

PLATFORM

eyewear

**BACK IN THE
SEVENTIES**





P'8508 | AVIATOR SUNGLASSES

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cover
BOLON eyewear



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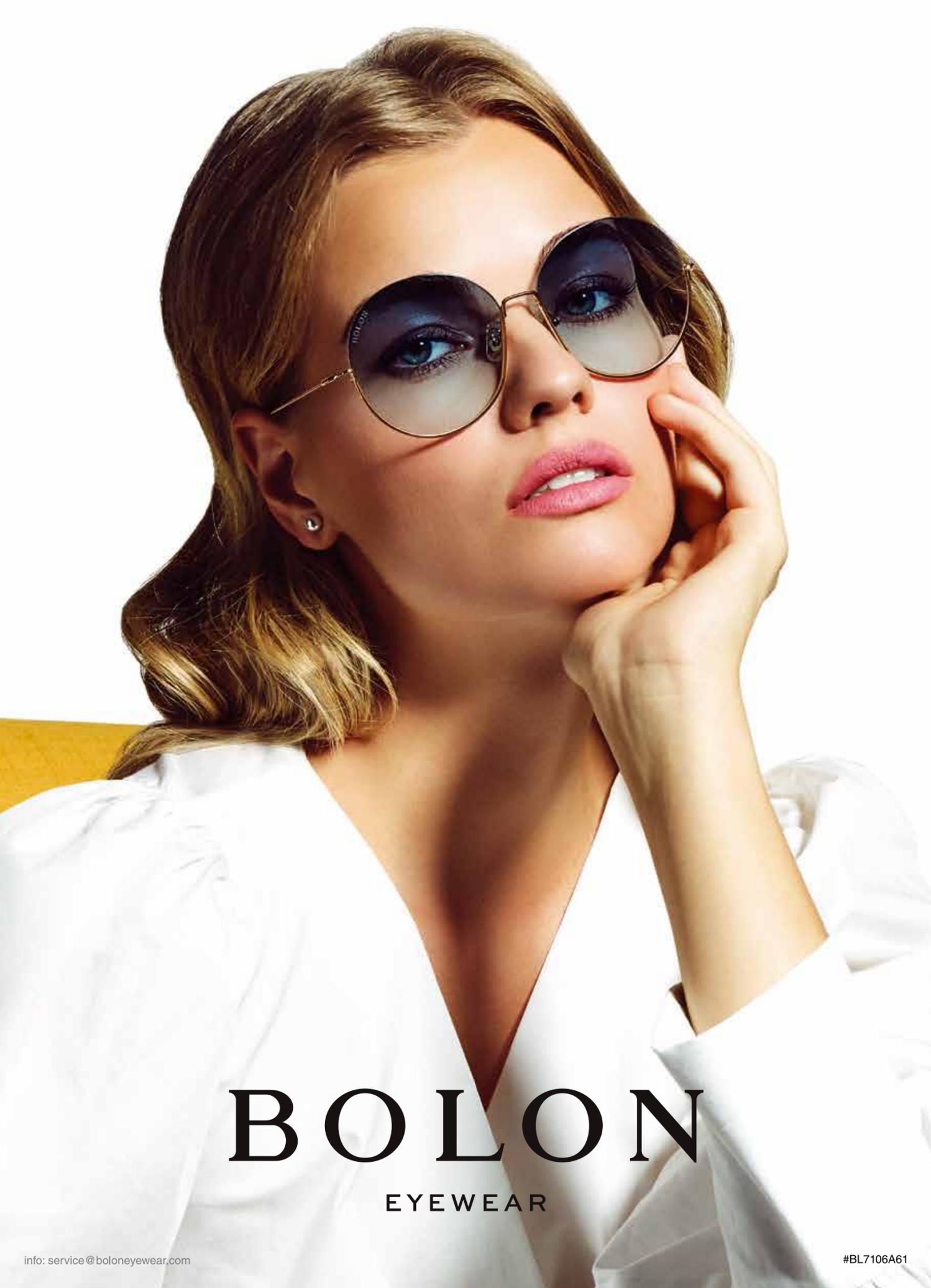
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Milano Eyewear Show
February **29**, March **1 - 2** | 2020

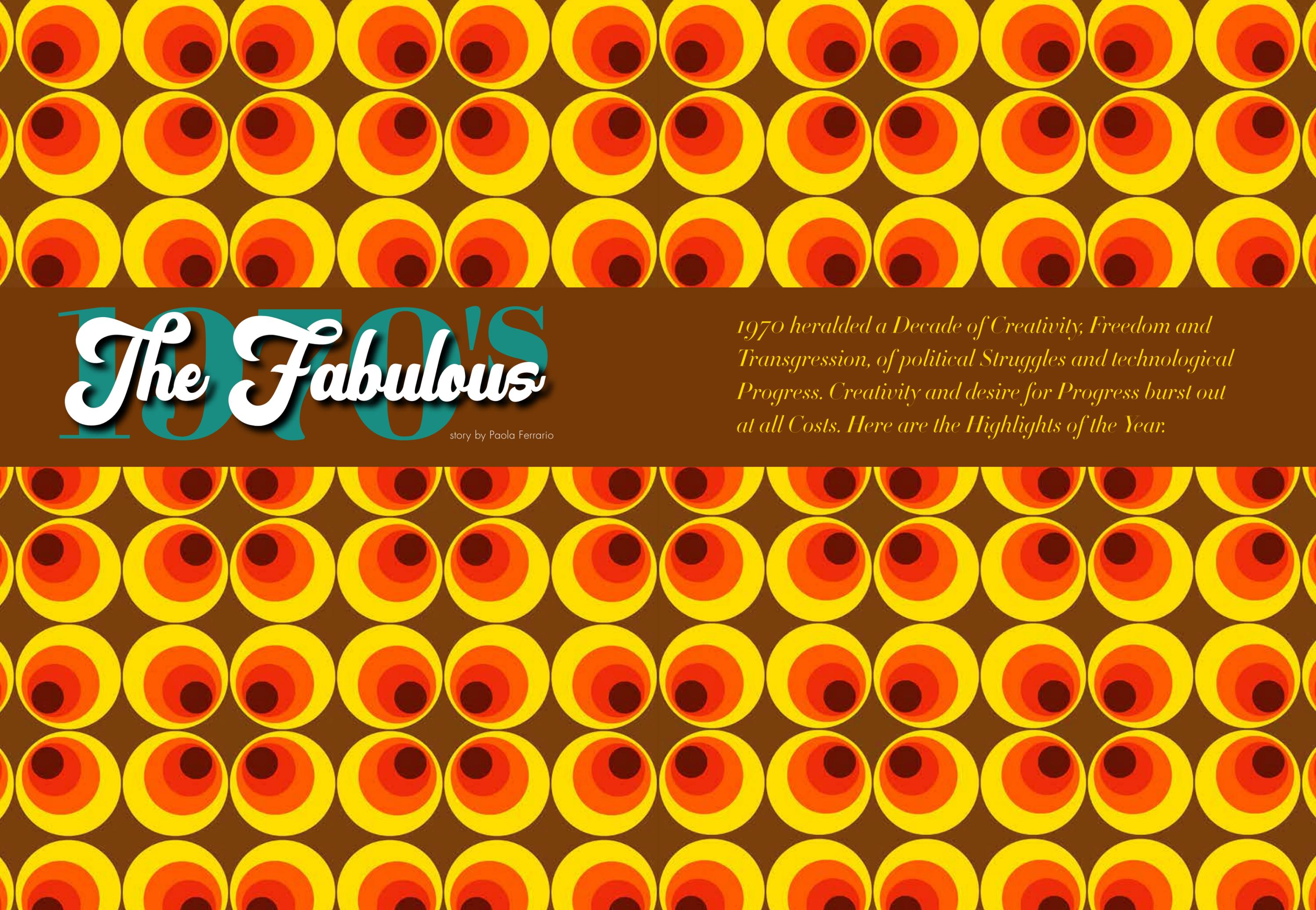




ÈDITO

IN THIS THIRD ISSUE OF PLATFORM EYEWEAR, WE CONTINUE ON OUR QUEST FOR BEAUTY IN EYEWEAR AND TO DISCOVER SIMILAR AND RELATED WORLDS TO THIS WONDERFUL ACCESSORY. OUR ANALYSIS DOES NOT STOP AT ITS MERE AESTHETIC VALUE AND ITS FASHION CONTENT, BUT RATHER IT AIMS TO DISCOVER ITS INTRINSIC VALUE. BECAUSE EYEWEAR IS A GENERATOR OF CULTURE. IT IS THE QUINTESSENTIAL ACCESSORY THAT RESULTS FROM THE WORK OF MASTER CRAFTSPEOPLE WHO COPIOUSLY CREATE DETAILS AND FINISHES. IT IS THE SUM TOTAL OF THE LATEST TECHNOLOGIES. IT IS THE TRENDWATCHER OF A WORLD IN CONTINUOUS EVOLUTION. IT IS THE LITMUS TEST OF THE LATEST TRENDS IN THE WORLD OF DESIGN AND THE REFLECTION OF THE MOST MODERN ARCHITECTURE AND ARTISTIC EXPRESSIONS. IT IS SYNONYMOUS WITH MADE IN ITALY, AND IT IS REDOLENT OF ITALY, OF CADORE VALLEY, THE MANUFACTURING DISTRICT WHERE ITS BEGINNINGS LIE AND WHERE ITS EXCELLENCE STILL RESIDES. THE WORLD OF EYEWEAR ENTAILS AN APPROACH TO THE PROJECT SIMILAR TO THAT IMPLEMENTED BY THE ARCHITECT AND THE DESIGNER. TOGETHER, THEY ARE WITNESSES TO THE ETERNAL ADVENT OF MODERNITY THROUGH THE SAME PRODUCTION CHOICES BASED ON THE INTRINSIC VALUES OF DESIGN AND ARCHITECTURE, AND ESPECIALLY IN RECENT TIMES, ACHIEVED WHILE STARTING FROM THE CONCEPT OF SUSTAINABILITY. AND SO, WE INVITE YOU TO DISCOVER THE EXISTING INTERCONNECTIONS THROUGH OUR PAGES. ENJOY YOUR READING!

