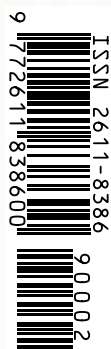


# PLATFORM

## eyewear





Milano Eyewear Show  
February **29**, March **1 - 2** | 2020



DATE

EYEWEAR EXHIBITION September 21-22-23, 2019 Stazione Leopolda FLORENCE

BE BRAVE TO EMBRACE  
LAUGH AND THINK.  
INTO THE FUTURE TO  
NEEDS FERTILE  
PURSUE OF EYES TO BE  
BEAUTY THE INSIDE  
DIGITAL BEHOLDERS  
AND TO BE INSPIRED  
TO FIND NEW





Mod\_OV-603 - Copyright ©2019 - THEMA OPTICAL srl - www.thema-optical.com

**OSIX**  
ART MADE



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foto di Settimio Benedusi

SATURNINO  EYE WEAR



saturninoeyewear.com



@saturninoEW



Saturnino EYE WEAR



@saturninoeyewear

# È EDITO

**MIDWAY BETWEEN FASHION, DESIGN AND TECHNOLOGY, EYEWEAR IS AN OBJECT FULL OF CHARM THAT EMBODIES A CONSTANTLY EVOLVING CREATIVE VALUE.**

**THE ABSOLUTE SYNTHESIS OF DESIGN, FASHION, TECHNOLOGY AND INNOVATION, IT IS IN A CONSTANT STATE OF RENEWAL, SURPRISING US WITH PROPOSALS FULL OF STYLE YET IMPOSSIBLE TO CATALOGUE BECAUSE EACH SEASON IT OFFERS MACRO TRENDS THAT EACH BRAND MOULDS BASED ON ITS INDIVIDUAL DNA.**

**BEHIND THIS LITTLE OBJECT THERE ARE FACES, THE FACES OF PEOPLE WHO PICK UP ON TRENDS BY TRAVELLING AROUND THE WORLD, SEEKING OUT THE FUTURE. THEY THEN BRING THIS FUTURE TO THEIR FACTORIES AND PRESENT IT TO THE SECTOR THROUGH DEDICATED TRADE SHOWS AND IT IS THESE EVENTS, HALLS AND SHOWS THAT MAKE THE DIFFERENCE, FOCUSING ATTENTION ON THE "NEW": THESE SITUATIONS AND CONTEXTS TURN THE SPOTLIGHT ON GLASSES WITH NEW MATERIALS, PROCESSES AND DETAILS THAT ARE THE RESULT OF PAINSTAKING TECHNOLOGICAL RESEARCH, SHAPES THAT NOD TO THE PAST BUT BOAST A NEW APPEAL, COLLECTIONS THAT PERFECTLY REFLECT THE MOOD OF THE BRAND ...**

**IN OTHER WORDS, THEY DEMONSTRATE THE SAVOIR FAIRE OF THOSE WHO HAVE NEVER STOPPED BELIEVING IN THE VALUE OF QUALITY AND INNOVATION OR TO PUT IT ANOTHER WAY, THOSE WHO IN THESE YEARS OF CRISIS HAVE MANAGED TO OFFER THE MARKET SOMETHING DIFFERENT, SOMETHING OF SUPERIOR QUALITY, SOMETHING AIMED AT THE TOP, THOSE WHO HAVE BEEN ABLE TO DIVERSIFY AND UNDERSTAND THE NEEDS OF THE MARKET AND WHO HAVE "STAYED AFLOAT".**

**IN THE LAST DECADE TRADE FAIRS HAVE GROWN TOGETHER WITH THIS EYEWEAR/ OBJECT AND HAVE DONE SO IN TWO DIRECTIONS: FIRSTLY BY ACTING AS INCUBATORS OF CULTURE AND NEW FEATURES AND SECONDLY OFFERING A DISPLAY DOMINATED BY AN ELEGANT ARCHITECTURAL STYLE.**

**ITALY IS THE CRADLE OF EYEWEAR, THE HOMELAND THAT WITNESSED ITS BIRTH AND OVER THE YEARS WE HAVE BEEN ABLE TO EXPLOIT THIS PHENOMENON BY MAINTAINING OUR LEADERSHIP BOTH IN TERMS OF CREATIVITY (Q.V. MADE IN ITALY) AND IN TERMS OF EXHIBITION CONTEXTS (MIDO IS THE WORLD'S LEADING OPTICAL EVENT).**

**BOTH LARGE AND SMALL COMPANIES CONTINUE TO HOLD THEIR OWN IN INTELLIGENT CONTEXTS BECAUSE ONLY TOGETHER CAN WE PROGRESS UNDER THE CREATIVITY FLAG.**



8:30  
AM O'CLOCK

# 24h EYEWEAR

*Ph e Photo Retoucher - DOMENICO DONADIO*  
*Modella - JORDAN SWAIL - MP Management Milano*  
*Stylist - CARMEN INCARNATO*  
*Mua - BEATRICE AGNOLI*  
*Assistente fotografo - EMANUELE RECUPERO*  
*Produzione - ISO*

**FABBRICA TORINO SUNGLASSES**

mod. 1435 col. A82  
Marc Cain blazer  
Zara headscarf  
Barney's Originals gloves  
Retro Luxe London belt  
Sereni Bijoux earrings

BREAKFAST MEETING



O'CLOCK  
12:00  
PM

12



**99 JOHN ST. NYC**  
**ULTEM PLUGIN SUNGLASSES**  
mod. u-259  
Pinko blazer  
Love Moschino T-shirt  
Accessorize bracelets  
Barney's Originals gloves  
Sereni Bijoux earrings

