

Polimi TIS

#TIS

THESIS INCUBATOR STUDIO

#PROJECT REPORT

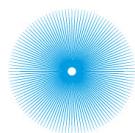
BIZZOTTO

Preethisakana Mathisekar



**POLITECNICO**  
MILANO 1863

SCUOLA DEL DESIGN



**POLI.DESIGN**  
FOUNDED BY POLITECNICO DI MILANO

CORSO DI LAUREA MAGISTRALE IN INTERIOR AND SPATIAL DESIGN  
THESIS INCUBATOR STUDIO | A.Y. 2021-22

#TIS\_polimi TEAM

Giovanna Piccinno, professor and coordinator

Anna Barbara, professor

Francesca Murialdo, visiting professor

Daniele Mazzinghi, assistant

Alice Zingales, assistant

#TIS\_CLUSTER 2021 | 22

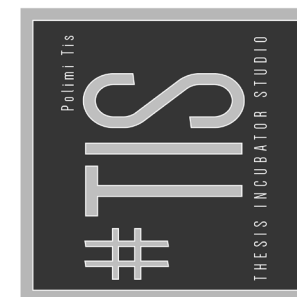
Bizzotto Italia

CremonaFiere

Door-Front City\_Comune di Milano

Marchesini Group

Project developed within the Thesis Incubator Studio - Politecnico di Milano  
in partnership with Bizzotto Italia

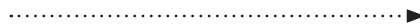


## Bizzotto Italia - Italian furniture brand



Bizzotto Italia is a high-quality Italian furniture company that focuses on both materials and the production processes which involves artisanal craftsmanship and innovative technologies showing attention to details.

Bizzotto Italia



Young Bizzotto Italia

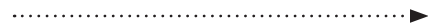
*(Create a new brand value)*

Young Bizzotto Italia  
*(Create a new brand value)*



New design driven  
development strategies for  
furniture considering the  
new audience.

Young Bizzotto Italia



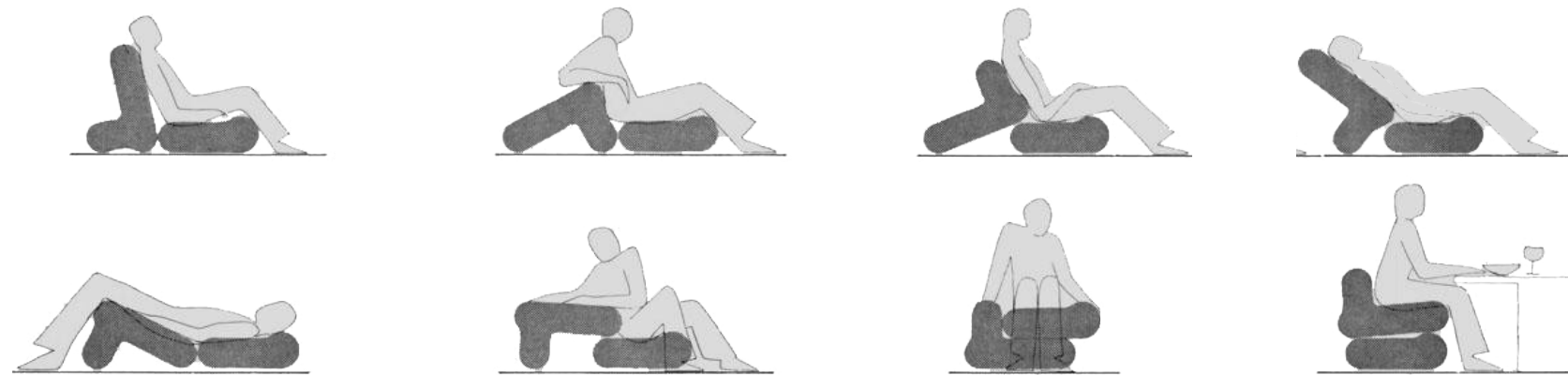
Rethinking  
Space Object User  
Relationship

How Young Bizzotto Italia can create a new brand value in terms of space and identity that provides dynamic spatial environment and at the same time gives new meaning to the contemporary lifestyle?

Understanding

SPACE - OBJECT - USER

Analysis of affordances



<Multichair> Joe Columbo

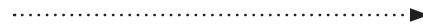
Use of same element for different functions with respect to the user and spatial condition.

