

i-D

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POW, POW, POW! WOW, OH WOW!
GISELE, JENEIL AND MIRANDA. OH. MY. GOSH!

Summer
for
love!

THE ITALIAN'S ARE WORLD RENOWNED FOR THEIR UNRIVALLED TASTE, STYLE, SOPHISTICATION AND PASSION FOR DESIGN.

TEXT TERRY JONES
PHOTOGRAPHY ROCCO TOSCANI

Milan is the world's Mecca for design. Millions of people flock to the fashion capital each year to attend the Milan Salone Internazionale del Mobile. They make the pilgrimage to witness first hand the high quality international furniture and lighting on display but also to debate the design on offer, as in Italy, discussion between work and play is a favoured national pastime. Peroni Nastro Azzurro is the perfect lubricant to fuel aesthetic discussions. Founded in 1846, in Lombardia, northern Italy, Peroni Nastro Azzurro's premium status is driven by passion and flair. Synonymous with Italian style, the embossed bottle is an Italian icon, recognised and enjoyed the world over. Last year, Peroni Nastro Azzurro teamed with Alessi (another Italian icon) to launch the Peroni Blue Ribbon Design Awards; an event that aimed to celebrate the most innovative Italian design around. Now as a further celebration of iconic Italian design, Peroni Nastro Azzurro have partnered with the Design Museum to curate a series of talks in May 2010 on the influence of Italian design. Entitled 'Made in Italy', the talks will offer unique insights into contemporary Italian design, with key figures from the industry including James Irvine, Mario Bellini, Piero Lissoni, Antonio Citterio, Roberto Giolito, Claudio Silvestrin and Ross Lovegrove discussing its influence and excellence. i-D chose two designers living and working in Milan, who share Peroni Nastro Azzurro's values of originality, craftsmanship and attention to detail, to discuss the role of the Italian designer today. Each designer was photographed in one of Milan's most chic, cultured design destinations.

RAFFAELLA MANGIAROTTI

Raffaella Mangiarotti is an architect, designer and one half of the award-winning Italian design studio, Deepdesign, which she runs with her business partner Matteo Bazzicalupo. Matteo recently broke his leg in a skiing accident near the Alps, so was unable to join the discussion in person. Together Raffaella and Matteo have worked hard to build a reputation for innovative, ergonomic product design. Their environmentally friendly creations include the free standing solar panelled radio (2009), the pulse washing machine (2001), Winds, the L-shaped hairdryer (2007) and the Dandelion floor lamp (2003), which is part of the permanent design collection at MOMA in New York. We met up with Raffaella at the Triennale di Milano design museum, Milan's premier destination for classic and cutting edge design since 2003. The museum's current collection is curated by Silvana Annicchiarico, Andrea Branzi and Alessandro Mendini and includes such iconic pieces of product design as the Valentine typewriter by Ettore Sottsass for Olivetti, the Victoria and Albert chair by Ron Arad for Moroso and The Brionvega Boombox.

"At Deepdesign we are inspired by the perfection of nature: utterly simple, yet at the same time extremely complex. When we design something new this is our ambition, sought with great discipline."

Raffaella Mangiarotti, Architect, designer and co-founder of Deepdesign

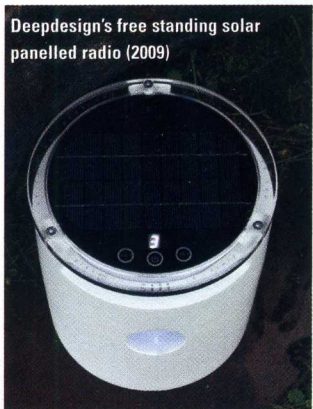


Please drink sensibly.

Raffaella Mangiarotti discusses the merits of Italian design over a Peroni Nastro Azzurro



The L-shaped hairdryer (2007)



Deepdesign's free standing solar panelled radio (2009)



The Pulse washing machine (2001)

"Our solar power project is extremely interesting. Sustainability is a major issue for human beings. If we really aim to survive the next future, then design is a small yet interesting medium to produce new concepts and products to encourage people to change their lifestyle."

Matteo Bazzicalupo, Architect, designer and co-founder of Deepdesign

Matteo Bazzicalupo



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