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2016 International Design Workshop
From Consumers to Industrial Design and Marketing



arch.Antonello Marega



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Università Iuav
di Venezia

INTERNATIONAL

FACILITIES

ABOUT IUAV

RESEARCH

INTL. AFFAIRS

INTL. STUDENTS

GRADUATE PROGRAMME IN DESIGN

2-year graduate degree in **Design**

Dorsoduro 2286, Convento delle Terese, Venezia
Riviera Santa Margherita 74, Treviso
info: specialistichefda@iuav.it
tel. +39.041.257.1346
fax +39.041.257.1326

admissions: **28.04 > 22.08.2012**

available places: **28**

(places available for students non EU citizens non residents in Italy)

info fees: accasi@iuav.it

access via **interview: 30 August > 5 September 2012**

[how to apply >>](#)

links

materials

search

The curriculum combines design studio courses with courses in technology and in the human sciences and a wide choice of humanities courses shared with students of Visual and Performing Arts.

The studio courses are taught by a wide range of professionals from Italy and abroad; many are taught in English. Each studio course has its own atelier, which becomes the student's workplace for its duration.

The degree program aims at producing capable designers who, when they graduate, will be capable of working on their own or in organisations, to find employment in companies, in study and research centres, in cultural organisations and in design studios or journalism. Later in their career, the programme prepares them well to fulfil roles such as art director, design strategist or design manager.

The coursework is followed by the thesis, an individual project lasting from six to twelve months. Though it is possible to graduate in two years, a more normal pattern is to graduate in the spring of the third year.

Students who have successfully completed the graduate degree programme in Design may pursue their studies in a doctoral degree programme.

Università Iuav di Venezia - Santa Croce 191 - 30135 Venezia

> contact

> credits

Arch.A.Marega

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IUAV | FDA | GlasDIP

D4CI DESIGN 4 CONSUMER & INDUSTRY

docente: Antonello Marega





antonello marega
 Consultant at Consumer Goods Industry
 Venice Area, Italy | Consumer Goods

Current: FESI (Federation European Sporting Goods Industries), EPSI(European Platform Sport Innovation), IUAV (Istituto Universitario di Architettura Venezia)

Previous: Tecnica Group, Isomer spa, Calmont-Rabell

Education: dr.arch., architecture, town-planning, design at IUAV(University of Venice)

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connections

[i.linkedin.com/pub/antonello-marega/170a23072](#) [Contact Info](#)

Summary


Lead the R&D and related departments for launching product such as ski boots, inline skates, hiking boots, summer and winter shoes for sport and leisure from concept, design, test, till production.
 Good experience in overall planning of multifunctional manufacturing outsourcing for multinational corporations
 Owing more than 40 international patents.
 Working Group Member of European and Italian Research Projects

Specialties
 marketing - branding and product


Experience

WG R&D President
FESI (Federation European Sporting Goods Industries)
 January 2010 – Present (2 years 11 months) | Bruxelles

President
EPSI(European Platform Sport Innovation)
 January 2010 – Present (2 years 11 months) | Bruxelles

Professor (Design&Business Administration)
IUAV (Istituto Universitario di Architettura Venezia) 
 Educational Institution, 501-1000 employees, Design Industry
 November 2009 – Present (3 years 1 month) | Treviso Area, Italy

Consulter
Consumer Goods Industry
 October 2009 – Present (3 years 2 months) | Treviso

R&D Director
Tecnica Group 
 Privately Held, 1001-5000 employees, Sporting Goods Industry
 June 1977 – September 2009 (32 years 4 months) | Treviso Area, Italy



FRAME of Lecture and Workshop

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LECTURE

- 1.1 Project procedures / operations
- 1.2 Project procedures / sequences
- 2 Drivers
- 3 Brief
- 4 Swot analysis
- 5 Competitive analysis
- 6.1 Positioning map / opportunities
- 6.2 Positioning map / expl

