



This is a five year  
comprehensive study into the  
nature + **PROCESS** of  
Italian **DESIGN** + its links to  
successes in **INNOVATION.**

In the past two years we have visited and interviewed over forty Italian Design firms and companies across Italy, from young firms like lan+, Metrogramma and Cliostraat to established designers such as Enzo Mari + Andrea Branzi and from industrial giants like FIAT to "design factories" like Cassina, Saporiti + Alessi. Our team spent six weeks in Italy in spring 2004 and another six weeks in spring 2005 studying, researching and conducting interviews.

This research is evidence of our work to date. Working in the mode of Venturi's "Learning From Las Vegas", we aim to "Learn from Milan", and Rome and Florence and all of Italy at the moment when globalization changes this great design nation into a knowledge economy and post-industrialism spreads across Italy.

After completing this DOCUMENTATION phase in fall 2005 we will return to our Italian network again for another six weeks in spring 2006 to get their responses to what we have done to date, and to expand the network further. Ultimately we hope FIRST to contribute to the Italian design discourse and then bring what we have learned about innovation practices and design processes home to Canada.

# INTERVIEWS

## oneOFF

### ABOUT

'ONE OFF was first established in Milan in 2003, within the context of the "Fabbrica del Vapore" project, as a rapid prototyping service specialised in the manufacture of models, functional prototypes and architectural models geared primarily for the design and architectural sectors. The workshop produces the models, the prototypes and the plastic models using a combination of extremely innovative technological methods together with traditional mechanical and engineering techniques, all of which are available in house and supported by extremely up to date information technology systems.'

— excerpt from [www.oneoff.it](http://www.oneoff.it)

### IDEAS

#### Presentation

- › We learned of the 4 different methods of Rapid Prototyping used by oneOFF.
- › Their involvement the organization of "In Dust We Trust" and "Model Ideas."
- › The development of the "industreal" brand to market products developed in the above mentioned exhibits.

#### Main Points

- › They consider themselves a laboratory, not a studio.
- › They act as a medium between the client and the techniques of Rapid Prototyping
- › They develop ideas not products.

### HERE IS WHAT WE LEARNED

We learned that ONE OFF is an excellent model for how a company in modern Italy should be structured, with their focus on concept and ideation being well-suited to the maturing knowledge economy. They make good use of information and communication technologies to extend the reach of their organization beyond their bricks and mortar location. They are able to market their specialized knowledge, and continue on the tradition of the model maker.

### KEY QUOTES

#### How does this laboratory works? [clip 1]

We work with designers, architects, students, along with companies. We work between the companies and the designers. We help them communicate their ideas to each other.

#### How does a company get involved in a project with you? [clip 1]

If it is the first time the company has worked with us they generally phone us and explain what type of model is needed. However, if the company has worked with us previously they e-mail all the needed information. After an understanding has been reached on the needs of the model we may make the suggest using an alternative way of realization of their prototype.

#### Ideas [clip 1]

We develop ideas not products.



**INDEX**<sup>00</sup>

- Pre-Trip<sup>01</sup>
- In-Field Projects<sup>02</sup>
- Captured Moments<sup>03</sup>
- Findings<sup>04</sup>
- Interviews<sup>05</sup>
- Research Team<sup>06</sup>
- About<sup>07</sup>
- 2004 Site<sup>08</sup>



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