

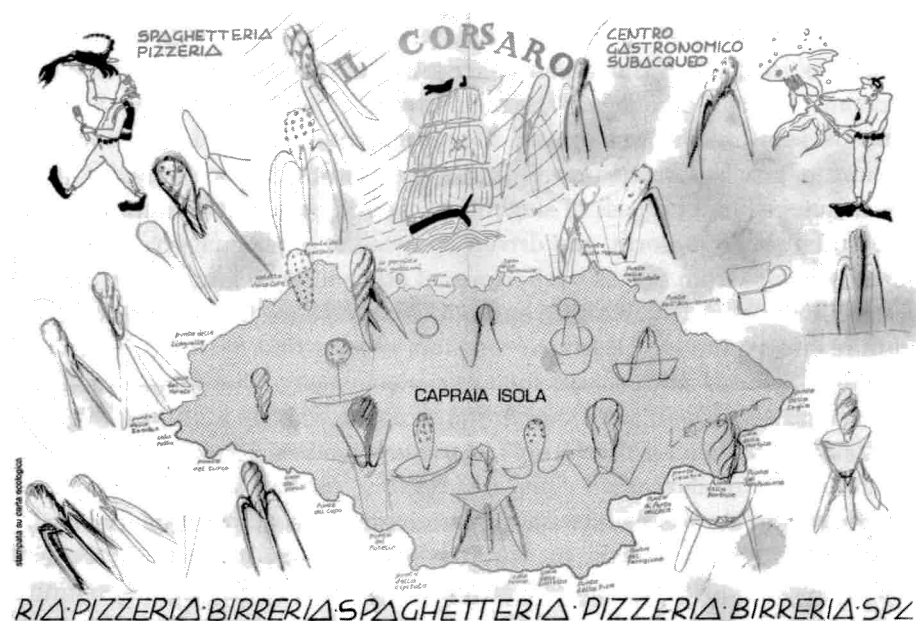
inciples that offered starting points, particularities of the site on which observed how these starting points n to something manageable, to pro- could work. 'The greatest variety of solutions occurs early on in the conjecture or conceptualisation of a of the problem is gained by testing imposed a limited set of objectives, imary generator', as Darke called it, t. This seems to be a necessary part concept cannot be derived directly has to bring something to it.

## Designers Do

can of course be rather biased, or willingness or ability to articulate ivities. But I said before that it is nystical account of the conception much less mysterious explanation. e in deconstructing this particular lers, in which they utilised what various interviews, what (little) he on squeezer, and the evidence of

already a renowned designer of a company had started a new series mous designers, including kettles s and Aldo Rossi, and cutlery and hard Sapper and Ettore Sottsass. t in the 'designer' series, a lemon

squeezer. Starck went to Italy to visit Alessi and discuss the project. He then took a short break on the small island of Capraia, just off the Tuscan coast, and went to dine in a pizzeria restaurant, Il Corsaro. He was obviously already thinking about the lemon squeezer project, because, as he waited for his food, he began to sketch on the paper place mat. At first, the sketches were just very rough images of a fairly conventional form of lemon squeezer (see the centre-right area of the place mat, Figure 1.3), but then something happened to inspire a leap to making sketches of something quite different – his anti-pasto plate of baby squid had arrived, and Starck began to get his 'vision of a squid-like lemon squeezer'! His sketches on the place mat now became images of strange forms with big bodies and long legs, and eventually (bottom left in Figure 1.3) something emerged that is now recognisable as the *Juicy Salif* concept.



1.3 Starck's design sketches for the lemon squeezer on the restaurant placemat.