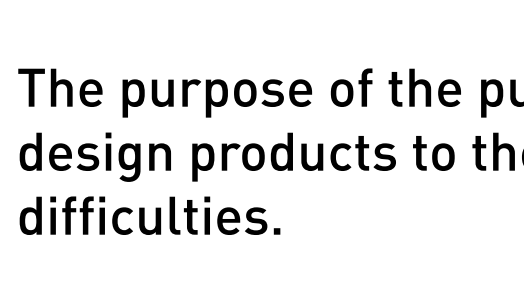


TERRIFIC DESIGN

PROJECT DETAIL (INDIVIDUAL):

For this project I did in school, I redesigned an art book called Terrific Design. This book contains tons of ironic/unique design works from all over the world, for example, lights, furniture, and home decals.

Oct-Dec2020



PROJECT CONCEPT:

The book I chose to redesign was called Terrific Design. The reason I bought this book was mostly because of its cover. It was different than all the books I've seen before. The cover used some kind of fabric instead of paper product. At the time I saw it, the book was wrapped with plastic, and there's no informative on either the front or the back cover. Therefore, except for the book title "Terrific Design", I was unable to understand what the book was really about.

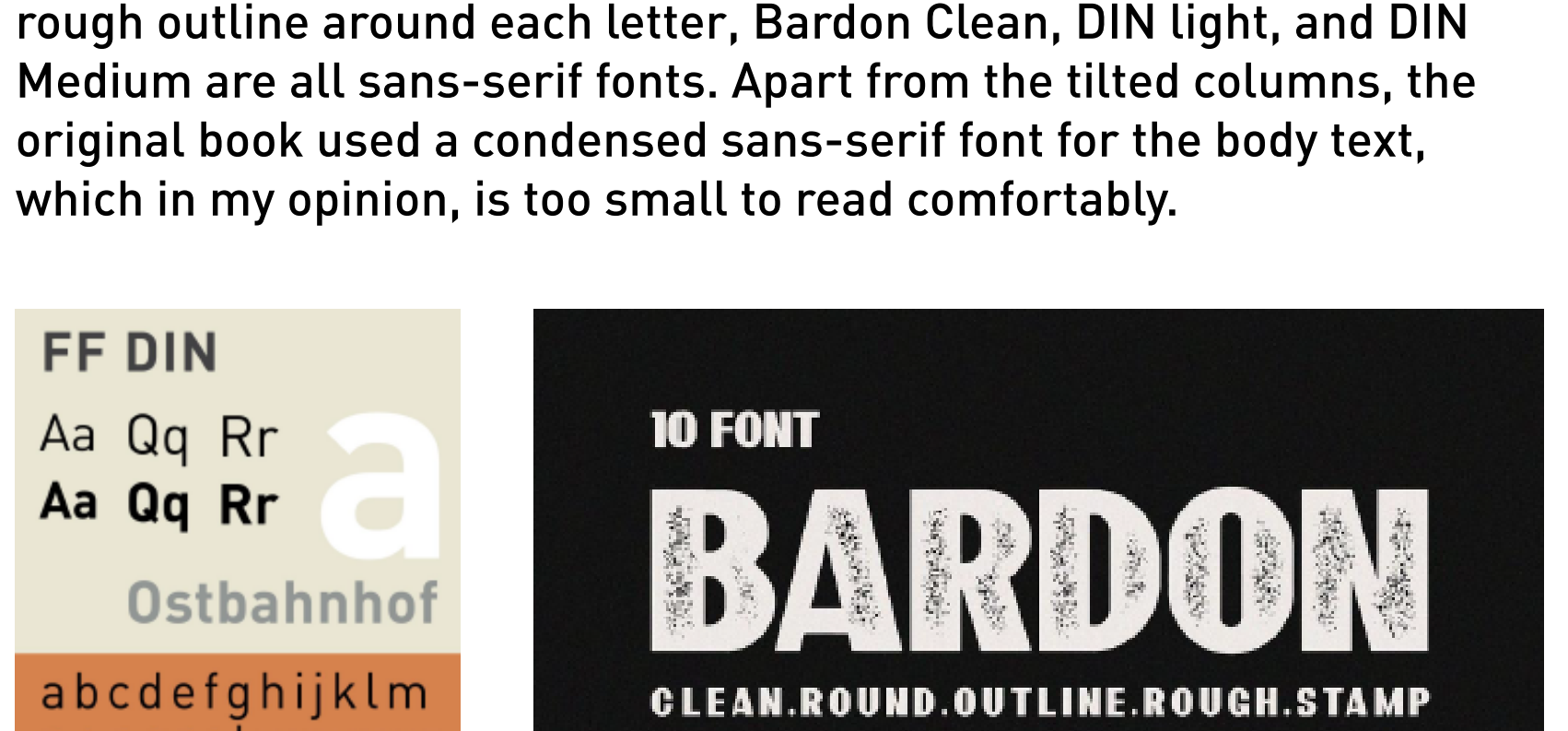
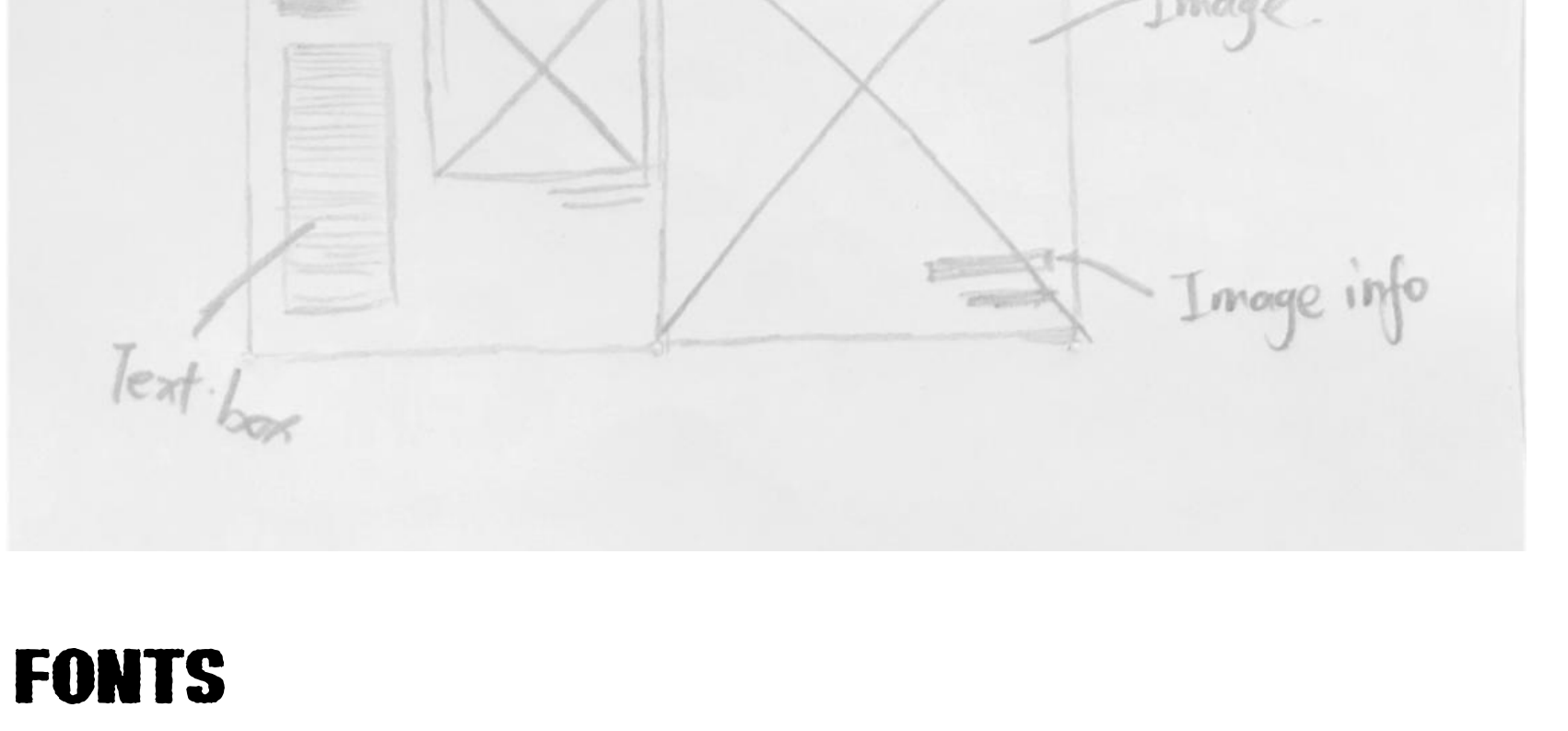
