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Italian Lighting Design 1945-2000

Alberto Bassi

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Alberto Bassi : Italian Lighting Design 1945-2000 before purchasing it in order to gage whether or not it would be worth my time, and all praised Italian Lighting Design 1945-2000:

3 of 4 people found the following review helpful. Small But PowerfulBy Butts McCrackenWhen I first got my copy I was a little dismayed that almost all the photos are black white and a very quick skim of the text left me with the impression that this would be a dry, technical experience. Once I started really reading and studying the images, that impression changed fast. This is a wonderful overview of postwar Italian lighting, overflowing with dazzling examples of Italian design genius. These pieces are so purely beautiful, the lack of color is actually an asset. The text is fascinating and very informative, especially if (like me) you don't know too terribly much about the subject before diving in.

Following World War II, Italian industrial designers began to earn worldwide acclaim for their lamp and lighting designs; since then the country has produced landmark models that have become classics of modern and contemporary design, such as lamps by the Castiglioni brothers and Artemide. This richly illustrated book documents the evolution of Italian lamp and lighting design from 1945 to the end of the twentieth century. A collection of essays by design historian Alberto Bassi, organized in seventeen sections, traces the industry's critical and commercial successes and the unique relationship between tradition, decorative quality, technology, and production. Included are profiles of individual designers such as the Castiglioni brothers, Vico Magistretti, Gino Sarfatti and Pietro Chiesa, and manufacturers such as Flos, Fontana Arte, and Luceplan. The book reproduces more than 300 archival and new photographs, original advertisements, product displays, and installations of lights and lighting. This volume is the second in a new series, inaugurated by *ABC: Twentieth-Century Graphic Design*, aimed not just at a traditional readership of architects but also at people working in the field of graphics and students at the new faculties of design.

About the Author Alberto Bassi specializes in the history and criticism of industrial design. He teaches History of Design at the Faculty of Design and Arts of the Venice School of Architecture (IUAV), and conducts research at public and private institutions, producing publications and permanent or temporary exhibitions. The books he has published include *Giuseppe Pagano Designer* (with L. Castagno) and *Le Macchine Volanti di Corradino D'Ascanio* (with M. Mulazzani).