

# Venice memento

## Location

### Glass Making

Museo Vetrario—Glass Museum

Glass making in Venice can be dated back to the 8th Century.

Glass making in Venice is a big part of venetian culture. It is a huge tourist attraction with regards to souvenirs.

People travel from all around the world to possess a venetian glass object.



### Venice Film Festival

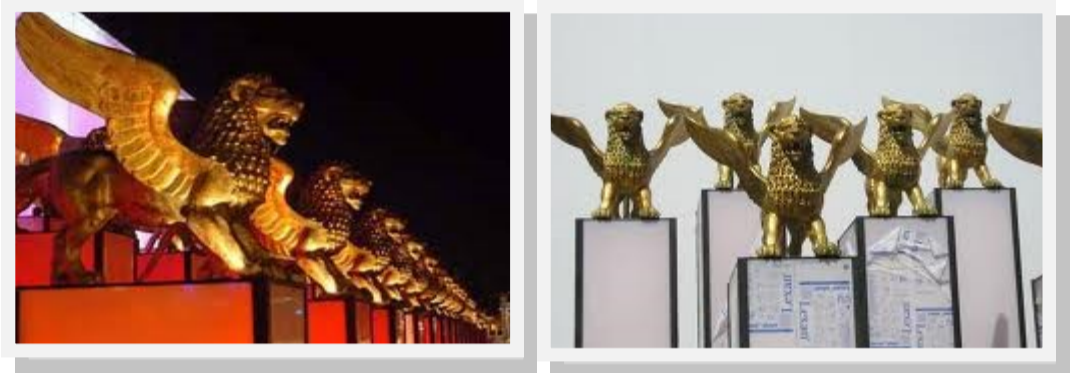
Founded in 1932.

10 days long. End of August.

Second most important film festival in the world.

Highly regarded by both venetians and tourists.

This festival is a big tourist attraction during august.



### Commedia Dell' Arte

Italian comedy.

Birth of 'slapstick' comedy; Based on improvisation.

Stock characters; Social stereotypes; Characters could be recognised based on specific stances they take.

Performances would take place on temporary stages. The street etc..



### 'City of water'

Venice is well known for being a beautiful place.

One of the most romantic places in the world filled with beautiful views.

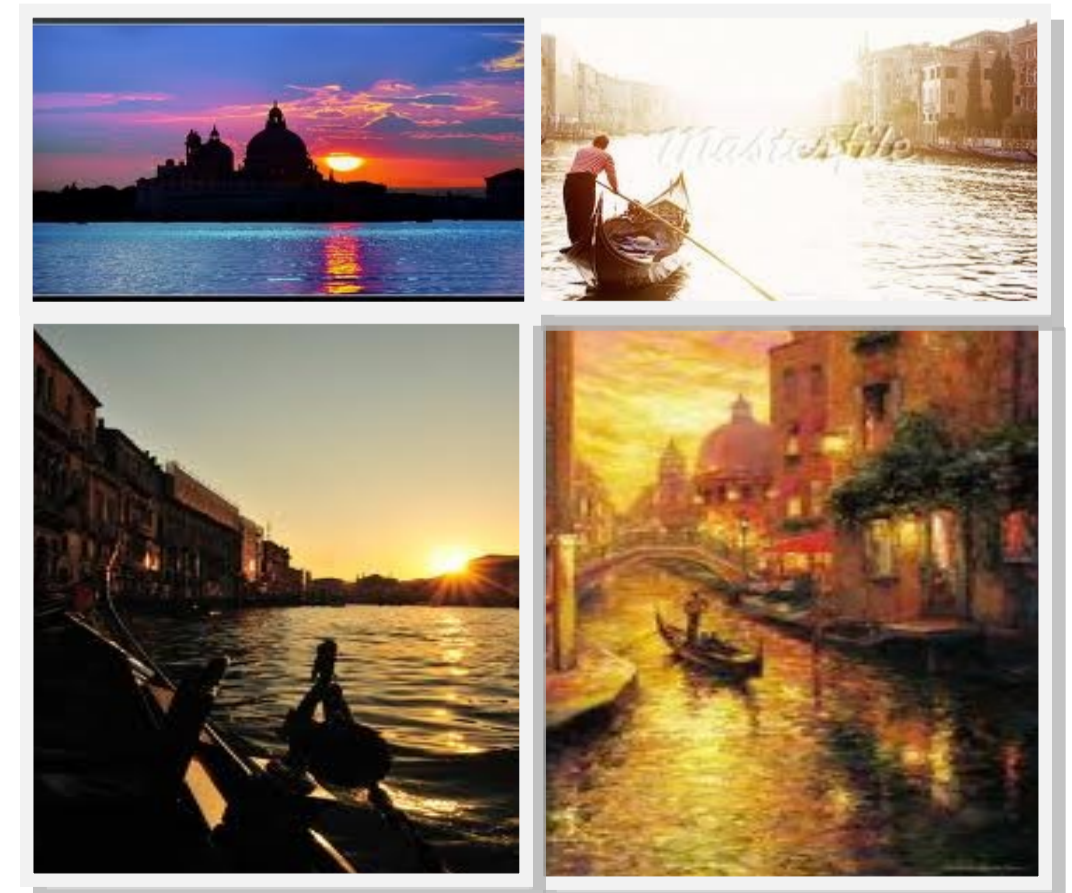
Entire town is built on water.

