ITALIAN PRODUCT DESIGN
A Brief History...

Italy was one of the countries that were in late in the field of industrial development.

Industrialization after 1850

Core: Great Britain, France, Germany, Italy, Netherlands and Switzerland

Periphery: Russia, Spain, Bulgaria, Greece, Hungary, Romania and Serbia
L'Arte Decorativa all'ESPOSIZIONE di TORINO del 1902

BERGAMO - 1903
ISTITUTO ITALIANO D'ARTI GRAFICHE

Turin Exposition in 1902
Walnut lectern by Duilio Cambellotti, 1923

Florentine Richard Ginori Porcelaine
FUTURISM

It’s the vanguard movement that more influenced the idea of an aesthetic revolution of the World.

Tommaso Marinetti—Poet

Umberto Boccioni—Painter, Sculptor
RATIONALISM

An organization of a new group of young people (Gruppo 7) which looked at the European rationalist movement (called Italian rationalism) whose point of departure and centre of interest was architecture.

Rationalist movement also came out as a battle against the existing antidemocratic dictatorship.
The former Casa del Fascio in Como, Italy, designed by Giuseppe Terragni.
Gio PONTI

One of the most famous and influential architects of the 20th century, Gio Ponti revolutionized the worlds of architecture and design. He was born in Milan, Italy, in 1891 and earned a degree in architecture after serving his country’s military in WWI.
Alessi is a kitchen utensil company from Italy. Alessi was founded in 1921 by Giovanni Alessi. The firm began as a workshop in Valle Strona near Lake Orta in the Italian Alps near Switzerland.
Franco ALBINI

Franco Albini (October 17, 1905 – November 1, 1977) was an Italian Neo-Rationalist architect and designer.

A native of Robbiate, near Milan, Albini obtained his degree in architecture at Politecnico di Milano University in 1929 and began his professional career working for Gio Ponti. He started displaying his works at Milan Triennale. In 1930 he opened his own practice.
Kartell

Kartell is an Italian company that makes and sells plastic contemporary furniture. The company, headquartered in Milan, began manufacturing automobile accessories in 1949. It expanded into home furnishings in 1963. It was founded by Giulio Castelli. Kartell became well-known due to the work of woman designer and architect Anna Castelli Ferrieri.
Ettore SOTTSASS

Sottsass was born on 14 September 1917 in Innsbruck, Austria, and grew up in Milan, where his father was an architect.

He was educated at the Politecnico di Torino in Turin and graduated in 1939 with a degree in architecture. He served in the Italian military and spent much of World War II in a concentration camp in Yugoslavia. After returning home in 1948, he set up his own architectural and industrial design studio in Milan.
CASSINA

The "Amedeo Cassina" company was created by the brothers Cesare and Umberto Cassina in 1927 in Meda, Brianza, (Northern Italy). After the war, Cassina continued to expand in size and fame, with products which covered a broad range of furniture including: chairs, armchairs, tables, sofas and beds.
Gaetano Pesce

Gaetano Pesce was born in La Spezia in 1939. He studied Architecture at the University of Venice. He has since worked worldwide as an architect and a designer for companies such as B&B Italia, Vitra and Cassina.
CAPPELLINI

The Cappellini collections are characterised by their 'no limits' approach, pushing experimentation, not only with an object's aesthetics and function but also with modern living. The company was founded by Giulio Cappellini in 1946 in Carugo in the province of Como in Lombardy, northern Italy.
Paolo Venini

Venini was born in the town of Cusano near Milan, Italy. After serving in the Italian army in World War I, he trained as a lawyer and began his practice in Milan. He soon developed an acquaintance with Giacomo Cappellini, a native of Venice who owned a Milan antiques shop.
OLIVETTI

Olivetti S.p.A. is an Italian manufacturer of typewriters, computers, tablets, smartphones, printers and other such business products as calculators and fax machines.
VESPA

Vespa is an Italian brand of scooter manufactured by Piaggio. The name means wasp in Italian.

The Vespa has evolved from a single model motor scooter manufactured in 1946 by Piaggio & Co. S.p.A. of Pontedera, Italy to a full line of scooters and one of seven companies today owned by Piaggio.
Resources


http://www.aboutitaliandesign.info/history-of-italian-industrial-design.html

http://en.wikipedia.org/
Ece MERCAN
Hilal İrem
ÖZDEMİR
Mahir
KAŞLIOĞLU
Melis
ÇOBANYILDIZI
İrem ULUDAĞ
Sena ÇARLIK

thank you!