



PMFACTORY

YOUR PRODUCT MANAGEMENT PARTNER

DESIGN DEPARTMENT



PMFACTORY Srl, Product Management FACTORY, is an innovative company established in 2017 thanks to the entrepreneurial initiative of Dario Catanese (www.dariocatanese.com).

Dario Catanese has worked in the industrial world, particularly in the automotive industry, in small and large industrial companies.






Thanks to its international know-how and network, it is the right industrial partner to support, even with temporary managers, product management from conception to development, even production launch and maintenance in production.

PMFACTORY srl offers engineering consultancy in the following areas:







Methodologies
Product development
Operations

Tools we use in the design department

Adobe software:

	Adobe After Effects
	Adobe Illustrator
	Adobe InDesign
	Adobe Photoshop
	Adobe Premiere

3D & Rendering software:

	Rhinoceros
	Solidworks
	Alias Design
	Blender
	Keyshot
	SolidEdge

In collaborazione con:



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

Product Development
DESIGN



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MINIBUS
Pullman

MILITAR RADIO
Radio Transmitter

FLUIDFLOOD
Water dispenser

ALFA PRO
Lawn Mower

MINIBUS

Sector: Automotive

Work done: Proposal of restyling the front end for a minibus

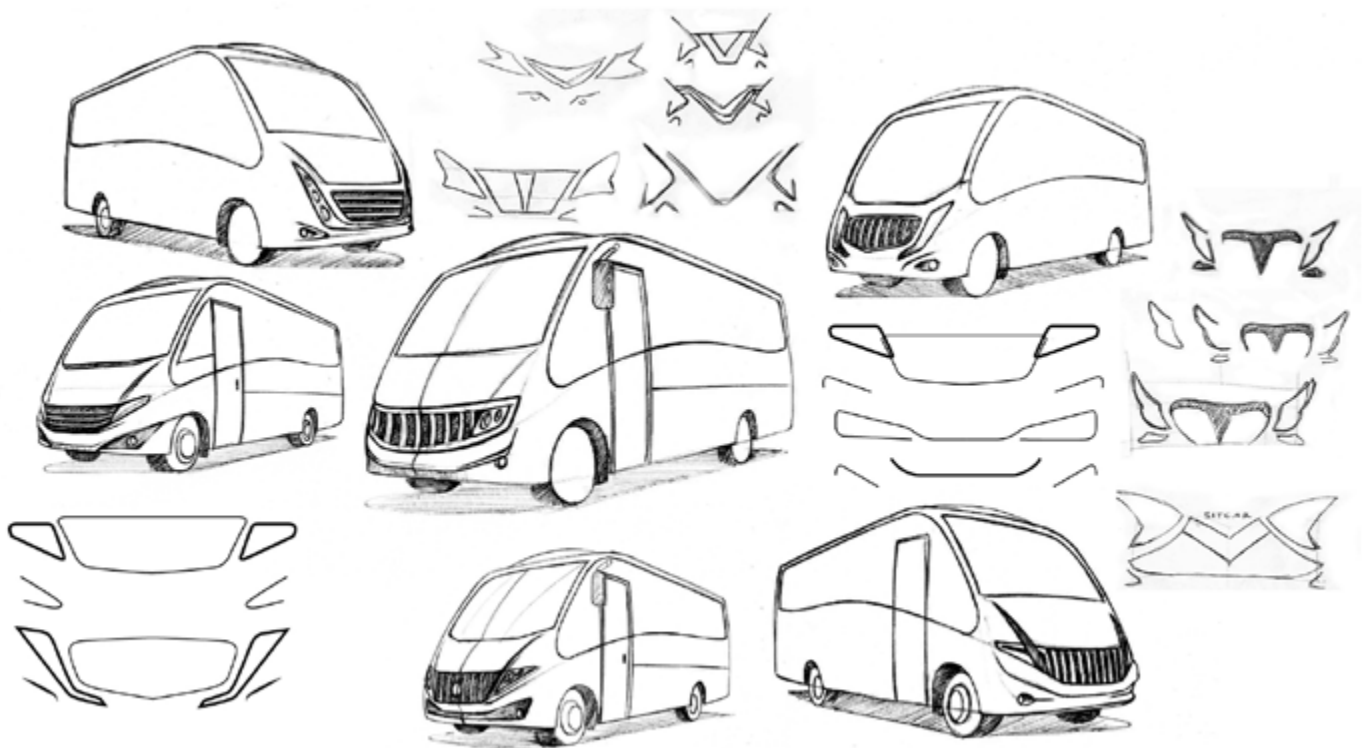


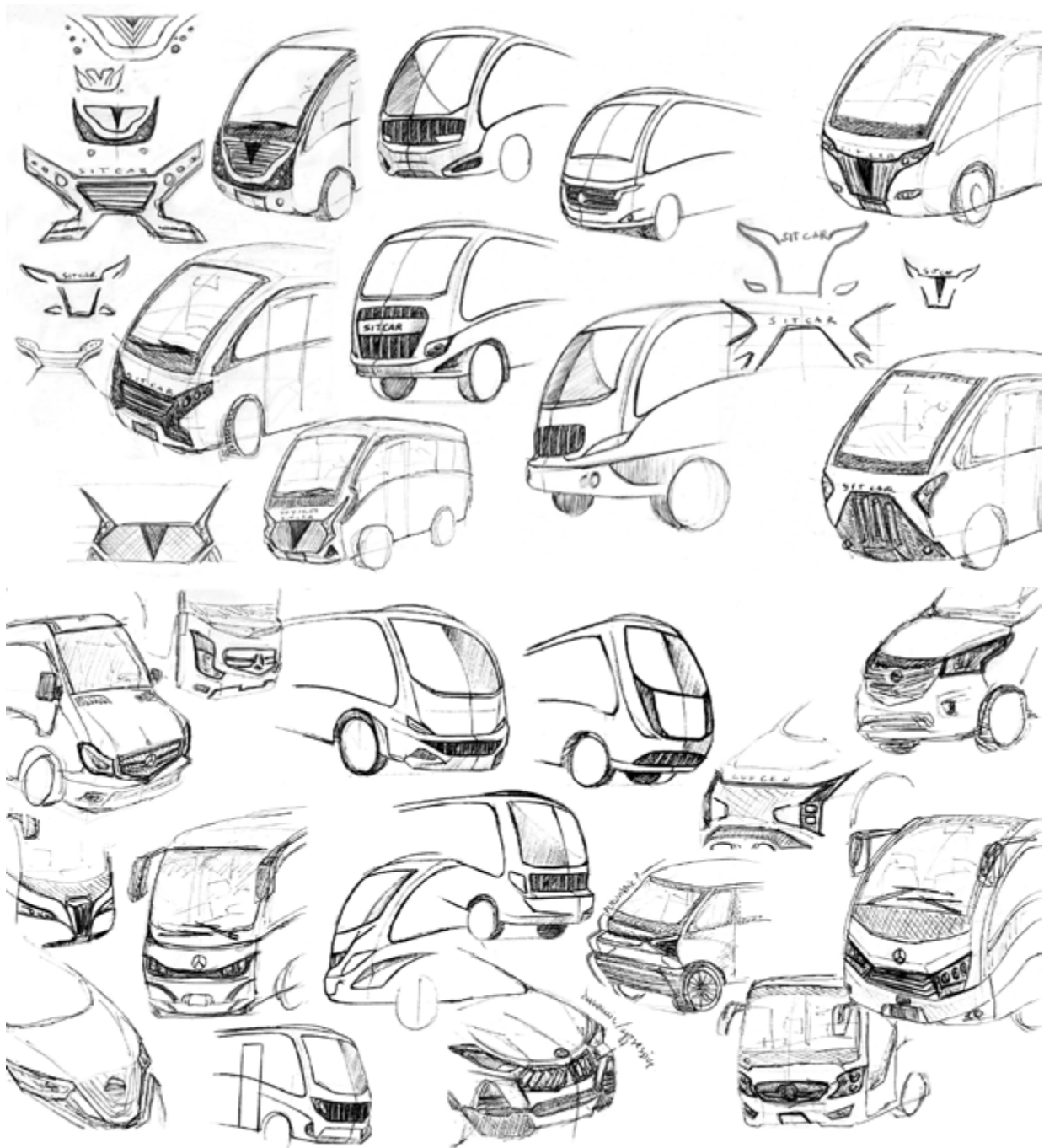
MOODBOARD



The stylistic goal represented in the moodboard is focused on making the front of the bus more modern and captivating, but maintaining the continuity of the lines of the side of the vehicle. The second purpose of this design proposal is to create a family feeling for the products of the company.

