

DESIGN PORTFOLIO

ANDRÉS **CARPINELLI**

MY NAME IS **ANDRÉS CARPINELLI**

I am a curious designer, that was born in Argentina 28 years ago, and currently living in Milano, where I have finished a Master In Design at Domus Academy.

I have inherited a big passion for working but my own interest led me to specialize in design, a field in which I have been working the past 6 years. Developing a book, taking a picture, creating a logo, designing a piece of furniture or planning an event, with the tools I have learned to use, always looking forward to creating an exciting experience.

I aim to continue pursuing my dream of doing what I love as a job. So far, it has helped me build a career, and above all, be happy.

let me guide you through my work,

& IN CASE YOU ARE INTERESTED YOU CAN REACH ME:

CEL. +39 3668949339
MAIL ANDRESCARPINELLI@HOTMAIL.COM

SKYPE [ANDRES. CARPINELLI](#)
TUMBLR [SUSTANTIVOPROPIO.TUMBLR.COM](#)

DONT FORGET THAT IN EACH PROJECT...



YOU HAVE TO CREATE
AND THAT IS DONE BY

DOING

**YOU CAN BE AN ARTIST *but*
BE AN ENGINEER AT THE SAME TIME**

CREATE SOLUTIONS NOT PROBLEMS

create surfaces without being superficial

**DESIGN FOR PEOPLE
NOT FOR DESIGNERS**

RESEARCH
SO IT WORKS

FEEL A SHAPE
BUT KNOW HOW
TO CALCULATE IT

BUILD SO IT CAN LAST IT IS NOT ONLY ABOUT RECYCLING

TAKE CARE OF **RESOURCES**
SO THEY CAN LAST TO
FUTURE GENERATIONS

PEDAL SO YOU CAN
RIDE WITHOUT HANDS

USE THE SENSES
BECAUSE THEY MAKE US

HUMAN

HEAR

FEEL

WATCH

SMELL

TOUCH

BUT ABOVE ALL
DON'T FORGET THAT

YOU HAVE TO CREATE TO EXCITE
BECAUSE THAT IS WHAT **LIFE** IS ALL ABOUT

PERSONAL**MANIFESTO**
ANDRES CARPINELLI, 2012



● CONTENTS

01 FURNITURE DESIGN

4 SECRET COMPARTMENTS **7** SOFTSCAPE

02 PRODUCT DESIGN

10 THE THINGER **12** HOURCLOCK

03 TOY DESIGN

16 GRANDELIN **22** I PELLETZ



01.FURNITUREDESIGN

SECRET COMPARTMENT

DA
Dante Academy

Gufram

project leaders. Dante Donegani & Giovanni Lauda

BRIEF. Develop a product for the italian furniture company Gufram, considering the company's strong ironic & iconic heritage

RESEARCH. The urban lifestyle transformed the house in a private sanctuary. The living environment requires pieces able to fullfil the needs of expressing the individual's identity. Transform trivial and routine actions into rituals, incorporating the symbolic dimension able to generate that change.

PROPOSAL. Mixing different functions of furniture accesories, as hangers, shelves, drawers, to integrate them into one piece in order to create a ritualistic space.

