The way of developing product form has been changing from functional oriented to psychological oriented. Typically, paradigm some of the product design is characteristically Italian. This may influence other industrial design in Taiwan. The purpose of this study is to find the correlation between the symbol image and the form of the product by reviewing the related literature, which could analyze the post-modern of Italian design style, and analyzing the data from the survey to set an indicator for future product design. Based on the data analysis from the survey, this study may submit several conclusions: (1) The framework for post-modern Italian design style is based on geometric structure with simplified streamline or linear structure. (2) The application of color tends to be bright, such as... (3) The primary material used mainly is stainless steel. The secondary material is plastic such as ABS or PVC. (4) The post-modern Italian product should be flexible and portable. This study has illustrated that the symbolic design may provide industrial designers with creative ideas promptly.

Keywords : Sign ; style ; image ; Italy design