A Shape Grammars Approach to Bvulgariøs Emerald Necklaces Design Language

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Abstract

For more than forty years now, shape grammars have been the interest of many researchers in many domains including Paintings and Arts, Architecture, and Product Design [March, 2011]. However, by tracing the time line of shape grammars under õProduct Designö"it does not show any interest in õAntiques or Vintagesö"as such [Chau et al. 2004].

This paper addresses shape grammars as a style generator of Bulgariøs emerald necklace designs, being considered as a vintage that bears a specific style, character and importance as a cultural symbol.

The paper discusses the issue of style in design. Then it presents an analysis of four of Bvlgariøs emerald necklace designs to induce the shape rules governing the style. Then it presents a shape matrix out of which a new design is developed, which is compared to another Bvlgariøs existing product to demonstrate the applicability, value and advantages of the approach.