STYLING





The stylistic exploration has allowed us to identify the features of the front, making it more aerodynamic and three-dimensional. The new proposal for the front has the aim of rejuvenating the whole range of vehicles, creating a new and recognizable style identity that raises the brand.



PROPOSAL

As a final proposal, a rendering of the entire renewed minibus is presented to the customer. The fresh, modern and fluid design integrates with the existing car body, giving a new identity to the van.



MILITAR RADIO

Sector: Militar

Work done: Restyling of a radio for military use

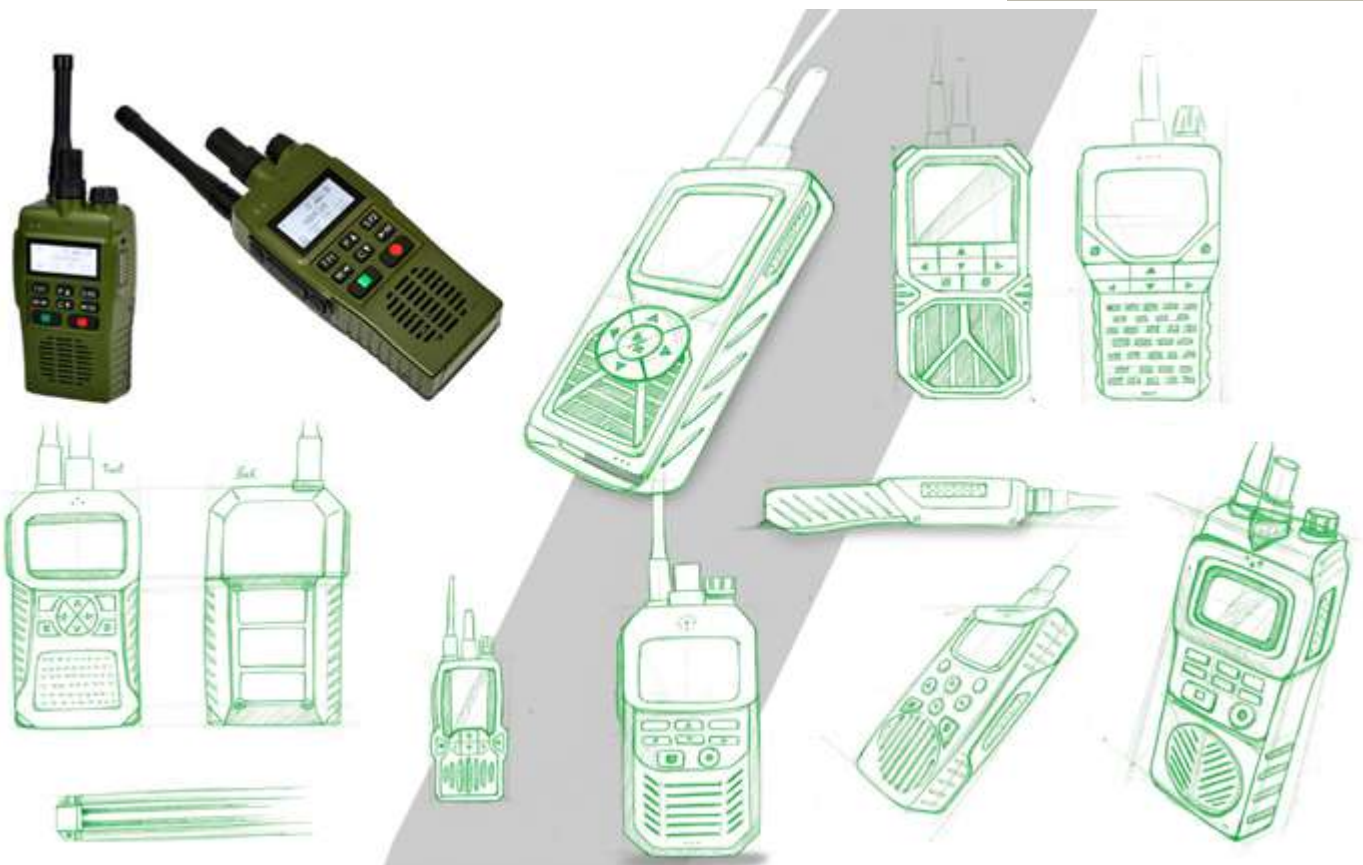


MOODBOARD



The compact, aggressive and resistant design of the radio, which emerges from the moodboard, allows you to understand at a glance which is the intended use of the product.