13



**99 JOHN ST. NYC**  
**ULTEM PLUGIN SUNGLASSES**  
mod. u-259  
Custommade blazer  
Tom Ford shirt

BUSINESS LUNCH



O'CLOCK 07:00 PM

HAPPY HOUR

14

**FABBRICA TORINO SUNGLASSES**  
mod. 1439 col. A04  
Custommade blazer  
Calvin Klein T-shirt  
Dr.Denim skirt



15

**SUN'S GOOD SUNGLASSES**  
mod. The Oyster SG05C011  
Vanessa Bruno blazer  
Levi's T-shirt  
Gioie d'Oriente earrings



O'CLOCK 08:30 PM

16

**BOLON SUNGLASSES**

BL 7052 a63  
Marc Cain blazer  
Zara belt  
socks Philippe Matignon



DINNER TIME

17

**SNOB MILANO  
SUNGLASSES**

Mod. Vanda SN66C006  
Vintage trench  
Rinascimento gloves

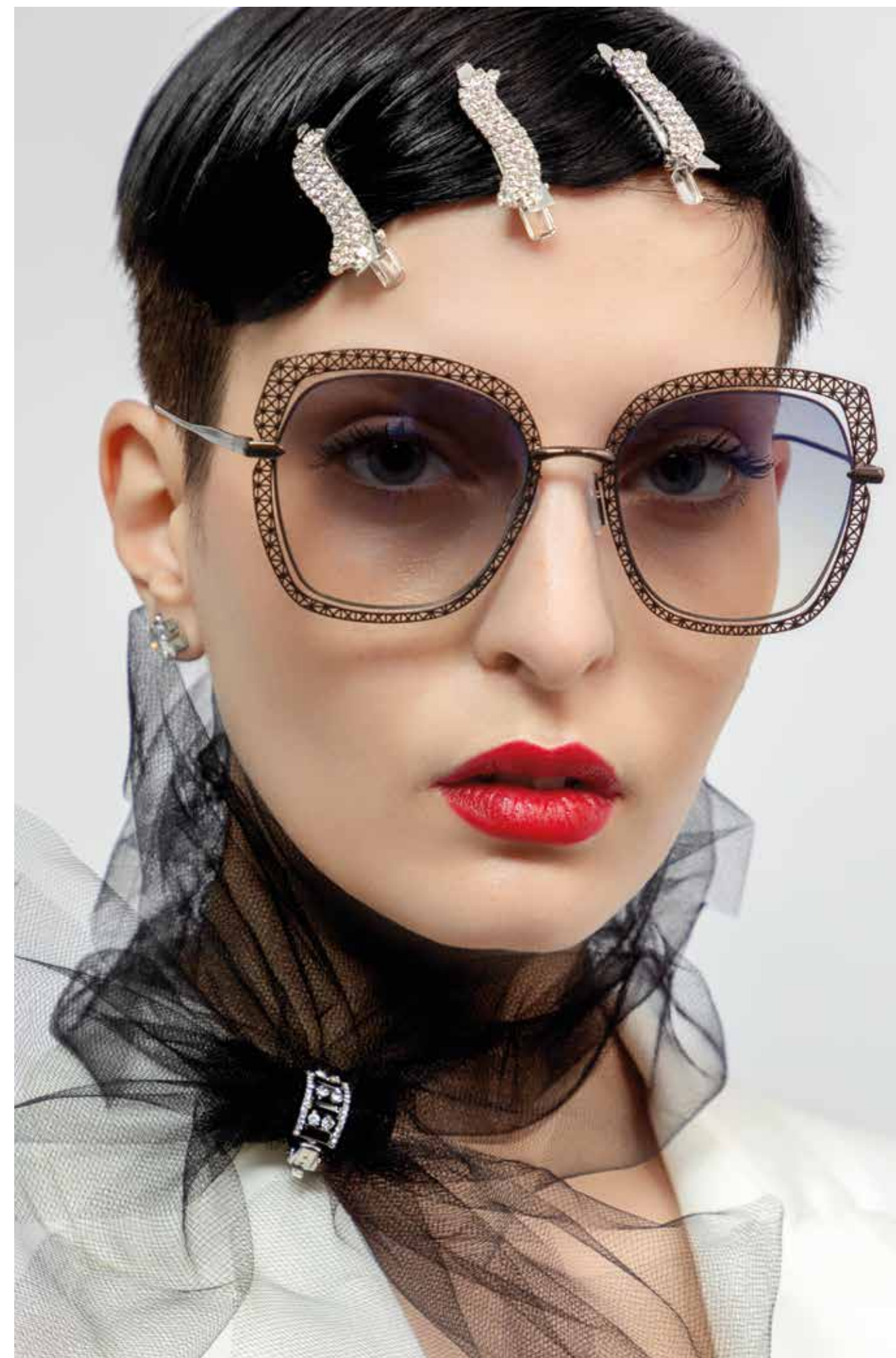


O'CLOCK 09:30 PM

OPERA

18

**BOLON SUNGLASSES**  
BL8036 B20  
Vicolo blazer  
River Island pants  
accessories Accessorize



19



O'CLOCK 12:00  
AM

20



**FABBRICA TORINO SUNGLASSES**

mod. 1434 col. A03  
Marc Cain blazer  
Amerio gloves  
bracelet and earrings Sereni Bijoux

21



**SNOB MILANO SUNGLASSES**

mod. Lola SN58MC003  
Tom Ford blusa  
Pieces belt  
Philippe Matignon socks

CLUB





[www.oxoitalia.com](http://www.oxoitalia.com)

Mod. M-18-25 Col. Junp 0066/G15

## Cerca OXO e vivi la tua Avventura.

Per le spedizioni di DONNAVENTURA, che toccheranno paesaggi e climi diversi, OXO Italia, gruppo italiano formato da oltre 400 Ottici Optometristi con punti vendita distribuiti su tutto il territorio, ha creato una speciale Capsule Collection composta da una montatura da sole disponibile in tre diverse colorazioni, equipaggiata con lenti polarizzate con filtro UV, per garantire maggior comfort visivo, nessuna alterazione dei colori ed una maggiore nitidezza di immagine.





**The expressive language of industrial design and eyewear bows down to the stylistic canons of Less is More.**

The elegance of the style and the harmony of the shapes are the lowest common denominators shared by the Pedrali table collection and Prada eyewear. Both represent the modern evolution of minimalism.

# Minimalist matrix

## Pedrali

The table series seals the union between the designer Luca Casini and the Italian Pedrali company. Launched during the 2018 edition of the Salone del Mobile, it is a combination of the stylistic canons of Minimalism and is the result of an essentially "logical" composition that is the result of formal, detailed and communicative research.



## Prada Eyewear

The VPR 55V model is part of the new edition of the vintage-inspired "Prada Journal" prescription collection. The frame stands out on account of its sharp squared lines enhanced by the sophisticated combination of different machining processes.

The ultra-thin metal temples feature the emblematic plaque with a finely engraved Prada logo.



# *The Living Coral effect*

**There is a desire and a need for optimism.  
That's why according to the Pantone Color Institute  
the Colour of the Year is Living Coral.**

26



## EBK

Delicate and elegant, this model features the round shape - among the must-haves in eyewear trends - and cleverly combines it with an upper section emphasized with an enamelled metal insert and pink lenses from the Greenpoint line.

The invasion of digital technology and social media has led to the quest for interactions and social relationships.

Living Coral - a colour naturally present in our chromatic ecosystem - perfectly embodies our desire for playful expression and the need for optimism. Ça va sans dire: the invasion of fashion and industrial design has turned into a diktat.

27



## Ames

Maraca, the new Ames deckchair-hammock designed by Sebastian Herkner, is inspired by the classic Colombian lounge chairs that combine traditional materials with a clear and current language of form. The natural colours and motifs taken from folklore legends spread the joy of living.