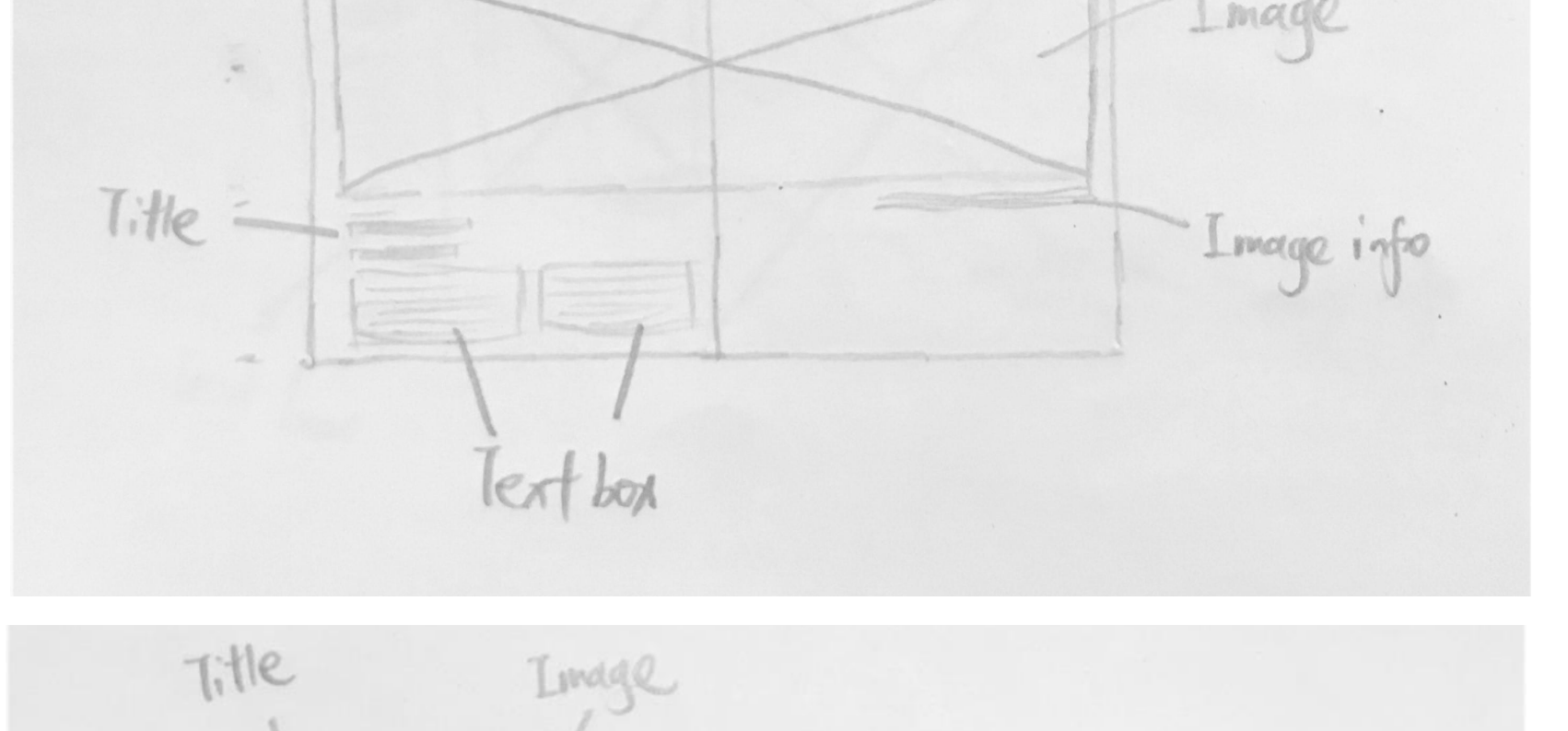
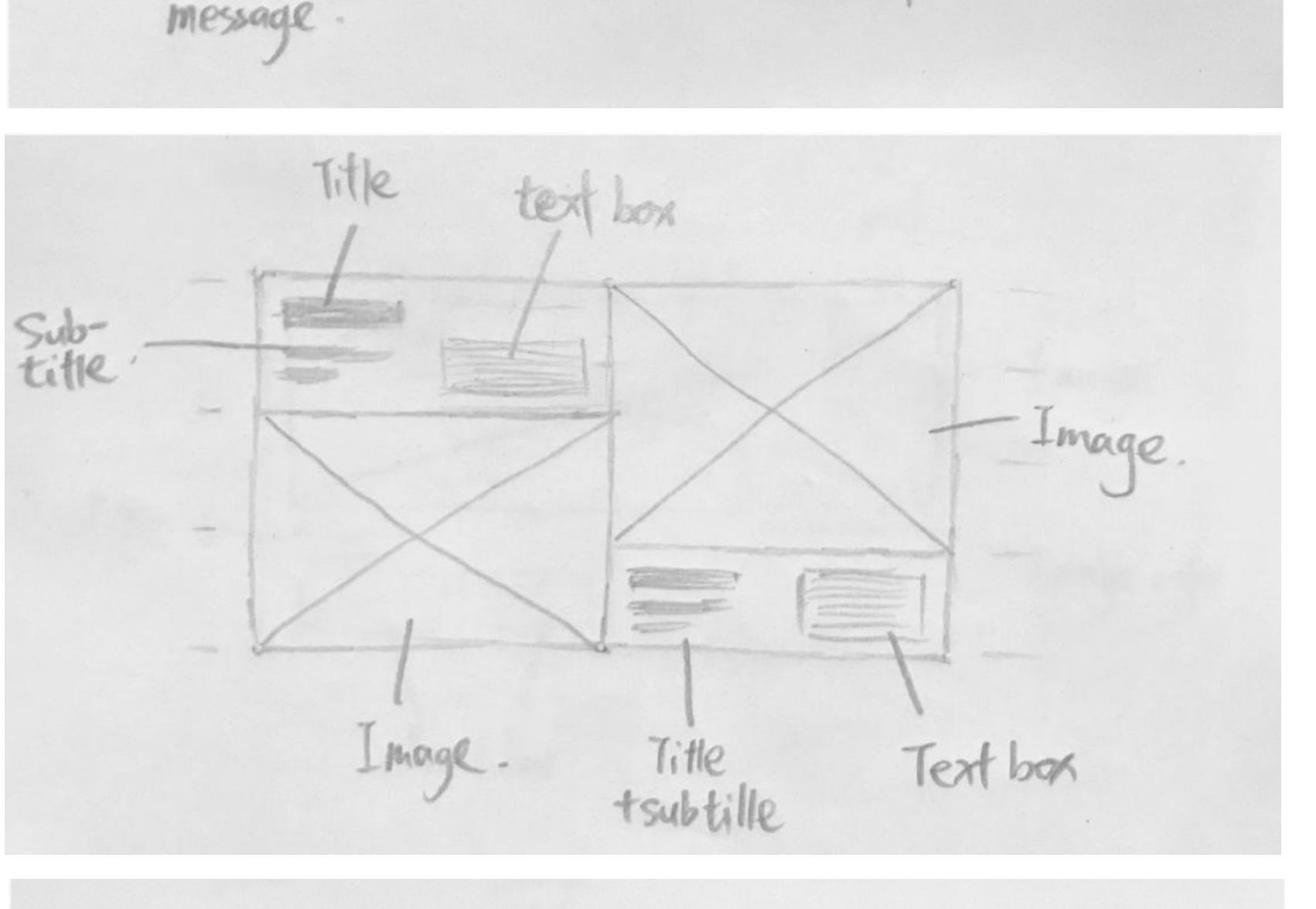
The misery solved after I bought it. It was a book that introduced the most disturbing, ironically repellent pieces of modern and contemporary design. However, I was expecting more description of the design concept and process instead of just showing an image of the product with a name beside it. Moreover, the book was too heavy.