BOLON
EYEWEAR



The 70'S

story by Paola Ferrario

1970 heralded a Decade of Creativity, Freedom and Transgression, of political Struggles and technological Progress. Creativity and desire for Progress burst out at all Costs. Here are the Highlights of the Year.

Music

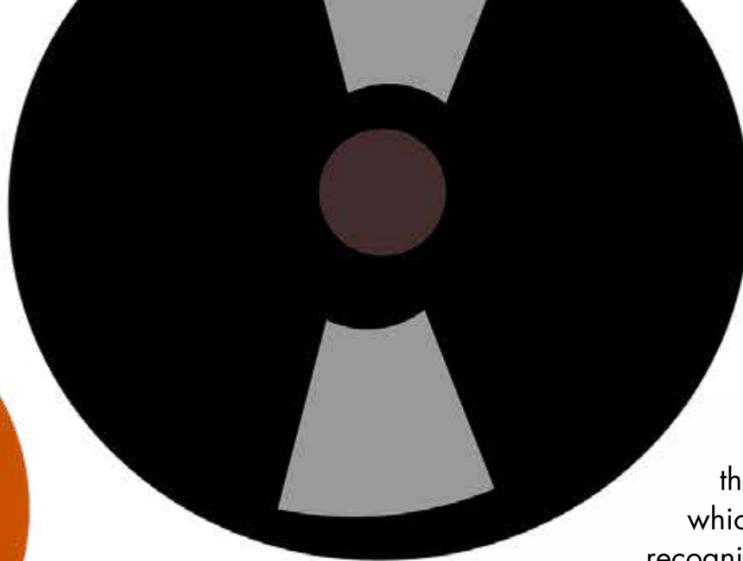
On 8 May, **The Beatles** released their final album together: Let It Be.

Isle of Wight: more than half a million young people gathered to attend the Isle of Wight Festival, where Jimi Hendrix, The Doors and many other artists played.

On 18 September, the American guitarist and songwriter **Jimi Hendrix** died in a London apartment following an overdose of barbiturates.

10 **Freddy Mercury** brought together guitarist Brian May and drummer Roger Meddows-Taylor to form Queen, and were joined a year later by bass player John Deacon.

The lifeless body of singer **Janis Joplin** was found in a hotel room in Los Angeles.



Events

German chancellor Willy Brandt initiated a policy of openness towards Eastern European countries and signed the **Moscow Treaty** with the USSR, which recognized the border between the two German republics and renounced the use of force to resolve disputes, and the **Warsaw Treaty** with Poland, which marked the normalization of relationships between the two countries and the recognition of the Polish borders.

"**Houston, we have a problem**" is the memorable phrase associated with the **Apollo 13** space mission. The spacecraft's breakdown was resolved and the crew saved.

Hafiz al-Asad came to power in **Syria** in the wake of a military coup.

Northern Ireland witnessed terrorist campaigns and urban guerilla warfare between Protestants and Catholics, who identify with the **IRA (Irish Republican Army)**; the British Army responded with harsh repression and Prime Minister Faulkner ordered suspect citizens to be interned in concentration camps.

Richard Nixon recommenced bombing in **North Vietnam** despite peace negotiations still being underway. In October he announced the withdrawal of more than 40,000 soldiers from Vietnam before Christmas.

The Libyan government, led by **Colonel Mu'ammar Gheddafi**, expelled Italians from the country.

Chile: **Salvador Allende** was elected President of the Republic.

Pope Paul VI travelled to the Far East and was attacked by a deranged man in the Philippines.

The Fabulous

Sport

On 17 June, the semi-finals of the **World Cup** were played between Italy and West Germany in **Mexico City**. The Italians, coached by Ferruccio Valcareggi, won 4:3, but went on to lose against Brazil in the final.

Reinhold Messner and his brother **Günther Messner** conquered the summit of **Nanga Parbat** by climbing the south face, which had never been attempted previously. Günther died during the descent.

United States of America: the first edition of the **New York Marathon** was held in New York.



Fashion and Curiosity

12

13

MIDO - the Italian Exhibition of Optics and Ophthalmology opened at the **Milan Trade Fair**.

95 exhibitors displayed their wares in a **3,000**-square-metre area paving the way for what is now the world's leading trade fair for the sector.

Sunglasses and prescription glasses had large lenses and thick frames.

The first video cassette recorders went on sale in **1970**.

1970'S
The Fabulous



70s ARE BACK!

ART DIRECTOR - **ANGELO DADDA**
PHOTOGRAPHER - **FRANCESCO MAGGIORE**
MODEL - **LOLA KALLMAN**
STYLIST - **STEFANIA CAPRARA**
MUA & HAIRSTYLE - **GIORGIA GERVASIO**
PRODUCTION - **PAOLO VEIRANA**

EMILIO PUCCI SUNGLASSES
MOD. EP 0136
DRESS VERDISSIMA

70's
ARE BACK!

70's
ARE BACK!



SNOB MILANO SUNGLASSES
MOD. VANDA SN66.C05
DRESS STMA
VINTAGE JACKET

16



17

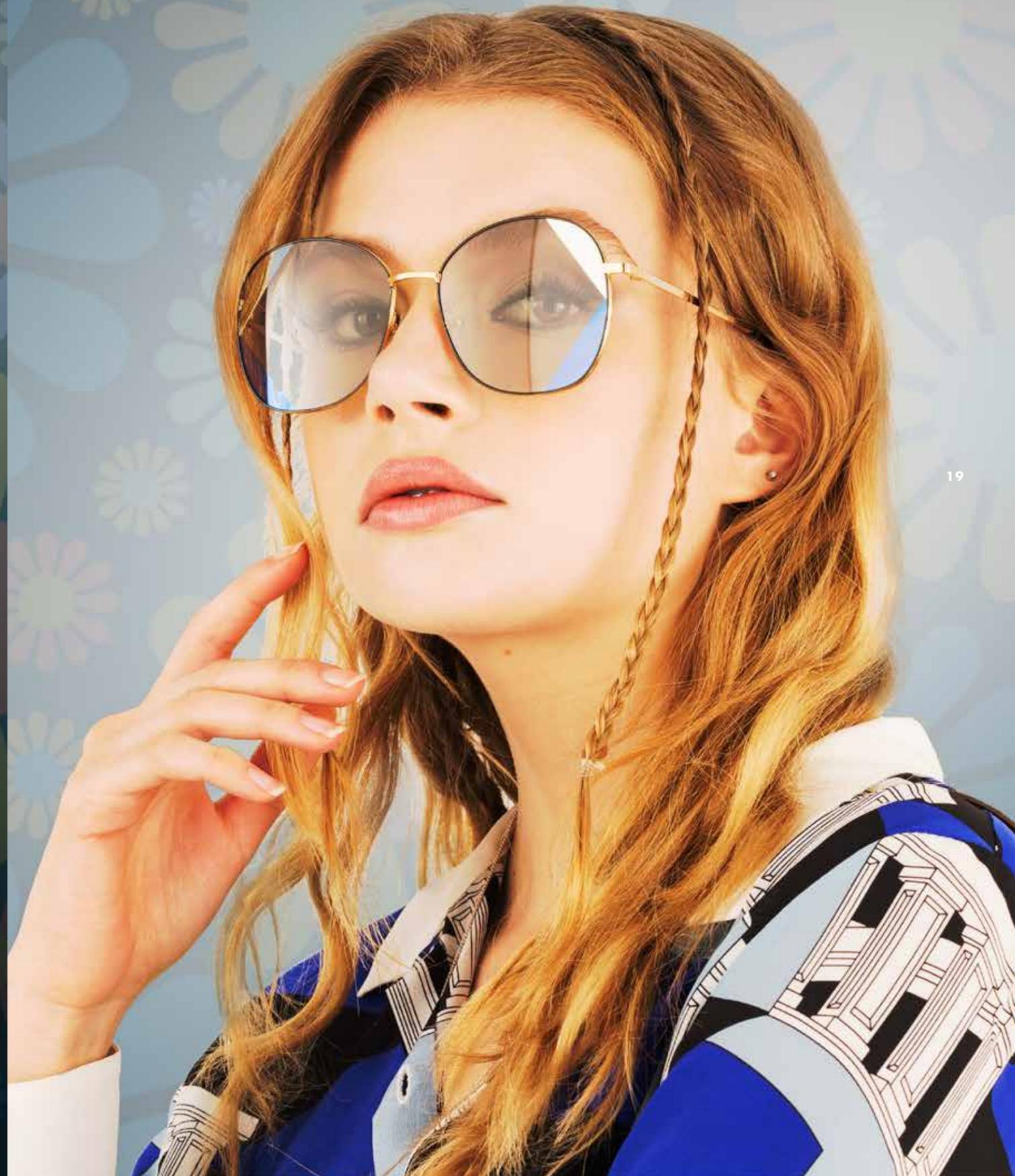
70s
ARE BACK!