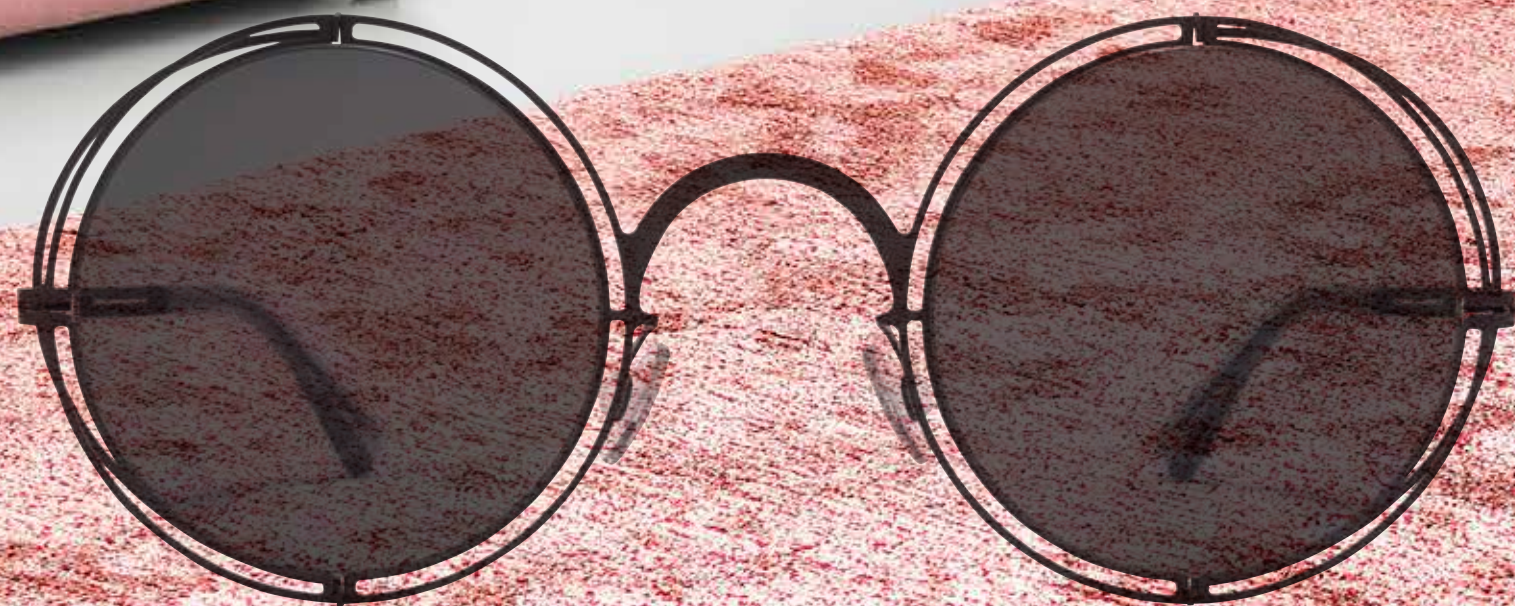
# Circular high tech

Original and essential. Functional and able to express the perfect shape par excellence: the circle. As a result the three maisons that have made minimalism their manifesto are back with two high-tech style products characterized by attention to detail and meticulous formal research and if the Beosound Edge reinvents the way we listen to music, the Craft eyewear collection evokes the jewels of the Victorian era.

28

## Mykita + Maison Margiela

The sophisticated machining of the metals with their numerous folds and curves, transforms thin sheets of steel into delicate three-dimensional constructions. Intense coloured lenses are captured in a metal frame that evokes the style of Victorian jewellery. The Craft collection reinvents this historic and ornamental aesthetic, transporting it to a modern and functional context.



The circular shape is the Leitmotiv of both the Beosound Edge audio speaker by Bang & Olufsen and the Craft collection, a consolidated liaison between Mykita and Martin Margiela.

29

## Beosound Edge by Bang & Olufsen

Created in collaboration with the internationally renowned designer Michael Anastassiades, the Edge is the latest speaker from the Danish brand that specializes in luxury audio products. The circular shape of the Beosound Edge allows two positioning options.

On the floor it becomes a furnishing accessory while when mounted to the wall it acquires an unusual appearance becoming an object that seems to defy gravity while separating rooms. The proximity sensors detect when the user approaches, discreetly illuminating the tactile aluminium interface. Adjusting the audio is as magical as the sound that is generated: simply turn it gently forward or backward to increase or decrease the volume.

For a moderate adjustment a light touch is sufficient, while a more energetic movement increases the volume decisively. If you let it go, the Beosound Edge returns to its original position.





# *Vintage allure*

**A mix and match between a retro design and lines projected into the future outline the STR337 eyewear by Trussardi Eyewear and the Bardot lamp by Bonaldo.**

30



## Trussardi Eyewear by De Rigo Vision

Always consistent in its taste for elegance, the brand revives the artistic styles of the past through this model. The greyhound brand's sunglass model opts for the aviator shape revisited in a modern key in line with current trends. The front section combine acetate rims and a double metal bridge.

31



## Bonaldo

The Bardot table lamp by Bonaldo, designed by Laura Cazzaniga and Ilaria Limonta, features essential and elegant lines that come together in a retro allure, indicated by the name as a tribute to the famous French diva. The Bardot lamp integrates perfectly into a variety of housing solutions giving a touch of style to different corners of the home from the bedroom to the living area or from the entrance to the study.

Available with base and sphere in matt painted brass; it is possible to personalize the stem by choosing from six different colours: white, anthracite gray, racing green, burgundy, arctic blue and brick.



# *Between utopia and technology*

story by Alessandra Albarello

## **Simplicity meets technology and pureness.**

Unicity and linear purity of a great classic - Foscarini's lamp Twiggy - is perfectly according to Factory 900's linearity. The brand is definitely looking to the future not only in terms of the 3D printing production technique alongside the traditional acetate one but also for the choice of organic and futuristic shapes that take up an architectural language or the aerodynamic lines of cars thus displaying a marked aptitude to interpret contemporary sentiment between utopia and technology.

## **Twiggy by Foscarini**

A fine arched line, a flexible sign which by magic suspends a large diffuser in mid-air: this is Twiggy, a floor lamp that meets multiple setting and lighting requirements with the upcoming MyLight system.

## **Factory900**

The EL-002 model is the result of the collaboration between Factory900 and the Elza Winkler brand.





# *Sinuous celebrations of style*

**A hyper-feminine twist crosses the lines of Eblock glasses and Daniele Tagliabue footwear.**

Everything is in ferment. Design bows down in the face of curves and submits to the power of gold and the strength of black. To underline the renewal of the self in a sexy version there are two must-have accessories of the moment: the EB-505\_S86 frame and the Pamela 9two5 shoe, inspired by the outrageous actress.

## Eblock

Following long experience in the production and marketing of eyewear, in 2012 Giovanni Somnavilla and Umberto Valentini created Eblock. The brand is best summed up by the development of mono concept frames based on the patented Easy Block lenses locking system. The model shown here -EB-505\_S86 -with its interplays of volumes and overlays, expresses the mood of the Side Cicle collection to which it belongs. The round shape and the double bridge in gold and black metal create a dichotomy able to celebrate a seductive and classy style.

