



DE GIUSTI DESIGN

SHORT PORTFOLIO PRODUCT DESIGN

FOR MORE DETAILS AND PROJECTS VISIT
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IDC Charger

What is this?

Impulse drum charger :
Aftermarket Supercharger for
Motorcycle/smallcar engines.



This Innovative supercharger has been REDESIGNED from scratch, guided for the complex technical details by the Engineers, I've modeled all the mechanical parts, to have a full working 3d Printed Model, closer as possible to the final Industrial product, with a nice design.

Checking Components at Dyno center

Multiple Options with different mechanical components



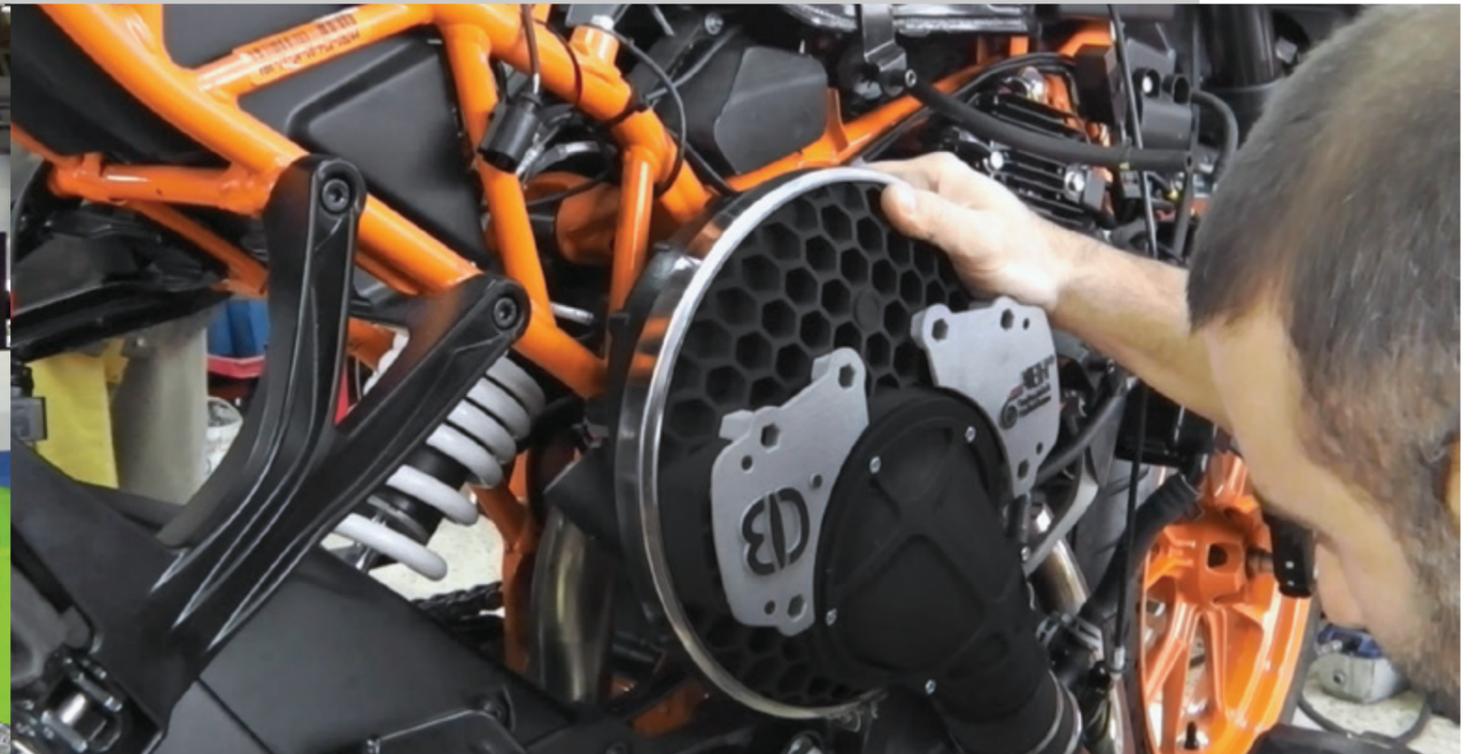


IDC starts as a redesign project, but due to the complexity of the product it as soon evolved in a R&D project. I've worked side to side to mechanical, flow engineers to check all details to find the best compromise between efficiency and industrial production.

Final Design for KTM

KTM 390 with redesigned IDC at EICMA 2016

Redesigned IDC Final Test





IDC for Piaggio Liberty

Redesigned

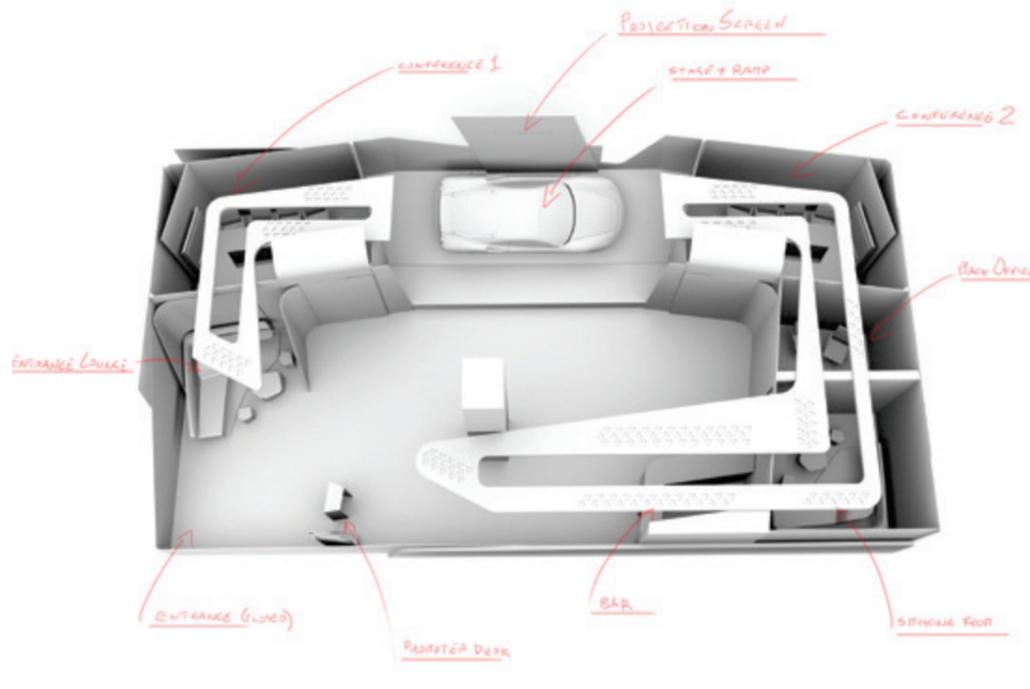
Designed to match different bikes and configurations.



Singapore

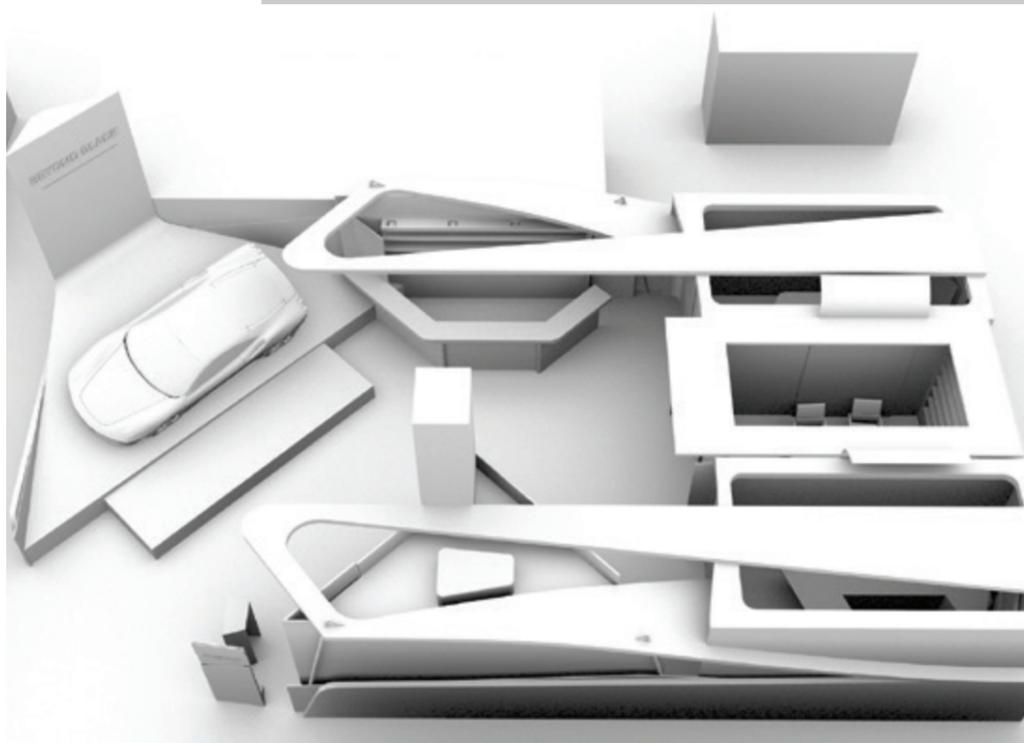
Premium Black stand in Singapore, from scratch to final executive technical drawings, following the production on site.





preliminary sketches - option 1

preliminary sketches - option 2



TIP of the ICEBERG

I've designed this stand as Head of industrial Design in Leo Burnett Dubai. One of the main client was Philip Morris. In a couple of year I've designed personally the guidelines for Marlboro Premium Black and Red. Most part of design products related to Philip Morris Middle East, North Africa, and some part of far east are passed from my desk. I was Use to relate with the client to check the brief, design, produce directly the technical drawing and follow the production according with the suppliers.

This Structure in particular was created for the launch of Premium Black in Singapore, at the main event the guest was Pininfarina (the cigarette pack is signed by Pininfarina).

This is only a little part of the stuff designed for Leo Burnett, Philip Morris, Smirnoff, johnnie walker.



Sketches for the concept store



This stand was built in the convention center of Singapore Marina Bay. The structure has been produced in Singapore, all the units and the Ferrari were shipped from Dubai

top view of the final design



Full Standing Unit



All the units designed for this kind of events have a short life, they are used for some months and then destroyed or refurbished, so they have to be cheap but with a nice aesthetics, and the design process has to be extremely fast.



Inner duty free office

Dubai/Saudi/Oman
just a small part of
hundreds of sketches
created for the most
different venues



Concept Store for Premium Black.

I've designed many concept store for Philip Morris ,Smirnoff, johnny walker etc. as first step to develop the design guidilene .