Roads are replaced with canals.

People travel around on gondolas.

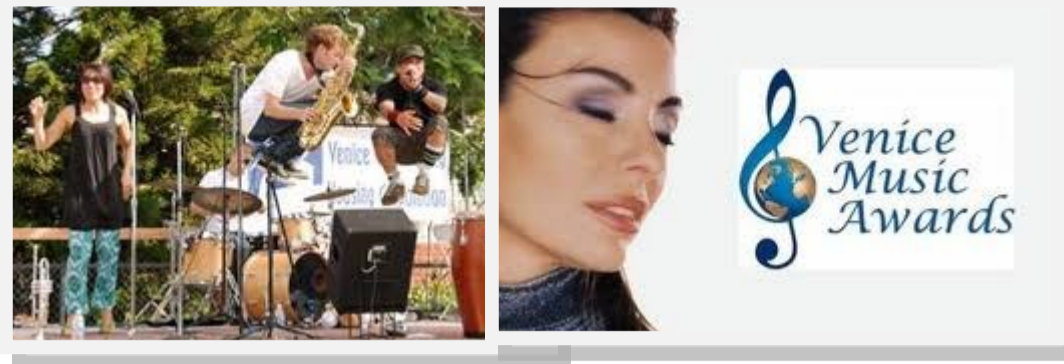
There are many beautiful scenes throughout

Venice, mostly depicting a sunset with the buildings reflecting onto the water.



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## Location



### Music

Centre of the world for music during the 16th Century.  
Birth-place and home to Vivaldi.  
Large part of Venetian culture.  
To this day, music still remains a vast part of Venetian culture and plays a huge involvement within most festivities throughout the city.



### Venetian Architecture

Beautiful buildings throughout Venice.  
Venice at the time of Palladio was one of the largest and most prosperous cities in Europe.  
The beautiful architecture is one of many reasons for Venice becoming such a large tourist city.  
Each beautiful building holds a long history and culture.



### The Biennale

The Biennale has been a huge part of Venetian culture since it was founded in 1895.  
One of the most prestigious cultural institutions in the world.  
This contemporary gallery is a huge contributing factor to Venice's vast culture which attracts sightseers.



### Venice Carnival

Big tradition.  
Most internationally known festival in Italy.  
Began in 15th Century.  
Congregation of masked people.  
The locals would gather in the streets in their various, beautiful costumes and masks to engage in activities such as: dances, songs, plays, etc.  
Venice carnival is a huge part of Venetian culture and is one of the most famous characteristics of this extremely fascinating city.

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## Initial Concepts

### Commedia Dell' Arte

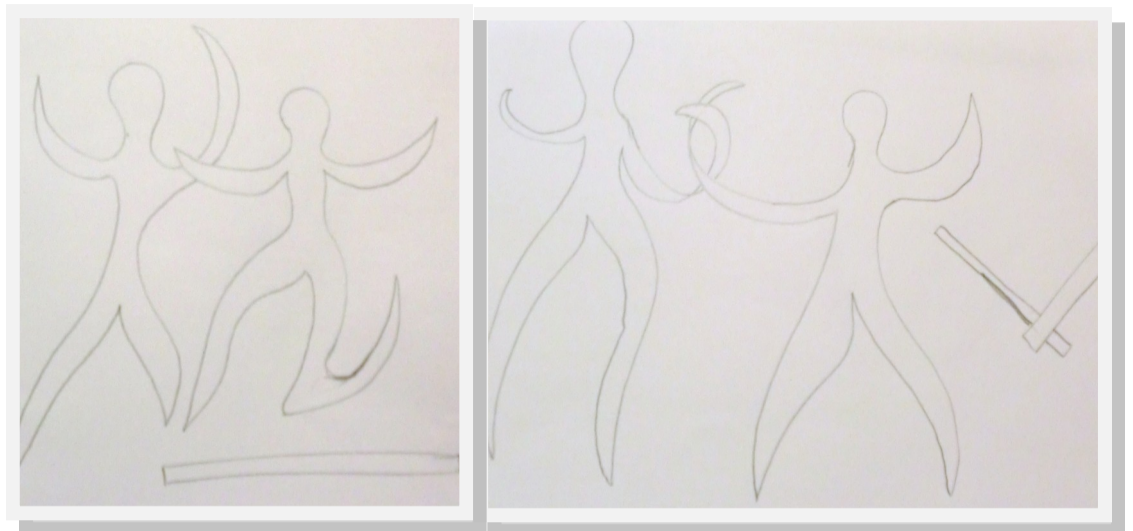
This design is inspired by the tradition of Commedia Dell' Arte.

The design consists of two or more 'stock characters' taking their instantly recognisable distinct poses.

The strong character with arms open indicates a stereotypical rich man whilst the person on one knee depicts a servant.

The concept would be manufactured from steel. A very simplistic look to represent the simplicity of the act of Commedia Dell' Arte.

Perhaps include light behind to create a bigger image in the form of a shadow.



