

New materials & technology trend

International Design Trend Center

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Concept



Concept



Design



From **Concept** to **Product**
C.M.F



Ty Nant Waterbottle
Ross Lovegrove

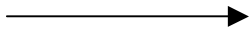
Supernatural
Ross Lovegrove



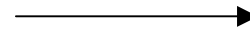
PHAIDON

;

Age of Mass Production
~1960



Age of Convenience
~1990



Age of Aesthetics



Manufacturing
Product-driven

Engineering
Invention

Marketing
Brand Driven

Research
Strategy
Public Relations

People-Driven

Emotion
Aesthetics
Experience



Sony VIAO



2001

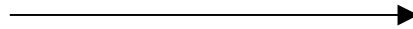


VIAO TX

4.8mm

가

2006



Motorola RAZR

2004.7 ~ 2006. 6
RAZR

5000



Sony Ericsson

2005
40

(5)

= 5100



— “5
2006 5 16 ,

”

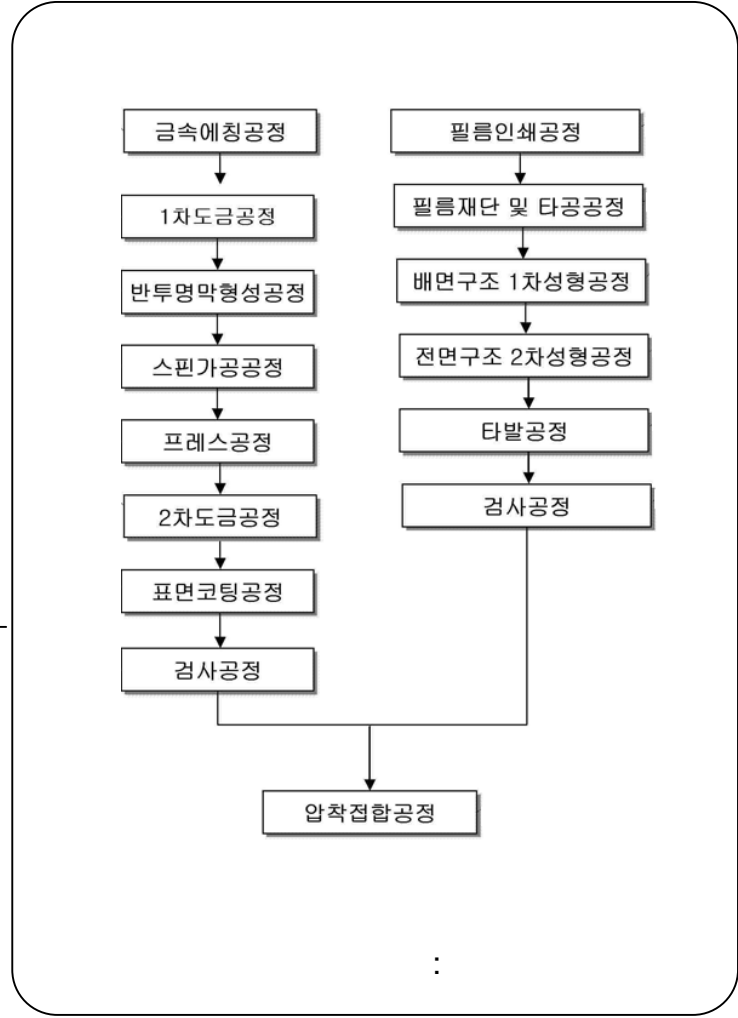
simple authentic

OLED

Slim (Ultra thin)

, 가

Emerging market





See

(,)



Do

(가 ,)



Think

()





(2004)



Palasport Olimpico, the ice hockey arena for the XX Winter Olympics in Torino, Italy,