01.FURNITURE DESIGN

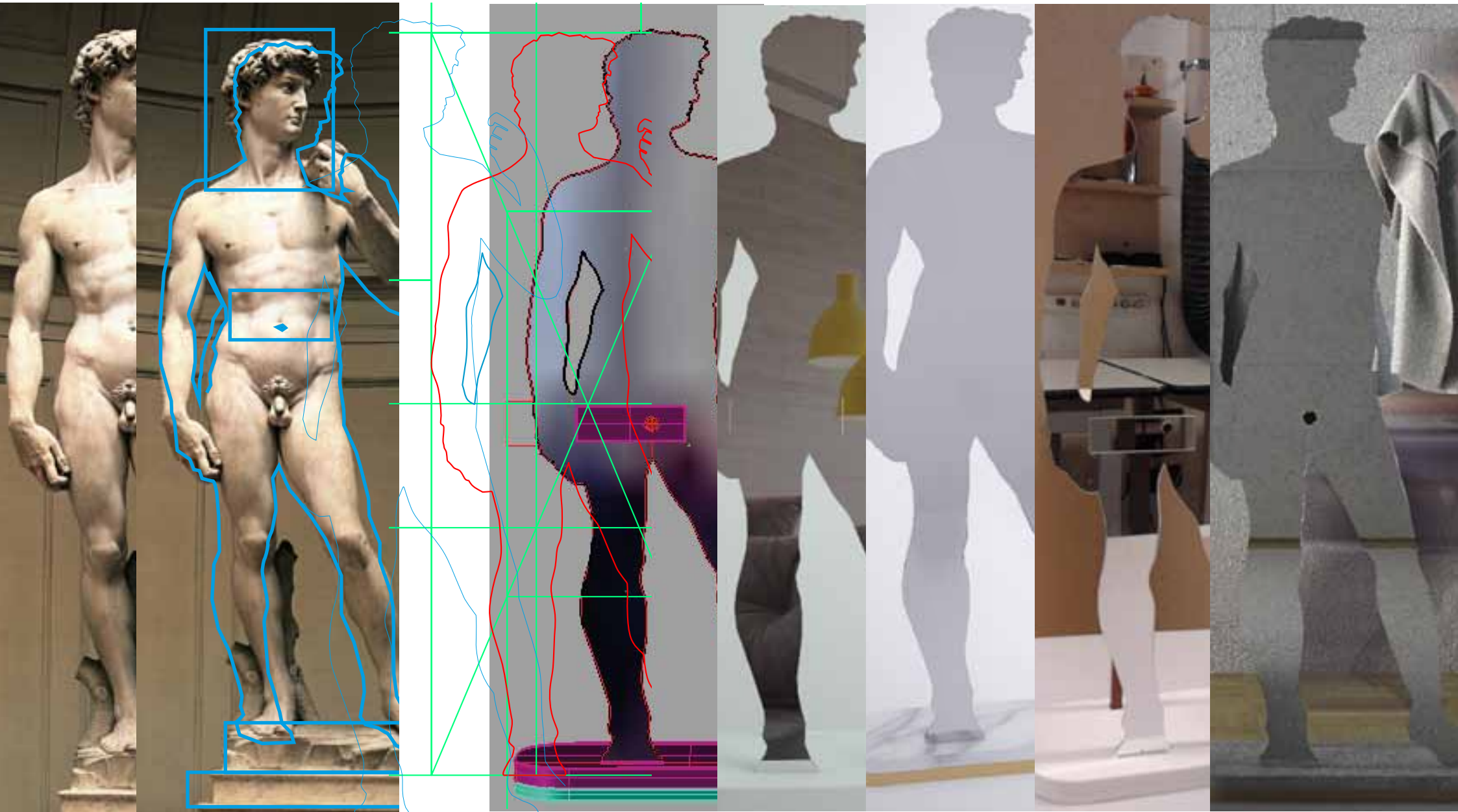
MIRROR MIRROR

SCENARIO PROPOSAL. Create a piece that enhances the fact of transformation, a place to leave your clothes behind, *a small place for selfdiscovering.*



FORMAL DEVELOPMENT

1. VISUAL RESEARCH
2. LINES DEFINITION
3. REFINE OF VECTOR WORK
4. PROPORTION EDITION
5. 3D RHINO MODEL
6. KEYSHOT VISUALIZATION
7. VRAY MATERIALS TEST
8. LASER CUT MOCK UP TEST
9. FINAL RENDER PRESENTATION



01.FURNITURE DESIGN

SOFTSCAPE



project leaders. Claudia Raimondo & Stefan Krivokapic

BRIEF. Explore the qualities of Bayflex, a Polyurethane foam produced by Bayer Material Science. *