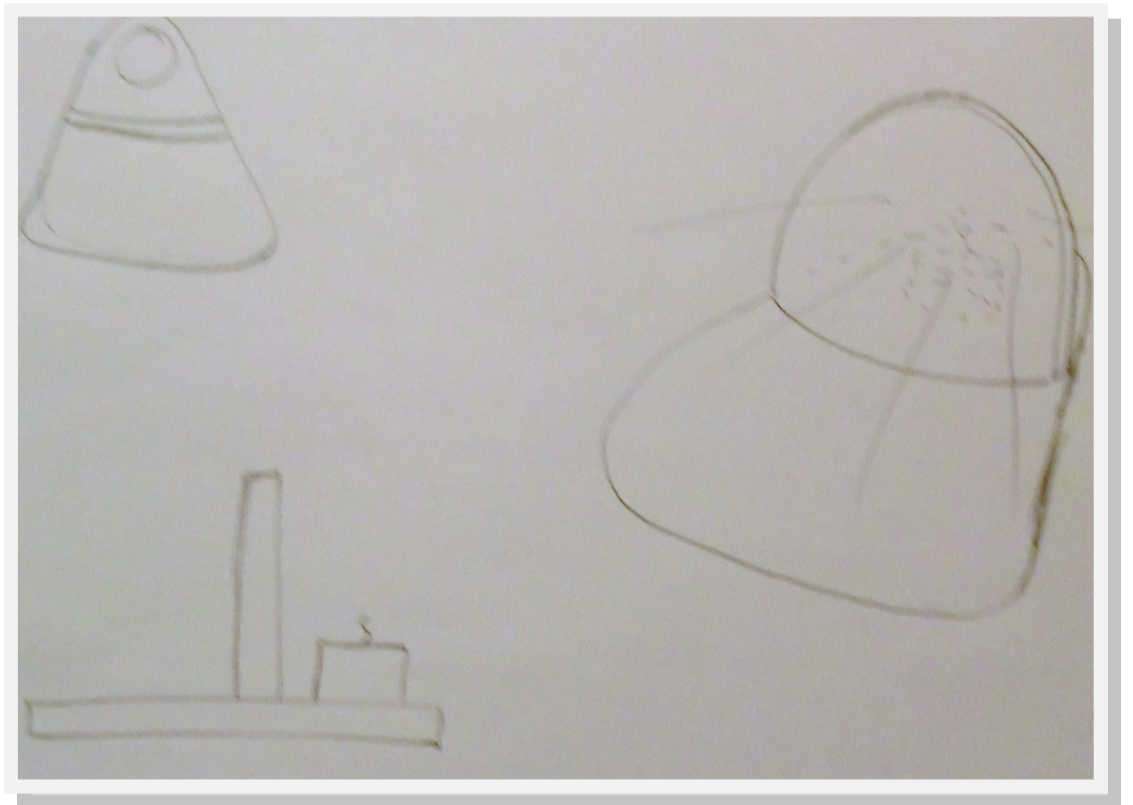
### The City of Water

This design is inspired by the beauty of Venice.

Essentially this is a photo frame. The photos are printed onto acetate to make them transparent. The frame includes a candle to enable light to shine through the photo onto a reflective base in order to give the impression of water.

The light behind the photo captures the ambiance of the beautiful sites of Venice.

In order to achieve the water effect, the base shall be manufactured from either reflective glass or mirrored acrylic.



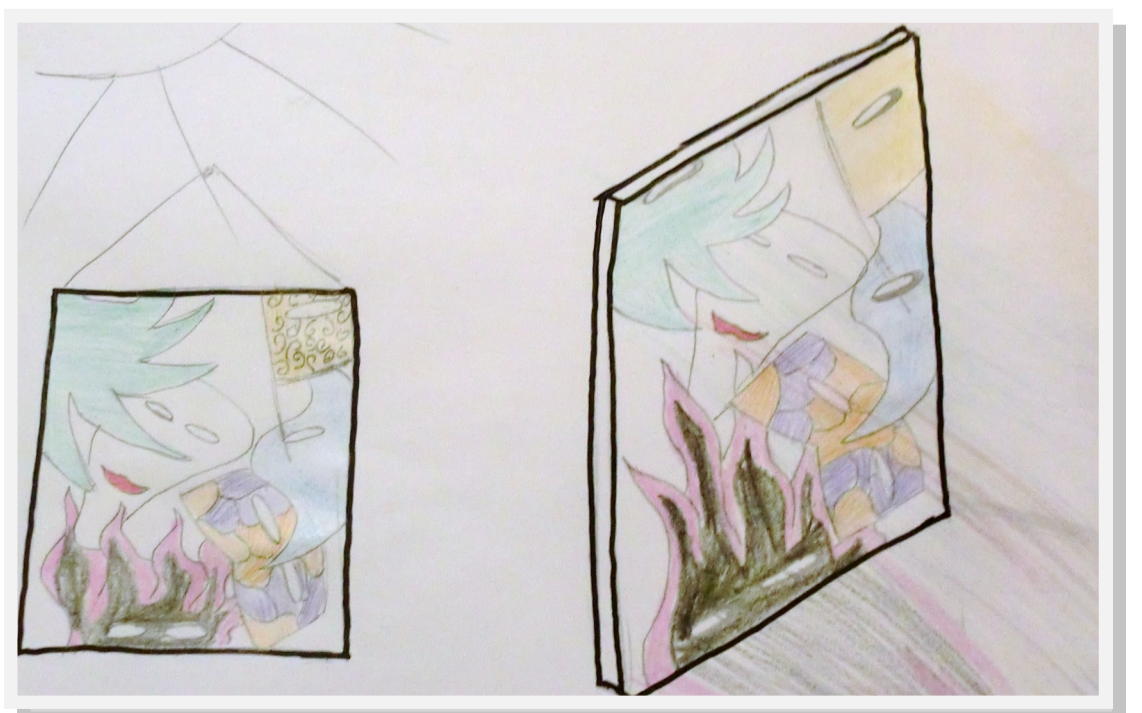
### Venice Carnival

This design is inspired by the Venice Carnival.