18

BOLON SUNGLASSES
MOD. BL7056 B12
SKIRT VERDISSIMA
BLOUSE PEACH
VINTAGE BAG
NECKLACE THOMAS SABO

70s
ARE BACK!



19

70's
ARE BACK!

20



70's
ARE BACK!

21



RODENSTOCK EYEWEAR

MOD. R2619-C-5418
BLOUSE VERDISSIMA
PANTS STMA
VINTAGE BAG
NECKLACE THOMAS SABO

70s
ARE BACK!

22

FABBRICATORINO SUNGLASSES

MOD. 201 C07/S
BLOUSE VERDISSIMA
PANTS STMA
VINTAGE BAG

70s
ARE BACK!

23

70's
ARE BACK!



24

70's
ARE BACK!



25

BOLON SUNGLASSES
MOD. BL3025 A30
BLOUSE PEACH
VINTAGE PANTS

70's
ARE BACK!



26

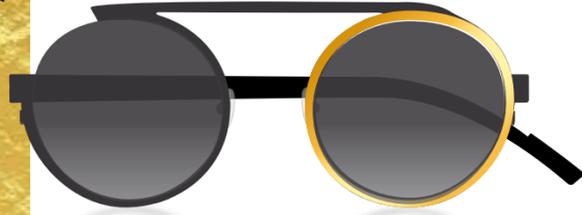
O•SIX SUNGLASSES
COLLECTION SPATIALISM
MOD. OV58954161025
BLOUSE VERDISSIMA
PANTS STMA

70's
ARE BACK!



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Matteo Anastasio



Anna Buzzo Contin



story by Paola Ferrario

26 PAIRS of GLASSES for MIDO'S 50TH ANNIVERSARY.



Flavio Ciciliot



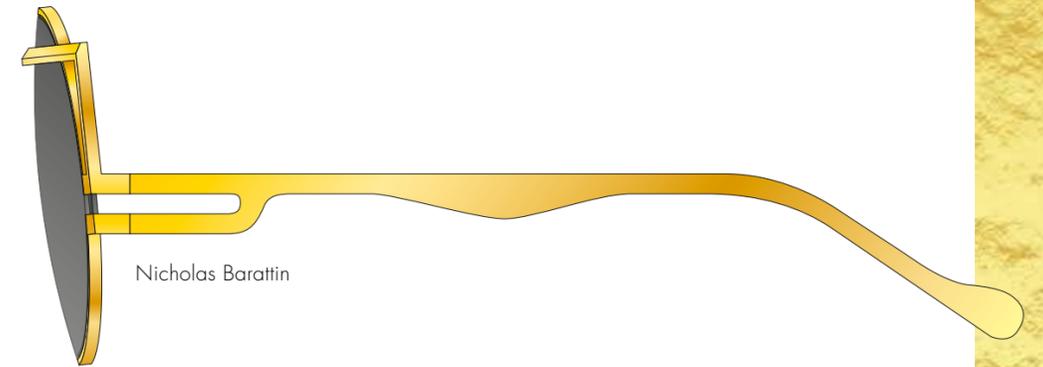
Miriam Chenet

MIDO, a leader in optical-eyewear trade fairs, will be half a century old in 2020.

The key events of the show, which is scheduled from 29 February to 2 March at Rho Fiera Milano, will include an exhibition featuring spectacles created by the students of the ITS Academy in Design and Eyewear Technique. The leitmotif, ça va sans dire, is this important anniversary.



Jenny De Fanti



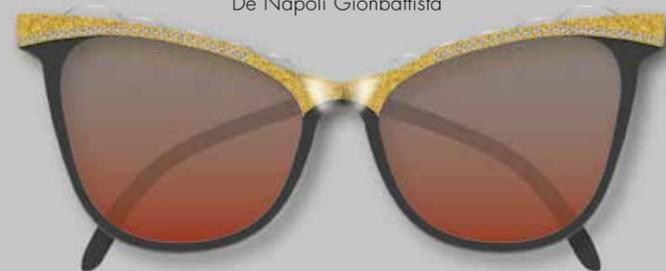
Nicholas Barattin



Luigi Corona



Eleonora De Bona



De Napoli Gionbattista



Martina Peagno



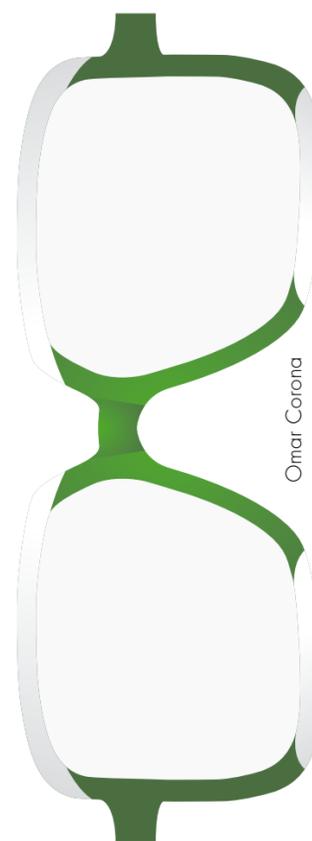
Luca Stramare



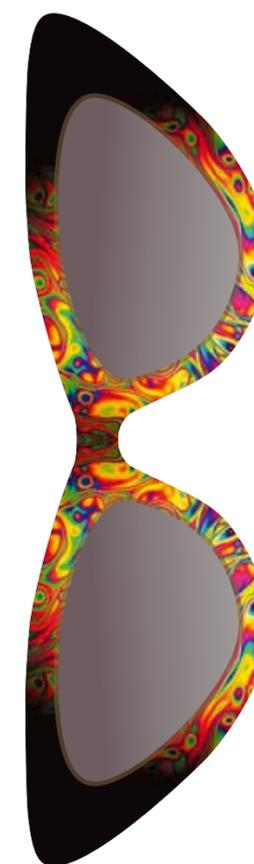
Gjolena Eklaona



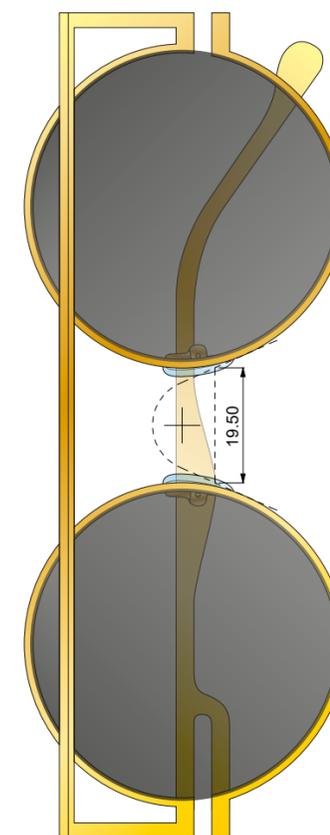
Viktor Ferri



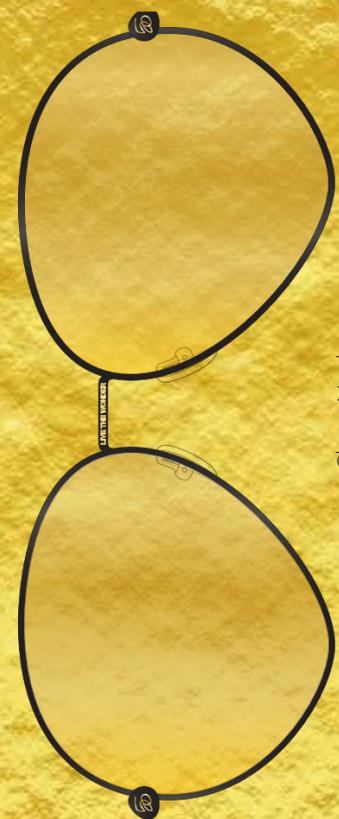
Omar Corona



Marianna Spagnoli



Nicholas Barattin



Chiara Nardi



Michela Papanikolaou



Serena Sovilla



Sara Calvi

The origins of eyewear lie in Cadore, the cradle of its production, which has developed into the Belluna Eyewear District. Its unrelenting expansion means that little artisanal workshops become the big players of our days. Parallel to this, the most important annual event of the eyewear sector is also growing: MIDO, the Milan Eyewear Show, which is celebrating its half-century this year. For spectacles-objets, this show is more than just a moment for business; it is an incubator of culture, a networking opportunity and the quintessential place for discovering the latest trends and the "glasses of the future".

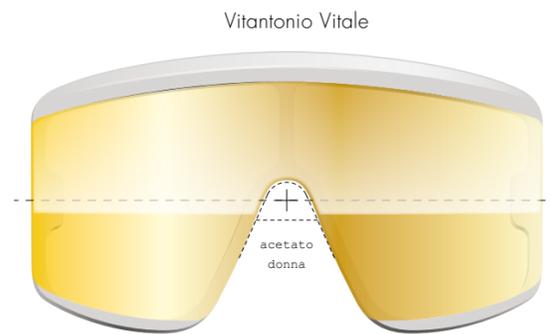


Silvia Ormenese

To celebrate this important anniversary, the second-year students of the ITS Academy in Eyewear Design and Technique, a two-year post-diploma course promoted by Certottica - the Italian Institute for the Certification of Optical Products based in Longarone, in the heart of the District (under the aegis of the ITS Cosmo Fashion Academy, thanks to funding from the Veneto Region and the MIUR) - on input from MIDO, have created 26 project works inspired by the fair. There are several starting points: the representation of the 50 years as a 'golden' anniversary, as a number (50), as a period (the 1970s as shapes and/or trends), as moon phases (multiple lustrums of 5, moon landing, satellites), as concentric rings (50 rings inspired by a severed tree trunk, and as the lens shape of the MIDO logo). The best projects will be chosen by MIDO and exhibited at the Rho Fiera Milano event from dal 29 February to 2 March 2020.