## Daniele Tagliabue

A sexy, sinuous and elegant universe presented by the designer and founder of the brand that bears his name. A range of images inspired by the curves of Pamela Anderson which in his graphic virtuosity is permeated by a modern and at the same time vintage chic, as explained by Tagliabue himself: "My design is based on inspiration and not on the season: it is probably my strength but also my weakness. I like what I design, I always imagine a sexy and classy woman, no matter if it's in the 1920s or the 1960s. Sometimes I create extremely complicated models, material for catwalks which obviously never goes into production but which are the basis of the style around which the collection will be inspired".

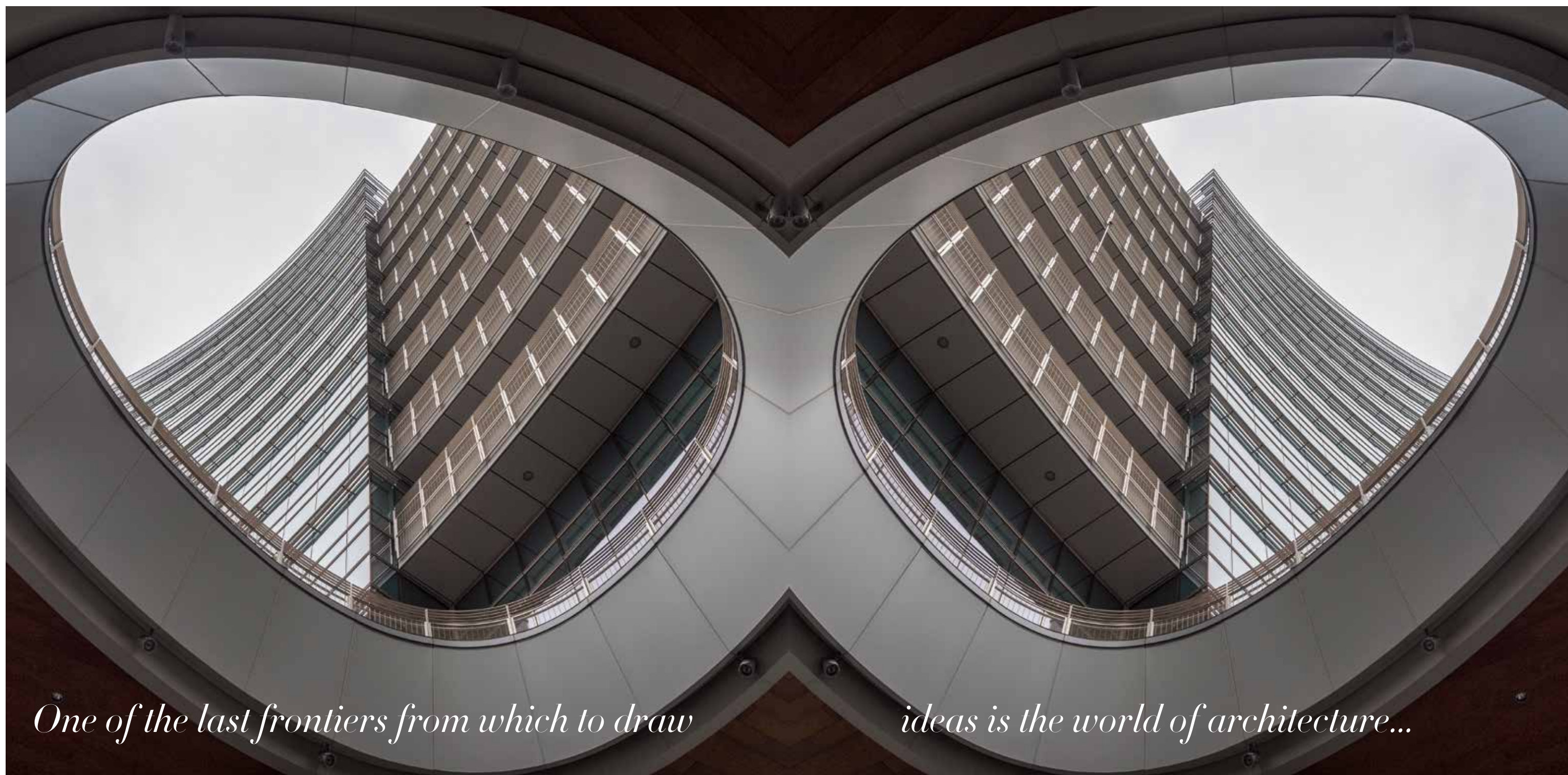


# ARCHITECTURE FOR THE EYES

story by Daniela Garbillo

*The term contamination is now both used and abused  
but it perfectly describes what is happening  
in the world of eyewear where for years now the most  
eclectic designers seek inspiration in different sectors  
and sometimes far from the world of fashion.*

36



37

*One of the last frontiers from which to draw*

*ideas is the world of architecture...*





ARCH DIMORESTUDIO  
PALAZZO PRIVÉ  
PH Andrea Ferrari



CATUMA

This is the case with the made in Puglia Catuma brand and its ArTchitecture line which presents a number of features that bring to mind the ubiquitous themes in the works of the Irish Eileen Gray, adapting drawings, shapes and materials to both prescription glasses and sunglasses. Eileen Gray in fact was passionate about steel and she used it in tubular form in her designs to give life to luxurious modern interiors in which each item and furnishing accessory followed a precise descriptive logic of the surrounding environment, having been created by Gray herself. The Aplomb line, instead, refers to the leaded glass windows, rosettes and infinite ranges of colour that were the leading features of Gothic architecture, found in aisles, chapels and naves. Each model presents intangible geometric designs in gold, copper or green, filled with coloured and translucent lacquers that give a glass-like effect. The ultralight front section, sometimes round, sometimes square or rhomboidal, presents a complicated upper part that follows rigorous linear designs in metal with coloured lacquer inserts.





Another example is the partnership between the Portuguese Vava brand and the Portuguese architect Álvaro Siza Vieira, winner of the Pritzker Prize in 1992 and a well-respected figure in contemporary architecture. The result is a capsule collection of glasses consisting of two limited edition models plus an unlimited third series. The alternation between rigid lines and soft circles means that these glasses become a mechanical part of the body, transforming the face into a landscape to be filled.



The dances of light across the surface of the Black Diamond - Royal Danish Library in Copenhagen, a spectacular building that stands on the Danish city's waterfront, has instead inspired Birgitte Falvin with her collection The Black Crystal. The upper part of each frame recalls the central part of the Black Diamond with a single line that crosses the entire top of the frame, starting from the sides. Offering 7 models, the titanium frames are handmade in Japan and some are covered in 24 carat gold while Nordic minimalism is also present in the classic black, white, grey, silver and gold colours available.

ROYAL DANISH LIBRARY - COPENHAGEN



FALVIN





Neubau eyewear has created a special edition called “Walter & Wassily”. As a homage to Bauhaus, the open stall is constructed out of geometrical shapes, while the choice of materials is also referencing the Bauhaus period, appearing at once both vintage and modern. The Bauhaus furniture inside the stall completes the concept.