Concept Interpretation : What if the scale also changes to transform the furniture into element or space?



Space - Object - User

Rethinking the relationship

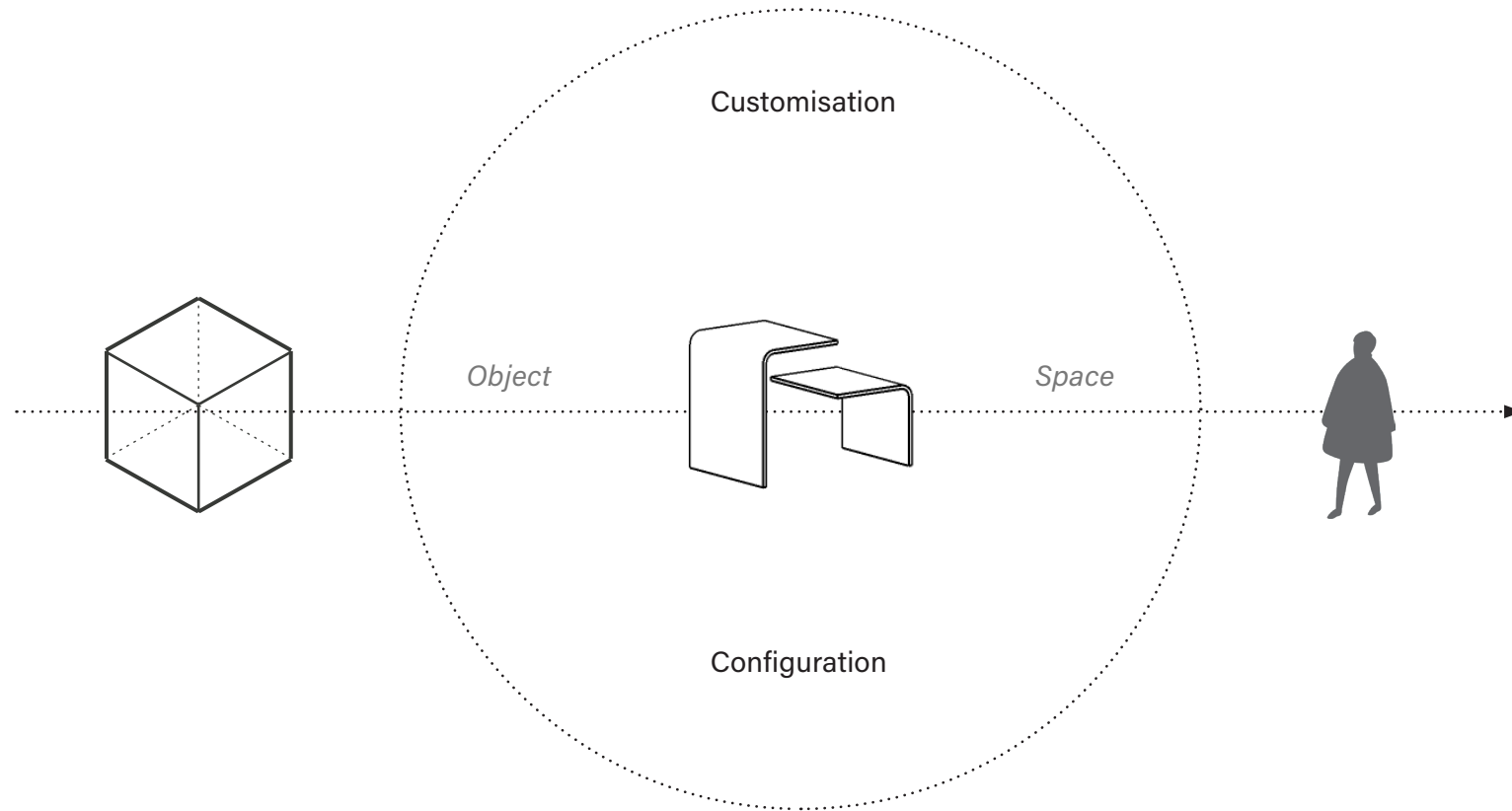


Generating

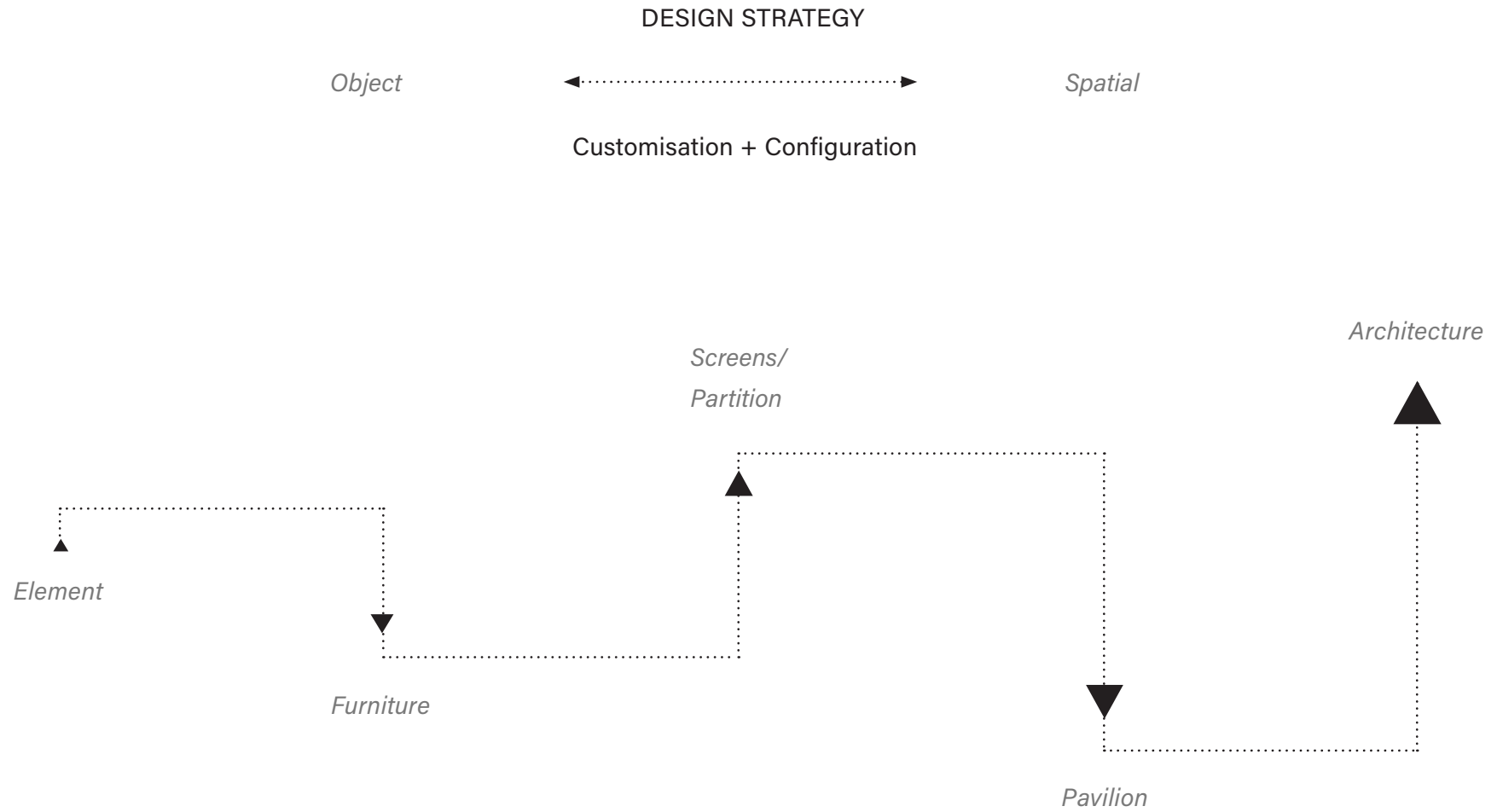
A TOTAL SYSTEM

*| an intervention of whole system generation  
that will shape the space of our everyday life  
to construct new meanings and behaviours.*

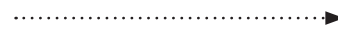
THE TOTAL SYSTEM



| *Understanding the relationship  
between space-object-user to  
generate a new Total System*



