



UNIVERSITAT
POLITÀCNICA
DE VALÈNCIA



IGD. Grupo de
Investigación y
Gestión del Diseño



Escuela Técnica Superior de Ingeniería del Diseño

DESIGNER STYLES' ANALYSIS

self exploration based on role models

Kiko Gaspar

Universitat Politècnica de València

00

**PERSONAL TRAJECTORY
AND ROLE MODEL**



Kiko Gaspar Quevedo

(Valencia, 1979)

2001 PRODUCT DESIGNER

2005 PROFESSOR

2013 RESEARCHER



EARLY INTERESTS

MOTORBIKES

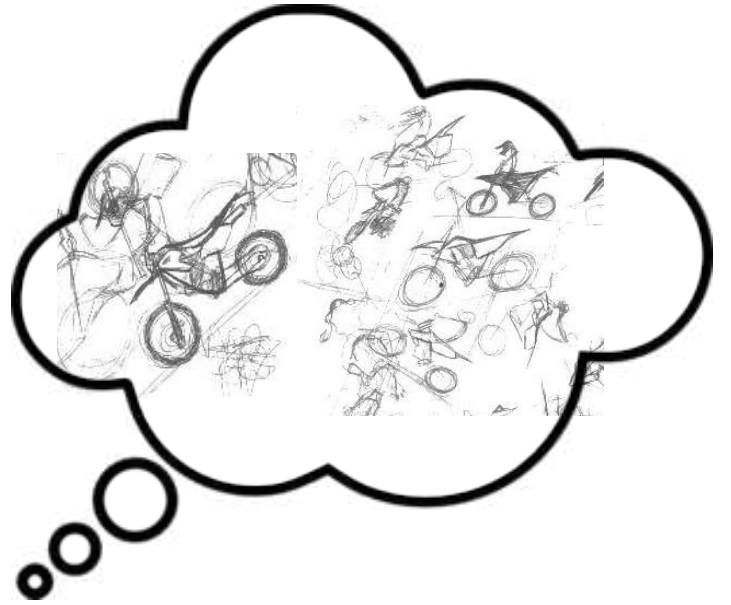


DRAWING



HIGH SCHOOL

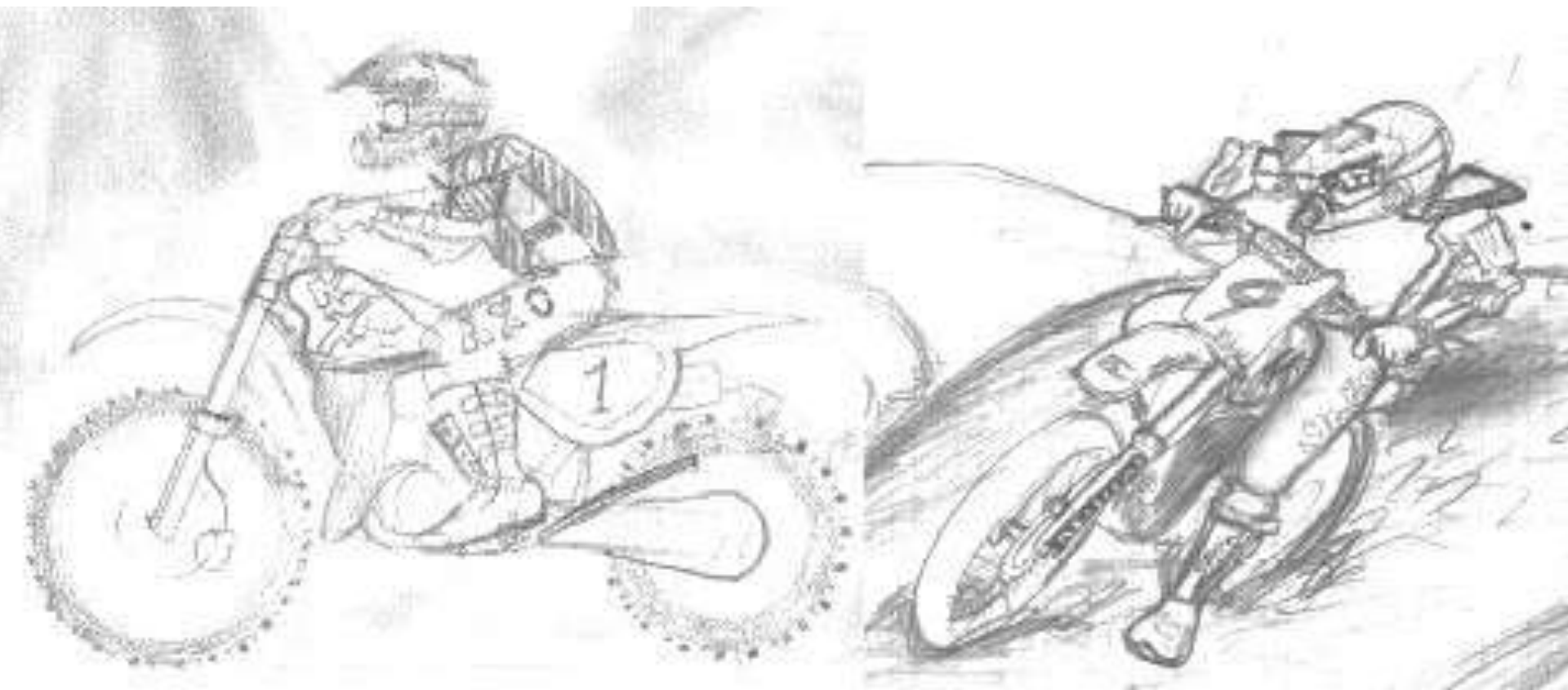




14



visual daydreaming



cartoon



JOE BAR TEAM

BAR2

1



VENTS D'OUEST

JOE BAR TEAM

FRANC

création BAR2

2



VENTS D'OUEST

JOE BAR TEAM

FRANC

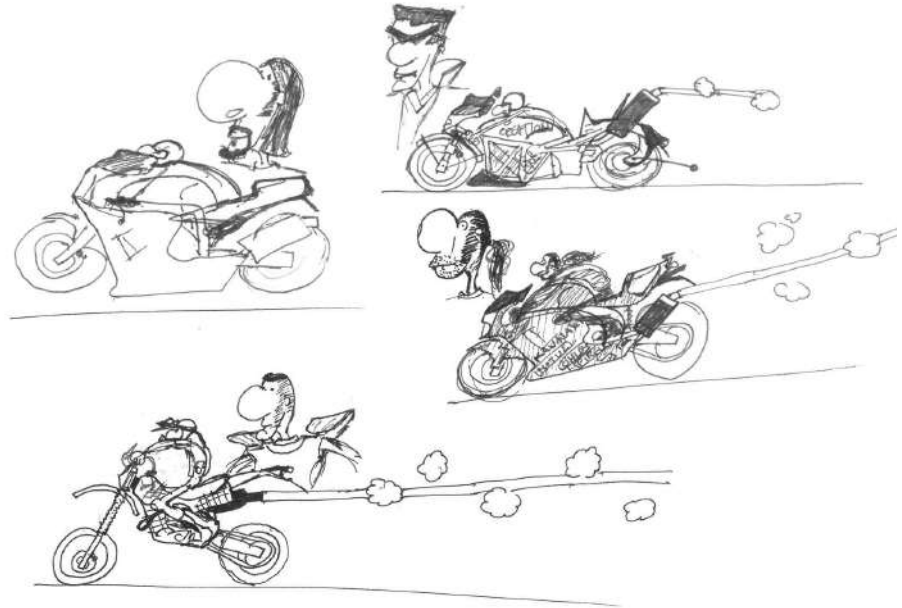
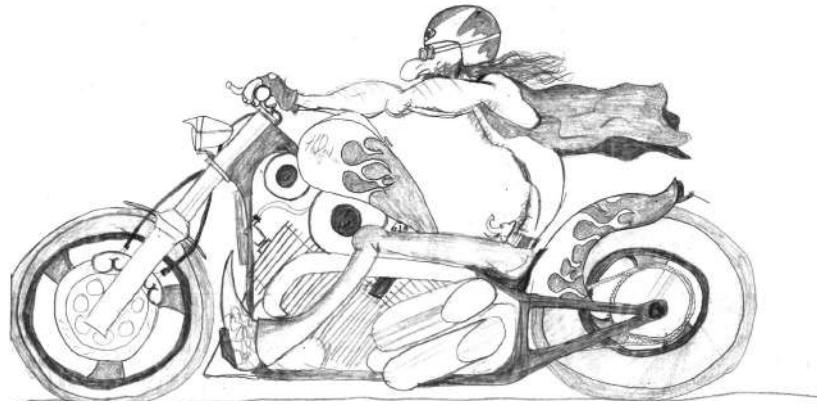
création BAR2

3

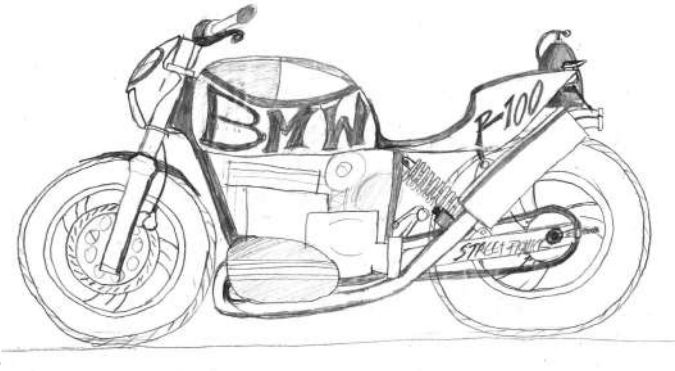
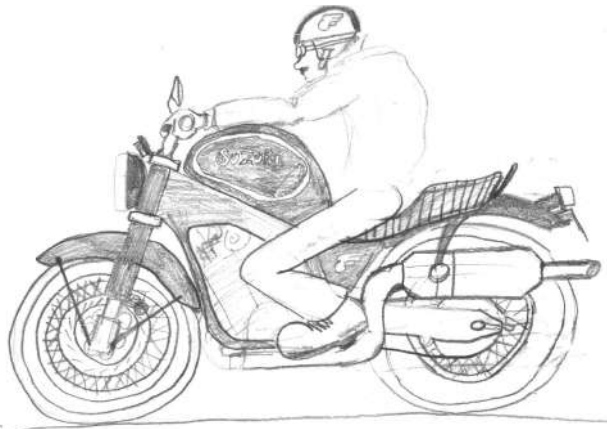
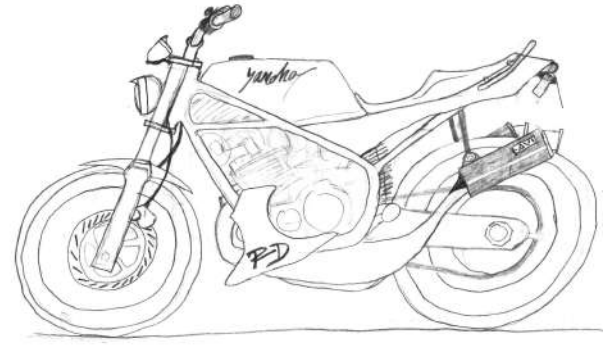
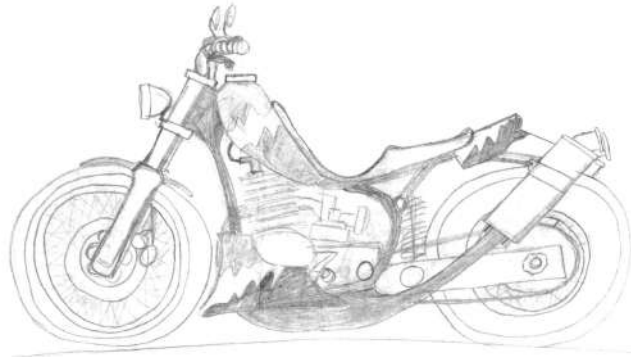
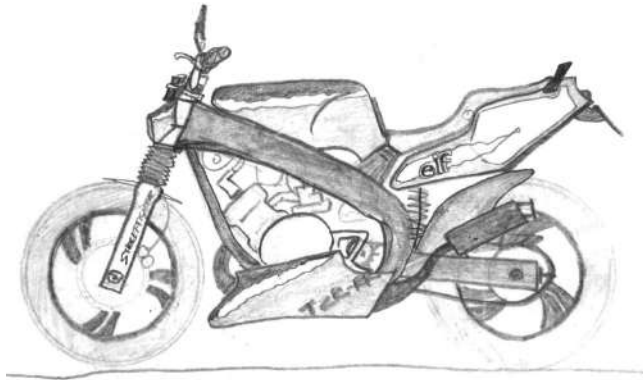


VENTS D'OUEST

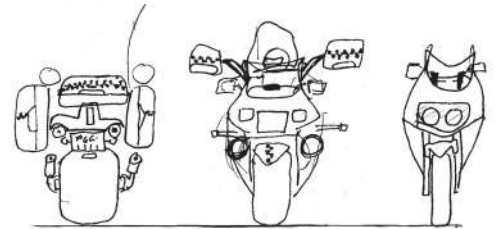
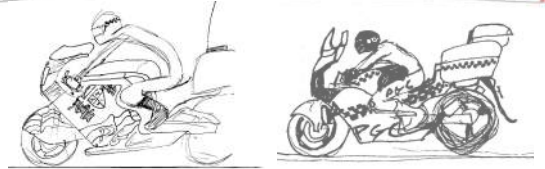
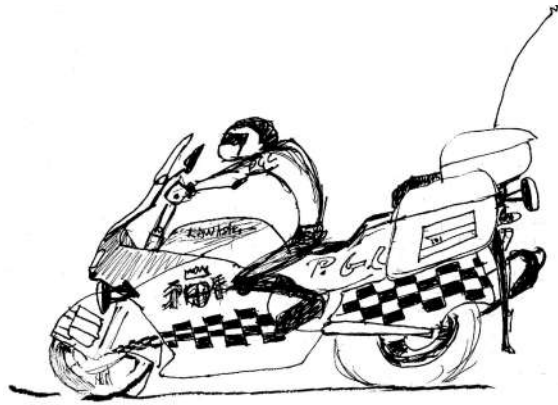
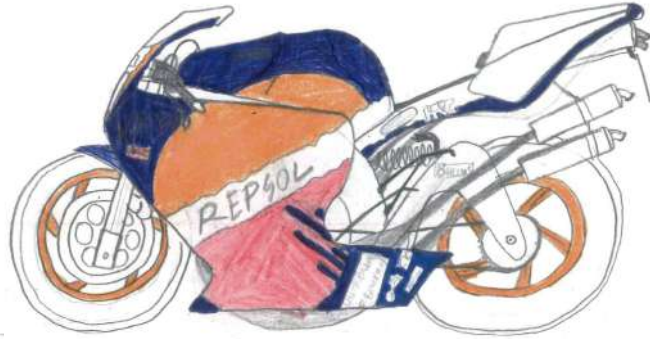
character designs

