

In the name of God



University of Art

دست‌آورد

DASTAVARD

نخستین نشریه تخصصی طراحی صنعتی ایران
Iran's First Specialized Industrial Design Journal

Vol. 26 \ Issue 36 \ Winter 2017 \ 65000Rials
Publishing License No. 70381

ISSN 1025-0840

License proprietor & Publisher \ University of Art

Editor- in-Chief \ Dr Mohammad Razzaghi

Deputy Editor- in-Chief \ Sahar Mohammadi

Executive Director and Public Relations Officer \ Nasim Naghibzadeh

Art Consultant and Pattern Designer \ Kianoosh Gharibpour

Layout Artist \ Ziba Keshavarz Pir

Persian Editor \ Sina Khalkhali

English Editor \ Dr Neda Amiralaei

Student Liaison Officer \ Seyede Roshanak Haghighi

Editorial Board Members

Dr Alireza Ajdari, University of Tehran, Iran

Dr Bijan Aryana, Lancaster Institute for the Contemporary Arts, England

Dr Khashayar Hojjati Emami, University of Art, Iran

Dr Maryam Khalili, University of Tehran, Iran

Dr Seyed Reza Mortezaie, Iran University of Science & Technology, Iran

Dr Mohammad Razzaghi, University of Art, Iran

Dr Behzad Soleimani, Al'zahra University, Iran

Mehdi AsleFallah, University of Art, Iran

Mahyar Samet Haghighi, Islamic Azad University, Iran

Address

No.1509. Vali-e-Asr Ave. (Opposite Bozorgmehr St.), Faculty of Applied

Arts, University of Art, Tehran 15916-33651 - IRAN.

Tell: 021-66401202 Ext. 121

www.dastavard.art.ac.ir

Dastavard@art.ac.ir

Dastavard@gmail.com

Cover Designer \ Kianoosh Gharibpour

- Editorial
- Research Papers
- 6 An Analytical Survey on Dastavard Articles
from the Beginning till Now (1373-1395)
Sahar Mohammadi
- Review Papers
- 14 A Review on the Design of Desks and Chairs
for Primary School Students
Mohammad Rahim Aghareb-Parast, Mohammad Razzaghi
- 24 Identifying the Iranian Design Criteria in
Regard to the Global Need
Mostafa Tohidifar
- 32 Mascot and Anthropomorphism in Branding
Mahbube Mazarei, Mohammad Razzaghi
- Translation
- 40 Design Culture and Dialogic Design
Ezio Manzini | Translated by Neda Amiralaei
- Essays
- 46 Da Vinci, Khayyam and Industrial Design
Mostafa Mirfendereski
- 50 Challenge Club
Sadegh Karaei, Mahbube Mazarei
- 57 English Abstracts

No written permission has to be obtained for re-using content published by Dastavard if due references are made. Any form of re-publication or translation of content; however, is not allowed.



Dastavard is Iran's first specialized journal of Industrial Design, devoted to establishing a platform for the interactions of all parties involved with different aspects of product or service design in one way or another; including industrial designing, engineering, manufacturing, distribution, and the trade as a whole. Dastavard is a peer-reviewed, open-access journal aimed at publishing research, review and promotional papers, essays or even design critique on varied aspects of industrial design. Moreover, the journal seeks to provide a national & international forum for the exchange of research findings and creative thoughts from research designers across the country as well as overseas designers and communities.