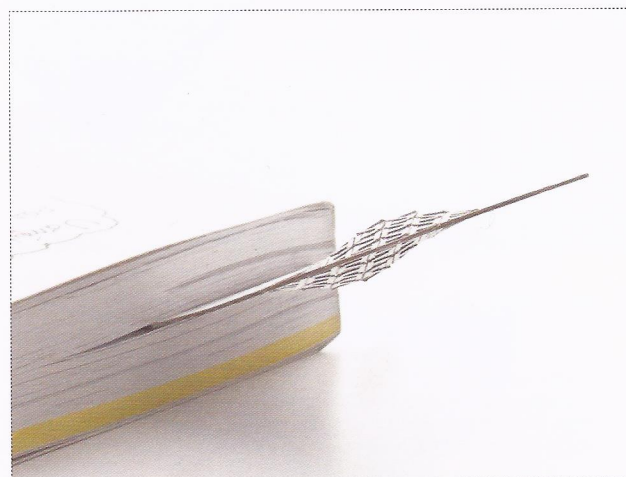
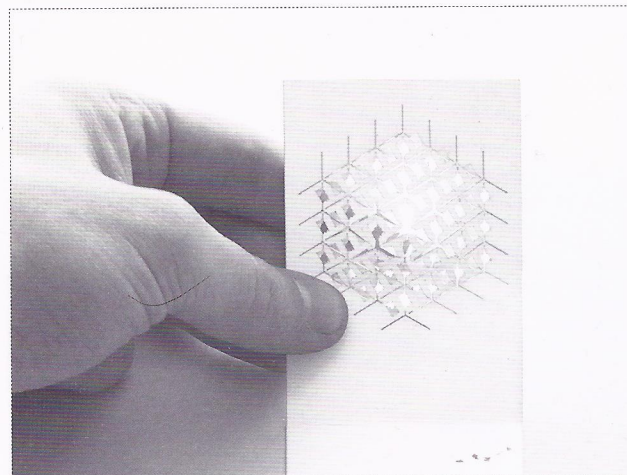
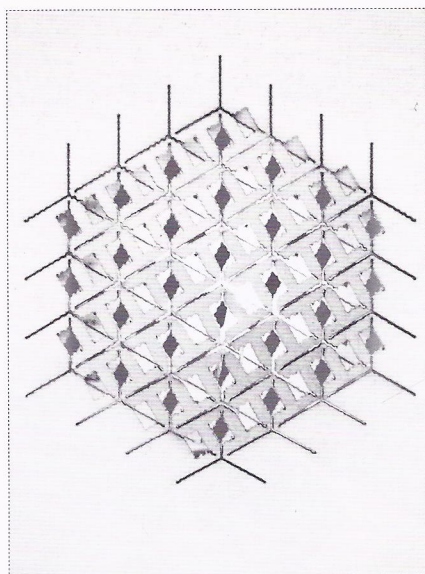
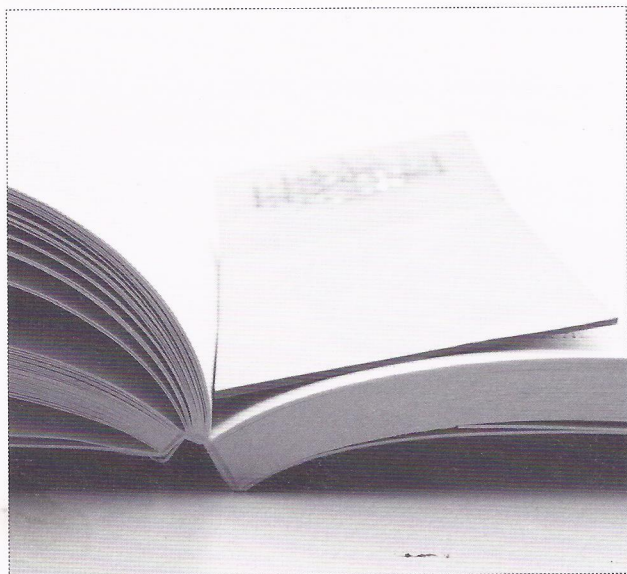




# The New Italian Design



## 1 - PAGELIGHT - 2012 - Self-production

A recycled-card bookmark with a battery-operated LED for night-time reading. The light works through the card's slits and easy folding.

Matteo Bazzicalupo and Raffaella Mangiarotti graduated with honours in Architecture from the Politecnico di Milano.

They met in 1995 in the editorial office of *Modo*, the magazine set up by Alessandro Mendini. After some years working independently, they founded the deepdesign firm, which has created cover designs and groundbreaking scenarios in a number of sectors, from food packaging to

consumer electronics, through to furnishings and cosmetics. Their clients include Barilla, Castelli Haworth, Coca Cola, Coin, Torino 2006 Winter Olympic Games, COOP, Daimler Chrysler, Giorgetti, Glaxo SmithKline, JVC, Kitchen Aids, Kraft Suchard, Kimberly Clark, Imetec, Mandarin Duck, NEC, Panasonic, RSVP, San Lorenzo, Serralunga, Smeg and Whirlpool Europe.





### 3 FLAT PIANO - 2006 - Self-production

The piano perfectly integrates into the home furniture. The electronic keyboard runs below a large white crystal top that, thanks to the brand-new miniaturized amplifier (feonic), transforms the whole flat surface into a harmonic box, thus giving a three-dimensional effect to the sound. It is a table where one can play or listen, dine or work.



### 2 WINDS - 2007 - Self- production (prototype)

Hair dryer resulting from the observation of the movements of the hairdressers' arms. The ventilation nozzle was integrated into the structure in order to allow grasping the hairdryer by holding the right arm out straight and letting the air rush get out from the lower part.

They have won prizes in a number of competitions: Young & Design (1996, 1997, 1999, 2000), Cosmopack (1995, 1996), Esaedro (1997), ID Award (2004, 2009), Selezione Compasso d'Oro (2005, 2006) and the Green Dot Award (2009). They have lectured in several design schools at the international level. Raffaella is a researcher at the Faculty of Design at the Politecnico di Milano.



### 4 DANDELION - 2006 - Tecnodelta

The lamp, similar to a dandelion, the flower that disappears with a blow, is supported by a thin and flexuous stand and seems swinging in the air. The luminous body is formed by a sphere made up of transparent polycarbonate flutes spreading the light produced by the LEDs.

Many of their designs have been published in leading journals and books.

The *Dandelion* lamp has entered the permanent Architecture and Design collection of MoMA in New York. Triennale Design Museum put on a solo exhibition, *L'anima sensibile delle cose*, of their work in 2010.