The purpose of the publication (redesign) was to present these unique design products to the audiences, in the meantime, reduced reading difficulties.

DESIGN PROCESS:

- Reduce the size and weight of the book.
- Redesign the cover and add more information about the book on the cover
- Rethink the grid and alignment for the book interior.

SKETCHES



FONTS

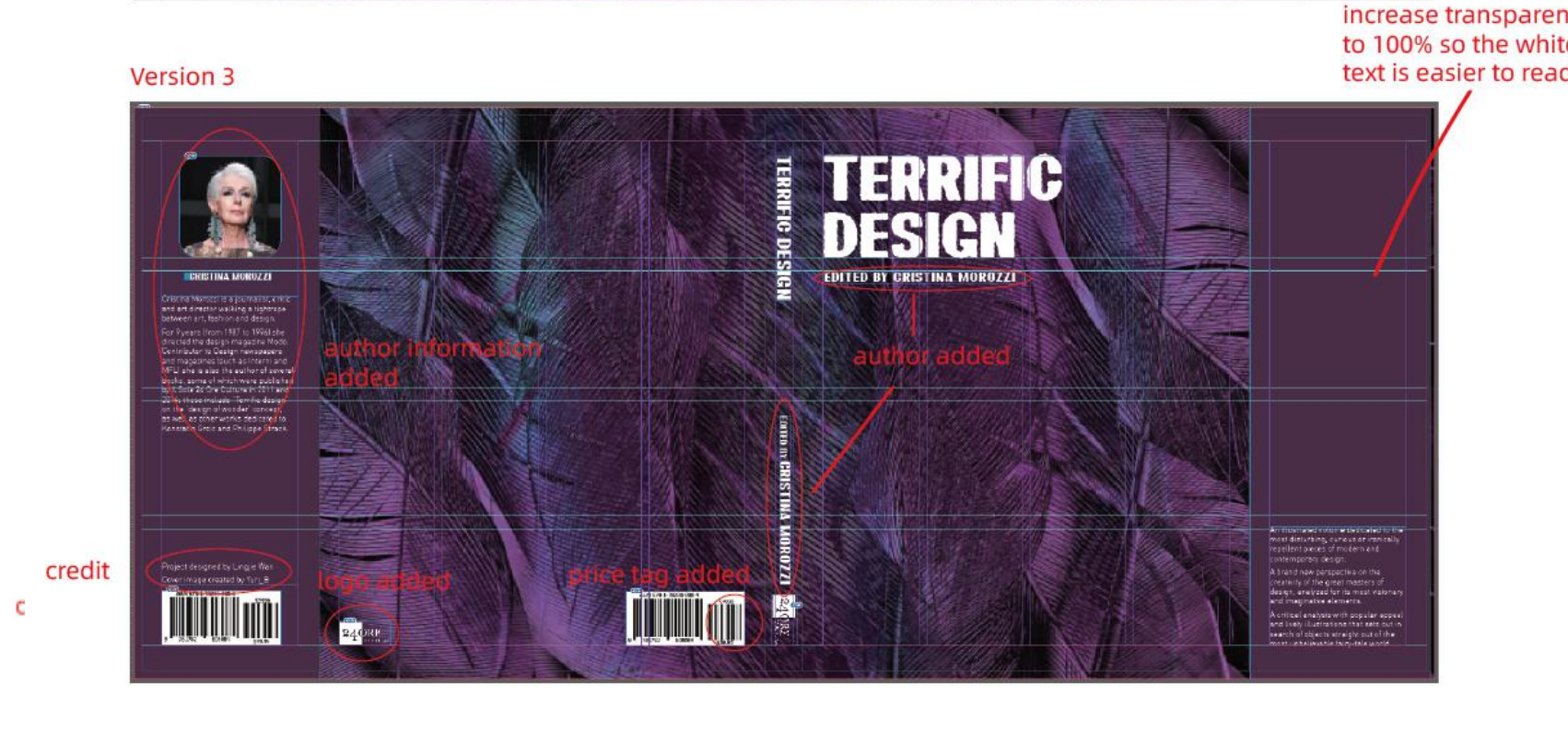
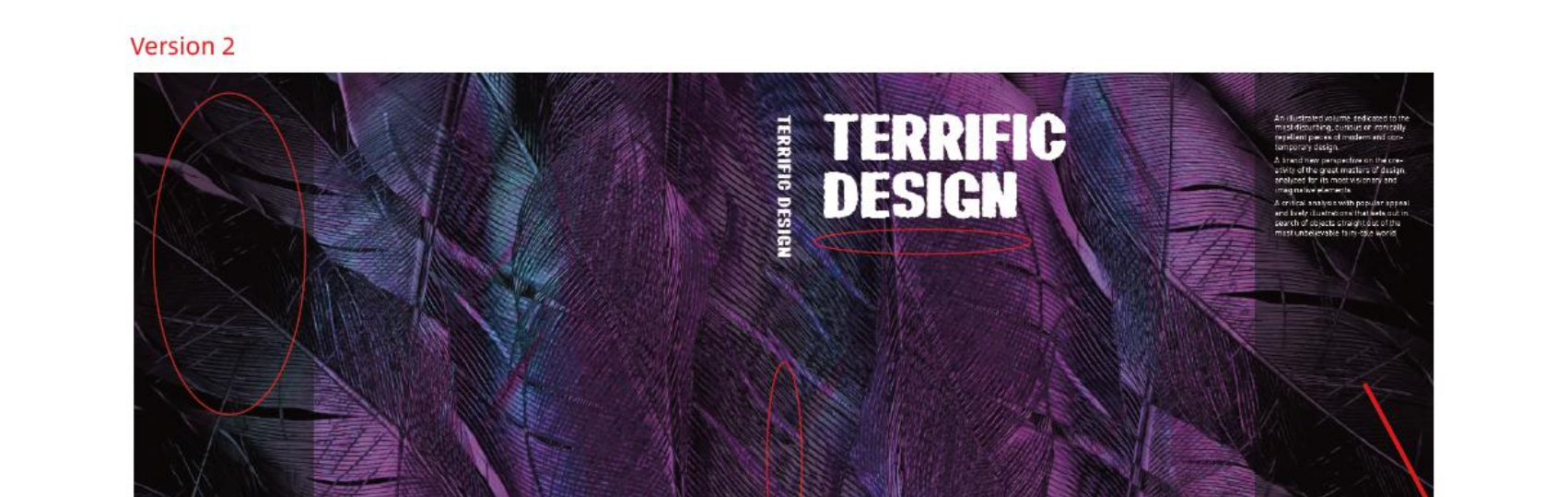
For typefaces, I'm using Bardon for the titles and DIN for the rest. There are two versions for each of them. Except Bardon Rough has a rough outline around each letter, Bardon Clean, DIN light, and DIN Medium are all sans-serif fonts. Apart from the tilted columns, the original book used a condensed sans-serif font for the body text, which in my opinion, is too small to read comfortably.



