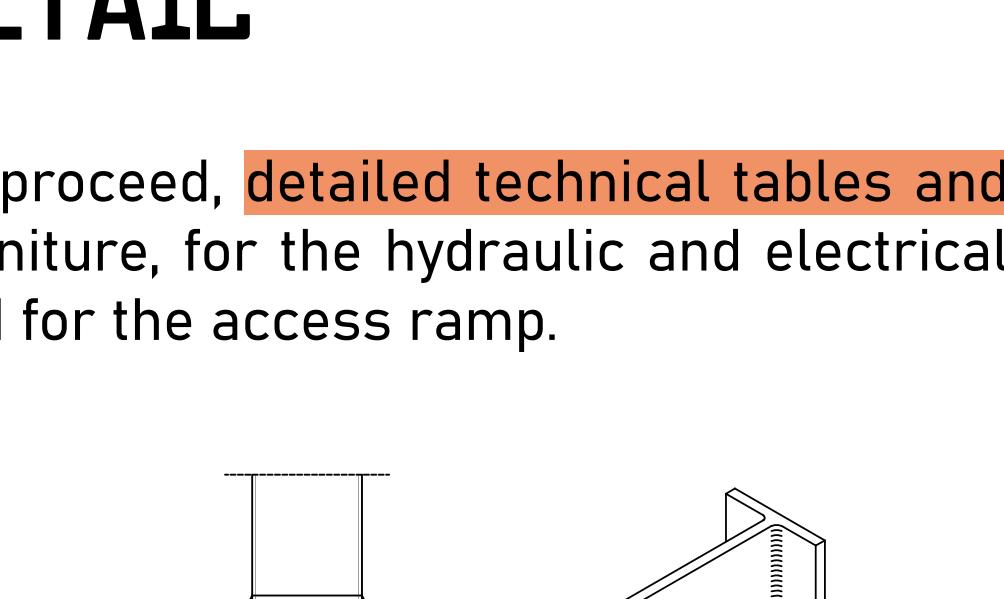


caminar vale la pena aunque te caigas."

Ser voz de los que no tienen.

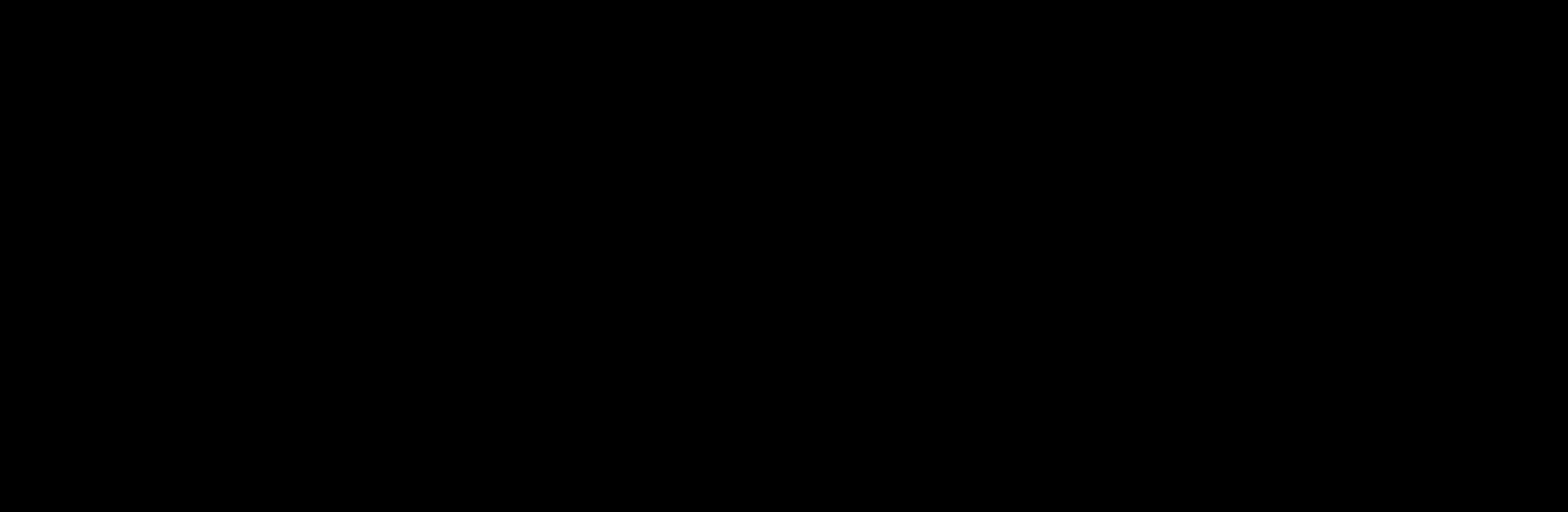


Ser herramienta para un futuro mejor.