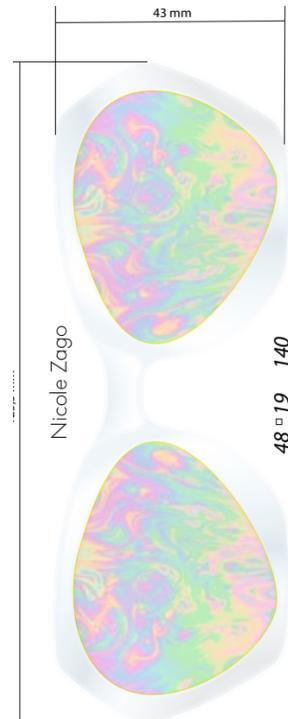


Carlotta Sacchet



Vitantonio Vitale

acetato
donna



Nicole Zago

43 mm

48 □ 19 140



Francesca Pinturella



Nunzio Molone

DIESEL
FOR SUCCESSFUL LIVING

**ENJOY
BEFORE
RETURNING**

story by Pauline R.

Minimal Gold

The opulence of gold is tempered by the purity of a timeless design in the Ic! Berlin glasses and the Newton lamp from Foscarini.

34



Ic! Berlin

This year the German brand returns to its roots with the Core Collection. Inspired by his primordial *Less is More* designs, it puts technical details first. Among these, the screwless hooking system and the comfort of the ultra-light and minimalist design.

35

Ever since their origins, Ic! Berlin and Foscarini's design independence have been expressed in freedom of thought. Both have managed to dialogue with the evolution of taste, translating it into projects firmly oriented towards the future. With them, minimalism undergoes evolution that is markedly project oriented.



Foscarini

The architect and designer Ferruccio Laviani drew inspiration from the world of music, in particular from "The Dark Side of the Moon" by Pink Floyd, for his Newton lighting system. The wall lamp stands as a tribute to that transparent prism that captures a ray of light to transform it into a rainbow, which has by now entered into our collective consciousness.

Classic Understatement

Sleek lines and basic colours play the role of common denominator between Amura's design and Mykita's minimalism.

The reductionist operation implemented by Amura - the Italian-made furnishings brand that carries the fragile and authentic beauty of southern Italy within itself - and the German eyewear manufacturer Mykita generates a classic aesthetic.

36



Amura

The Monnalisa collection draws inspiration from the soft, graceful lines of the Renaissance era, and is ideal for bedrooms or living rooms. The chair is designed for comfort, thanks to the work of subtraction; the volumes that make it up are all that is necessary to ensure the proper balance between comfort and aesthetics.



Mykita

The "Acetate Rings" concept of the Mykita Lite collection is based on a meticulous and progressive process, by means of which thin acetate rings are precision-milled and assembled inside 0.6-mm-thick stainless-steel profiles. The flagship of the collection is the Elgard model, winner of the Red Dot Design Award in the product design category.

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Creative Thinking

Colour as a matrix of creativity.

The production capacity of Eyepetizer, an all-Italian brand, and Kartell is focused on chromatic inventiveness. And it is flanked by the concept of accessible luxury and democratic design.

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Kartell

Thanks to the collaboration between the company, the designer Philippe Starck and Autodesk (a leading American company in the production of 3D engineering software), the A.I. series of chairs has been created.

The collection is the result of the interaction between artificial intelligence and human intelligence, defined by Starck himself as "Natural intelligence".



Eyepetizer

Colour is the distinctive feature of the brand, and it evolves according to the seasons and the collection themes; but it always stands at the heart of the project.

The chosen material, though, is steel, which was brought into vogue in times when acetate dictated the law.

With its affordable luxury, Eyepetizer is attracting legions of followers.

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Minimalism in the DNA

To celebrate the centenary of Bauhaus, Fritz Hansen has reissued the Kaiser Idell™ Luxus table lamp with features in polished brass: not a new material, but one which, when matched with the matt black of the shade, acquires a unique, natural patina.

The same chromatic dichotomy is proposed by the Danish brand Fleye, one of the most avant-garde eyewear manufacturers, which has made sleekness of design its watchword.

The audacity of warm and cold reflections lies at the basis of the iconic Kaiser Idell™ Luxus table lamp from Fritz Hansen and Fleye's Eng eyeglasses.



Fritz Hansen

An iconic Bauhaus item, the special 2019 edition of the Kaiser Idell™ Luxus table lamp is enhanced by lavish brass details that make it even more sophisticated when it becomes coated with an oxidation patina. The lamp received its first award in 1931. Today, it is unanimously recognized all over the world as a Bauhaus icon, because it embodies the very essence of the movement.



Fleye

Eng is an elegant frame exalted by refined details in wood that bestow a contemporary feel. The front of the frame is hand-crafted with 23 thin layers of carbon fibre and an extremely thin layer of wood. The colour of the wooden surface adds an extra iconic dimension to the structure.

Perfect Creatures

The design dialogue of Belvie, the brand that sprung from the passion of Optika, an optician with 40 years of history in the world of eyewear, and Axo Light, an Italian-American lighting design company, is developed around the impeccability of the circle. Aesthetic value meets functional utility in a minimalistic continuum through the essentiality of the material and the basic colours.

The circle and its unique, undeviating line as a source of inspiration in lighting and in eyewear.

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Belvie

Belvie, from the French "belle vie", uses stories of "beautiful living" to present its eyewear, with their up-to-date shapes. The alternate Zoe model represents a triumph of modern minimalism and banishes any kind of decoration.

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Axo Light

Created by Timo Ripatti, Cut is a collection of table, floor and suspension lamps, with a laser-cut aluminium structure that is folded in several places. Its line makes the LED source and the semi-transparent glass diffuser disk dialogue together in a playful blend of filtered and reflected light. Designed with the aim of avoiding dazzle.

Cut is an adjustable lamp: it can be positioned on three different support points, allowing its silhouette to change constantly.



Blow by Studio Job & Seletti, Lazy Painter

Studio Job has embraced the challenge of redrafting the concept of this object with its popular soul, transforming it into a status symbol, a must-have for all design fans: Lazy Painter, in fact, manages to unite comfort and aesthetics with great style.

The new fabric cover simulates real brushstrokes of colour, thus creating the sensation that is it hand-painted. The Lazy Painter pattern is contemporary avant-garde, with a touch of craftsmanship and a Memphis quotation.

Brushstrokes of Colour

Ultra Limited, the all-Italian eyewear brand, and Blow by Job & Seletti, the disruptive family of objects with a decidedly "pop" design created through the will of Stefano Seletti and Studio Job, stand as two of the most interesting experiments in the sector of industrial design. Colour becomes the hallmark and the lines lend an unmistakable characteristic.



Ultra Limited

The brand owned by the young Italian company 450 Srl has made uniqueness, craftsmanship and colour its distinguishing features.

The raw material used is cellulose acetate. The frames pass through the expert hands of Cadorini craftspeople, the only ones who can work a product that is as complicated as it is original. Every frame is laser-printed with a progressive serial number that guarantees the authenticity and uniqueness of the product.

ARCH FRAMES **FEMALE ARCHITECTURE**

The visionary nature of great architects is found today, more than ever, in the design of glasses.

story by Paola Ferrario

Špela Videčnik,

Football Stadium Arena, Borisov, Belarus, 2014. Photo: Courtesy OFIS ARHITEKTI © Tomaz Gregoricpage, Videčnik (b. 1971)

Established OFIS Architects in 1996 with Rok Oman after studying at Ljubljana School of Architecture and London's Architectural Association. The practice often employs a strategy of using restrictions as a starting point for creativity and innovation – hence its frequent participation in design competitions, resulting in projects such as 185 student housing units in Paris (2008) and the amorphous Borisov Football Stadium Arena (below). Videčnik teaches at the Harvard Graduate School of Design in the US.



ic! Berlin

Eyewear manufacturer ic! berlin was founded in 1996 in Berlin and produces innovative glasses by hand in Berlin. Their models are extremely light and flexible, and they have a unique hinge, which has no screws. The new Reflection Collection is dedicated to the futuristic visions of the '90s.



The world of architecture is full of women whose projects have left an indelible impression on the evolution of taste and the forms of international architecture. Think, for example, of the Italian Lina Bo Bardi, the contemporary signatures of Kazuyo Sejima and Elizabeth Diller or the almost forgotten figures: from the icon of post-war design Mary Medd to Margaret Kropholler, the first female architect from the Netherlands.

Starting from the book *Breaking Ground. Architecture by Women* by Jane Hall (published by Phaidon), which brings together the projects of one hundred and fifty female architects from the beginning of the twentieth century to the present day, part of which you will find in these pages, we have tried to highlight how strongly their designs have influenced the world of eyewear.

Kreuzberg Kinder

The ideas and dreams of artists, activists, shop owners, DJs and even bankers, all living in Kreuzberg – Berlin’s young neighbourhood – are channelled into the sophisticated simplicity of the collections from the brand of the same name. Their glasses are a celebration of a blend of cultures and lifestyles, just like Berlin itself.