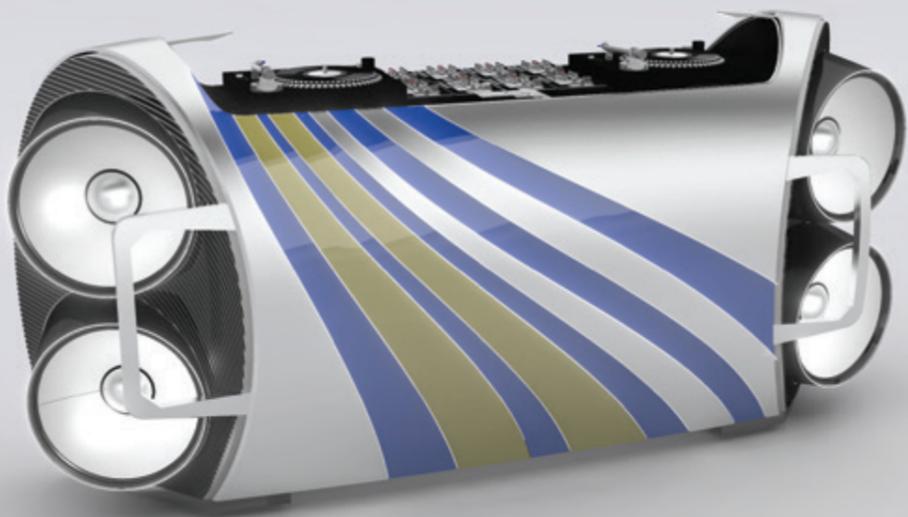


These units and layouts have featured important venues as Sandance, Supper Club, Bushido and the most important Luxury Hotel.





I have developed projects for furniture, lamps, large Venues or small design objects, following the process from sketches to production.



Late At Work

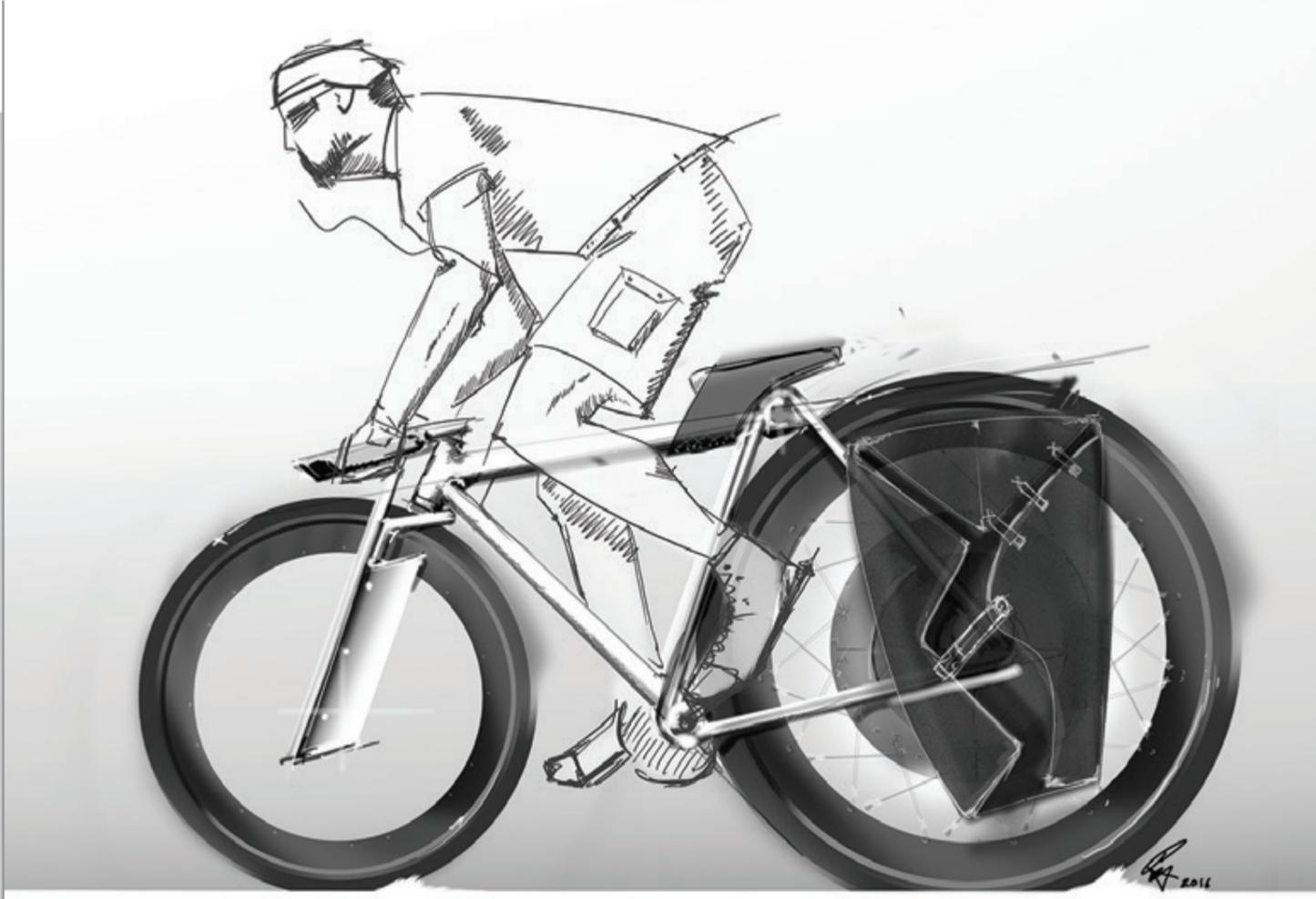
Definitely never Late again at work with the 3628 Postale. A concept bike that mix features...that probably are incompatible.



3628 Postale Concept Bike

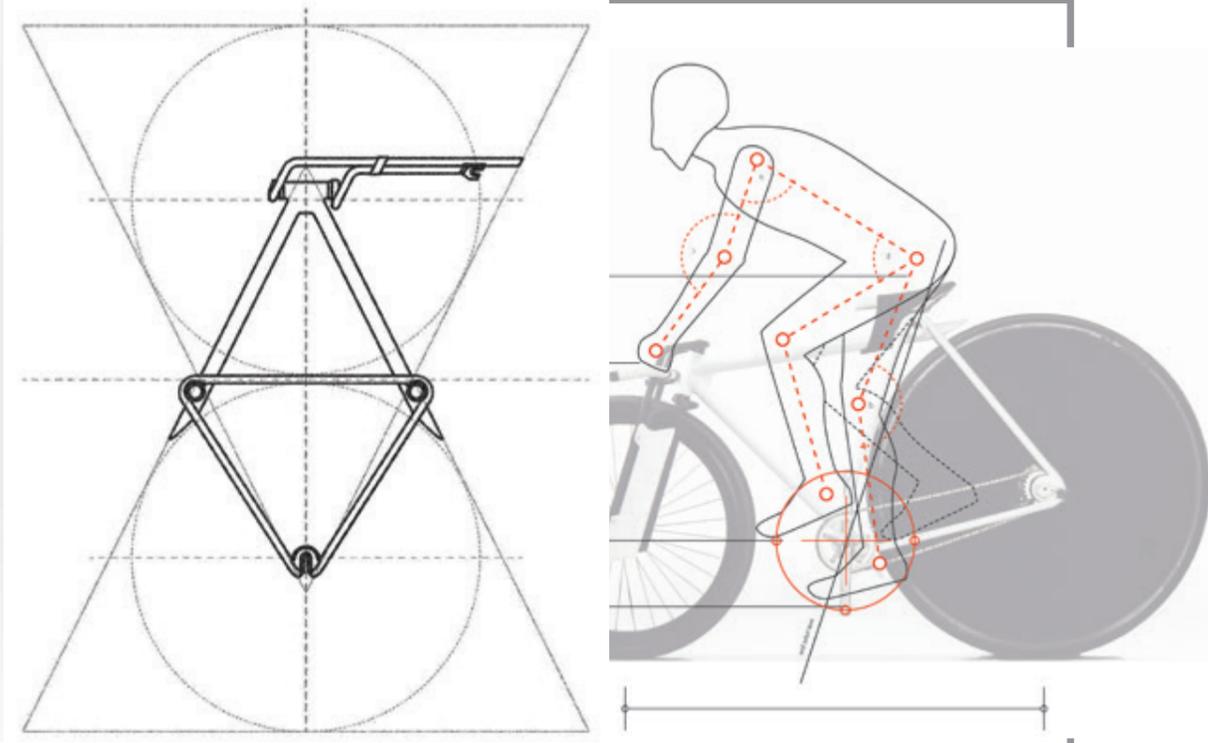
3628 Postale

it Ccombines a basic structure similar to a velodrome race bike to an ergonomic position close to a road bike, the result is a fast urban commuter. Probably not the most comfortable, but of course the fastest. Furthermore it has some technical details to increase the usability, like the hidden Nexus Hub with 8 gears, the handlebar lights and the rear link for Custom Messenger Bags.



Sketches - Different frames with Bags And Power Pack

Morphology and ergonomy





Printed Bottom Bracket/seat Tube (this frame is double simmetrycal !)



assembling joints, with screws and epoxy glue

Frame before painting



I love to use the hands to build my projects.

To build the 3628 Postale I've modeled in Rhino the Bike in every detail, then I've 3D printed in Abs all the complex parts and assembled with commercial components.



Awarded

3628 Postale has been part of some important exhibitions:

Prossimo Futuro - Next Future
Italy

Design Museum - Kerkrade -
Netherlands

Atlas Design Museum - USA



Superology

This Bike has been designed for Superology, the Italian Fashion Brand. To become the Manifesto for the new collection "Biophilia"



biophilia bike - before the work of Lucamaleonte



Superology brief was about to create an iconic fixie bike, a canvas for Lucamaleonte a famous roman streetartist, that collaborates with the brand. The bike had to match the style of their logo, with some reference to the name of the new collection "Biophilia"

Sketches - the bike style has changed a lots of time during the design process, to match Lucamaleonte style

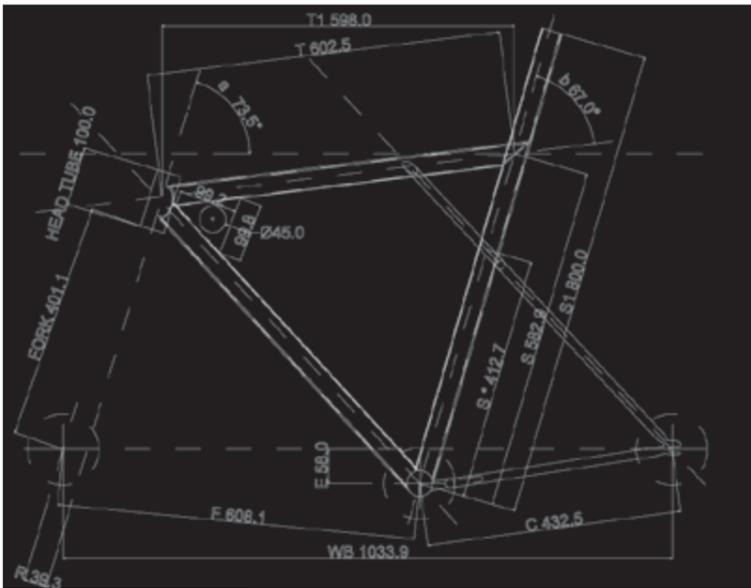
first sketches of handlebar and chainring



final design of custom components



superology logo



Frame has been built in aluminium by Bike Mielec with my technical drawings

The frame has been built by Bike Mielec, Poland, following my technical drawings; I've build the other details and assembled the bike. The bike was decorated by Lucamaleonte, a famous roman Street Artist, with his typical naturalistic style.