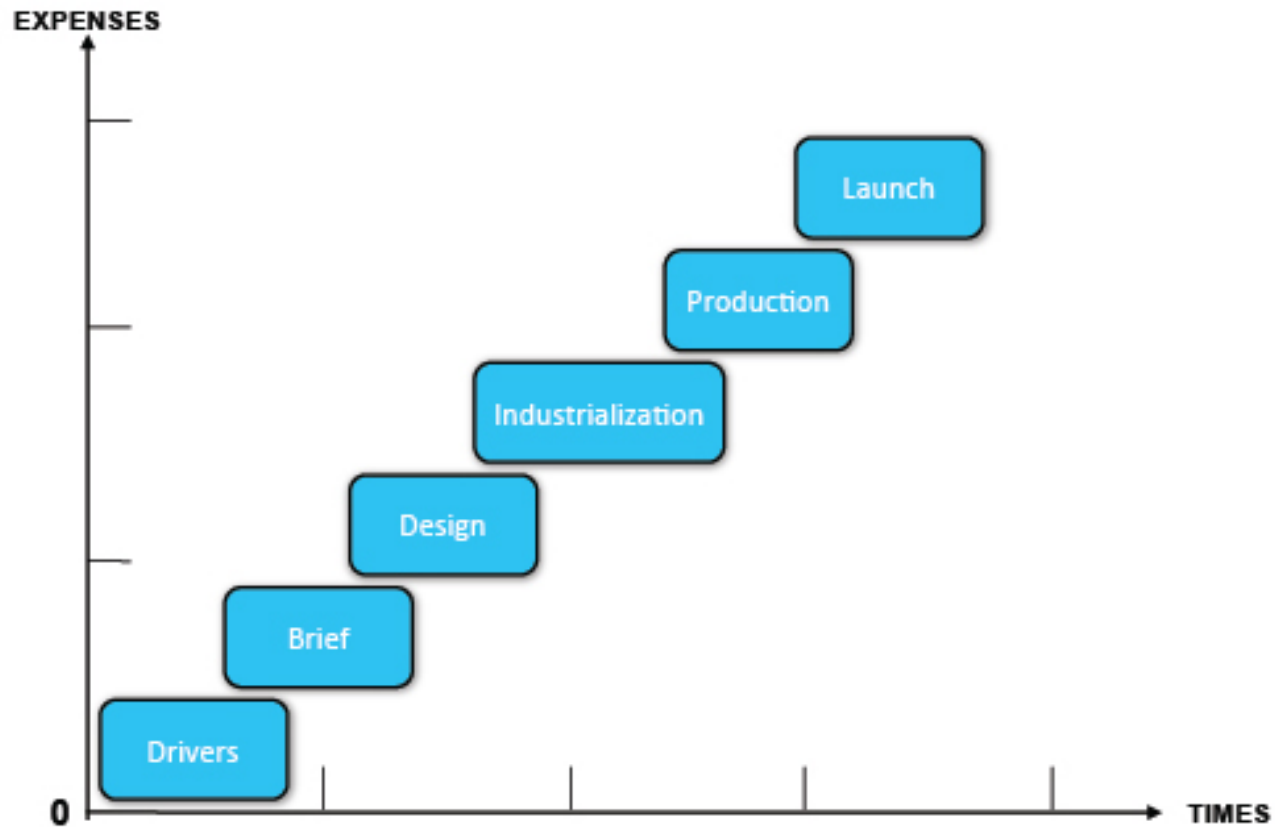
WORKSHOP

- Product brief
- Competitive analysis
- Product maps



1.1 Project procedures \ operations

