ALEX COPPOLA

product_designer
homo_faber
rhino_trainer

i_solve_problems

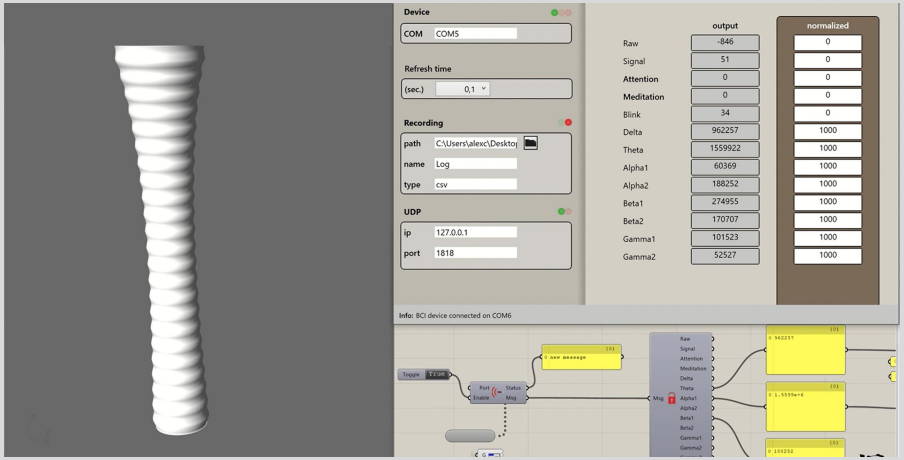
DIGITAL CRAFT FACTORY

[2019]

Mindcraft

PhD Research

Mindcraft is a system that consist of Brain Computer Interface (BCI) and Generative Design tools capable of digitally compose the morphology of a product driven by the brain activity of a craftsman while doing the traditional work. The final experiment was conducted with the collaboration of a potter (Pots Roma), hence the digital products were a collection of pots then 3D printed in clay.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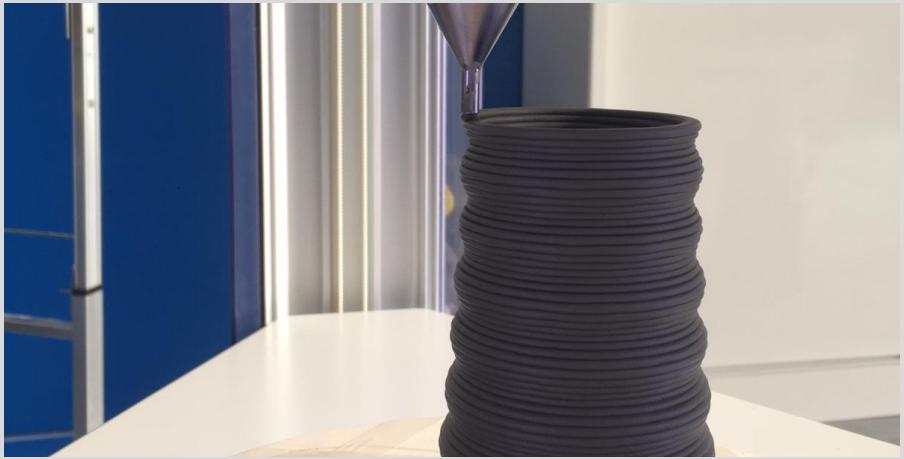
COM COM5
Refresh time
(sec.) 0,1
Recording
path C:\Users\alexc\Desktop
name Log
type csv
UDP
ip 127.0.0.1
port 1818
output
normalized
Raw -846 0
Signal 51 0
Attention 0 0
Meditation 0 0
Blink 34 0
Delta 962257 1000
Theta 1559922 1000
Alpha1 60369 1000
Alpha2 188252 1000
Beta1 274955 1000
Beta2 170707 1000
Gamma1 101523 1000
Gamma2 52527 1000
Info: BCI device connected on COM6