Looking Cool while Welding the Fork extensions... but I'm not a good welder

Lucamaleonte painting the Bike

Lucamaleonte (left) Paolo (right), photo by Virginia Vittozzi





Saddle is dressed in Lycra

3D printed

I've 3d printed all the details. These have been designed as extensions for commercial components. Saddle and the handlebar have hidden Led-lights.

3D printed Chainring cover



the back of the saddle hides a led light activated by movement

3d Printed Screaming Horses Led Lights





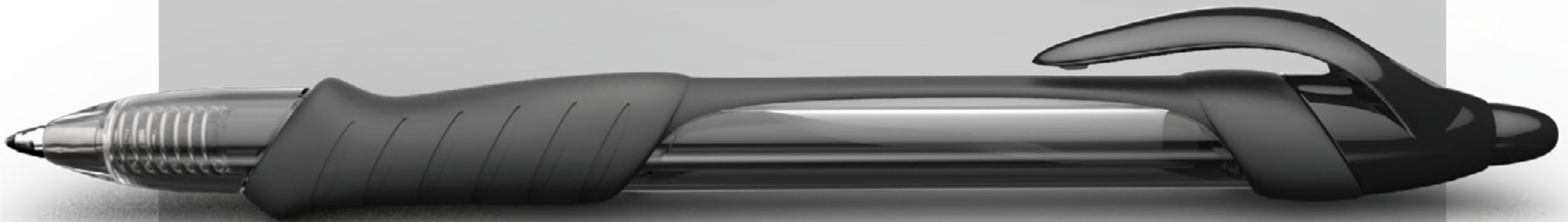
Patented

BIC PRO+ is a gel pen designed for BIC, with an innovative, patented, ergonomic grip.

BIC PRO+ was part of a big brief, BIC required design proposal for innovative writing instruments, mechanical Pencils.



pen and pencil options



render bic pro+ design proposal



BIC PRO+ gel

PRO+ has been produced in various configurations, the particular shape of the grip is patented.

I have designed this SOFT GRIP using a mold of my hand on a pen dipped in clay. This complex writing instrument has been designed, from sketches to renders in one day, and the final project had only minor changes before production.



BIC PRO+

US Design Patent and a detail of the ergonomic Grip





Lighting

Proel Lighting has its headquarters in Italy. I have designed a good number of their range of professional headlights

proel 250 spot



Color Projectors systems



modular architectural led light

All the Mobile Lights have been Redesign and redressed with new Plastic Carters, to optimize Production and to improve an optimized cooling system.

Mono Arm systems

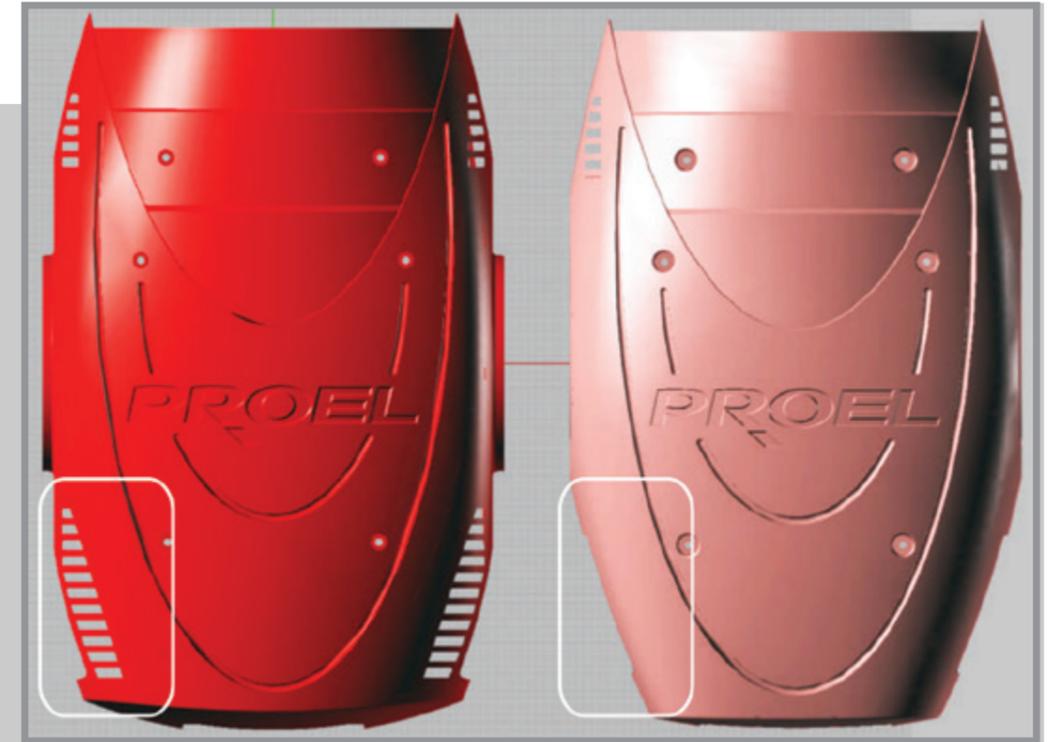


250 Spot final design





250 spot and Wash working Prototypes

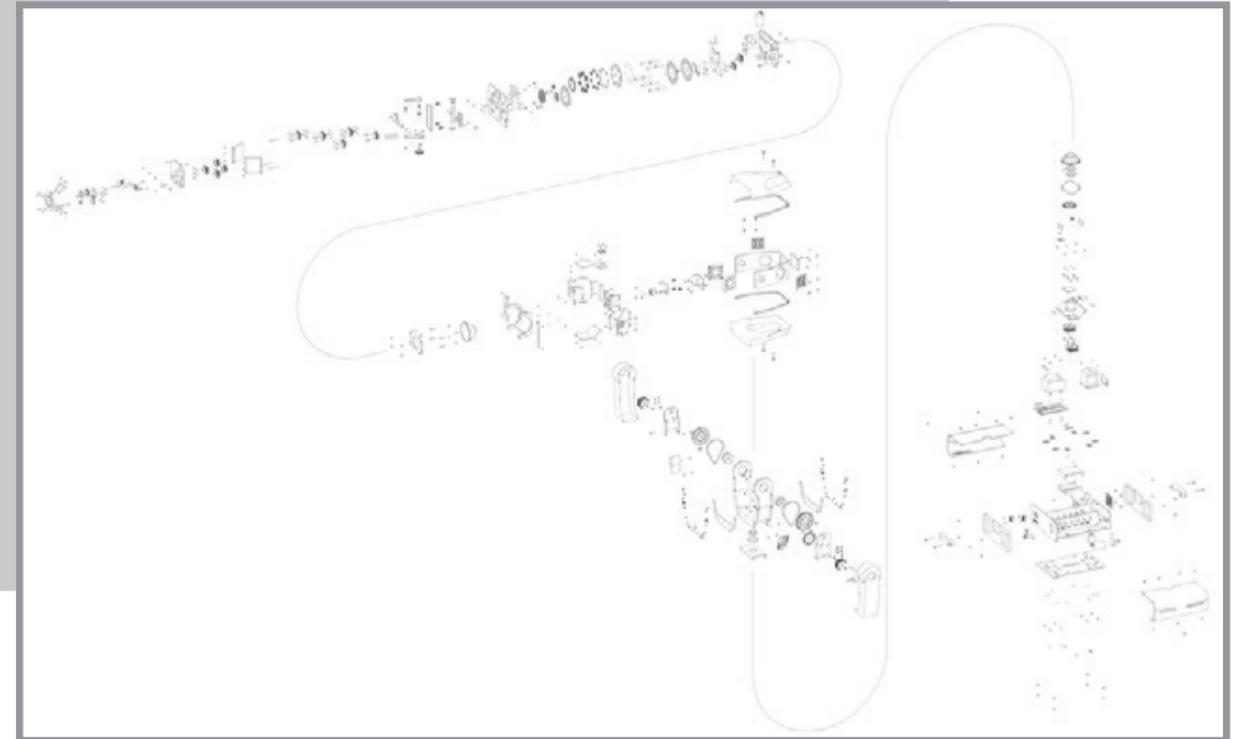
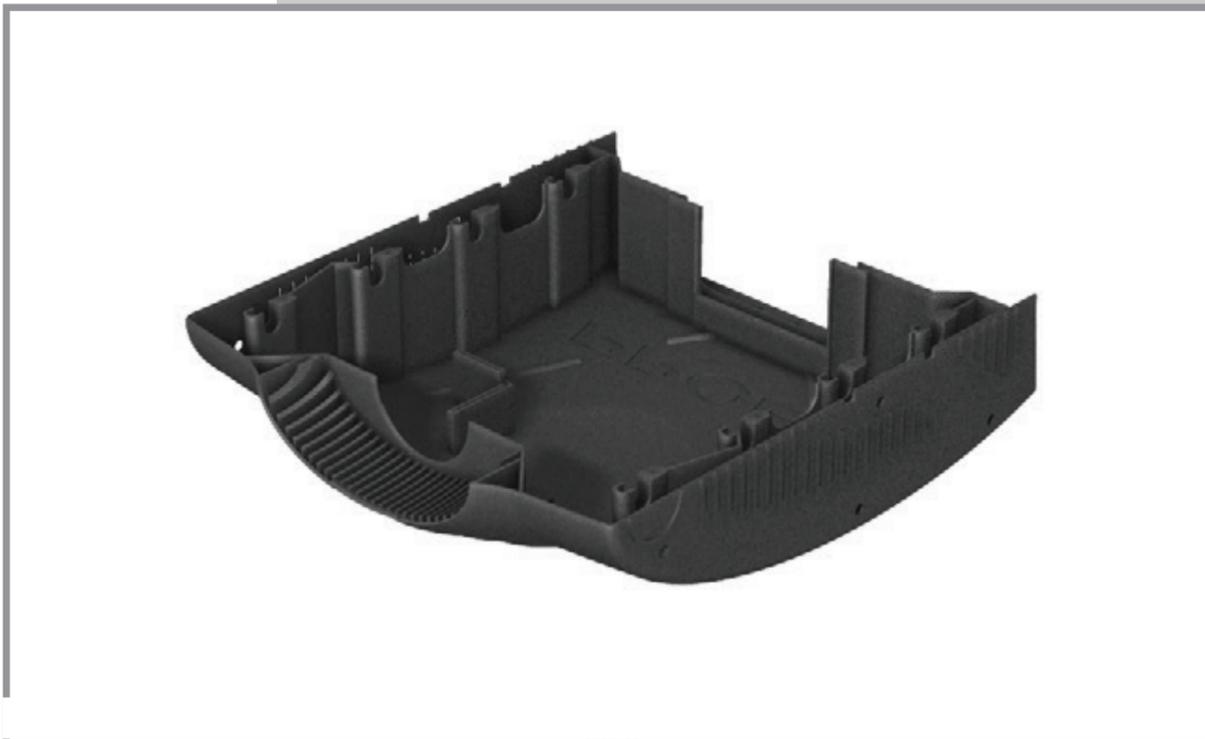


changes required on a mold by the supplier

The final 3D model has been used as base for the plastic mold, checking with the chinese supplier all the changes required. For each product I drew the 3d exploded view, measuring, scanning and modeling each component

