The history of Giuseppe Raimondi (Fiume 1941 – Linosa 1997) is linked to that of many Italian and international furniture and lighting manufacturers, from Gufram to Bontempi, to Molteni, to the Japanese Marubeni. The text focuses on Raimondi’s work during the period between 1966 and 1970, when he was Art Director at Gufram, a company for which he organized production in an innovative way by creating original pieces and involving artists and designers in the development of various items. This article intends, by analysing his work as a designer-artist and innovator, to highlight his specificities: his in-depth knowledge of the technical and expressive properties of new materials and his meticulous attention to the problems of production.

Key words
Giuseppe Raimondi, Gufram, Pop Movement, Material and technological innovations, Project