

Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator
tor **Caso Studio** Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emu
out emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator
r Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emu

“Designing critical design”

Zuivermarkt 33, Hasselt, Belgio, 2007.

Designers:

Dunne & Raby, Martí Guixè, Jurgen Bay

Ribaltamento dei valori su cui è nato e cresciuto il design mettendone in discussione e criticandone la natura stessa, al fine di poterne trovare la giusta collocazione nella società.

A black and white architectural line drawing showing a multi-level interior space. The drawing features various rooms, including dining areas with tables and chairs, and a kitchen area. A large, stylized tree is integrated into the design. On the left side, there is vertical text that reads "PROOF". In the bottom left corner, there is small text: "HENTEN VAN NUTTEN ALGEMEEN VORMEN".

A black and white architectural line drawing showing a complex, multi-level building facade. The drawing includes a large crane-like structure on the right side. Various levels and platforms are visible, some with trees and outdoor furniture. A large "SV" logo is prominently displayed on one of the central buildings. The overall style is a detailed line drawing with cross-hatching for shading.

LMDM 509 D.I. BVS
Open Lectures
089828 | 5 cfu |
Zobeide

754791 | 752409 | 750946 | 750439 | 750257 | 739373 | 752041

A solid blue circle, likely a logo or decorative element.

Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator
tor **Caso Studio** Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emu
out emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator
r Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emu

“Designing critical design”

Zuivermarkt 33, Hasselt, Belgio, 2007.

Designers:

Dunne & Raby, Martí Guixè, Jurgen Bay

Ribaltamento dei valori su cui è nato e cresciuto il design mettendone in discussione e criticandone la natura stessa, al fine di poterne trovare la giusta collocazione nella società.

A black and white architectural line drawing showing an interior space with multiple levels. The word "PROOF" is written vertically on the left side. The drawing depicts various rooms, including what appears to be a dining area with tables and chairs, and other functional spaces. The style is minimalist and uses clean lines to define the architecture.

A black and white architectural line drawing showing an exterior view of the building complex. A large crane is visible on the right side, lifting a component. The drawing shows several interconnected volumes, some with internal structures exposed. The letters "SV" are prominently displayed on one of the central volumes. The overall composition suggests a dynamic and evolving architectural environment.

LMDM 509 D.I. BVS
Open Lectures
089828 | 5 cfu |
Zobeide

754791 | 752409 | 750946 | 750439 | 750257 | 739373 | 752041

A solid blue circle, likely a logo or branding element for the institution or course mentioned in the footer.

Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator
tor **Caso Studio** Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emu
out emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator
r Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emu

“Designing critical design”

Zuivermarkt 33, Hasselt, Belgio, 2007.

Designers:

Dunne & Raby, Martí Guixè, Jurgen Bay

Ribaltamento dei valori su cui è nato e cresciuto il design mettendone in discussione e criticandone la natura stessa, al fine di poterne trovare la giusta collocazione nella società.

A black and white architectural line drawing showing an interior space with multiple levels. The word "PROOF" is written vertically on the left side. The space contains several tables and chairs, some of which are tilted or arranged in a way that suggests a critique of traditional furniture design. There are also some plants and structural elements like stairs and railings.

A black and white architectural line drawing showing an exterior view of the building complex. It features various geometric forms, including cubes and cylinders, some of which are stacked or tilted. A large crane is visible on the right side, lifting a component. The word "SV" is prominently displayed on one of the buildings. The overall style is a mix of functional and speculative architecture.

LMDM 509 D.I. BVS
Open Lectures
089828 | 5 cfu |
Zobeide

754791 | 752409 | 750946 | 750439 | 750257 | 739373 | 752041

A solid blue circle, likely a logo or branding element for the institution or course.

Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator
tor **Caso Studio** Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emu
out emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator
r Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emu

“Designing critical design”

Zuivermarkt 33, Hasselt, Belgio, 2007.

Designers:

Dunne & Raby, Martí Guixè, Jurgen Bay

Ribaltamento dei valori su cui è nato e cresciuto il design mettendone in discussione e criticandone la natura stessa, al fine di poterne trovare la giusta collocazione nella società.

