



New Release August 2020

## Vico Magistretti – Milan architect and industrial designer

Anniina Koivu (ed.)  
**Vico Magistretti.**  
**Stories of Objects / Storie di oggetti**

Book design: Norm, Zurich  
232 pages, ca. 120 images, 16 × 24 cm  
softcover

Euro (D) 25.– / Euro (A) 25.70 / SFr. 29.–

English edition: ISBN 978-3-03863-049-4  
Italian edition: ISBN 978-3-03863-050-0

**Contributions and interviews by** Maddalena Dalla Mura, Davide Fornari, Anniina Koivu, Carolien Niebling, Rosanna Pavoni, Francesco Zanot. **Interviews with** Julia Bimmerlein, Pierangelo Borgonovo, Andrea Corti, Luca De Padova, Carlo Forcolini, Ernesto Gismondi, Paolo Imperatori, Barbara Lehmann, Manuela Messina, Giovanna Moretti, Francesco Oliva, Sergio Quazzola, Enrico Schifflini, Goran Topalovitch

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→ On the 100th anniversary of the birth of  
Vico Magistretti (1920–2006)

→ # 3 in the series of Visual Archives, in cooperation with  
ECAL

In collaboration with a team of authors from ECAL and Fondazione Vico Magistretti, Anniina Koivu analysed Vico Magistretti's extensive oeuvre.

The Milanese architect who worked as an industrial designer from the 1960s onwards created more than 300 products and items of furniture. Only seventy are currently still being manufactured. The publication explains why companies stopped manufacturing design classics.

Researching in the Magistretti archive, analysing specialist journals and interviews with furniture brands and in-house product designers leads to a number of surprising findings: Sometimes products were so successful that they gave rise to cheap copies, thus eventually forcing the brand to take the product out of their own catalogue; sometimes they were too expensive to carry on manufacturing; other times they simply did not succeed on the market. Twelve iconic products are the subject of this in-depth analysis.

Essays on the use of photography in marketing design products and on media coverage of furniture in the 1960s to 2000s accompany the presentation of selected projects by Vico Magistretti. A photo essay by ECAL alumni showcases his products in a new light.



“Visual Archives” (Visuelle Archive, Archives visuelles)  
– a series in co-operation with ECAL / University of Art  
and Design Lausanne

## About the editor

**Annina Koivu** has worked in publishing, product development and as an exhibition curator and develops design strategies and solutions ranging from editorial and research projects to art direction for new concepts and products. Her clients include Kvadrat, Camper, Vitra, Iittala, Arita 2016, the Fiskars Design Village and Fogo Island’s Shorefast Foundation. She is Head of Master Theory at ECAL / University of Art and Design Lausanne.