STYLING



The sketches help us to quickly realize the ideas starting from the style chosen in the moodboard. The sketch is in fact the ideal tool to express the product design and brainstorm the proposals.

PROPOSAL

Once the style has been chosen, a three-dimensional model is elaborated which is then rendered to facilitate the product perception in the real world.



RENDER



The proposed design follows the modern trends of mobile devices. Since this is a military project, simplicity prevails over all the aesthetic details and the proposal is the consequence of the usability of the product.

FLUIDFLOOD

Sector: Industrial

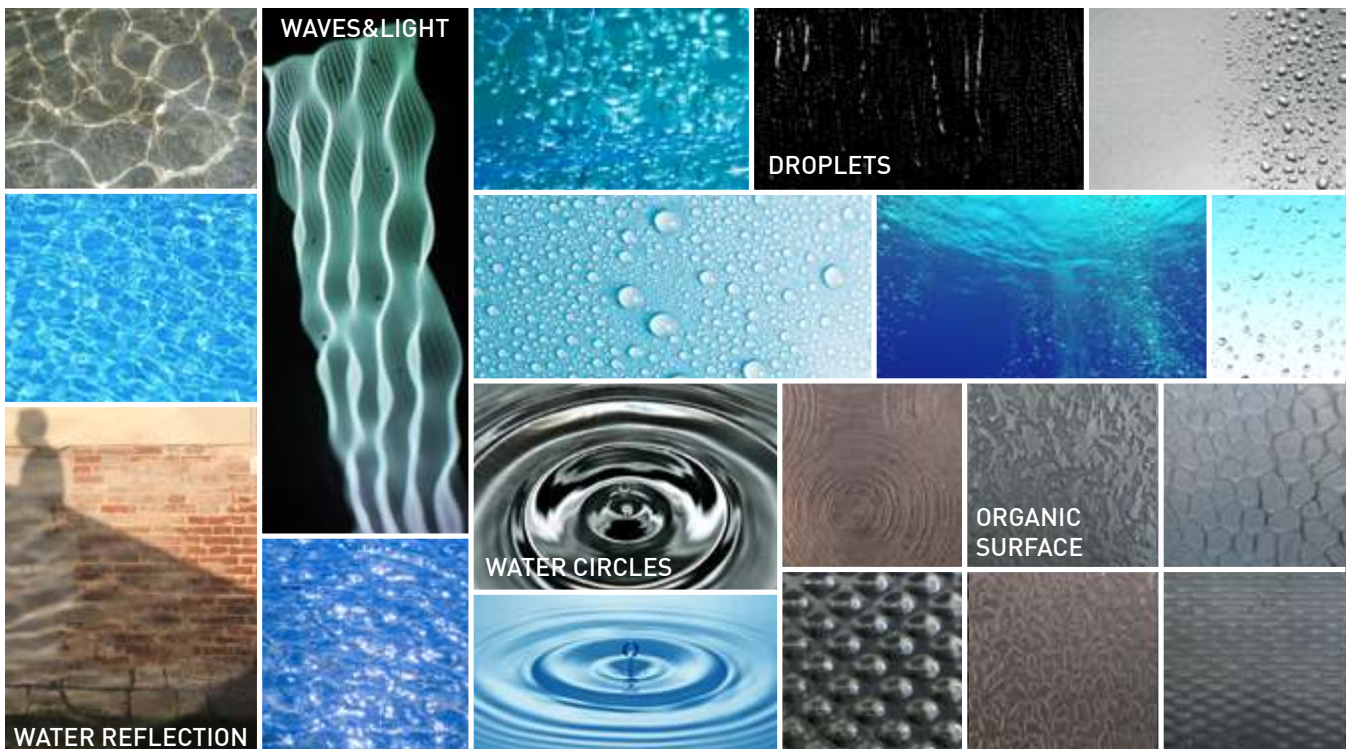
Work done: Styling proposal for a domestic water dispenser



