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enhancing talent since 1935



Istituto Marangoni Mumbai  
History of Made in Italy  
Masterclass  
Massimo Alberto Ottone

# WORLD MAP



Milan, Mumbai, Florence, London, Dubai, Paris, Miami, Shanghai, Shenzhen

## Istituto Marangoni Representative Offices (IMRO)

Representative offices are “branches” of the Istituto Marangoni located in 4 offices in Shanghai – China, Mumbai – India, Miami - USA and Mexico City - North & Latin America Their mission is to represent the School in their area of competence, to ensure the correct “look and feel” to their offices, to guarantee correct information, and the proper disclosure of the brand and image of Istituto Marangoni.

In addition to the opportunity to immerse oneself into Istituto Marangoni’s reality and discover its campuses – real training centres specialising in fashion and design – representative offices offer information services, counseling and assistance in the filling-out and submission of applications for admission.

Representative offices are the first point of contact for anyone wishing to approach fashion and design, be they students or promoters, with the possibility of partially “living” the Istituto Marangoni atmosphere.

## Istituto Marangoni Information Centres (IMIC)

Information Centres are independent entities that have chosen to exclusively promote Istituto Marangoni in the fashion industry and within their territory of competence.

There are six Information Centres, which currently represent Istituto Marangoni: Germany, Austria, Switzerland, Hungary, Slovenia, Croatia, Spain and Portugal (Madrid), Israel (Tel Aviv), Indonesia (Jakarta), Romania (Bucharest), Poland, Egypt (Cairo), India (Delhi).

The purpose of the Istituto Marangoni Information Centre is to help promote the school, following the needs and the image of the school itself, while maintaining their individuality. Information centres help students understand the unique characteristics of Istituto Marangoni.

Their aim is to promote and raise the awareness of the formative programmes and their contents. The information centre is the right place to give advice to students in filling-out the admission form, support them in the correct choice of the course and help them in the identification of appropriate and correct documents needed for proper registration.



# Masterclass Index



1. The Birth of the Design Industry in Brianza Area and his Importance Today
2. The History of Italian Furniture Design and its Evolution
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# Chapter 1

## The Birth of the Design Industry in Brianza Area and his Importance Today



# The Birth of the Design Industry in Brianza area and his Importance Today



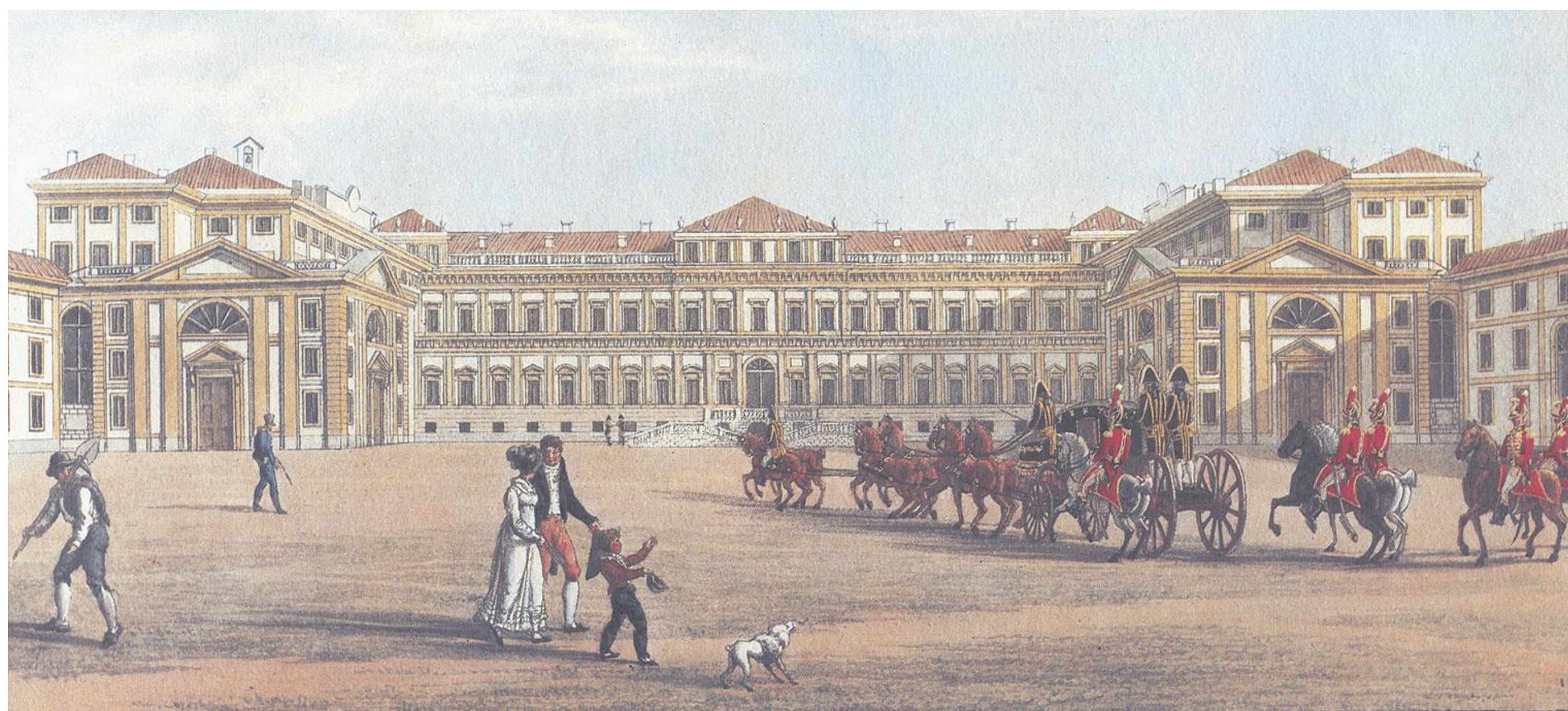
## Charles Peguy – L'Argent (1913)