Amale Andraos, WORKac

Museum Garage, Miami, Florida, USA, 2018.
Picture credit: Courtesy WORKac.
Photo: Miguel de Guzman

Born in Lebanon, architect, writer and educator Andraos (b. 1973) lived and practised in Saudi Arabia, France, Canada and the Netherlands before co-founding WORKac in New York in 2003 with Dan Wood. The international firm has won acclaim for projects that examine the connection between urban and natural environments. In 2014, Andraos became dean of the Columbia Graduate School of Architecture in New York, the first woman to hold the post, where she is credited with furthering the school’s global and environmental engagement.

Lina Bo Bardi

São Paulo Museum of Art
São Paulo, Brazil, 1968

Bo Bardi (1914–92), an Italian-born Brazilian designer, was one of the most important architects of the twentieth century. Her house, Casa de Vidro (below), is considered a Modernist masterpiece, while the São Paulo Museum of Art (overleaf) and SESC Pompéia leisure centre (opposite) - both in Brazil's most populous city - are lauded as two of the best examples of Brutalist architecture in the canon. In all of her work - which also included furniture, theatre and jewellery design - she promoted the social and cultural benefits of architecture and design.

Alain Mikli Paris

Founded in Paris in 1978, the brand has always been at the forefront of developing spectacle frames intended as accessories. Ever since its beginnings, it has been synonymous with audacity and originality, thanks to unique lines and exclusive colour combinations. In the '80s and '90s, it markedly influenced the trends in the eyewear sector, progressing parallel with iconic brands, artists and photographers by virtue of a shared aesthetic vision. The intention that lies behind the design of the models has always been exclusiveness, with products targeted at a select audience of trendsetters and creative types all over the globe. With the Resort 2020 collection, Alain Mikli consolidates and develops the brand's values through new patterns in acetate and the reinterpretation of the brand's iconic models.





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Mimi Hoang, ARCHITECTS

Chicago Navy Pier, Chicago, Illinois, USA, 2016, with James Corner Field Operations. Picture credit: Photo: Iwan Baan (page 92)

Hoang (b. 1971) studied at the Massachusetts Institute of Technology and Harvard in the US, then worked in New York, Boston and Amsterdam. She co-founded nARCHITECTS in 1999 with Eric Bunge. The practice made an impact with Carmel Place, New York's first micro-unit apartment building (2016), and Chicago Navy Pier, the centrepiece of which is the curvilinear Wave Wall (below), sheathed in louvres. Hoang has also taught widely, and is a professor at Columbia University.



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Starck Bio Tech

Philippe Starck is firmly convinced that continuous innovation cannot be separated from the equally incessant search for elegance. The sensuality of intelligence undoubtedly resides in the details, refined and discreet: "When I design glasses, I have to imagine the myriad of different people that will wear them, and what the result will be in terms of suiting them. It's all a question of little details and adjustments. The magic happens in the details," said Starck.

The Resort 2020 Collection proudly embraces his philosophy: lightness, the greatest possible comfort, and ergonomics are the key words for the four new models. Thanks to Biolink technology, a patented biomechanical joint inspired by the human clavicle, the collection guarantees the highest levels of comfort and flexibility.



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Ángela García de Paredes - Paredes Pedrosa Architects

Public Library in Ceuta, Ceuta, Spain, 2013. Picture credit: Paredes Pedrosa arquitectos. Photo: Fernando Alda

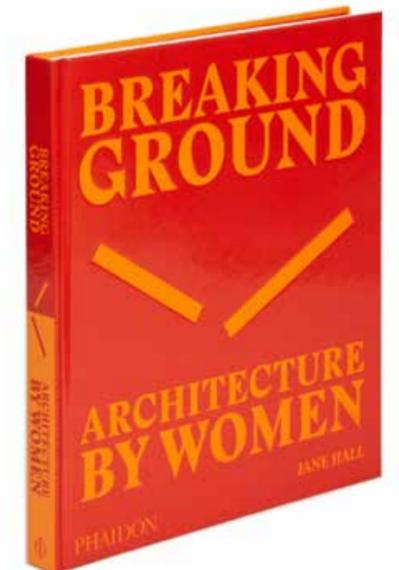
García de Paredes (b. 1958) graduated from the Superior Technical School of Architecture of Madrid in 1983 and co-founded Paredes Pedrosa in Madrid in 1990 with Ignacio Pedrosa. Their built work includes numerous heritage interventions, such as Roman Villa La Olmeda (2009), Ceuta Public Library (opposite) and Twin Houses in Oropesa (2015). The duo has won many awards, notably the Spanish Government's Fine Arts Gold Medal in 2014. They are professors at the Madrid School of Architecture as well as in Pamplona, Barcelona and Venice.



55

Vanni for Artissima, Concrete by Cristian Chironi

Concrete is a special capsule collection of glasses created by the Italian brand Vanni with the artist Cristian Chironi, curated by the Artissima art fair. Consisting of a limited series of 400 pairs of glasses in metal, they draw their inspiration from the different homes around the world that the artist has lived and worked in. Colour, composition, aesthetic form and predisposition recall the mental impression and the living experience felt through these works, creating the foundations of a new relationship between design, architecture, installation, performance, visual dimension and narration for this specific project.



Breaking Ground:
Architecture by Women
Jane Hall
Phaidon Press Ltd
Sep 2019

PORSCHE DESIGN
EYEWEAR



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TREND

THE PRECISE IDENTITIES OF GLASSES

story by Paola Ferrario

*Not one but several Identities
are Expressed through
Frames for the Winter Season.*

Glasses are the voices of changing and changeable creativity in search of absolute beauty. Every brand has its own defined but constantly evolving DNA, which is able to capture the essence of its time.

Their identities result in macro-trends which evolve from season to season, stealing the distinguishing marks of heritage from the past and projecting themselves towards the future.

Eyewear design tells a new story, which focusses on lenses.

Iconic lenses

58

Modernity in eyewear finds its most original expression in lenses. New processes, unique cuts, futuristic masks and ultra-modern shapes alternate, producing style solutions that are sculptural in some cases. Playful and innovative overlays complete a picture of creativity.



BOZ

59



NEUBAU



CHLOÈ



GIGI HADID X VOGUE EYEWEAR



KOMOMO



KALEOS



ORIGINAL VINTAGE



CALVIN KLEIN JEANS



SPORTMAX

MIC



MCM



SPEKTRE



EMPORIO ARMANI

Colour and freedom are the key elements of this trend, which expresses its creativity through acetates and nylon.

66 Cool Transparencies

In tune with fashion, which focusses on impalpable and evanescent fabrics such as tulle and voile, the trend of transparency returns to the fore in eyewear, too. Interpreting the mood in deluxe or sporty version are acetates and nylon with their bold profiles. The nuances tend towards iridescent pastel colours - green, pink and yellow - and explore more decisive shades. The primacy of transparency in its purest and most basic sense is undisputed.