DIGITAL CRAFT FACTORY

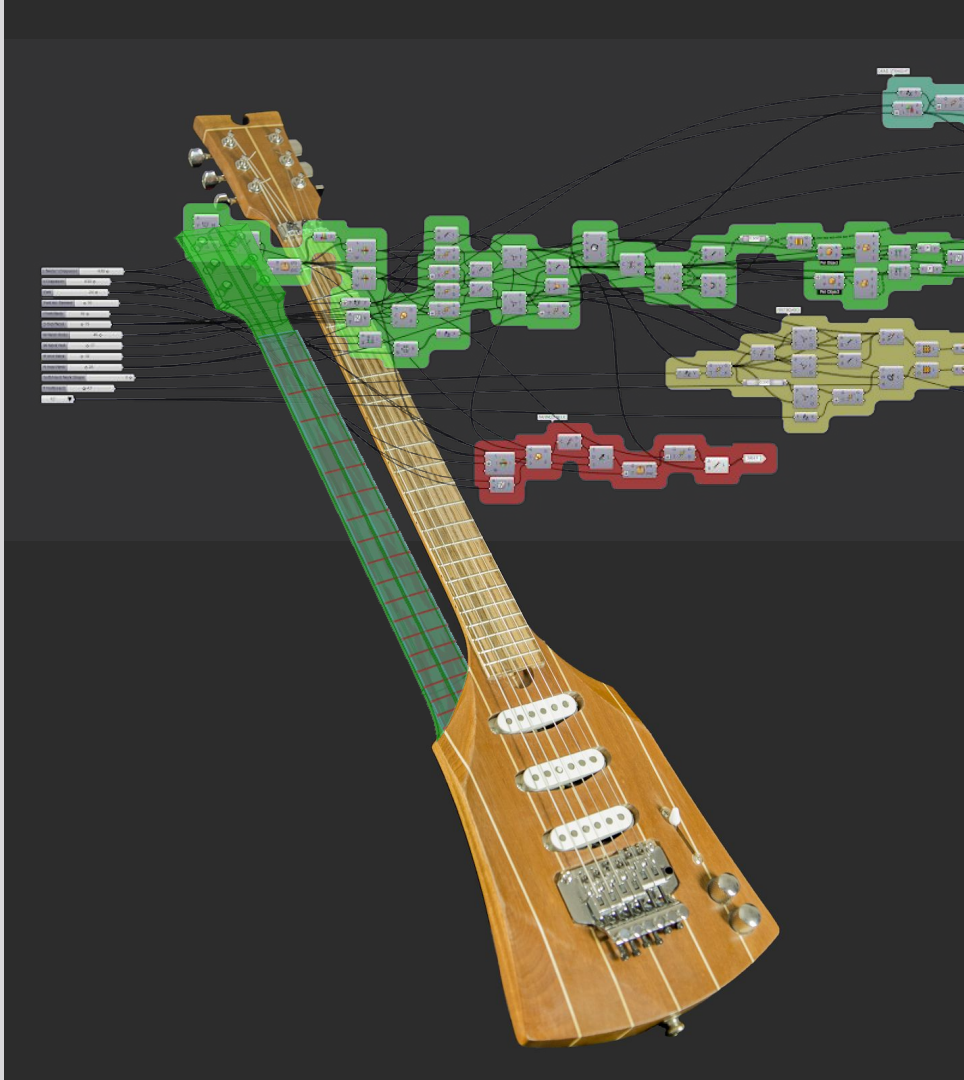
[2019]

KABUTO

PhD Research

The main goal of the project is to understand and transfer the guitarmaking process into an assisted design system that can harness the creativity of the craftman. The grasshopper code will generate a digital model of the guitar, easy to produce with cnc milling, in an file-to-factory optic.
Kabuto's design is a tribute to japan and to the traditional japanese 3-string guitar (shamisen): a very compact neck-through-body (90cm) made in mahogany and maple. Users feedback was really important to gather: every single part of the guitar is parametrized and customizable according to the user preferences.

It was exhibited at the Maker Faire Rome 19 and at Yamaha's design HQ.



