



FINITURA & OLTRE

MOSTRA ITALIANA DEL TRATTAMENTO E FINITURA DELLE SUPERFICI: INNOVAZIONE, IMPIANTI, MACCHINE, PRODOTTI, COATINGS E GALVANICI
ITALIAN EXHIBITION OF SURFACE TREATMENT AND FINISHING: INNOVATION, PLANTS, MACHINES, PRODUCTS, COATINGS AND GALVANICS

PRESENTATION

The meeting WHY DESIGN FINISHING intends to emphasize the importance of placing aesthetic surface finishing parameters as essential elements in the planning phase of products and industrially manufactured goods.

A group of 6 speakers, evenly divided between industry and academia, will explore the elements of technical, economic and cultural views from different perspectives in order to frame the issue of the relationship between product planning and finishing.

the event is organized by EDIMEt Spa within MEtEF with FINIturA & OltrE, a monothematic exposition area of MEtEF 2008 dedicated to finishing. the proceedings of the meeting, with the presentations of all speakers and the definitive conclusions, will be published by EDIMEt and will be available approximately 90 days after the conference. the reservation of the proceedings can be made directly at the secretariat of the Meeting or by internet.

- Designing finishing
- the expressive subjectivity of finishing
- Finishing and industrial research
- Designing the finishing of new objects
- Designing functional finishing
- Designing finishing thinking of the environment
- Finishing and its resulting waste
- Designing safe finishing for workers
- Designing safe finishing for users
- The ethical function of planning finishing
- The future of finishing

1 - DESIGNING FINISHING

Finishing begins to express itself straightaway from the product's design phase. like many, if not all technological processes, finishing is an integral part of a finished product, and it is appropriate that it is designed along with the object itself from the beginning of the creation phase.

2- THE EXPRESSIVE SUBJECTIVITY OF FINISHING

The need to plan finishing is closely connected with the expressiveness manifested through the finishing of an object. this concept takes up and partially exceeds some artistic theories of the past century applied to serial industrial production.

the concept of "expressive subjectivity of finishing" itself exceeds the finishing, understood as a technique or as an operational series of techniques. therefore, a complete project, including those elaborated with a computer, should render the object in its whole, that is, shape, size, technical characteristics and surface finishing.

3 – FINISHING AND INDUSTRIAL RESEARCH

Within the most developed modern industrial companies the division of research and development of new products also deals with the evaluation of the surface finishing of products in relation to aesthetics, functionality and market approval. For a long time industrial researchers have been treating finishing as a cultural concept even before a productive technology.

Where, for example, there is the concern that a product constructed with a technically interesting material might not be accepted by users, its appearance can be modified through finishing. Due to its very nature, typical industrial serial production cannot be but organized. therefore every phase must be executed following a precise operating plan and finishing does not avoid this rule, even if it is necessary to remember that for its same cultural basis it must be planned keeping in mind broader considerations without neglecting specific technical references like the description of the operating procedures to utilise and the productive phases foreseen.

4 – DESIGNING THE FINISHING OF NEW OBJECTS

New requirements create new products, often related to new materials and/or new technologies. It is clear that the related finishing will also have to be considered within a specific project outline that will keep in mind the expressive/functional requirements of the finishing itself integrated in the new object.

5 – DESIGNING FUNCTIONAL FINISHING

Finishing is almost never the end in itself in terms of aesthetics, while it is often associated with functionality and, in the cases in which the latter prevails we can talk about functional finishing.

For example, think of the barrel of a rifle that cannot be shiny because it must not create reflections, and the same is true for airplane or car instrumentation, or the handle of a clamp or a screwdriver which must be knurled to be easily handled.

Functional finishing is interfaced with advanced research of new materials and techniques and is often the way new performance levels are achieved for traditional products.

Functional finishing is present everywhere, from mechanics to motor competition, avionics, telecommunications, electronics, electromedical equipment, pharmaceutical products, etc. Integral designing is an indispensable condition for this type of finishing which must be planned competently and according to parameters established in suitable tests able to guarantee valid results, efficiency over finishing thinking of the environment means to plan systems able to work completely safely and with sufficient competitiveness to favour the exclusion from the market of obviously polluting processes.

6 – FINISHING AND ITS RESULTING WASTE

It is taken for granted that finishing processes, however conducted within a system in conformity with the regulations in force, will produce waste that will require attentive monitoring. technically, it can be conceived as a closed circuit cycle so as to be certain to return perfectly purified elements to the environment. however, it is also possible to take into consideration processes that, with equivalent characteristics, produce easily disposable waste. Once again the role of the designer is fundamental in indicating the best options from an ethical and technical point of view.

7 – DESIGNING SAFE FINISHING FOR WORKERS

Unfortunately finishing produces casualties still today, because machines, systems and processes are not always as safe as they should be. For this reason it is indispensable that the finishing is planned by a technician with valid operating knowledge, therefore in a position to evaluate latent dangers, like, for example, the faulty operation of a safety device.

8 – DESIGNING SAFE FINISHING FOR USERS

Designing the finishing also means evaluating its safety when used as a finished product, which must not cause damage to things and/or people whether directly or indirectly. Specifically this regards functional finishing, but it involves the purely aesthetic finishing also. remember, only as an example, the case of highly contaminating finishing on toys which were highly dangerous for children.

9 – THE ETHICAL FUNCTION OF DESIGNING FINISHING

We already pointed out the ethical contents the designing of finishing carries with it when choosing the treatment and its relative cycle phases are made with the goal of reducing risks for the safety of the personnel, the environment and final users.

It is necessary to recognize that today it is possible to look for a sustainable finishing treatment from ethical, economical and environmental points of view. This entrepreneurial socially correct logic favours the best use of available knowledge and production monitoring instruments, without looking for unreliable shortcut processes to lower costs or sub-suppliers without paying much attention to critical details.

Recovering space and prestige for the designing of finishing means recovering transparency for everyone: for the manufacturing company, for third party sub-suppliers, for an efficient productive system, for personnel safety, for the environment and finally for the community, understood as the utilizer of the goods produced and user of the same territory where the industry operates.

10 – THE FUTURE OF FINISHING

We are moving toward new aesthetic concepts, therefore toward new standards of finishing that will be the object of attention of the finishing designer, a new figure to whom the total appraisal of the process, from all perspectives will be designated. Today we are facing new priorities, we must reason in terms of sustainable development and produce in a different way, for example, without waste and without feeling that we are poorer as a result, reutilising that which was until yesterday considered irrecoverable waste.

All this, which is already part of an irreversible process, imposes changes in consumption, which in turn must respond to new needs and new trends. It is a process which pertains to us closely; we must behave in a proactive manner and participate in the definition of the new trends that will influence industrial manufacturing, investments and workplaces.

Designing finishing in a logic of integration with all the other elements that the designer will have to consider becomes indispensable given that the form, structure and material with which a product must be realized, today and above all tomorrow, will have to take into account very different parameters than those which the industrial designer utilized. All this is nothing more than a natural evolution of industrial planning.

PARTICIPANTS

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Speakers:

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After the relations, the audience will be able to confront itself with the speakers.