

# Re

PLATFORM  
e y e w e a r

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# AKONI

CAFÈNOIR • DANDY'S EYEWEAR • DE RIGO • ETNIA BARCELONA  
GERMANO GAMBINI • KREUZBERGKINDER • LOOK  
MOREL • SATURNINO EYEWEAR • SAVILE ROW  
SILHOUETTE • SNOB MILANO • TREE SPECTACLES





GERMANO GAMBINI

1970



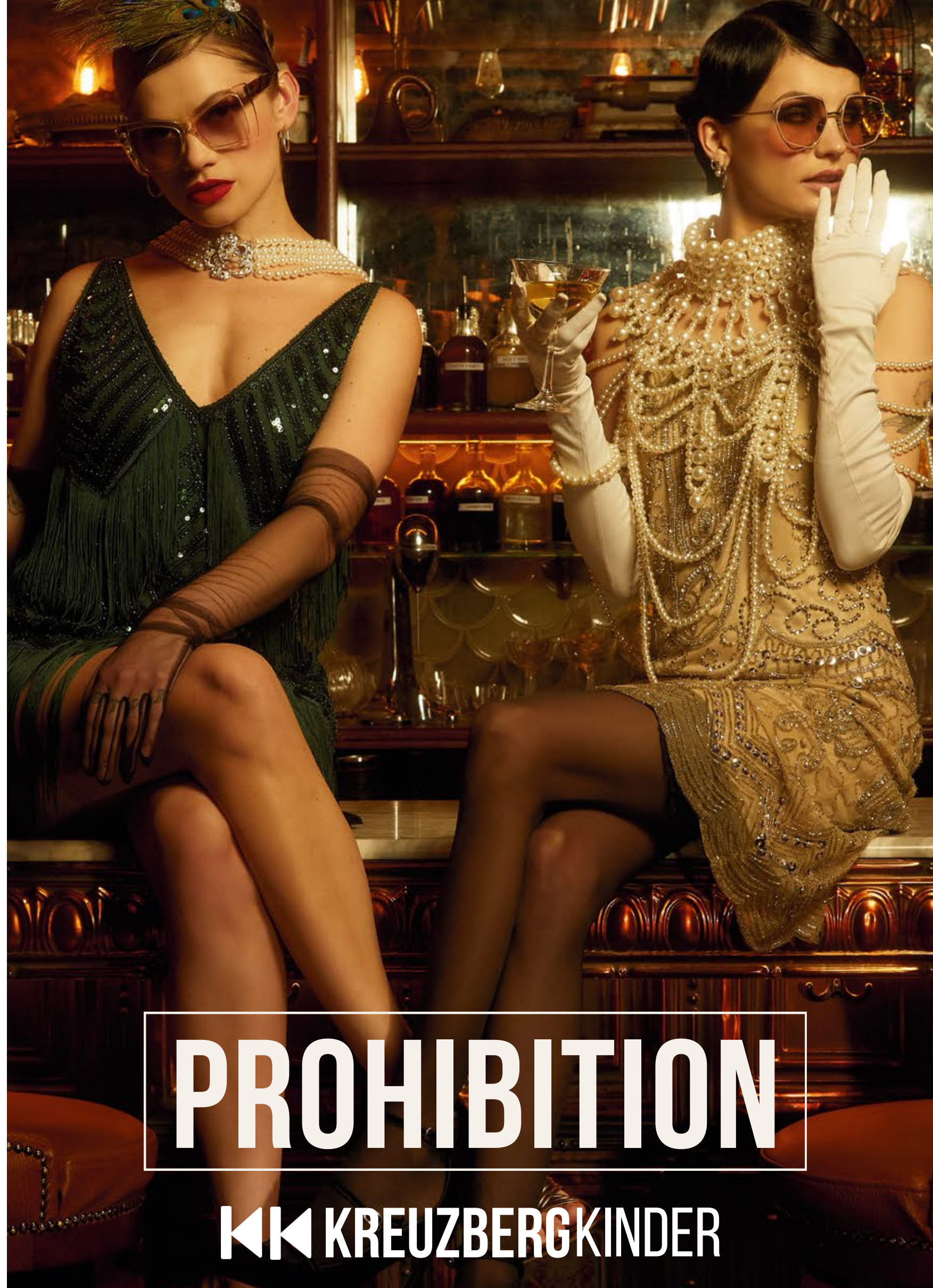
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PE! STANDS FOR  
PLATFORM EYEWEAR WITH  
EXCLAMATION MARK!  
PE! MEANS PASSION FOR THE  
WHOLE EYEWEAR'S WORLD WITH  
A NATURAL AND PASSIONATE  
ATTENTION TO BEAUTIFUL AND  
HIGH QUALITY PRODUCTS.  
PE! IS THE SEVENTEENTH LETTER  
OF MANY ANCIENT ALPHABETS.  
HOW TO PRONOUNCE PE!?  
"/,Pi:'i:/". IT'S EASY!



