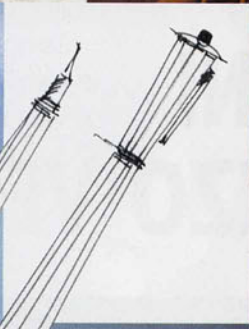


Moka



Officina

suo design in un video diretto personalmente e ha regalato un concerto dell'Orchestra da Camera Fiorentina, con musiche che ha voluto dei compositori più noti, da Verdi a Rossini, da Mascagni a Ponchielli, da Morricone a Rota, e fra le quali ha incluso un omaggio a Renato Zero, l'amico presente al suo fianco. Atto finale la raffinata cena in una sala dei Quartieri Monumentali: festa e allegria nello splendore di Palazzo Vecchio per questo straordinario interprete dello stile italiano contemporaneo.

EMOTIONS AT PALAZZO VECCHIO. Florence, Palazzo della Signoria and, in what is better known as Palazzo Vecchio, the Sala di Lorenzo, the Salone dei Cinquecento and the Quartieri Monumentali. This was the scenario for an evening of Florentine creativity, whose protagonist was Giuliano Mazzuoli. And amidst the magnificence of frescoes, sculptures, decoration and caisson ceilings of an undying art, the designer-entrepreneur, celebrated as a "contemporary interpreter", confessed with smiling sincerity, "I have always sought emotions in my life, but

and down, they aroused an interest which surprised him and paved the way to his collaboration with the MoMA. This in turn led to the request to design a pen. Giuliano protested ("I don't know how"), but thought it over and, starting in 2000, several lines were created, each one a memory. For the "Officina" pens, it was the old tool box he played with as a child in his grandfather's bicycle repair workshop; for the "Moka", the sketches scribbled during a phone call and which looked so similar to Alfonso Bialetti's famous coffee pot, dated 1930; for the "Bowling" pens, inspired by the well-known ninepins, the search for the idea for a special watch. A project which had excited him for some time was the story of an ancestor and a certain garret in his town with the tower clock movement traced on its walls... A project which became reality in 2004, after his (naturally) chance meeting with a manometer, the instrument which measures the pressure of liquids. Simplicity of forms, which are a pivot of Mazzuoli's creativity, and artisan production also distinguish the wrist Manometer, with a stainless steel case and high quality Swiss works. We have little space left and many things to say. Apart from the Cronomanometro, 2005 will also be the year of the "wrist tachometer" which the Florentine craftsman, on accepting a proposal from Lapo Elkann, will create for Alfa Romeo (the car he raced as a young man) and which will be produced in a limited series. The most ambitious future challenge, on the other hand, concerns the creation of works for a wrist watch (not a town clock!) made in Italy. And there were many other emotions in store in the Salone dei Cinquecento for him and his guests, to whom he showed the objects of his design in a video he directed personally, with the gift of a concert by the Florentine Chamber Orchestra playing music chosen from the best known composers, from Verdi, Rossini, Mascagni and Ponchielli, to Morricone and Rota, including a tribute to the singer Renato Zero, a friend present at his side. The final act was the refined dinner in a room in the Quartieri Monumentali: a party and gaiety in the splendour of Palazzo Vecchio for this extraordinary interpreter of contemporary Italian style.

this time I have exaggerated!". An emotion which he succeeded in conveying to the guests when he revealed the secrets of those creations of his which – as he says – are not studied, designed, but simply *encountered* and have the special ability to transform objects of everyday use into design articles appreciated by prestigious clients such as the New York Museum of Modern Art. He had already caused enthusiasm in his meeting with the press in the Sala di Lorenzo, by telling his story as a typographer, a "simple printer", inheriting in the early seventies the firm founded by his father in 1953 at Tavarnelle Val di Pesa, in the Chianti area, and as a craftsman irresistibly attracted by the beautiful things of design. His first invention came in 1992, with the diaries, with very little room for appointments, but a great deal for notes ("I had found a way to stop putting little scraps of paper in my pockets..."). They were the "Stifflexibles", with a hard but flexible cover, and together with the exercise books with wavy instead of straight lines, going up

In alto, la raffinata cena nei Quartieri Monumentali; qui sopra, Giuliano Mazzuoli fra la moglie Mirella e Renato Zero. Top, the refined dinner in the Quartieri Monumentali; above, Giuliano Mazzuoli between his wife Mirella and Renato Zero.

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