The Computer Age

- **Industrial Design/ Automotive**
  - Sergio Pininfarina (1926, Italy): Giulietta Spider (1955)
  - Alec Issigonis (1906, Britain): Morris Minor (1948)
  - Pierre-Jules Boulanger (1885, France): Citroen 2CV (1948)
  - Flaminio Bertoni (1903, Italy): Citroen DS (1955)
  - Frank Hershey (1907, USA): Ford Thunderbird (1955)
  - Dante Giacosa (1905, Italy): Fiat Nuova 500 (1957)
  - Larry Shinoda (1930, USA): Corvette Stingray (1963)
  - John DeLorean (1925, USA): Pontiac GTO (1964)
The Computer Age

• Design/ Germany
  – 1966: Werner Nehls: "The Sacred Cows of Functionalism Must Be Sacrificed" (the rational and functionalist understanding of design is completely outdated)
  – 1970: International Design Center in Berlin
  – 1976: Documenta 6 presents the Utopian Design

Richard Sapper (1932, Germany): Tizio Lamp (1972)
The Computer Age

• Design/ Italy
  – Alessi's kitchenware ("form over function")

Philippe Starck's lemon squeezer for Alessi (1990)
Richard Sapper's kettle 9091 for Alessi (1982)
The Computer Age

• Design
  – Computers
  – Furniture

Mario Bellini (1935, Italy): Divisuma 18 for Olivetti (1973)
Ron Arad (1951, Israel): Well-Tempered Chair (1986)
The Computer Age

• Post-modernist design/Italian Radical Movement
  – Superarchitettura exhibition (1966, Italy): "Superarchitettura is the architecture of superproduction, superconsumption, superinduction to consume, the supermarket, the superman, super gas"
  – Ettore Sottsass (1917, Italy)
  – Alessandro Guerriero's Studio Alchimia (1976): cheap unconventional materials, bright colors, asymmetrical shapes, ancient motives, kitsch decoration
  – Sottsass' Memphis collective (1981)
The Computer Age

- Post-modernist design/ Italian Radical Movement

Ettore Sottsass: Olivetti Valentine (1969)
Ettore Sottsass: Carlton cabinet (1981)

Andrea Branzi (1938, Italy): "Stazione Sideboard"
The Computer Age

- Post-modernist design/ Italian Radical Movement
  - Matteo Thun (1952, Italy)

Nefertiti ceramic piece (1981)
Laurum marinus, teapot and coffeepot (1982)
This is a chapter in piero scaruffi’s “A Visual History of the Visual Arts”: http://www.scaruffi.com/art/history