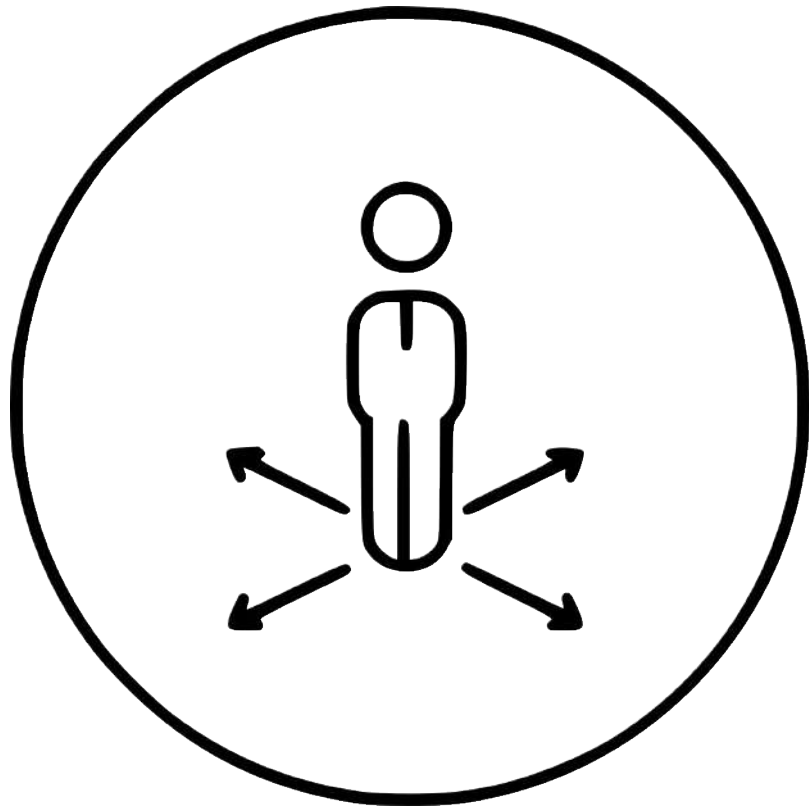


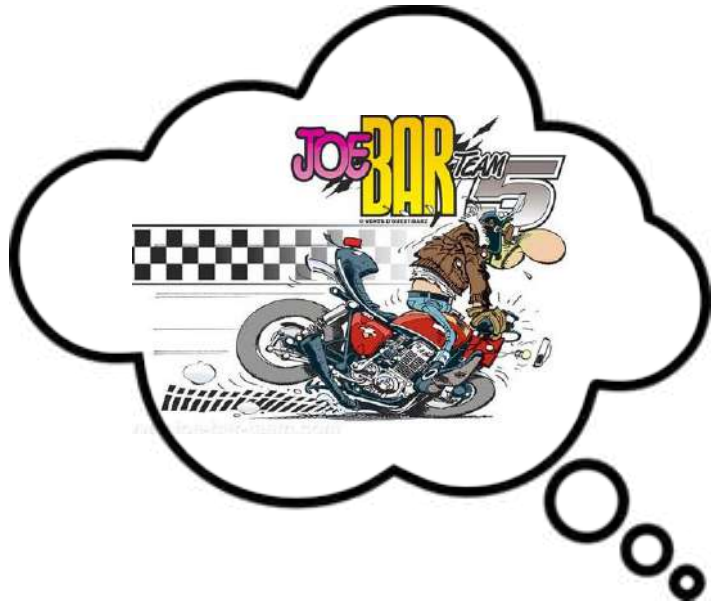
customizations



designs



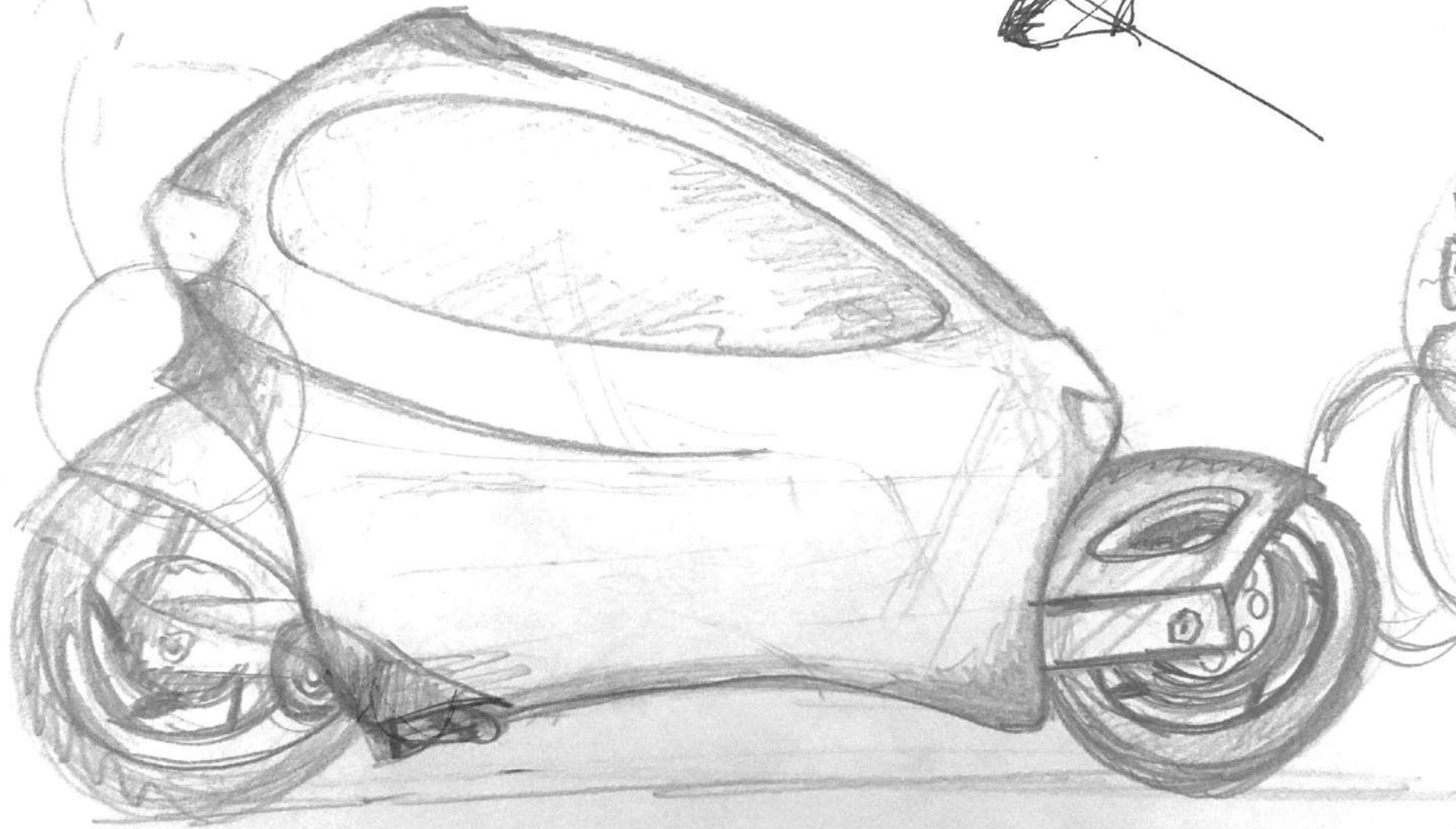




UNIVERSITY







ERASMUS

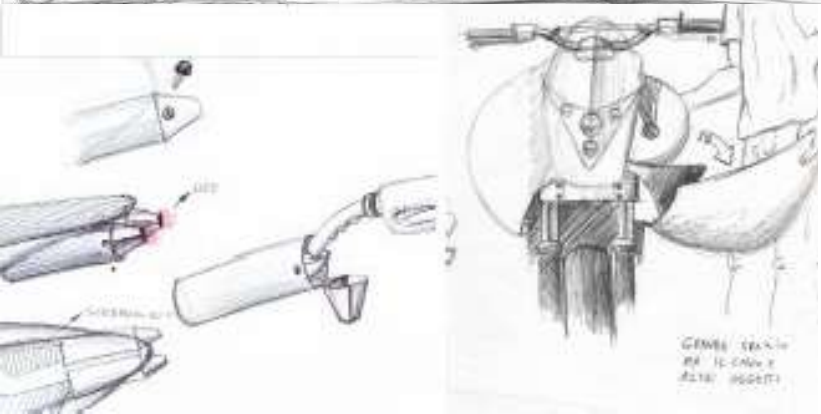
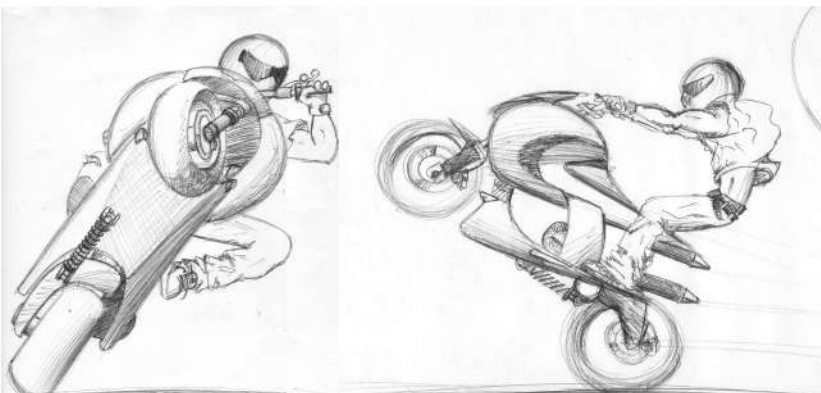
MILÁN



ITA '01

APRILIA

Transportation Design



ITA '02

GINO FINIZIO

Design management

GINO FINIZIO
DESIGN MANAGEMENT

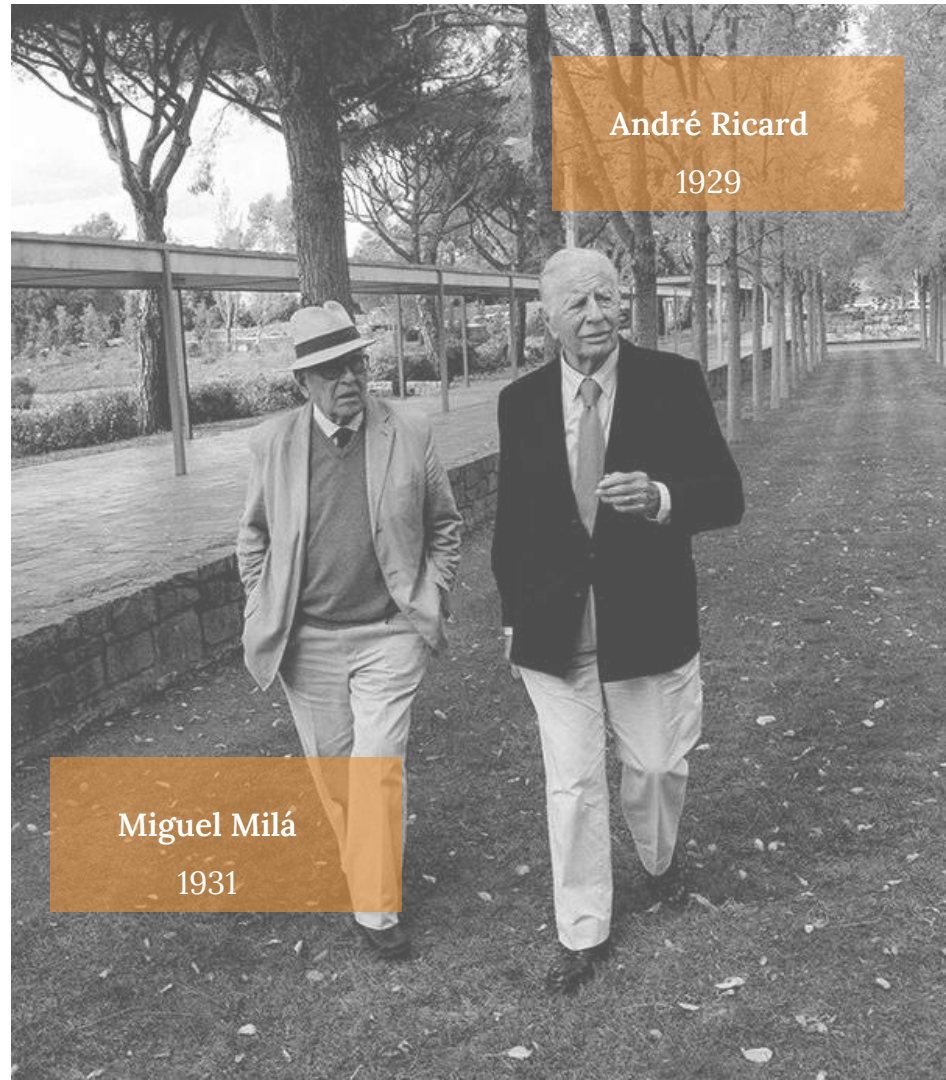


BCN

MIGUEL MILÁ ('03-'06)



Miguel Milá & André Ricard are considered the “Parents” of Spanish Design

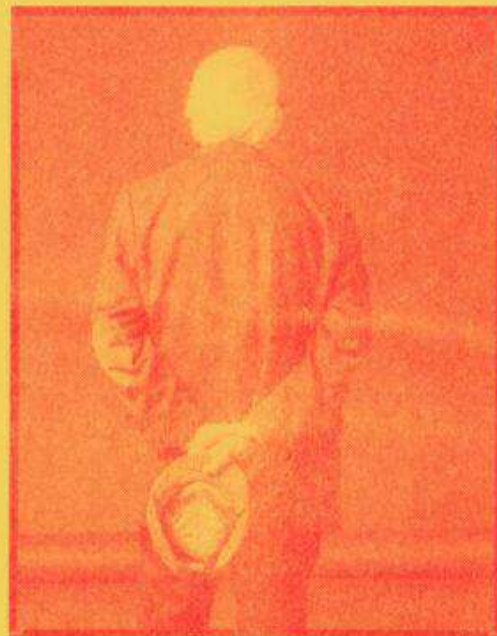


André Ricard
1929

Miguel Milá
1931

(a little help)

Guess



Who?

