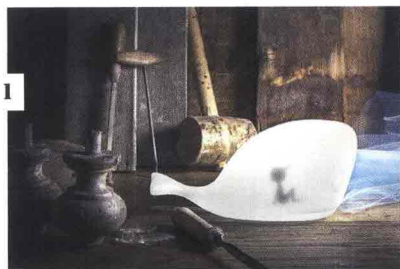
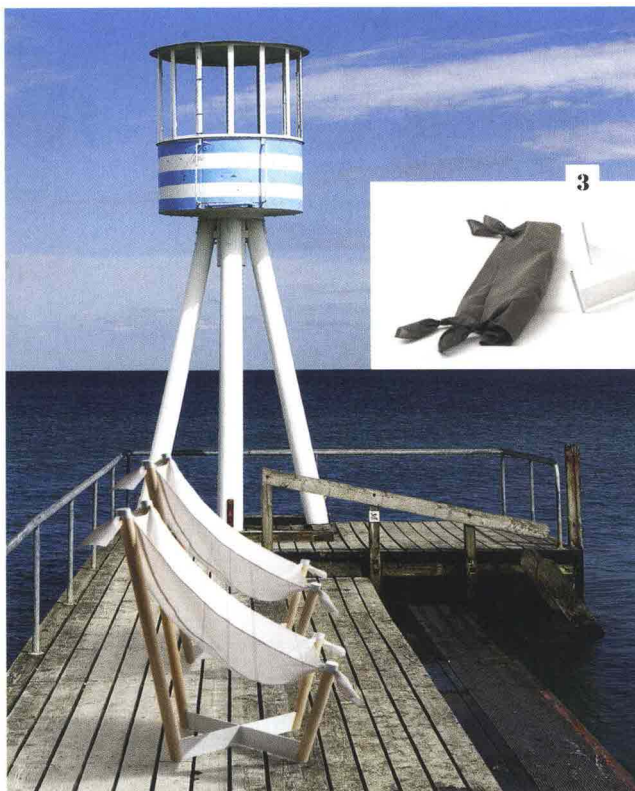


# LookiNg AROUND

## YOUNG DESIGNERS



1



1. MOBI, WHALE LAMP  
INSPIRED BY THE ADVENTURES  
OF PINOCCHIO. PROJECT  
IN COLLABORATION  
WITH THE ILLUSTRATOR ALE  
GIORGINI FOR MYYOUR,  
GOOD DESIGN AWARD 2017

3



2

2. ALBERTO BROGLIATO,  
DESIGNER, AND FEDERICO  
TRAVERSO, ARCHITECT

3. NETWOOD STACKABLE  
SEAT FOR VACATION SPACES,  
MYYOUR, 2017

4. NEWOOD, STACKABLE CHAIR  
IN WOOD, A REINTERPRETATION  
OF THE CLASSIC WINDSOR  
MODEL, CAPPELLINI, 2018

5. HARMO STACKABLE CHAIR  
IN WOOD, PRODUCED  
BY INFINITI, GERMAN  
DESIGN AWARD 2018

6. NELLY TABLE LAMP  
WITH FROSTED GLASS  
BASE AND SHADE IN BLOWN  
MURANO GLASS, PRODUCED  
FOR CAMERON PETERS 2016

## TIME & SPACE

In the historical center of Vicenza, the studio **BrogliatoTraverso** combines expertise in **design**, **architecture** and **crafts** to create objects that respond to today's timing and spaces

Architects are called 'young' until they reach the age of 50. Designers have until 40. This is the simple rule we came up with, when with Gilda Bojardi we decided to start this column 22 years ago.

Since then I have always stood by this tenet, apart from a few cases of distraction. So with a final spurt of youth, which flies away in any case, here I am to tell the story of two Veneto-based designers whose copious output somehow escaped my periscope, in the sea of so many emerging talents. Alberto Brogliato, 37, born in Schio, and Federico Traverso, 39, born in Vicenza, founded the studio that bears their surnames in 2014.

The first took a degree in design in 2006 at the Iuav University of Venice, and then for seven years he worked

on design, research and development teams for Euro3Plast and Plust Collection, creating many different products. The second completed his degree in architecture in 2004, also at Iuav, and from 2003 to 2005 he learned about the art of glassmaking in Murano, assisting the artists Tsuchida Yasuhiko and Masuda Hiromi in the creation of their works, and design exhibitions for them all over the world (Milan, Innsbruck, Tokyo, Venice,



6



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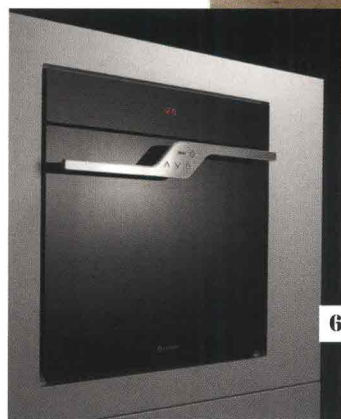
5

# Looking AROUND

## YOUNG DESIGNERS



1. ONE OUTDOOR LAMP IN METAL TUBING, DESIGNED FOR **TORREMATO**, 2015.  
2. FEEL BOTTLE AROMATIZING WATER, MADE IN PCTA TRITAN, **FRATELLI GUZZINI**, 2018.  
3. QQ CUCKOO CLOCK, **FRATELLI GUZZINI**, 2017.



4. LANDING TABLE WITH THIN TOP, THREE METERS LONG, **INFINITI**, 2018.  
5. CANNAREGIA INSTALLATION WITH MINIATURIZED LEDS, WITH PENDANTS IN MURANO GLASS, FOR THE WHITE IN THE CITY PROJECT, ART DIRECTOR GIULIO CAPPELLINI, MILAN DESIGN WEEK 2017.  
6. NEXT BUILT-IN OVEN WITH TOUCH CONTROLS PLACED ON THE HANDLE, PRODUCED BY **SMALVIC**, 2017.

Osaka, Rome). In 2006 he spent time in Japan to work with the designer Yu Nara on several products for the brand Lemnos, a leader in the production of wall clocks, and to learn the art of making traditional Japanese pottery. They sum up their design with a slogan – No Time No Space – that reminds us of Franco Battiato, and which is clearly an illusion, though sustained by poised, effective, confident creations, inspired by classical beauty but also timely cultural phenomena. Proof lies in the very new Feel bottle with an infusion nest in Tritan™ in response to the health craze of drinking water enhanced with flavors of fruit or

spices, or in the Netwood seat inspired by seaside settings, that makes the wooden structure interact with a mesh seat for easy disassembly, which combines the knot of the Italian or Japanese peasant with international minimal-radical tastes. From their intense and variegated work, based on profound knowledge of materials, we can glimpse a typical virtue of the region in which they live, full of silent artisans with whom Brogliato and Traverso always work, because as they put it: "The function of design is still to serve people, not to bring greater glory to the designer as an individual." ■ *Virginio Briatore*