In terms of design, this year’s crop of neubau eyewear frames once again come out firmly on the progressive side. While iconic Bauhaus-designed originals these days tend to end up locked away in museums, the sunglasses model Walter & Wassily by neubau eyewear revitalizes the influential art school’s original idea of blending fine art and crafts in design objects for everyday use. The model Walter & Wassily, a homage to Bauhaus founder Walter Gropius and the painter Wassily Kandinsky, initiates a dialogue between design and the human being, transporting the Bauhaus style into the here and now, just in time for the Bauhaus centenary.



Located in a former gin distillery dating from 1910 in the Largo Isarco industrial complex on the southern edge of Milan, the home of Fondazione Prada is a coexistence of new and regenerated buildings including warehouses, laboratories and brewing silos, as well as new buildings surrounding a large courtyard.

The complex aims to expand the repertoire of spatial typologies in which art can be exhibited. The project consists of seven existing buildings, and three new structures: Museum, a space for temporary exhibitions; Cinema, a multimedia auditorium; and Torre, a nine-story permanent exhibition space for displaying the foundation's collection and activities.

Fondazione Prada reflects the minimalism of the brand, that is also expressed in its sunglasses and prescription glasses.



PRADA



FONDAZIONE  
PRADA, MILAN



# NEW TRENDS TO EACH HIS OWN

*There is no unambiguity  
in eyewear's DNA as it  
once more demonstrates  
its multi-faceted nature.*

There are several macro-trends following eyewear this season and they are doing it by evolving different styles, mixing retro heritage and futuristic visions, new languages and extreme shapes, innovative technologies and style details. Acetate shows the way, but metal also has its say and even embraces it in a crescendo of poetry and research. The stylistic exercise for the coolest accessory is clear: some explore new boundaries by occasionally throwing themselves into excessive solutions, others bow down in homage to the dictat "Less is more" but neither ever lose sight of wearability. To each his own.

# BOLON

EYEWEAR

Hailey Bieber



*They call them Créateurs  
and in front of them design  
finds new creative expressions.*

# Avant-garde

Their DNA is constantly evolving. They are  
a crossroads between fashion and design.  
But don't catalogue them, because their  
creations are mutations in search of beauty.









DELIRIOUS EYEWEAR



GAZUSA



VYNIL FACTORY





L.G.R.



LIÒ



*Prescription eyewear speaks  
the language of design, appeals  
to avant-garde creativity and  
boasts technological solutions.*

# Design

The aesthetic methodology of glasses alternates rigorous forms with sinuous solutions in a never-ending story that appeals to unexpected variations and unprecedented cross-pollinations. Between contaminations from different worlds and new compositional solutions, each model is in search of perfection and each one finds it through their stylistic elements, absorbing the “new” and giving light to the avant-garde. Et voila. Each one shows its essence. Its beauty.



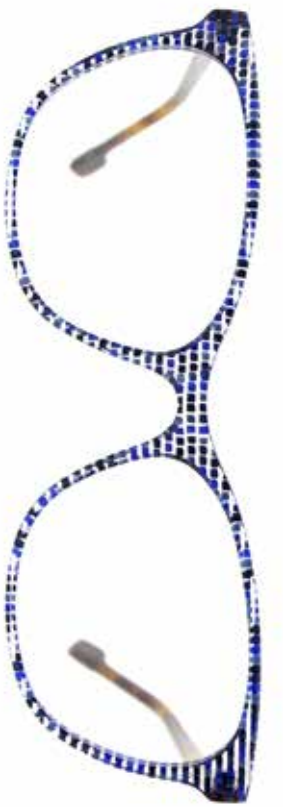
FROST





60

SALVATORE FERRAGAMO



VANNI

61



KOMONO



NEUBAU





AIRDP



BLACKFIN



OSIX



LOOK OCCHIALI



*Eyewear has a new creative  
diktat: coloured lenses.*

64

# (Cool)our

Coloured lenses are back, reworking the artistic styles of the past through a palette that exudes experimentation. Favourite pastel shades - pink, blue, purple, green, or even yellow, even the dégradé and mirror versions are there. A must-have that is already a trend.