He's a Spanish design Maestro

MIGUEL MILÁ



BCN

MIGUEL MILÁ ('03-'06)



BCN

MIGUEL MILÁ ('03-'06)



BCN

ABARCA-GASPAR-NIETO-VENTURA



BCN

ABARCA-GASPAR-
- NIETO-VENTURA



BCN

ESTUDIO MAGARI

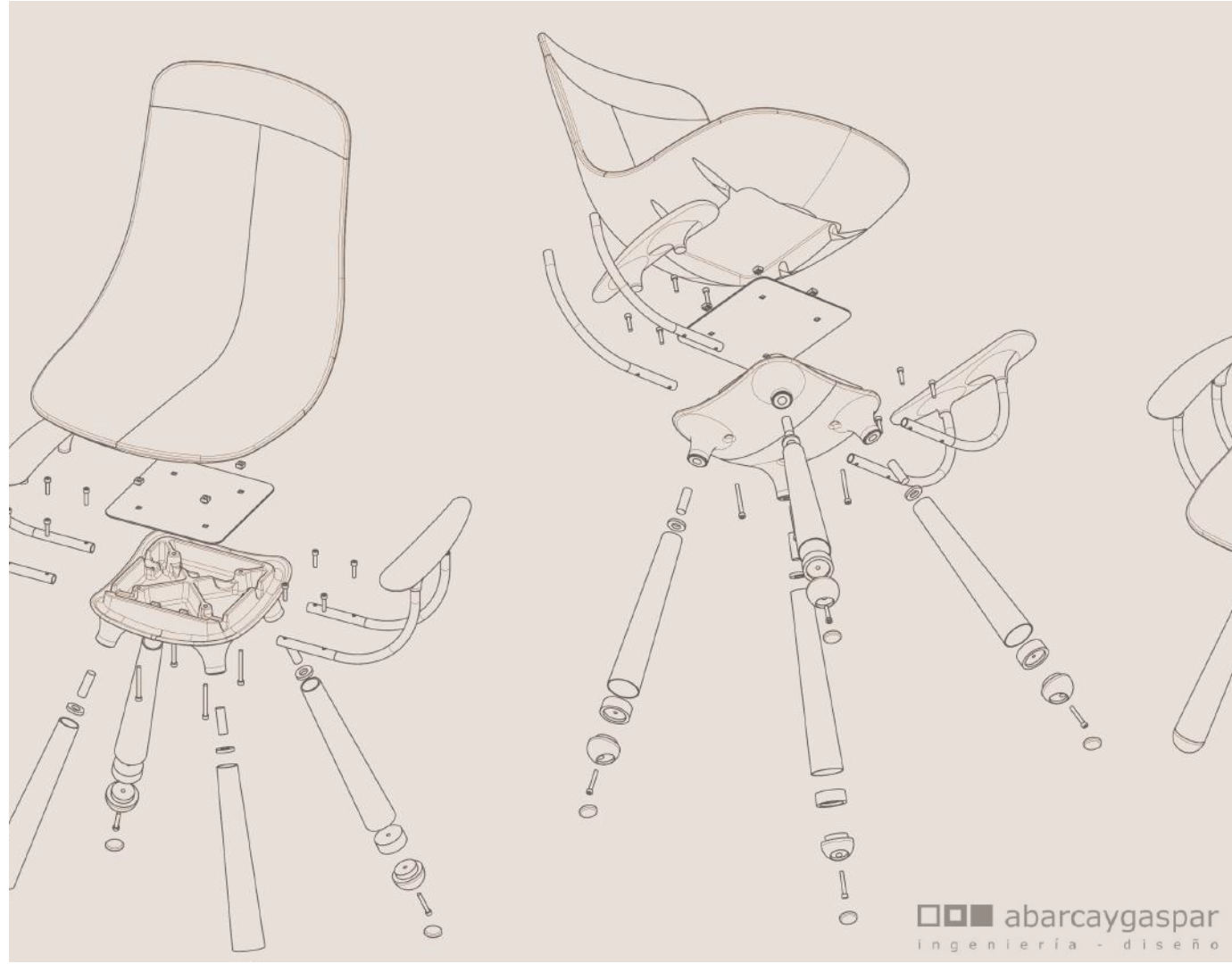




VLC #06



 abarcaygaspar
ingeniería - diseño



2008

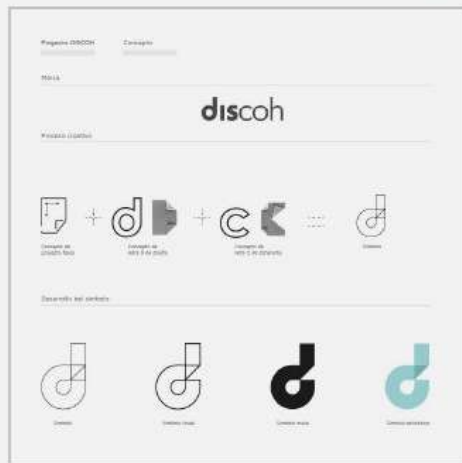
2009

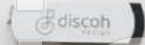
2010

2011

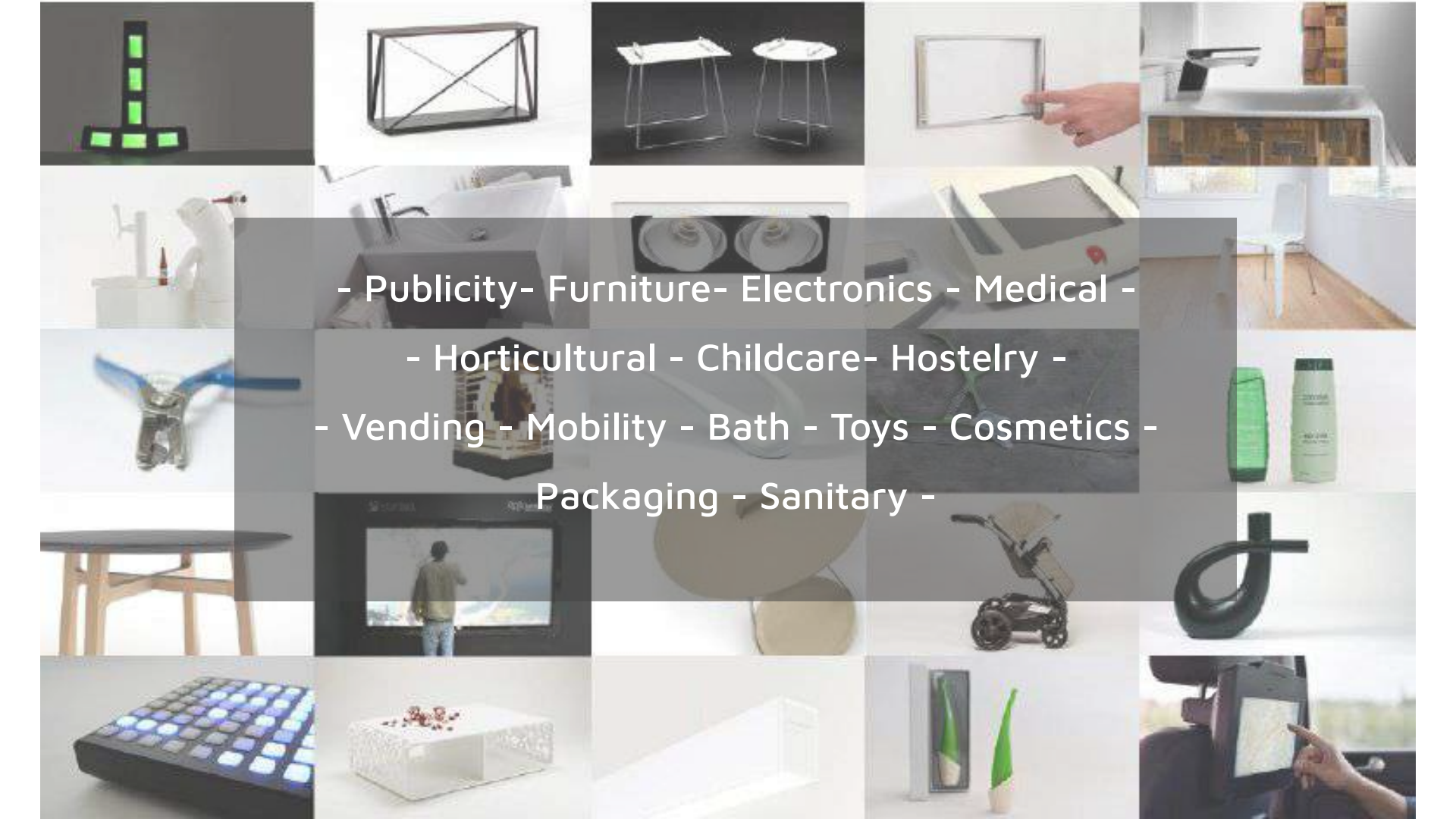
2012

■■■ abarcaygaspar
ingeniería - diseño





discoh
design



- Publicity- Furniture- Electronics - Medical -
- Horticultural - Childcare- Hostelry -
- Vending - Mobility - Bath - Toys - Cosmetics -
Packaging - Sanitary -

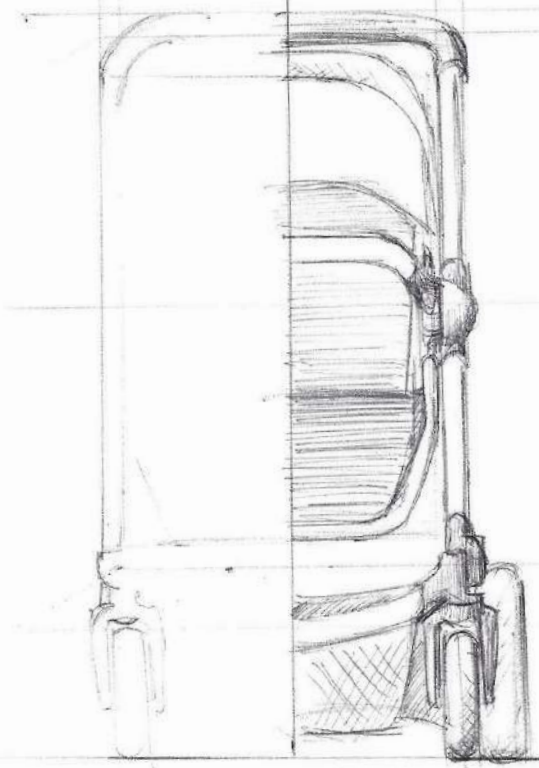


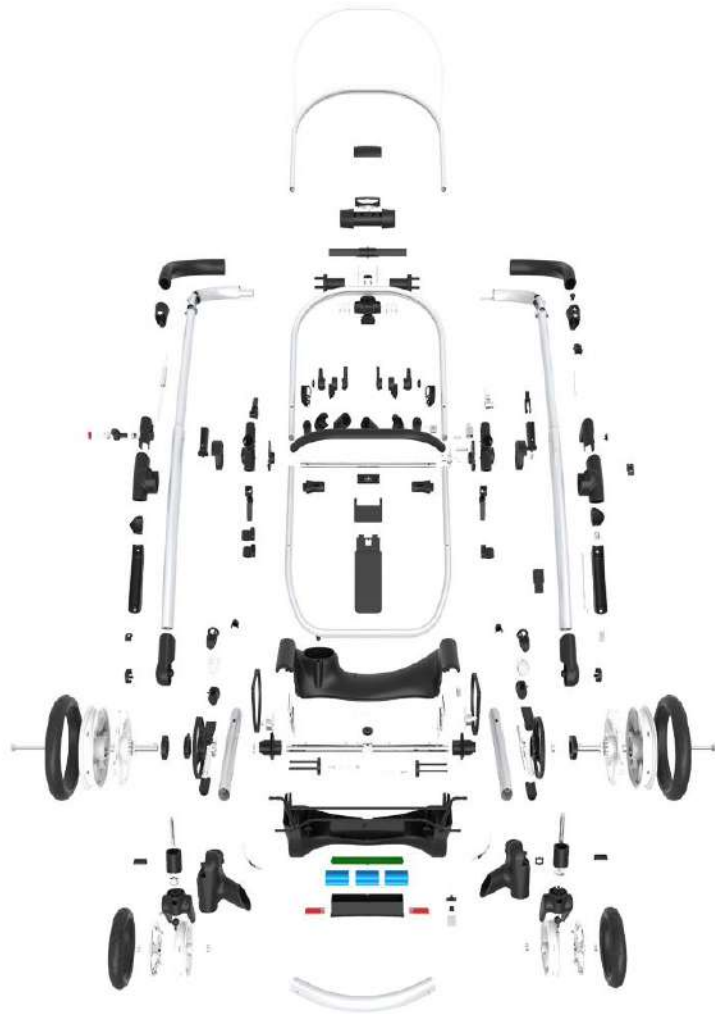








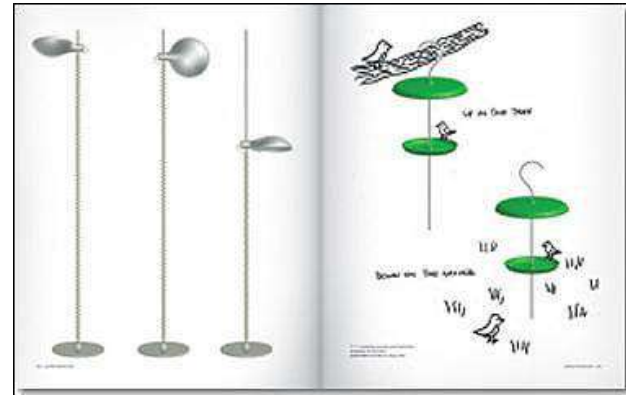
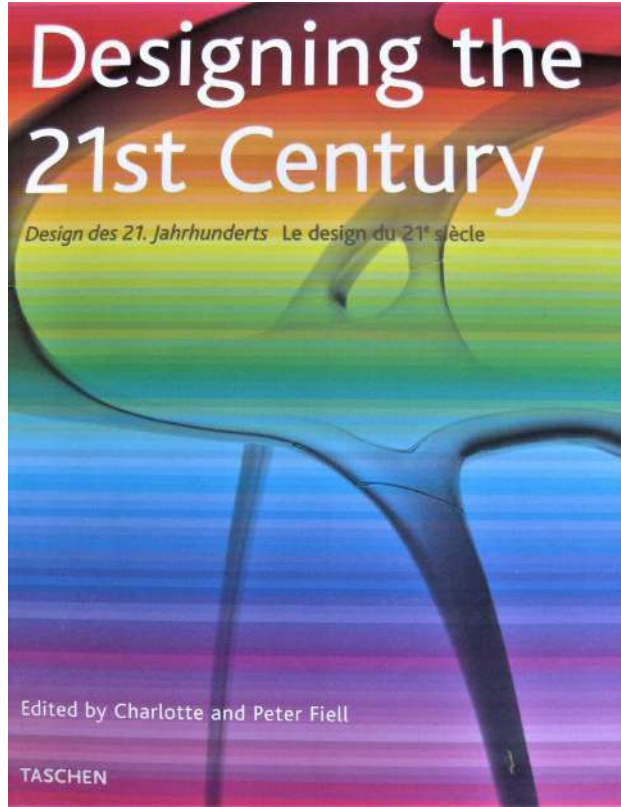




2013

Choose a theme
for my PhD

SINCE MY EARLY
ROLE MODELS
Interest in
their biographies



Typical designer's career path

TIMELINE

0. BORN IN ...

18. ENROLS IN THE SCHOOL OF DESIGN OF ...

23. GRADUATES

29. STARTS HIS OWN STUDIO...

31. RECIEVES HIS FIRST COMMISION FROM...

Typical designer's career path

TIMELINE

0. BORN IN ...

...

...

18. ENROLS IN THE SCHOOL OF DESIGN OF ...

23. GRADUATES

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Typical designer's career path

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23. GRADUATES

...



...

29. STARTS HIS OWN STUDIO...

...



31. RECIEVES HIS FIRST COMMISION FROM...

Typical designer's career path

TIMELINE

0. BORN IN ...

Knowing what I want
to be when I grow up



...

...

18. ENROLS IN THE SCHOOL OF DESIGN OF ...

23. GRADUATES

Design and create my
own profession



...

...

29. STARTS HIS OWN STUDIO...

Strategic Design



...

31. RECIEVES HIS FIRST COMMISION FROM...





PHD- On Miguel Milá's career and production



Product Indexing

247



Miguel Milá
His work as a
design editor



tramo

Miguel Milá

His influence
in the foundation of
important spanish
design companies



GRES

Miguel Milá

His influence
in the foundation of
important spanish
design companies



Miguel Milá

His influence
in the foundation of
important spanish
design companies




SANTA & COLE

Evolution and impact of his designs in his own career



Miguel Milá's career path

TIMELINE

1931. BORN IN BARCELONA

Knowing what I want
to be when I grow up



...