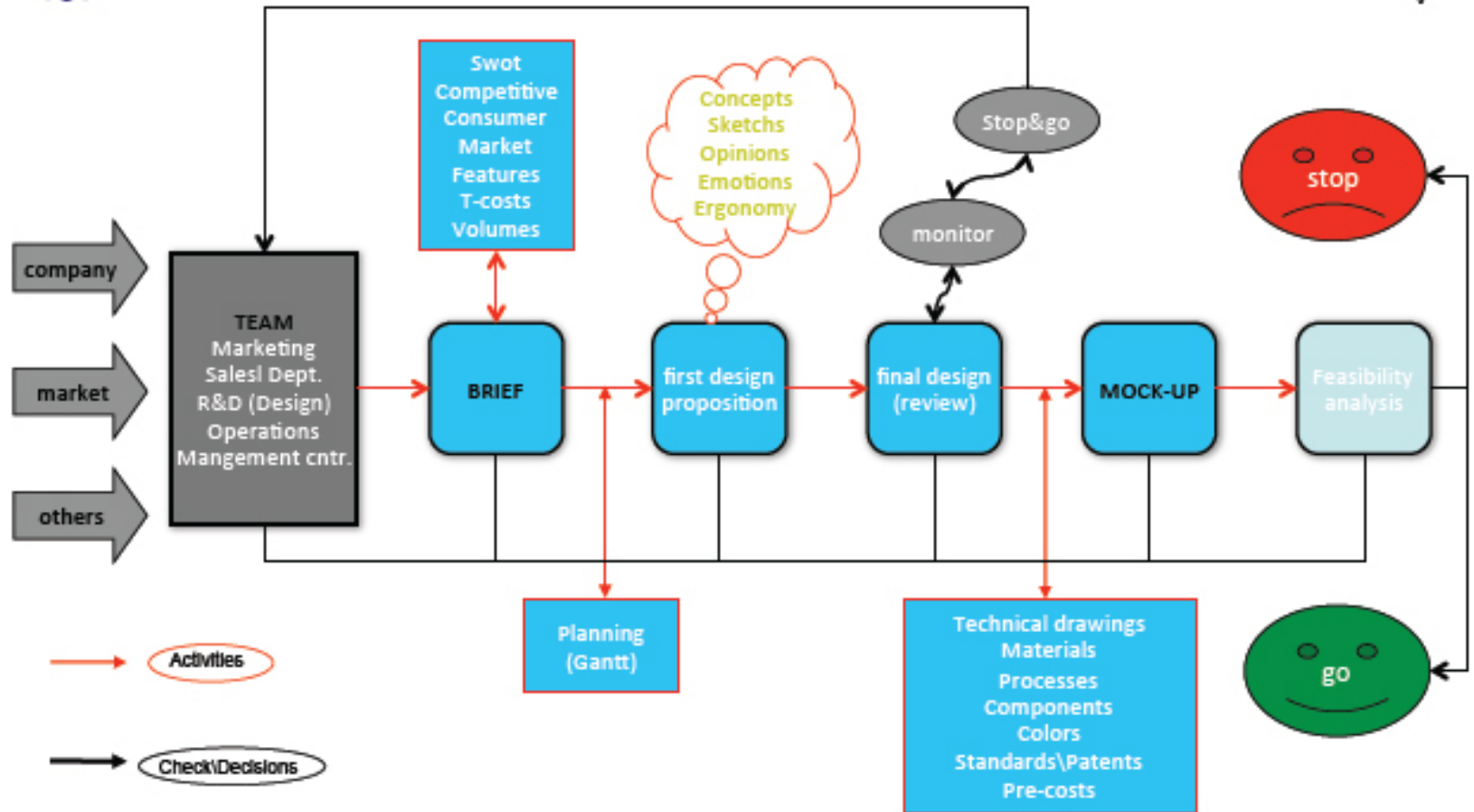
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1.2 Project procedures \ sequences