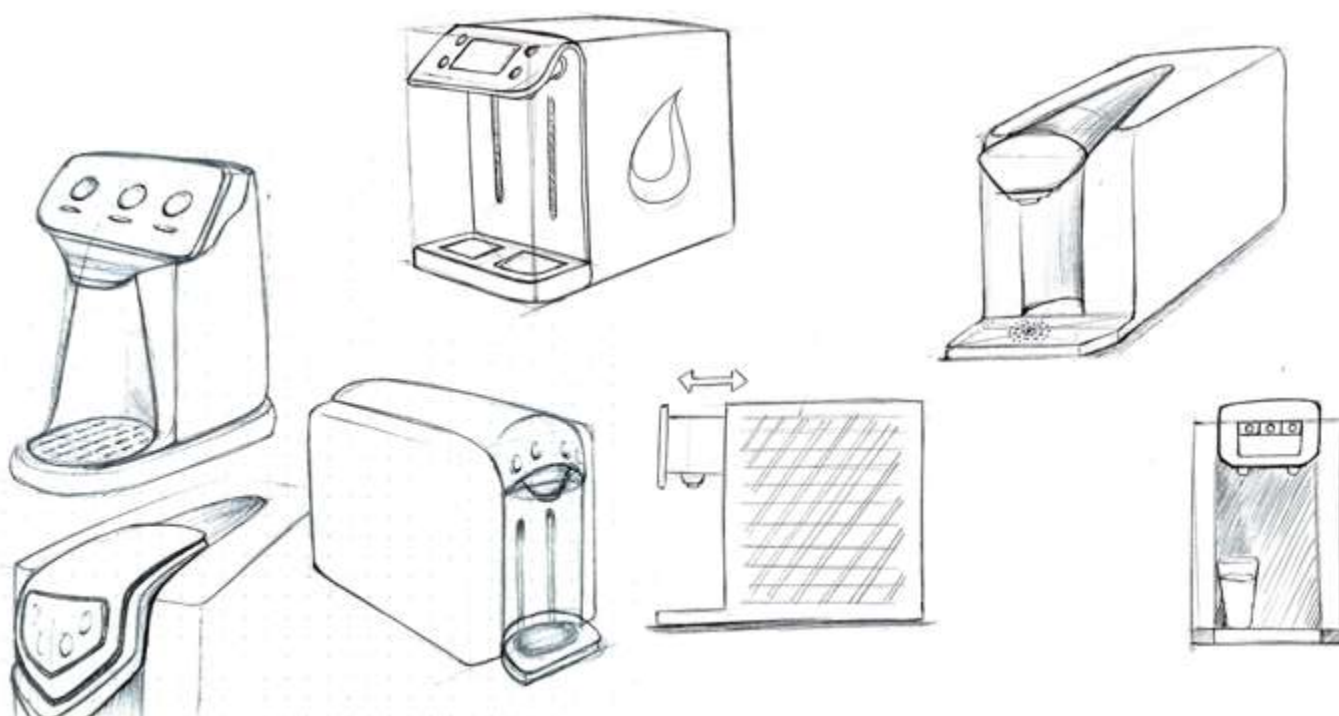
MOODBOARD



The use of keywords is the ideal tool to define the design style with the customer. Basing the moodboard on the keywords allow us to set the project together.



STYLING



The linear and clean design of this proposals allow it to integrate perfectly into the most modern kitchens. The use of stainless steel and glass also makes it very resistant to usury and practical to clean.





The design proposal in different colors suggests the possibility of product customization. The insertion of the rendering in the real world instead helps to evaluate the design within its context.