68 THEMA OPTICAL

L.G.R. 69



KOMONO



RUBY PROJECT



ESSEDUE



FURLA



LIÒ



NOS BY LUXOL





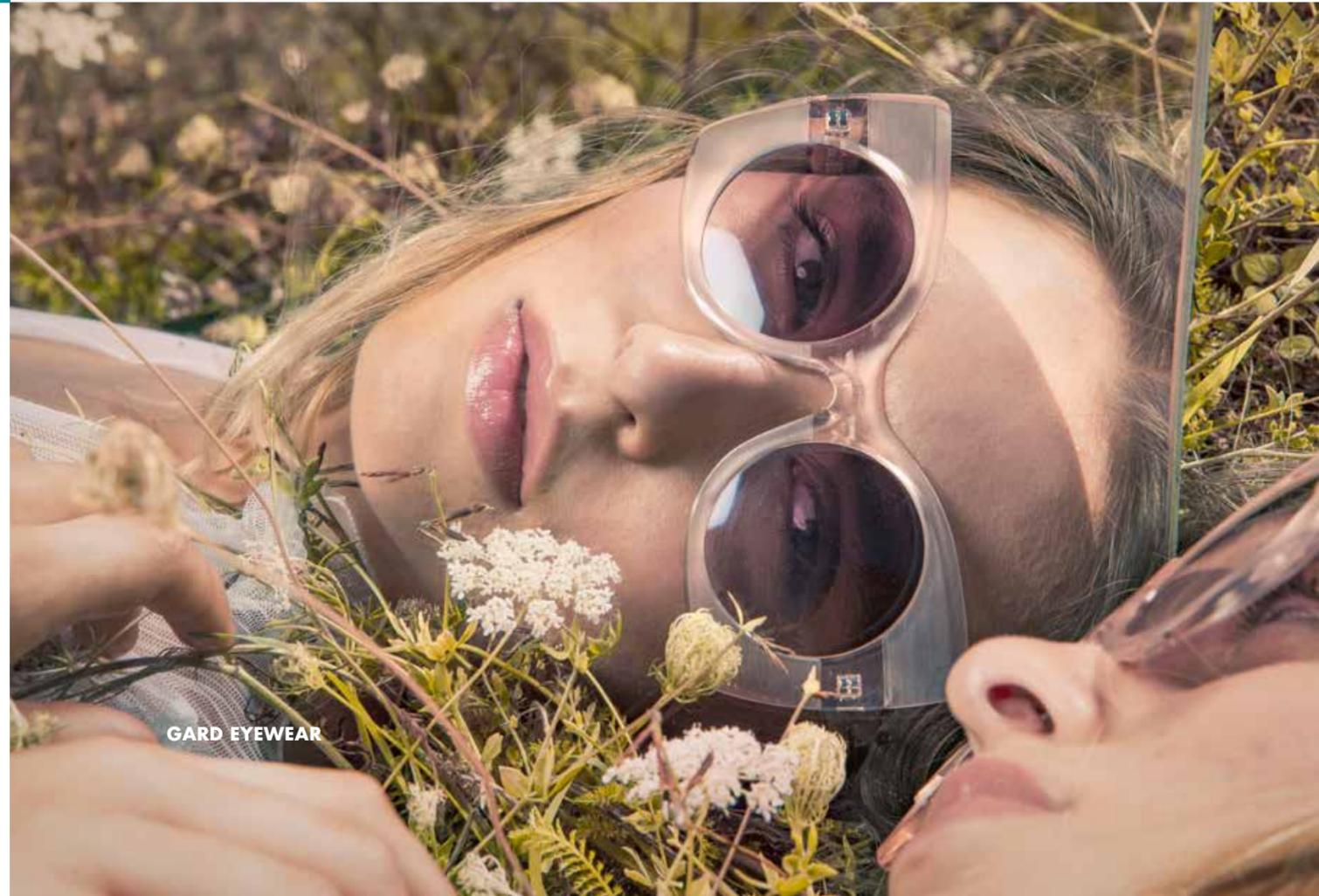
72 RODENSTOCK



ITALIANA DESIGN



SARAGHINA



GARD EYEWEAR

*Provocative and luxurious
but at the same time chic and
glamorous. Animal-print
patterns are evergreen.*

Into the jungle

In the annals of fashion, credit for the first animal print is attributed to Christian Dior, who released a summer collection in 1947 featuring leopard-print chiffon dresses, and then went on to use animal-print fur on cuffs, caps and hats. These patterns had their real heyday in the '70s and '80s, when the glam rock style reigned: leopard-skin leggings, knitwear and zebra-pattern lingerie... It was in this period that the Italian designer Roberto Cavalli imposed himself with his stylistic identity, which was inspired by wild nature. A decade later, Valentino arrived and went as far as to obtain his reputation as the "King of the fashion jungle". With him there was Gianni Versace with his unique spotted men's silk shirts. Animal print has been revived from season to season, captivating designers with its multiple identities, which also arrived in eyewear, where it can still be found.



LA MATTA

TREND **3**



DOLCE&GABBANA



NAU!

76



MARCIANO EYEWEAR

77



FYSH



BLUMARINE BY GDL



KOALI BY MOREL



GUESS EYEWEAR



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JUST CAVALLI



KLIK DENMARK



NOS

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Cat-eye frames have been unveiled for prescription glasses, too. For a thoroughly Retro-Chic look.

New vintage

Eyewear transforms references from its past into a source of inspiration in continuous evolution. Designers' creativity is now focussed on a must-have shape: cat-eye. A legacy of the 1950s, they adorned the faces of Hollywood stars like Marilyn Monroe, Audrey Hepburn, Grace Kelly and Elisabeth Taylor. For the coming winter, the prescription-glasses version with its up-to-date and timeless design carves out a glamorous niche in the panorama of spectacles.

ETE LUNETTÈS





DOLCE&GABBANA



BON VIVANT



DKNY



VANNI



ETNIA BARCELONA



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MYKITA





POLICE



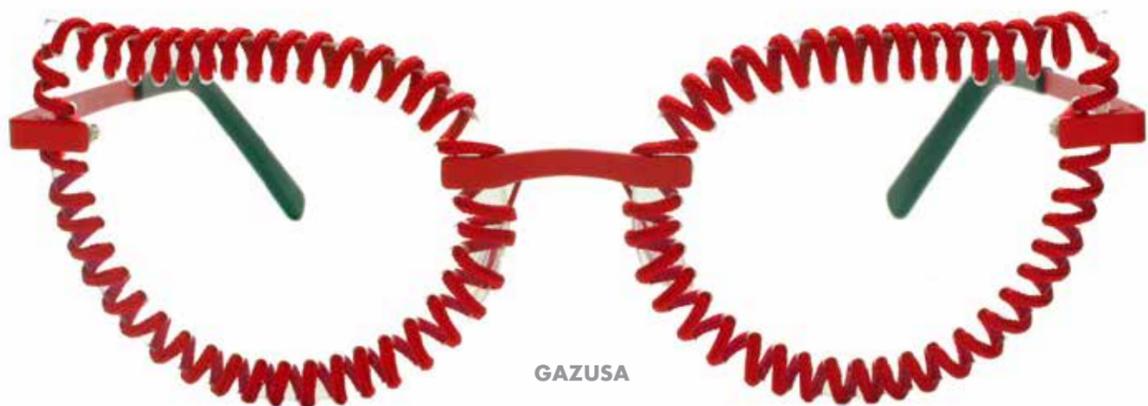
FLEYE



BLACKFIN



KALEOS



GAZUSA



L.G.R.



Arianna Foscarini 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.

GLASSES AT THE JOB INTERVIEW

Spectacles are the first thing that the interviewer notices, and they are a mirror of their wearer's personality.

Once upon a time, a CV was an individual creation, from which it was possible to grasp some aspects of its owner's personality. Today, the European curriculum has squeezed all our personal and professional baggage into a uniform cage, depriving the interviewer of any useful clue about candidates until actually meeting them.

This is why it is essential to observe some basic rules of behaviour when the face-to-face meeting takes place:

1. *Be neat and tidy: clean and well-groomed hair and hands, and a dazzling smile.*
2. *Cover tattoos and piercings.*
3. *Avoid loud colours and excessive originality in the choice of clothing and accessories. Dress code is fundamental. Always observe the "Less is More" rule.*
4. *A hint of perfume is allowed; an explosion of fragrance is not.*
5. *Eyewear must be chosen with care because it bestows a distinctive character on the wearer.*

As with every look, glasses reveal something about the candidate, and will be noticed. And they give candidates an opportunity to talk about themselves even before speaking.

So how do you choose the best glasses to project the right image of reliability, correctness and efficiency at the job? Here are some rules.

1. Perfect fit

Do not fidget with your glasses to rearrange them: this conveys insecurity or embarrassment.

2. Communicate your personality

We must communicate who we are with grace, delicacy and manners. Your glasses should interpret the DNA of your style: are you minimalist, dandy, hipster or rock? Only a pair of glasses carefully chosen together with an eyewear image consultant can communicate all this.

3. Be clean and tidy

It is absolutely forbidden (actually it is taboo!) to wear frames that are old or in poor condition, scratched or damaged lenses and glasses that fit badly or sit crooked on your face.

4. Choose the right colour for your complexion

Stay away from eccentric colours and models, unless you are deliberately communicating an explicitly creative and original image, or it is an expression of your bohemian DNA. The right colour, chosen in harmony with its own colour palette, makes you appear in perfect shape and eager to show your best side.

5. Avoid reading glasses hanging around your neck

If you use reading glasses, use them only when necessary and place them gracefully and smartly in their case when not in use. On no account should you wear pre-assembled glasses, the glorification of mediocrity! Glasses used for reading show your age. Much more practical is the use of a pair of multifocal glasses or office glasses, which you do not have to put on and take off continually. This is how you communicate a self-assured, determined personality, leaving some doubt about your age, and creating charm and a dash of mystery around you.

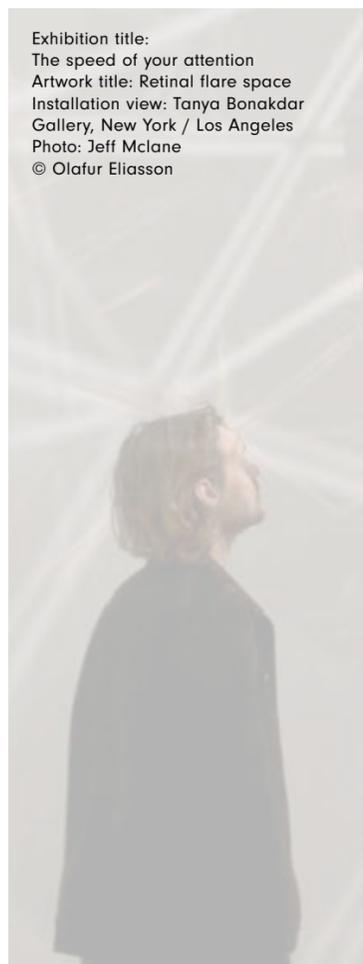
Of course, in order to be selected and hired after a job interview, you have to have the necessary skills, attitudes and abilities to carry out the required tasks. But never forget the human factor. Your interviewer is not a computer or a machine, but a person sensitive to beauty and good taste. It is certainly worthwhile to present your best features. This will bestow confidence, help your self-esteem, and contribute towards making the world, and the working world, more beautiful!

HERE COMES THE SUN

Cristina Bigliatti

The weather project, 2003
 Monofrequency lights, projection foil, haze machines, mirror foil, aluminium, scaffolding
 Installation view: Tate Modern, London, 2003
 Photo: Tate Photography (Andrew Dunkley & Marcus Leith)
 © 2003 Olafur Eliasson

Exhibition title:
 The speed of your attention
 Artwork title: Retinal flare space
 Installation view: Tanya Bonakdar
 Gallery, New York / Los Angeles
 Photo: Jeff McLane
 © Olafur Eliasson



Since childhood we are used to moving through space and becoming aware of our bodies, the movements we make and the environment in which we find ourselves. Over time this habit takes over and we begin to take our physical presence in the world for granted. The art of Olafur Eliasson invites us to ask ourselves questions about where we are, urging us to constantly explore how we experience space, and to check if we are aware of it.