# PROHIBITION

◀◀ KREUZBERGKINDER



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## editorial

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The worlds of eyewear, design, and architecture are certainly not the most obvious, but over time their creative identities have repeatedly intertwined and continue to do so. It is no coincidence that the most recognizable eyewear and perhaps most famous because, it is synonymous with the profession was that worn by the architect Le Corbusier. Round, with a thick frame and made of matte black acetate. A great many architects and designers have always favored the circular silhouette, and so the famous British architect Peter Cook also sports a round neon blue pair of eyewear. Browsing the websites of major optical brands, it is common to find a style entitled "The Architect." This analogy has led us to think of glasses as architecture and our faces as landscapes. Materiality, structure, utility-these themes are found daily in the field of product design and also in eyewear. Working precisely on these three themes, Japanese architect Kengo Kuma decided to mix the two disciplines. Kuma, a designer prized for his organic and holistic approach to construction, who has had his architectural canon illustrated in a new book illustrated by Hiroshi Miyazawa, has collaborated with a Portuguese brand on a capsule eyewear collection. The company refers to Bauhaus and minimalism as long-term influences and poetically narrates its new products in relation to facial architecture: "Framed as buildings, our glasses use the face as a landscape." Or as surprising as it is consolidated, the collaboration between renowned architect Jean Nouvel and a French company. A pairing that challenges preconceptions by uniting two distant worlds: architecture and eyewear, brought closer in this case by the product's clean architectural lines: two perfect circles emphasized by a radical

horizontal line. Often, however, it is the details that make the difference in a product, and the 2024 prescription eyewear and sunglasses are proof of this: to be worn to define a look, thus taking up the style of the elegant or minimalist outfit, or to break up the classic mood of a formal, serious daytime outfit (perhaps by adding a pop, oversize-framed pair of eyewear). It goes beyond just functionality, that is, that of a prosthesis for seeing or an accessory to protect the eyes from the sun's rays, to become an indispensable decorative element that is part of the outfit. There are those who are faithful to a model and those who follow the trends of each year, having then in the drawer a real collection. Eyewear is an item for every occasion. From linear and minimalist cuts in Retro style, riding the wave of the essential 90s trend to pop, convex, hyper-colored frames. Spring/Summer 24 eyewear takes on a thousand different styles and shades to please every kind of personality. There can be no shortage of iconic aviator-style sunglasses revised for new proportions, materials and details, and those with maxi frames and vintage design, echoing the 1980s runway look. Many models have an extremely minimal cut with a glossy finish, perfectly in line with the early 2000s trend. The sunglass lenses are clear, gradient, cyan blue, orange or semi-transparent gray. Characterized by geometric shapes, this year's most fashionable glasses are made of shiny acetate in dark colors - with en pendant lenses - where we find on the side of the temple the logo detail in gold or transparent inserts. Another must-have of the Spring/Summer 24 collections are the Octagonal - with a decidedly retro soul - they are made of metal, with thin steel or gold tubular temples. Lightweight and versatile, unisex or no-gender as the fashion world dictates.

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Angelo Dadda



# AKONI

THE REFINED FORCE OF SWISS BEAUTY

ART DIRECTION BY TOMMASO GARNER  
PHOTOGRAPHY BY MATTIA BALSAMINI  
STYLING BY ANNA CARRARO

IN 2020 A HIGH END REALITY IN THE EYEWEAR WAS BORN: **AKONI EYEWEAR**, A FUSION OF JAPANESE TECHNOLOGY AND SWISS ENGINEERING WITH HIGH-QUALITY MATERIAL AND REFINED DESIGN. DISCOVER ITS HONEST LUXURY MASTERPIECES IN THIS ARTICLE.