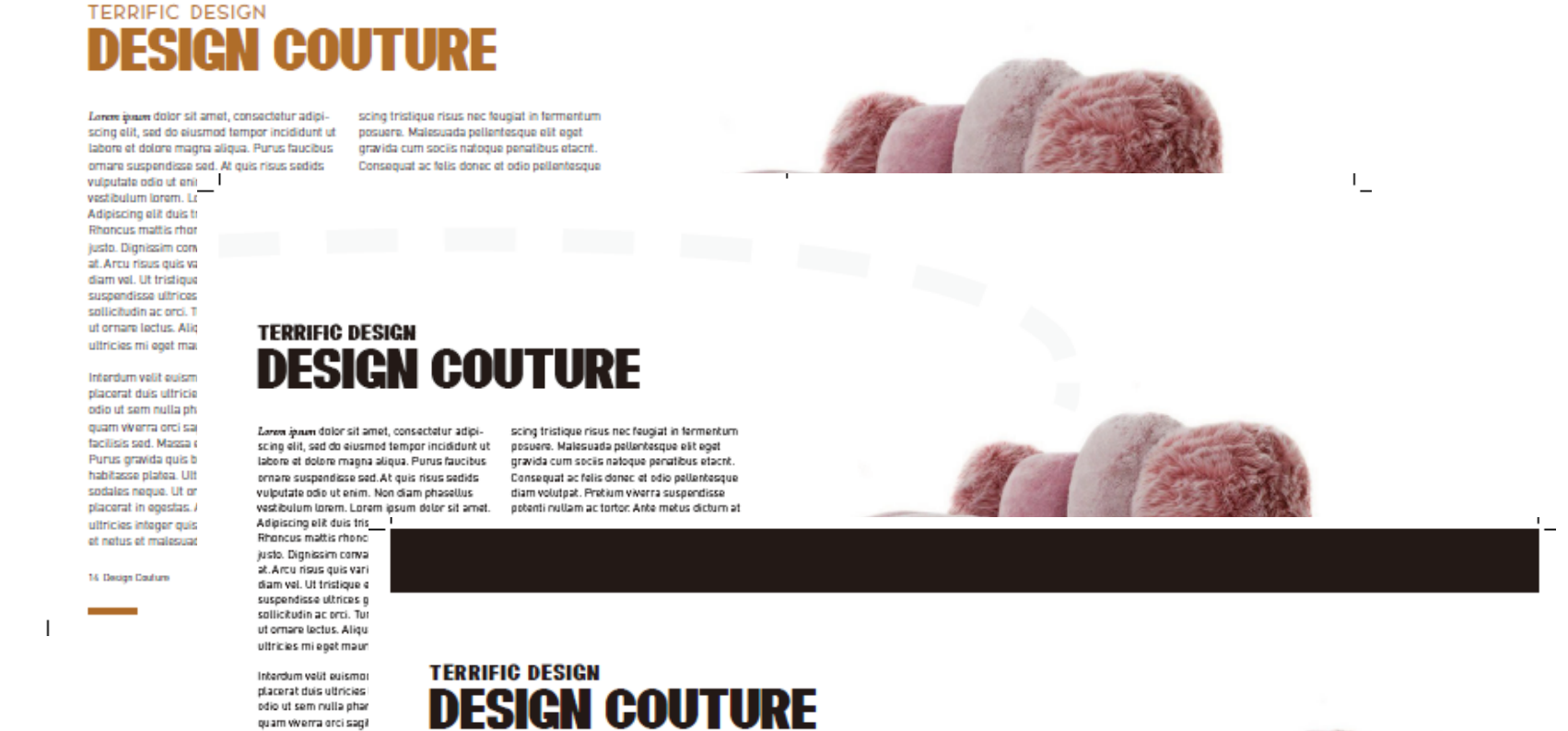
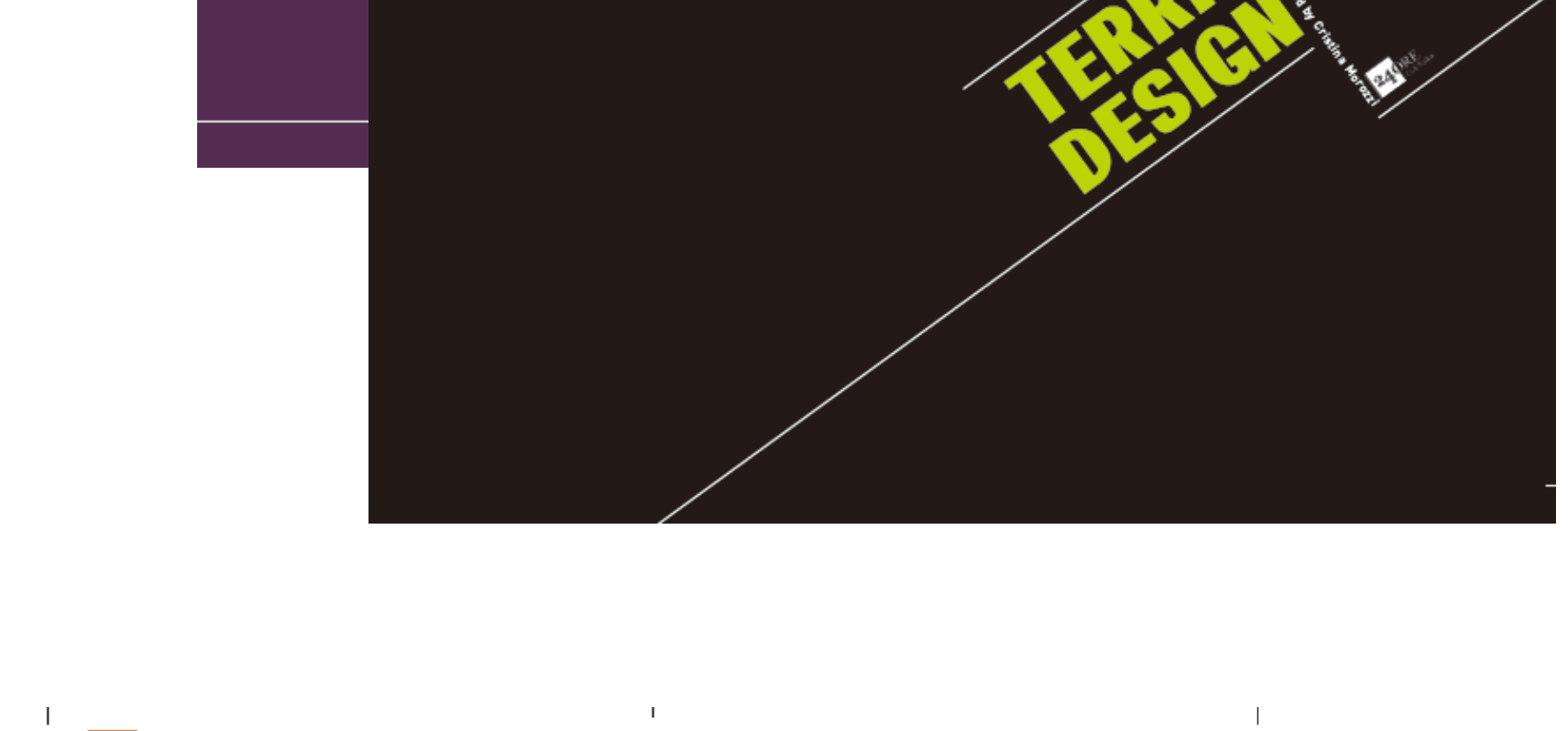
ROUGHS AND MOCKUPS

For the images, I choose few design works from the original book and searched online. I can't find the e-version of the original book so all the real text is typed in.

