

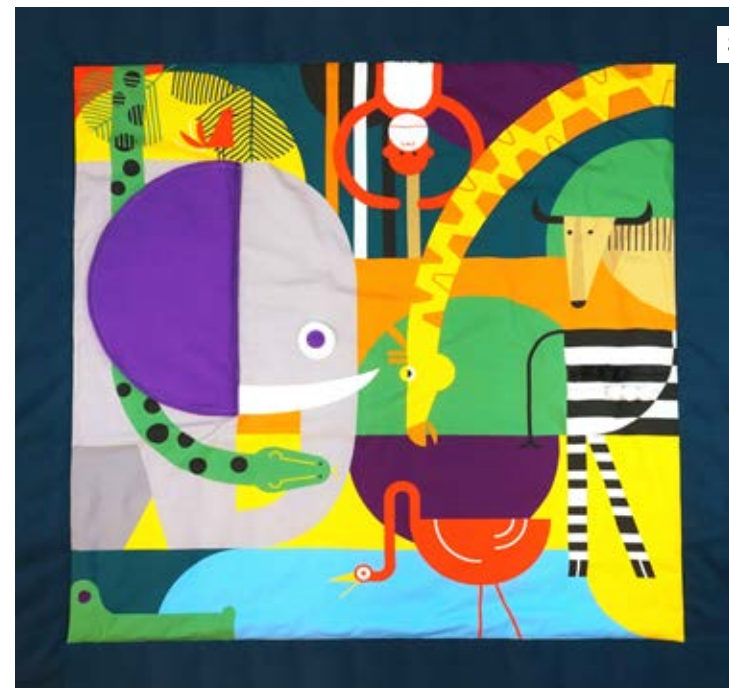
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1. ICONS FOR ELECTRO-MEDICAL EQUIPMENT, PHILIPS, 2014-20.
2. LUCA BOSCARDIN, BORN IN MAROSTICA, VENETO, HAS LIVED IN AMSTERDAM FOR 10 YEARS.
3. SENSORIAL MAT FOR TA PETITE, 2019.

PLAY AND CARE



Simplicity and expressive clarity are the earmarks of the language of Luca Boscardin, who designs toys for kids and icons for electro-medical devices



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Staying at home and requiring care. This is the right moment to explore the projects of a Veneto-based designer, 36 years of age. Luca Boscardin studied Architecture and Graphic Design at IUAV University of Venice. For ten years now he has lived and worked in Amsterdam, in a small studio full of colors, inside an old shipyard. He goes to work on his bicycle, has a black cat

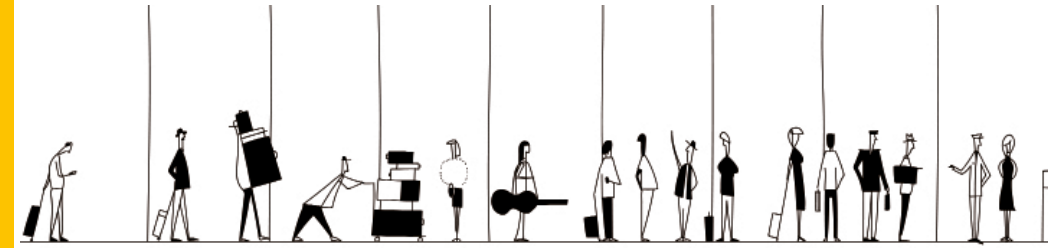
named Bram and a fiancée named Valentina, who is also a designer. In his working days he creates spaceships, fantastic creatures, imaginary personalities and super-fast cars, transformed into toys. He uses oil pastels, wood and cardboard to invent projects that stimulate the creativity and imagination of kids. His toys are produced by brands like Studio Roof,

Corraini, Ikonik Toys, Arbos, Mon Petit Art, and have been published in various magazines and books. Sometimes he also works on items for adults; he gets up at six in the morning, takes a train to southern Holland and designs icons for Philips. He creates digital symbols for interfaces (monitors) of machinery and applications for medical use. Making icons means