AKONI MOD. HERCULES



Akoni Eyewear aims to seamlessly blend the best of artistic heritage and technical breakthroughs, while always seeking inspiration from visionaries who forever changed the way we see and experience the universe. “Akoni rests on the twin pillars of intelligent design and honest luxury,” notes Akoni Group CEO and

Co-founder Rosario Toscano. “Our goal is to accelerate the evolution of eyewear, by melding together the best in finesse and innovation. In every area design, materials, finishes and functionality, we will always be the one pushing the envelope, to deliver the type of quality and design that our customers are searching for.”

Underling the brand's timelessness, many of its frames riff on the type of remarkable additional touches that set apart luxury watches and the world's finest writing instruments for, just as those symbols of individual achievement are destined to become enduring heirlooms, Akoni's resilient frames are designed for a lifetime of use. Beginning with the finest materials, including a uniquely lightweight and

hypoallergic ceramic used for nose pads as well as two key ingredients from Japan, Japanese Cellulose Acetate (Zyl) and titanium, created with a single-minded dedication to quality and craft, at every stage Akoni makes clear its unwavering commitment to true excellence and its guiding belief in the singular importance of a well-designed frame. For Akoni's Collection VII, the refined eyewear brand



AKONI MOD. SKYRACER

offers an array of new Spring-Summer 2024 silhouettes that make clear to all that, while the upcoming season may mean turning the page to an entirely new chapter, Akoni is very much continuing to develop and build upon the same, extremely compelling, storyline. More than ever before, it is Akoni's codes that are placed front and center, with the iconic color of the brand, an olive

green, introduced for a fresh and unexpected lens tone for Spring 2024. In addition, the distinctive symbol of the brand, the powerfully minimal circle and square, are also celebrated, having been cleverly melded together to form an intriguing, compelling geometry that sets apart the lenses of newly introduced frames. The brand's unique pairing of Swiss engineering prowess with



AKONI MOD. COLUMBA

the finest artisanal skills and finest materials of Japan is clearly what gives this new collection its incredible richness. Akoni has always known that there is no need to shout confident that its obsession to perfecting each and every small luxury detail is enough for the discerning Akoni client, who possesses the necessary understanding and education that allows a recognition

and appreciation of superior craftsmanship, impeccable design and unparalleled materials. Of course, Collection VII continues to celebrate the now-familiar passions of the luxury eyewear brand. The names of each new design make very clear Akoni's long-held fascination with the cosmos, as the design team channels the power, emotions and beauty of our infinite universe

# AKONI

THE REFINED FORCE OF SWISS BEAUTY



AKONI MOD. ERIS

into each frame. New acetate tones echo lunar, Martian and even more distant landscapes of ice, sand and volcanic rock, while sleek lines reflect the enduring spirit of space programs and navigation. And, ultimately, it is navigation that Akoni's Collection VII has centered its focus upon.

The collection's touchstone could be defined as the spirit behind brave exploration, unexpected adventures and thrilling discoveries. For, as Akoni looks to celestial bodies, it also reflects on the universal myths, legends and adventures that those planets, stars, asteroids and stars are named for.

THE REFINED FORCE OF SWISS BEAUTY

# AKONI

TEXT BY PAOLA FERRARIO

# Ioana's creative audacity

Behind the Berlin-based brand Kreuzbergkinder there is a young Italian girl - Ioana A. Serbanescu.

IF HER BIRTH BELONGS TO THE ETERNAL CITY, HER DESIGN IS LINKED TO THE UNDERGROUND CHARM OF THE CITY OF BERLIN. IOANA A. SERBANESCU HAS BEEN ABLE TO TRANSLATE THE ATMOSPHERE OF THE GERMAN CAPITAL INTO EYE-CATCHING AND PROVOCATIVE EYEWEAR, THUS MASTERFULLY INTERPRETING THE SPIRIT OF KREUZBERGKINDER.



