



# Breve storia del design italiano: Nuova edizione (Quality paperbacks) (Italian Edition)

*Matteo Vercelloni*

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Il termine design compare spesso associato alla formula made in Italy ed entrambi offrono un valore aggiunto all'oggetto d'uso, al mobile, all'abito, al gioiello o all'automobile che se ne fregiano.

L'autore ricostruisce la storia di questo successo italiano, che ha visto e vede coinvolte creatività artistica, sapienza artigianale, sperimentazione e innovazione industriale, mettendone in luce lo specifico aspetto "umanistico" e ripercorrendo le principali tappe che dall'inizio dell'Ottocento hanno condotto alla grande stagione del Bel Design italiano di Ponti, Munari, Castiglioni, Magistretti, Sottsass, fino agli approdi più recenti che uniscono designer italiani e progettisti stranieri nel nome del made in Italy.

In questa seconda edizione, aggiornata e arricchita da nuove illustrazioni, si raccontano le vicende del Triennale Design Museum, assunto come osservatorio critico-storico del design italiano, e si delinea il tema del Futuro artigiano quale indispensabile risorsa dell'economia italiana.

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