Inner part of the plastic cover with air duct

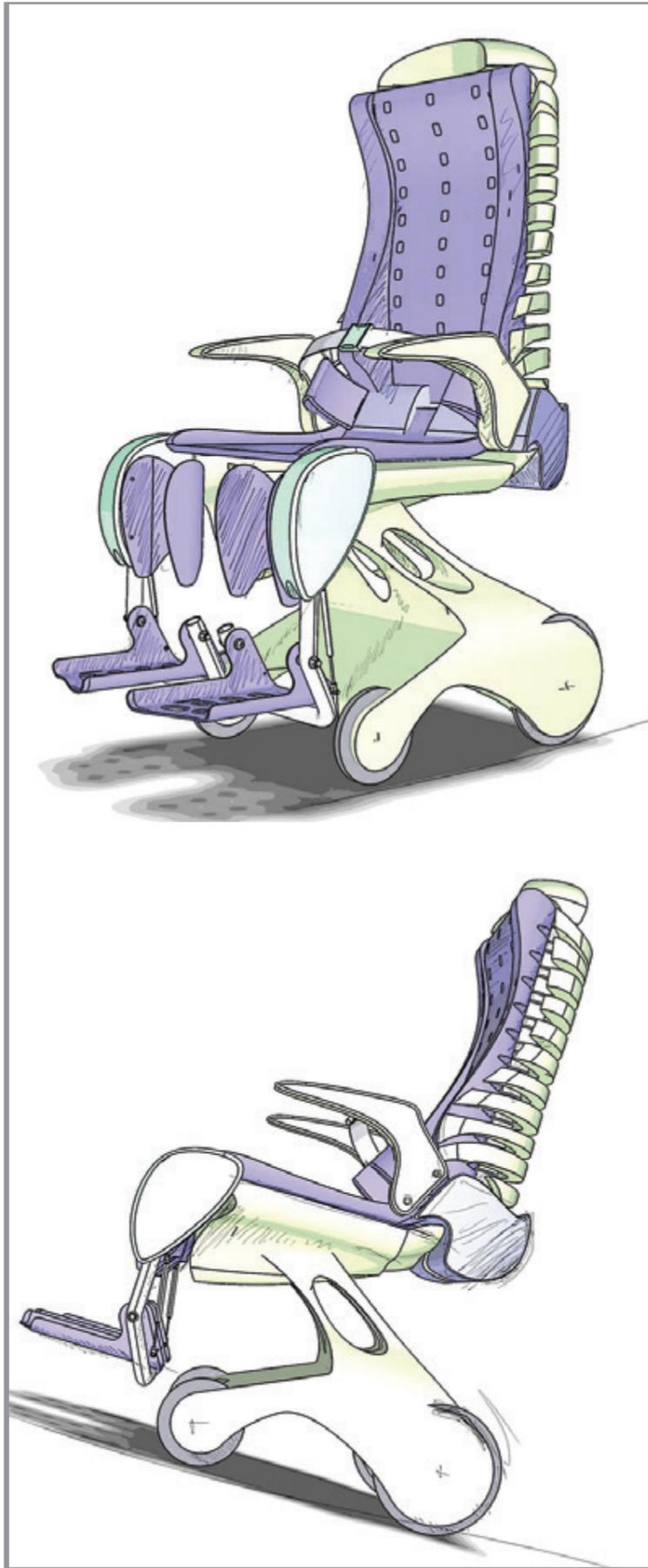
exploded view of 250 spot - 700 parts





Biomedical handmade

SACE 2, is born from a complex brief from ITOP, a research project to build an active chair for Distonia



sketches for SACE with external cover

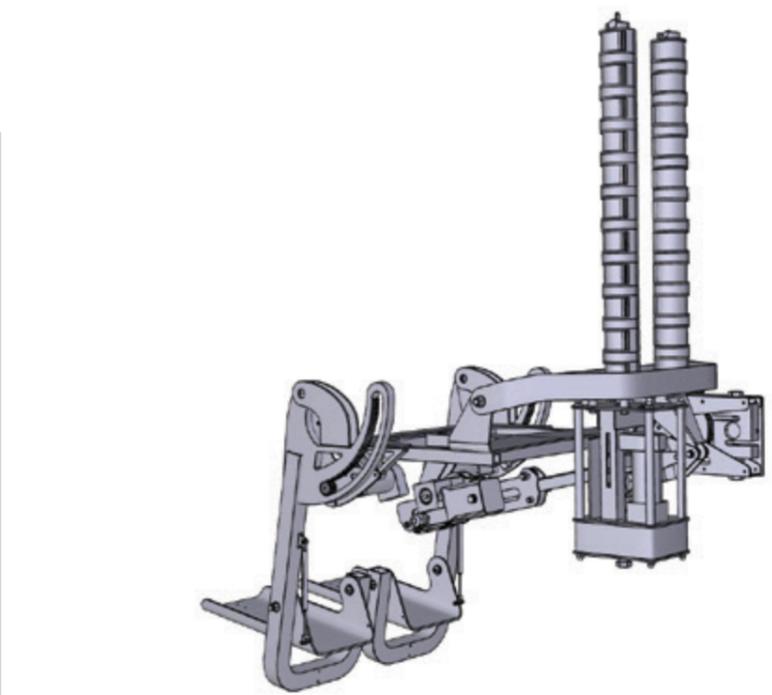
Industrial Designer is not an engineer, but I've something more than a passion for mechanical projects. For this project I've designed each mechanical part, Selecting engines and sensors, invented a mechanical system to mimic the articulation of the knee and a motorized active 3D printed spine.



Render of the executive project

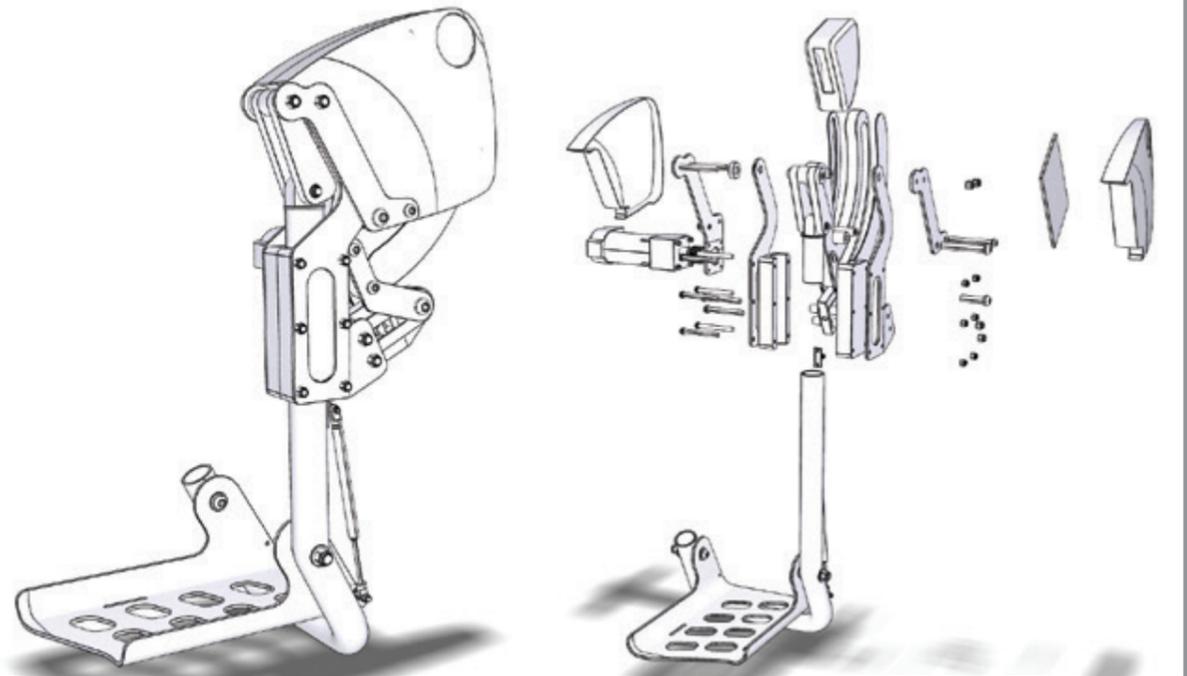


SACE 2 is a robot, an exoskeleton, connected to the human Body it can restrict or help the movements. Even the artificial spine can flex through a cable system



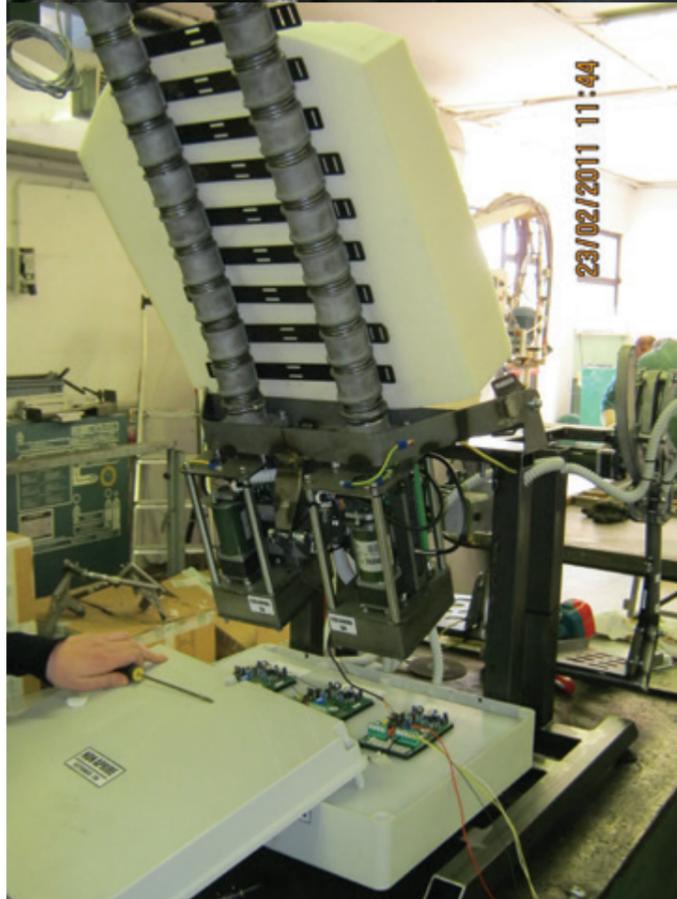
Basic structure with active spine

Knee Joint





Connecting The sensors- ITOP lab



main electronic control

The project was so complex that only the designer could put together all the Parts, So I've built by hand the entire prototype, assisted by an electrical engineer to connect the robotic/electronic parts. SACE is actually in experimental clinical trial.