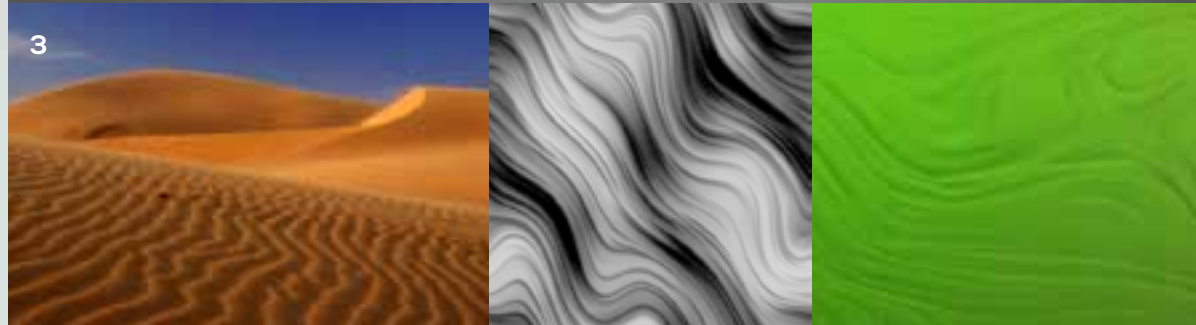
**group project in collaboration with Simeoni (Kenya) & Lim (Singapour)*

01.FURNITURE DESIGN

SOFTSCAPE

CONCEPT. Enhance the tactile and visual quality of the material.
Create a versatile system of flexible and adaptable furniture.

IDEA DEVELOPMENT + TEXTURES + 3D MODELS
RENDERING



1.NOMAD, LOW SEATING 2.OCEANIC, LOUNGE CHAIR
3.DEVELOPMENT OF TEXTURES INSPIRED IN NATURE

01.FURNITURE DESIGN

SOFTSCAPE

FEATURES. Technology and communication created new behaviours. The line aims to create pieces adaptable to the domestic nomad. In mould painting and the model texturing ensures a tactile experience.



1. ANEMONE, PERSONAL ORGANISER

THE THINGER

Born from the Softscape concept, The Thinger was an exploration outside classroom. A simple thing, created to hold all your things with design *thinging*.

 <http://thethinger.tumblr.com>

*group project in collaboration with **Simeoni** (Kenya)



PROTOTYPE DEVELOPMENT

A working prototype was elaborated using Silicon with a PS Mould.
Low cost investment, a high quality finish and a perfect functional prototype.

FEATURED IN YOUNGDESIGNER.IT



02.PRODUCT DESIGN

HOUR CLOCK

project leaders. Claudio Moderini & Rodrigo Torres



BRIEF. A simple object 2.0 *

SOLUTION. A connected ecosystem that looks to solve the new need of depicting time in a modern society. The system includes a physical wall clock, a web app plus a native app for major mobile operating systems.

TIME FUNCTION

ONE CLOCK, MANY FACES

E INK PERSONALIZABLE DISPLAY



**group project in collaboration with Ori Takemura (Russia)*

02.PRODUCT DESIGN

CONCEPT DEVELOPMENT

DESIGN A simple and stylistic piece of design, the clock display present, past and future time.

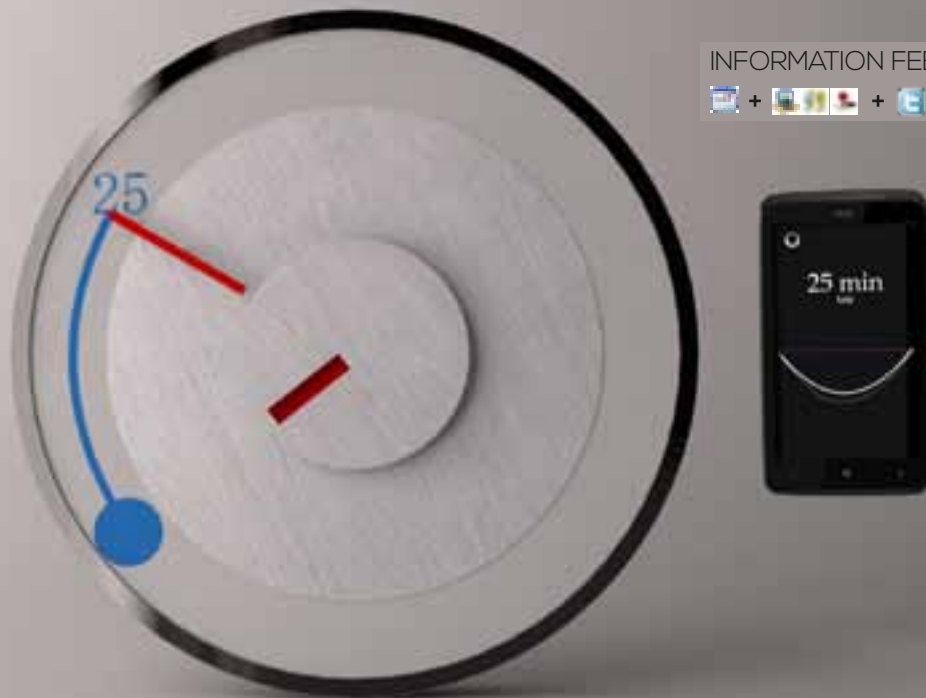
PREDICTIVE MODE. The clock display information regarding events on the agenda and the relation with space and time management.

