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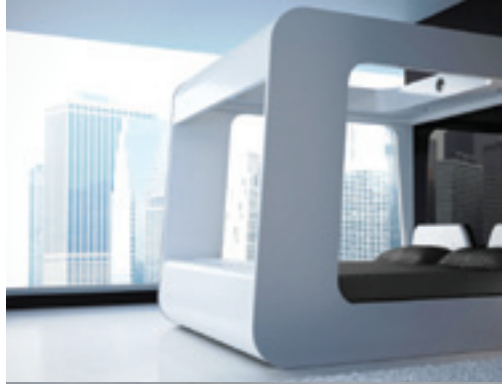
ES¹⁶ sen tial

MARCH 2010

SEX TOYS AS HOME DÉCOR HAVE THEM AROUND THE HOUSE WITHOUT AROUSING SUSPICION FROM FRIENDS **HERMÈS' FABULOUS YACHT** SAIL AWAY FROM HOME IN THE MOST LUXURIOUS OF YACHT CONCEPTS **LOCAL DESIGN HIGHLIGHT** ITALIAN ARTIST PROPOSE FUN AND LUXURY FOR LOCAL TABLES

DESIGN IS THE PLANNING THAT LAYS THE BASIS FOR THE MAKING OF EVERY OBJECT OR SYSTEM. IT CAN BE USED BOTH AS A NOUN AND AS A VERB AND, IN A BROADER WAY, IT MEANS APPLIED ARTS AND ENGINEERING. AS A VERB, "TO **DESIGN**" REFERS TO THE PROCESS OF ORIGINATING AND DEVELOPING A PLAN FOR A PRODUCT, STRUCTURE, SYSTEM, OR COMPONENT WITH INTENTION. AS A NOUN, "A **DESIGN**" IS USED FOR EITHER THE FINAL (SOLUTION) PLAN (E.G. PROPOSAL, DRAWING, MODEL, DESCRIPTION) OR THE RESULT OF IMPLEMENTING THAT PLAN IN THE FORM OF THE FINAL PRODUCT OF A **DESIGN** PROCESS. THIS CLASSIFICATION ASIDE, IN ITS BROADEST SENSE NO OTHER LIMITATIONS EXIST AND THE FINAL PRODUCT CAN BE ANYTHING FROM CLOTHING TO GRAPHICAL USER INTERFACES TO SKYSCRAPERS. EVEN VIRTUAL CONCEPTS SUCH AS CORPORATE IDENTITY AND CULTURAL TRADITIONS SUCH AS CELEBRATION OF CERTAIN HOLIDAYS ARE SOMETIMES DESIGNED. MORE RECENTLY, PROCESSES (IN GENERAL) HAVE ALSO BEEN TREATED AS PRODUCTS OF DESIGN, GIVING NEW MEANING TO THE TERM PROCESS **DESIGN**. THE PERSON DESIGNING IS CALLED A DESIGNER, WHICH IS ALSO A TERM USED FOR PEOPLE WHO WORK PROFESSIONALLY IN ONE OF THE VARIOUS DESIGN AREAS, USUALLY ALSO SPECIFYING WHICH AREA IS BEING DEALT WITH (SUCH AS A FASHION DESIGNER, CONCEPT DESIGNER OR WEB DESIGNER). DESIGNING OFTEN REQUIRES A DESIGNER TO CONSIDER THE AESTHETIC, FUNCTIONAL, AND MANY OTHER ASPECTS OF AN OBJECT OR A PROCESS, WHICH USUALLY REQUIRES CONSIDERABLE RESEARCH, THOUGHT, MODELING, INTERACTIVE ADJUSTMENT, AND RE-DESIGN. WITH SUCH A BROAD DEFINITION, THERE IS NO UNIVERSAL LANGUAGE OR UNIFYING INSTITUTION FOR DESIGNERS OF ALL DISCIPLINES. THIS ALLOWS FOR MANY DIFFERING PHILOSOPHIES AND APPROACHES TOWARD THE SUBJECT HOWEVER, SERIOUS STUDY OF DESIGN DEMANDS INCREASED FOCUS ON THE **DESIGN** PROCESS.

The designers call it "the world's most iconic bed". With a built-in JVC state of the art sound system, PC by Microsoft, XBOX console with game and entertainment connected to a projector with hi-definition images, games and movies



High Fidelity Canopy Multimedia Bed

(the screen slides up and down at the foot of the bed), automated blinds by Somfy that enclose the bed all round, adjustable mattresses made by Nottinblu and reading lights, don't you think this is the perfect bed? It was developed by Italian designer Eduardo Carlino for Hi-Interiors,



a spin-off company of Delta Design Holding, specifically created for research in the design field. It comes in eight colours and costs around MOP450,000 (taxes, installation and shipping costs are not included!) Check out more details at: www.hi-can.com