This architectural drawing shows a section of the Zuivermarkt 33 building. It features multiple levels with various furniture arrangements, including tables and chairs. A large, stylized tree is integrated into the space. The word "PROOF" is written vertically on the left side. In the bottom left corner, there is a small text box containing the names: HENK VAN NIEUWSTADT, ALANZ V. DE KROM, and JÜRGEN BAY.

This architectural drawing shows a section of the Zuivermarkt 33 building from an exterior perspective. It depicts a complex arrangement of stacked volumes, terraces, and a large crane-like structure extending over the building. The letters "SV" are visible on one of the central volumes. The drawing includes details of landscaping, such as trees and shrubs, and shows people sitting on outdoor seating areas.

LMDM 509 D.I. BVS
Open Lectures
089828 | 5 cfu |
Zobeide

754791 | 752409 | 750946 | 750439 | 750257 | 739373 | 752041

A solid blue circle, likely a logo or decorative element.

Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator
tor **Caso Studio** Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emu
out emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator
r Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emu

“Designing critical design”

Zuivermarkt 33, Hasselt, Belgio, 2007.

Designers:

Dunne & Raby, Martí Guixè, Jurgen Bay

Ribaltamento dei valori su cui è nato e cresciuto il design mettendone in discussione e criticandone la natura stessa, al fine di poterne trovare la giusta collocazione nella società.