AWARENESS MODE. The information collected through differnts apps creates an infographic visual to learn how time was spent.

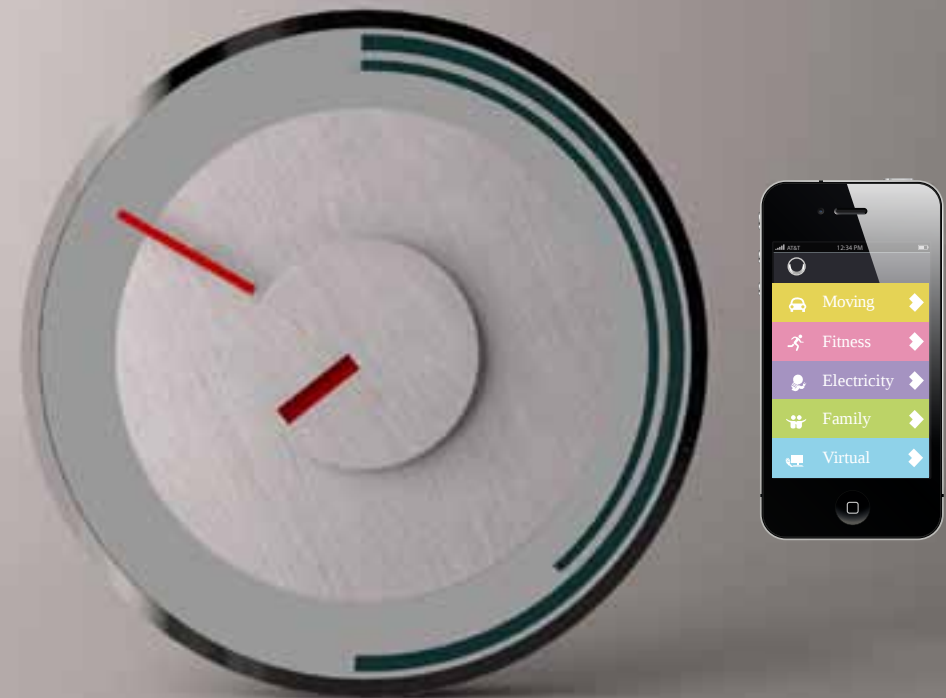


2.TIME FUNCTION PREDICTIVE MODE

INFORMATION FEED
[Icons: Calendar, Mail, Photos, App Store, Messages, etc.]