“These bygone workmen did not serve, they worked. They had an absolute honor, which is honor proper. A chair rung had to be well made. That was an understood thing. That was the first thing. It wasn't that the chair rung had to be well made for the salary or on account of the salary. It wasn't that it was well made for the boss, nor for connoisseurs, nor for the boss' clients. It had to be well made itself, in itself, for itself, in its very self. A tradition coming, springing from deep within the race, a history, an absolute, an honor, demanded that this chair rung be well made. Every part of the chair which could not be seen was just as perfectly made as the parts which could be seen. This was the selfsame principle of cathedrals. There was no question of being seen or of not being seen. It was the innate being of work which needed to be well done.”

Charles Peguy



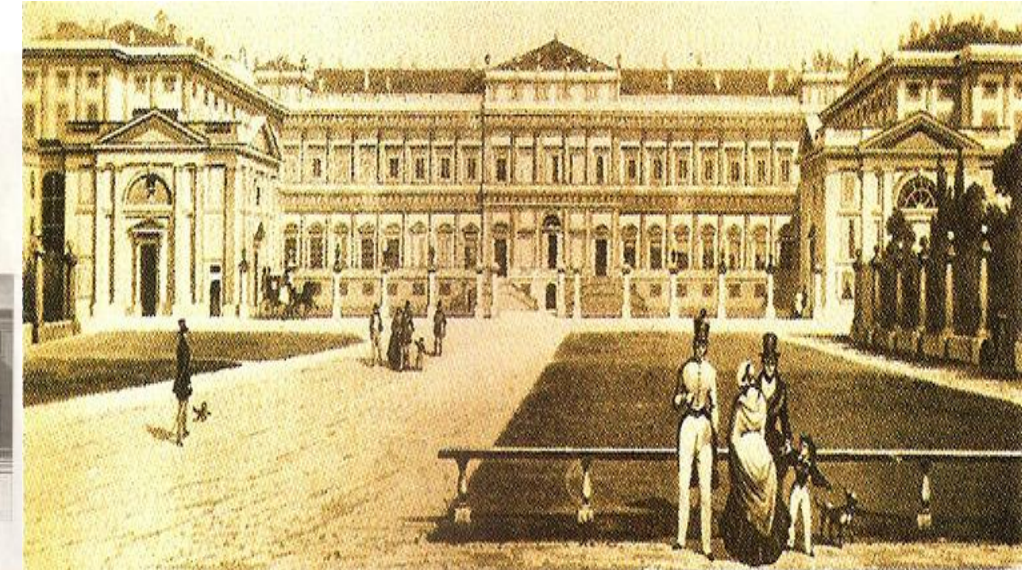
# The Birth of the Design Industry in Brianza area and his Importance Today



The Villa Reale di Monza in the 1850'