An all-round artist, Eliasson has expanded his artistic research to include the fields of design, architecture and the environment; elements that are often mixed in his works to the point of losing their conventional boundaries and merging into a whole that approaches the borders of science. A common denominator in his works is the theme of light, interpreted as a key factor for the creation of the space with which man interacts.

One of his most emblematic masterpieces in this context is "Your Rainbow Panorama": a panoramic circular gallery, located on the roof of the ARoS Kunstmuseum in Aarhus, Denmark. This suggestive permanent installation allows the public to live an immersive experience, in which the focus is the relationship between the individual visitor, the museum and the surrounding city. The gallery is characterized by coloured glass panels, which enclose all the nuances of the colour spectrum, allowing visitors to enjoy a splendid view of the city, filtered by the



different colours of the rainbow that change the atmosphere at every step. This sensorial experience is made unique by the fact that not only can people move in an elevated and suspended space thereby enjoying an unprecedented point of view over the city, but they also have the opportunity to see themselves as they relate to the museum space and simultaneously in relation to the city. A sort of 'game' between the individual, the museum architecture and the surrounding landscape in which light plays a fundamental role as a generator of the space it enters. Light and space are also the leading features of another great work that has made Olafur Eliasson famous worldwide: The weather project. Created especially for the Tate Modern in London in 2003, this installation recreated a surreal environment, illuminated by a sun so intense that it entirely infiltrates all the spaces of the Turbine Hall. Thanks to a semicircular backlit screen of about 200 mono-frequency lights, a ceiling of mirrors and a skilful study carried out on the colours of sunlight, the artist has recreated the image of a huge indoor sunset, indistinctly seen through artificial fog emitted throughout the hall that provides an atmosphere that is fantastic yet believable at the same time. In this sort of "time room" the spectators were immersed in another space, where they could see reflexes and perceive their presence in the alienating place. The numerous mirrors therefore did not only serve to expand the space but, once again, their main purpose was to put themselves at the service of the public to establish a new relationship between visitors and the surrounding space.



"YOUR RAINBOW PANORAMA"
ARoS Kunstmuseum in Aarhus, Denmark
© Olafur Eliasson

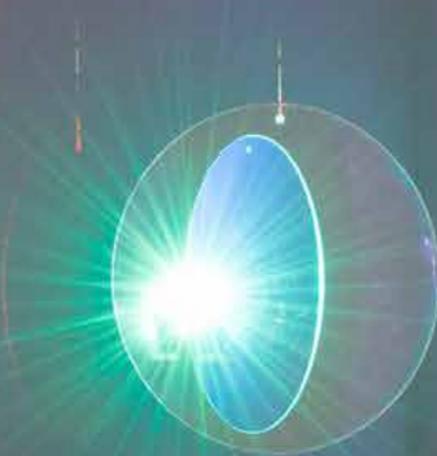
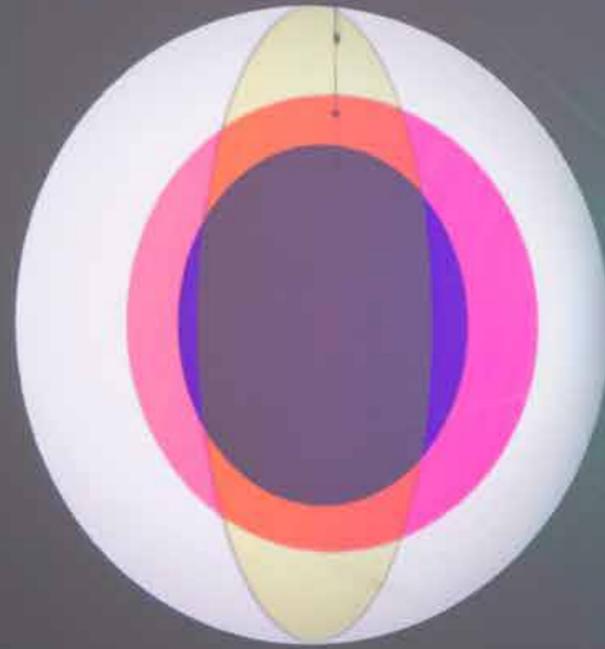
In his essay "Light Conditions", published in "Life in Space 3, 09.05.2008" the artist himself clearly expresses the way in which light has the capacity to influence our perception of ourselves: "an example is 'The light setup', installed at Malmö Konsthall in 2005. I divided the exhibition space into different zones of daylight and artificial white light, which made it possible to experience shifts in the light intensity.

Since the space was empty apart from the light and the visitors moving about, the changing light conditions became central. The artificial and natural light did not take on the dimensions of an object – the object became the space and its temporary inhabitants. [...]. The 'illuminated' visitors, moving about on their own or in groups, became the real material of the exhibition. We could say that the

work was unravelled in a series of encounters between the institution as a 'white cube', the different light sources, the visitors, and the space". These last two examples are representative of his interest in blurring the boundaries between artwork and museum space, in order to push the public to interact with the environment that surrounds them and to stimulate their critical sense. A fundamental aspect of Olafur Eliasson's artistic research is doubt: he wants to create uncertainties in the visitor, to urge him to ask questions. At first sight this may seem destabilizing, but is aimed at making us look at things from a new point of view. For this reason the public is an integral part of Eliasson's work, in which the subject and object are inextricably linked to each other: the first is totally involved in the object with which it relates, and the latter cannot exist without a subject to be looked at.

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The speed of your attention
 Artwork title: Reimni flare space
 Installation view: Tanya Bonakdar Gallery, New York / Los Angeles
 Photo: Jeff Melane
 © Olafur Eliasson



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A LOOK AT THE HIDDEN ART OF VENICE

story by Andrea Raso

Through 42 professional photographs, the #VeneziaAllOpera exhibition narrated 14 Venetian artists and artisans at work, each wearing Lozza glasses that interpret their personality and style.

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#VeneziaAllOpera has highlighted the excellence of the Venetian artisan tradition and Italian manufacturing in the products of Lozza, the oldest eyewear brand in Italy.

A story is related through the faces of the protagonists, immortalised in an evocative interactive photography exhibition, which after Milan, at the end of 2019, also came to Venice, in the Casa dei Tre Oci, the celebrated exhibition area dedicated to photography, on Giudecca Island.

The common denominators between the glasses and the protagonists of the shots are craftsmanship and tailoring. In this sense, it is no surprise that the brand has undertaken to produce a project dedicated to the arts and crafts that have always contributed towards distinguishing the city of Venice and its history. The initiative is classic in content, but innovative in concept. To honour and give faces to the great professionalism of the Serenissima, Lozza has chosen to entrust itself to the vision of two talented youngsters: Giovanni Genzini and Alberto Papagni. The Creative Lab is run by Denis Curti, curator of the exhibition and Artistic Director of the Casa dei Tre Oci.

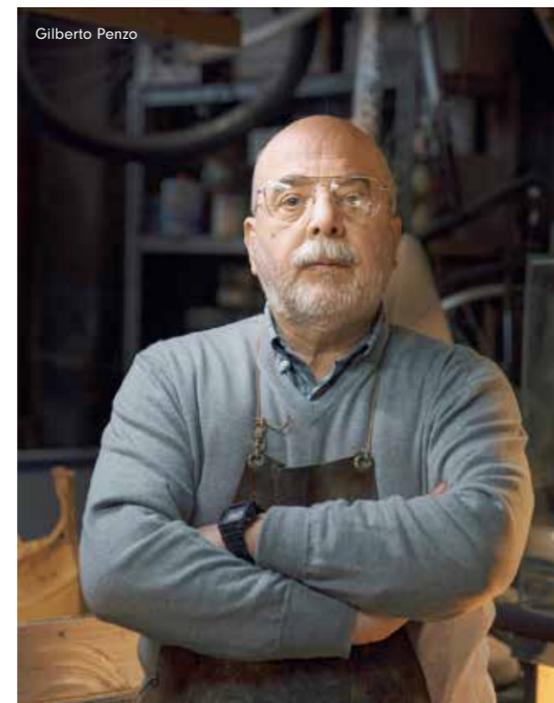
The desire to promote the professional excellence of Venice to a wider and younger public, too, has driven Lozza to make #VeneziaAllOpera the central feature of communication activity dedicated to the brand's social media channels.

The #VeneziaAllOpera format is also original, in that it is an interactive photography exhibition which – thanks to specially developed QR codes – allows spectators to frame the exhibits through a smartphone camera and access additional content on each of the Venetian masterpieces and the Lozza spectacles featured in the exhibition.

Denis Curti Artistic Director of the Casa dei Tre Oci declared: "It is interesting to see how in paying tribute to the city of Venice with #VeneziaAllOpera, the Lozza brand has also effectively managed to favour authorial research. Giovanni Genzini and Alberto Papagni have been able to unite different genres of photography to stage their own personal and very original vision. The portraits of these Venetian excellences fall into the style of genuine reportage and are an opportunity to highlight the uniqueness of crafts which at times are at risk of disappearing, and at the same time, they reveal an intimate trait of the different subjects who willingly agreed to pose for the young artists".



Marina & Susanna Sent



Gilberto Penzo



Atelier Nicolao



Ca' Mecana

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Il Forcolato Matto



Legatoria Polliero

story by Alessandra Albarello

WUNDERKAMMER TREND



MASSIMILIANO GIORNETTI

The top of a coffee table from the capsule collection produced in collaboration with ARTECORNICIdesign

Aesthetic virtuosity and balancing acts with materials. Glasses that tell stories by giving glimpses of imaginary worlds, and plenty of savoir-faire, too.