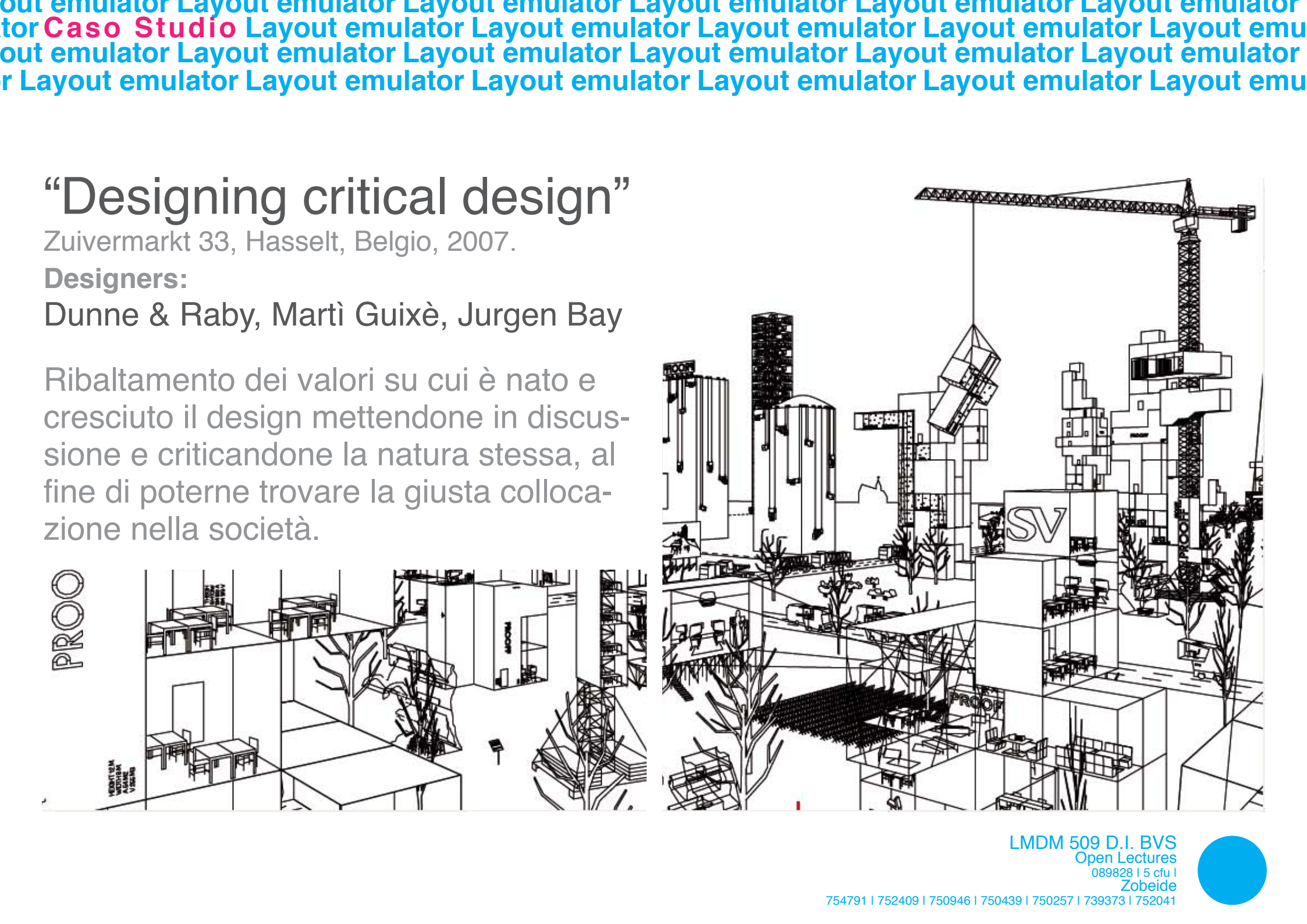
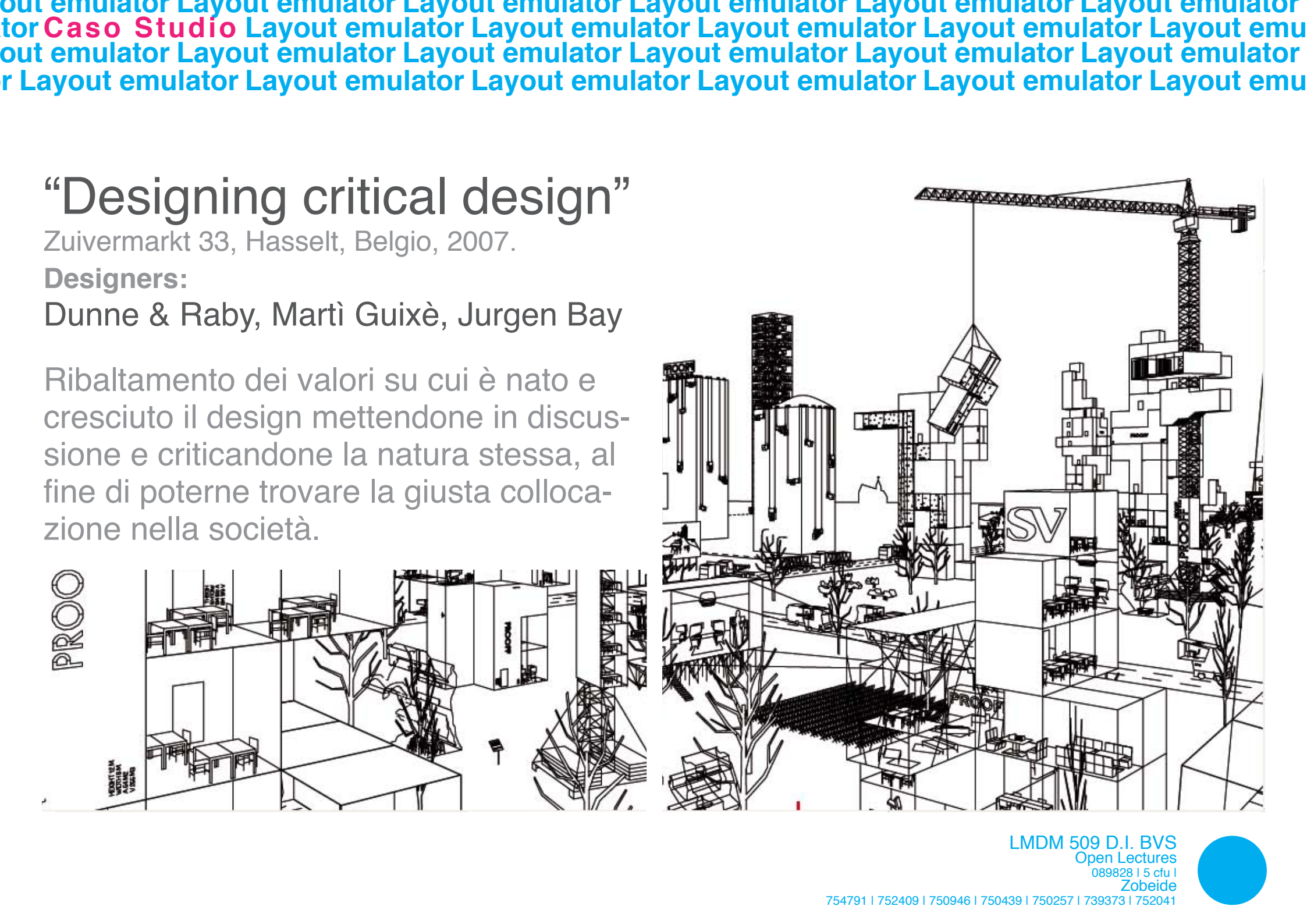
A black and white architectural line drawing showing a multi-level interior space. The drawing features various rooms, including dining areas with tables and chairs, and a kitchen area. A large, stylized tree is integrated into the design. The word "PROOF" is written vertically on the left side. Small text at the bottom left reads: "HENTEN VAN NUTTEN ALGEMEEN VORMEN".