**HOW DID YOU COME TO DESIGN FOR THIS HARDCORE INDI-EYEWEAR BRAND?**

My crazy love for eyewear, but also for Berlin, manifested very early on... I started my path as an optician while living in Rome. I soon switched to sales and then to purchasing, so I can say that my experience in the industry is quite in-depth. At that time I visited Berlin every couple of months to immerse myself in the city and techno parties, not forgetting the art and the people. Thanks to my contacts in the world of optics, the opportunity to become a designer at Kreuzbergkinder presented itself to me-I jumped at it, moved to Berlin, and never looked back. And now I run the company together with one of the founders, Erez Cohen.

**FIVE WORDS TO DESCRIBE THE DESIGN OF KK EYEWEAR...**

Captivating. Provocative. Bold.

Extraordinary and unconstrained.

**THE WEARER OF KREUZBERGKINDER EYEWEAR LOOKS VERY ASSERTIVE AND CONFIDENT, WHY IS THAT?**

Because it is not ordinary eyewear, but it tends to be flashy and attention-grabbing, which automatically gives people a confidence boost, allowing them to feel extraordinary, however you interpret the term "extraordinary."

**WHAT IS THE DIRECTION YOUR BRAND WILL TAKE AND WHAT DO YOU HOPE TO ACHIEVE IN THE FUTURE?**

We would like to build a community that embraces and recognizes all people as different. Each with a distinctive identity, culture, and ideas, committed to what is worth pursuing, no matter how difficult it may be. And everyone is welcome!



# The designer of lightness

ROLAND KEPLINGER, SILHOUETTE'S HEAD OF DESIGN & CREATIVITY, TRANSLATES THE CONCEPT OF LIGHTNESS, A HALLMARK OF THE AUSTRIAN COMPANY, INTO PREMIUM EYEWEAR. HIS VISION IS THE RESULT OF AN ANALYSIS OF CONTEMPORARY SOCIETY AND THE NEEDS OF INDIVIDUALS.

TEXT BY PAOLA FERRARIO

PH. ROBERTO DE RICCARDIS

ROLAND KEPLINGER'S DESIGN APPROACH DRAWS FROM WORLDS AS DIVERSE AS ARCHITECTURE, PHOTOGRAPHY, CAR DESIGN, ART... AFTER STUDYING INDUSTRIAL DESIGN AND WORKING FOR TEN YEARS IN A DESIGN AGENCY, TARGETING CONSUMER ELECTRONICS IN PARTICULAR, HE CAME INTO CONTACT WITH THE WORLD OF EYEWEAR, TRYING HIS HAND AT SAFETY EYEWEAR DESIGN. THEN, THE ARRIVAL AT SILHOUETTE, ABOUT 14 YEARS AGO. FROM THERE, HE HAS NEVER LEFT EYEWEAR.

**WHERE DOES INSPIRATION COME FROM WHEN YOU DESIGN A FRAME?**

I think in general it's important to open our eyes wide to what surrounds us and be curious, personally I love art, architecture and design in general: I investigate a lot in these fields and that's where I find maybe the details from which I draw inspiration and which I carry into my work. But not only that. Inspiration can be a stone my gaze falls on when I'm running... And then, to be honest, very often the best ideas come when I'm in my bathing suit, or even when I wake up at 3:00 in the morning and suddenly think of some detail to add! So, I think most designers when they are in the office, they collect everything they have seen at different times of their day, all the ideas. I think this modus operandi is also very common among my colleagues. In fact, I'm sure of it!

**WHAT KIND OF MATERIALS WILL YOU USE IN THE NEAR FUTURE OR DO YOU THINK YOU WILL CONTINUE WITH THE CURRENT ONES?**

We will definitely pursue with the material we invented, SPX, and are known for; we will also continue with the use of titanium. But we are constantly working with R&D to optimize our solutions; for example, we can use every single detail with the materials they use to be able to use them in the best possible way, and on the other side of course, we are looking for new materials together with them. Honestly, we have tested many materials, but to date we have not yet achieved satisfactory results in line with our quality standards. Of course, we are focusing on the issue of sustainability, meaning not only material,

there must also be a production process that is in line. This issue is very important for us and is very much felt within our reality; in fact, we have been paying a lot of attention to this aspect for years and we will do it more and more in the future as well.

**DO YOU THINK A.I. CAN BE USEFUL FOR YOU DESIGNERS?**

Obviously, it is an issue that you have to look at with very open eyes and find out how it evolves. But for me it's more of a source of inspiration; it's definitely a useful tool for us designers in terms of aesthetics but we have to remember that we design eyewear and therefore we have to take into account comfort, fitting, lightness...

