

# Luigi Massoni

(born 1930)



Massoni was born in Milan on 22nd January, 1930. An architect, his field of activity covers much more than mere architecture. For over thirty years, he has also worked as a designer, freelance journalist and editor.

After his apprenticeship years at the *Collettivo di Architettura* in Milan and his first experiences between 1953 and 1955, he began his activity as a designer, by creating a bar set for Alessi and the "Series 5" containers still being produced today.

Between 1957 and 1960, together with architect Carlo De Carli, he contributed to the productive and professional revival by participating in the various demonstrations promoted during that time. Again, with De Carli, he founded *Il Mobile Italiano*. In 1959, associating a group of furniture industrialists, he founded *Mobilia*, one of the first centres for the promotion of Italian design. In 1959 still, he began working for Boffi Cucine as designer and production co-ordinator, realising some of the first modular systems for the home and kitchen.

From this experience, as designer and art-director, he improved the image of many Italian and foreign industries operating in the sectors of furnishings (kitchens, modular furniture, armchairs, etc.), plastic materials, ceramics and china, glass and crystal, metals and precious metals, leather goods and accessories, giftware and household articles.

Editor and director of *Marmo Tecnica Architettura* (1956-1963) and *Forme* (since 1962). Thanks to his publications, he plays a determinant role in the development of industrial and craft-based businesses. His works (published in the most important Italian and foreign magazines) have been awarded numerous prizes and acknowledgements.

Luigi Massoni was called upon to collaborate with Harvey Guzzini and Dh Guzzini (1965-1975) and designed a number of fittings before the company converted to the lighting technology sector in 1975. His theoretical contribution was so fundamental that he was one of the presenters at the lighting technology specialists meeting organised by iGuzzini held in 1977.

The activity carried out by Massoni was of the utmost importance in directing the way craft developed and evolved throughout the Marche region towards design, improving technological know-how and the possibility of shifting to standard production. Massoni was also the first to conceive a corporate image: he studied the graphics for the iGuzzini packing for example.

Massoni has designed a number of iconic products for iGuzzini: from Fungo (realised with a thermoformed moulded bowl) to the Cespuglio, which gave rise to clamorous commercial success.