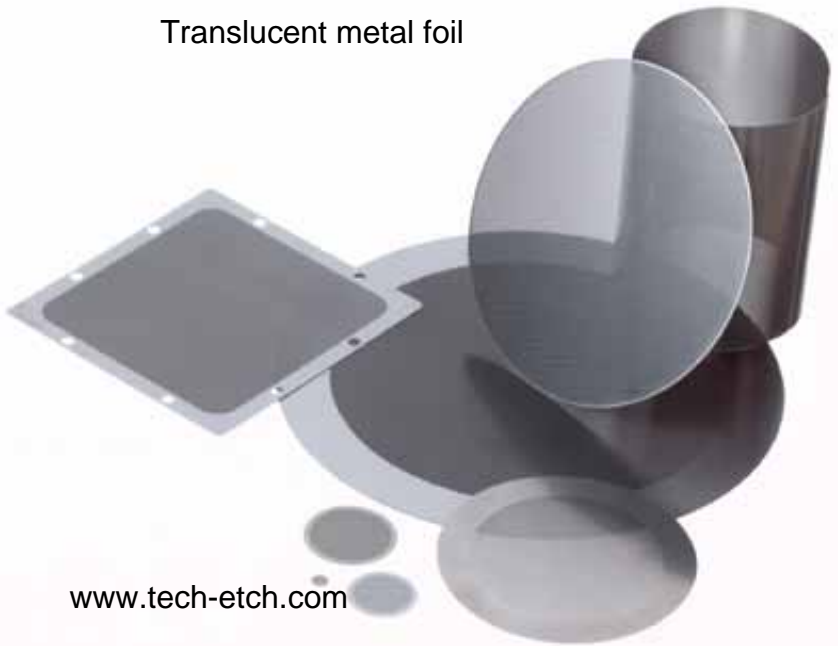


“Color is made by people,”

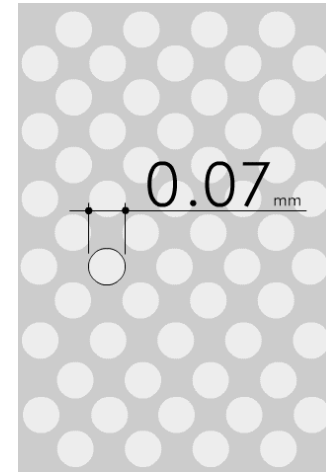
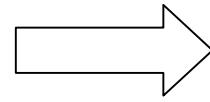
an industrial designer and president of La Metaltecnica srl F. Ili Venelli