PROPOSAL



ALFA PRO

Sector: Gardening

Work in progress: Development of a hybrid lawn mower for professionals



BENCHMARKING



Market research



Brand positioning

MOODBOARD

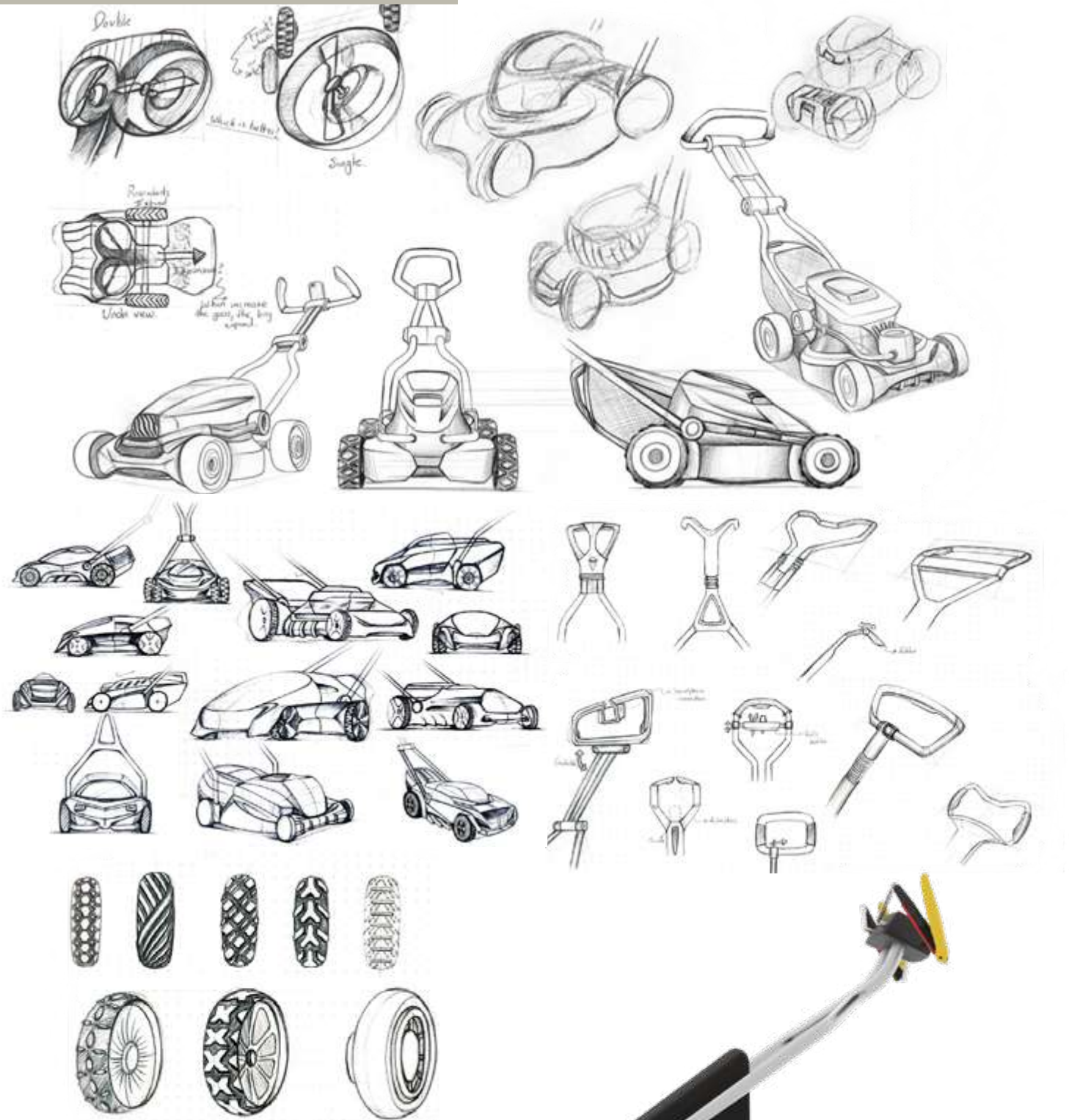


The stylistic research started from the need of the professional user, to have a sturdy lawn mower with compact and smooth shapes. A machine that transmits strength, power but also technology and build quality.

Any type of sharp edge or excessively tense line would represent a point subject to easy damage, while gaps and small cracks a weak point for cleaning the machine.

The style therefore must be of impact but also fulfill the needs of the professional, who looks very much at the substance and functionality of the product.

STYLING



The mower's design is based on the principles of robustness and practicality of use. The product was in fact conceived with great attention to shapes, component positioning, ergonomics and technical solutions.

PROPOSAL





RENDER



The entire design process has led to the development of a lawnmower concept with a design characterized by taut lines and sometimes muscular lines that show the technical solutions on vanguard.

The machine meets the needs of the operator through smart solutions that facilitate the use of the mower, combining high efficiency with the sturdiness of a professional product.

The next design step will consist in the creation of a working model of the mower, which will act as a prototype to further develop the product with the aim of making it producible.



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