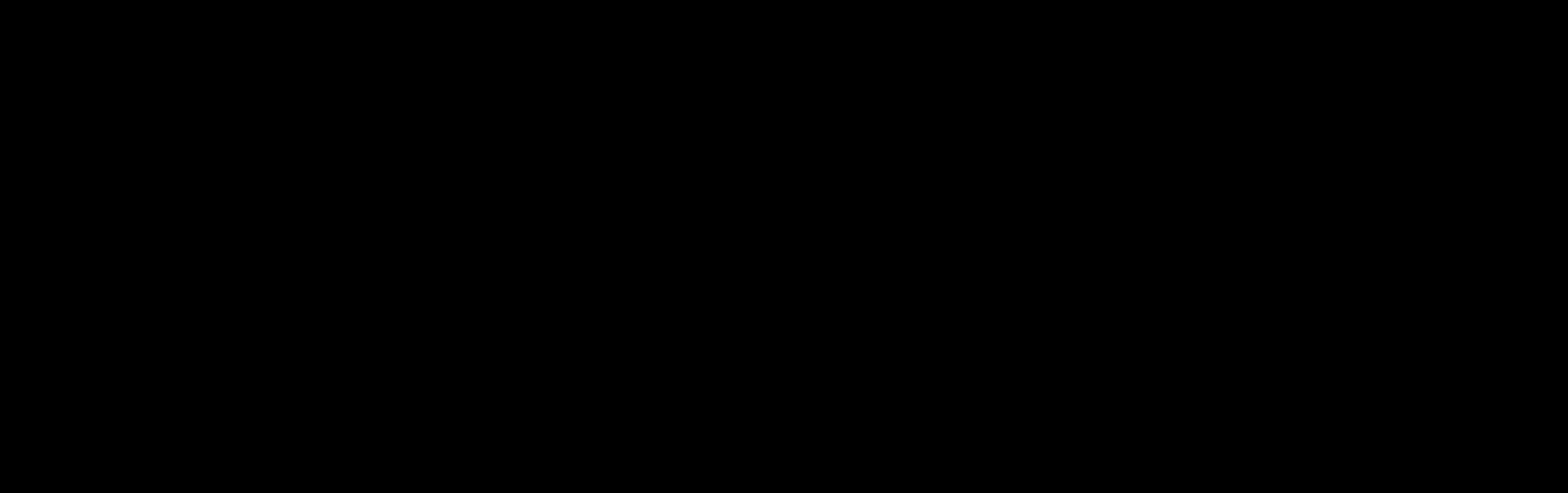
#### A WORK IN PROGRESS...

The wagon will occupy a space nearby the Hurlingham station, some 22 km deep into the suburbs. The project also consisted in designing the connections to the pedestrian paths, an access ramp and an outdoor patio with benches and racks.



#### ...COMPLETE IN EVERY DETAIL

Since the work was needed by the ONG to proceed, detailed technical tables and charts had to be drawn for all of the furniture, for the hydraulic and electrical systems, for the insulation of the wagon and for the access ramp.



# SAHMAT BAR

## HISTORICAL SITE REPURPOSING

project type: Academic exchange workshop

end date: feb 2023

duration: 1 week

teammates: E. Abdullayeva | G. Deangelis  
N. Mahmudova | R. Murtuzaliyev

whereabouts: Old Karavanseraj, Baku city center, Azerbaijan

Italian and Azerbaijani students collaborated for the requalification of a city Caravanserai, a fortified inn where historically travelers and merchants could rest and trade safely. The place has been redesigned as a club specifically dedicated to board games, especially chess and backgammon, which are very popular in the Caucasian region and which represent an important part of the local culture.

### RECEPTION SPACE

for welcoming guests at the entrance, wardrobe service is provided

### LARGE CENTRAL HALL

the open epicenter of all social activities, where most of the seating is found.