COVERS



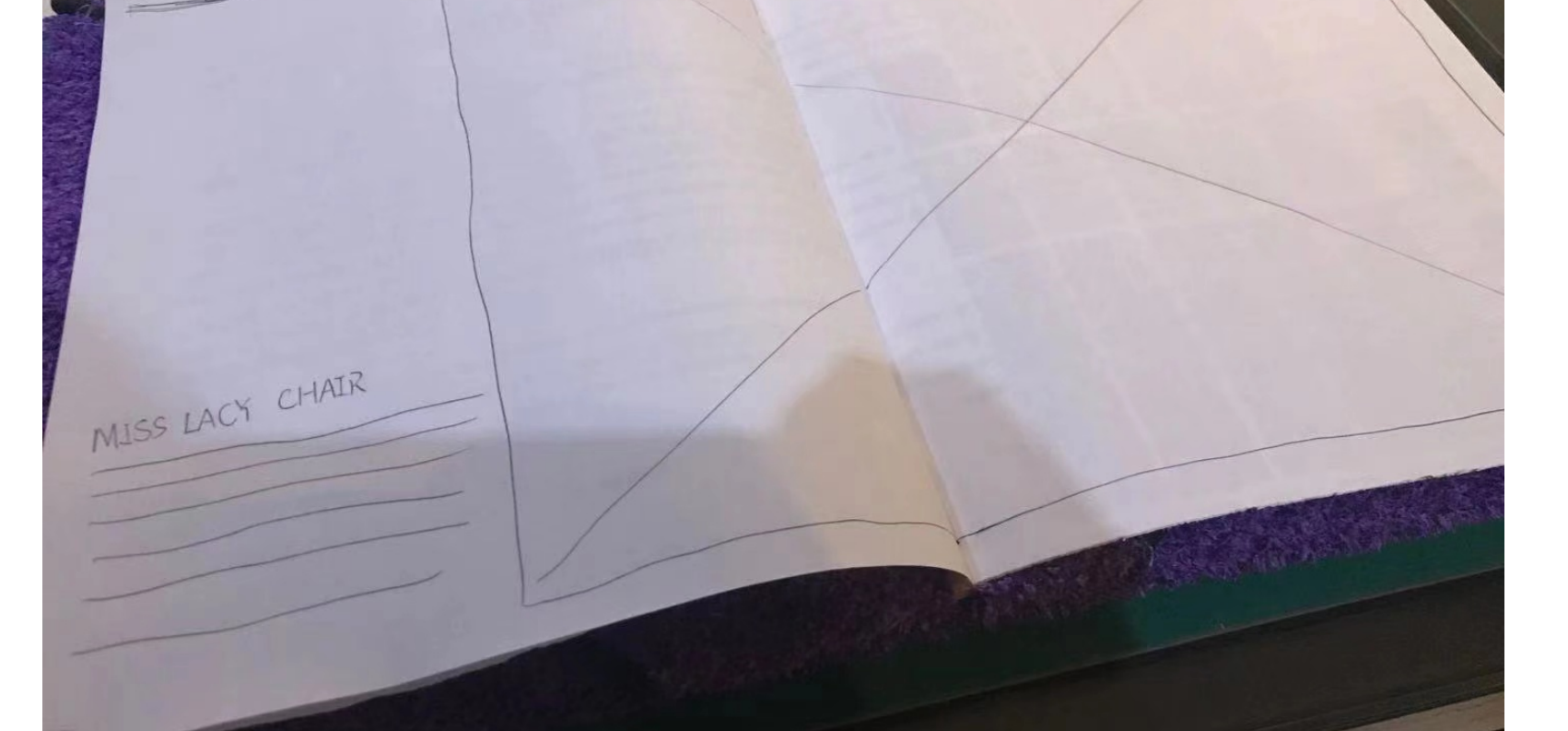
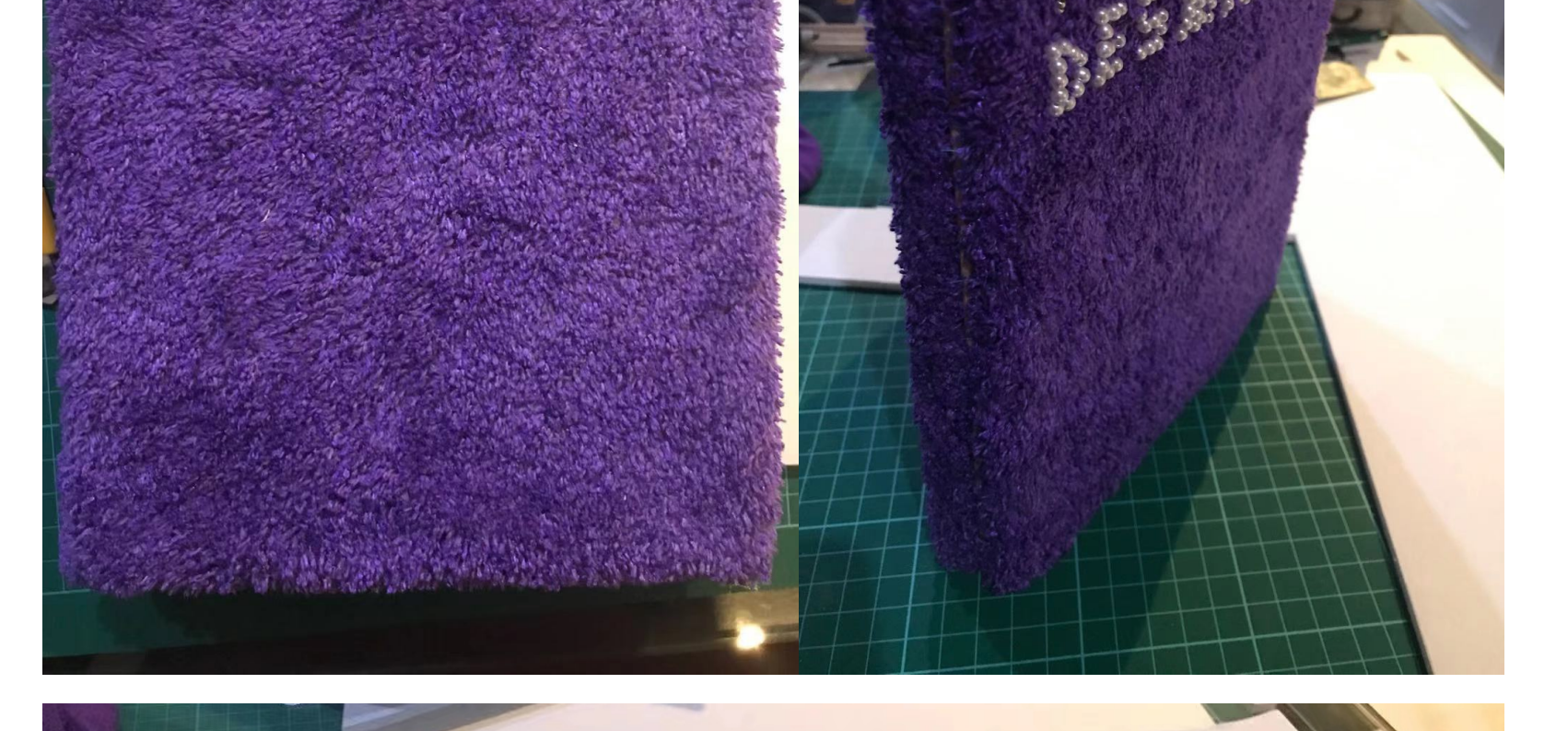
INTERIORS