A black and white architectural line drawing showing a complex, multi-level building facade. The drawing includes a large crane-like structure on the right side. Various levels and platforms are visible, some with trees and outdoor furniture. The letters "SV" are prominently displayed on one of the central volumes. The overall style is a detailed line drawing typical of architectural conceptual work.

LMDM 509 D.I. BVS
Open Lectures
089828 | 5 cfu |
Zobeide

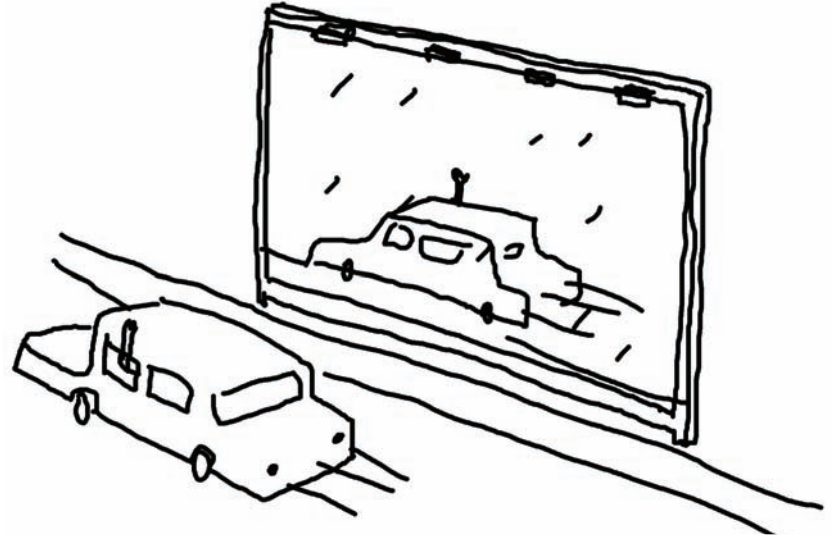
754791 | 752409 | 750946 | 750439 | 750257 | 739373 | 752041

A solid blue circle, likely a logo or branding element for the institution or course.



Martí Guixè (Barcellona, 1964)

Si auto definisce provocatoriamente
“ex-designer” per sottolineare
l'avversione all'approccio formalistico e
stilizzato della disciplina.



Jurgen Bay (NL, 1965)

Vede se stesso come un ricercatore che analizza il mondo in cui vive per scoprirne le qualità nascoste. Prende oggetti semplici e li trasforma in arredo/opere d'arte utilizzando la sua reinterpretazione personale.





Critical design show

Marketing

Concept

Creatività

R&S

Emozione

Materiali

Processi

Mondi privati

Psicologia

Gioco

Stupore

Simbolo

Comunicazione

Forma/Funzione

Produzione

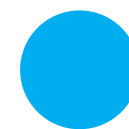
co / Riflessione Attiva

Critica

Innovazione

LMDM 509 D.I. BVS
Open Lectures
089828 | 5 cfu |
Zobeide

754791 | 752409 | 750946 | 750439 | 750257 | 739373 | 752041



Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator
tor **Caso Studio** Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emu
out emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator
r Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emulator Layout emu

FINE