This coloured glass hanging can be displayed either on the wall, or against a window to let the light shine through.

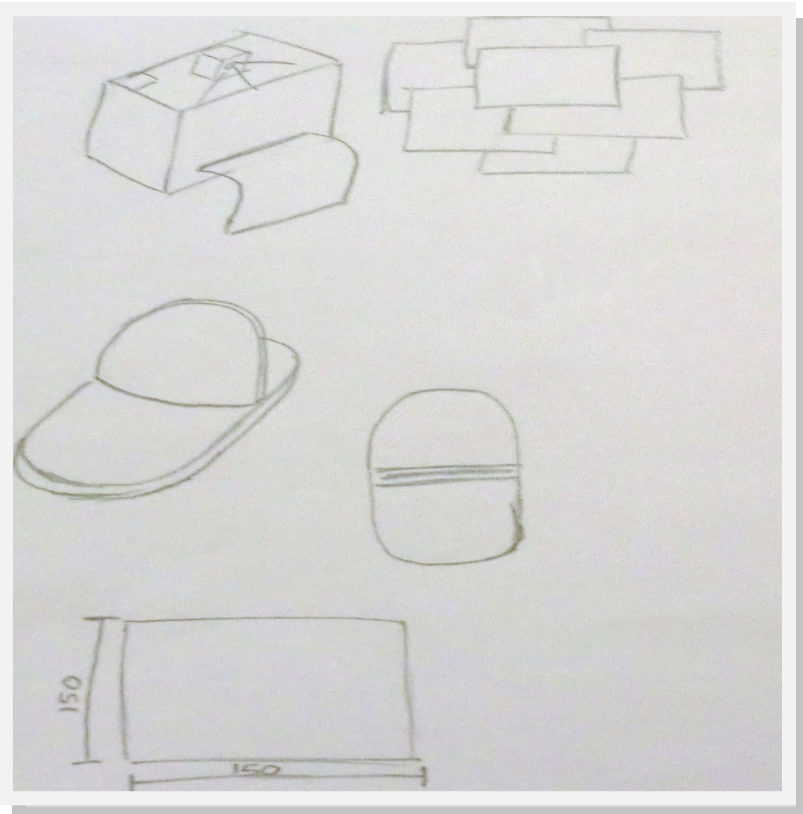
It depicts a variety of traditional masks worn during the carnival. The congregation of masks give the sense of community that Venice has during this time of the year.

Extra features could be added to the hanging such as feathers, beads, etc. to add extra textures.



## Venice memento

### Development of Photo frame



#### The City of Water

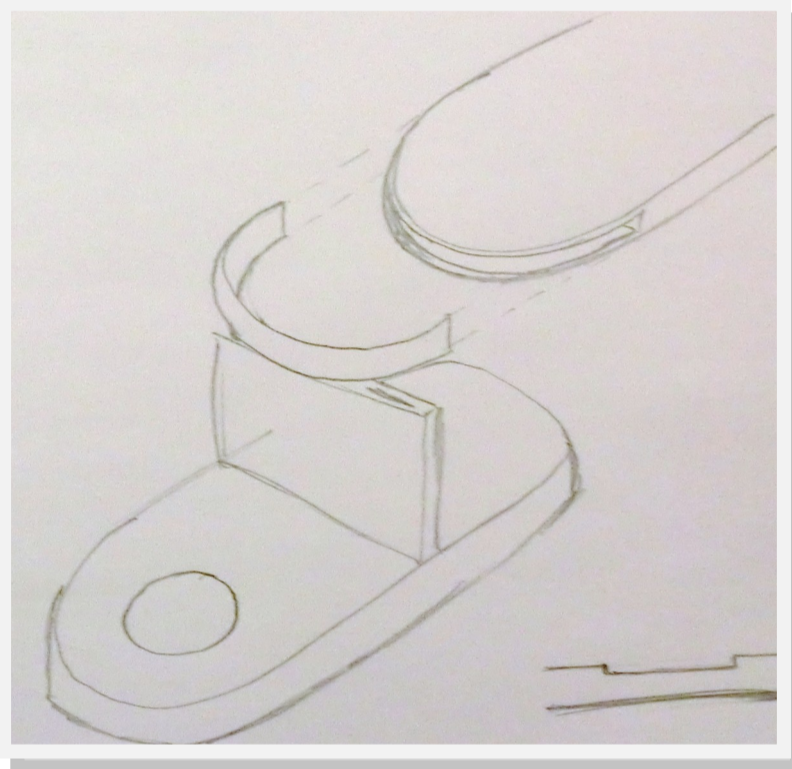
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In order to achieve the water effect, the base shall be manufactured from a mixture of blue mirrored acrylic and mirrored acrylic. The photo holder would be clear acrylic.