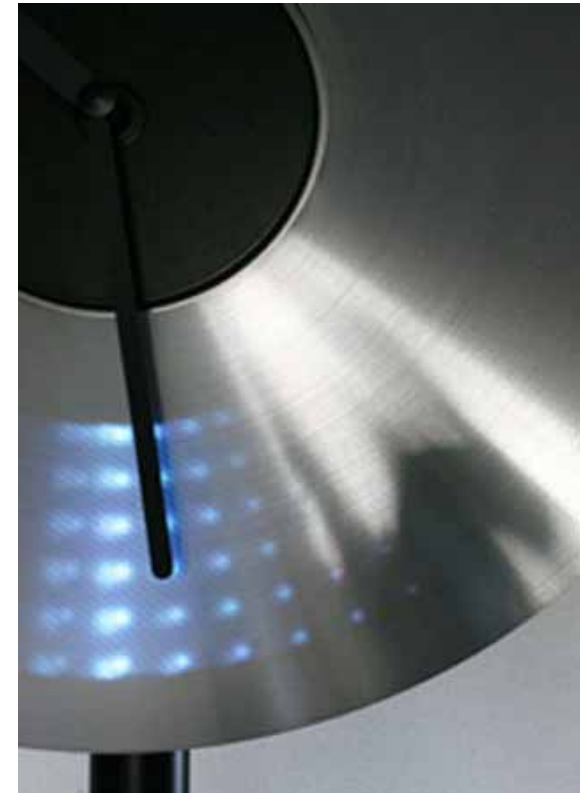
Translucent metal foil



www.tech-etch.com

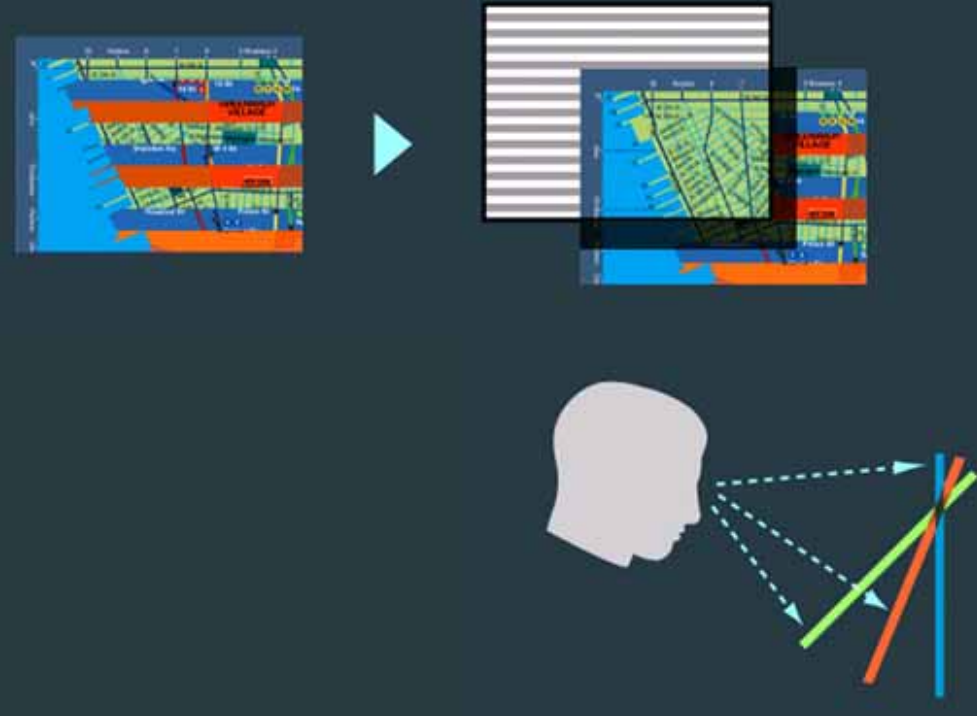


Hidebumi Yamaguchi, Yuko Oriyama

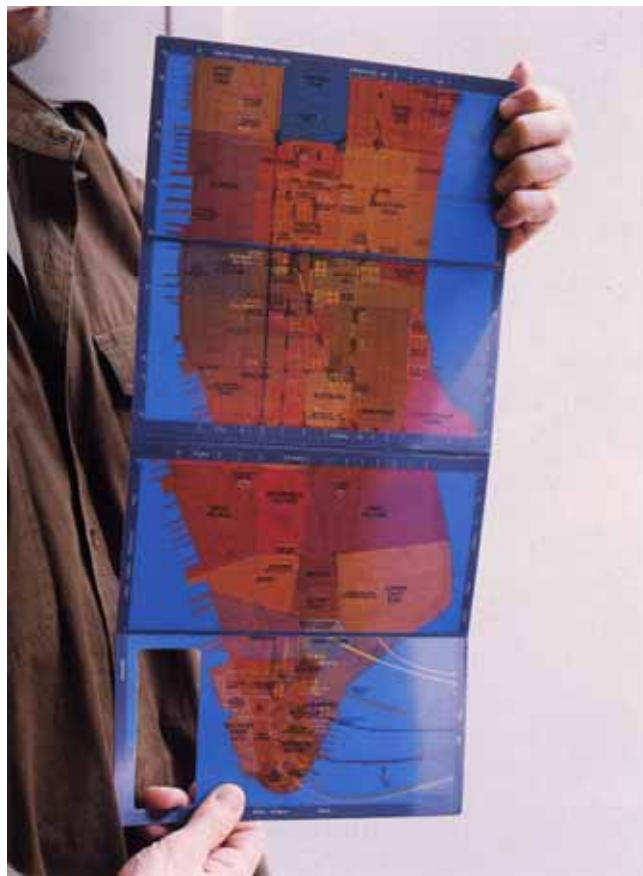
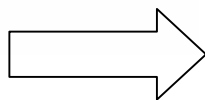
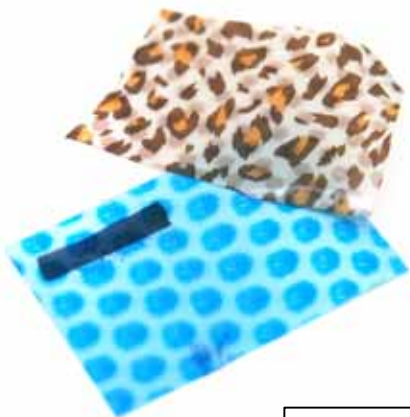