**TITAN MINIMAL ART EYEWEAR TURNS 25 YEARS OLD THIS YEAR: HOW WILL YOU CELEBRATE THIS IMPORTANT MILESTONE?**

In our communication campaign we celebrate this visionary aspect that has allowed us to 'reach for the stars' and that has never changed since it was born. You should know that Titan Minimal Art was chosen a year after its invention to be worn by astronauts in space, and since then, thanks to its features, it has been featured in no less than 70 space missions. And, to this day, it is still in use! The absence of screws eliminates the risk of parts coming loose and causing damage or injury. The non-slip fit and unique comfort of Titan Minimal Art are also very useful on Zero Gravity trips, as astronauts cannot change the fit of the goggles during long outdoor missions.



# African connections

HIS DESIGN FOCUSES AROUND EXCLUSIVITY DRAWING FROM THE PAST AND THE LANDS OF AFRICA. HE IS LUCA GNECCHI RUSCONE, CEO & FOUNDER AS WELL AS DESIGNER OF L.G.R, AND HIS STORY HAS BEEN GOING ON FOR MORE THAN 20 YEARS WHILE KEEPING HIS FOUNDING VALUES STRONG.

TEXT BY PAOLA FERRARIO

IN THE EYEWEAR SCENE, THE IDEA DEVELOPED BY LUCA GNECCHI RUSCONE, CENTERS AROUND HIS FAMILY'S HERITAGE. IN FACT, HIS CREATIVE AND ENTREPRENEURIAL PATH WAS BORN FROM THE DISCOVERY OF SOME FRAMES IN HIS GRANDFATHER'S OPTICAL STORE IN ASMARA. AND THAT IS HOW HIS BRAND TOOK OFF, WHICH, SOME 20 YEARS AFTER ITS CREATION, MANAGES TO BRING TO LIFE CREATION AFTER CREATION, CRAFTSMANSHIP, HERITAGE, STYLE AND SUSTAINABILITY. HERE IS HIS STORY.

## HOW DID THE IDEA OF DESIGNING EYEWEAR COME ABOUT?

From an incredible combination of passion and necessity. During a trip to Asmara, I was lucky enough to discover abandoned eyewear designs in my grandfather's old optical store. These frames were steeped in timeless history and charm, and they immediately fascinated me. Taking these unique pieces back to Italy with me, I noticed how much people were attracted to them. People saw in those eyewear more than just accessories; they saw a history of craftsmanship, tradition and style. That's when I realized that this passion could become more than just a personal interest. The creation of the L.G.R brand was a natural necessity to satisfy the interest and affection people were showing for these eyewear. I felt the urgency to share the beauty and uniqueness of these frames with the world, so I decided to reproduce and market them.

## HOW DID YOU DEVELOP THIS RELATIONSHIP WITH YOUR GRANDFATHER'S LEGACY?

The trip to Eritrea created a special connection to my family history and ignited in me an overwhelming desire to find out more about those forgotten precious objects. I felt drawn by their authenticity and the craftsmanship they contained. Eyewear were real treasures, bearers of stories and traditions that deserved to be rediscovered and shared with the world. That trip to Africa fuelled in me a deep gratitude for my family's past and prompted me to turn that exciting discovery into a meaningful project. It was the spark that gave rise to L.G.R.

## WHAT MATERIALS DO YOU PREFER AND WHY?

The choice of materials is at the core of L.G.R: they are essential to ensure the creation of models that are perfect in shape, aesthetics and durability. When it comes to frames, the main choice is cellulose acetate, one of the finest Italian acetates available. This material allows us to make solid and comfortable frames that perfectly fit the wearer's face. While for the lenses, we prefer the use of tempered mineral glass lenses. These lenses offer the highest level of optical clarity in the world and provide highly effective UV protection, helping to preserve eye health. This combination allows us to offer our customers a product that not only looks great but also provides an excellent visual experience.