Design Strategy



THE TOTAL SYSTEM

The Process



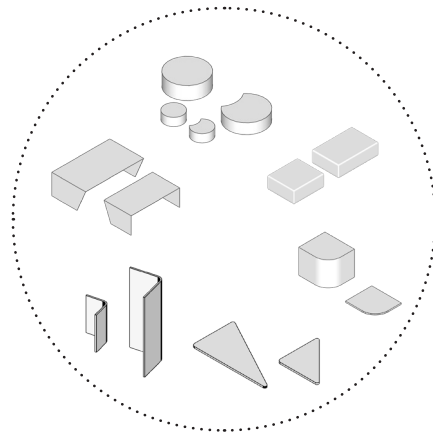
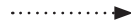
/ 01



Extraction of  
BIZZOTTO ITALIA  
furnitures

/ 01

/ 02



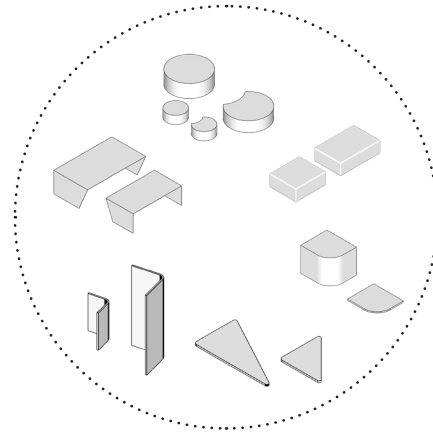
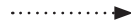
Extraction of  
BIZZOTTO ITALIA  
furnitures

Generation of  
YOUNG BIZZOTTO ITALIA  
modular elements to create  
THE TOTAL SYSTEM  
TOOLKIT

/ 01

/ 02

/ 03



(customisation)

*Scale*

*Function*

*Material*

Extraction of  
BIZZOTTO ITALIA  
furnitures

Generation of  
YOUNG BIZZOTTO ITALIA  
modular elements to create  
THE TOTAL SYSTEM  
TOOLKIT

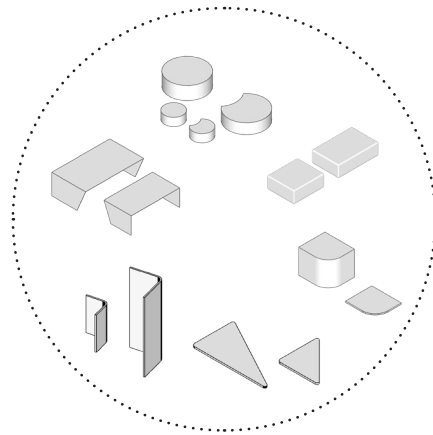
Selection, Customisation  
and Configuration of the  
Total System

/ 01

/ 02

/ 03

/ 04

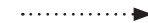


.....>  
(customisation)

Scale

Function

Material



Young Bizzotto Italia

THE TOTAL SYSTEM

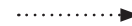
Extraction of  
BIZZOTTO ITALIA  
furnitures

Generation of  
YOUNG BIZZOTTO ITALIA  
modular elements to create  
THE TOTAL SYSTEM  
TOOLKIT

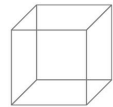
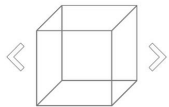
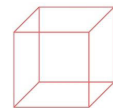
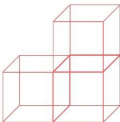
Selection, Customisation  
and Configuration of the  
Total System