Both parts would be manufactured through injection moulding.



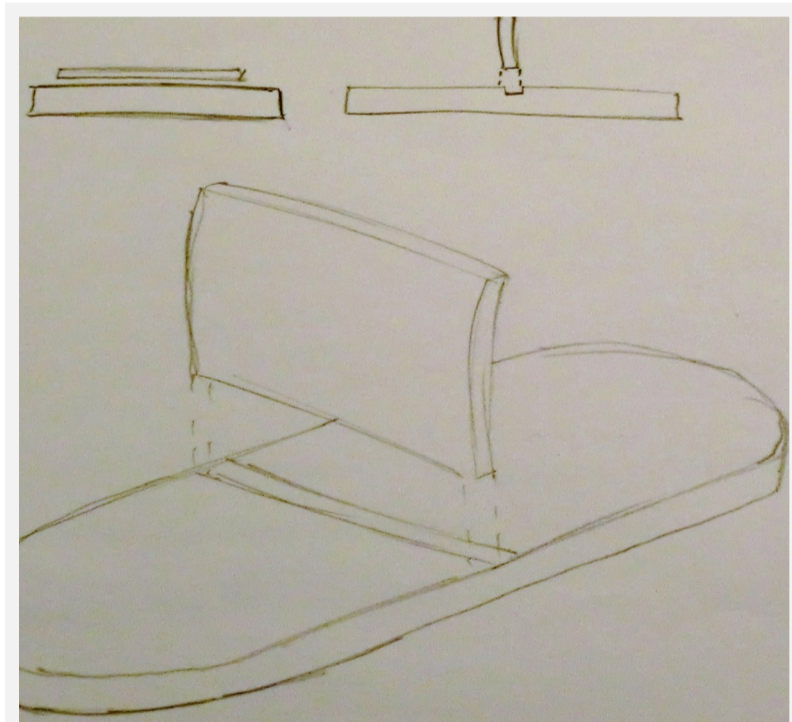
#### Photos

The photos are printed onto acetate to allow light to shine through it and reflect onto the base.

Photo size will be a set 150x150mm in order to fit in the frame.

The user can either buy a ready-made pack of beautiful scenes of Venice, purchase a specialised polaroid camera and take their own photos or use both methods.

Photos can be slotted into the frame from the top edge. Due to photo size, the frame shape should be changed from a round top to a square.



#### Storage

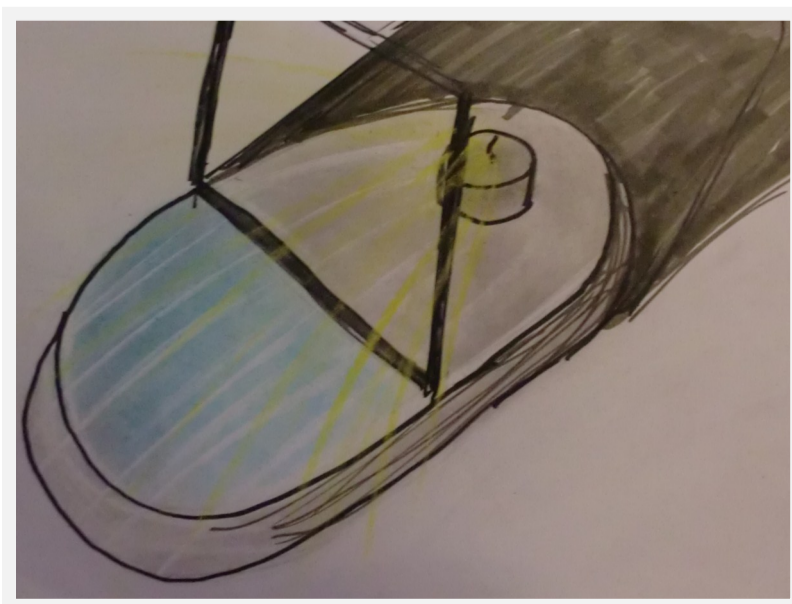
Due to the photo in the frame being interchangeable, there is a slot inside the base where other photos can be stored whilst not in use.

The end of the base clips on and off to allow the user to store other photos.

#### Candle

The base indents to hold the candle in place for increased safety and security.

Diameter of the indent is the average size of a tea light to allow for replacement candles to be used to allow for a longer life of the product.



#### Flat pack

The frame consists of three parts: the base; storage; and the photo holder. Product is 'flat pack' in order to allow for easier transportation, smaller packaging and space saving for the user's suitcase. Furthermore, flat pack decreases likelihood of product breaking during transportation.

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## Final Render

### 'The City of Water'

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The light behind the photo captures the ambiance of the beautiful sites of Venice.