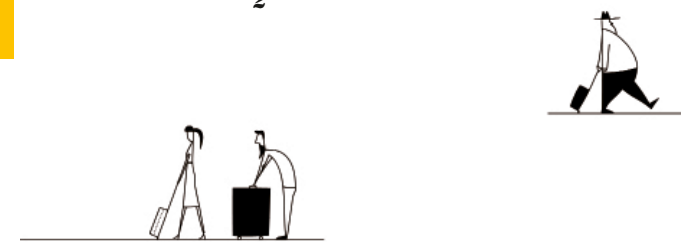


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1.2. ILLUSTRATIONS FOR THE BOOK TUTTI IN FILA, CORRAINI EDIZIONI, 2018.
3. ILLUSTRATIONS FOR SCARTI D'ITALIA, CORRAINI EDIZIONI, 2020.
4. FANTASTIC DOMINO, PRODUCED BY ARBOS, 2013.



2



having the gift of synthesis as well as graphic and stylistic clarity. In an icon of 24x24 pixels, less than one square centimeter, you have to provide information, indicate a function, or vividly alert the user to a danger or a forbidden action. Designing icons for an international company that exports all over the world also calls for uniformity of graphic style and a universal language that can be understood anywhere, by people of different cultures. The world of icons, precisely because of its universal nature, simplicity and expressive clarity, is not so far from the world of toy design. Children, in most cases, reason in terms of iconic imagery: they associate a red building with a

firehouse, a set of three as a forest of trees. And their imagination constantly creates new associations: an empty tube is a telescope, a branch is a sword if held in the hand, but also a poisonous snake when it slithers on the ground. So the designer builds the bridge between these two worlds, shifting experiences from one to the other, proceeding in terms of formal correspondence to create metaphors, which are the basis of the language of icons. Boscardin was born in Marostica, and this almost seems to have determined his destiny: the town square, in fact, is a big chessboard, where living figures enact the enigma of life. ■
Virginio Briatore



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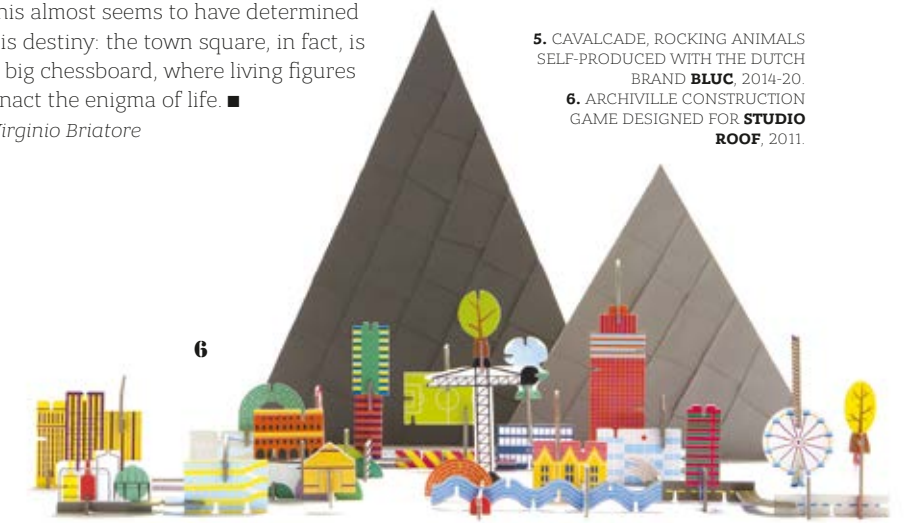


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5. CAVALCADE, ROCKING ANIMALS SELF-PRODUCED WITH THE DUTCH BRAND BLUC, 2014-20.
6. ARCHVILLE CONSTRUCTION GAME DESIGNED FOR STUDIO ROOF, 2011.



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