CHALLENGE

Valtra "TRIPLE-V" is the winner of the honorable mention in Valtra international design challenge 2017

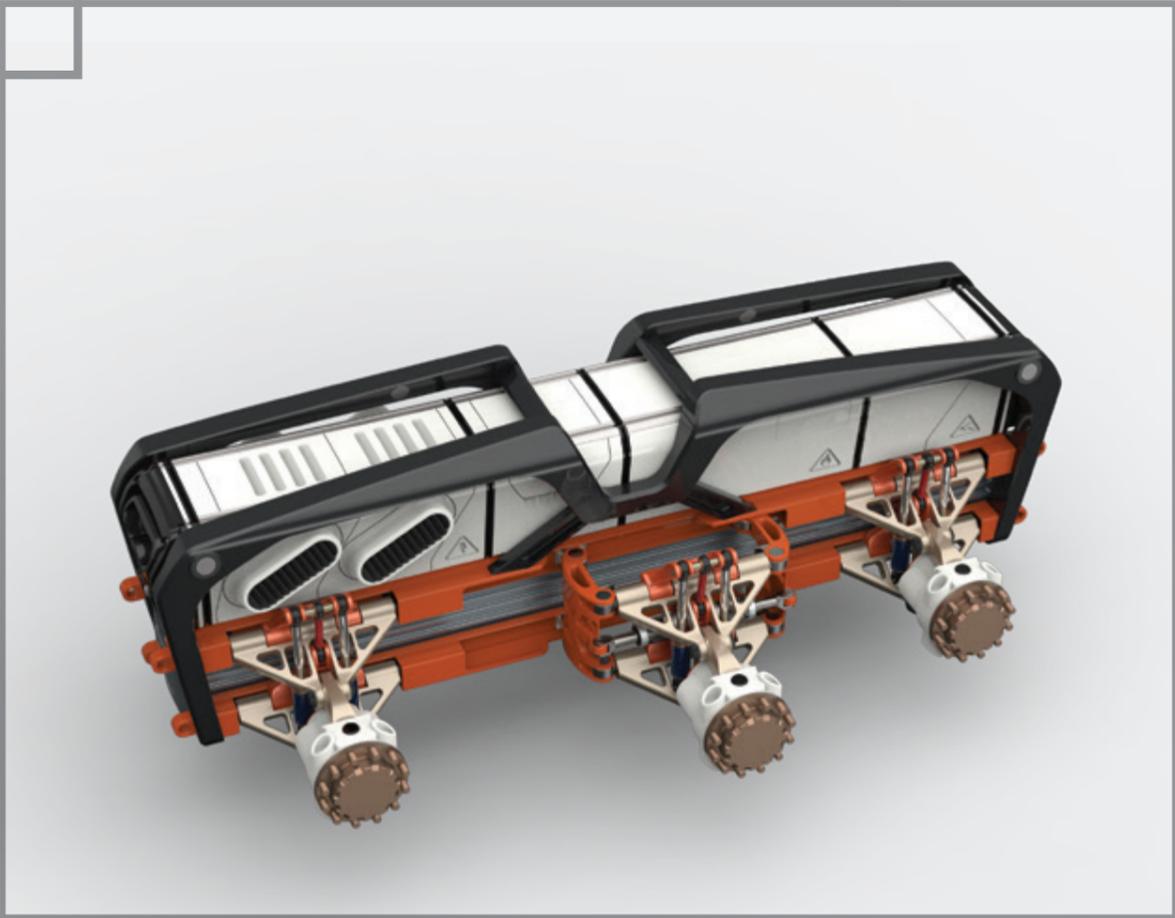


customizable power unit and big battery

Valtra design contest :
theme Was 2040 Tractor

Triple V includes convincing
solutions to real life problems

Valtra Triple V



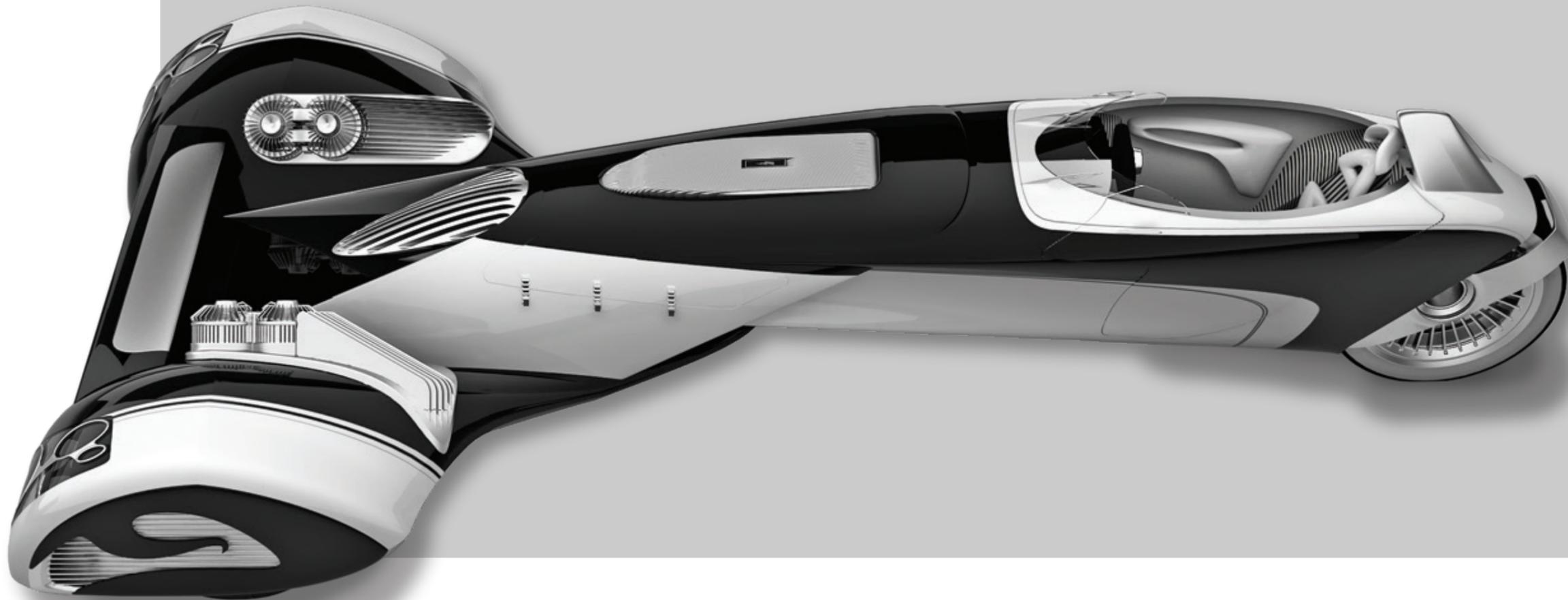


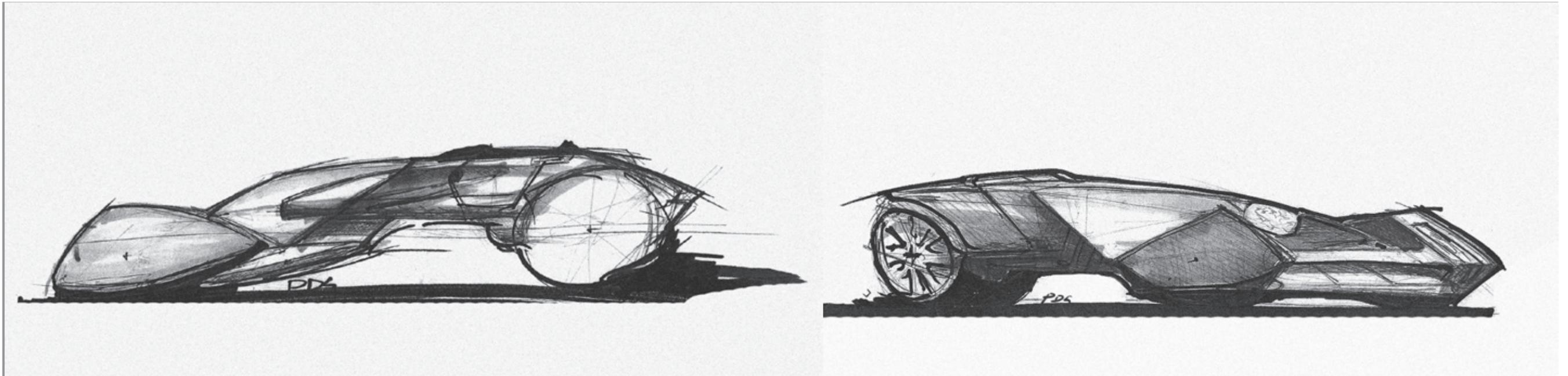
Triple V is a tractor capable of operating in large unfavorable for agriculture lands, in the next future it will be important to increase efficiency by cultivating areas that actually are considered inadequate. The concept is based on the search for maximum versatility tractor, fully customizable.