THE TOTAL SYSTEM TOOLKIT



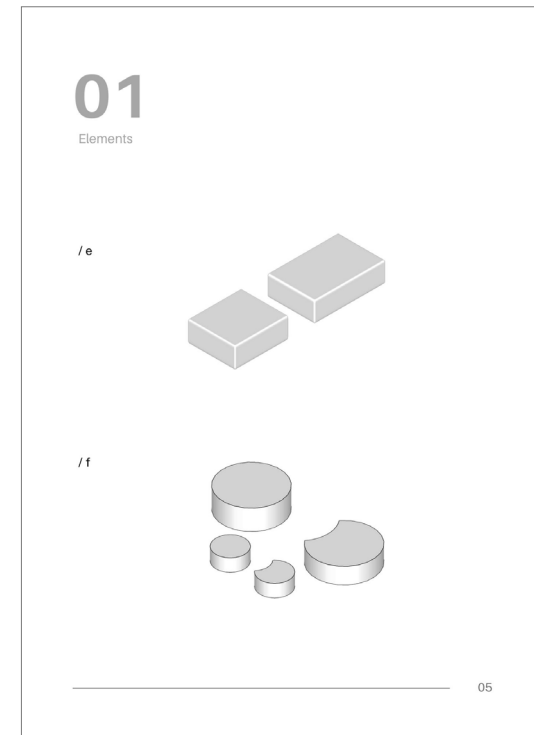
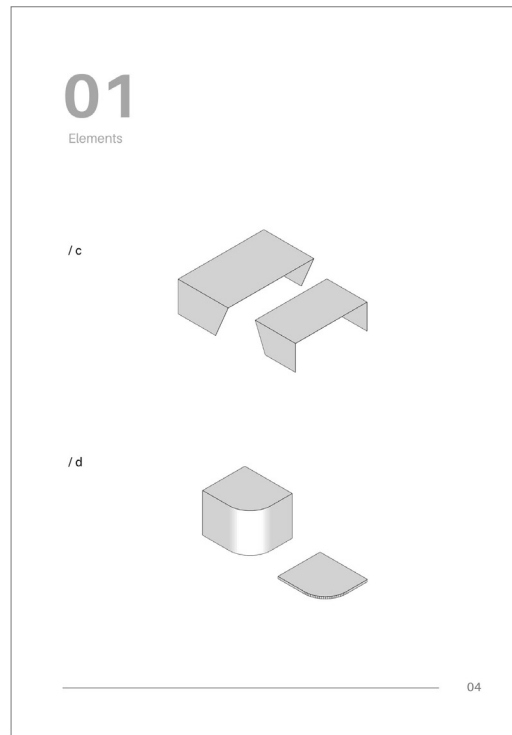
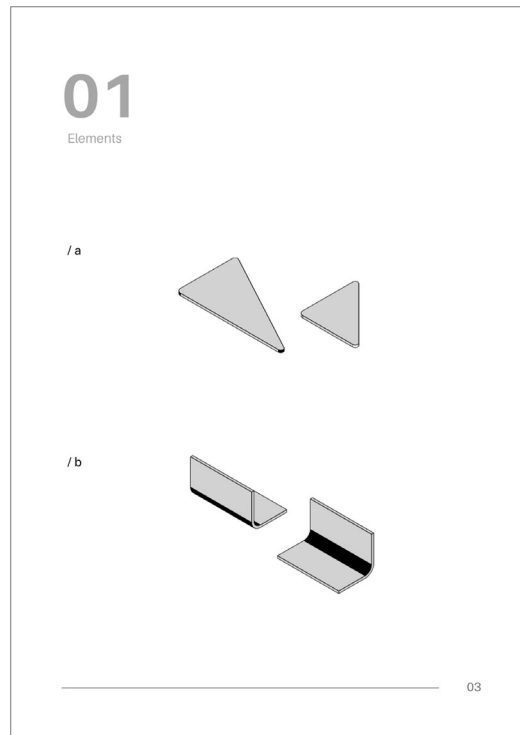
Create your Total System