QUICK PHYSICAL PROTOTYPE

The materials I used for the quick prototype were form board (for cover), purple microfiber cloth (for cover), wood stick (for binding), beads (for the title), thread.

The color did match with my rough design, but the style didn't. For the quick prototype I just tried to create something interesting with the materials I found at home.



CHALLENGES

Appropriate time management and making good design decision about the main color/style used. I created 3 different versions of the book roughs, in purple, brown, and the original colors (black and green). I took a long time make my final decision.

At last, the main color I used is purple (C67 M85 Y41 K34). Purple often represents meaning of mystery and magic, therefore, it conveys a sense of creativity. These ideas work well with the book contents since there are a lot of crazy designs that I've never seen before. The original version used black and green as the main colors. It also has a velvet fabric front cover which is easy to get dirty. I'd like to keep the concept of the original design (fur, feather, natural), at the same time, make it easier to maintain.

The most challenging tasks faced were learning how to use Adobe InDesign to create both image-heavy and some text-heavy pages. The project was time-consuming,

AUTHOR'S EVENT POSTER

I designed a poster in Photoshop to advertise my author's event.

COME CELEBRATE THE BOOK LAUNCH OF **TERRIFIC DESIGN** WITH CRISTINA MOROZZI



December 1, 2020
6:00–8:00 p.m.
SFU Harbour Center, Room 1425
Free admission.

Books available for sale.
Refreshments and snacks provided.
For more information, please visit
www.24orecultura.com

FINAL

DESIGN



CRISTINA MOROZZI

Cristina Morozzi is a journalist, critic and art director walking a tightrope between art, fashion and design.

For 9 years (from 1987 to 1996) she directed the design magazine Modo. Contributor to Design newspapers and magazines (such as Interni and MFL) she is also the author of several books, some of which were published by Il Sole 24 Ore Cultura in 2011 and 2014: these include "Terrific design" on the 'design of wonder' concept, as well as other works dedicated to Konstatin Grcic and Philippe Strack.

Project designed by Lingjie Wan
Cover image created by Yuri_B



24ORE
CULTURA

TERRIFIC DESIGN

TERRIFIC DESIGN

EDITED BY CRISTINA MOROZZI

EDITED BY CRISTINA MOROZZI

24ORE
CULTURA



An illustrated volume dedicated to the most disturbing, curious or ironically repellent pieces of modern and contemporary design.

A brand new perspective on the creativity of the great masters of design, analyzed for its most visionary and imaginative elements.

A critical analysis with popular appeal and lively illustrations that sets out in search of objects straight out of the most unbelievable fairy-tale world.

TERRIFIC DESIGN

EDITED BY CRISTINA MOROZZI

Pruduction by (Originally)
24ORE Cultura srl,Milan

With the contribution of

Layout

Lingjie Wan

Picture Research (Originally)

Marta Fortini

Translation (Originally)

Lauren Sunstein for Scriptum, Rome

©2014 24 ORE Cultura srl, Milan

All artistic and literary copyright reserved for all countries.
All reproduction, even partial, is forbidden.

Copyright holders are invited to contact the publisher
relative to eventual omissions.

First edition February 2014
ISBN 978-88-6648-172-0

Printed in Italy

CONTENTS

01

DESIGN
COUTURE

02

ANIMALLA
ET NATURALLA

03

DESIGN
PERSONA

04

TRANSFORMATION
DEFORMATION

DESIGN COUTURE

CHAPTER 1

TERRIFIC DESIGN

DESIGN COUTURE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Purus faucibus ornare suspendisse sed. At quis risus sedid vulputate odio ut enim. Non diam phasellus vestibulum lorem. Lorem ipsum dolor sit amet.

Adipiscing elit dui tristique sollicitudin nibh. Rhoncus mattis rhoncus urna neque viverra justo. Dignissim convallis aenean et tortor at. Arcu risus quis varius quam quisque id diam vel. Ut tristique et egestas quis ipsum suspendisse ultrices gravida. In fermentum et sollicitudin ac orci. Turpis massa tincidunt dui ut ornare lectus. Aliquam id diam maecenas ultricies mi eget mauris pharetra et.