LUISSTYLE





PAUL SMITH



INVU



66

67



BARBERINI EYEWEAR



BOZ EYEWEAR



TREND



VAVA



68

KALEOS



69





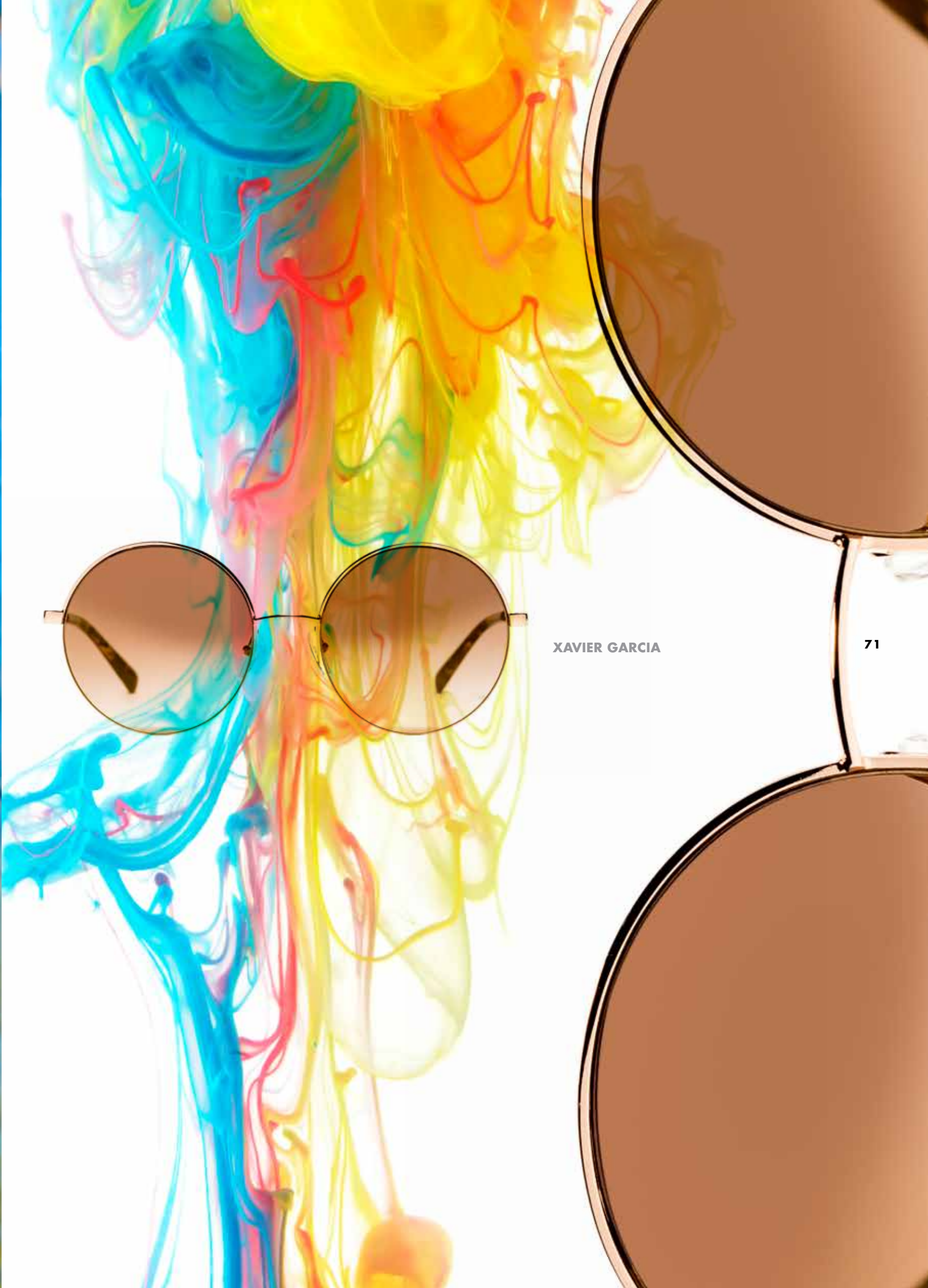
MAUI JIM

70



XAVIER GARCIA

71





*Modernity in prescription glasses finds its maximum expression in this revisitation of the classic aviator shape.*

# Aviator

Consistent with its taste for linear elegance, the teardrop shape returns and becomes the undisputed star of optical frames. Through clear references to the past, eyewear draws historical models from its archives and proposes new ones, focusing on the attention constantly paid to the typical style of this accessory. Between brushstrokes of colour, the use of rhinestones, architectural references and apologies to minimalism, style is served.



MADE IN ITALIA



GOTTI



74

BOB SDRUNK



75

BLAUER



**Blauer.**  
USA





MOREL



KYME



SILHOUETTE



ANDY WOLF



DADÀ



KALEOS





*Arianna Foscari* is a professional optician specialized in image consulting for eyewear. For 30 years she has managed an optician's in Thiene in the province of Vicenza and has created Foskop, the first image consultancy for eyewear.

story by Arianna Foscari

# COLOUR TRENDS FOR 2019

*What are the coolest colours for glasses?  
How can we match them to our look?*

You have to choose fashion colours by combining them with the individual's complexion and style, all the while taking into account one's own personality, the ability to mix colours and to be daring. Here are three sure-fire mixes for this summer.

## Blue and yellow

Zesty lemon yellow eyewear combined with a denim look will create a real "wow effect". This combination is particularly suitable for people with calmer undertones but by measuring the amount of yellow and above all its tone, it can be used elegantly even by people with warm characters with the exception of fluorescent colours which are suitable only for a cold effect.

## Marbled and orange

Tortoiseshell eyewear has a typically classic flavour. The combination with a vital and energetic colour like orange makes it particularly suitable for younger women. Living Coral is thus easy to wear even by people who do not have the courage to go for the total look.

This combination is suitable for people with warm tones in their personality, but when combined with cold marbled acetate it is particularly striking.

## Antique rose and burgundy

Classic shades that bring to mind last season's combination of red and Schiaparelli pink but with softer tones. Glasses in shades of burgundy are suitable for people with warm characters but if they have a hint of blue, they can be equally elegantly worn by those whose complexion prefers the cold palette. A word of advice? Combine burgundy or pink glasses both with hints of écru and sand.





# VONJAKO

story by Cristina Bigliatti

*It's almost 40 years old, but with each passing season it becomes more and more beautiful. I'm talking about Street Art, that spontaneous and multi-faceted form of urban art whose multiplicity manages to unite and at the same time provoke lively debate.*

Born in the American suburbs in the early 1980s, it spread rapidly overseas, reaching the peak of its fame in the last ten years and although starting in less than reputable suburbs it has managed to invade the historical centres of many major cities. From the earliest forms of writing -murals characterized just by soft coloured letters, either stylized or deformed to the limit of comprehension-it has slowly turned into a language for images featuring geometric shapes, portraits, fantastic characters and plenty more besides; today's urban art offers tens if not hundreds of different expressive styles. It is an ever-changing art form. This transformation is due not only to the stylistic contributions that artists from all over the world bring daily but also by the ephemeral nature of the medium. Whether it's a constantly weathered wall, or an illegally created mural, these works of art are not meant to last forever. For this reason, a style of photography has been created, dedicated to the enhancement and at the same time the protection of these works with the aim of bearing witness to their existence even when they themselves have disappeared.

One of these photographers is Vonjako, who not only immortalizes some of the most beautiful walls in California, but also brings them to life in a very special way. Vonjako -born Andrea Giacomini -is an Italian filmmaker and photographer who has been resident in Los Angeles for two decades. A couple of years ago while photographing the urban art works of his adopted city, he began to interact with them, inserting a pair of glasses between the wall and the lens. The result was both funny and interesting: the large coloured faces, painted on the walls, looked like real people in three dimensions. It almost seemed that they were actually wearing those lenses. Pleased with the result, Vonjako started posting his photographs on Instagram, enjoying growing success. Considered a Fine Art -or art photography -project,"The Art of Shade" has arrived in Italy in Milan, more precisely at the Galleria Apres Coup which in collaboration with Noema Gallery, hosted Vonjako's work for the whole of last summer. Vonjako's photography is not only an end in itself, but also aims to capture the ephemeral and make it last forever. It is thus a form of art which is not just beautiful but good as well.





"SHADES OF BLUE"  
Place: Art District. Portrait of Scarlet Johansson on  
a wall in the Art District by StarFighterA  
Artist: StarFighterA  
Status: This mural still exists.



**"SPACETIME"**

Place: Reseda. Albert Einstein Portrait painted on the wall of the Reseda High school by Levi Ponce.  
Artist: Levi Ponce  
Status: This mural still exists.





## "SUN CITY"

Place: Palm Springs. One of the few murals in Palm Springs, One of the first mural made by James Haunt the legality of this is a bit questioned.  
Artist: James Haunt  
Status: This mural still exists.







"GET UP!"  
Place: Abbot Kinney, Venice. Art wall painted by unknown  
on the side of a Optician shop on Abbot Kinney.  
Artist: Unknown.  
Status: This mural was removed.



Credits ©BobKrieger

# BOB KRIEGER

*Living through fashion and music.  
60s, 70s, 80s and 90s.*

90

story by Cristina Bigliatti

"I've known Bob for 20 years. I've followed many of his works and events, each one always with a particular focus. However it was only a couple of years ago when I succeeded in doing something particular: getting him to open those suitcases where he said he had complete chaos. And this exhibition is the result of that chaos: dusty slides, almost unusable films that highly capable professionals have been able to restore, stacked albums put back one by one in order. Yeas, that's right, you could call it a treasure chest, exactly that". Thus Maria Grazia Vernuccio introduces the exhibition - curated by her - entitled "Bob Krieger images. Living through fashion and music. 60s, 70s, 80s and 90s."

The exhibition, open to the public until June 30th 2019 at the Palazzo Morando | Costume Moda Immagine in Milan will throw light on the works rediscovered in the private collection of Bob Krieger: images taken between the 60s and the 90s including advertising campaigns by some of the greatest Italian designers such as Armani, Ferré, Missoni, Valentino, Versace, Biagiotti, Gucci, Fendi and Dolce & Gabbana.