...

1949. ENROLS IN ARCHITECTURE (BARCELONA)

1955. QUILTS COLLEGE

Design and create my
own profession



...

...

1957. STARTS HIS OWN EDITING COMPANY (TRAMO)

Strategic Design



...

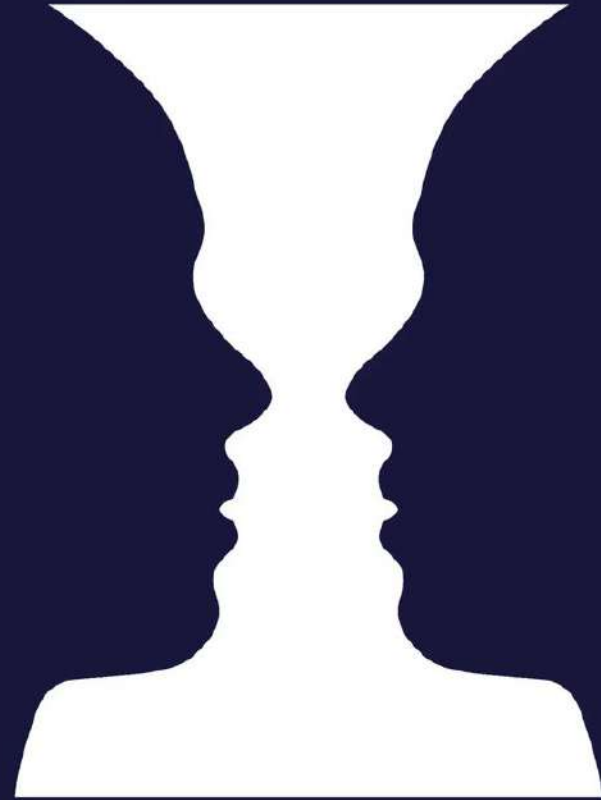
1962. RECIEVES HIS FIRST COMMISION FROM GRES

PERSONAL INTERESTS

psychology



GESTALT THERAPY





The Stanford Life Design Lab
applies design thinking to
tackling the "wicked" problems
of life and vocational
wayfinding.

**LIFE
DESIGN
STUDIO**

for University Educators



RESEARCH & PUBLISHING

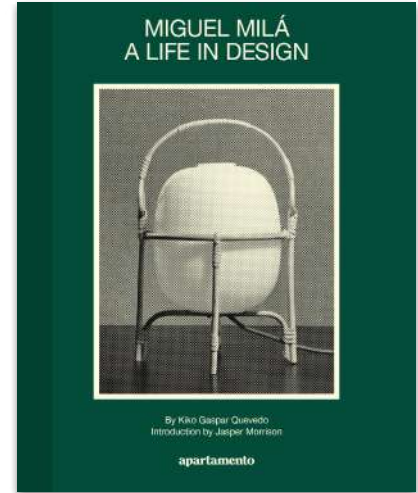
Miguel Milá's work & style

Strategic Design

Editing & self-editing

Self-initiated design

carrer/profession design



“My objectives as a professor and researcher are focused on helping design students and young designers get to know themselves better in order to take conscious decisions that are aligned with their current values and future goals”

DESIGNER PROFILE TEST

DESIGNER PROFILE TEST

NAME: AGE: COUNTRY:

1. MISSION & VALUES

2. DESIGN STYLE

3. TEAM ROLE

4. DESIGN PROCESS

5. SECTORS

6. ORGANIZATION

The form includes various icons representing different design aspects: Vision, Logic, Creativity, Organization, and Team Role. A central diagram shows 'VISION' and 'LOGIC' connected to 'ORGANIZATION', which is then connected to 'CREATIVITY'. There are also icons for 'TEAM ROLE' and 'DESIGN STYLE'.

Knowing your style, preferences and skills is the first step to:

- Find a job that fits you
- Form cohesive and effective teams
- Accept or reject projects
- Select contests to participate in
- Guide you in self-commissioned projects



MISSION & VALUES

“The ultimate job of design is to transform man’s environment and tools and, by extension, man himself”

Victor

Papanek

“change is inevitable... the question is not if we are going to change but how... or do we change through design or through disaster.”

Annie

Leonard

1.1 MISSION & VALUES

What's important for me?

How would I like the world to change?

What would i like to solve through design?

Emotions as a values “traffic light”

Efrén Martínez Phd



Threat of losing something valuable

FEAR



Something valuable has ceased to exist

SADNESS



Something valuable is present in all its splendor

JOY



Something valuable is being destroyed

ANGER

1.1

MISSION & VALUES



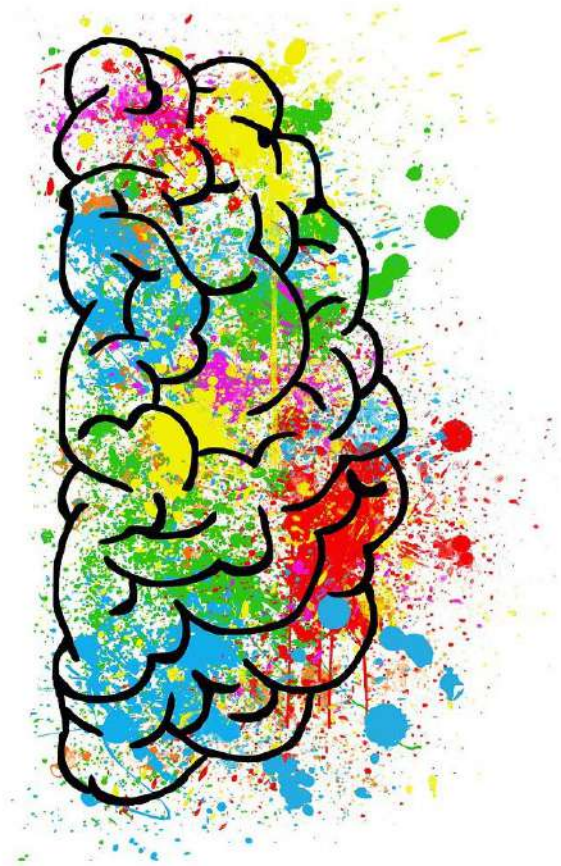
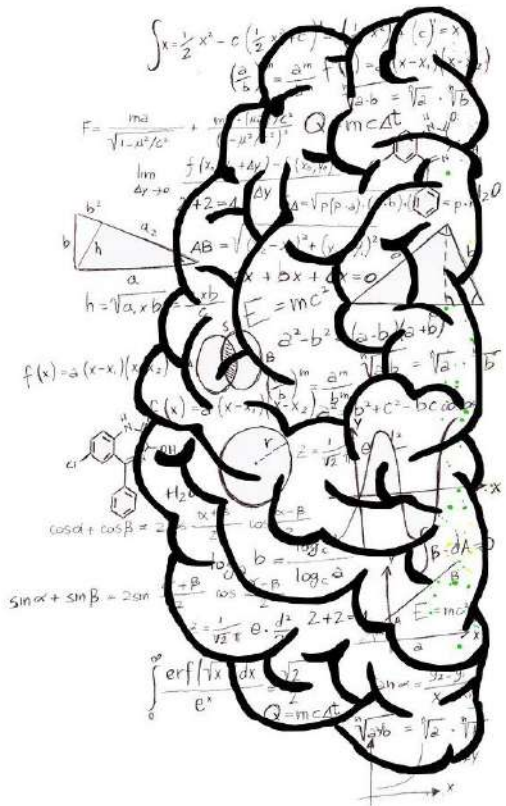


STYLE

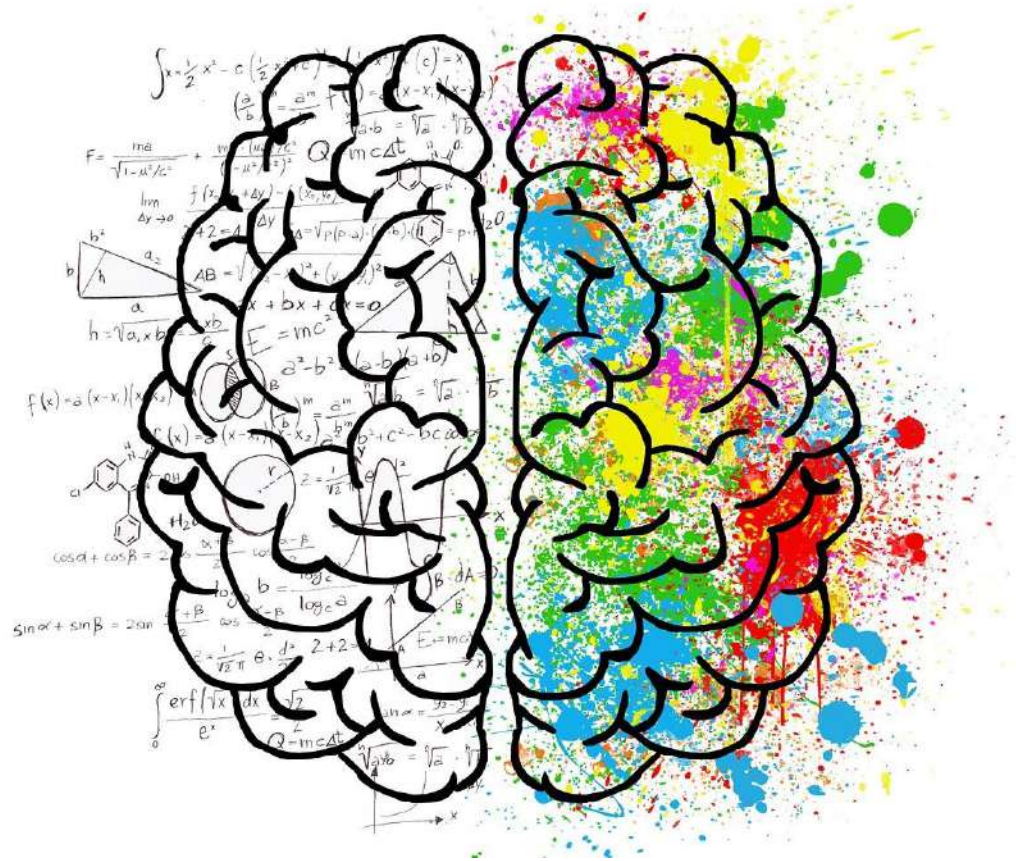


Three vertical orange bars of equal height and width are positioned side-by-side in the center of the page. The text 'TEAM ROLE' is centered horizontally across all three bars.