Interdum velit euismod in pellentesque massa placerat dui ultricies lacus. Id ornare arcu odio ut sem nulla pharetra diam. In ornare quam viverra orci sagittis eu. At elementum eu facilisis sed. Massa eget egestas purus viverra. Purus gravida quis blandit turpis cursus in hac habitasse platea. Ultrices tincidunt arcu non sodales neque. Ut ornare lectus sit amet est placerat in egestas. Adipiscing bibendum est ultricies integer quis auctor. Tristique senectus

et netus et malesuada fames ac turpis. Adipiscing tristique risus nec feugiat in fermentum posuere. Malesuada pellentesque elit eget gravida cum sociis natoque penatibus et ac. Consequat ac felis donec et odio pellentesque diam volutpat. Pretium viverra suspendisse potenti nullam ac tortor. Ante metus dictum at tempor commodo ullamcorper a. At tempor commodo ullamcorper a lacus vestibulum sed arcu. Sagittis purus sit amet volutpat consequat mauris nunc congue. Eget nunc lobortis mattis aliquam faucibus purus in. Duis ut diam quam nulla porttitor massa id neque.

Blandit cursus risus at ultrices mi tempus. In nibh mauris cursus mattis. Urna neque viverra justo nec ultrices dui sapien eget. Pellentesque nec nam aliquam sem et tortor consequat.

Volutpat commodo sed egestas egestas fringilla phasellus faucibus scelerisque eleifend. Ornare suspendisse sed nisi lacus sed viverra tellus. Cras tincidunt lobortis feugiat vivamus at augue eget. Viverra accumsan in nisl nisi. Habitant morbi tristique senectus et netus et malesuada. Odio facilisis mauris sit amet massa vitae. Nibh sit amet commodo nulla.



CIPRIA SOFA

This sofa is made with nine cushions upholstered in ecological fur, held together by a light metal frame. Designed by Fernando and Humberto Campana, produced by Edra.



TAVOLO TWAYA

Solid oak with surface carved to create tablecloth effect.

Designed by Ferruccio Laviani, produced by EmmeMobili.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Purus faucibus ornare suspendisse sed. At quis risus sed vulputate odio ut enim. Diamasellus vestibulum lorem. Lorem ipsum dolor sit amet. Adipiscing elit dui tristique sollicitudin nibh. Rhoncus mattis rhoncus urna neque viverra

justo. Dignissim convallis aenean et tortor at. Arcu risus quis varius quam quisque id diam vel. Ut tristique et egestas quis ipsum suspendisse ultrices gravida. In fermentum et sollicitudin ac orci. Turpis massa tincidunt dui ut ornare lectus. Aliquam id diam maecenas ultricies mi eget mauris pharetra et. Interdum velit euismod in pellentesque massa placerat dui ultricies lacus. Id ornare arcu odio ut sem

nulla pharetra diam. In ornare quam viverra orci sagittis eu.

At elementum eu facilisis sed. Massa egestas purus viverra. Purus gravida quis blandit turpis cursus in hac habitasse platea. Ultrices tincidunt arcu non sodales neque. Ut ornare lectus sit amet est placerat in egestas adipiscing bibendum est ultricies integer.



STATUE

Image by Couleur
From Pixabay

TERRIFIC DESIGN

DESIGN COUTURE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Purus faucibus ornare suspendisse sed. At quis risus sedid vulputate odio ut enim. Non diam phasellus vestibulum lorem. Lorem ipsum dolor sit amet.

Adipiscing elit dui tristique sollicitudin nibh. Rhoncus mattis rhoncus urna neque viverra justo. Dignissim convallis aenean et tortor at. Arcu risus quis varius quam quisque id diam vel. Ut tristique et egestas quis ipsum suspendisse ultrices gravida. In fermentum et sollicitudin ac orci. Turpis massa tincidunt dui ut ornare lectus. Aliquam id diam maecenas ultricies mi eget mauris pharetra et.

Interdum velit euismod in pellentesque massa placerat dui ultricies lacus. Id ornare arcu odio ut sem nulla pharetra diam. In ornare quam viverra orci sagittis eu. At elementum eu facilisis sed. Massa eget egestas purus viverra. Purus gravida quis blandit turpis cursus in hac habitasse platea. Ultrices tincidunt arcu non sodales neque. Ut ornare lectus sit amet est placerat in egestas. Adipiscing bibendum est ultricies integer quis auctor. Tristique senectus

et netus et malesuada fames ac turpis. Adipiscing tristique risus nec feugiat in fermentum posuere. Malesuada pellentesque elit eget gravida cum sociis natoque penatibus et ac. Consequat ac felis donec et odio pellentesque diam volutpat. Pretium viverra suspendisse potenti nullam ac tortor. Ante metus dictum at tempor commodo ullamcorper a. At tempor commodo ullamcorper a lacus vestibulum sed arcu. Sagittis purus sit amet volutpat consequat mauris nunc congue. Eget nunc lobortis mattis aliquam faucibus purus in. Duis ut diam quam nulla porttitor massa id neque.

Blandit cursus risus at ultrices mi tempus. In nibh mauris cursus mattis. Urna neque viverra justo nec ultrices dui sapien eget. Pellentesque nec nam aliquam sem et tortor consequat.

Volutpat commodo sed egestas egestas fringilla phasellus faucibus scelerisque eleifend. Ornare suspendisse sed nisi lacus sed viverra tellus. Cras tincidunt lobortis feugiat vivamus at augue eget. Viverra accumsan in nisl nisi. Habitant morbi tristique senectus et netus et malesuada. Odio facilisis mauris sit amet massa vitae. Nibh sit amet commodo nulla.



CHAIR OF TEXTURES

Laser-cut stainless steel chair.
Designed by Tjep, produced by Droog.

TERRIFIC DESIGN

DESIGN COUTURE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Purus faucibus ornare suspendisse sed. At quis risus sedid vulputate odio ut enim. Non diam phasellus vestibulum lorem. Lorem ipsum dolor sit amet.

Adipiscing elit dui tristique sollicitudin nibh. Rhoncus mattis rhoncus urna neque viverra justo. Dignissim convallis aenean et tortor at. Arcu risus quis varius quam quisque id diam vel. Ut tristique et egestas quis ipsum suspendisse ultrices gravida. In fermentum et sollicitudin ac orci. Turpis massa tincidunt dui ut ornare lectus. Aliquam id diam maecenas ultricies mi eget mauris pharetra et.

MISS LACY CHAIR

Designed by Philippe Starck
Produced by Driade