RETROFUTURISM

This concept car has been designed for the second Peugeot design contest

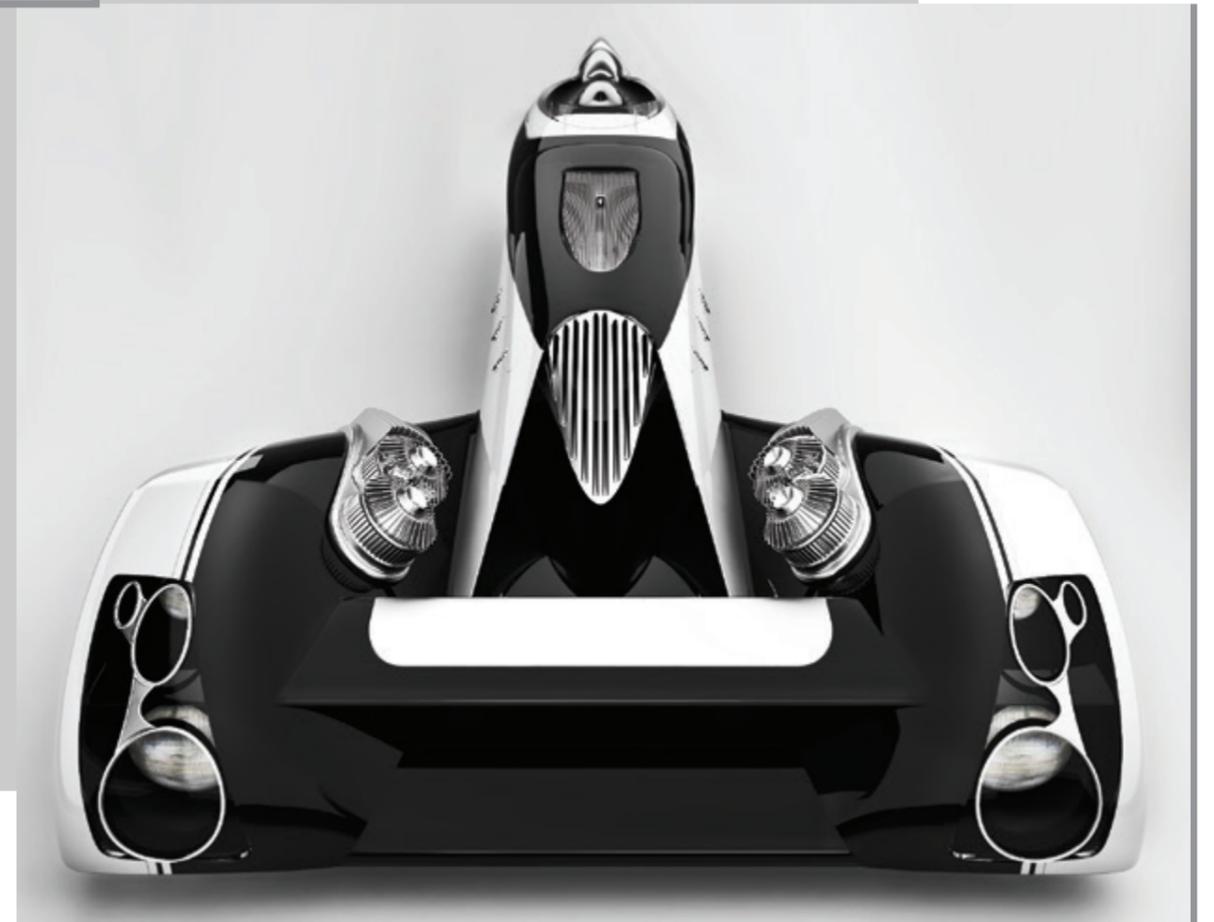
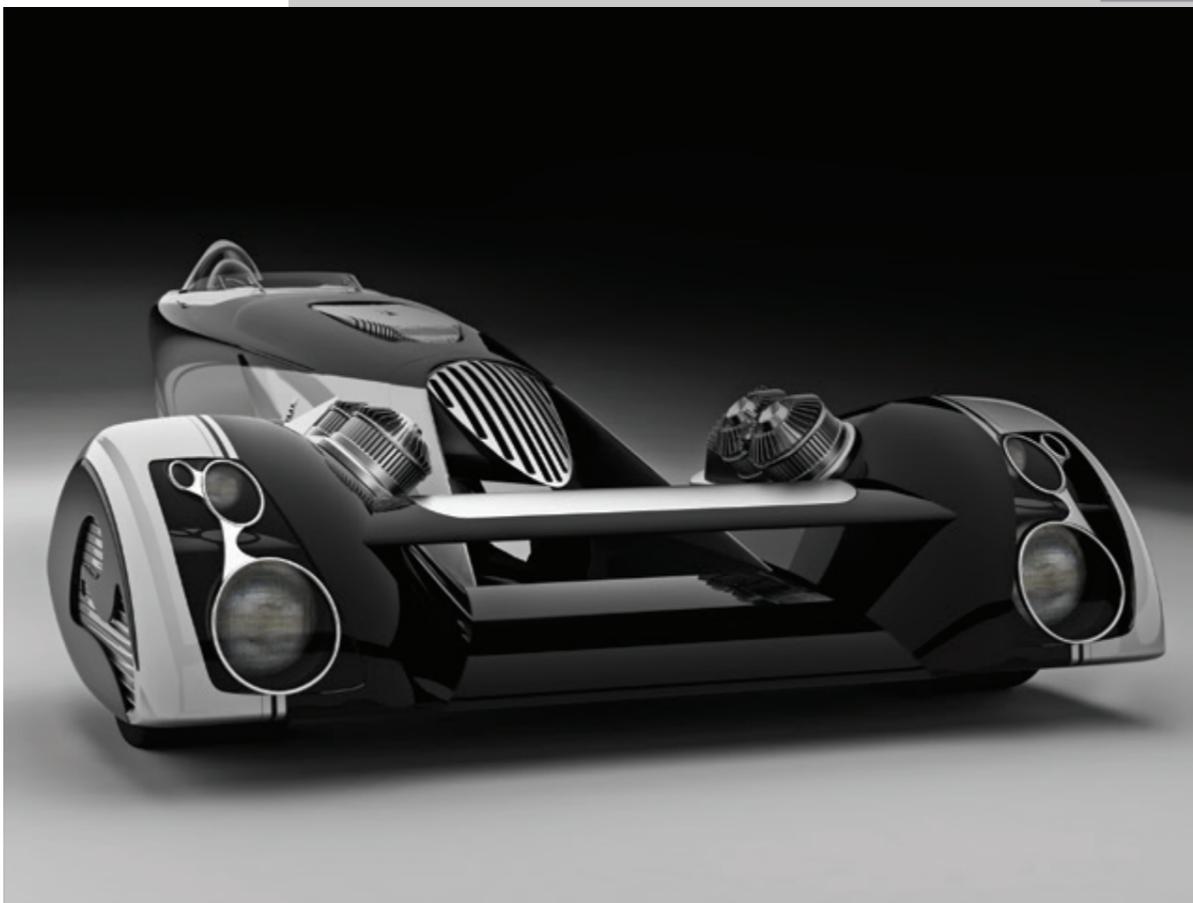


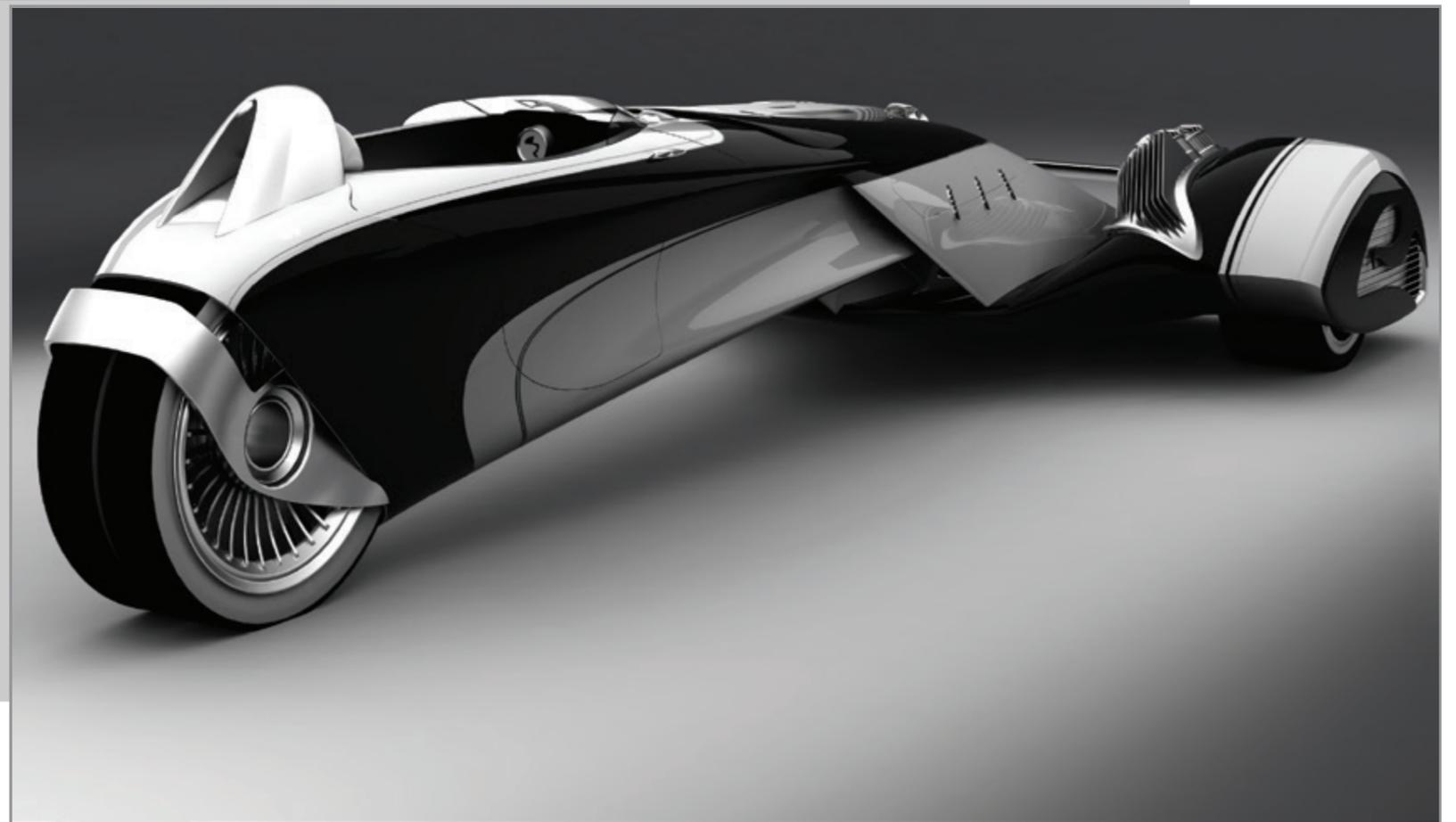
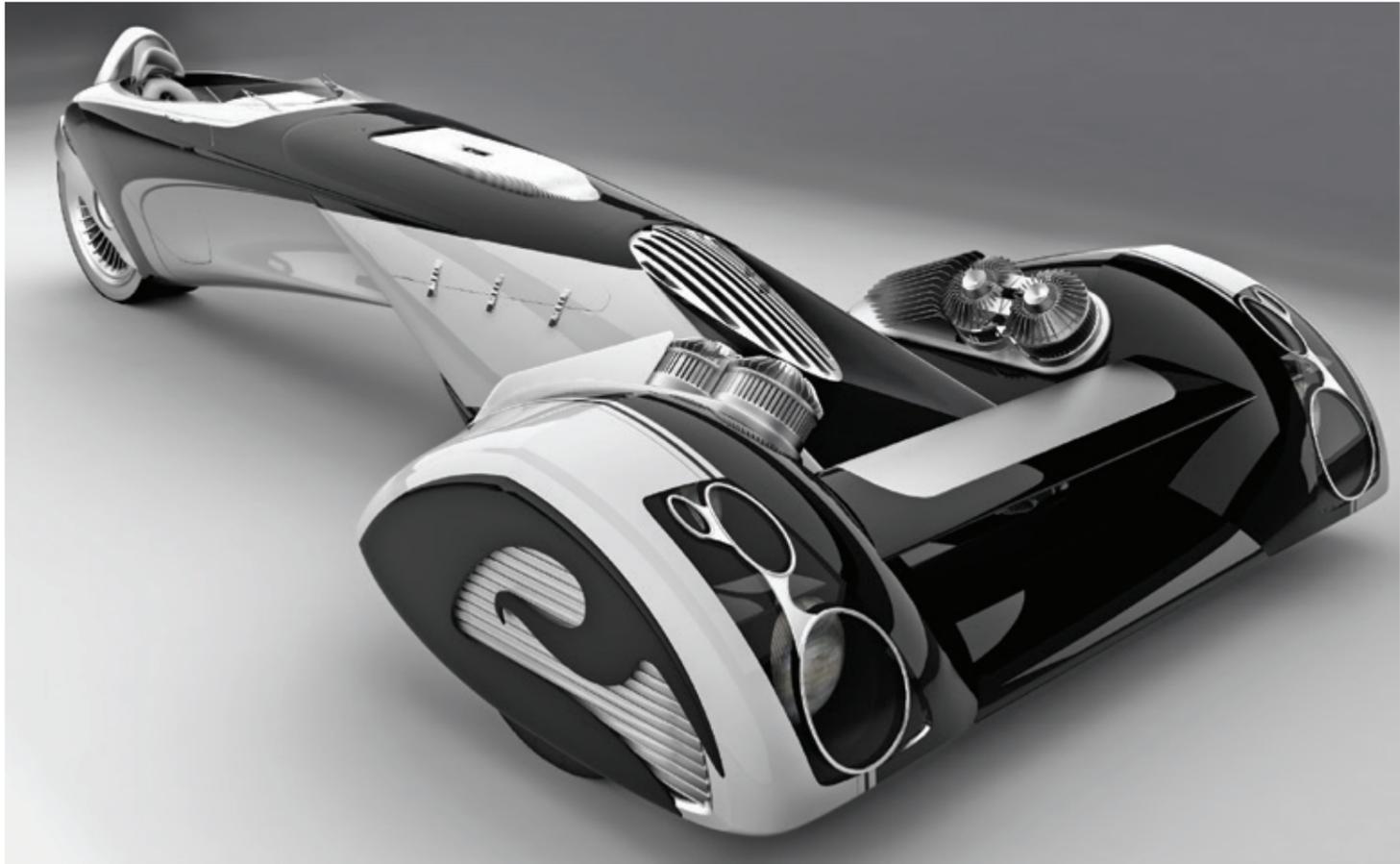