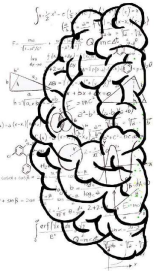
TEAM ROLE



Design Engineering



Team role profile

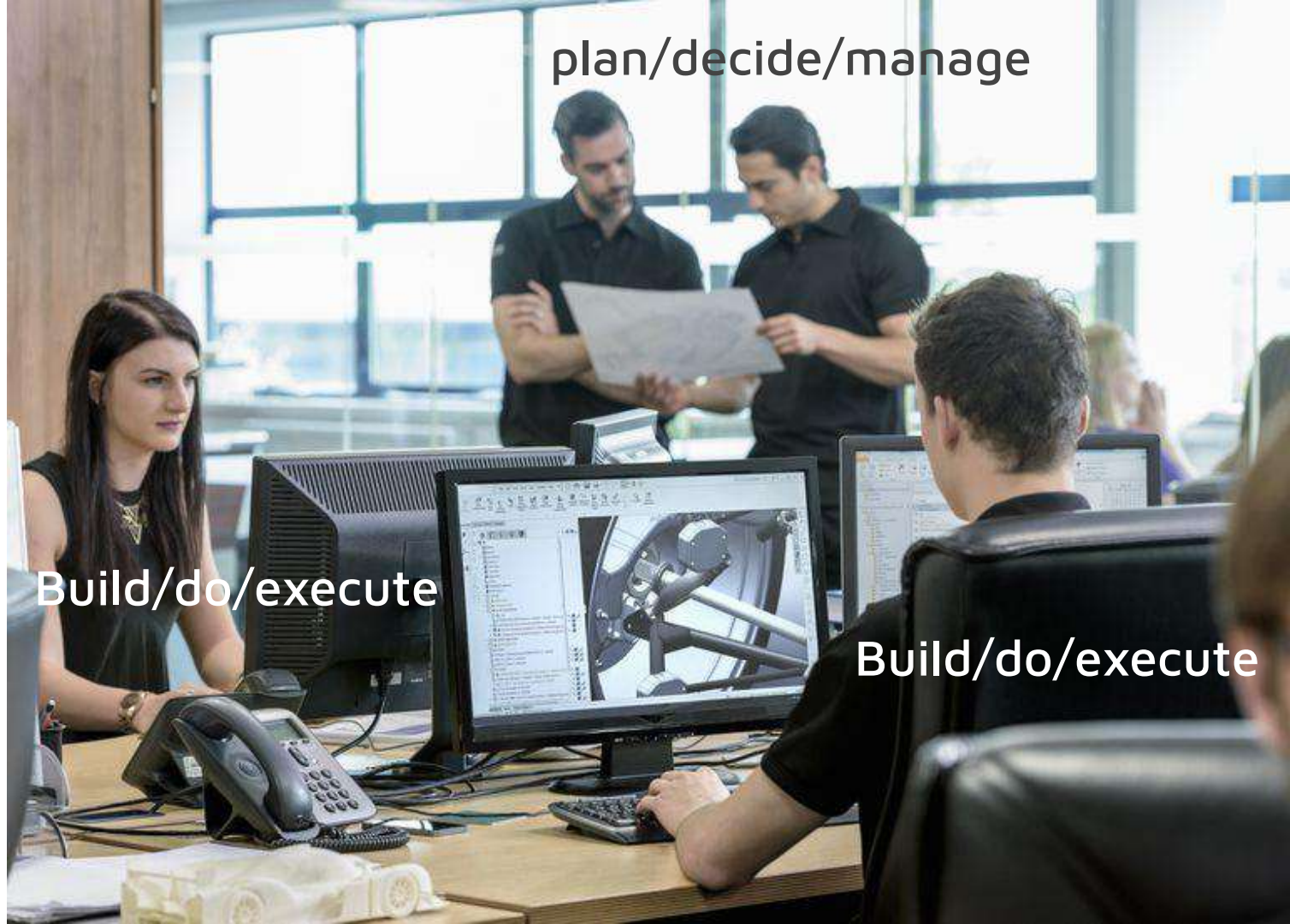


Analytical



Creative

Types of team roles



plan/decide/manage

Build/do/execute

Build/do/execute

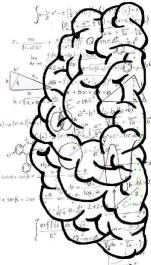
Team role profile



Doer



Creative



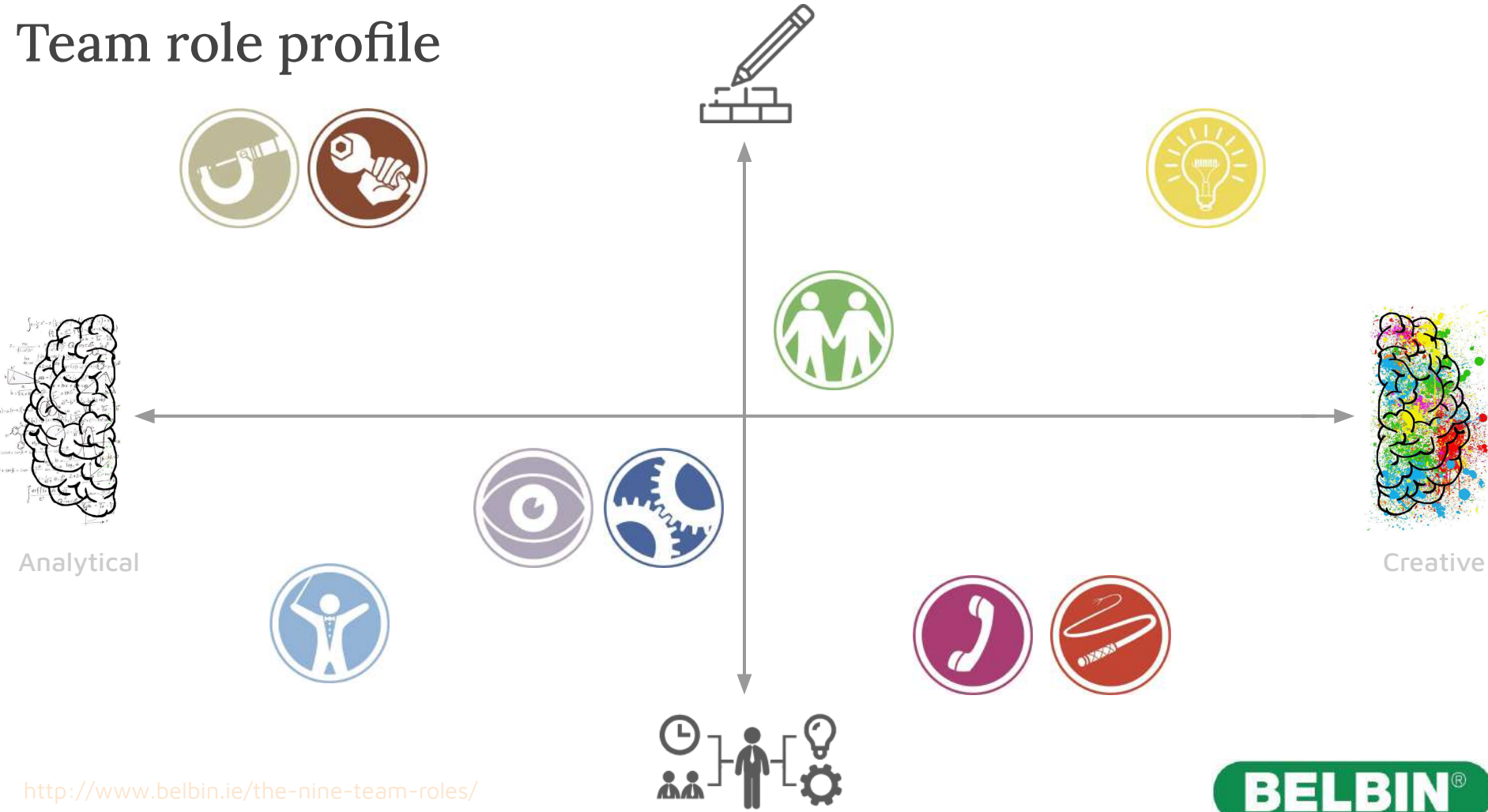
Analytical



Manager



Team role profile





DESIGN PROCESS PHASES

DESIGN PROCESS PHASES



research, data gathering



information analysis,
reflection, conclusions



ideation, creating solutions
and proposals



formal development, shaping
ideas (sketching, modelling)



communicating ideas
(rendering, presentation,
graphic design, marketing)



technical design, detail
development



production management,
from blueprints to reality

A large, stylized, orange letter 'V' is centered on the page. It has a slight gradient and a soft shadow, giving it a three-dimensional appearance.

PROFESSIONAL SECTORS

PROFESSIONAL SECTORS

Think about shops you like.

¿In which one would you enjoy working during a few months?



The image features a large, semi-transparent orange graphic in the background consisting of the letters 'W' and 'V' stacked vertically. The 'W' is formed by two overlapping 'V' shapes, and the 'V' below it is a single, solid shape. The word 'ORGANISATIONS' is centered horizontally across the middle of the 'W' and 'V' graphic.

ORGANISATIONS

ORGANISATION

Think about specific and real companies, designers, ngo's, institutions you would like to work for/with



Two vertical, parallel bars of a light orange color are positioned on either side of the word 'STYLE'. They are centered vertically and horizontally relative to the text.

STYLE

01 WHAT IS STYLE?

WHAT IS STYLE?



is your style how you
dress?

WHAT IS STYLE?

“Style is a unified and integrated way of communicating, expressing and acting, which uses all the skills that the person has accumulated and assimilated throughout their life and experiences.”

LAURA

PERLS

WHAT IS STYLE?

“Style is a unified and integrated way of **communicating, expressing** and acting, which uses all the skills that the **person** has accumulated and assimilated throughout their **life and experiences.**”

LAURA
PERLS

WHAT IS STYLE?

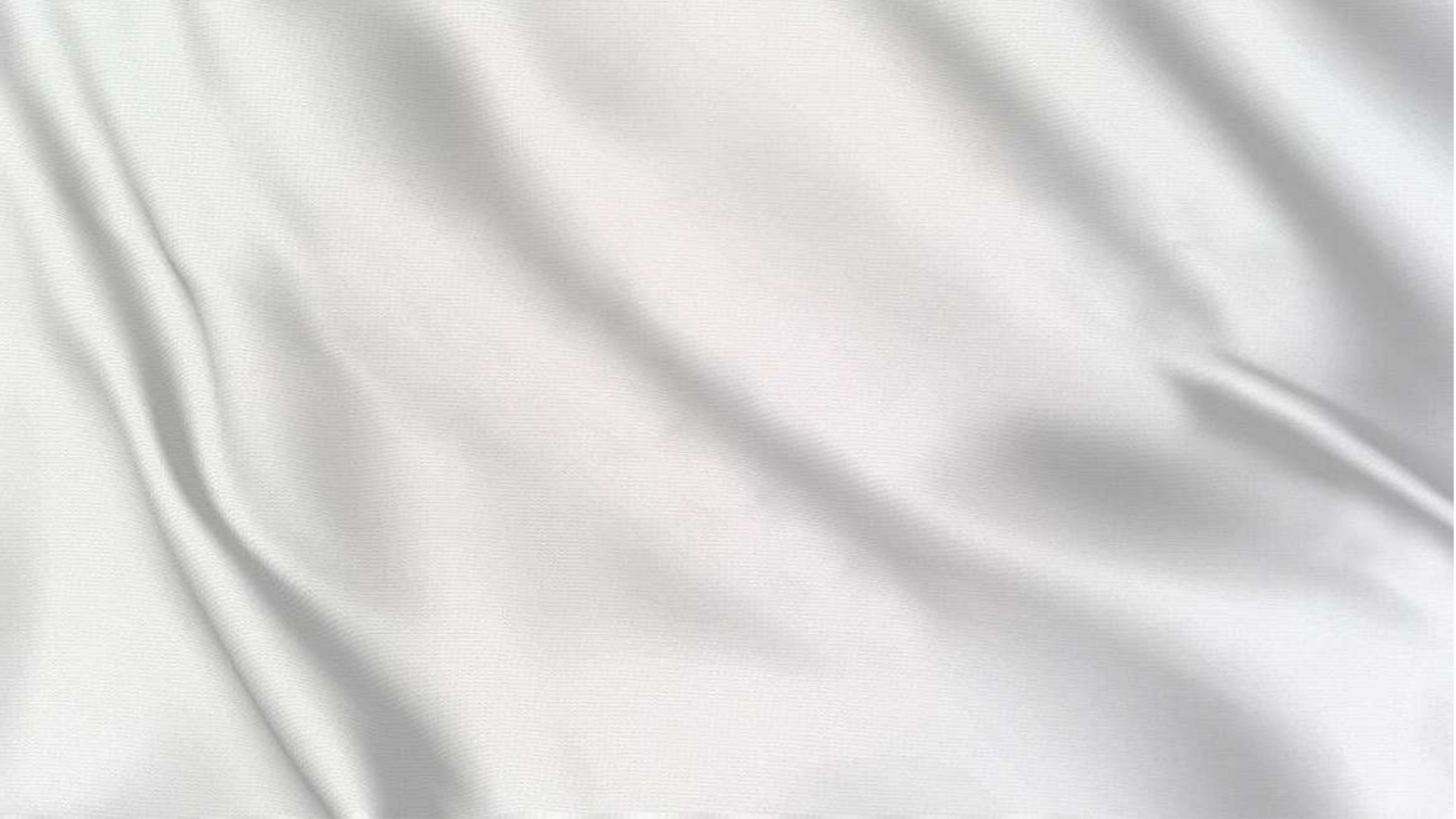
“Style is how you show who you are through what you do.”

Ainhoa
Guillén

WHAT IS STYLE?

So... is your style
how you dress?

A group of nine people, including actors like Brad Pitt and Tilda Swinton, are standing on a red carpet. They are dressed in a variety of styles, from formal suits to casual, colorful outfits, illustrating the concept of style. The background shows a marina with many sailboats and buildings on a hillside under a clear blue sky.



A piece of cloth can
be used as an act of
communication

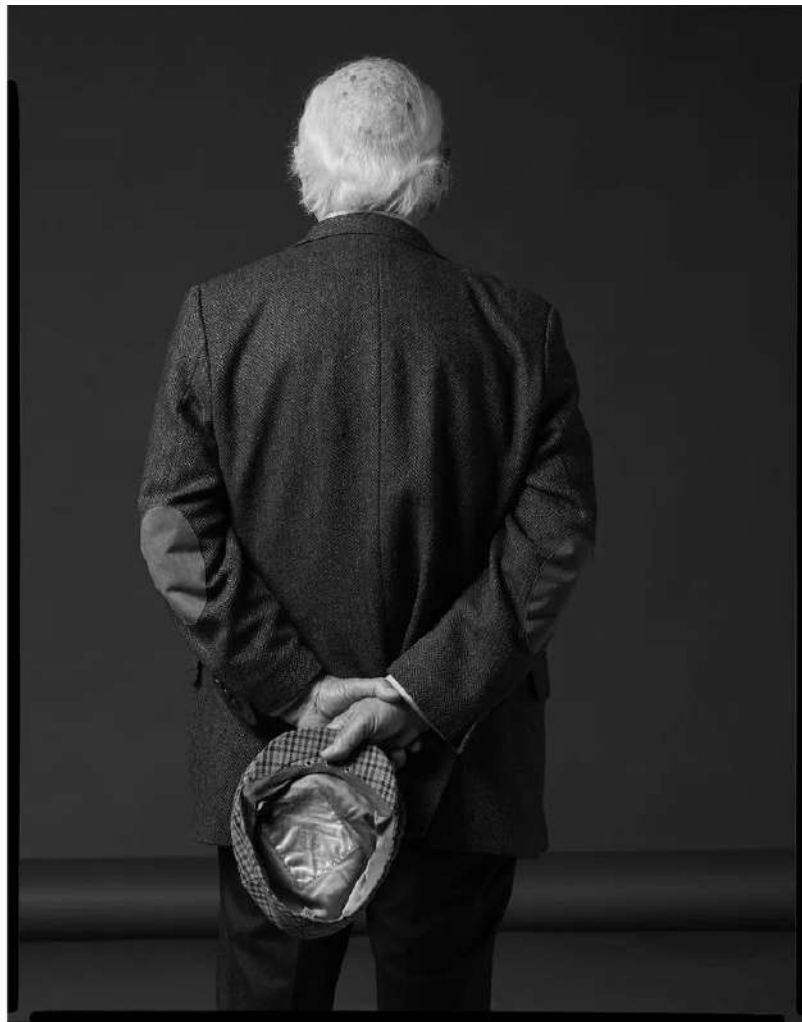
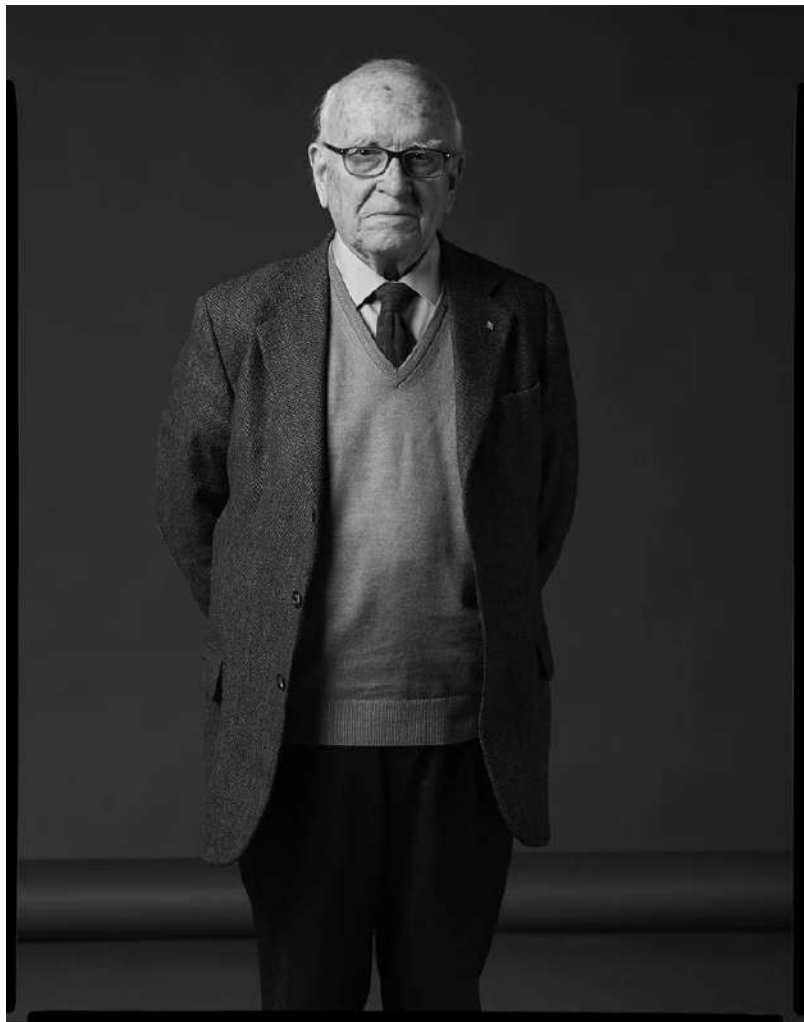


WHAT IS STYLE?

Is your style
how you dress?