[2019]

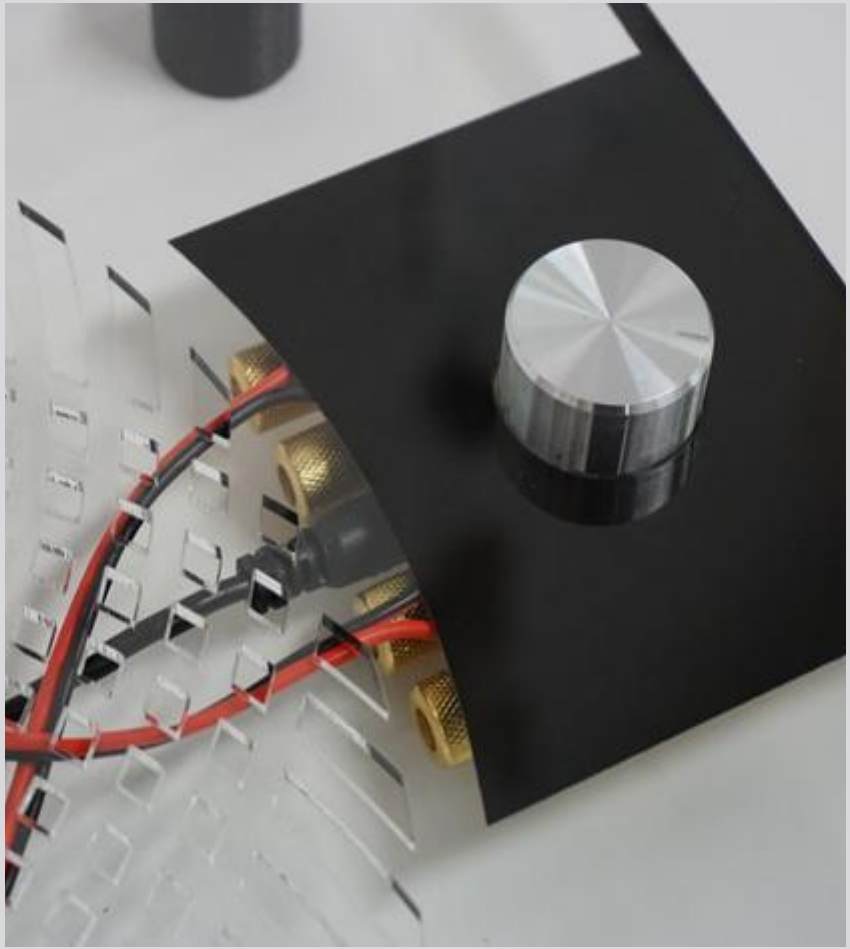
REIKON

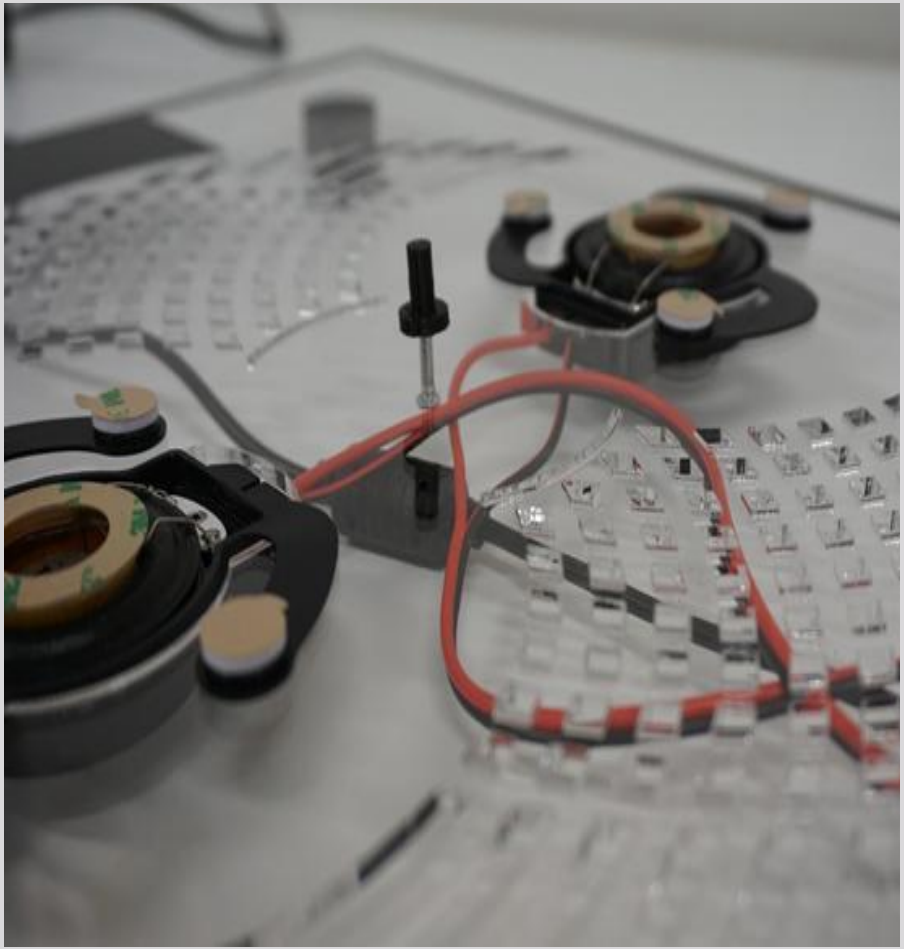
Product Design

「霊魂」Reikon is an audio system designed to show the soul within the Iwaizumi forest.

Walking through the forest, i was struck by its inner strength, beautiful colors and scents, has well as its hidden music. Each type of wood has its own acoustic properties and aesthetic: resonating the wood it is possible to hear its musical characteristics. The beauty of the Iwaizumi forest is due to its great diversity of trees and the harmony with which it is protected and grown. Every tree preserves in its wood the love of the people who care for them.

The sound technology used for the project allows the wood to spread the sound according to its acoustic characteristics. The transparent body of the product focuses the attention on the beauty of the wood.





[2019]

HIBI

Product Design

Hibi is a 3D printed fruit bowl set inspired by the japanese concept of "kintsugi". It's a conversation between two worlds: inside and outside, perfect and imperfect. Hibi is an example of direct fabrication: both the elements are simultaneously 3D printed in PA12.
Hibi is the first product by the studio Super Monkey Design.

This product is the result of a collaboration with product designer Luca Morelli