These are photographs that immortalize the Made in Italy boom throughout the rest of the world, a historical period during which America initially not only welcomed the great creative Italian minds, but also conferred on them such

recognition as to make them a worldwide success. The author of three covers of Time and a New York Times Magazine correspondent, Bob Krieger was one of the leading figures in this overwhelming season of successes.

Bob Krieger himself recalls: "In the 1970s we invaded the United States and from that moment on we became number one worldwide. I have to say that I also feel a bit part of this invasion with Armani, Versace, Ferré and all the others because we were all born together. The moment of glory was 1982 with the first cover of Time dedicated to Giorgio Armani that I did with him. It was the first time that an Italian designer had been on the cover of such an important weekly and it was a kind of consecration, like a Nobel prize, fantastic!".

The colours, geometries, lines and Italian opulence immortalized by Bob Krieger are the same elements that can clearly be seen in the exhibition design project created by the famous Italian architect Carlo Colombo. The exhibition is characterized by a rigorous elegance where the different plays of light merge to create a sort of theatrical setting.

This colourful setting, dedicated to high fashion and design is intended to pay homage to the person who left his mark on an era in costume and fashion photography worldwide.



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Genny, 1982

Mila Schön, 1969, Contessa Marion Zota Borromeo



Biki, 1968



Valentino, 1969



Irene Galitzine, 1971





Rocco Barocco  
1981



Giorgio Armani  
1990

The exhibition, designed by great designer **Carlo Colombo**,  
open to the public until **June 30th 2019** at the beautiful  
**Palazzo Morando** - Costume Moda Immagine in Milan.

Next *tradition*

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**NODUS**  
Ripped and Tearable  
Carpet Yellow by Nodus

**W-EYE**  
The Birey frame in wood by W-Eye

story by Alessandra Albarello

## THE MATTER OF VISION

*Natural or artificial, materials and colours define the new aesthetics (and ethics) of glasses.*

Current research into materials takes place via different approaches, mirroring what happens in fashion, design and architecture. On the one hand it draws on nature and thanks to the support of technology, challenging some of the limits inherent in the material. This results in marble become lighter and wood being bent through the application of heat. On the other hand, under the guise of experimentation it takes unusual directions, and colour, together with shape, becomes a fundamental element in both approaches, immediately communicating the personality and intrinsic value of this accessory as well as its authenticity, since the artificial and naturally vivid colours of Kirk & Kirk's collections can also be authentic.

A freshness resulting from the exclusive use of an acrylic material and characterized by a transparent brilliance. Instead, the graphic motifs of W-Eye wooden glasses are characterized by a virtuosity that harks back to earlier handcrafted knowledge, obtained thanks to a sophisticated technique of preparing the material that alternates different layers of coloured wood. Often it is only a gesture of the hand that can give glasses a lived-in touch, making each piece unique and precious.

"A sharp contrast between harmonic rounded shapes and fierce geometric ones. An homage to the feminine and the masculine fused into each other. Our personal tribute for a unisex, evergreen spectacle, born a hundred years ago in New York. Strictly for people with an attitude". VENTI is the fifth model that joins the collection Hoet for Morà Busoli. It is a restyling of the pantos shape, which was

invented after WWI but that became en vogue only during the late Fifties and Sixties. In occasion of the centenary from the creation of the pantos shape, Morà Busoli and Patrick Hoet wanted to give their personal tribute by revisiting it with a new, captivating restyling in which it could be possible to appreciate the sharp contrast between the round lower edges and the strictly geometric upper ones. Venti is created out of solid marble, precious stones and aerospace carbon fiber. It is possible to choose among 12 marbles and 4 precious stones. As many as 193 steps are required to complete one single pair of Venti, most of which hand by hand. That makes around 18 days of work to create a unique frame, no-one else in the world could ever duplicate.

This is also true for the Rigads models which express the full potential of natural materials including horn, wood and stone but which above all tell a story of tradition, passion and "know-how" while always respecting the concept of sustainability.

Among the latest creations, the UW2 Le Wood model created in collaboration with the Chinese designer Uma Wang for the F/W 2019/2020 season combines the anodized aluminium-magnesium of the rims with solid blackwood recovered from furniture off-cuts while its minimalist shape is a tribute to the centenary of the Bauhaus.





**MORA BUSOLI**  
Venti: a tribute to the centenary  
of the Pantos Creation



**FORNASETTI  
BY AND COLE & SON**  
Senza Tempo wallpaper

**KIRK&KIRK**  
The Oscar model in acrylic  
from the Kirk&Kirk Spectrum line





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101

**RIGARDS**  
UW2 Le Wood glasses  
in aluminium-magnesium  
and wood by Rigards



**C.R. & S. RIVA 1920 D.T.**  
Plank Table



# Life of a star

*story by Paola Ferrario*

Actors, singers, showgirls and sports personalities have no desire to give up protecting their eyes from the harmful rays of the sun and appearing in public not just on showbiz occasions.

Every moment is good for wearing glasses even if just to hide dark rings around the eyes or to give yourself an intellectual look by wearing a prescription frame.

**SALVATORE FERRAGAMO**



**VALENTINO**



**BOLON**



© 2019 Marc Patrick/BFA.com

**ARMIE HAMMER**  
@ SALVATORE FERRAGAMO

USA actor Armie Hammer interprets SS19 Salvatore Ferragamo campaign.



**HAILEY BIEBER**  
@ BOLON

The model Hailey Bieber with her Bolon eyewear model BL7076.



**NAOMI CAMPBELL**  
@ VALENTINO

A cat-eyed shape for the well-known model Naomi Campbell.



KOMOMO

RAY-BAN

MIU MIU



**SARAH JESSICA  
ARKER @ RAY-BAN**

Fashion icon and actress  
Sarah Jessica Parker in Ray-Ban.

**CHRISTINA AGUILERA  
@ KOMONO**

Pop star Christina Aguilera wears  
Ava Black model by Komono.



**CHLOË GRACE MORETZ  
@ MIU MIU**

Actress and model Chloë Grace  
Moretz with Miu Miu.







**NAOMI WATTS**  
@ GIORGIO ARMANI  
Actress Naomi Watts has chosen  
Giorgio Armani Eyewear.



**MATTHEW MCCONAUGHEY**  
@ POLAROID  
The aviator model 6050  
for Matthew McConaughey.

**ANNE HATHAWAY**  
@ GIVENCHY  
Red hair and model 7109  
for Anne Hathaway.





# FROM TURIN



108



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*Under the Mole Antonelliana, cool glasses are created as the result of the interaction between design, fashion and art.*

Three years ago the farsightedness and intuition of the Turin entrepreneur Alessandro Monticone saw the creation of a design project in the eyewear world known as Fabbicatorino. During these three years, he has been able to put culture at the centre of every action with the intention of presenting design as a discipline capable of producing meaning and value.