### SPOTLIGHT BOARD

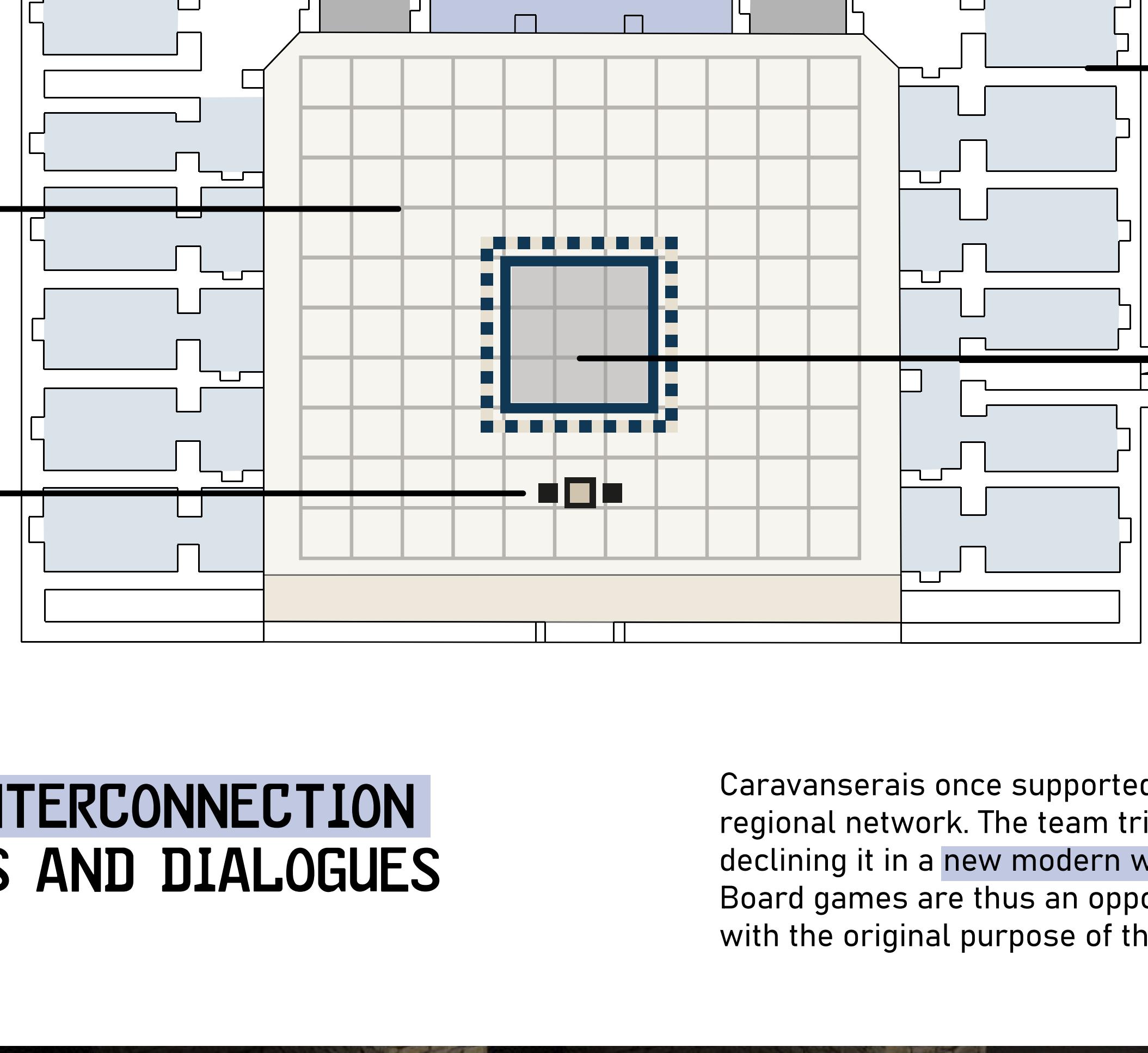
reserved for games of public interest

### BOOKABLE SIDE ROOMS

intimate spaces that can be requested and occupied by private groups

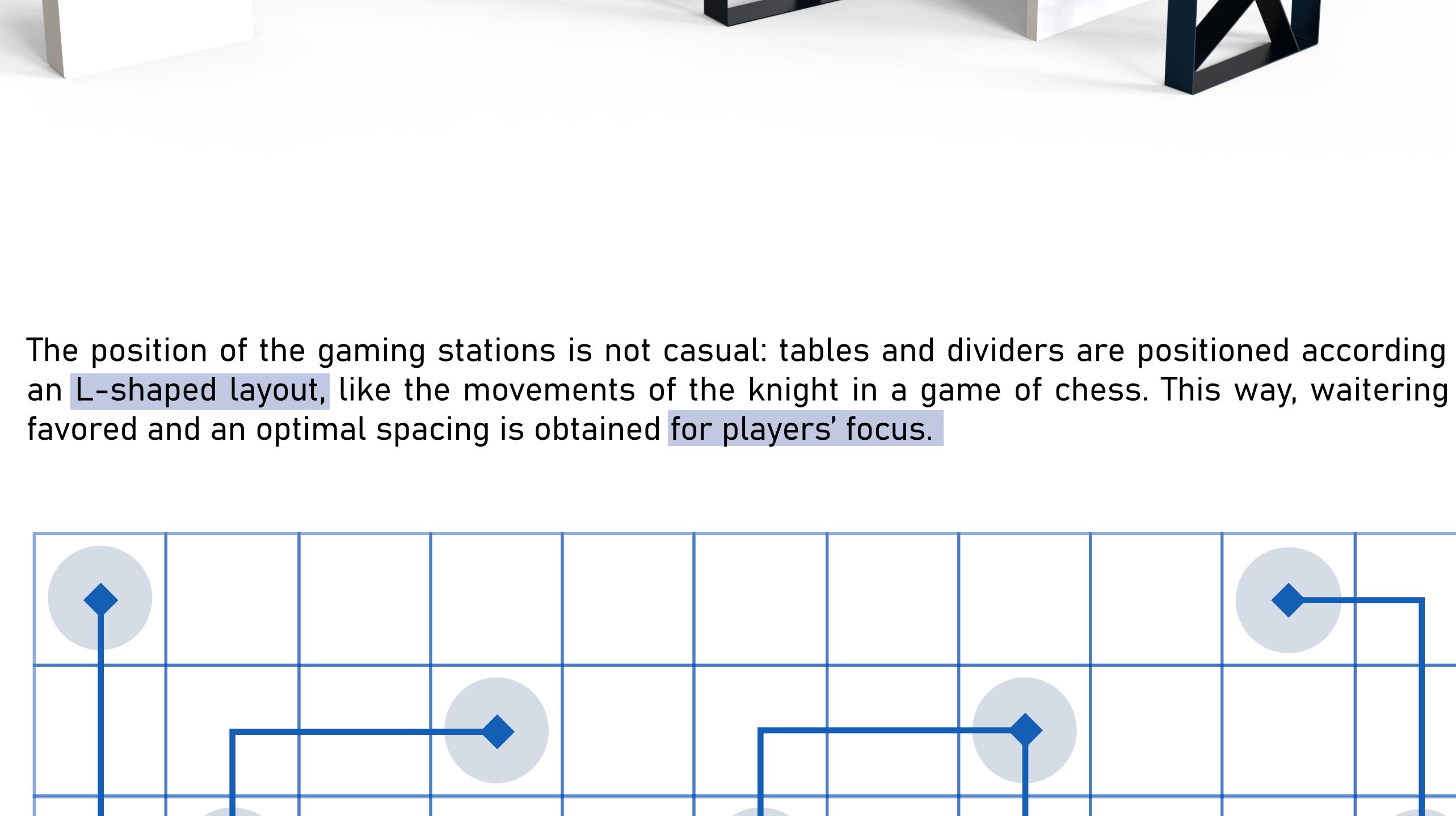
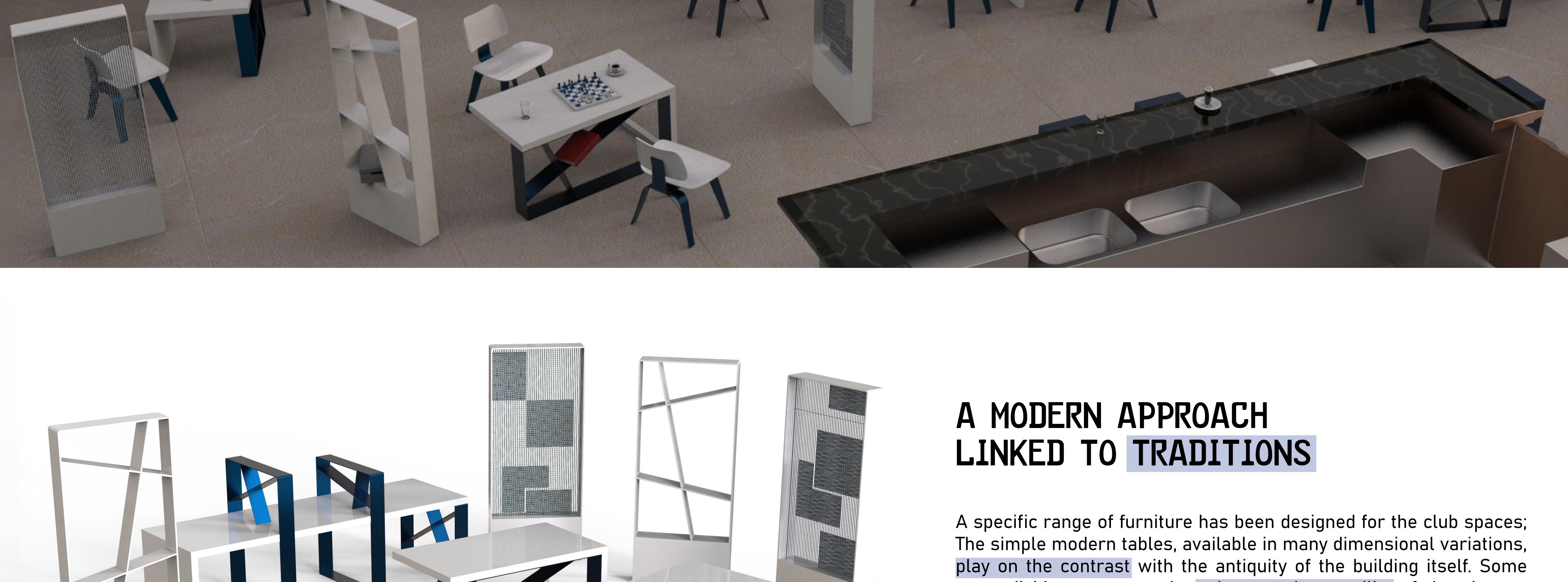
### SQUARE BAR COUNTER