Images are interlaced by alternating horizontal strips from each. The resulting compound image is calibrated to a specially designed polymer lens substrate. Lenses contain between 60 to 200 micro-lenses per inch, depending on the desired outcome. This is mounted to a backing, finished and packaged.



Depth illusion film



()

ContiVitroflex® is a resilient, translucent material compound made out of lightfast, synthetic rubber and fiberglass tissue. In a basic version it is already being used for mobile and temporary buildings, concertina walls of buses and helium-filled neon balloons. The material is tear- and weather-resistant and also has a dirt-resistant surface. It can be used anywhere as a kind of “elastic glass”.

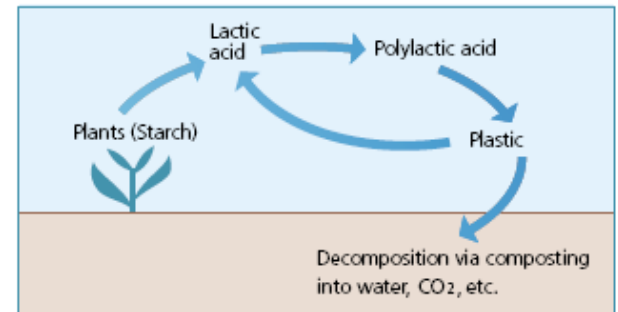
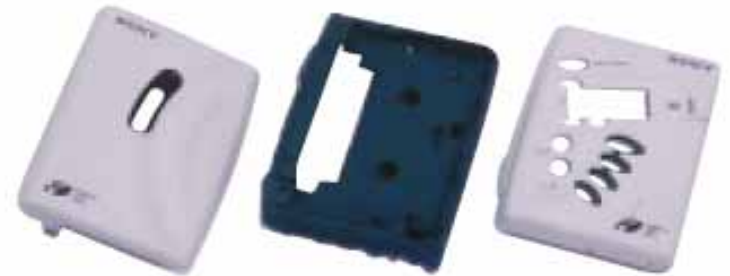
[www. Contitech.de](http://www.Contitech.de)