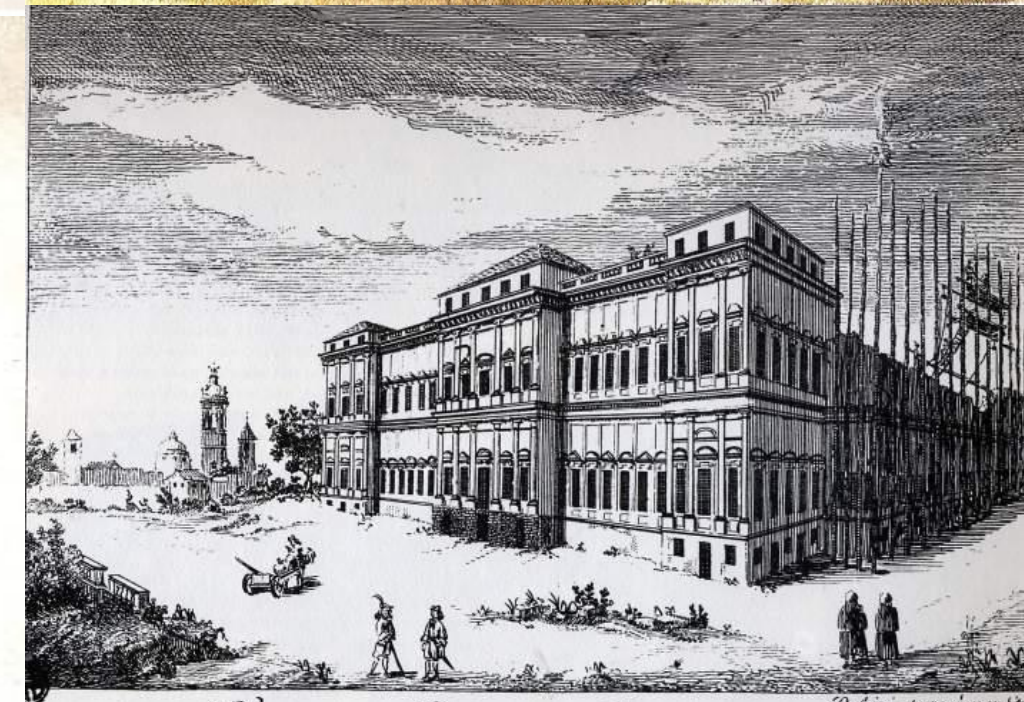


# The Birth of the Design Industry in Brianza area and his Importance Today



L. del. G. Corbelli

*Palazzo Reale di Monza.*  
*Memorie Storiche di Monza (pag. 146)*



*Vue du Palais Royal de Monza*  
*Veduta del Real Palazzo di Monza. ~ ~ ~*

The Villa Reale di Monza in the 1800'



# The Birth of the Design Industry in Brianza area and his Importance Today



The Villa Reale di Monza Today



# The Birth of the Design Industry in Brianza area and his Importance Today



The design and furniture industry was born in north of Italy, in Brianza area in the city of Monza, which is the capital of the area.

The Austrian royal family wanted as wish to have the most beautiful and elegant residence for their holidays moments, for this they have called from entire Europe the best craftsmen.

All the best craftsmen from France, Germany, Spain, Austria, England and Italy came to Monza to give their tribute to make an extraordinary neoclassical villa. It was built between 1777 and 1780 by Piermarini architect. In the second half of the 1800s, the owners became the Savoy Italian Royal family.

During the works the workers have built around the site their temporary not only houses, but their laboratories as many components were made their locally on the site and there was no time to go back to their premises to make something special as work. So after the completion of the Villa in 1780, many of these craftsmen decided to establish themselves and their activities in Monza in Brianza, creating a core business heritage of prestigious high end level of craftsman products. At that time the style was classical that's why also today we find in this area lot of classical furniture companies but then with the design developent those craftsman were good to adapt the style and design to the new trends creating the most prestigious and succesful furniture companies. The secret gathering all these people is the love and passion for the beauty, for the quality and for the perfection of the elegant details.

