The Computer Age

- **Industrial Design/ Automotive**
  - **Robert Bourke (1916, USA): Studebaker Starlight (1947)**
  - **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Sacred Cows of Functionalism Must Be Sacrificed" (the rational and functionalist understanding of design is completely outdated)**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)
Terry Oyama (1946): Macintosh (1984)
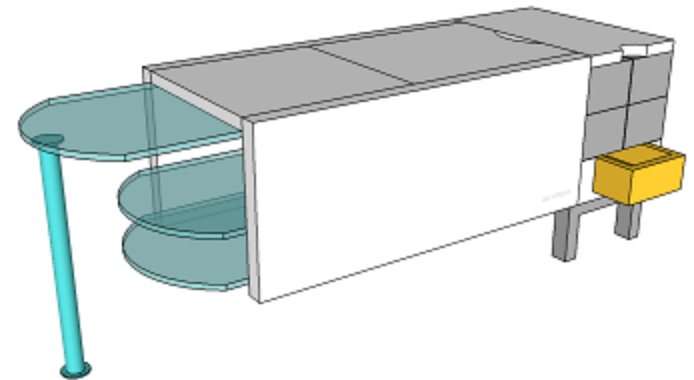Ron Arad (1951, Israel): Well-Tempered Chair (1986)

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**

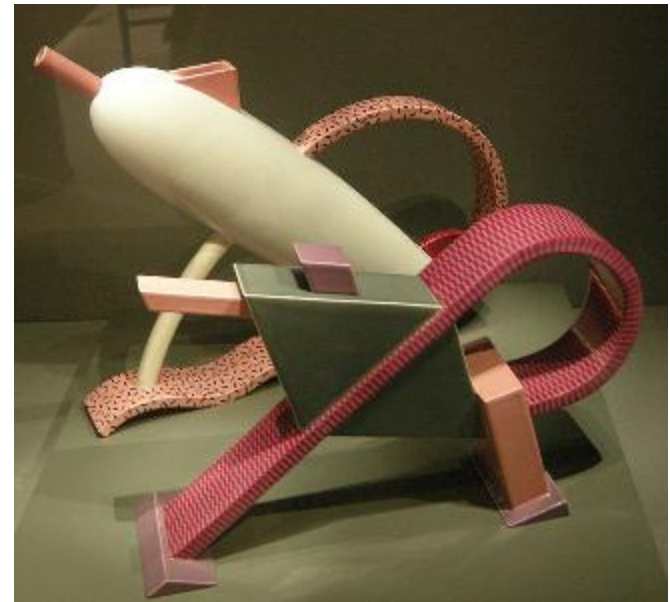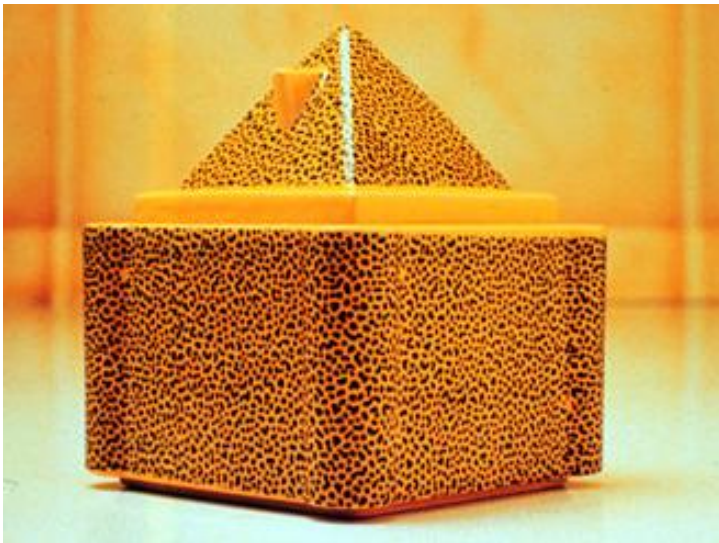Ettore Sottsass: Olivetti Valentine (1969)
Ettore Sottsass: Carlton cabinet (1981)

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