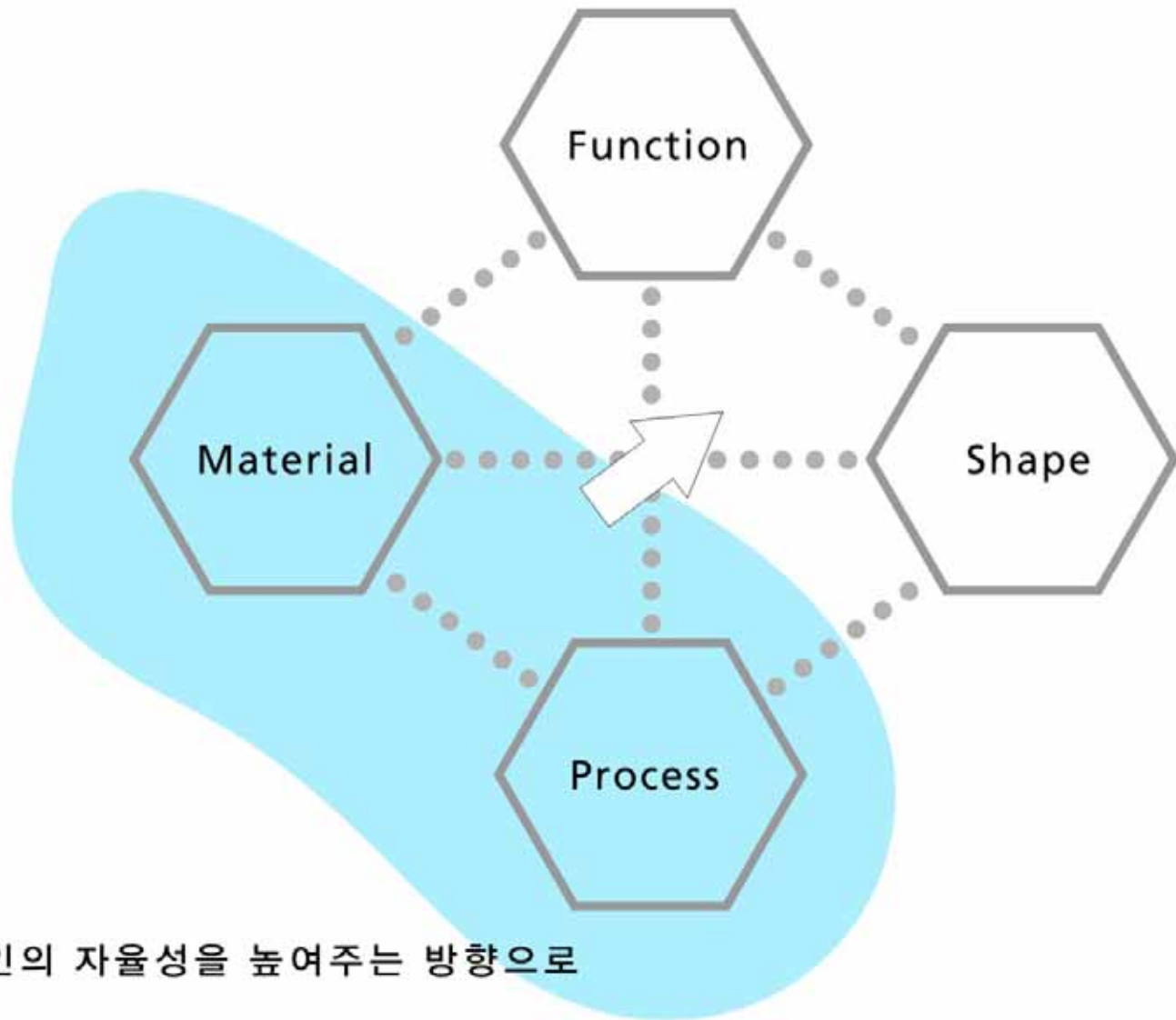


Think ()
가



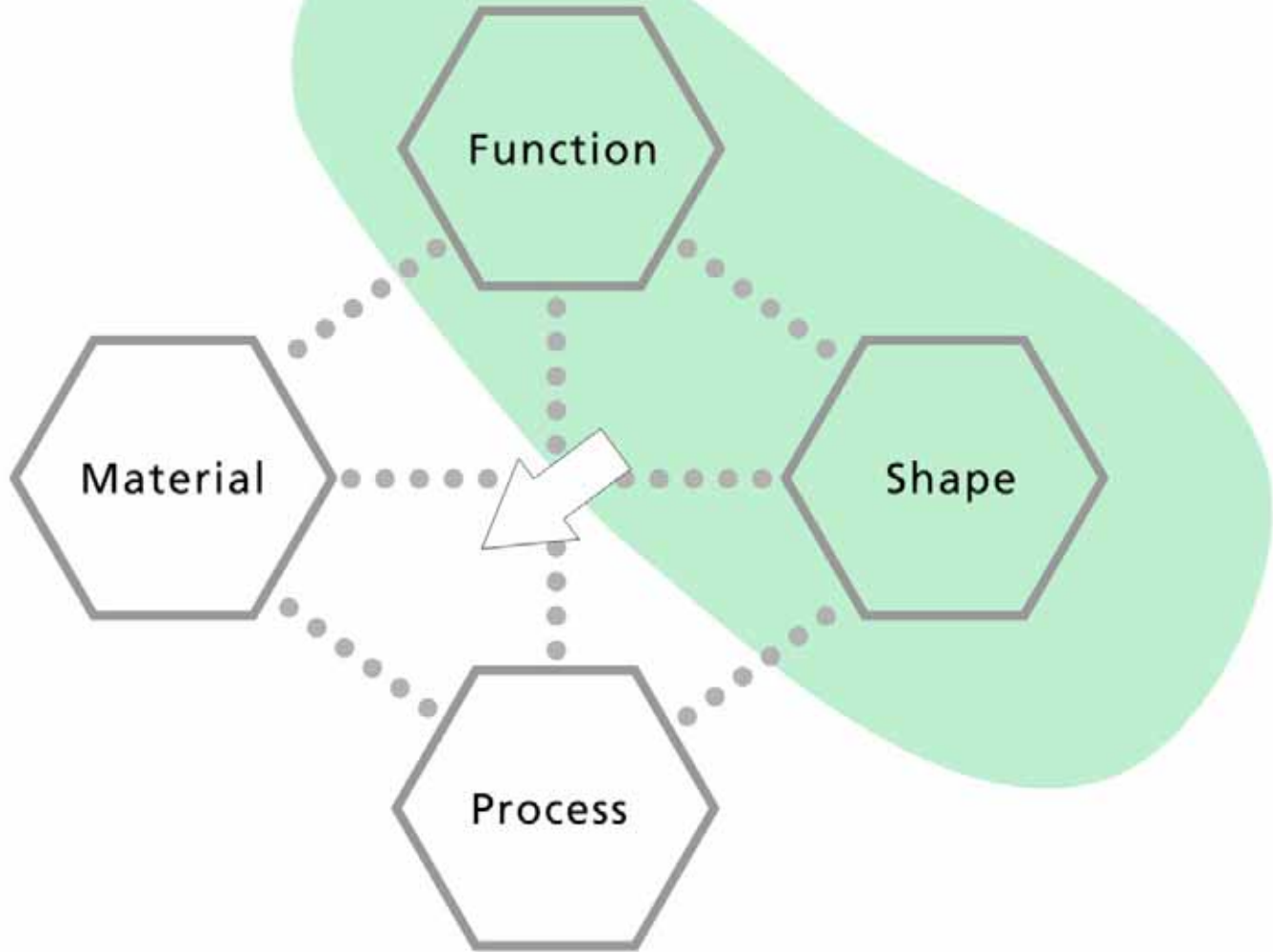
