



## ANALISI

# GIRI DI POLTRONE ECCELLENTI

**I cambi più importanti ai vertici dei marchi del design svelano un proficuo interscambio tra arredo e moda. E una spinta forte all'internazionalizzazione**

Sono stati tanti, negli ultimi mesi, i cambiamenti ai vertici e alle direzioni creative nel mondo del design. Segno tangibile di un sistema che non si ferma, ma che anzi continua a cercare nuovi stimoli e prospettive, attingendo da mondi ed esperienze diverse. Nel 2019 Fabio Novembre, tra le più acclamate firme del design italiano, già da anni progettista di prodotti iconici della collezione Driade, ne è diventato la guida creativa. «Driade con Fabio saprà rivelare al meglio la propria poliedrica personalità al tempo stesso sexy e sofisticata, rock e pop, sperimentale quanto basta per aprire nuovi codici creativi coerentemente al laboratorio estetico che da sempre rappresenta», ha spiegato allora Giuseppe Di Nuccio, ceo di ItalianCreationGroup, di cui fa

parte Driade. Sempre lo scorso anno Billiani ha nominato come art director Cristina Celestino, tra le designer più affermate della nuova generazione. «Il suo ruolo si estende dalla progettazione e lo sviluppo dei prodotti alla ricerca di una modalità diversa di presentare il brand, la sua contemporaneità e il suo futuro», raccontano i titolari Veronik e Luigi Billiani.

Ai vertici e nelle art direction delle aziende c'è anche molto interscambio tra settori vicini, come il design e la moda. Matteo Ragni, il due volte Compasso d'oro designer milanese, è stato scelto alla guida del brand marchigiano XL Extralight, che appartiene a Industrie Finproject, specializzati nella produzione di pvc e xlpo compounds e nella produzione e commercializ-

zazione di suole per i più importanti brand del mercato calzaturiero. «Cerco di interpretare l'attitudine dell'azienda all'innovazione nel mondo extra-moda che ha trovato in me un aiuto per essere presente in maniera significativa anche nel mondo del design», ha detto Ragni. Percorso inverso per Tom Dixon, marchio di arredamento per la casa, fondato dall'omonimo designer nel 2002, la cui maggioranza è detenuta da Neo investment partners, che ha scelto di mettere al comando Hans Hoegstedt, dirigente di origini svedesi, ex ceo dell'albese Miroglio fashion. Nel suo nuovo ruolo, lavorerà fianco a fianco con il designer brit per dare ulteriore impulso al marchio e al suo sviluppo internazionale. (riproduzione riservata)

### DESIGNASTY

*The Italian design scene is made of family-run companies, first, second and sometimes third generation or more. A phenomenon not only linked to the world of furniture and not only Italian: family businesses are in fact the most widespread in the Far East, America and India. In many companies there are still the now elderly founders. On the one hand, this aspect offers the advantage of exploiting the unique and privileged vision of those who built the company from nothing, but on the other hand it creates a big question on how these companies can manage a future transition, creating an uncertainty on their evolution. Sooner or later the problem of the generational transition arises: an epochal moment, of great change and often very feared. However, some companies are anticipating, introducing the next generations at an early stage and then making a gradual handover in time. This is the case of Carola Bestetti, the second generation of*

*Living Divani, a company that has made padded sofas its trademark; guided by her natural inclination for creativity, the manager started working alongside her parents managing the Export Area, thus taking advantage of the experience assimilated abroad in previous years, until she moved on to the development of new collections, in great harmony with Art Director Piero Lissoni. A similar path for Magis, founded in Veneto in 1976 by Eugenio Perazza, a visionary entrepreneur. Two other family members joined the company in 1996: Eugenio's daughter-in-law Barbara Minetto and his son Alberto Perazza, appointed CEO in 2016. A natural transition that started a new season for the company. From the north you get to the south with Natuzzi Group, founded in Puglia in 1959 by Pasquale Natuzzi, is one of the main global players in the furniture market, with shops, factories and offices all over the world. Pasquale Junior Natuzzi, son of the founder, now holds the role of Chief creative & marketing officer: "I'm*

*lucky because my work is my greatest passion and this is thanks to my father's example. Every day I rediscover the love for what I'm doing. Today, more than ever, my energies are directed towards protecting the company and making it stronger and stronger in the face of the new challenges that arise on our path". The Porro company has now reached its fourth generation, where Maria, born in 1983, decided to work with her family, in the company founded by her great-grandfather Giulio in 1925, collaborating with her father Lorenzo in product development and bringing the energy typical of the new generations and the priority focus on sustainable development with her. The advantages of generational change can therefore be many: more and more often the new generations are educated, have worked, studied, travelled and lived abroad. They are very well prepared figures, who can make a great contribution or even a real turning point in the family business.*

### 设计家族

意大利设计界有许多第一代、第二代甚至第三代或更多代的家族企业。这种现象并不局限于设计行业，也不局限于意大利：事实上，家族企业在远东国家、美国和印度才是最普遍的。许多企业仍然由已年老的创始人掌控，从而一方面具有优势，可以借助其从无到有创业的独特眼光，另一方面，却又让人对这些企业如何处理向未来过渡的问题怀有疑问，对企业的发展造成前途不明的表象。迟早会出现现代际传承的问题：这是一个跨时代的时刻，变化巨大，经常让人对此感到畏惧。不管怎样，一些企业正走在时代的前沿，从一开始就让下一代进入公司，以实现让他们逐步接手的目的。将沙发打造成一个商标的LIVING DIVANI公司的第二代继承人CAROLA BESTETTI就是其中一例：她天生就倾向于创造，在这种意识的引导下，开始与父母一起工作并负责出口部门，将前几年在国外获得的经验充分利用起来，之后又转入新系列开发部门，与艺术总监PIERO LISSONI竭诚合作。由高瞻远瞩的企业家EUGENIO PERAZZA于1976年在威尼斯成立的MAGIS公司也有类似的经验。1996年，家族的另外两名成



