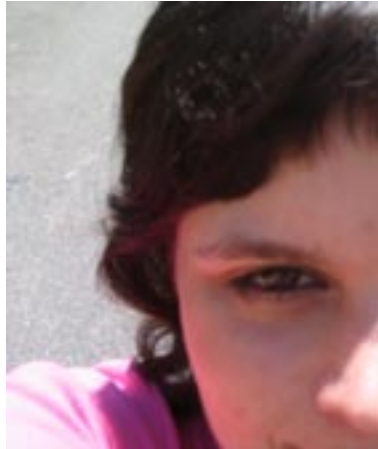


updated october 2007



simona iuculano portfolio

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MILAN ITALY



Me and design

There is a precise moment that i hate and adore: when after hard work, after using every rational methode, you know that you need something more, details puzzle with the global view and everything seems a nebula.

In that moment the only thing i can do is to stop and fly somewhere else, freely directing observation in others fields.

Very soon i see the sparkle and i find the solution: i exactly know the way to proceed.

That light comes from an unexpected contact between reality and designer interior world.

This is what i call inspiration: a sudden order coming from the mess you have in your mind after you drank all the informations you freely looked for.

I know I am a strong observer of the world, I am always wondering where are truth and beauty, caring about life and heart in people and objects around me.

As everybody catches beauty from his own point of view, I strongly believe in teamwork as a way to improve design. I always like listening others' opinion and directly communicate with the client to understand which are new values I can add to the project, which is the higher meaning of my job beyond the product itself.

2007 - flexible distance - JIANGMEN - CHINA

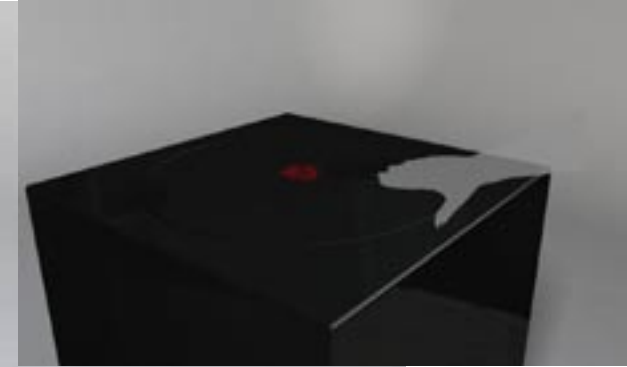
top loading washing machine designed by Simona Iuculano & Ye Xiao Dong for **CANDYGROUP** developed in Jinling Factory Jiangmen City, Guangdong China as winner of the competition LAVATRICE CINESE MADE IN MILAN.

what i made

ideas generation, 3d model, mathematics, graphics communication

where is the heart?

Flexibility is providing possibilities. this WM can be placed in a corner or built in furniture or free standing. Its technological appearance, shape and adjustable height make it compatible with every house. And its new interface design is very easy and readable from 4 sides.



2005 - clessidra - MILAN - ITALY

infusing thermos designed by Simona Iuculano & Isabella Lovero

what i made

ideas generation, 3d model, renderings, executive drawings, graphics communication



where is the heart?

how can we take care of ourselves, everywhere and everytime?

By providing sweet pleasure moments through an object that prepares and keeps warm our herb tea which is our daily cuddle.



2006 - around - MILAN - ITALY

infusing serving set designed by Simona Iuculano & Isabella Lovero

what i made

ideas generation, 3d model, renderings, executive drawings, graphics communication

where is the heart?

how can we stay and play with others without opting out our favourite tastes? with this serving set each one can chose his herb tea. With the new cup design we can offer the surprise of a biscuit to our guests and a "not burning" tea experience...but just pleasure!



2007 - 3C - www.catene3c.it-LECCO - ITALY

Chain Exhibitor and FERROFORMA 2007 stand graphics by Simona Iuculano

what i made

corporate image consulting; packaging design; project of a innovative system for a chains' exhibitor, design of a stand at the fair FERROFORMA 2007 in Bilbao Spain

where is the heart?

To help a small company to find his position in the market, to strenght the brand, to show a technical product as a precious one to stand out Made in Italy quality chain.



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2005 - ATMosfera - MILAN - ITALY

is the "moving" restaurant tram of Milan designed by Simona Iuculano, Raffaele Manco and Davide Bruno for  ATM

what i made

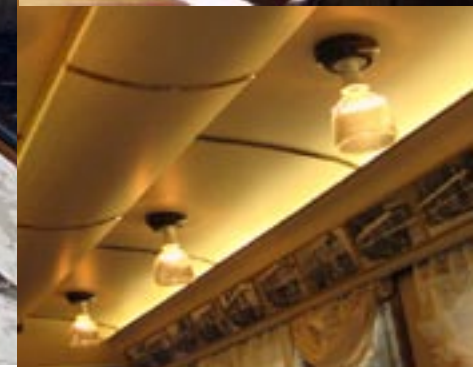
ideas generation, layout proposals, 3d model, cad drawings, graphics communication, lighting and construction site supervision
Project selected for "That's design!" Exhibition

-http://www.atm-mi.it/ATM/foto_atmosfera.htm

where is the heart?

The old "Carrelli" tram has been endowed with a kitchen, a toilet, a wardrobe, a living room and a panoramic corner. Timeless details are recovered: the post-ing corner transformed in reception, the beautiful teak seats and the original project of the lamps.

The introduction of the new technological equipments for comfort doesn't disturb the magic atmosphere of the beginning of last century.



2005 - WINGS - MILAN - ITALY

the metro line 1 of Milan designed by Simona Iuculano

as a thesis work for



what i made

ideas generation, layout proposals, 3d model, cad drawings, graphics communication, lighting

where is the heart?

How can we feel secure in a subway, how can we help ourselves to protect our goods? How can a space be perceptively more comfortable?



2002 - IDo - MILAN ITALY

palm designed by Simona Iuculano and Donato Ricci

what i made

ideas generation, 3d model, executive drawings

where is the heart?

how technology can hedge in our private life? how can we chose to open it to someone else?

Through a digital pix, that can be opened throught fingerprint recognition and USB devices to share info with others.

The emotional relationship with our pix is given by the fabric input terminal and exterior mass customization.



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