Egochine Sketches - Black Bic and Marker

Peugeot Contest theme Was Retrofuturism. Egochine was inspired by the ancient luxury cars, like Isotta Fraschini.

Egochine

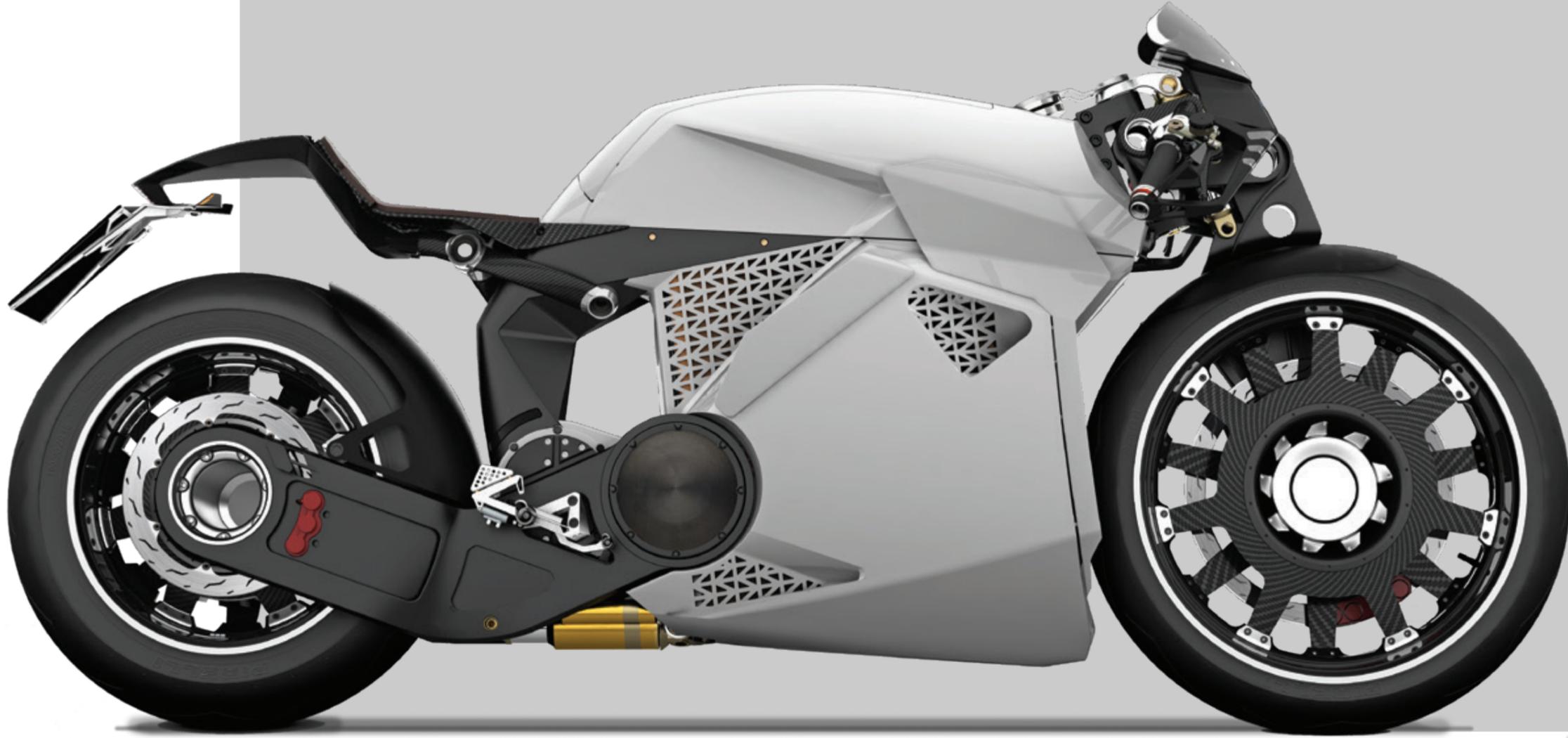


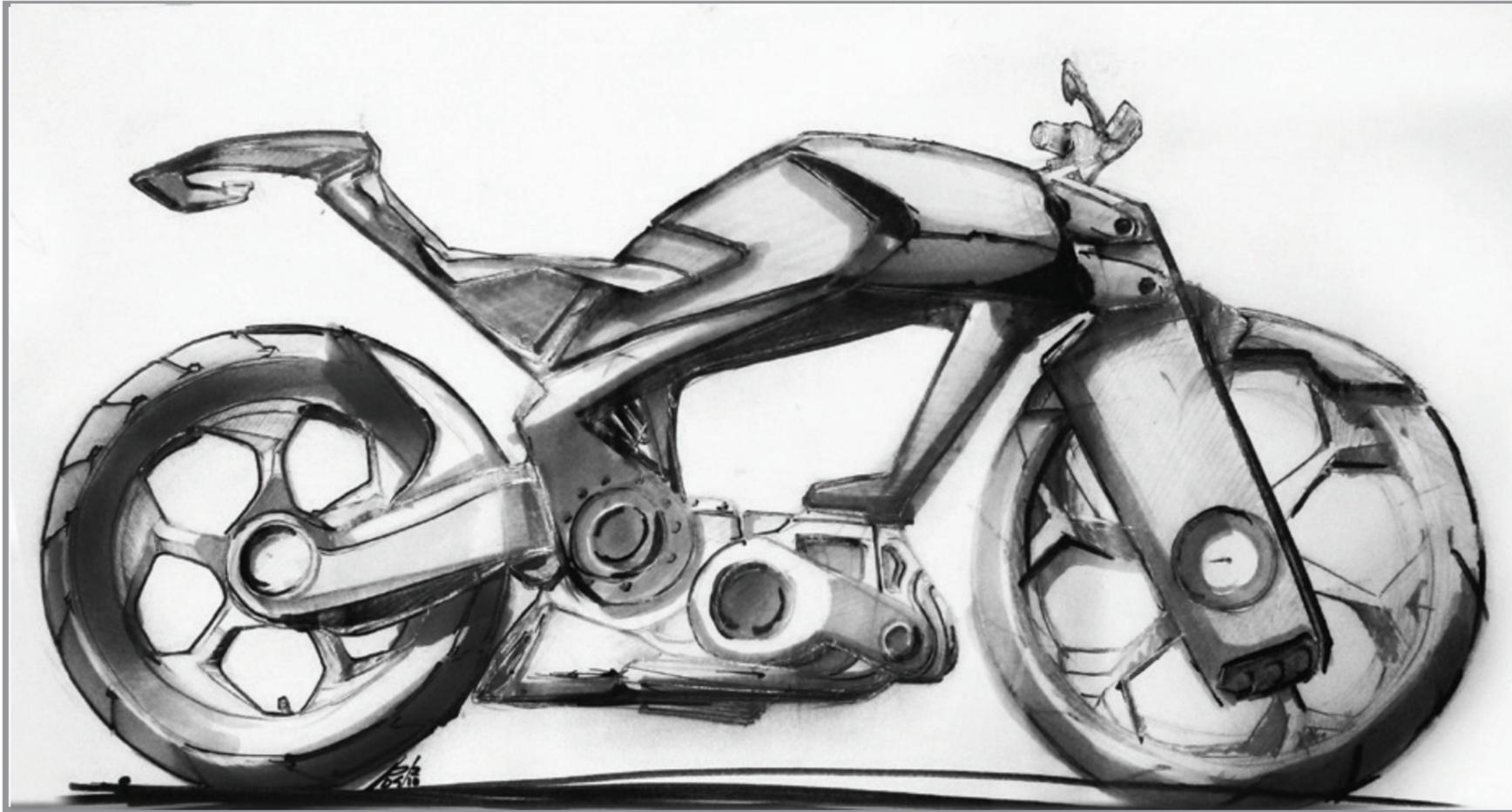


Freetime

Freetime is when you do the same thing you do at work but for free .

BIG MONO and BIG BATTERY are 2 bike concepts developed just for fun, but in a very detailed way.