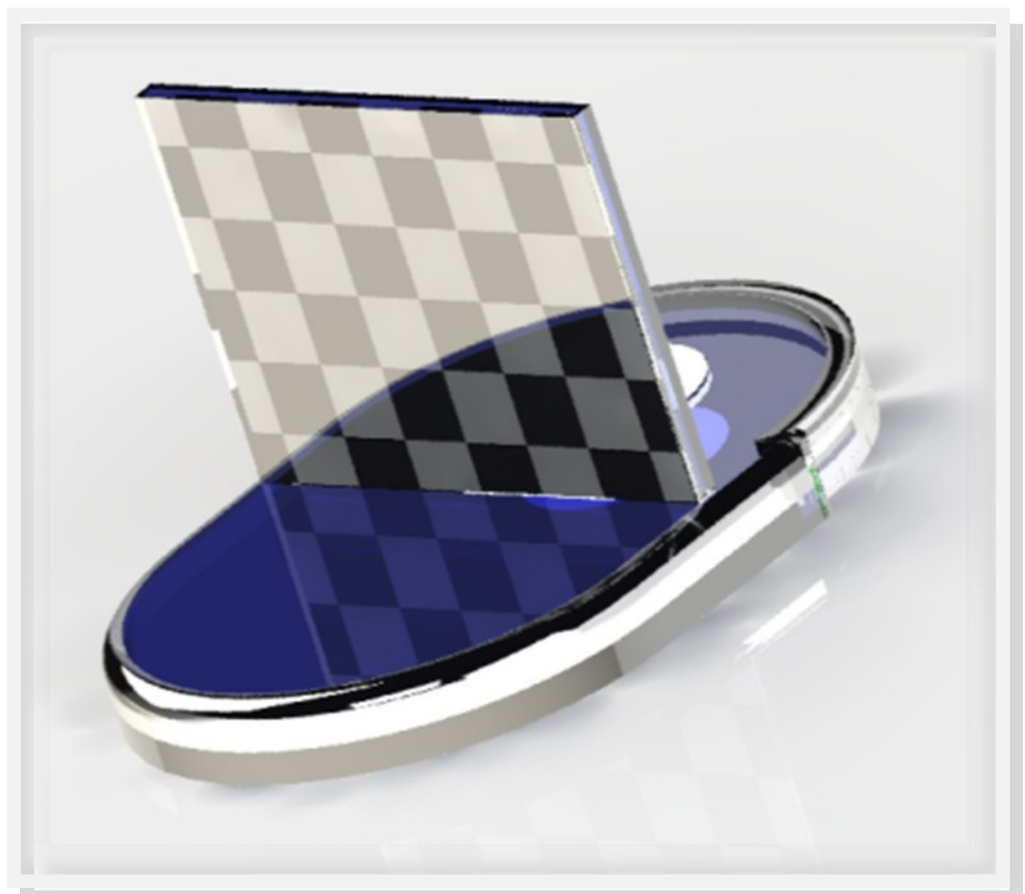
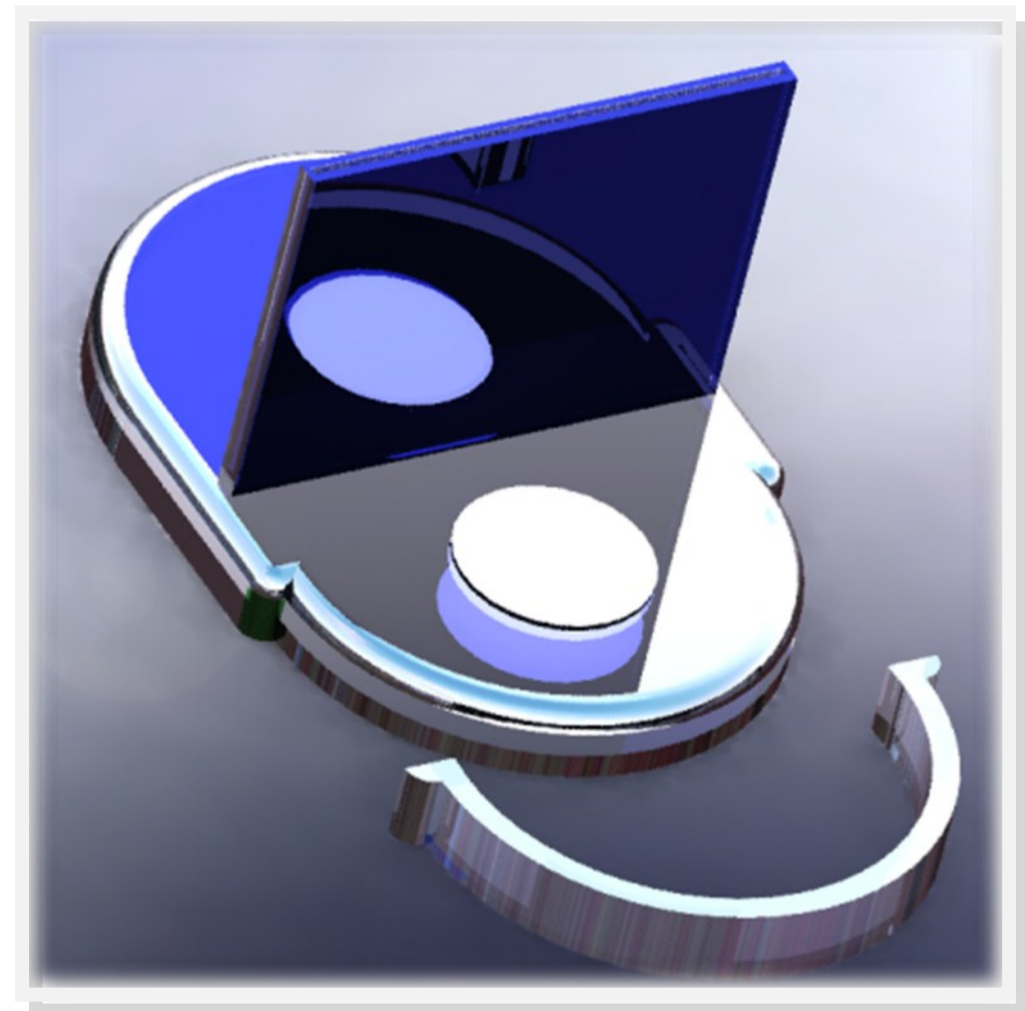
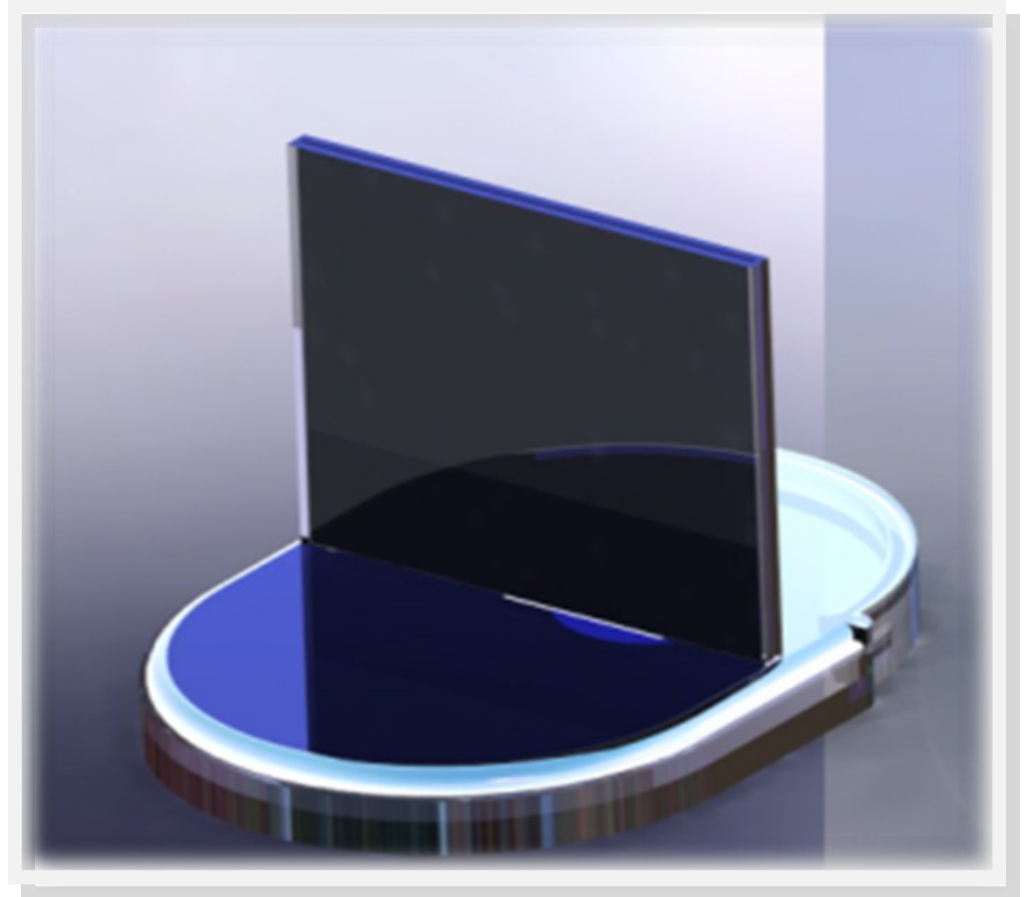
Venice is one of the most romantic places in the world. This souvenir is intended to sit on the mantelpiece for people to light and remember what a magical time they had on their visit to the beautiful city and the ambiance of the product will hopefully take them back there in their minds.