positioned in the planimetry center



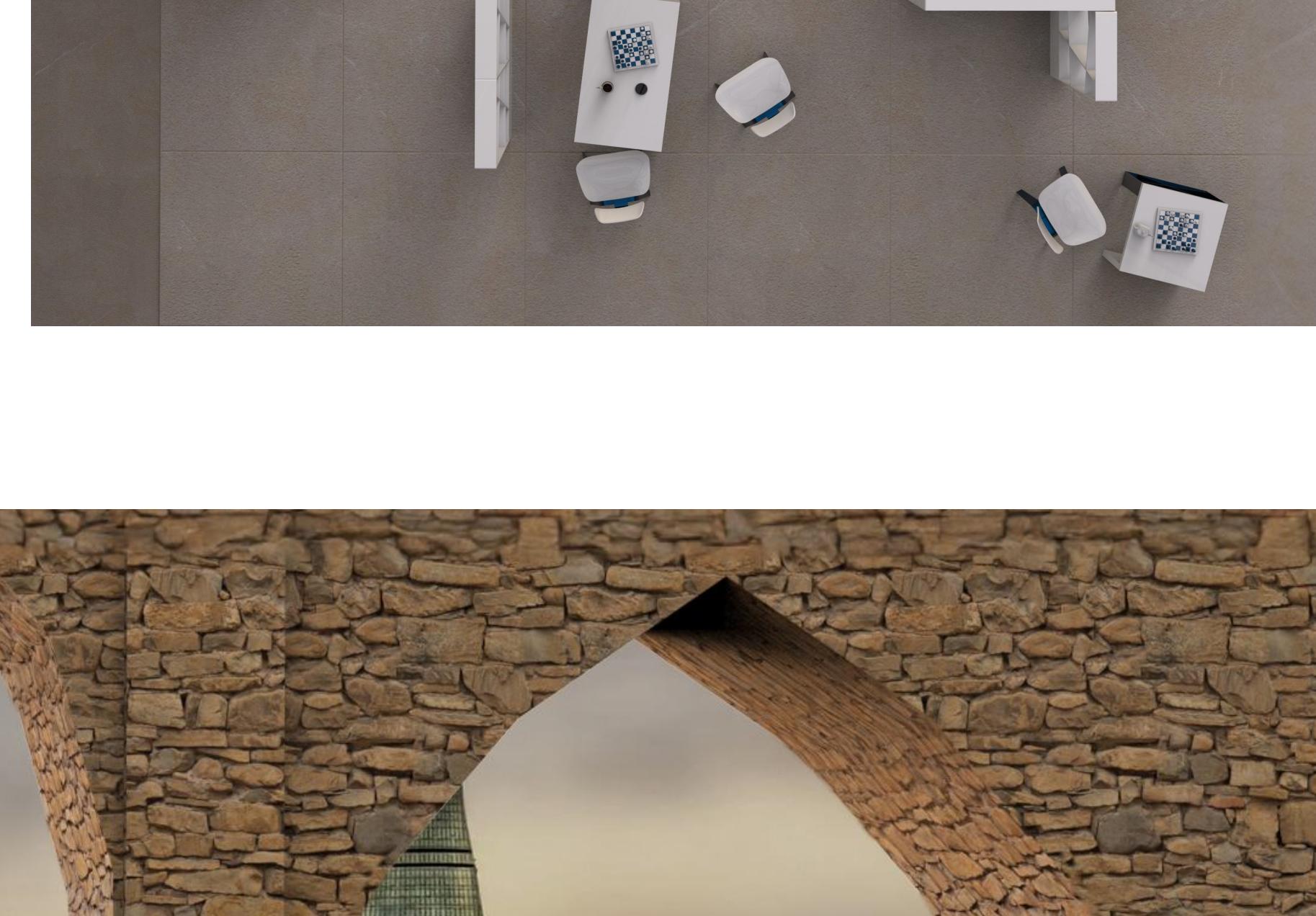
### FOSTERING INTERCONNECTION THROUGH CHALLENGES AND DIALOGUES

Caravanserais once supported the flow of cultures and people across a huge regional network. The team tried to preserve the same spirit of sociability by declining it in a new modern way, creating a space that favors dialogues. Board games are thus an opportunity to forge human relationships, in line with the original purpose of the environment.