[2019]

NEBULA

Product Design

Nebula is a collection of 3D printed jewelry inspired by the concept of void and outer space. Simple design with complex geometry: the bracelet, the pins and the ring/pendant are directly manufactured in PA12 through 3d printing. Nebula is a product by the studio Super Monkey Design.

This product is the result of a collaboration with product designer *Simone Tiberia*



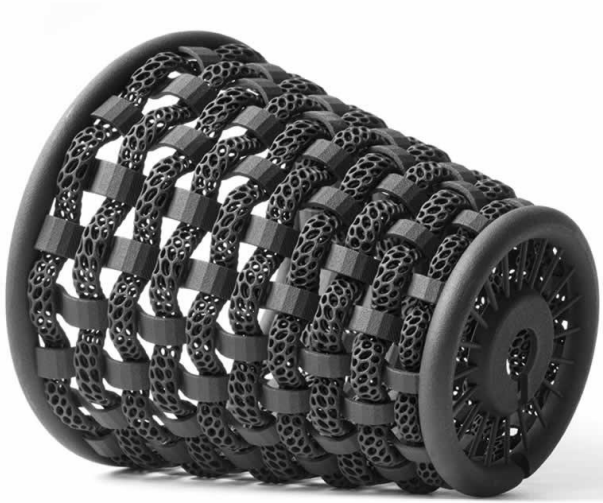
[2017-2018]

WEERG

Product Design

Collaboration with Weerg started after winning the 1st Ed. of Weerg's 3D Printing Award in 2017 thanks to an object designed to stress the new HP MJF 4210. Since then, i've collaborated with them for the production of advanced projects in need of cutting edge 3D printing technology, both for personal projects and students projects.

The smartphone stand was particularly challenging: Weerg's goal was to make a free 3D printed gadget showing the capability of the printer (HP MJF 4210) and the features of the material (PA12). Thus, the final design is optimized for 3D printing fabrication: min thickness (1.5mm), less material possible (pattern) and a stackable design to print in large batch (about 200pcs/4h print).




Weerg.
Weerg.
Get your parts, very fast!


Weerg.

