



MIKELIS BAŠTIKS

ASKETIC RIGA



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28 GADI

196 CM

82 KG

PIEREDZE?

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Ko cilvēks reāli piedzīvo pēc
saskarsmes ar "produktu", nevis
tikai uz papīra?

DESIGN VS ART

"We designers, we don't work in a vacuum. We need business people. We are not the fine artists we are often confused with."

— Dieter Rams

DIZAINS IR

VEIDS KĀ RISINĀT PROBLĒMAS

"Design is so many things, executed in many different ways, but the function is always the same. Whether it's blueprints, a clever interface, a brochure, or a chair – design can help solve a visual or physical problem."

– John Kane

NEVIS TENDENCES BET DIZAINA PRINCIPI

Tendences un tehnoloģijas
mainās, bet laba pieredze liek
atgriezties, iesaistīties, rīkoties

GOOD DESIGN

SEEMS "UNDESIGNED"

The best designs are notorious for seeming not designed at all – or 'undesigned'.

LABS DIZAINS..

1. Inovatīvs

2. Padara produktu lietojamu

3. Estētisks & labi izpildīts

4. Padara produktu saprotamu

5. Neuzbāzīgs

6. Godīgs

7. Ilgtspējīgs

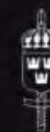
8. Pilnvērtīgs

9. Atbildīgs

10. As little design as possible

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D E
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S N FF CER?



iPad mini

Every inch an iPad.



Watch the keynote



Watch the video



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**RI
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WE DESIGN

EXPERIENCES