3.TIME FUNCTION AWARENESS MODE



time is a gift that is why is called present

02.PRODUCT DESIGN

FORMAL EXPLORATION

CONCEPT DEVELOPMENT + PHYSICAL MODEL + 3D MODEL + RENDERING

TECHNICAL DETAILS

E-INK COLOR MATRIX DISPLAY

PCB BOARD INTEGRATED
BLUETOOTH CONNECTOR
NEAR FIELD COMMUNICATOR

USB BATTERY CHARGER

FINISHING RING
ALUMINIUM

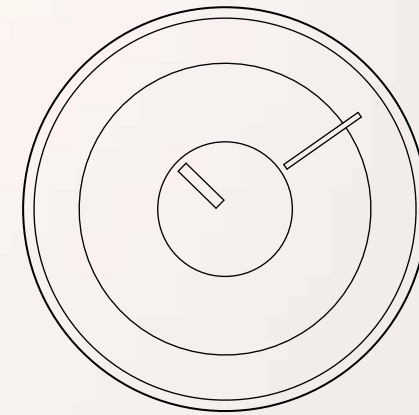
HOUR
0,5 MM ALUMINIUM DISC LASER CUT

MINUTES
0,5 MM ALUMINIUM DISC SILKPRINTED

POLYPROPYLEN COVER

BATTERY
3,7 V LI ION POLYMER 1420MAH
11000 SCREEN REFRESH - 3 MONTHS APROX

QUARZ MOTOR CLOCK



120
260
40



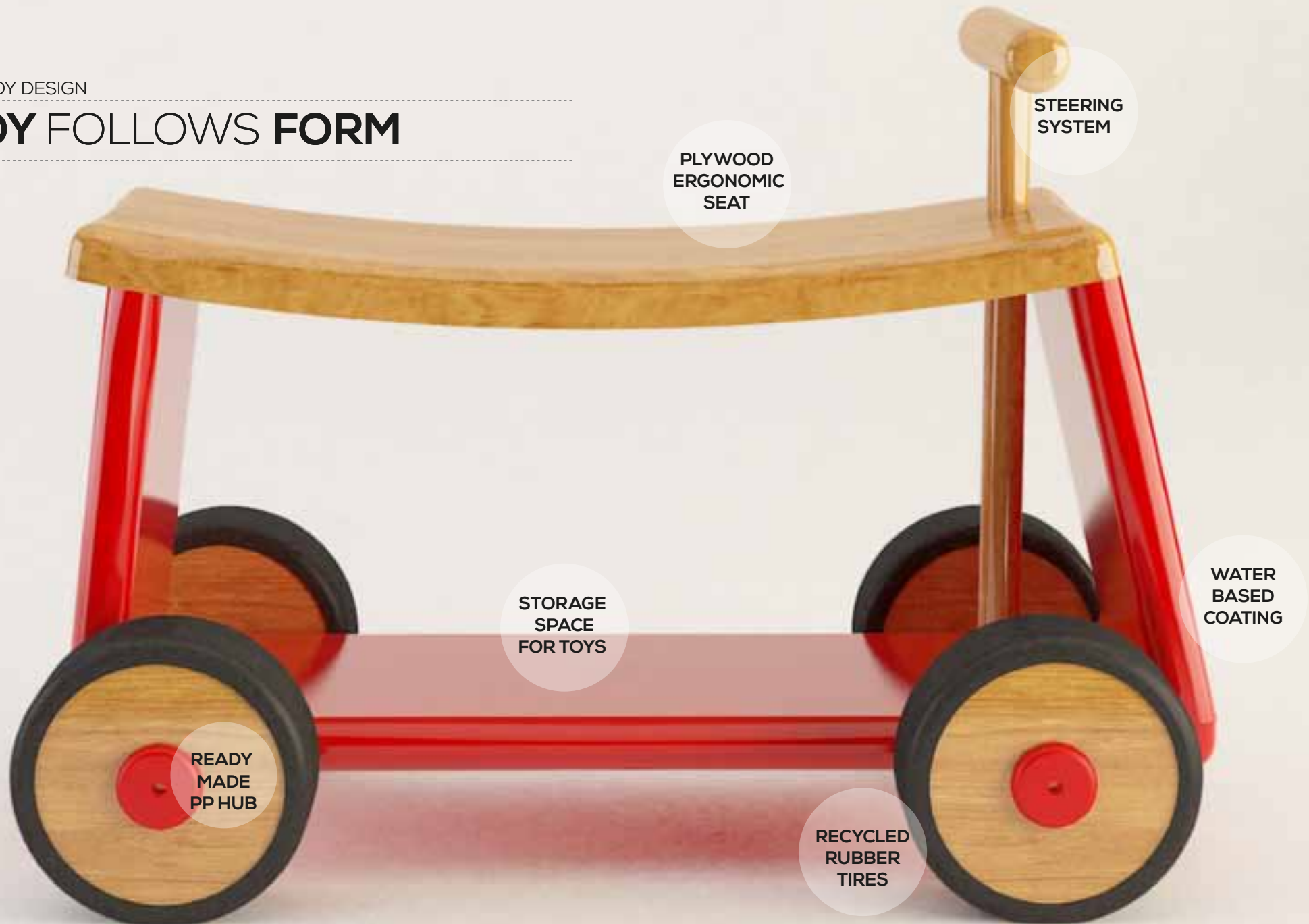
GRANDELIN TOYS

A line of wooden toys that enhances craftsmanship and the quality of materials, to create valuable products for kids and for the family.