*Vue du Palais Royal de Monza*  
*Veduta del Real Palazzo di Monza.*

# The Birth of the Design Industry in Brianza area and his Importance Today



Italian Modern & Classical Furniture Districts:

1. High Level: North of Italy Brianza Area (related to the Brianza Royal Villa)
2. Medium Level: North of Italy Veneto Area
3. Low Level: Centre and South of Italy, Marche and Puglia areas mainly







## Chapter 2

# The History of Italian Furniture Design and its Evolution

# The History of Italian Furniture Design and its Evolution



## The Impact of Art and Architecture on Furniture Design in Italy

- Renaissance era established high standards for craftsmanship through works of artists such as Leonardo da Vinci and Michelangelo.
- Baroque period marked by ornate detailing and carvings.
- Rococo era brought lighter, more delicate designs.
- 19th and 20th centuries saw transformation in Italian furniture design with Art Nouveau and modernist movements, defined by sleek lines, minimal forms, and innovative materials.
- Contemporary Italian furniture designers continue to blend traditional values with innovation.

Art and architecture have formed the basis of inspiration for Italian furniture designers over the centuries.



# The History of Italian Furniture Design and its Evolution



## The Role of Regional Styles and Traditions in Shaping Italian Furniture Design

- Italy has a rich cultural history in furniture design, with each region having its own distinct style true to its cultural history and artistic heritage.
- Northern Italy is influenced by the artistic and commercial legacy of the Venetian Republic, resulting in pieces with Venetian glass, carved wood, and partially gilded metalwork.
- Tuscany is known for its connection to the Renaissance period, resulting in furniture with elements of terra cotta and intricate wood design.
- Southern Italy is characterized by ornate, intricate detailing pieces with inlaid wood, precious metals, and elaborate carvings reflective of the grandeur of that style.
- This diversity is what makes Italian furniture unique and ensures its legacy will endure for generations to come.

As Italian furniture designers today stand firmly on the shoulders of their predecessors, they continue to blend traditional values with cutting-edge innovation in order to create truly inspiring pieces.

# The History of Italian Furniture Design and its Evolution



## The Revival of Traditional Techniques and Materials in Contemporary Italian Furniture Design

- The traditional production methods and materials in Italian furniture design are in every unique crafted piece.
- Craftsmen are now utilizing modern technology while remaining faithful to principles such as craftsmanship and quality.
- Italian furniture has been a benchmark in shaping the global perception of beauty and refinement, and contemporary designers are reviving time-honored techniques in innovative ways.
- Contemporary Italian furniture makers are upholding their cultural legacy, combining classic techniques with modern materials to push the boundaries of contemporary design.

In recent years, Italian furniture design and designers have been inspired to revive traditional production methods and materials which they are merging now with innovation.



# The History of Italian Furniture Design and its Evolution



## The Influence of Fashion and Luxury Goods on Italian Furniture Design

- Italian furniture design is influenced by the country's position in the fashion industry and its emphasis on quality, craftsmanship, and details.
- Luxurious materials such as velvet, leather, and silk are used, along with intense colors and vivid patterns, to create distinctive and memorable pieces.
- The luxury goods industry, with its focus on precision and perfection, has also had a significant impact on Italian furniture design.
- The result is furniture that combines classic craftsmanship with modern fashion trends and cutting-edge flair, resulting in stylish and practical pieces that continue to captivate and impress.

Recognized for its fashionable and luxury commodities, Italy's furniture design has been significantly influenced by the country's celebrated position in the fashion industry. With a robust emphasis on quality, craftsmanship, and minute detail, Italian furniture designers are constantly inspired by the latest trends of fashion and demonstrate this inspiration in their unique designs.

# The History of Italian Furniture Design and its Evolution



## The Significance of Italian Furniture Design in the Global Luxury Market and its Importance as a Cultural Export

- Italian furniture is renowned for its luxuriousness, sophistication and is a foremost contender in the international luxury market.
- Substantial craftsmanship, meticulous attention to detail and utilization of superior materials contribute to its desirability worldwide, with now a focus on sustainability.
- Italian furniture artisans are acclaimed for integrating old-fashioned techniques and materials with modern design trends, creating recognizable and widely admired furniture brands.
- Italian furniture design is a cultural export and is globally acknowledged for its cultural significance, safeguarded for future generations.

Italian furniture design has gained renown for its luxuriousness and sophistication, making it one of the foremost contenders in the international luxury market. Substantial craftsmanship, meticulous attention to detail, as well as utilization of superior materials, have all contributed to the desirability of Italian furniture worldwide.



