

LIVING DESIGN DESIGN AS A LIFESTYLE:

“Design is a behaviour and not an added value”

1. Design: marketing oriented or to orient the market? - LUISA BOCCHIETTO (ITALY)
2. Style versus identity: time to change - FRANÇOIS CARATGÉ (FRANCE)
3. Ingredient Design: making a difference in the consumer purchasing decision and brand experience - DANIELLE BLOMERT (SWITZERLAND)
4. Design is a talent: the one to have a point of view - ANNA BERNAGOZZI (FRANCE)

Design is an attitude; design is a behavior and not an added value benefit. In a global changing market, brands get lost in translation while the design world looks for distinct identities. A designer is an observer with the talent to analyze consumer behaviors and basic needs and then to translate them into objects and desires. A successful design creates and increases consumer loyalty and commands a premium due to emotional connection.

Who I am, where I go, who I love... What is the identity of my social and cultural life? The answers make up one's identity and the brand's identity connects the user to them.

- ① Ergo-dynamic vs. geometric design: do consumer attitudes influence design trends?
- ① Which path leads to great design?
- ① Is design a way to think brand identities?
- ① Design ROI: how to measure design effectiveness?
- ① How do designers stay inspired?

WHO'S WHO

LUISA BOCCHIETTO

Graduated in Architecture at the Milan Poly in 1985 with an industrial design dissertation with Architect Marco Zanuso. At the same time she also obtained the IED - European Design Institute of Milan - certificate. Since then, with her own practice in Italy, she works as freelance both for public and private clients. She carried out local projects focused on development, urban renovation,





residential construction, designs furniture, shops, stands designs for exhibitions and for international events, in Italy and abroad (Milan, Paris, Cologne, New York). She designs for many design firms and her drawings put to the manufacturing stage have been published on the best magazines of the sector. Especially the Vas-one giant vases for Serralunga were used in stands for trade shows, hotels, urban areas all over the world. Besides the professional activity, she has always carried out activities to support project quality diffusion. She's a lecturer in many conferences in Italy and abroad, also, as a freelance and designer, at the University of Architecture of Lausanne, Turin, Milan, Venice, as well as co-supervisor of graduation dissertations in industrial design. Currently she's the National President of ADI - Industrial Design Association.

Luisa Bocchietto (Luisa Bocchietto Architecture and Design, ITALY) will focus on "Design: marketing oriented or to orient the market?"

- ③ The goal of italian design is to represent a component of the finished product to identify the society needs
- ③ The design shouldn't be translated as an ingredient to add flavour to the product, but as a way to project the product if necessary from its roots
- ③ Design is the equivalent of "project", "reflection" towards the practical, valid, beautiful, ethics - more than the market guidelines.

FRANÇOIS CARATGÉ



A graduate from the ICG Business School in Paris, François joined Brandimage in 1988 after several years in sales and marketing for FMCG. As General Manager of Brandimage Paris, François Caratgé has helped turn this agency into one of the major players in brand image management and brand presence on an international level. In cosmetics, François has spent 4 years accompanying the Brazilian brand Natura committed in making the world a better place and develop and implement a new brand language based on the respect.

François Caratgé (General Manager - Design agency Brandimage Desgrippes & Laga, FRANCE) will focus on "Style versus identity: time to change".

- ③ Design gives meaning and helps embody not only the brand style but is the DNA for the brand identity
- ③ The role and purpose of design is to contribute beyond style to reveal and establish in consumer mind a legitimate brand identity
- ③ 2009, recession, people lost in translation, brands lost in translation ... 2009, back to the roots, a new way of thinking the brand.

DANELE BIOMERT



Born 15th August 1973, in the Netherlands. Joined DuPont in 1995. Spent 7 years in Advanced Fiber Systems (KEVLAR® and NOMEX®), DuPont's technical fiber division, mostly in European sales, marketing and business development roles. Working in various industries including aircraft/aerospace, oil & gas, and protective clothing. Joined DuPont's Packaging and industrial Polymers Division in 2003. Degrees in Business Administration & European Languages (studies in Netherlands and USA) Postdoctorate (Executive) Diplomas from Wharton Business School, University of Pennsylvania, Philadelphia, USA, and IMD, Lausanne.

Danielle Blomert (Global Business Manager & Managing Director DuPont Polymer Powders Switzerland S.à.r.l - SWITZERLAND) will talk about "Ingredient Design: making a difference in the consumer purchasing decision and brand experience".

- The role of Design in the world of Beauty: a perspective
- Beauty product and ingredient "design": optimizing functionality/efficacy, delivery, sensorial effect and aesthetics
- Understanding customer needs and market trends: conclusions of a recent survey on micro-powders for skincare and cosmetics
- Iconic design and formulation: can the product/formulation help drive additional sales and enhance the brand experience? A few examples of design icons using materials and technologies.

ANNA BERNAGOZZI

Trend and design consulting (since 1997) in semiotic, trend, marketing and focus groups case studies for different international agencies and companies (CCA, Allegoria, Semaphore, Alchimie, Greg Rowland Ltd., Semiotic Solutions Ltd., Linguistics Landscapes Ltd., Space Doctors Ltd.). Design consultant for different Design editors and Brands (MODEM, Mandarina Duck, Boffi, B&B, Bulthaup). Design theory professor at the ENSAD, Paris since 2004. The École Nationale Supérieure des Arts Décoratifs, where Anna Bernagozzi teaches, dates back to 1766, is a higher education establishment under the supervision of the French Ministry of Culture and Communication. The ENSAD's mission and goal is the artistic, scientific and technical training of creators capable of designing and developing any realisation in the diverse disciplines of the decorative arts.

Anna Bernagozzi (Professor of design theory at the ENSAD - École Nationale Supérieure des Arts Décoratifs. Design and trend consultant, FRANCE) will talk about: "Design is a talent: the one to have a point of view".

- In this time of uncertainty, objects seem to succumb to human wills and desires
- The absence of proper contemporary visionaries, makes the designer feel a moral block on creating designing services due to a lack of new non-industrial design production models
- Designers must be capable of understanding the hybrid system of interactions surrounding us and thus strategically developing products and services (kind of intermediate system between men and industrial products)
- Their role is to preserve and develop a softer, more personalized and diversified relationship with their users.



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Organised by SoGeCos s.p.a. - via filargo, 38 - milan (I)  BolognaFiereGROUP in partnership with  UNIPRO C.F. and P.IVA/VAT SoGeCos 04717230967 - BolognaFiere 00312600372

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