Sony fx-202



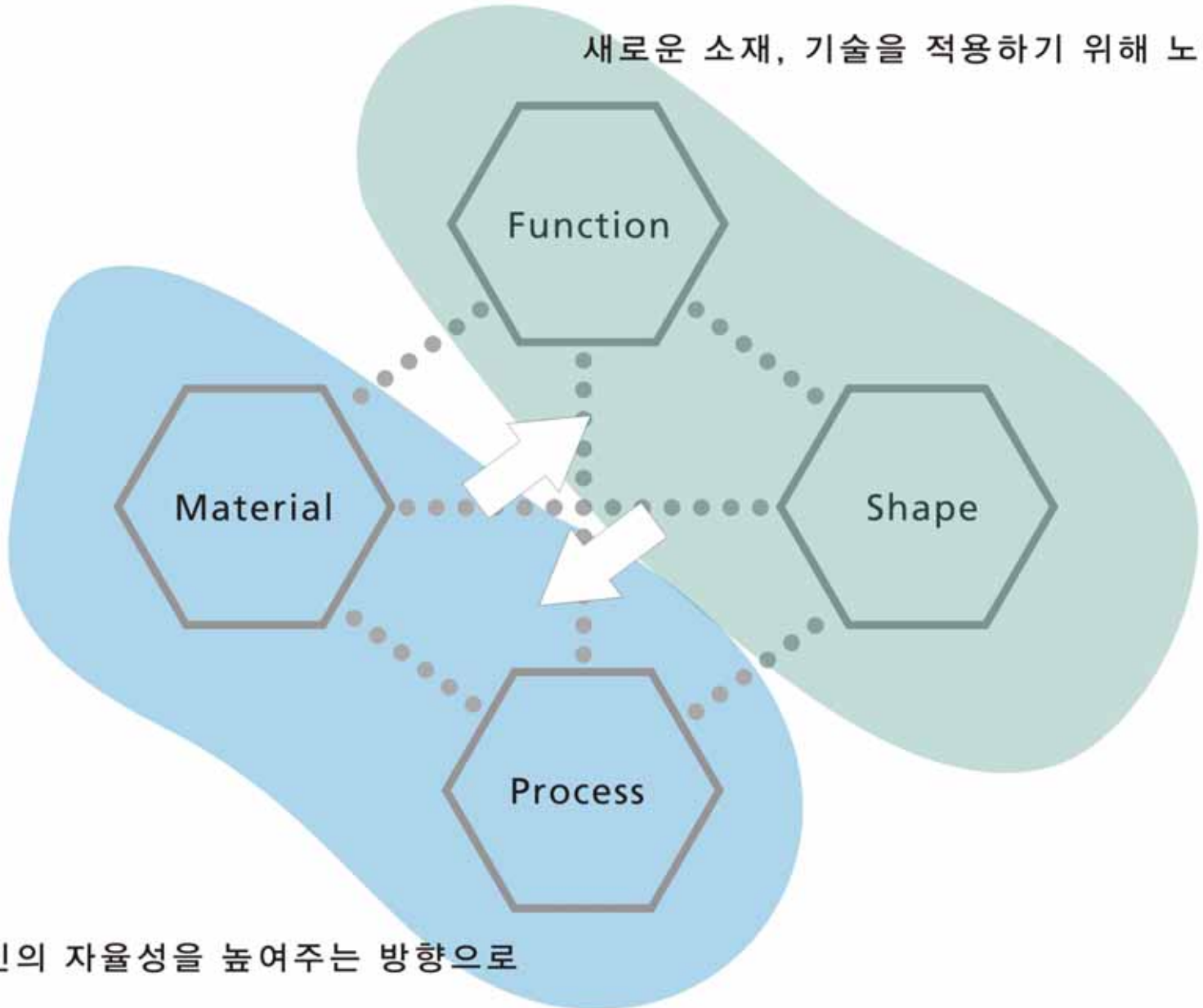


디자인의 자율성을 높여주는 방향으로

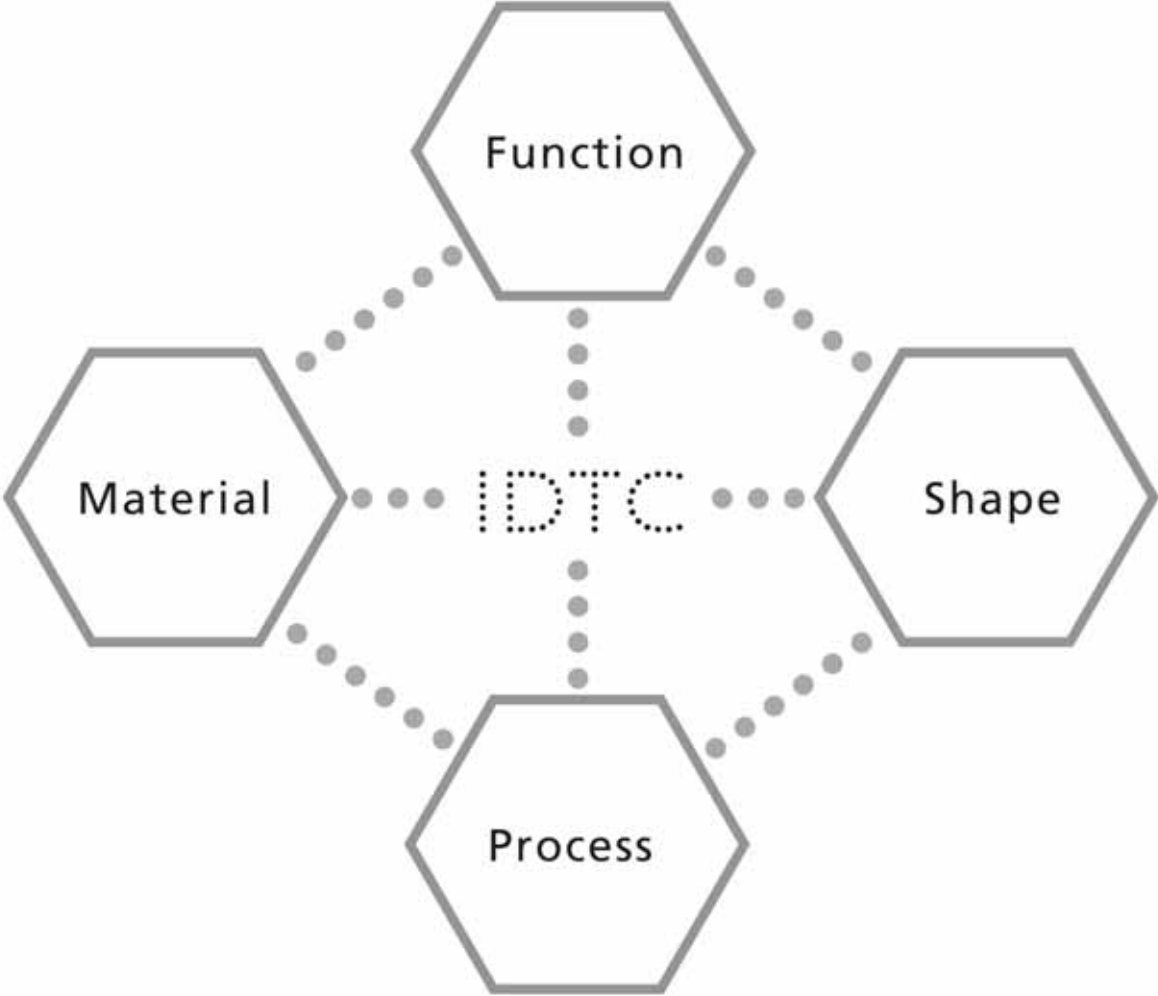