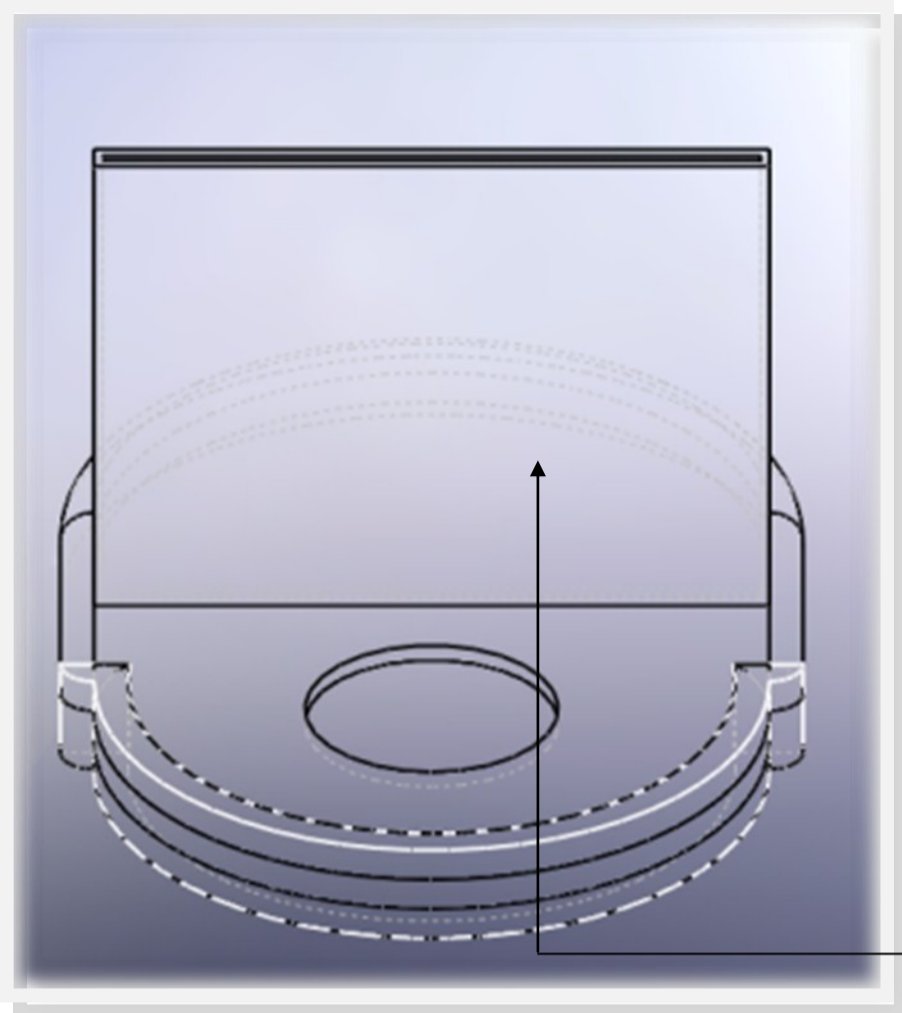
As shown, the storage compartment is hidden within the base.