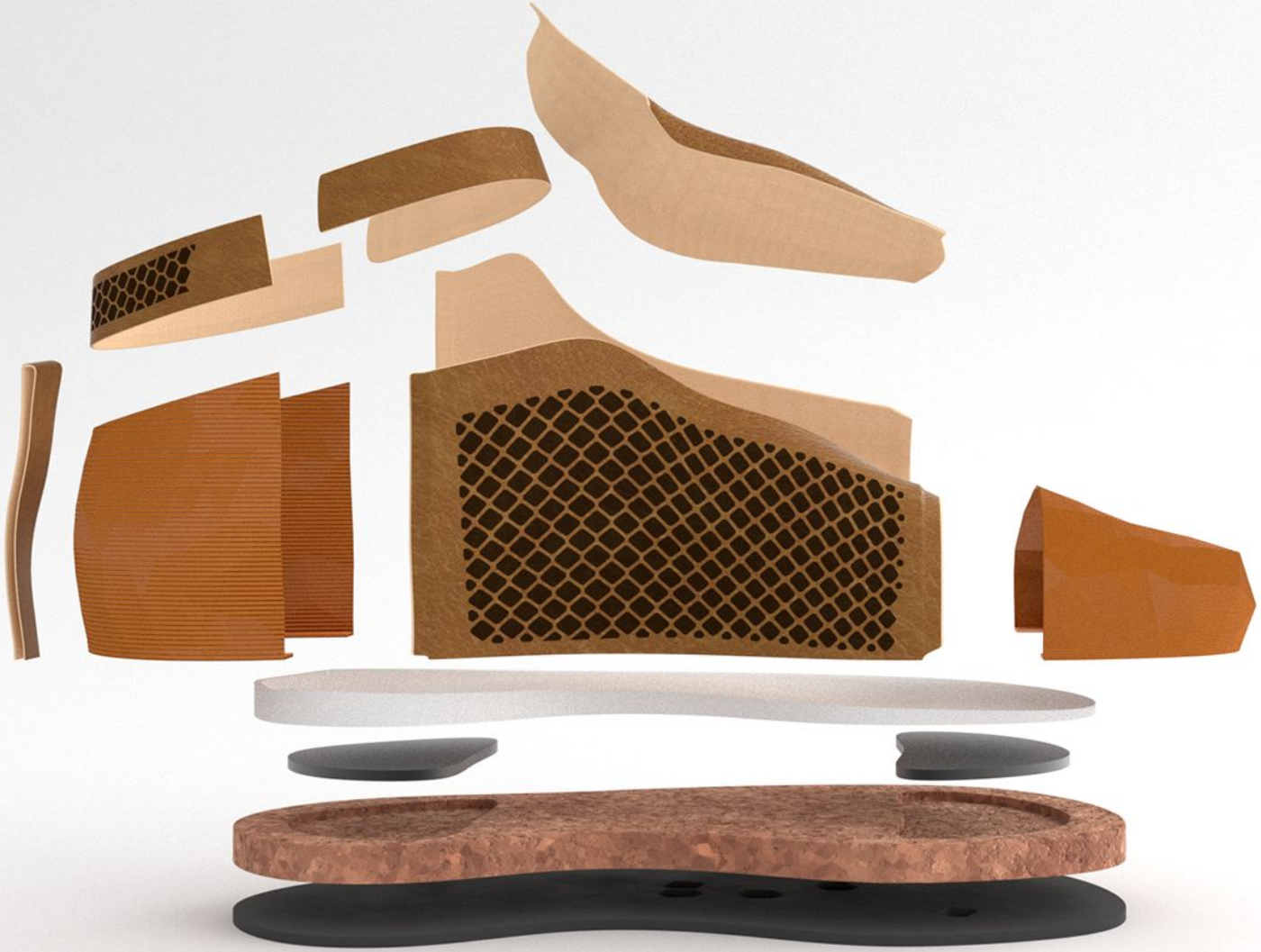
[2016]

GENOMA

Thesis Project

Genoma is a systemic design strategy for the fabrication of a typo-footwear through rapid manufacturing technologies thanks to the advantages of the Algorithms-Aided Design. Starting from a 3D survey of the foot, the code (Grasshopper) will generate the parametric shoe. The final output is a full custom shoe designed on and with the prosumer. The source code is flexible enough to be implemented with different type of template designed by fashion designers.

Thesis project for the MS in Product Design; Project selected for the stage of Patenting organized by the Lab. Sapienza Design Factory and selected by Regione Lazio for the Maker Faire Rome 2016 exhibition.



[2019-present]

Design Manager

Super Monkey Design

Super Monkey Design is a *connective* studio of young designer.
Disruptive. Rebel. Post-Industrial.

I founded the studio with the aim of helping young designer to access cutting edge technology, providing professional support from design to fabrication.
The studio's goal is to become a landmark for direct manufacturing products and digital fabrication, as well as to be a strong design consulting agency, mainly set towards 3D printing solutions and additive thinking attitude.

