

1. CULTURAL DESIGN

FLORENCE-MILAN AND BACK

Except for scholars, manufacturers and designers themselves, not many people are aware of the role played by Tuscany, and particularly Florence, in promoting the contemporary image of Italian design in the world.

The Sixties - with Zanuso, Magistretti, Castiglioni, Sottsass, Munari – are the years that register a worldwide success for design, at that time mostly Milan-centered for both creators and manufacturers. However, in this decade a season of research starts in Florence and Tuscany that will influence design and architecture on a national and international scale in the work, among others, of such authors as Eisenman, Koolhaas, SITE, Foreign Office, Tschumi, Mendini, Stark, Arad. All future production in design, still mainly Milanese, will be affected by what happened in Florence and Tuscany in those years and is still now considered and looked upon as a fundamental source of inspiration and conceptual trend. Archizoom and Superstudio – with their initial work for Poltronova with Sottsass as art director, and later for Cassina – UFO and Pettena introduced a renewal in language and ideas so deep as to give form, together with the courses held by Buti, Natalini and Pettena at the University of Florence, to a whole new generation of designers, educated in Florence and later working in Milan, that still now represent the most vital part of Italian design.

Michele De Lucchi, Massimo Iosa Ghini, Giovannoni and Venturini, Marco Zanuso jr., Matteo Thun, Johanna Grawunder, Alberto Semprini, Aldo Cibic, Mike Ryan, Marco Zanini, Tim Power, together with Andrea Branzi, Massimo Morozzi and Paolo Deganello (of the “radical” generation of the early Seventies), were all educated in Florence, in the Department of Architecture as well as the California State University Program, and then moved to Milan, capital city of Italy for production. Together with the great Milanese masters – Castiglioni, Sottsass, Zanuso, Munari – they are now the authors that represent Italian design at its best in the world.



After the Second World War, with Giò Ponti's design for Richard Ginori and the production of the “Vespa” by Piaggio, a season of research and manufacturing began in which Tuscan factories played a strategic role, essential in transforming experimental activity into design products. In the late Fifties Poltronova started its activity. With Sottsass as art director the factory produced furniture by De Pas, D'Urbino Lomazzi, Archizoom, Sottsass, Mangiarotti, Aulenti, Arad. In the Sixties Planula Bitossi, Martinecggfli, Giovannetti began manufacturing their products as well as, in the Eighties, Ceramiche Flavia, Alessio Sarri, UP&UP e Ultima Edizione. Still working in the field of research and innovation are Alessio Sarri, UP&UP e Ultima Edizione with products created by a very selected choice of young designers.

Except for Poltronova and Edra, most manufacturers are now in the Milan area, but a good part of the best designers come from that “Florentine school” whose contribution in creativity, ideas and experimentation was fundamental in creating design pieces that are now in the collections of such institutions as the MoMA of New York, the Centre Pompidou in Paris and all most important museums.

Manufacturers: Richard Ginori, Poltronova, Planula, Giovannetti, Martinelli, Bitossi, Flavia, UP&UP, A.Sarri, Tendense, Alivar, Ultima Edizione, Mirabili, Edra, Pampaloni

Lecturers: Branzi, Binazzi, Pettena, Giusti Di Rosa, Meloni, Morozzi, Grawunder, Carboni

PER UN MINIMO DI 10 ISCRITTI

AUTUNNO 2011

36 ORE

€ 380,00