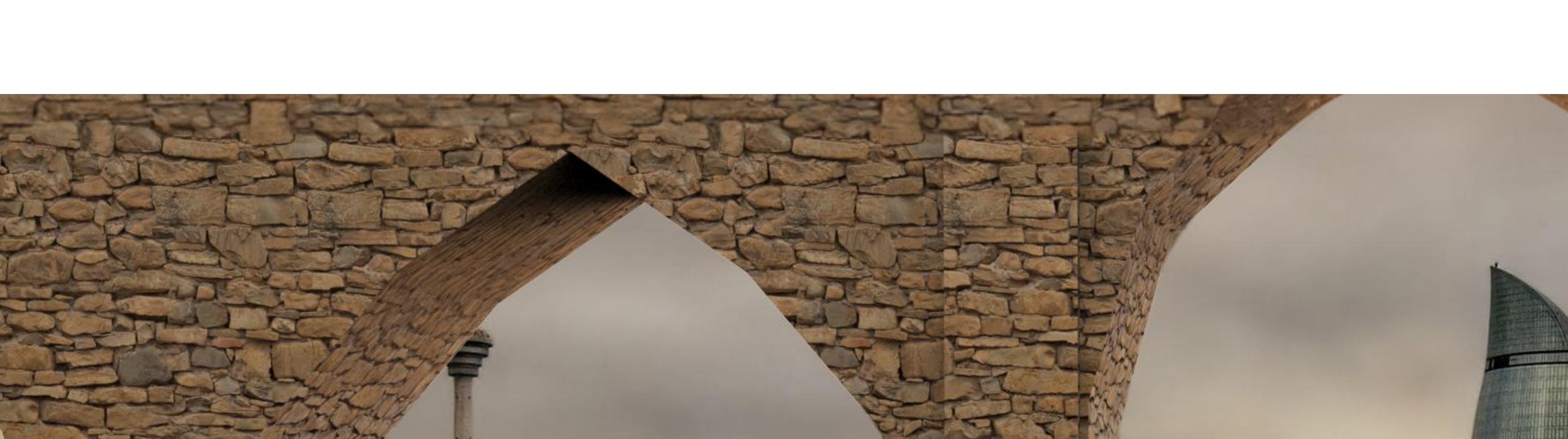


### A MODERN APPROACH LINKED TO TRADITIONS

A specific range of furniture has been designed for the club spaces; The simple modern tables, available in many dimensional variations, play on the contrast with the antiquity of the building itself. Some room dividers promote the privacy and tranquility of the players, taking inspiration from the key theme of traditionally woven carpets and maintaining continuity with the past



The position of the gaming stations is not casual: tables and dividers are positioned according to an L-shaped layout, like the movements of the knight in a game of chess. This way, waiting is favored and an optimal spacing is obtained for players' focus.



