

Warning: Parameter 2 to qtranxf_postsFilter() expected to be a reference, value given in </web/htdocs/www.aisdesign.org/home/aisd/wp-includes/class-wp-hook.php> on line **286**

ID: 0405

RICERCHE

FRATELLI GUZZINI'S APPROACH TO MATERIALS

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Design, Guzzini, materiali, PMMA, surrogato

This paper focuses on the experience of an Italian company, Guzzini, an historical and authoritative example of Italian design, which linked its history and image particularly to the use of a material, PMMA.

The aim of this research is that of unveiling an unprecedented history of material research that saw the substitution of a natural material, as horn with a synthetic material, using it as a "surrogate" in terms both of technical qualities and expressive-functional one, both being fundamental for the project.

With reference to the evolution of the productive system, the idea was that of highlighting how this company was able to enhance properties and quality, which were subsequently recognised as distinctive of the synthetic material.