새로운 소재, 기술을 적용하기 위해 노력하는



새로운 소재, 기술을 적용하기 위해 노력하는



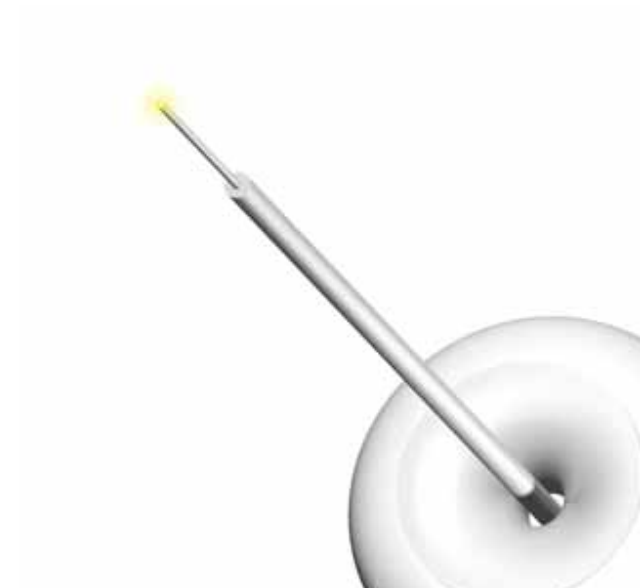
디자인의 자율성을 높여주는 방향으로





IDTC

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