## WHAT IS THE MEANING OF CRAFTSMANSHIP FOR YOU?

For me, the true essence of craftsmanship lies in the fact that each product does not follow a cold

assembly line, but is created with dedication and skill by a single artisan. This craftsman accompanies the production process from start to finish, putting his or her talent and passion into every step. From the choice of materials, to the processing of the frame, to the finishing and assembly of the lenses, every step is taken with attention to detail and with the goal of creating a superior product. The craftsman carries on a tradition passed down through the ages, and his work is a true expression of craftsmanship. This to me represents the true value of craftsmanship.

## ONE FEATURE IS COLLABORATIONS: WHY DO YOU RELY ON THESE KINDS OF DESIGNS? HOW DO YOU RECONCILE YOUR DESIGN WITH THAT OF THE BRANDS YOU MAKE THEM WITH?

Collaborations are a unique opportunity for us to combine L.G.R's distinctive identity with the character and vision of other reputable brands. In these collaborations, I draw on my experience in eyewear design and my passion for Italian craftsmanship. I try to blend these qualities with the personality of the brand with which we collaborate, creating unique and refined pieces that reflect both identities. It is a very rewarding creative process, as it allows us to test our creativity and craftsmanship in new and challenging contexts. We always hold firm to our values and our dedication to Italian quality and craftsmanship, no matter what brand we collaborate with. This allows us to maintain the authenticity of L.G.R and convey our passion for luxury eyewear to a wider audience, while always maintaining our connection to tradition and the essence of our brand.

## WHY, IN YOUR OPINION, IS L.G.R CHOSEN BY CELEBRITIES OF THE CALIBER OF THE BRITISH ROYALS?

I believe that L.G.R is chosen first and foremost because of the quality of the products and the craftsmanship that ensures impeccable eyewear in shape, aesthetics and durability. In addition, our glasses are distinguished by their exclusivity and uniqueness. These are not mainstream products that can be found everywhere, but valuable and distinctive pieces. Each pair of L.G.R glasses is more than just a design object; it carries with it a unique history and tradition. This combination of quality, exclusivity and history means that L.G.R is chosen and appreciated by celebrities of caliber, such as the royals of England. Our mission has always been to offer eyewear that are true masterpieces of Italian craftsmanship, and I am happy to see that this value is also being recognized internationally by people of great prestige.

STORY BY FRIDA ST PAUL

# Back to the Roots



Design approaches the most secret structure of nature with a desire to be part of the context, to return to one's roots and, at the same time, convey real and aesthetic comfort.

Contemporary society is shot through with the need to create contact with Mother Earth. In materials, touch, natural textures are taken up, even the shapes of fashion accessories such as eyewear tend to fit the face and not vice versa. The colors are natural like brown and pure like orange sometimes made immaterial by transparencies. In eyewear MOREL expresses this concept through the Naxos model, in design the wool rug, hand-knotted and carved in Nepal by designer Abreham Brioschi for Nodus reaffirms it.



## MOREL - NAXOS MODEL

The 100% acetate sunglass dares with oversize shapes by proposing a strong contrast between opacity and transparency. The two-tone temples and shaded front assert it among the must-haves of the season.

## NODUS - DANCALIA RUG - DESIGNER ABREHAM BRIOSCHI

"My works stem from the strong connection towards my Ethiopian origin. The "Dancalia" rug was born from a look at the "Land of Fire" or Depression of Dancalia. It is one of the most inhospitable places on the planet but at the same time very evocative and fascinating. The colors of the rug are inspired by the shades of geysers, but the choice to stay on warm tones comes from the desire to make it suitable for an interior design context." - Abreham Brioschi

# *The Perfection of the Circle*

The round shape is the Leit Motiv of De Castelli's Light&Shade wall lamp and the iconic models of the historic Savile Row brand.

**DE CASTELLI  
LIGHT&SHADE  
LAMP - DESIGNER  
ADELE MARTELLI**

An ever-changing stream of light, oscillating in intensity and color. The Light&Shade wall lamp immortalizes that precise moment of the day when the clear sky is reflected in a calm sea, recalling the atmosphere and nuances of sunrise and sunset. It consists of a hammered metal sheet with a DeSatèn finish and a smooth sheet of the same material overlaid and slightly spaced to accommodate the light source. The LED source is concealed within the structure while softly radiating from the circumference.  
Ph. Alberto Parise

Original and essential. Functional and capable of telling the perfect shape par excellence: the round. Thus the two maisons return with two products characterized by attention to detail and meticulous formal research in a dialogue between craftsmanship, design and advanced technologies.



