

Part of the Minimum Design series on iconic designers. Architect and industrial designer Stefano Giovannoni was born in La Spezia in 1954. He earned a degree from the Faculty of Architecture in Florence in 1978. An unfailing creator of best-selling objects, starting from his first industrial project, the Girotondo series for Alessi, he has designed objects that have become full-fledged mass cults: the Bombo stool, Mami series of pots and Alessi bathroom have all garnered record-breaking sales within the design industry. Convinced that the best proof of a projects validity is its commercial success, Giovannoni succeeded in blending the very high quality of his designs with the products mass market appeal, interpreting and often anticipating the publics wants. While a designers work is usually identified with furniture design, Giovannonis vast output instead ranges from designing cars to ice cream, from small and large electrical appliances to electronic equipment. Published in the same style as the successful Minimum Architects series, the Minimum Design series includes books about the major figures in the field of design, creators of objects that have become a part of our daily lives. The lamp on our desk, the chair we are sitting on or the glasses we are wearing have a genius behind them to be discovered. These volumes introduce in a practical manner the personalities and the works of the worlds major designers by way of an historical-critical introduction to the work and life of each individual designer. An accurate selection of the designers most famous objects arranged in chronological order and a critique of his or her work summarizing the most significant reviews published in magazines and newspapers completes the subject. Contents: Stefano Giovannoni: Andrea Branzi; Stefano Giovannoni: from design to communication; Catalogue of Objects; The Objects; Interview; What people say about him; Selected References. Also available in the Minimum Design series: Achille e Pier Giacomo Castiglioni ISBN: 9788866480259; Philippe Stark ISBN: 9788861161405; Franco Albini ISBN: 9788861161412; Joe Colombo ISBN: 9788866480051; Tom Dixon ISBN: 9788866480020; Gio Ponti ISBN: 9788861161429; Ettore Sottsass ISBN: 9788866480273; Ron Arad ISBN: 9788866480266; Alessandro Mendini ISBN: 9788866480280; Carlo Mollino ISBN: 9788866480877; Jasper Morrison ISBN: 9788866480297; Eero Saarinen ISBN: 9788866480549.

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Stefano Giovannoni has set up a new internet-based furniture brand that he Stefano Giovannoni to launch Qeeboo online design brand in Milan based on a minimum structure, and outsourcing logistics and distribution. . Learn about the designer Stefano Giovannoni, graduate from the University of Florence and creator of our Chair First and Paso Doble Chair.

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Italian designer and architect Stefano Giovannoni has produced a prolific body of work for brands such as Alessi, Magis and Samsung.

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