## Chapter 3

# Made In Italy Furniture an International Phenomenon: The Origin and the Keys of its Success



# Made In Italy Furniture an International Phenomenon

## The Origin and the Keys of its Success



Made in Italy Design is synonymous with excellent quality, comfort, sophisticated luxury, versatility and status. Every little detail is a qualified one. Made in Italy plays a fundamental role, especially when it has the objective of offering furniture that combines style and innovation with the quality and sophistication typical of Italian style. Culture, history and style gathered all together in one with the attitude to innovate through new ideas.

The design of Italian furniture can be defined in three words: craftsmanship, quality and cultural elegance.

The 4 keys that make Italian furniture succeed:

1. Its unique Design
2. Its quality-price
3. Its harmonious materials and easy access to quality raw materials procurement
4. Its wide variety

Made in Italy: Intellectual, Sophisticated, Timeless, Luxury, Elegance, that lasts over time.

# Made In Italy Furniture an International Phenomenon

## The Origin and the Keys of its Success



Furniture and made in Italy, a combination of style and innovation & Made in Italy Brand Logo

Made in Italy brand has been used since 1980 to indicate the international uniqueness of Italy in four traditional industries: fashion, food, furniture and mechanical engineering, in Italian also known as “Four A” Abbigliamento (clothes), Agroalimentare (food), Arredamento (furniture) and Automobili (automobiles). Italian products have often been associated with high quality, high specialization and differentiation, elegance, and strong links to experienced and famous Italian industrial districts often connected with the concept of luxury.

In 2009, the Italian law 135 stated that only products totally Made in Italy (planning, manufacturing and packaging) are allowed to use the labels Made in Italy. Each abuse is punished by the Italian law.



Ministero delle Imprese  
e del Made in Italy



Ministero delle Imprese e del Made in Italy - Ministry of Enterprises and Made in Italy