W-EYE

Wooden glasses mod. Birey

I sometimes wonder if certain spectacles would have appealed to those Renaissance princes who cultivated unusual collecting passions in solitude. In the wunderkammer, the rooms of wonder of their palaces, they created extraordinary objects, mixing elements from the animal, vegetable and mineral worlds to compose decorative marvels, which became objects of desire for hordes of antiquarians and enthusiasts. The same aesthetic concept still reverberates today in some audacious design choices, and as far as eyewear is concerned, Anna-Karin Karlsson, the Swedish luxury brand, represents the epitome of this trend. With the evocative power of detail, we are led on intriguing narrative pathways and this year we are brought to the jungle, where a troop of monkeys swarms over the upper frame of a pair of glasses from the "No Monkey Business" line with lozenge-shaped frames, or with tiger's paws grasping the lenses in the "You Tiger" series. Virtuosity is also expressed through the excellence of the workmanship and the materials: the two models, proposed in different versions and in a limited edition, are made of titanium and are gold plated. At times, it is the graphic decorations themselves that become the absolute protagonists of the glasses, extending over their entire surface, like in the Superba model from the capsule collection created by Pugnale in collaboration with the Antepima ready-to-wear brand. Pugnale continues experimenting with shapes and materials with unconventional models such as the limited-edition La Matta optical frame, inspired by playing cards, made of 24-kt gold and decorated with hand-applied brushstrokes of colour. Also scoring a bulls-eye with their theme are the glasses

from Dolce & Gabbana, with an animal-print pattern enhanced by an unusual gold glitter base, which is found in the reinterpreted version of the classic single-lens butterfly sunglasses. The aim of this trend, hence, is to amaze, both with special effects and with the almost maniacal attention lavished on the details and the workmanship, availing of a combination of technological innovation and the know-how of craftsmen gleaned from other contexts. In the case of W-Eye, this is cabinetry, and in some models the inlay-work of fine furniture is evoked, thanks to a sophisticated production technique that makes it possible to create unique and complex textures using different types of wood. For Thomas Sabo, the German brand that has just broken into eyewear manufacture, the fields in which they normally operate are jewellery and watchmaking and they now transfer their expertise to spectacles with elaborate details that recall gold and silver filigree, but also the brightness of semi-precious stones such as pink quartz. And what about the extraordinary creations of Atelier Swarovski, an offshoot of the brand founded by Nadja Swarovski that has elected the famous crystals, applied by hand, a new symbol of luxury? The limited-edition model SK0240-P has round frames studded with crystals and topped with a sparkling star. An authentic divertissement, because it is important to cultivate dreams, and especially that playful side that all of us have inside ourselves.



VISMARA
Limited-edition Poker Table Cloth
from the Circus collection

PUGNALE
Limited-edition La Matta
prescription-glasses frame,
inspired by playing cards,
in 24-kt gold decorated with
hand-applied brushstrokes of colour





ANNA-KARIN KARLSSON
Sunglasses in gold-plated titanium
from the You Tiger series



ATELIER SWAROVSKI
Limited-edition sunglasses,
model SK0240-P



VISMARA
Argo, the new darts game
from the Circus collection



THOMAS SABO
Acetate and metal
for mod. E0014



MASSIMILIANO GIORNETTI
Furniture from the capsule collection
produced in collaboration
with ARTECORNICIdesign





MATERIALS

MASSIMILIANO GIORNETTI
Armchair from the capsule collection
produced in collaboration
with ARTECORNICdesign



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PUGNALE
The Superba model is part
of the capsule collection produced
by Pugnale for Anteprima



DOLCE & GABBANA
Model DG4357 in acetate
and metal, with animal-print

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ANNA-KARIN KARLSSON
Gold-plated titanium model
from the Monkey Business series

Secrets of the Red Carpet

story by Gabriella Oldani

Do you want to discover the coolest glasses? The most exclusive haute couture gowns? The latest handbags? Cult footwear? The season's must-haves? The answer comes from the stars on the red carpets and during the most glamorous occasions.

Their look is never improvised: behind every event lies months of meticulous work for stylists (the best ones are very well paid). Their task is arduous: finding the look that makes their demanding customers perfect.

While clothes and jewels are often lent to the stars for the occasion by the fashion houses, or created especially for them, in general, glasses are a gift and are reused in everyday life, thus generating significant image return for brands. However, many stars fall in love with the glasses and buy them.

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↑
TOD'S EYEWEAR
↓



↑
SUNDAY SOMEWHERE



ALESSANDRA AMBROSIO
@ SUNDAY SOMEWHERE
Octagonal frames for the beautiful model and blogger.



ALESSANDRO BORGHI
@ TOD'S EYEWEAR
The Italian actor sports a slightly squared shape characterized by the iconic weave on the titanium temples.



BELLA HADID
@ TOD'S EYEWEAR
The sunglasses worn by the model are a face mask with profiles in hand-woven leather.

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IZIPIZI »



▲ KOMOMO ▼



CRISTINA CHIABOTTO
@ IZIPIZI

Total black and minimalist lines
for the Italian showgirl.

JORIA SMITH
@ KOMONO

Jorja Smith wears the Kelly Black
model of sunglasses, part of the
SolidSS19 collection.



LADY GAGA
@ KOMONO

The legendary singer and
actress has chosen a pair
of square-shaped glasses.





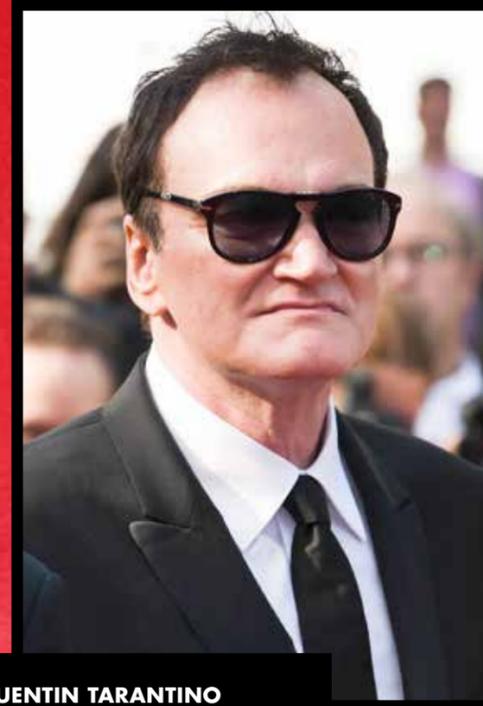
OLIVER PEOPLES



BLACKFIN



PERSOL



QUENTIN TARANTINO
@ PERSOL

An iconic brand for the international cinema legend.



LEONARDO DI CAPRIO
@ OLIVER PEOPLES

Leonardo Di Caprio sports an elegant version of Oliver Peoples' Cary Grants.



MATTHEW MCCONAUGHEY
@ BLACKFIN

The Oscar-award-winning actor was caught on camera while attending a Texas Longhorns vs. LSU Tigers football game in Austin.

FROM VIRTUAL TO REAL...

An App to help create Perfect Eyeglasses.

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Every season, fashion proposes different models and consumers make their choice on the basis of various factors: some go by the shape of the face, others focus on the hairstyle, and others follow fashion trends... Our practical advice is always to try them on, because there is no better way to understand whether they are the right shape or not. However, not all models are available in opticians' shops.



As of today, however, it is possible to choose from an almost unlimited number of shapes and colours, simply using virtual reality! How? Thanks to V.E.A. by Thema Optical - software already in use at the GreenVision consortium's points of sale - which uses an App (available on the App Store and downloadable on Apple devices with 3D cameras) to create a perfect simulation, displaying all the possible combinations on the screen, allowing you to choose the model best suited to your face. Last but not least, it also allows you to create a biometric version of your glasses; that is, totally customized and made to measure. With the App, choosing new eyewear will be an operation you can perform anywhere, choosing the

ideal model, the front panel and the temples in whatever shape and colour you wish. All in your own time.

How the App works

It starts by scanning your face, then you can begin to try on glasses virtually. Choosing becomes very easy: you have an immediate perception of the impact of the model, shades and combinations, to which you can also add customized touches such as names, initials or symbols. When the order is confirmed, a QR code is generated. Then you go to the nearest GreenVision store where they will use the code to complete your order. Within a few days, your glasses will be available at the store.

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MOD. BJ6066 B21



MOD. BL7105 A32

DEFINED IDENTITIES

*It's all about Craftsmanship,
Design and Fashion.*



MOD. BL7106 A30

Expression by Design, Eyewear by BOLON

BOLON Eyewear was established with a purposeful intent: to embrace and celebrate the essence of self-expression.

At the forefront of fashion, design and craftsmanship, the tastemakers of the brand are focused on the importance of defining identity through recognizing one's spirit, attitude and true character.

BOLON Eyewear draws inspiration from the trends of today. The brand is dedicated to constantly challenge and lead the ever changing trends, producing the widest and finest array of products to cater to all identities.

An amalgamation of skilled artistry and cutting edge technology, each frame undergoes a rigorous process to ensure that only the unique and exclusive are created.

Using a wide range of first grade materials sourced from Italy and Switzerland such as Premium Acetate-Resin and Memory Resin TR90, the veteran crafters of BOLON Eyewear create pieces that assure lightweightness and resistance.

A signature style of the brand.



MOD. BL3025 A21

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eyewear

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

