

"I have tried to restore to architecture its ability to be meaningful, I have done this by using recognizable, figurative images reflecting street life and popular culture, and by creating new typologies...I have tried to convey feelings of surprise, discovery, optimism, stimulation and originality."



Gaetano Pesce

studied at the university of venice from 1959 to 1965

faculty of architecture

in the mid-60's he switched from fine art to design

in 1967 he left Italy for a decade to travel the world

was a founding member of Group N

interested in the idea of programmed art

was one of the most exciting figures in the Radical Design movement

anti-functional

not the best qualified to be an industrial designer

"...objects that surround us during the short time of our existence should help us enjoy prerogative."

**always looked up to Miles Van de Rohe as an innovator**  
**helped encourage Cesaro Cassina**  
**appreciates Frank Gehry**

mentors and peers

Gaetano Pesce

encourage interactions between users and the products  
built products with built-in variations  
emphasis on differences than standardization  
never eager to fit the model  
more interested in the meaning of his work than the function  
allows himself to experiment  
always looking for new materials

I o o n o t  
o k s

e m o t i v e  
t a c t i l e  
p e r f e c t  
l i k e a r t

work



***UP!***

Gaetano Pesce



Gaetano Pesce

**543**  
broadway



Gaetano Pesce

***I Feltri***





***New York Sunrise***

Gaetano Pesce

D a l i l a  
S a n s o n e  
U m b r e l l a  
M o l o c h  
S i t D o w n



work