Kartell

The History

1949

A young chemical engineer named Giulio Castelli founds Kartell. Right from the start, the company is in Milan, focusing the production of its items on technological research and design. "It was my intention to produce objects that had innovative characteristics, understood as an application of new production technologies, geared towards economy of materials and efficiency of process," states Giulio Castelli.

1950

The Car Accessories Division is born. This K101, die vach, the only one of its kind that is lightweight and easy to install, is the first Kartell product.

1953

The Household Products Division is born. Kartell starts production on plastic articles using industrial moulds. The new plastic household items combine use and beauty, moving into Italian homes.

1955

Kartell wins the first Compasso d'Oro award for its covered bucket. Kartell's contribution to the sector is limited both to the use of new plastic materials and to the design of the products which, designed by Gino Colombini, are offered with significant functional modifications.

1956

The first issue of the magazine "Quattro" debuts. Published from 1956 to 1965, it addresses the topic of plastic materials as applied to architecture and design. As of the third issue, Michele Provinciali is art director.

1957

The KS 1300 rectangular basin wins the Compasso d'Oro in 1957. Its structure is very durable thanks to the additional border which is in a harder material than the one used for the basin itself.

1958

The Lakeveu Division is born. The opening of a sector dedicated to laboratory articles begins once the company has attained a deep knowledge of plastic materials which, due to their characteristics of resistance and unbreakability, represent a leap forward from traditional materials.

1959

The Lighting Division is born. Kartell develops new functional and environmental solutions for household lighting. Lenia 4030 by Ambrogio and Pierguiseppe Castiglioni, a model for its formal simplicity, is the first suspension lamp produced by Kartell.

1960

The KS 1491 lemon juicer by Gino Colombini wins the Compasso d'Oro Award. It is the first citrus juicer with a cover that enables the fruit to be juiced without touching it.

1962

The KS1171 drying-rack wins the Compasso d'Oro. The awarding panel cites the following reasons: The designers' well-known capacity to interpret the characteristics of materials, and the producer's well-known care in its execution complete the picture of this model yet exemplary lesson in design.

1963

The Habitat Division is born. Kartell launches production on plastic furnishing products. During the 60s, with the international successes of Italian and Milanese design, the company strengthens its identity with outside contributions from designers like Giotto Stoppino, Marco Zanuso and Joe Colombo, and by exploring the versatility of materials.

1964

It is a year for change: the K 1340 (Item K 4980) highchair is the first and worldwide made of plastic. Designed by Marco Zanuso and Richard Sapper, it can be combined, disassembled, and is easy to clean. Designed to be both a chair and a toy, it requires a good four years of development before fully entering production. It wins the Compasso d'Oro during the same year.

1966

Joe Colombo designs the curvy 4801 armchair. Comprised of three pieces with curved plywood grooving, it is the only Kartell product made entirely in wood. Today, it has been reissued in plastic.

1967

Kartell makes the 4867 Universale chair. Designed by Joe Colombo, it was the first 'adult-sized' industrial seat in the world to be internally printed by plastic injection. It is still in production and is one of Kartell's best-sellers.

1969

Anna Castelli Ferrieri designs the round version of the Componibili modular furniture line. The square Componibili pieces, which were the first modular furniture pieces, were shortly followed by the round Componibili pieces, meeting demands for lightweight and informal furniture for the young people of the 60s. They are among Kartell's bestsellers even now, more than 40 years since they began being produced.

1969

Ugo Mulas photographs Anna Castelli Ferrieri with the Kartell team of designers Giotto Stoppino, Joe Colombo, Alberto Rosselli, Ignazio Gardella, Olaf Von Bohr and Gino Colombini at the 9th Milan Furniture Fair (Salone Internazionale del Mobile di Milano).

1970

Giotto Stoppino designs the 4032 Tic Tac lamp. The lamp is designed with the switch integrated into the shaft, and is activated by pressing the lampshade. Its name is onomatopoeic and refers to the noise it produces when it is turned on or off.

1972

Kartell participates in the exhibit Models' Italy. The New Domestic Landscape." The three living modules produced by Kartell according to designs by Ettore Sottsass, Mario Bellini and Gae Aulenti, are exhibited in the same year, objects from the Kartell catalogue enter the permanent collection of the American museum.

Componibili in Lexan, The Componibili team, directed by Anna Castelli and comprised of another twenty creators (including Mariano De Lucchi, Alberto Meda and Paolo Pininfarina) develops design and communications projects and produces cultural events aimed at promoting Italian design.

1973

Kartell creates the 'International plastic chair exhibit' The exhibit, curated by Centrokappa, promotes debate on the issue of the plastic chair. From its beginnings to the present, through the display of 225 emblematic chairs from multiple brands.

1975

Giulio Polnaso designs the 4970/4970S stackable bookcase. This is the first example of a modular bookcase completely in plastic, which could be expanded and reduced as desired through smooth grooves and joints. Cube-containers in primary colors, designed by Centrokappa, attach to the bookcase.

1976

The Kartell table collection of costumers is born. Designed by Anna Castelli Ferrieri, it is a line of hanger containers which addresses the trend of eliminating the dialection between dining room and kitchen areas, and finally makes it possible to transport food directly from the refrigerator to the table without using serving dishes.

1979

Centrokappa designs the Schoel System. A system of furnishings for nursery school, both stackable and pliable, comprised of chairs, benches and tables equipped with a series of accessories, to be assembled and disassembled through large screws and a screwdriver-contraption.

1979

1979 Compasso d'Oro awarded to the Componibili. Reasons of the Compasso d'Oro awarding panel of judges: "Due to the company policy, which is based on the consistent design of its products, and on a constant research and an evolving look.

1982

Anna Castelli Ferrieri's cone table 4200 debuts. It is the first table with completely consistent dimensions, obtained using injection moulding technology.

Kartell Timeline: Der Anfang

4.7 Museum di Toledo is the only contemporary building in this room in the Palazzo Abatellis designed by Carlo Scarpa, Palermo, 1953

Auszug aus „Suspending Modernity", von Kay Bea Jones

LUIGI CARLO DANERI
WOHNQUARTIER FORTE QUEZZI
GÉNUA, VIA LORIA, VIA FRA. VIA MAGNOLIONI

Die geplante Wohnanlage wurde für die soziale Wohnbauorganisation INA-Casa errichtet. Hoch über Genua und mit Blick auf das Meer folgen fünf achtgeschossige Wohnzeilen dem Verlauf der Hauptstraße und bilden einen Vorhof zur Piazza Schiaparelli gewonnen wird. An der Planung des Quartiers waren insgesamt 35 Architekten beteiligt. Für die niedrige Dichtigkeit (1/88) war die Gruppe um Roberto Morozzo della Rocca verantwortlich, die Gruppe um Luigi Carlo Daneri für die Gestaltung der Gruppe um Angelo Sibilla. Der oberste Bauherr schreibt vor, dass sich die Gruppe um Angelo Sibilla, Der oberste Bauherr schreibt vor, dass sich die Gruppen