**group project in with
Juan Manuel Ariño (Argentina)*

TOY FOLLOWS FORM



03. TOY DESIGN

GRANDELIN PRODUCTS

DESIGN. Shape, color and material, were the keypoints of the exploration, as the toys aimed to create a new proposal where imagination and memories played the most important role.

“a toy should be free of interpretation, like when you find shapes in clouds...”

MARKET. The line developed arrived to the market in small series of products, outsourcing pieces to local handcraft workshops, balancing high quality and price.

1. ZUEQUITO 2. CHUEQUITO
3. CHICHITO 4. VESPA



PRODUCTION PROCESS



1. SEMI ELABORATED WOOD PIECES 2. CHICHITO'S LINE OF PRODUCTION
3. FINISHED PIECES READY FOR ASSEMBLY 4. SMALL SERIES OF PRODUCTION
5. DETAILS ASSEMBLING 6. INDIVIDUAL ADJUSTMENT OF EACH TOY

03. TOY DESIGN

IMAGE CONSTRUCTION



1. PRINTED PRODUCT GIFT CARD
2. WEB DEVELOPMENT & CONTENT MANAGEMENT
3. PRODUCT STATIONERY
4. ISOLOGO DESIGN
5. CHICHITO PHOTOSHOOTING PRODUCTION



03. TOY DESIGN

ON THE NEWS

1

2

3



4

5

1. AT CASA CORRIERE DELLA SERA, ITALY
2. DESIGNSPOTTER, GERMANY
3. DIARIO CLARIN, ARGENTINA
4. LIFE MAGAZINE, CHINA
5. CHICHITO PHOTOSHOOTING PRODUCTION

03. TOYS DESIGN

IL GIOCO NON È SCARTABILE

Ludiko
contemporary kidult beings



BRIEF. *Create an object / toy/ character able to transmit values to a consumist society.
*Play therefore i am, a toy becomes toy when played with it. *Create an emotional link with the object, unique and personal.

SOLUTION. Using discarded plastic pieces from the toy's factory as raw material, a series of characters called "I Pelletz" were developed. Through a ludic workshop, childrens had the possibility to learn a story, create their own character, give them a personal identity, and even a creating a personalized packaging.

MORE INFO

<http://www.ludiko.it/files/ArgentiniDEF.pdf>

CONCEPT DEVELOPMENT

It is more important the beauty of a toy or the personality? Can we be aware of creating more democratic and social responsible toys for future adults?





1



2



3



4

iPELLETZ
GIOCATTOLI FANTASTICI



5



6

1. EARLY DEVELOPMENTS
2. SIMPLIFIED VERSION WITH PACKAGING
3. iPELLETZ DOING HISTORY AT OMEGNA FORUM
4. ISOLOGO PROPOSAL
5. COMPONENTS OF THE SYSTEM
6. ANATOMY OF A PELLETTZ



STORYTELLING



PERSONALIZATION



CONSTRUCTION



STORYBUILDING

Thanks,

FOR LOOKING AT MY PORTFOLIO

These are some samples of the work I have been developing the last years, which I believe show my skills ranging from thinking and conceptualizing, to transforming ideas into real products, whether they can be ideas that might be marketed or ideas that, as tangible products can touch people's lives.

for further info about projects,

OR IN CASE YOU ARE INTERESTED IN TALKING OR HAVING A COFFEE YOU CAN REACH ME:

CEL. [+39 3668949339](tel:+393668949339)
MAIL ANDRESCARPINELLI@HOTMAIL.COM

SKYPE [ANDRES.CARPINELLI](https://www.skype.com/people/ANDRES.CARPINELLI)
TUMBLR [SUSTANTIVOPROPIO.TUMBLR.COM](https://sustantivopropio.tumblr.com)

DESIGN PORTFOLIO

ANDRÉS **CARPINELLI**

mailme ANDRESCARPINELLI@HOTMAIL.COM

callme +39 366 8949339

skypeme ANDRES.CARPINELLI

tweetme @ANDRESCARPINELL

followme SUSTANTIVOPROPIO.TUMBLR.COM

milano, *italy*

NO FONT WAS INJURED DURING THE ELABORATION OF THIS **PORTFOLIO**

NEXA **BOLD**. NEXA LIGHT. LIBERATION*serif*