

Get Ready for the Dazzling New Styles Of the

Meet the movers and shapers who'll make fashion freer, our homes cozier and life more fun



Inspiration from Out of This World

The son of a health department functionary and the grandson of a farmer, **MASSIMO IOSA GHINI** grew up in Bologna, Italy, chafing in what he calls "a very sober, very proletarian background." His escape was futuristic comic books—whose swoop and splendor soon provided him with an aesthetic he has ridden like a rocket.

At 30, Iosa Ghini is Italy's new design darling, creating furniture, housewares, entire rooms that look as if they were launched from a Buck Rogers space lab. In effect, they were. Before he received his degree in architecture from the University of Milan, Iosa Ghini drew for

a sci-fi Italian strip called *Frigidaire*, where, he says, "I would try my design ideas to see how they looked. It was a way for me to evolve my vocabulary of forms."

Today, his fanciful, spiraling objects—the only straight line he follows is the highway between his studios in Bologna and Milan—circle the globe: sofas and laser-cut crystal vases in the U.S., sinuous lamps in Japan, tableware in France, offbeat eyeglass frames in Austria. This season he is incubating such design motifs as "the apple, the color green, mirrors" to devise a new decor for 50 outlets of the hip, It'-based clothing Fiorucci.



A suave sort who favors soft corduroys and leather jackets and shares a simple Bologna apartment with his publicist wife, Milena, Iosa Ghini became a star in the '80s with Ettore Sottsass Jr.'s trendsetting Italian design group, Memphis. In his home country Iosa Ghini has become leader of a cabal of visionary artists, architects and interior designers known as the Bolidists (from *bolide*, Italian for shooting

star). "The old myths of 'less is more' and 'form follows function' have been shattered," he declares. If the classic '80s desk lamp was Richard Sapper's cantilevered black Tizio—a triumph of spare angularity—the '90s

will bring a return to evocative shapes, Iosa Ghini predicts. "I don't mean there will be useless things stuck onto lamps," he says. "But the lamp-as-balloon and lamp-as-whatever is a trend that will evolve." ■



● The designer often sketches interiors (above) to "discover spaces and objects" that may find an application later. The \$2,220 leather armchair (left) is sold in the U.S. by Palazzetti. A French firm plans to use his ice cream cart (below) for street vending.

● "I don't want to make things that are from the past or from the future; I try to make objects tied to our epoch," says Iosa Ghini, on his "Newton" couch. His "Disco 16" stool (below) costs \$395 in leather.