# PARKSIDE

## THERMAL GUN

project type: Reverse engineering project

model name: Parkside PHLHG2000 B2

end date: sept 2022

duration: 3 months

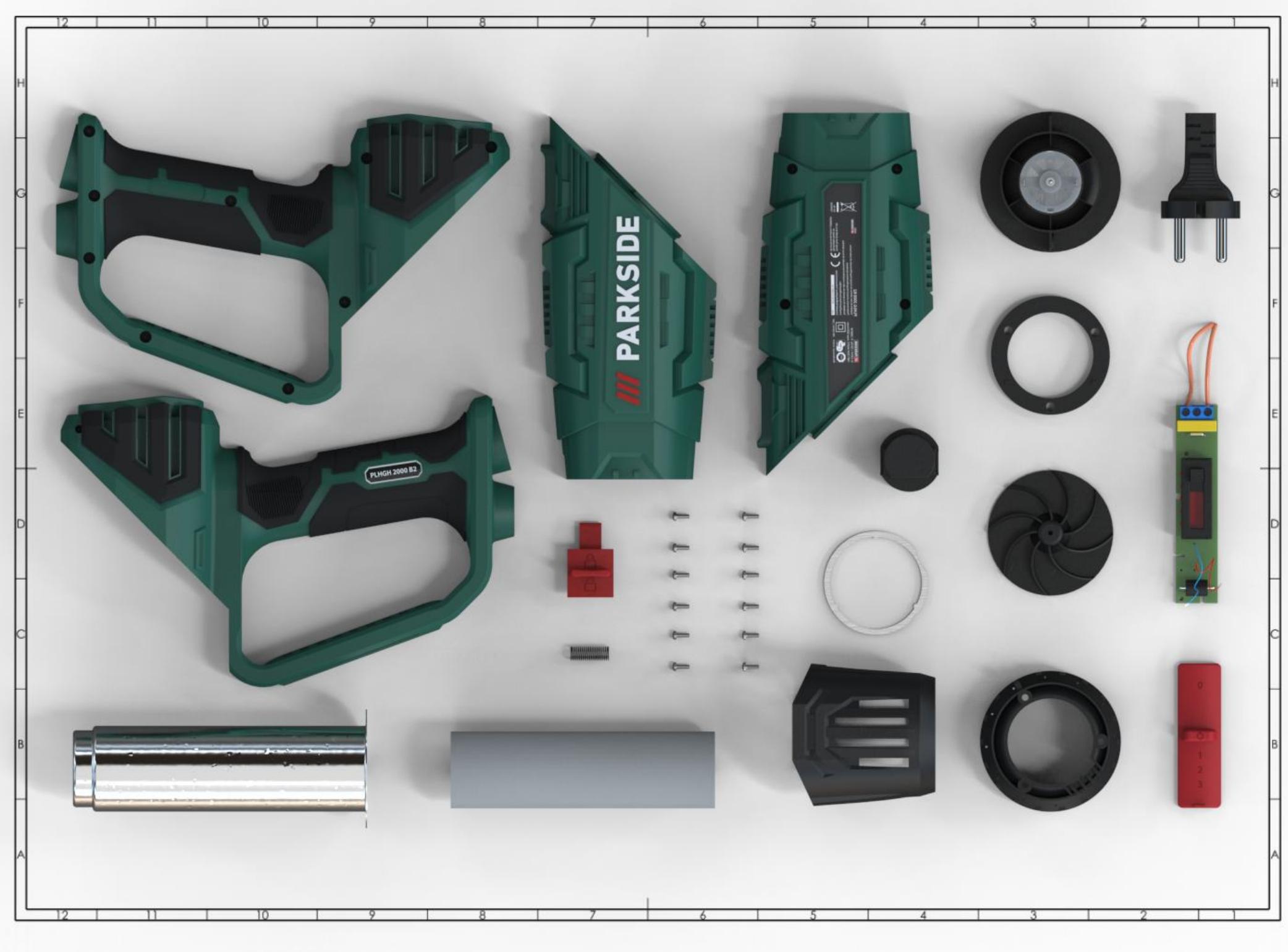
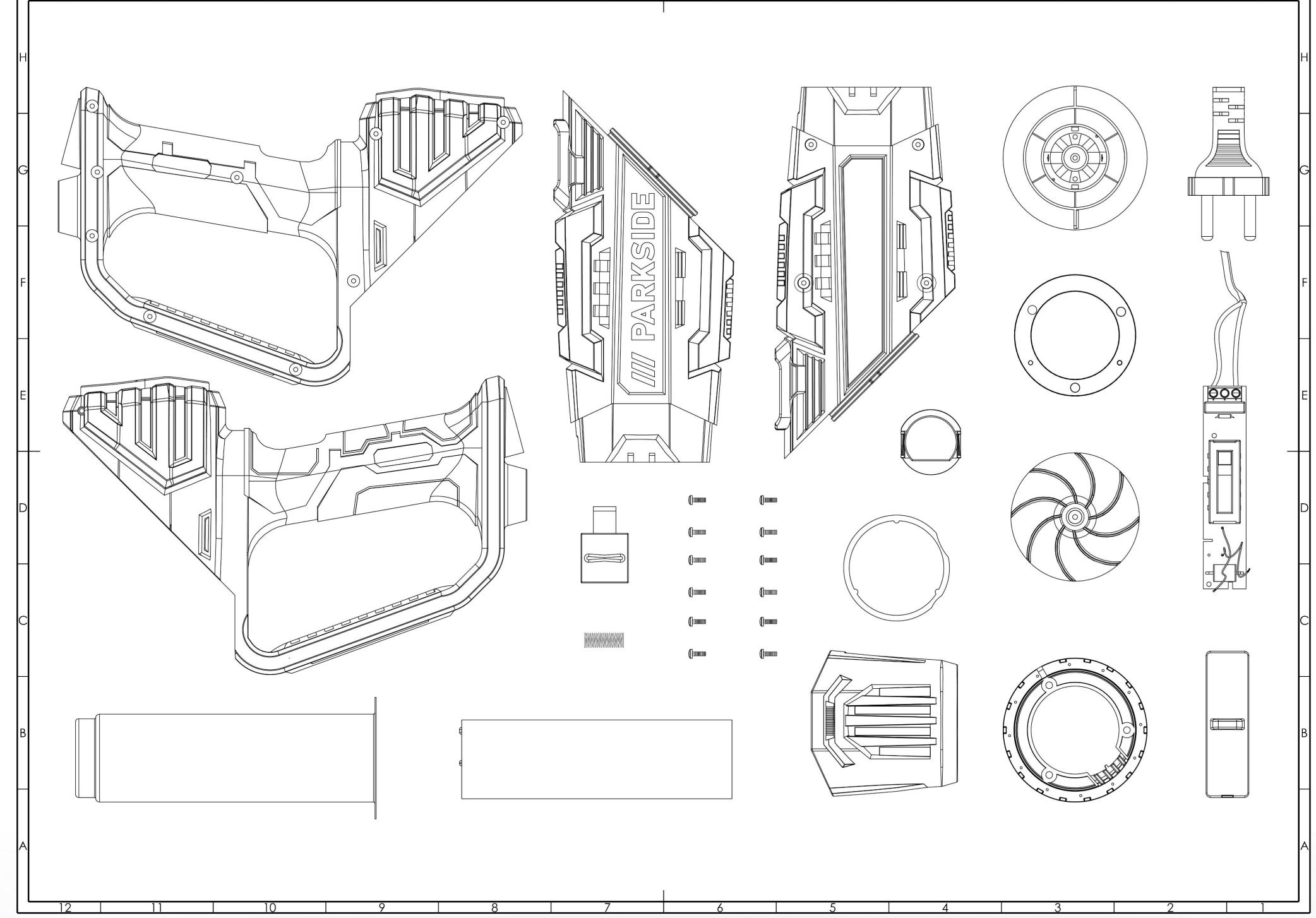
teammates: S. Boni | L. Mangili

As a **modelling exercise**, we measured and analyzed a common tool, in order to understand not only **how it functions** but how it was **produced** as well. It was then fully re-created from scratch using **Solidworks**. The resulting 3D model is **accurate** from an **engineering** point of view and complete in every one of its part.