[2015-2019]

Project Specialist

Sapienza Design Factory

Sapienza Design Factory is an applied research centre, a meeting place for university researchers, design entrepreneurs and professionals.
Its vision places design at the centre of a system of skills to develop products with innovative and high-quality technical, aesthetic, and performance characteristics. The intent is to increase the competitiveness of enterprises vis-à-vis the new and growing needs of society, now and in the future.
SDF is an official RhinoFabLab.

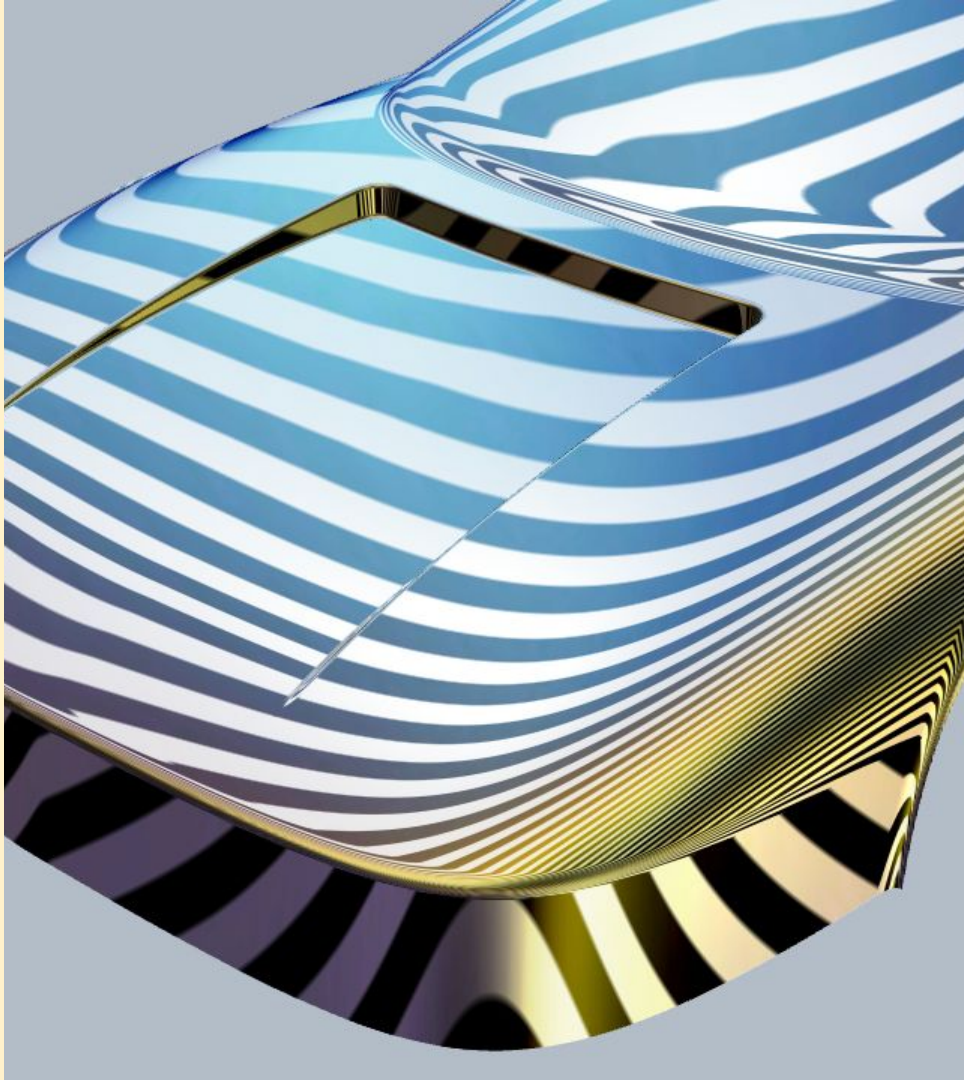
As project specialist, i've been providing technical and scientific support on a wide range of topics, focusing on rapid manufacturing solutions and computational design strategies.

[2017-present]

Software Trainer

Authorized Rhino Trainer

As A.R.T. i've done both class and corporate Rhino 3d modeling courses, as well as 1:1 taylored training. From Basic to Advanced and special courses on Grasshopper or Class A Surfacing.
I've also done Blender 3D classes about Rendering and Mesh Modeling.