SOTTO, FABIO NOVEMBRE, GUIDA CREATIVA DI DRIADE (FOTO FEDERICA BELL) E, SOPRA, IL SUO MOBILE LOVE BY FABIO NOVEMBRE. NELLA PAGINA ACCANTO, DA SINISTRA, CRISTINA CELESTINO, ART DIRECTOR DI BILLIANI (FOTO KAREL BALAS), E MATTEO RAGNI, ALLA GUIDA DI XL EXTRALIGHT, BRAND PARTE DI INDUSTRIE FINPROJECT



LAVORARE CON I MIEI  
TRE FIGLI È UN PRIVILEGIO  
NON SOLO PERCHÉ  
MI PERMETTONO  
DI VEDERE MEGLIO  
IL FUTURO  
DI PROMEMORIA, MA  
PERCHÉ OGNUNO DI LORO  
CON LE SUE SPECIFICITÀ  
CI SPINGE A ESSERE  
MIGLIORI OGNI GIORNO»

ROMEO SOZZI,  
PRESIDENTE PROMEMORIA



员加入公司，即EUGENIO的儿媳BARBARA MINETTO和儿子ALBERTO PERAZZA，后者在2016年被任命为首席执行官。这种自然而然的接班过程为该公司开启了新的阶段。继北方企业之后，南方还有PASQUALE NATUZZI于1959年在普利亚大区成立的NATUZZI集团，它是全球家具市场最重要的企业之一，在世界各地都设有商店、工厂和办公室。该公司创始人之子PASQUALE JUNIOR NATUZZI如今担任首席创意总监兼首席营销官，他表示：“我很幸运，因为我的工作就是我的情之所钟，这要归功于我父亲的以身作则。每一天，我都会再次发现对自己正在完成的工作的热爱。如今，我比以往任何时候都更注重对企业的保护并将精力放在壮大企业上，以此来应对其成长旅途中将会出现的新挑战”。PORRO公司现已传至第四代，1983年出生的MARIA决定为曾祖父GIULIO于1925年成立的家族企业工作，她主要与父亲LORENZO合作，怀着新一代人的典型活力以及对可持续发展的着重关注，致力于产品开发。代际传承可能会带来很多优势：新一代继任者往往拥有更高的教育程度并曾在海外工作、学习、旅游和居住过。他们训练有素，可以为家族企业做出巨大的贡献甚至为其带来真正的改变。

#### EXCELLENT LEADERSHIP TRANSITIONS

There have been many leadership transitions and changes in creative directions in the last few months in the design world. A tangible sign of a system that does not stop, but rather continues to seek new stimuli and perspectives, drawing from different worlds and experiences. In 2019 Fabio Novembre, one of the most acclaimed names in Italian design and designer of iconic products in the Driade collection, became its creative guide. "Driade with Fabio will be able to reveal its multifaceted personality at its best and at the same time sexy and sophisticated, rock and pop, experimental enough to open new creative codes consistently with the aesthetic laboratory that it has always represented", explained Giuseppe Di Nuccio, CEO of Italian Creation Group, to which Driade belongs. Also last year Billiani appointed Cristina Celestino, one of the most successful designers of the new generation, as art director. "Her role extends from the design and development of

products to the search for a different way of presenting the brand, its contemporaneity and its future", said the owners Veronik and Luigi Billiani. At the top and in the art direction of companies there is also a lot of interchange between neighbouring sectors, such as design and fashion. Matteo Ragni, the two-time Compasso d'oro designer from Milan, has been chosen to lead the brand XL Extralight in the Marche region: it belongs to Industrie Finproject, specialized in the production of PVC and Xipo compounds and in the production and marketing of soles for the most important brands in the footwear market. "I try to interpret the company's attitude to innovation in the extra-fashion world that has found in me a help to be present in a significant way also in the design world", says Ragni. Reverse path for Tom Dixon, a brand of household goods and furnishings, founded by the anonymous designer in 2002, whose majority is held by Neo investment partners, who chose to put Hans Hoegstedt in charge, a Swedish-born

executive, former CEO of Miroglio fashion. In his new role, he will work alongside the British designer to give further impetus to the brand and its international development.

#### 表现优异的换位

最近几个月中，设计界许多企业的高层人员和创意总监一职都发生了变动。这是一个明显的信号，意味着该行业不会停滞，而是通过从不同领域借鉴经验，继续寻求新的刺激和前景。意大利设计界最受赞誉的人物之一FABIO NOVEMBRE多年来一直是DRIADE系列中标志性产品的设计师，并在2019年出任创意总监。“FABIO领导下的ITALIAN CREATION GROUP将能够更好地展现其多面性，即性感又精致，兼具摇滚和流行风格，同时拥有足够的试验精神来开启新的创意风格，与该企业一直以来所代表的美学实验室概念相一致”，首席执行官GIUSEPPE DI NUCCIO如此解释道。去年，BILLIANI公司任命新一代最成功的设计师之一CRISTINA CELESTINO为艺术总监。公司所有者VERONIK和LUIGI BILLIANI表示：“她的职务从产品的设计和开发一直延伸至寻找不同的方式来展示品牌以及品牌的当代