

# The Space Age

- **Industrial design/ Italy**



Corradino D'Ascanio (1891, Italy): Vespa motorcycle (1946)

Gio Ponti (1891, Italy): La Pavoni coffee machine (1948)

Marcello Nizzoli (1887, Italy): Olivetti Lettera 22 typewriter (1950)

Giancarlo Piretti (1940, Italy): Plia folding chair (1969)

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- **Industrial design/ Italy**
  - **Marco Zanuso (1916, Italy)**



“1102 Superautomatica” sewing machine for Borletti (1956)  
“Doney 14” compact portable fully transistor tv set (1962)  
Folding radio TS 502 “Radio Cubo” for Brionvega (1965)  
“Grillo” folding telephone for Siemens (1966) with dial and earpiece on the same unit



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- **Industrial design/ Italy**
  - **Joe Colombo (1930, Italy): total functioning unit**



"Visiona Livingroom of the future" (1969)

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- **Industrial design/ Germany**
  - Hochschule für Gestaltung Ulm/ Ulm School of Design (1953)
  - Max Bill (1908, Switzerland): inspired by Relativity and Quantum Theory
  - Dieter Rams (1932, Germany), designer at Braun 1955-95: functionalist design



Max Bill: Junghans clock (1957)

Dieter Rams: TP1 Portable record player and radio (1959)  
Dieter Rams: SK-4 record player (1954)



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- **Industrial design/ Britain**



Charles Eames (1907, Britain) and Ray Eames (1912, Britain):  
Lounge chair and ottoman (1956)

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- **Industrial design/ Scandinavia**



Hans Wegner (1914, Denmark): JH 501 round chair (1949)

Arne Jacobsen (1902, Denmark): Ameise chair (1952)

Poul Henningsen (1894, Denmark): PH5 hanging lamp (1957)

# The Space Age

- **Design**
  - **Verner Panton (1926, Denmark): colorful home furnishings, untraditional synthetic materials (plastics, steel, foam rubber)**



“Fun Upholstered furniture (1963), Shell lamps (1964)

Plastic one-piece cantilevered chair (1967)

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- **Design**
  - **Verner Panton (1926, Denmark)**



"Phantasy Landscape" foam rubber room of womb-like organic shapes (1970)



This is a chapter in piero scaruffi's "A Visual History of the Visual Arts": <http://www.scaruffi.com/art/history>