Symbols and Logos of the Italian Made in Italy



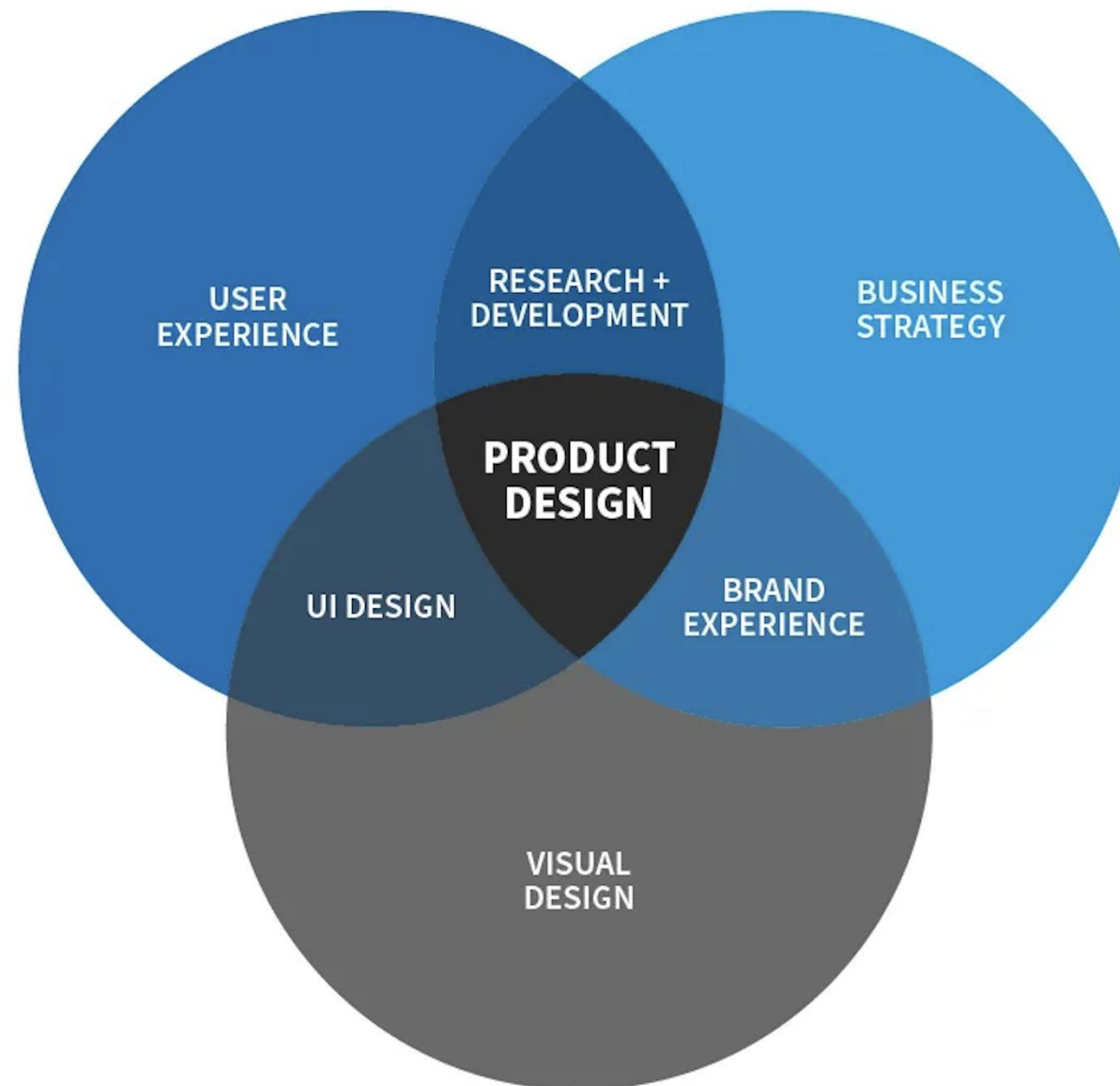
## Chapter 4

# Italian Design in Socio-Cultural and Practical Aspects



In the history of Design the phases in order to make the “Perfect Product” are the four moments of Design:

1. Project
2. Production
3. Sale
4. Consume



These above points are the basic points in the history of the creation and development of the Italian products.

The 10 rules in the history for a good design:

1. GOOD DESIGN IS INNOVATIVE
2. GOOD DESIGN MAKES A PRODUCT USEFUL
3. GOOD DESIGN IS AESTHETIC
4. GOOD DESIGN HELP US TO UNDERSTAND A PRODUCT
5. GOOD DESIGN IS UNOBTRUSIVE
6. GOOD DESIGN IS HONEST NOT COPIED
7. GOOD DESIGN IS DURABLE BEYOND TRENDS
8. GOOD DESIGN IS CONSEQUENT TO THE LAST DETAIL
9. GOOD DESIGN IS CONCERNED WITH ENVIRONMENT
10. GOOD DESIGN IS AS LITTLE AS POSSIBLE – LESS BUT BETTER (DIETER RAMS)



Italian products design are in the mind of everyone, but what makes Made in Italy so unique and recognizable?

The way a product has to have and to be accepted by the audience:

1. Design appealing
2. Functionality practicality and comfort
3. Cleanless in shapes (essential) or comfortably humancentric (ergonomic and to be destined to the daily use of people)
4. Attention to the details in order to make the design and products unique



## Chapter 5

# The Importance of the Authenticity Ethical and Designer Talent in Design

# The Importance of the Authenticity Ethical and Designer Talent in Design



This is a very important topic for who wants to become an important and succesful designer; using the own talent and creativity, to create and conceptualize designs and products, where the creativity is intelligence having fun.

Fun to create the beauty and develop it with consciousness, considering the own routes like the own culture and aspects of the countries from where we come, and considering to build on these aspects an own identity and not copying or breaking the authenticity rules and replicating products developed by others.

Copying is stealing the mind property of someone else which is a crime and a breeching of ethical rules. It's important to build an own identity with own ideas and creativity which enrich the product and help to create a story to be told around it, completing it with real substance coherency of products.

It's very important to design a product considering the socio cultural aspects, the materials which will be used, the laws of physics and many other aspects.

## INTELLECTUAL PROPERTY



Design



Patent



Law



Authorship



Copyright



Protection



# The Importance of the Authenticity Ethical and Designer Talent in Design



## The anecdote of the Taj Mahal

When in 1632 the Mughal Emperor Shah Jahan commissioned the construction of the mausoleum for his wife, he wanted to realise the most beautiful building of the world.

In order to achieve this he called the best workers and craftsmen from the entire Indian sub continent.

After almost twenty years of works the Taj Mahal was completed, and the master of all the craftsmen went to the emperor saying him that if he wanted to replicate the same building anywhere else, his workers under his guidance could have done it for His Highness.

After the emperor heard the master saying this, he asked him to call all his best craftsmen in his royal hall and once all of them arrived, he ordered to his guards to cut off to all of them the hands, so they would not have been able to replicate such a beauty anywhere in the world, leaving it unique.



# THANK YOU

**Massimo Alberto Ottone**  
**mo@massimoottone.com**



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