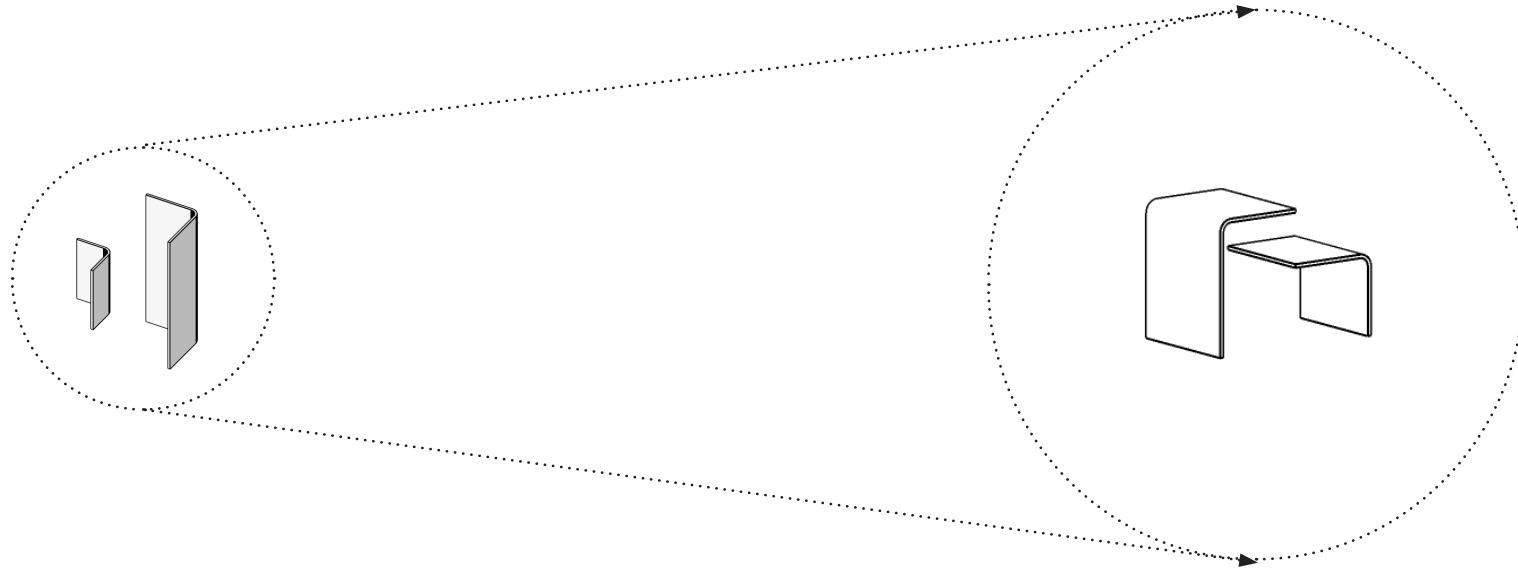
- 01  Select your element
- 02  Choose your size
- 03  Customise your skin
- 04  Configure your system

---

01

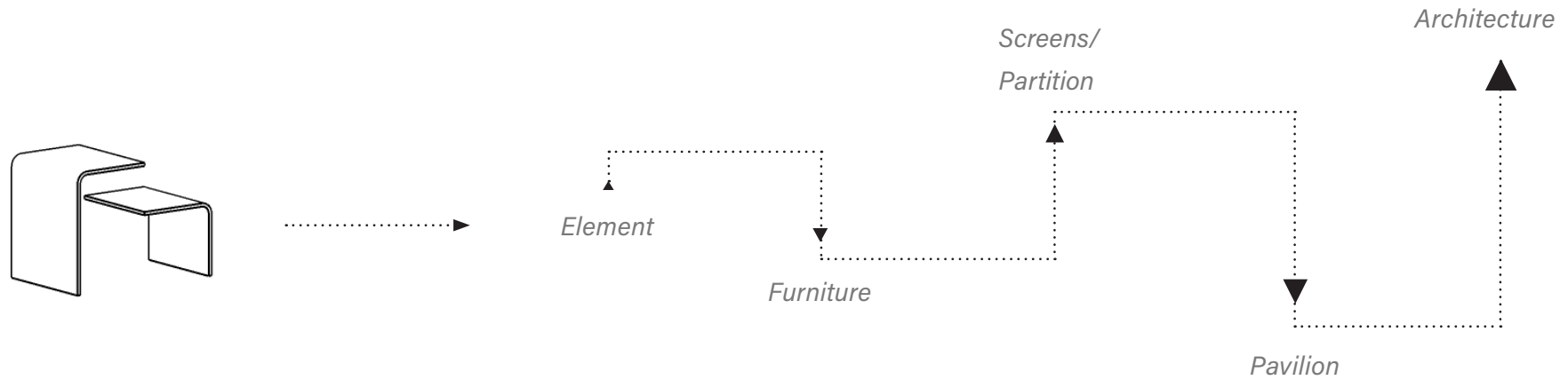
YOUNG BIZZOTTO ITALIA ELEMENTS





*/taking one of the element from Young  
Bizzotto Italia toolkit for TOTAL SYSTEM  
Prototype consideration*

Choose + Customise + Configure



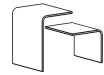
Generating

THE TOTAL SYSTEM

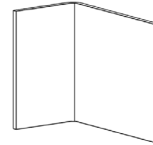
*| single element will be developed into a whole system that will show possible customisation and configuration to construct new meaning to space.*