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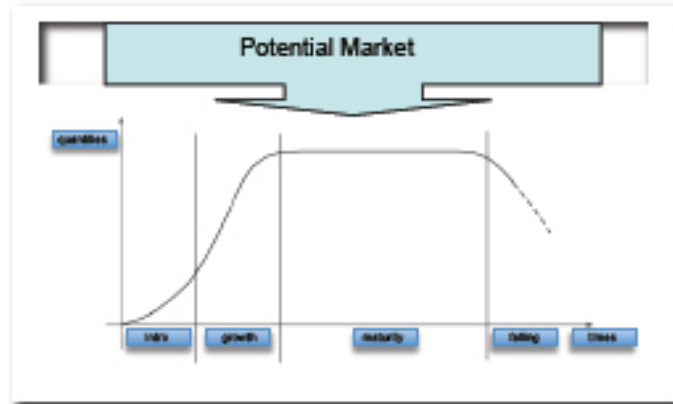




2. Drivers

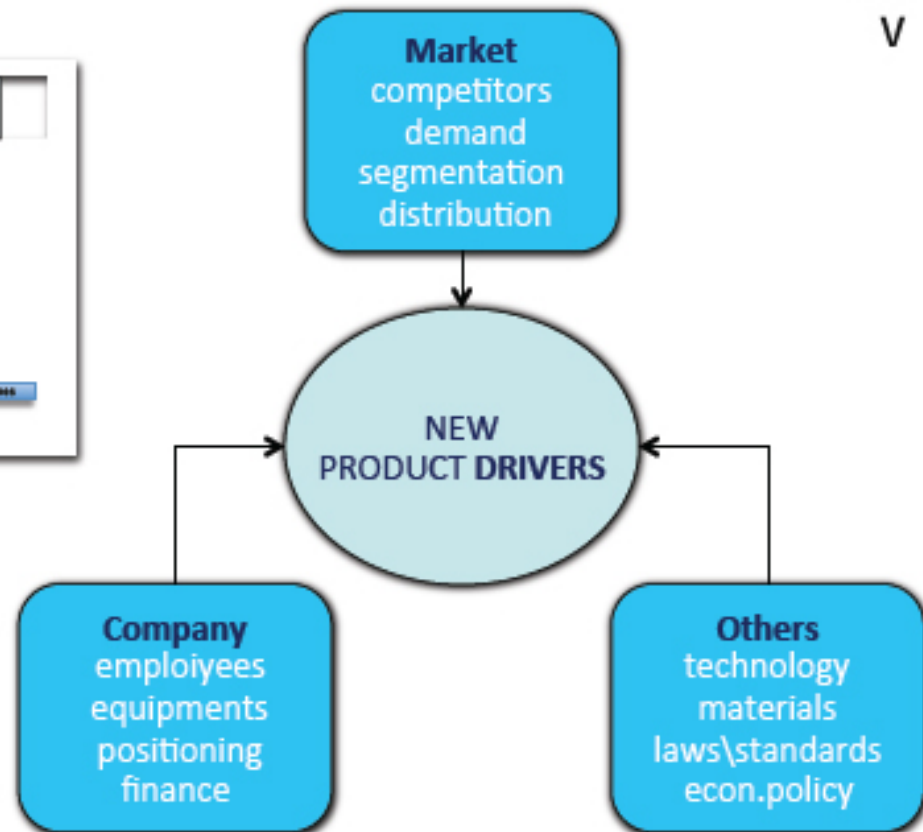
The boost for the development of a new product is generated by its **Potential Market** and developmental situations of market, technology, materials, laws, regulations, as well as the company's situation (Drivers).

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Potential Market:

is the maximum possible size of product's demand in a certain geographical area and in a certain period of time.





3. Brief

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Product Brief						
Project Name		Date	Project			
Revised name		Revision Date	SKU			
Brand		Category	Introduction Year			
Project Type <input type="checkbox"/> New <input type="checkbox"/> Revised <input type="checkbox"/> Smu <input type="checkbox"/> Other						
Market reference						
Positioning						
Competitors						
Consumer profile/Target Segment						
Product Description:						
Desired Product Features / Product Declination:						
Volumes:						
1st YEAR						
Financial	Total Annual Volume	Target Cost	First Gross Margin	Product Margin	Target Retail	Note
Version A						
Version B						
Version C						
Revised Product						
Signature / Date:						
Final Approval Date:						
2nd YEAR						
Financial	Total Annual Volume	Target Cost	First Gross Margin	Product Margin	Target Retail	Note
Version A						
Version B						
Version C						
Revised Product						
Signature / Date:						
Final Approval Date:						
3rd YEAR						
Financial	Total Annual Volume	Target Cost	First Gross Margin	Product Margin	Target Retail	Note
Version A						
Version B						
Version C						
Revised Product						
Signature / Date:						
Final Approval Date:						