### A METHODICAL WORK AIMED AT UNDERSTANDING INDUSTRIAL PRODUCTION

The final assembly included **18 parts**, all precisely recreated with regard to the original manufacturing method. The tool is also transformable, as the handle can assume two different positions - part of the work consisted in **animating the rotation** of the two halves and making sure that the parts always fitted.

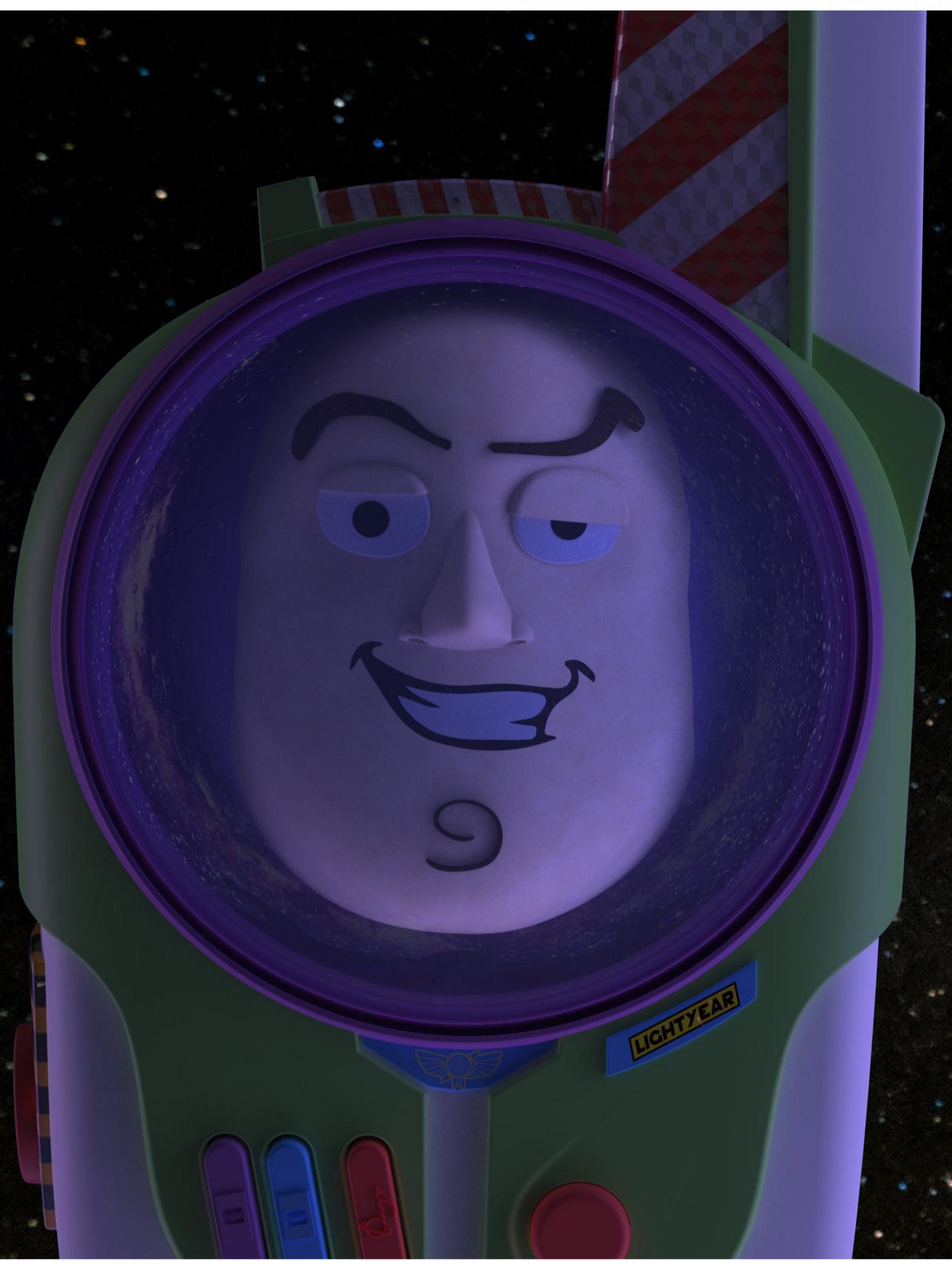


# BUZZER

## WALKIE TALKIE

project type: Digital representation exercise  
end date: jan 2022  
duration: 1 months

The Buzzer was made as a creativity and modeling exercise within a course of digital representation: the product aimed at showing the personal skills in a unique and flamboyant way. The program used for the modeling was Autodesk Alias, while Luxion Keyshot was used for displaying the final results as renderings. The project is a tribute to Pixar's Toy Story (1995), the first animated film made entirely in CGI.



### TO INFINITY AND BEYOND: A WALKIE TALKIE FOR NOSTALGIC KIDS AND PLAYFUL GROWNUPS

The Buzzer is a futuristic piece of hardware that only the most expert space rangers may utilize: it allows you to communicate in a trendy new way with all your friends - as long as they are in a mile and a half radius and as long as you speak one at the time. And if you don't have any friends, don't worry! Lieutenant Buzz Lightyear will keep you company with his big, bad face: as he always used to say, you've got a friend in me.