**Diseñador gráfico, de
interiores, de moda, industrial**





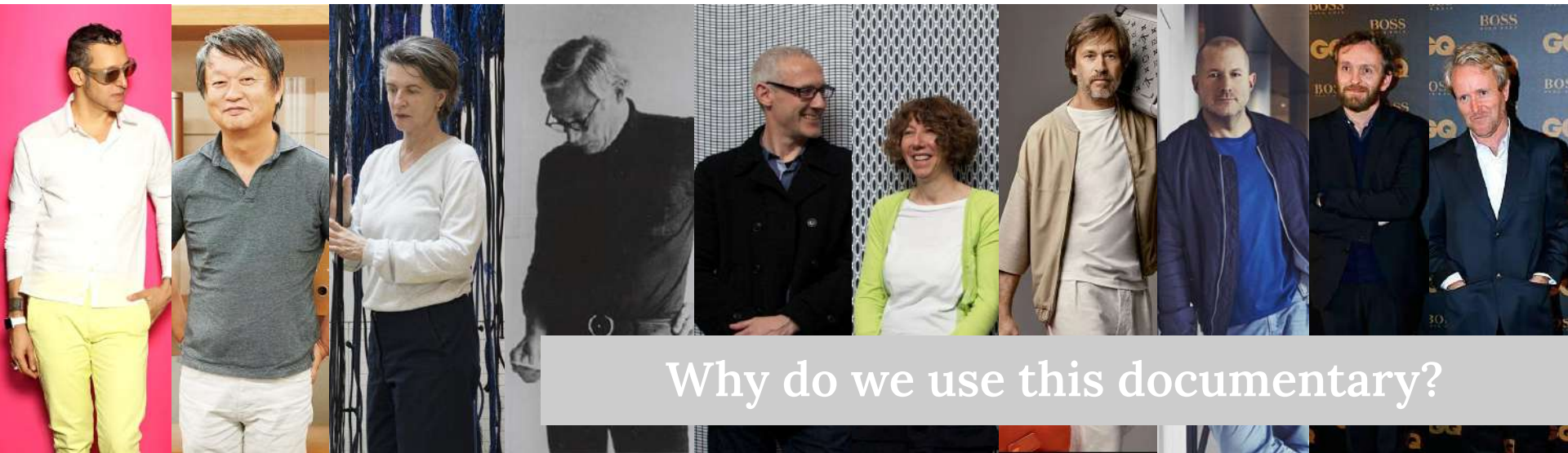
**“Miguel Milá’s style is a “who knows what”
between elegant and evident”**

**André
Ricard**

Miguel's father, was a patrician from Barcelona between the wars, monarchist, handsome and bon vivant. His mother, was the epitome of the Catalan housewife, austere and reluctant to superficial ornamentation, with a serene authority. The combination of sobriety and refinement that his parents embodied is a bit of a figure for the concise elegance that Miguel Milá would end up synthesizing in his designs, in his way of seeing the profession and the world.

Miguel
Izquierdo

OBJECTIFIED



Why do we use this documentary?

02

DEFINING MY STYLE

DEFINING MY STYLE

Defining your style is simple but difficult:

1-Knowing who you are.

2-Accepting who you are.

3- Showing who you are

DEFINING MY STYLE

Defining your style is simple but difficult:

1-Knowing who you are.

2-Accepting who you are.

3- Showing who you are

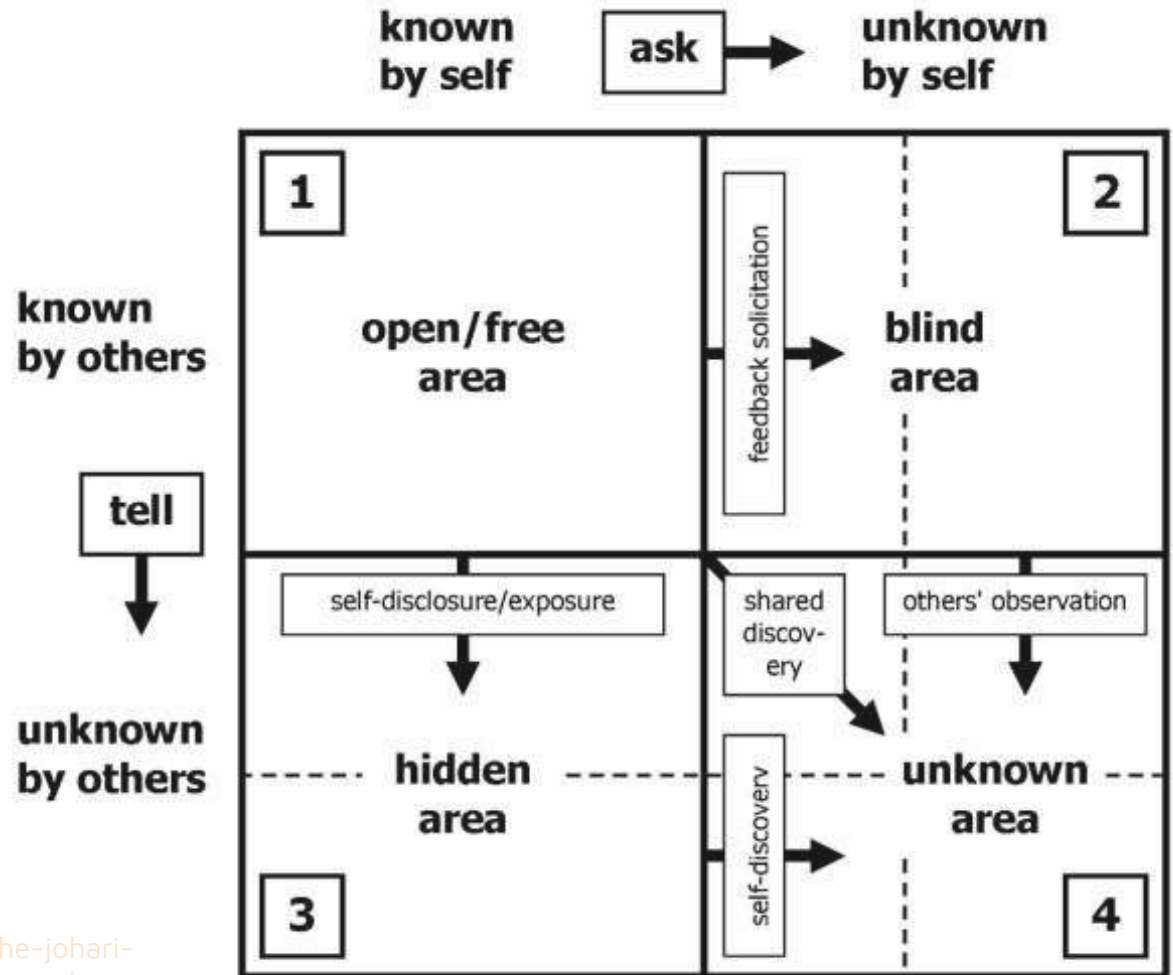
DEFINING MY STYLE

Knowing who you are.

Defining our style means knowing ourselves, being aware of our interests and values, knowing and valuing our virtues and strengths, and recognizing our limitations and shortcomings.

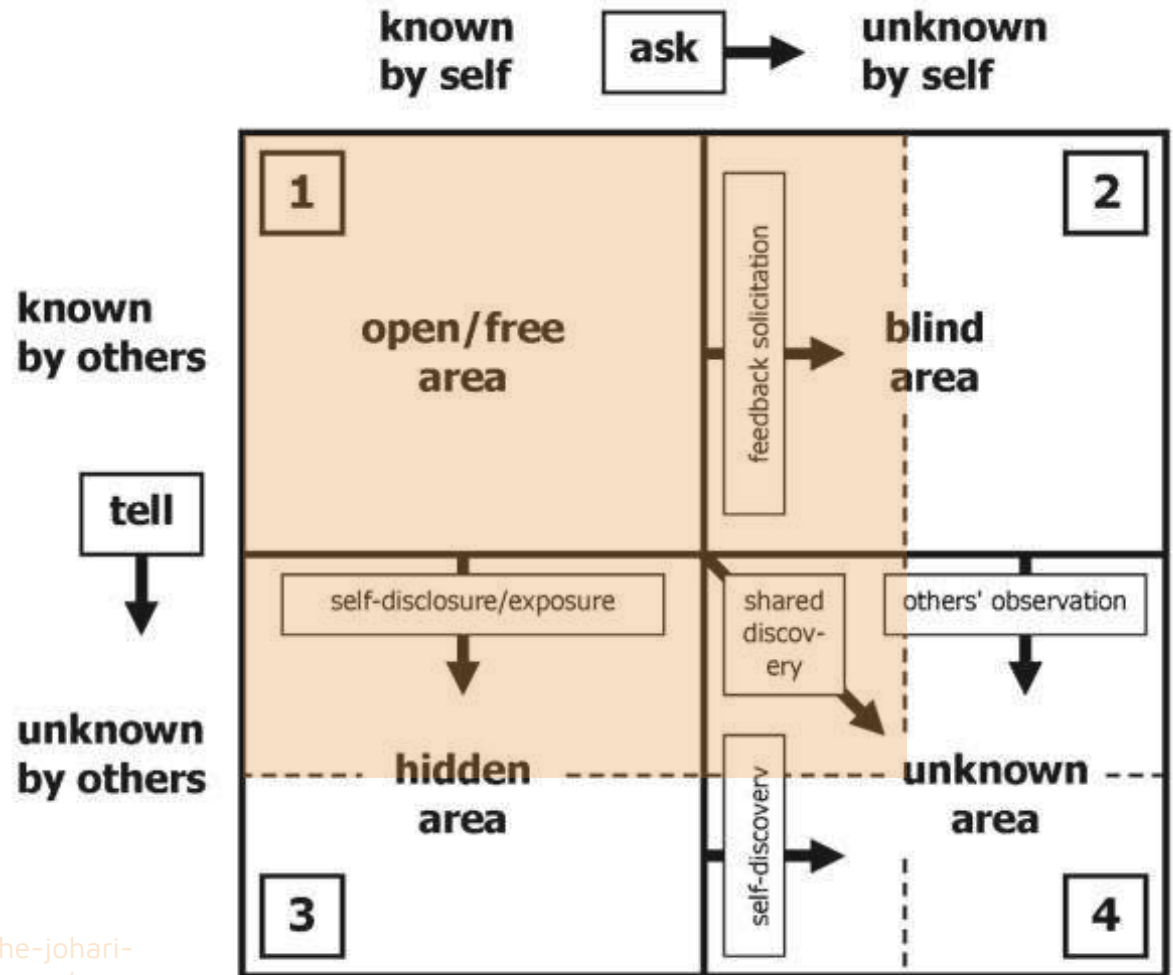
Johari Window

Joseph Luft &
Harrington Ingham



Johari Window

Joseph Luft &
Harrington Ingham



WAYS OF RECOGNIZING OWN STYLE

through
our Role Models

-Recognition

-Resonation

-Admiration

-Inspiration

-Aspiration

2.1

RECOGNITION: OUR BRAIN REMEMBERS WHAT'S CALLS OUR ATTENTION

QUOTE TEST (names you remember)
quotes you recognize by heart



https://drive.google.com/file/d/1cKyZL89VgJdcQJuW-PRdOY35g9q9UJaW/view?usp=drive_link



¿Which Designer said the following quotes?:

1-"I grew up in a generation that I can remember when man landed on the moon. (...) all my dreams were about the future... what I want to do is create things that don't exist. In the end, my goal as a designer is to look to the future, not use any existing references."

2-"Often our hardest job is to remove, remove, remove, bit by bit, anything that is unnecessary, that gets in the way of maximum unity. It's like music, we make a melody instead of dischord. I think it's very similar to composing music. Creating harmony, something very sensual"

3-"I have an iPad, a cell phone, a laptop,... and yet I come home and sit in something as outdated as a little wooden chair. In some ways, we can argue that we are building these tacky spaces that have nothing to do with the era in which we live. It's like... I'm writing on my laptop, and suddenly I have to go... how am I going to go? In my horse carriage?"

4-"Much of the innovation of a product lies in experimentation with production processes."

5- "I have a workshop downstairs that is full of shit (...), these are things that I find interesting, things that I want to have on hand to look at. Sometimes they are materials that I am looking for an excuse to use, instead of the other way around. ...These weird meshes [for example], I thought, "How cool is this" and I have no idea what they use them for."

6-"We designers have been working to stimulate people's souls and minds. But in reality, I'm not thinking about this pen when I'm writing with it. Rather, it's when you least think about it that the pen can be held most naturally. (...). Design needs to be plugged in to natural human behavior. I like to say 'Design dissolving in behavior.'"

7-"Good design should be innovative. Good design should make a product useful. Good design is aesthetic design. Good design will make a product understandable. Good design is honest. Good design is unobtrusive. Good design is long-lived. Good design is consistent in every detail. Good design is environmentally friendly. Last, but not least, good design is as little design as possible."

8-"A big definition of who you are as a designer, is the way that you look at the world. It's one of the sort of curses of what you do. You're constantly looking at things and thinking 'why, why, why is it like that? why is it like that and not like this? And so in that sense, you're constantly designing.'... it is like.... "Of course it is like that, why would it be any other way?"

9-"And because you have objects in your house, they become part of your family and you'll want to inherit them. It'll become 'that chair that dad always sat in' or 'that vase that mom...'. Those are the stories you get with objects. (...) People have a lot of memories, which makes it possible to give layers of meaning to the material. So I use a familiar craft, or something from a familiar culture, or something where you see a human scale. Something sewn, or something iconic..."

10-"We use design as a medium to explore ideas, find out things, question... We've got cinema, fine arts, literature. Every other medium seems to have a part dedicated to reflecting on important issues, yet design, a thing that's responsible for so much of the built environment around us doesn't do that."

Dieter Rams (Braun)



Jonathan Ive (Apple)



Naoto Fukasawa



Ronan & Erwan Bouroullec



Hella Jongerius



Marc Newson



Anthony Dunne & Fiona Raby



Karim Rashid

1
"I grew up in a generation that I can when man landed on the moon. (...) all my dreams were about the future... what I want to do is create things that don't exist. In the end, my goal as a designer is to look to the future, not use any existing references."

Marc Newson



2
"Often our hardest job is to remove, remove, remove, bit by bit, anything that is unnecessary, that gets in the way of maximum unity. It's like music, we make a melody instead of dischord. I think it's very similar to composing music. Creating harmony, something very sensual"

Ronan & Erwan



Bouroullec

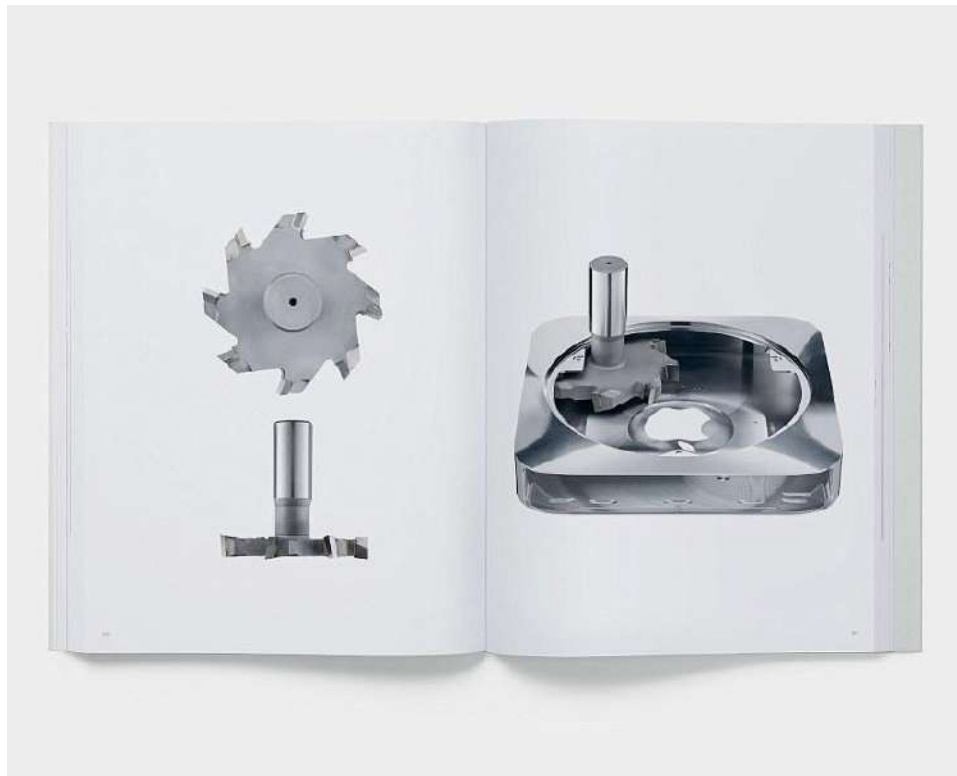
3
"I have an iPad, a cell phone, a laptop,... and yet I come home and sit in something as outdated as a little wooden chair. In some ways, we can argue that we are building these tacky spaces that have nothing to do with the era in which we live. It's like... I'm writing on my laptop, and suddenly I have to go... how am I going to go? In my horse carriage?"