4. Swot Analysis

The SWOT analysis, also known as TOWS matrix, is a strategic planning tool used to evaluate:

Strengths, weaknesses, opportunities, threats of a product, a service or a business when they have to make decisions to achieve a goal.

The matrix is divided vertically in flow characteristics helpful (useful for achieving the objective) and harmful (harmful to achieving the objective);







While horizontally in internal origin (characteristics of the company \ project) and external origin (external characteristics of the market \ products \ competitors)





5. Competitive analysis \ price - features ranking

competitive analysis

modello	prezzo	marchio	dimensione	descrizione	proprietà contenitive	multifunzione	rapporto qualità/prezzo	materiali
	96 €	ALESSI	Ø355x450 mm	vassoio multiuso, portafrutta o da aperitivo, dotato di spazio per ciotole e appoggio centrale.				
	87 €	ALESSI	500x400 mm	vassoio di legno con base contenitiva, utilizzabile come supporto d'appoggio, cibo non a contatto.				
	80 €	eno	355x436 mm	vassoio termico che scalda e raffredda contemporaneamente, adatto a cibi liquidi e solidi.				
	54 €	iittala	355x436 mm	vassoio piatto in legno, adatto come supporto di presentazione e isolante, cibo non a contatto.				
	50 €	stelton	Ø240x130 mm	ciotola in ceramica rivestita in cotone sfoderabile, adatta al contatto con cibi liquidi e solidi.				
	24 €	eno	220x320 mm	vassoio piatto in legno con coperchio in gres per presentazione e consumo alimenti.				

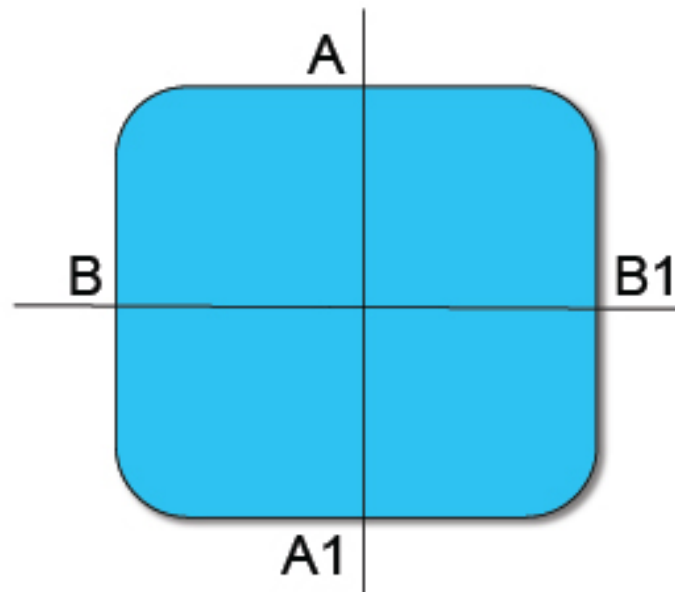
LEGENDA scarso mediocre buono molto buono ottimo

Corso di Design e Organizzazione d'impresa prof. Antonella Murgia 14/2011-2012 Francesca Tosi rml17498



6.1 Positioning map\ opportunities

The map is used to represent, the market position of a company, a product or a service compare with their competitors. The arguments can be: Specifications, performance, perception, preferences, etc..



A is antithetic to A1, B is anthitetic to B1



3.6.2 Companies positioning map - expl