# LIVELACHE

# PHOTOGRAPHIC PROJECT

submitted for university

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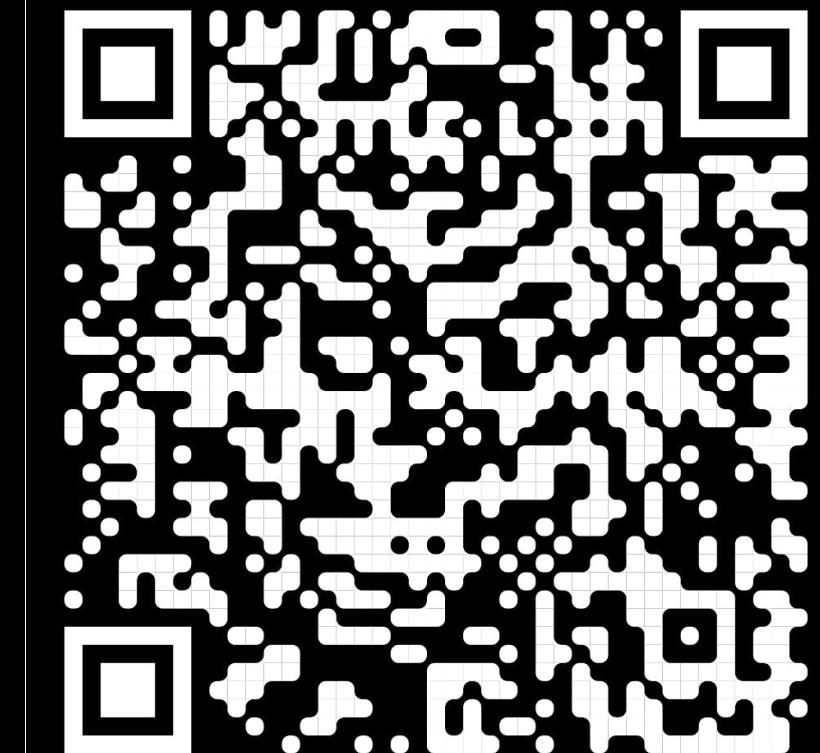
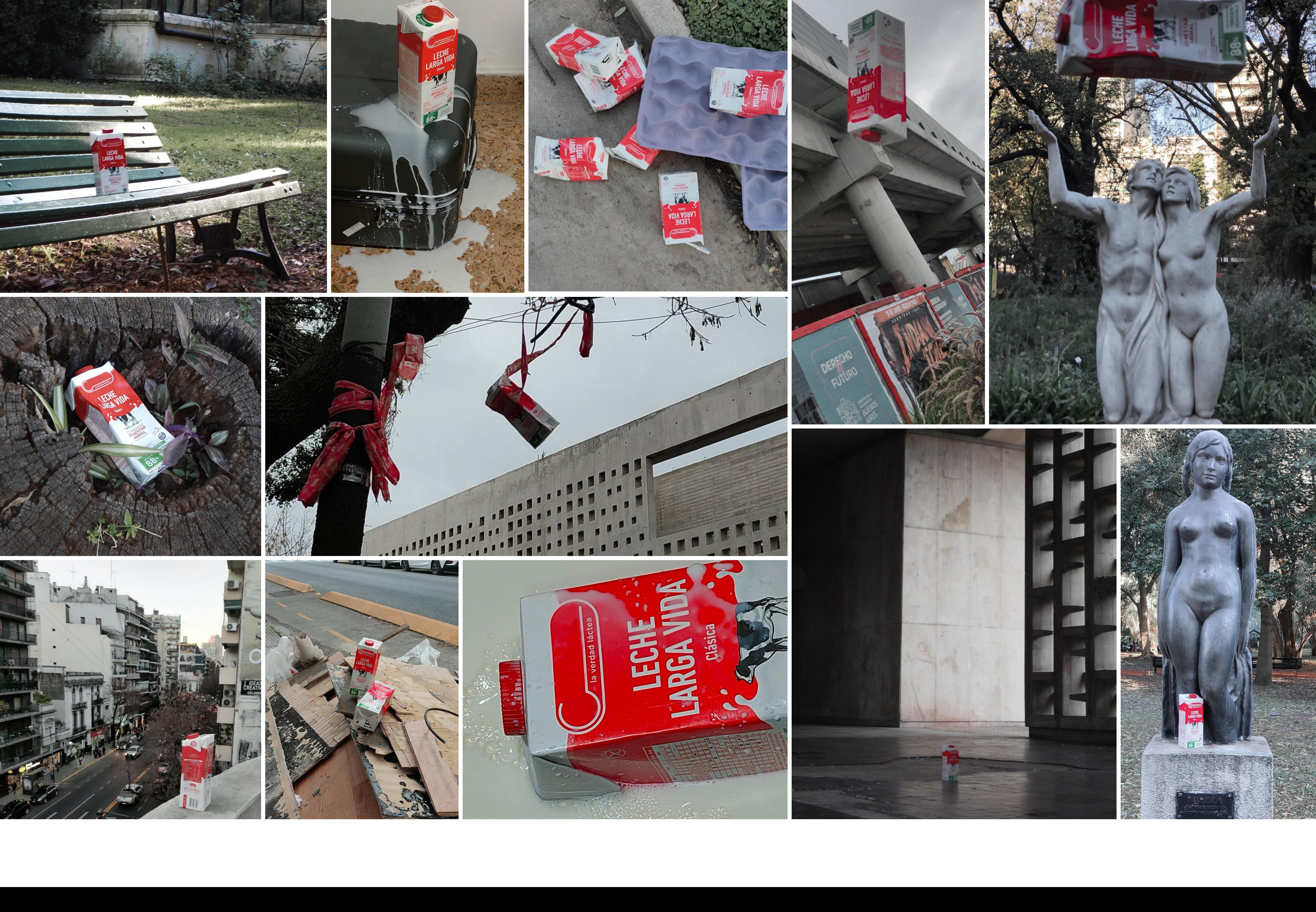
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**duration:** 1 month

dadaist premise of creating an apparently serious artistic work on an unusually humble theme. The milk package and its frivolous claim to depth is a metaphor for all those attempts of existential reflections, so common in the contemporary world and in photography, that fail to scratch the real shell of being. The series follows an aesthetic of rejection, of abandonment; of the liminal, alienating, fleeting, which represents an existence as brief as arrogant in its title.



www.oxfordjournals.org/journal/age



**THAT'S IT.**

**THANK YOU.**