The candle will shimmer in order to give a sunset feel to the photo in the foreground as well as reflect the picture onto the base for the water effect.

The user can either buy a ready-made pack of beautiful scenes of Venice, purchase a specialised polaroid camera and take their own photos or use both methods in order to achieve a more personalised feel to their souvenir.

As shown, an image inside of the photo holder reflects on the base giving the impression of water. With the light coming from behind, this product successfully captures the essence of Venice and its pure beauty.





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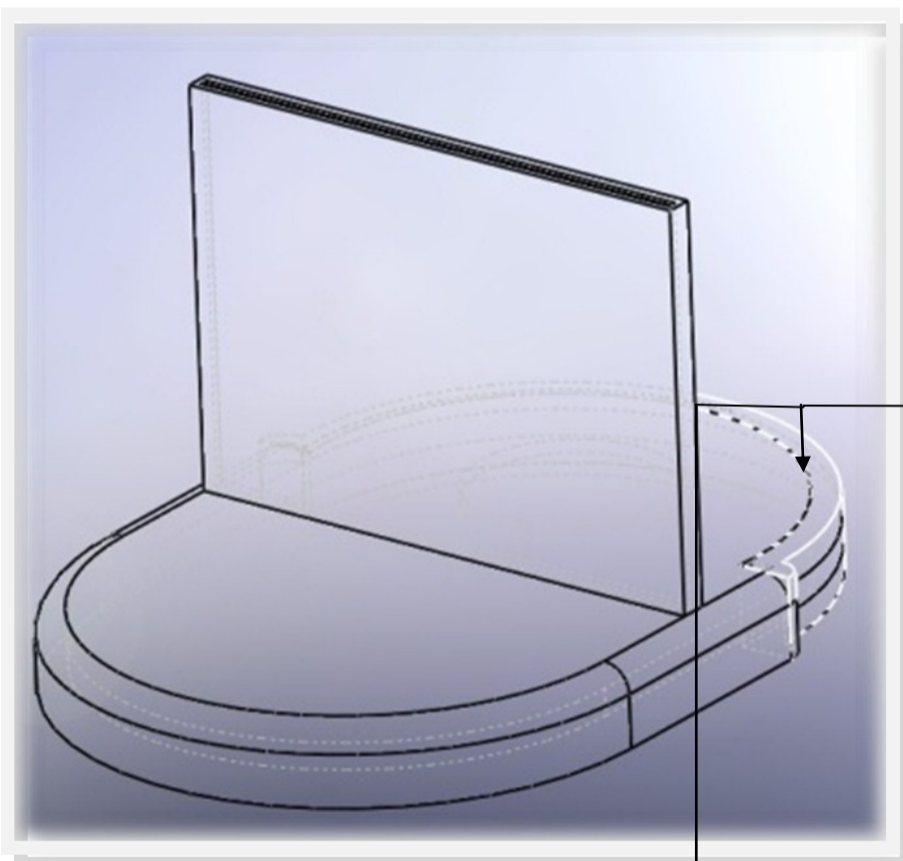
The light behind the photo captures the ambiance of the beautiful sites of Venice.

### Photos

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Photo size will be a set 150x150mm in order to fit in the frame.

The user can either buy a ready-made pack of beautiful scenes of Venice, purchase a specialised polaroid camera and take their own photos or use both methods.



### Storage

As storage is built into the base, this would consist of clear acrylic and be manufactured using Injection moulding.

The end of the base clips on and off to allow the user to store other photos. This is mirrored acrylic and Injection moulded.

### Photo holder

Clear acrylic to allow photo to be clear and light to shine through.

Manufacturing process: Injection moulding