CUSTOMISATION

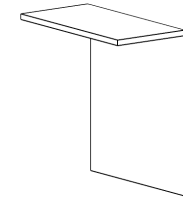
/ Scale



Element



Spatial object

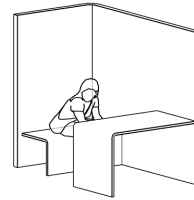


Space

/ Function



Seater/Desk

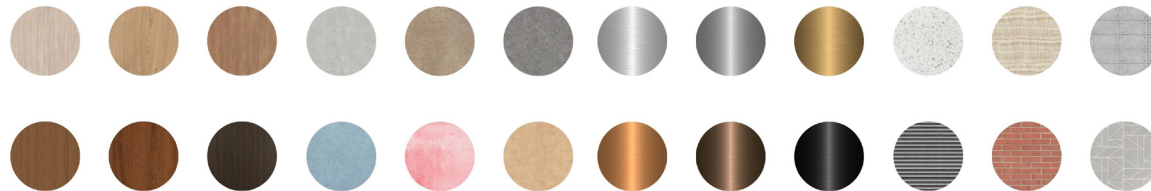


Partition/Workspace



Pavilion

/ Material



Wood

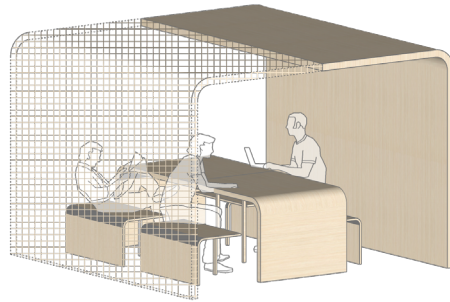
Plaster

Metal

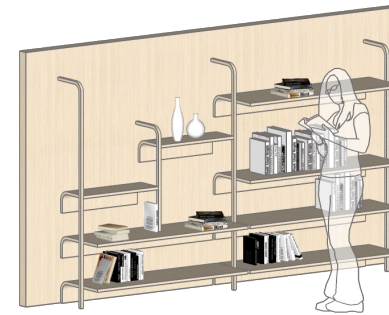
Textures/Patterns

CONFIGURATIONS

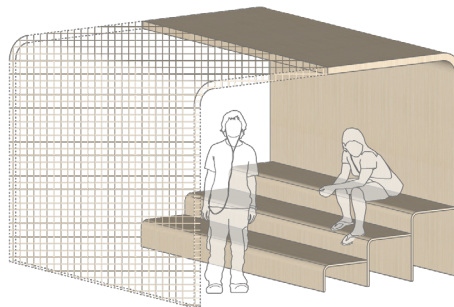
/ Meeting



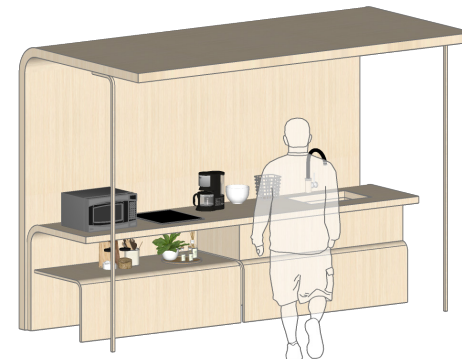
/ Wall display



/ Projection



/ Pantry



SPATIAL SCENARIOS

/ Indoor



SPATIAL SCENARIOS

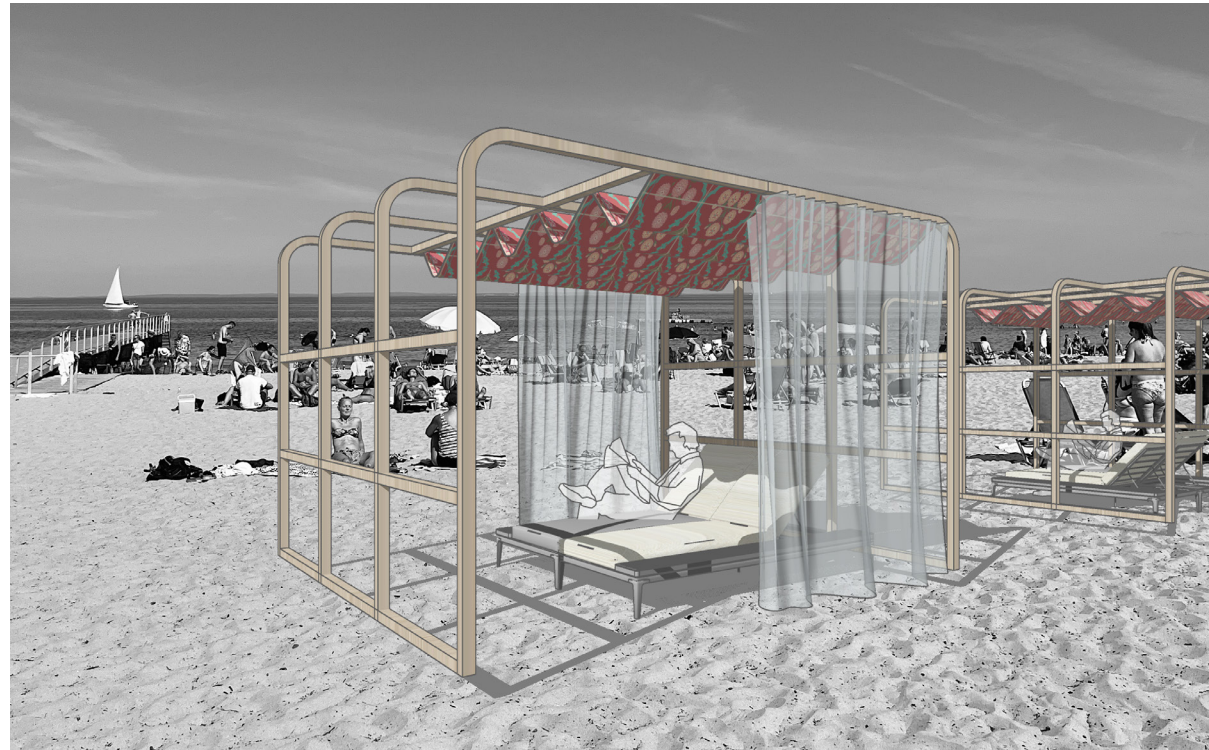
/ Semi open



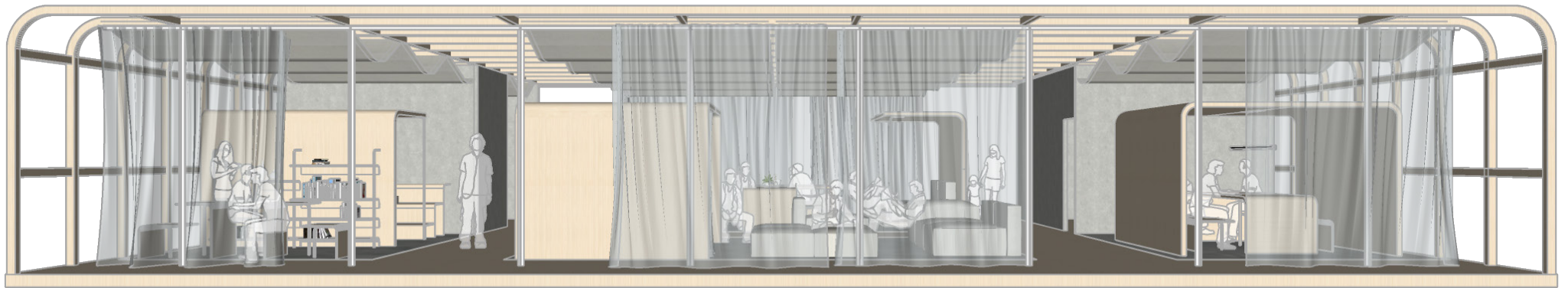


SPATIAL SCENARIOS

/ Outdoor



*Using the total system intervention a spatial visualization is constructed in the form of living showroom where these spatial objects and people act as the protagonists of the space. The same methodology can be used to construct different spaces in different context for different functions. The constructed living showroom is a global prototype of THE NEW SOCIAL HOUSE which is a space to experience THE TOTAL SYSTEM of Young Bizzotto Italia and a space to socialise in a new contemporary setting.*





*Work blocks | Screening*

Thesis Incubator Studio

Student : Preethisakana Mathisekar | Supervisor : Prof. Giovanna Piccinno

Politecnico di Milano | M.Sc in Interior and Spatial Design



*Work Space | Discussion*

Thesis Incubator Studio

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Lounge | Dining

Thesis Incubator Studio

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*The same living showroom could be configured even in an existing interior space using different elements and customisation*



Objects can become Spaces ;  
Brand space becomes a space for people to  
socialise and experience the TOTAL SYSTEM  
of Young Bizzotto Italia.

Thank You