Collection after collection, glasses after glasses, the brand has carved out a privileged place among avant-garde glasses, those small works of art poised midway between design, technological research and fashion, able to enhance the appearance and look of those in search of a unique object.

The frames follow the latest and most up-to-date stylistic canons through clearly delineated geometries, rounded corners and surprising transparencies.

Thanks to special gluing process and a great deal of research into the study of volume, acetate glasses with a unique character come to life that are extremely easy to wear with close attention paid to the fit.

The key element of the design is the link between culture and art and the brand has in fact worked together with the Turin artists The Bounty Killart for the creation of a limited and numbered edition of ten pieces of art created starting from the classic cross-pollination where sculpture meets the most modern handcrafted techniques designed for true eyewear enthusiasts and genuine collectors.

This is the first of a series of collaborations planned by the project that will see eyewear interpreted in a unique way, as only an artist can do.



# BOLD IS COOL

*Snob Milano revisits the dogmas and silhouettes of one of the most glamorous decades: the Sixties.*

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MOD. GIANNINO



The beating heart of eyewear that wants to stand out the most is represented by those glasses in which design and research come face to face with the avant-garde. Among the most interesting players in this scenario is Snob Milano which since Spring 2015 has been making some interesting waves in the world of eyewear. Behind the brand is the expertise of an all-Italian company known and appreciated in the sector - Franco Sordelli - with designs by Tommaso Bossetti.

The starting point of this adventure were prescription glasses combined with a flat magnetic sunglass clip-on created in partnership with Zeiss, the well-known German lens manufacturer.

After a first phase dominated by minimalism, the brand has now entered its "boldness" phase in which it revisits the Sixties in a modern key.

Icons such as Marcello Mastroianni, Jacqueline Kennedy and Audrey Hepburn are the source of stylistic inspiration, dreaming of a return to their examples of elegance and good taste.

The collection chooses large shapes and sinuous profiles that are characterized by a surprising lightness and a fascinating tactile sensation.

Snob Milano's journey has just begun and seems unstoppable.



MOD. VANDA





# THE UNIQUENESS OF DIVERSITY

*Bolon Eyewear celebrates individuality and self-acceptance by respecting diversity.*

"Owning a fashion style is the way to express your own personality" is the motto of Bolon Eyewear. Because everyone has their own attitude and their own way of thinking, every fashion style is unique.

The brand believes that respecting diversity is the only way to truly respect individuality.

That is why the brand encourages people

to express their individual style in every moment in life by offering a wide variety of unique designs, from classic, elegant, chic or modern, to meet everyone's style. The aim of the brand is to give people confidence to be themselves.

Be the brand for all.

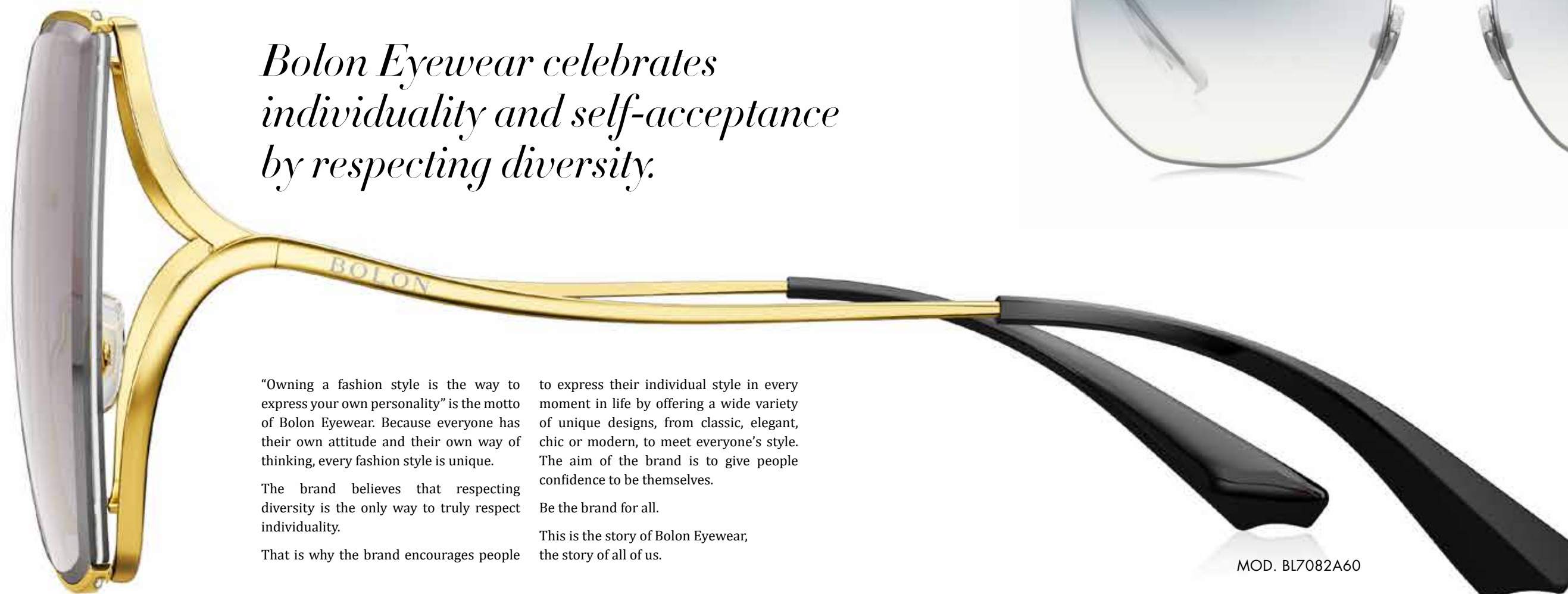
This is the story of Bolon Eyewear, the story of all of us.



MOD. BL7080B91



MOD. BL7088B91



MOD. BL7082A60



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ERREDI GRAFICHE | via Trensasco 16138 Genova (Italy)

**BOOKSHOP DISTRIBUTION**

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Import Srl - via Achille Maiocchi, 11 - 20129 Milano

**INTERNATIONAL DISTRIBUTION**

A.I.E. Agenzia Italiana di Esportazione S.r.L. | Via A. Manzoni 12  
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**Standard rates for 2 issues:**

Italy Euros 5 | Europe Airmail Euros 15

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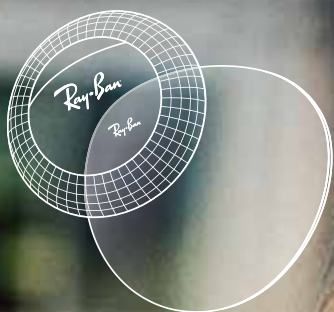
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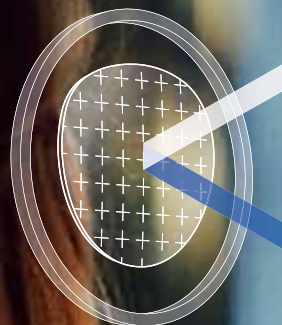
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