PRESS RELEASE

**Domus 90. Gio Ponti**

Curated by DOMUS

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In collaboration with

*Gio Ponti Archives*

**Saturday April 14th 2018**

press preview

from3.00pm to 6.00pm

**Opening**

from 6.00pm to 8.00pm

**On view**from Sunday April 15th, 2018 to Sunday May 6th, 2018

Everyday 10.30 – 19.30

Wednesdays and Thursdays 10.30 – 21.00

“**Domus 90. Gio Ponti**”. On the occasion of the90-year anniversary of *Domus* magazine,   
the Fondazione Sozzani will present a selection of pieces by Gio Ponti, drawn from the Domus Archives. The exhibition recounts the architect's multifaceted production and approach to the arts, expressed through the pages of the magazine he oversaw as editor-in-chief for over 40 years from 1928 to 1979, with an interruption from 1941 to 1947.

The work of **Gio Ponti** (Milan, 1891-1979) is evoked through suggestions starting from the theme of the house, to which he dedicated many editorials and essays, stimulating the debate on the transition to the "modern" home in the Thirties and interpreting the changes in society in the post-war period. The exhibition includes photographic images, *Domus* magazine covers and a selection of objects that together cover 50 years of his work.

A series of images highlights the architect's alphabet: the combination and comparison between objects, drawings, and architectural elements show his design approach, in particular the expressive potential of the materials that he embraces in every sector, from craftsmanship to architecture.

In the dark days for Italy and Europe between 1939 and 1940, the 20 covers of *Domus* were brightly coloured. Ponti almost seemed intent on overlooking the events of those years, yet the issues of May and June 1940 flaunt the colours of the Italian flag, marking Fascist Italy’s entrance into the war.

From the pages of the magazine, one sees Gio Ponti's support and encouragement for the crafts and decorative arts, paying special attention to Italian production exhibited at the Milanese Triennial Exhibitions. Ceramics being one of his favourite materials, during the 1920's Ponti began refining his cherished work with ceramics at Richard Ginori, going on to produce many tile designs for interiors and exteriors. Three chairs on display represent Ponti’s idea of seating including the very famous Superleggera, embodying his interest in furniture and sensitivity for shape.

The show also features Ponti’s fabric with its manifesto title “*La legge mediterranea”* (*Mediterranean Law*), representing his idea of the Mediterranean as a unitary cultural environment that should inspire Italy’s path towards Modernism. The 1949 Visetta sewing machine reveals Ponti’s profound ties with the entire design world, from handicraft to industry. His work for hotels – seen as a home away from home – is represented by a wooden luggage rack and two pieces of tableware.

In 1970 Gio Ponti inaugurated the Concattedrale di Taranto, one of his last great enterprises. In the same years he designed the church, Gio Ponti also designed a set of geometric and colourful plates, and a series of foldable furnishings on wheels. Ponti captured the spirit of the times that called for more informal homes.

Lastly, a series of letters describe the man himself: the greetings and thank-you notes to his friends are small artworks, drawn with an open and generous hand on pieces of paper or loose sheets that he would dedicate to his fondest friends.

The small exhibition space at Fondazione Sozzani will host a selection of Domus Archive’s vintage photographic prints by Giorgio Casali (Lodi 1913 – Milan 1995), providing an overview of 30 years of the photographer’s work for the magazine. Through his pictures, Casali contributed to defining a distinctive and recognisable approach that interpreted the needs of a magazine for which the image was often more important than the text.

Creating just the right amount of curiosity and suspense, Casali used this bond to allow readers to enter public and private spaces, to read architecture, and to follow the genesis of objects that have become icons of Italian design.

Starting in the 1960s, many of the magazine’s covers were created from details of his shots: views of architecture, furniture and display designs were the doorways that opened into and anticipated the magazine’s contents.

**Domus**An international point of reference for architecture, design and art, *Domus* was founded in 1928 by the architect Gio Ponti, who was joined in 1929 by the publisher Gianni Mazzocchi. Editoriale Domus was created specifically to publish the magazine. Since then *Domus* has been a point of reference   
for architects, designers, students and professionals in the sector, while also providing a valuable working tool for following current trends and gaining in-depth information. A bilingual publication (Italian and English), Domus is international with a circulation overseas in 89 countries. It is the most effective expression of Italian style and good taste in the world. In 2018 the direction of *Domus* was entrusted to Michele De Lucchi.  
www.domusweb.it

**Fondazione Sozzani**

The Sozzani Foundation was established in 2016 by Carla Sozzani and is dedicated to the promotion of culture through photography, fashion, the fine arts, and applied arts. The Foundation has assumed the patronage of Galleria Carla Sozzani and continues all relevant public functions that the Galleria has supported for the past 28 years.

www.[galleriacarlasozzani.org](http://www.galleriacarlasozzani.org)