[2017-2018]

3D Professor

Quasar Institute for Advanced Design

Teaching activity for the course *Techniques and Methodologies of 3D Representation*, within the Master's program in Product Design.
From 3d modeling in Nurbs or Mesh to Rendering and Prototyping.

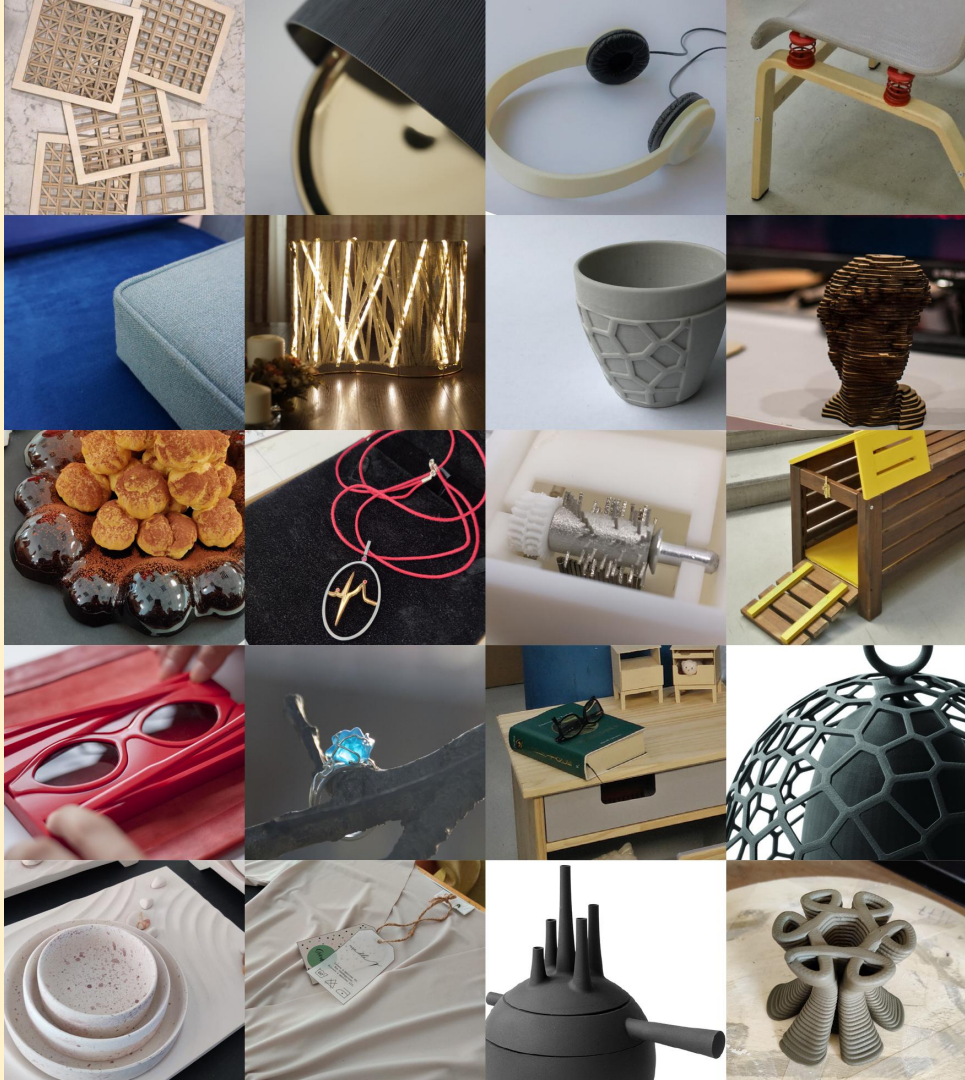
[2014-2020]

Teaching Assistant

Sapienza University

Working as a tutor, I had to be able to fast jump between projects, to make lectures and to show critical thinking. It also gave me the opportunity to become an expert on a very wide range of design topics and help develop 100+ projects on: Hacking design (2015); IoT (2016); Furniture (2017); Post-industrial (2018); New Craft (2019); Clay 3D Printing (2020).

Also becoming a reference point for special lectures and workshops on: Rapid Prototyping; Technical Drawings; Computational Design.



[2020]

Portfolio

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