

ENZO
MARI

PROFILE

born in Novara 1932, ARTIST, ELECTRIC DESIGNER, THEORIST, WRITER, RESEARCHER FURNITURE and KITCHENWARE PRODUCT DESIGNER, always in search of language that communicate with art, deplores for **USELESS, GOOD, AFFORDABLE** design for everyone. start design in 1952

Research in psychology and perception of **SPACE, COLOR, and VOLUME**
1963: coordination for Nuove Tendenze group of artist and held an exhibition of optical, kinetic and **p r o g r a m m a t i c a r t** in Zagreb.

Design for **DANESE** at 1972: wooden games, plastic, iron objects. Take advantage of their material properties to arrive at **g r a c e f u l f o r m a l s o l u t i o n**.

Design for **DRIADE** and **ZANOTTA**: functional piece (Delfina stacking chair, Day-Night sofa bed)

1993: director of design at **BERLIN'S KPM** (Royal Prussian Porcelain Manufactory. developing small numbers of archetypal forms, produced in elegant variation. He believes the most important task is to define his own model of an ideal world, not to create an aesthetic one.

"When I have designed an object and people say to me, 'Oh good job!' I cannot help but wonder, what did I do wrong? If everybody likes it, it means that I have affirmed reality as it exists, which is precisely what I do not want."

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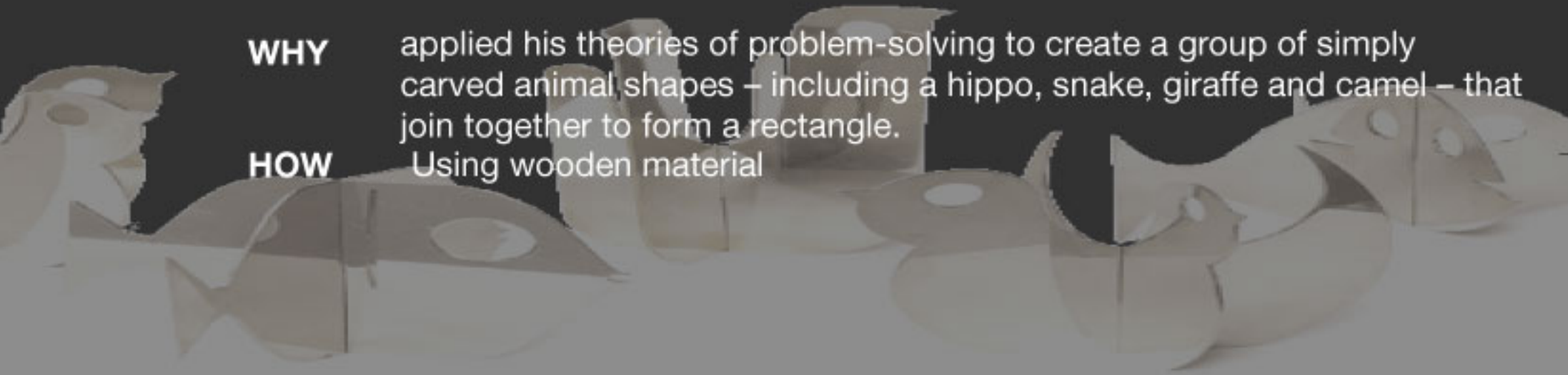


First work: Wodden Children Puzzle

WHAT Children puzzle--- “ 16 Animali”

WHY applied his theories of problem-solving to create a group of simply carved animal shapes – including a hippo, snake, giraffe and camel – that join together to form a rectangle.

HOW Using wooden material



Dalfina chair



WHAT Dalfina chair --- stacking chair

WHEN 1974

WHY Functional, lightweight, simple

HOW Driade is a furniture manufacture.
Cofounder: Adelaide Acebi
Producing futuristic plastic furniture
Other product for Driade: Sof-Sof chair

DRIADE

Zanotta

<http://www.zanotta.it/happenings/>

WHAT Tonietta chair

WHEN 1985

WHY /HOW open-minded platform for avant-garde design
traditionally styled unholstered furniter, tables,
chairs, and accessories. Other famous design:
beanbag chair (by Gatti/Paolini/Teodoro)

Tonietta chair



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Formosa calendar

WHAT Pago Pago vase for DANESE

WHEN 1969

WHY
/HOW

Lowly material (Plastic) with an elegant high style reversible with a central cone to ensure that it functioned equally efficiently whether standing on its top or bottom. Persuading the public that plastic products need not necessarily be cheap and tacky

WHAT Formosa calendar

WHEN 1962

WHY Lowly material with an elegant high style

HOW one of the classic icons of 20th Century Design and can be found in museum collections worldwide.

DANESE

showroom: 20122 Milano- Piazza San Nazaro in Brolo, 15
tel: +39 02 58304150 showroom@danese milano.com



Iron, wooden, Plastic Elegance



ENZO
WARI
JPM

ZANI & ZANI

A houseware manufacturer

WHAT Opasis oil-and-vinegar set

WHEN 1986

WHY /HOW started at 1922. caters to sophisticated tastes with elegantly functional toable and kitchen products made of stainless steel and aluminum; he created difficult forms;

THE MASTER OF FINE SMALL PRODUCTS

Other collections: **Smith e Smith system of pots, Piuma silverware,**

(product are suspended from a rod, hangs from a small stand)

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Copernico set of pots