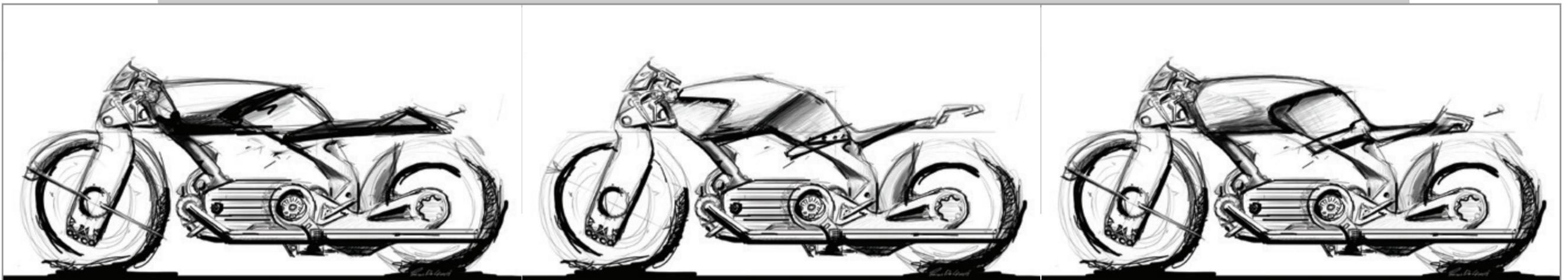


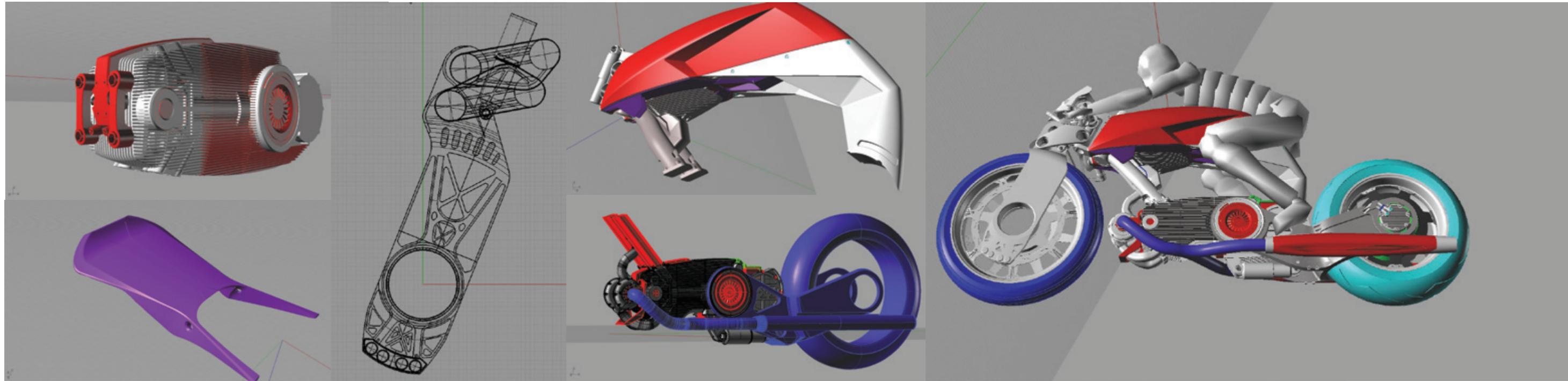


sketch on paper, black bic and marker

The bike concept has been developed in two versions, classic and electric. Has been written an hypothetical brief, looking for a design inspired to sensantions and ergonomic coming from the past, mixed with the best of actual technology.

fast sketches to check the shape of the tank





BIG MONO NAKED concept bike - combustion engine

Work in progress screenshots from Rhinoceros





Big Mono Naked been designed as homage to the ancient Motoguzzi single-cylinder running on a night the Mllano-Taranto (an ancient road race)

BIG MONO NAKED concept bike - combustion engine



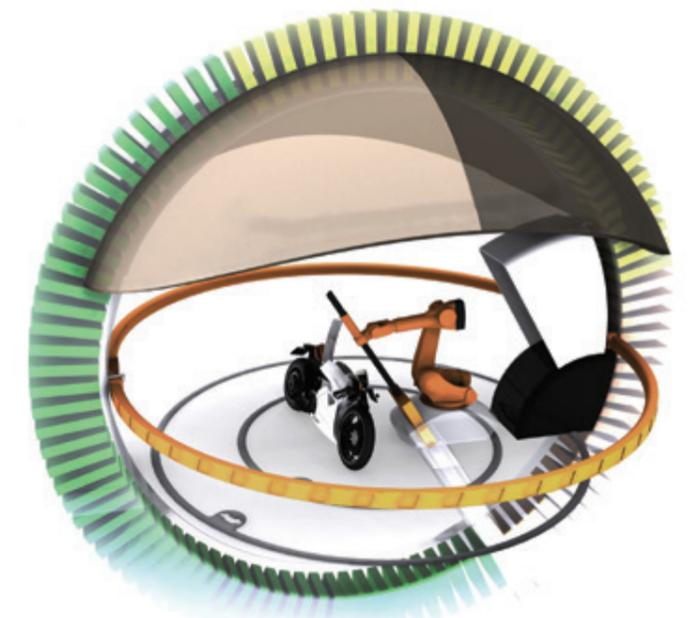
BIG BATTERY NAKED concept bike - electric engine

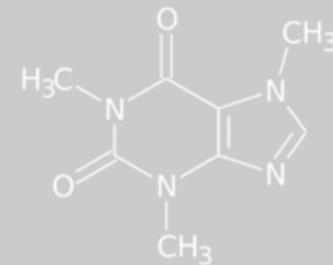
the Electric version has been designed to have a swap battery system and Hub Motors. I've designed a swap station too, with a robot arm to move the heavy power pack



BIG BATTERY NAKED - power pack

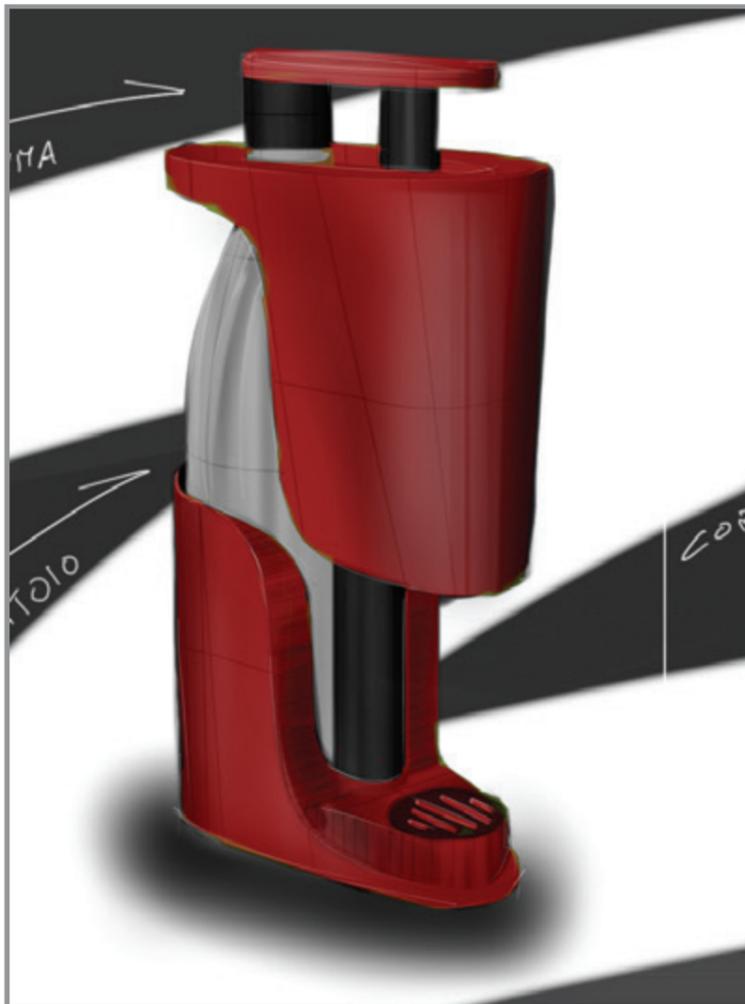
BIG BATTERY NAKED - swap station





CAFFEINE

Zoom and Panda are portable folding coffee machine



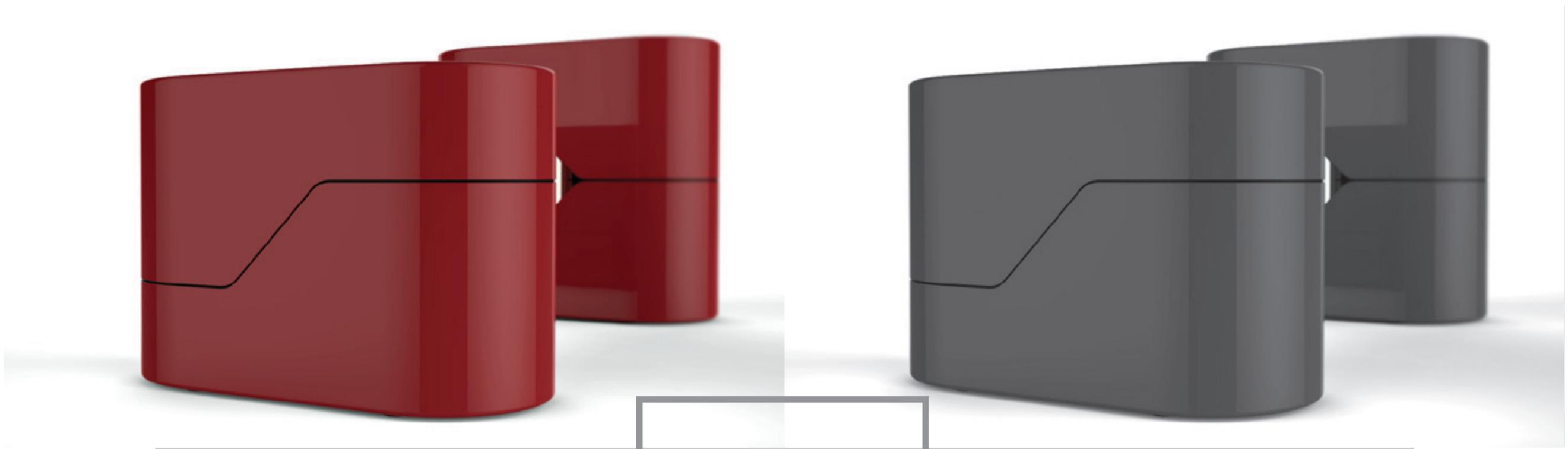
Panda machine with 500ml tank

ZOOM and PANDA coffee machine designed for Viceversa. The Machines had to be small and portable. Was required a cheap and simple product too, to reduce the size, the water tank has been removed. It was replaced by a standard bottle of 500ml or 1000ml.

sketches



Panda machine with 1000ml tank



ZOOM coffee Machine can fold, The outer carter are symmetrical, and the use of a water bottle for the tank make possible to avoid a mold.

ZOOM - closed

ZOOM - closure