Karim Rashid



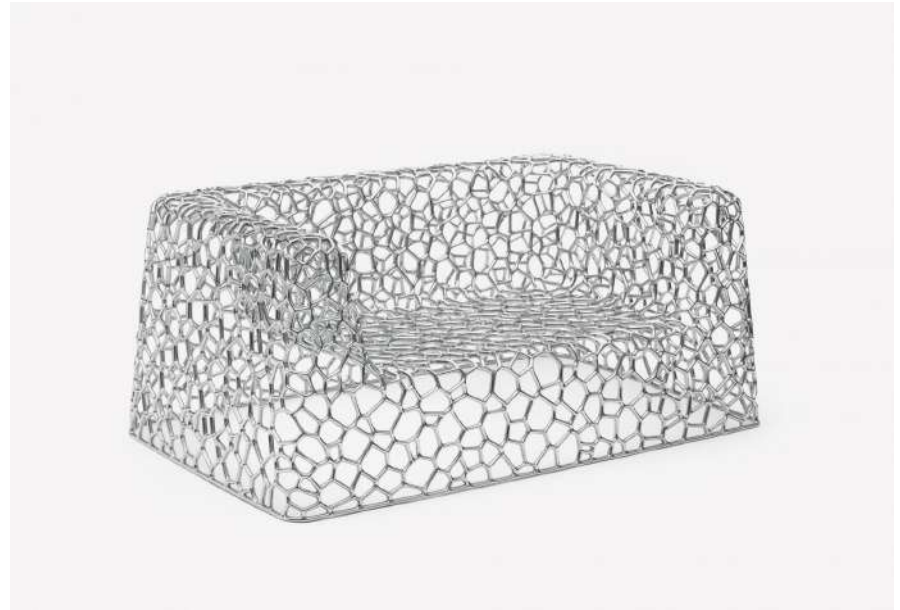
4 "Much of the innovation of a product lies in experimentation
with production processes."

Jonathan Ive



5 “I have a workshop downstairs that is full of shit (...), these are things that I find interesting, things that I want to have on hand to look at. Sometimes they are materials that I am looking for an excuse to use, instead of the other way around. ...These weird meshes [for example], I thought, “How cool is this” and I have no idea what they use them for.”

Marc Newson



6
"We designers have been working to stimulate people's souls and minds. But in reality, I'm not thinking about this pen when I'm writing with it. Rather, it's when you least think about it that the pen can be held most naturally. (...). Design needs to be plugged in to natural human behavior. I like to say 'Design dissolving in behavior.'"

Naoto Fukasawa



“Good design should be innovative. Good design should make a product useful. Good design is aesthetic design. Good design will make a product understandable. Good design is honest. Good design is unobtrusive. Good design is long-lived. Good design is consistent in every detail. Good design is environmentally friendly. Last, but not least, good design is as little design as possible.”

Dieter Rams



8 "A big definition of who you are as a designer, is the way that you look at the world. It's one of the sort of curses of what you do. You're constantly looking at things and thinking 'why, why, why is it like that? why is it like that and not like this? And so in that sense, you're constantly designing'... it is like... "Of course it is like that, why would it be any other way?"

Jonathan Ive



9
"And because you have objects in your house, they become part of your family and you'll want to inherit them. It'll become 'that chair that dad always sat in' or 'that vase that mom...'. Those are the stories you get with objects. (...) People have a lot of memories, which makes it possible to give layers of meaning to the material. So I use a familiar craft, or something from a familiar culture, or something where you see a human scale. Something sewn, or something iconic..."

Hella Jongerius



10
"We use design as a medium to explore ideas, find out things, question... We've got cinema, fine arts, literature. Every other medium seems to have a part dedicated to reflecting on important issues, yet design, a thing that's responsible for so much of the built environment around us doesn't do that."

Anthony Dunne
& Fiona Raby



Is there a quote where you doubted between two designers?

If so, it probably means that both designers have common traits or similar visions of design.

2.2

RESONATION: WHO DO YOU IDENTIFY WITH?

RE-SOUND (ECO, SOUND TWICE)

-WHICH QUOTES RESONATE?

-WHICH DON'T?

DEFINING MY STYLE

Defining your style is simple but difficult:

1-Knowing who you are.

2-Accepting who you are.

3- Showing who you are

2.2

ADMIRATION: WHY DO WE ADMIRE OUR ROLE MODELS?

“All the great and inspiring leaders and organizations in the world they all think, act and communicate the exact same way (...)
They think, act, and communicate from the inside out.”

Simon

Sinek

“For my prom in high school, I got a custom-made pink satin suit produced, got my hair and nails pink, and I wore platform shoes in purple suede. I thought I was a glam rocker or maybe I wanted to be David Bowie.”

Karim

Rashid



2.2

ADMIRATION: WHY DO WE ADMIRE OUR ROLE MODELS?

**YOUR ROLE MODELS HELP YOU ACCEPT
WHO YOU ARE AS THEY WORK AS MIRRORS
OF THE “FUTURE POSSIBLE YOU’S”**

“You have to accept who you are and when you do, you will probably have some success, just like I had to accept that I am a little bit eccentric. I like colour, I like form. I am obsessed with aesthetics.”

Karim

Rashid

“I don't know the key to success, but the key to failure is trying to please everybody.”

Bill Cosby

DEFINING MY STYLE

Defining your style is simple but difficult:

1-Knowing who you are.

2-Accepting who you are.

3- Showing who you are

DEFINING MY STYLE

**Don't be too in a hurry... this
can take a lifetime!**

STYLE IS EVOLVING



<https://www.stirworld.com/inspire-people-unscripted-with-karim-rashid-making-colours-dance>

Those who recognise their style and values...

**LESS,
BUT
BETTER.**

Dieter Rams



...have a clear idea of what to do and how

Dieter Rams: 10 principles of good design



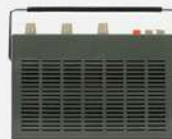
3. Good design
is aesthetic.



4. Good design
makes a product
understandable.



5. Good design
is unobtrusive.



6. Good design
is honest.



7. Good design
is long-lasting.



8. Good design
is as thorough down
to the last detail.



9. Good design
is environmentally
friendly.



10. Good design
is as little design
as possible.



1. Good design
is innovative.



2. Good design
makes a product
useful.



TWO POLES OF POSSIBLE STYLES (SIMPLIFICATION)



TRY TO POSITION YOURSELF
individually



NAME 3 POLARITIES

individually



ACCORDING TO THEM, WHERE WOULD YOU POSITION THE REST OF DESIGNERS?

individually







2.3

ADMIRATION: WHO DO YOU ADMIRE?



if you had to send your resume for an internship, which ones would be your first options?

make a short list

20 min break

AFTER THE BREAK, RUN TOWARDS YOUR FIRST OPTION
in groups of 4



Dieter Rams (Braun)



Jonathan Ive (Apple)



Naoto Fukasawa



*Ronan & Erwan
Bouroullec*



Hella Jongerius



Marc Newson



*Anthony Dunne &
Fiona Raby*



Karim Rashid

If we understand our philosophy, lifestyle and personality we can express it through our image and the objects we use (and design)



If we understand our philosophy, lifestyle and personality we can express it through our image and the objects we use (and design)



OBJECTS' SYMBOLISM: PROJECTION



OBJECTIFIED STYLE ACTIVITY TEMPLATE



https://docs.google.com/presentation/d/1gnehwOk2adIb-AkW2RCjeWWjsXzynmgdy_3wQlyamac/edit?usp=sharing

BRAINSTORM ADJECTIVES THAT YOU THINK MATCH THE OBJECT, THE DESIGNER AND HIS DESIGNS

in groups of 4



DECIDE WHICH WOULD BE THE 3 MOST REPRESENTATIVE ADJECTIVES

in groups of 4







2.3

ADMIRATION: DIFFERENT TYPES OF ADMIRATION



2.3

ADMIRATION: DIFFERENT TYPES OF ADMIRATION



if you had the opportunity to go to a talk of one of these designers, which ones would interest you the most?

would they be the same as before?

make a short list

2.3 ADMIRATION

WHAT IS ADMIRATION? WHO DO WE ADMIRE?

- Those who have achieved what I would like to achieve (aspiration)
- Those who have developed an ability that I have but not yet developed (inspiration)

Which designers I admire. How do I admire them?

Dissect admiration

1. I ASPIRE TO WORK WITH/LIKE HIM



2. HE/SHE INSPIRES ME



Which designers I admire. How do I admire them?

Dissect admiration

1. I ASPIRE TO WORK WITH/LIKE HIM

2. HE/SHE INSPIRES ME



WHY ARE THEY SO
DIFFERENT?



ARE STYLE AND PHILOSOPHY THE SAME?

“As a designer, my philosophy is fundamentally: non-disposable. And somehow trying to offer products that you want to keep. Products that you feel, most important, will stand the test of time. That hopefully won't date as badly as other things.”

AUTHOR??

ARE STYLE AND PHILOSOPHY THE SAME?

“As a designer, my philosophy is fundamentally: non-disposable. And somehow trying to offer products that you want to keep. Products that you feel, most important, will stand the test of time. That hopefully won't date as badly as other things.”



MARK
NEWSON

DIFFERENT STYLES - SAME PHILOSOPHY



Ford 021C Concept - Marc Newson

WHO'S IS THIS DESIGN?



“They share a design philosophy. They dislike the vast majority of consumer products, so they design radically new ones that we could not have imagined before.”

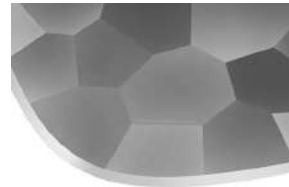
John
Arlidge

LoveFrom,





LoveFrom,



STYLE IS:

Evolving

Changing

A complex
Recipe

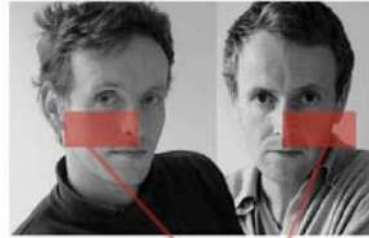


STYLE IS:

Evolving

Changing

A complex
Recipe



Ronan & Erwan Bouroullec



Irma Boom



Philippe Starck



Jonathan Ive



Paula Scher



Stephen Sagmeister



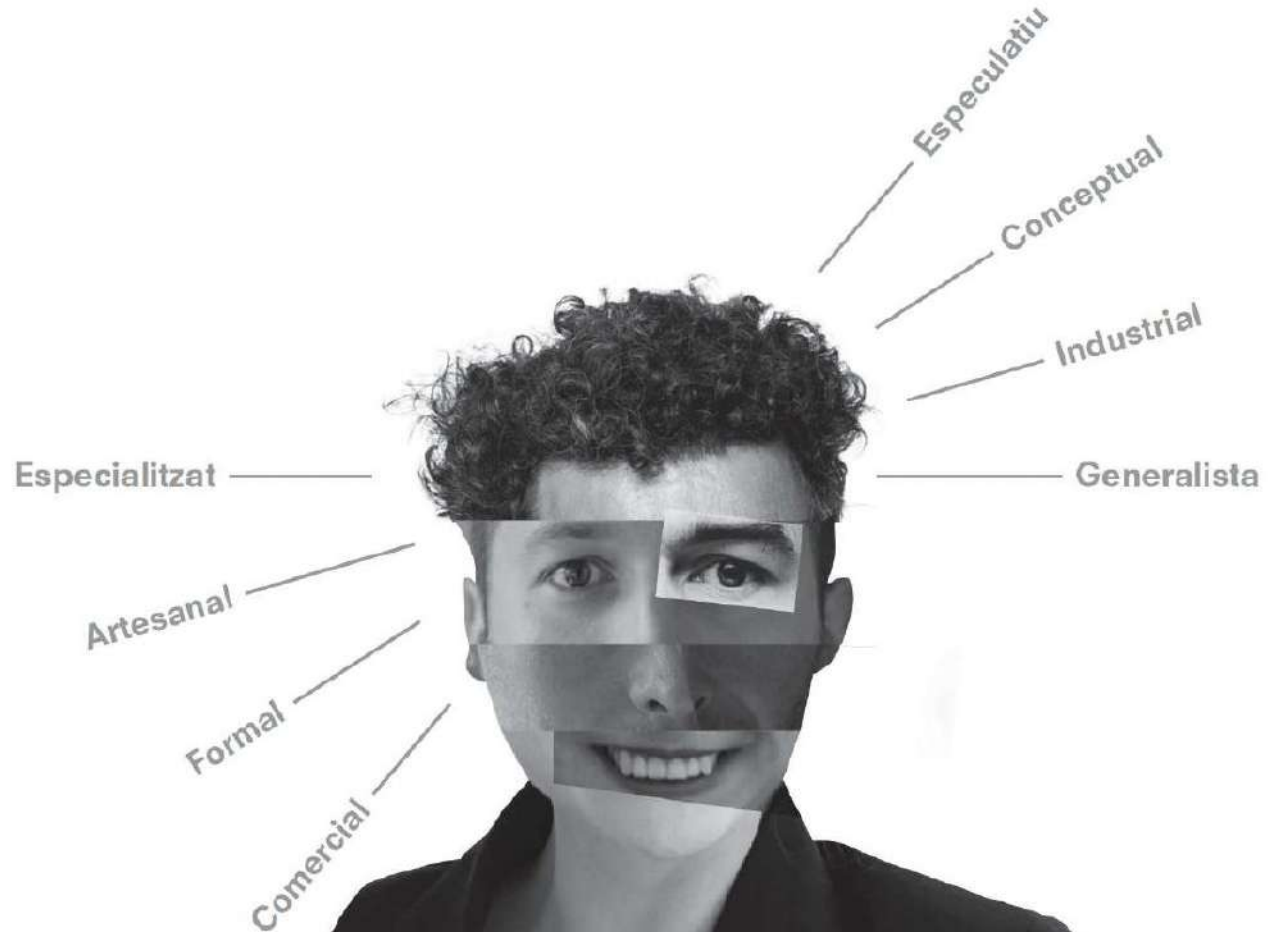
Messeguer, Rofes

STYLE IS:

Evolving

Changing

A complex
Recipe



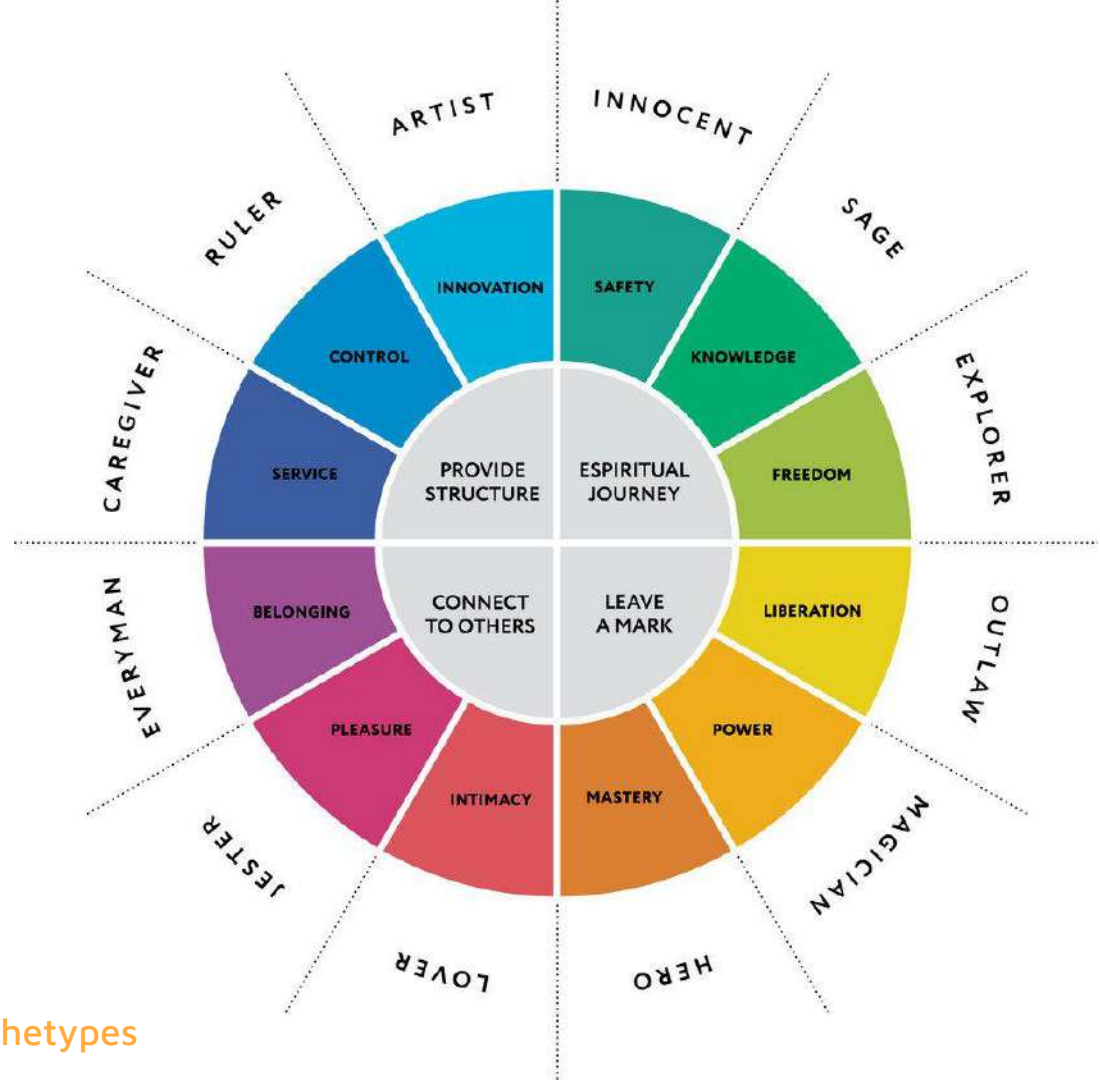
STYLE IS:

Evolving

Changing

A complex
Recipe

Profound



The 12 Jungian Archetypes

Which designers I admire. How do I admire them?

Dissect admiration: list attributes

1. I ASPIRE TO WORK WITH/LIKE HIM







2. HE/SHE INSPIRES ME





WHY?

POLARITIES

1. ASPECTS I LIKE







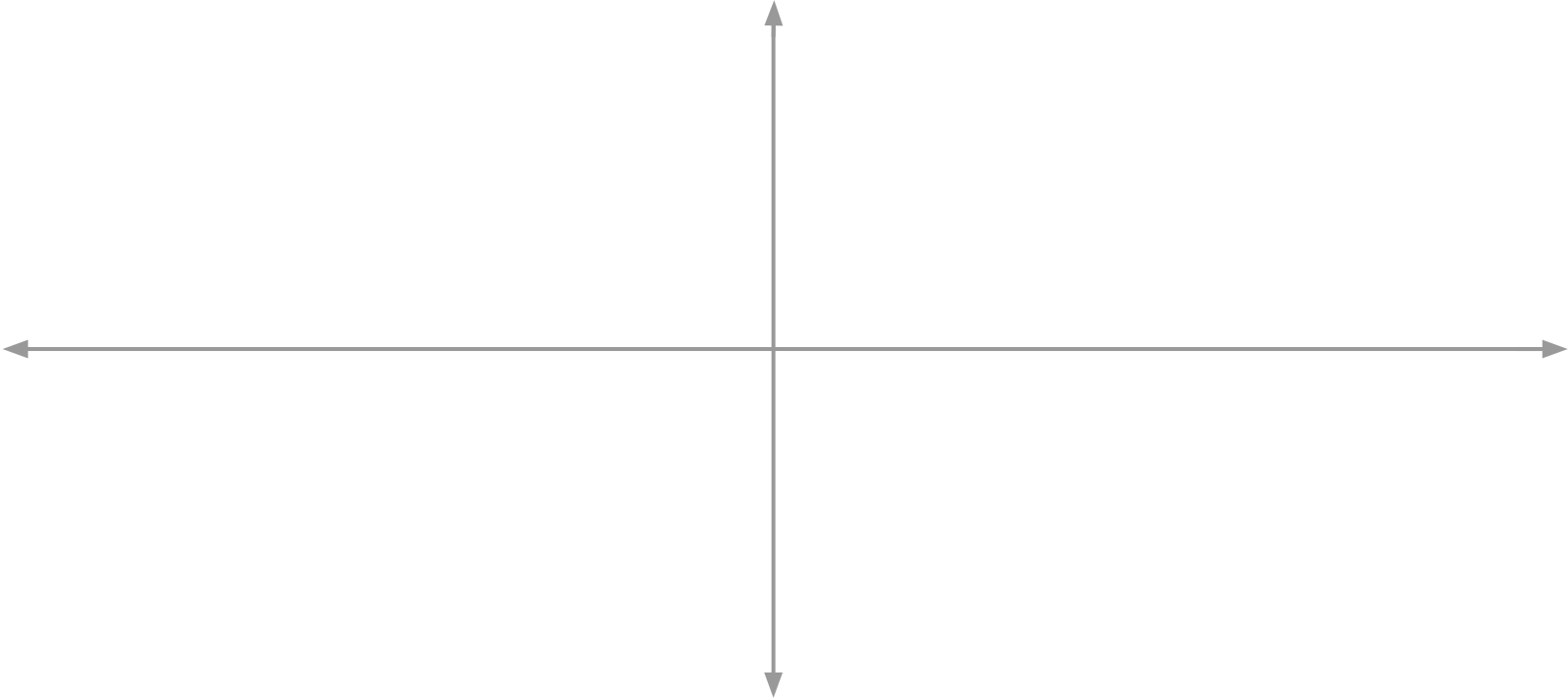




2. POLARITY

POLARITIES: Choose adjectives for 2 main axis

???????



???????

???????

???????

POLARITIES: Position the designers

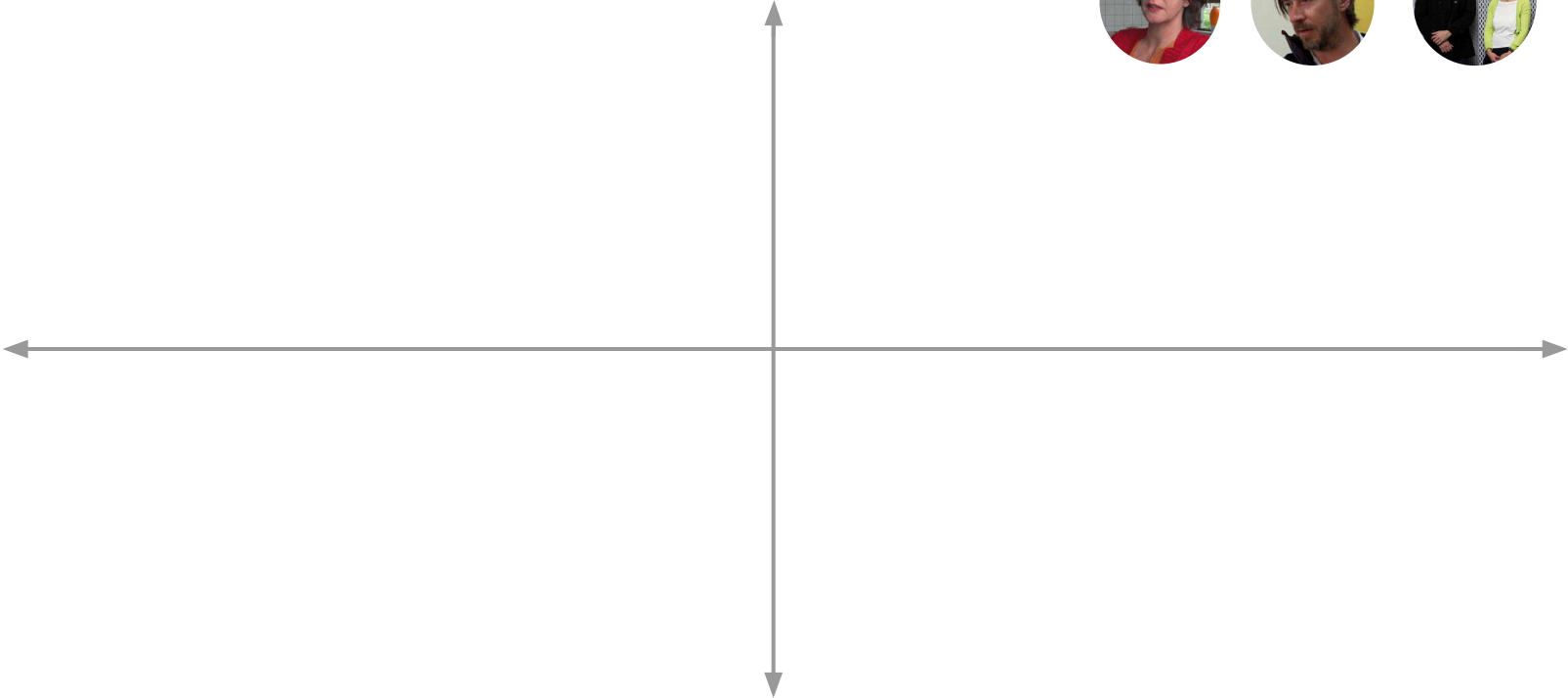
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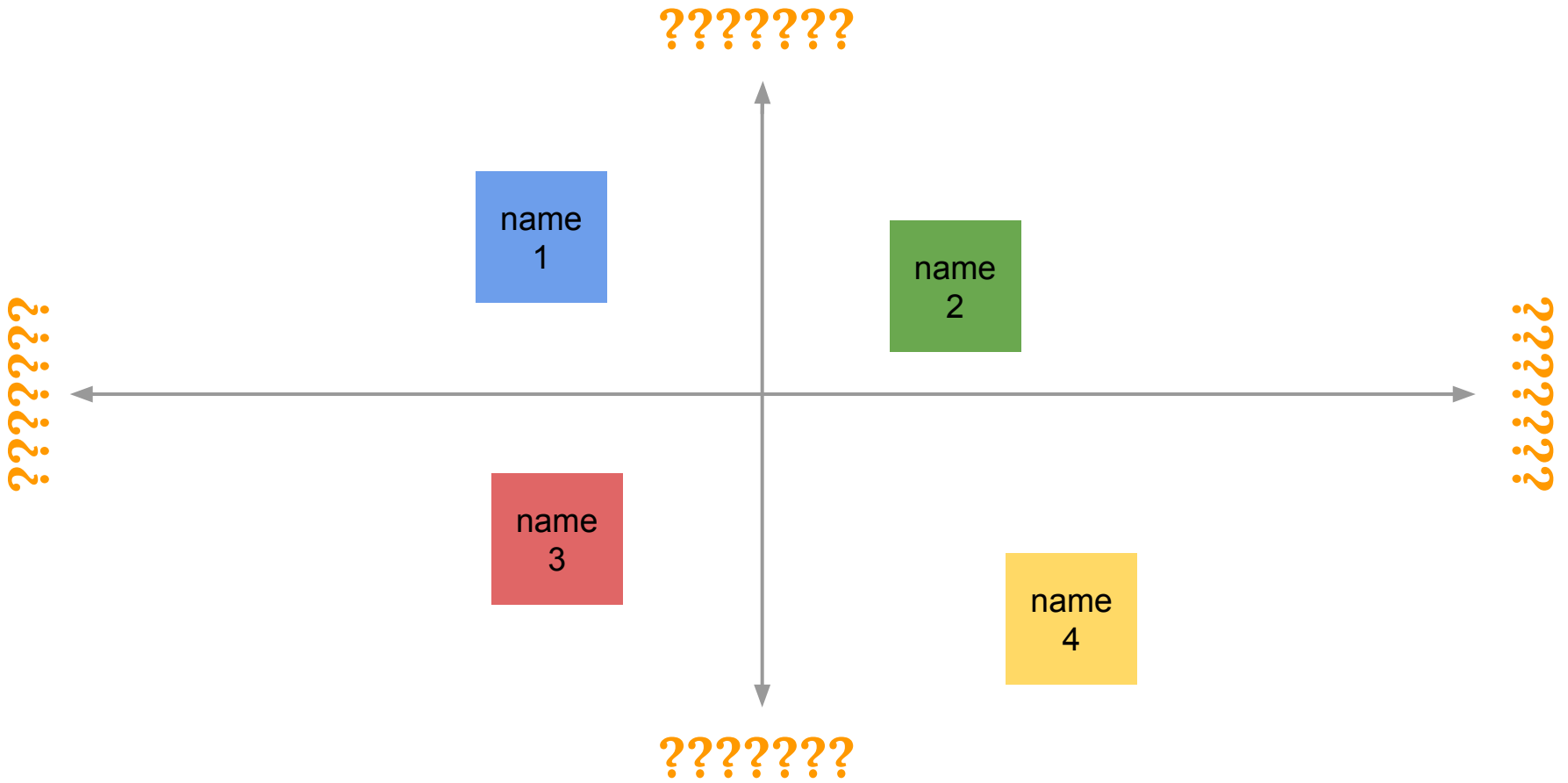
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POLARITIES: Position YOURSELF



THANK YOU

[linkedin.com/in/kikogaspar](https://www.linkedin.com/in/kikogaspar)
[instagram.com/kikogaspar__](https://www.instagram.com/kikogaspar__)

kikogaspar@upv.es



UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA



IGD. Grupo de
Investigación y
Gestión del Diseño




Escuela Técnica Superior de Ingeniería del Diseño