**SAVILE ROW - ROUND MODEL**

Iconic British style meets traditional Italian craftsmanship. Savile Row, the historic British luxury eyewear brand, has established itself over the years with its iconic models worn by John Lennon, Daniel Radcliffe in the famous Harry Potter saga and Harrison Ford in the Indiana Jones saga. Today the brand returns to remark its uniqueness by fusing the unmistakable British style that has always identified it with the craftsmanship of the best Italian artisans. Currently produced in Italy, all models feature gold lamination, respecting the ancient craftsmanship techniques adopted more than 100 years ago in the parent company Algha Works.

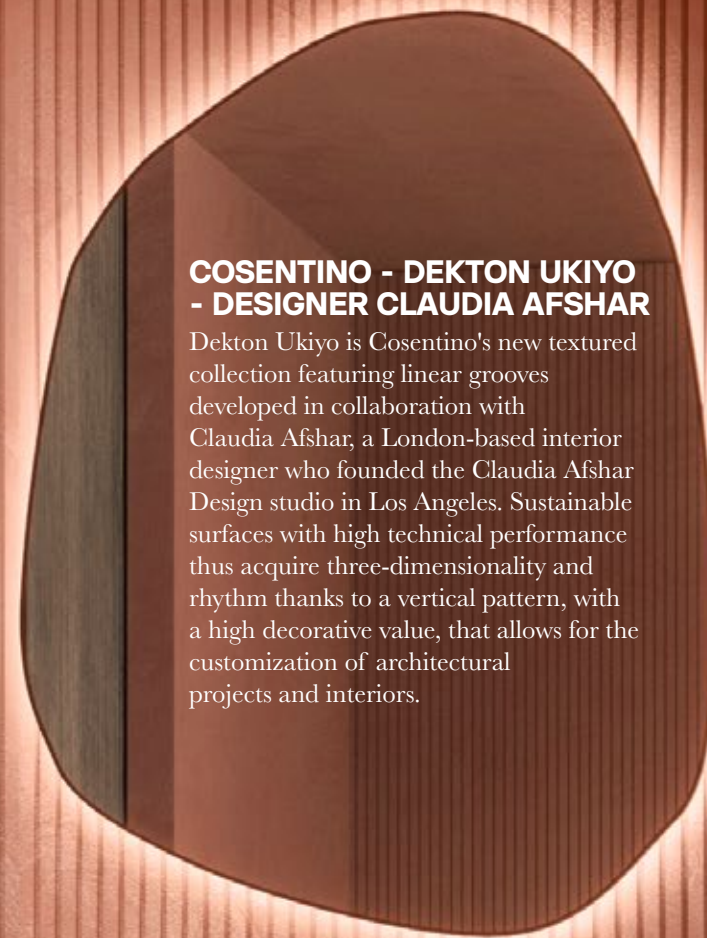
# New Balances

If living spaces tend to create environments that reflect the need for protection, eyewear also relies on shades that instill calm.



## TREE SPECTACLES - VIRNA MODEL

The Translucency collection works with the light effects and luminosity of elegant transparent crystal colors, combining them with a very minimal contemporary design. "Subtle creative combinations are our force, and they look very contemporary when produced with a very high level of craftsmanship and expertise," says Marco Barp, co-founder of TREE Spectacles. TREE Spectacles creates its acetate collections with the expertise and craftsmanship of manufacturers in Cadore, Italy, ensuring that the models offer design integrity, durability and lightness, as well as a refined aesthetic.



## COSENTINO - DEKTON UKIYO - DESIGNER CLAUDIA AFSHAR

Dekton Ukiyo is Cosentino's new textured collection featuring linear grooves developed in collaboration with Claudia Afshar, a London-based interior designer who founded the Claudia Afshar Design studio in Los Angeles. Sustainable surfaces with high technical performance thus acquire three-dimensionality and rhythm thanks to a vertical pattern, with a high decorative value, that allows for the customization of architectural projects and interiors.



The current global Zeitgeist is characterized by the need for kindness and inclusiveness, a sense of sharing and collaboration. Design and eyewear have made them their own. Let's see how through Cosentino's texture and independent brand TREE Spectacles' eyewear:



# Modern perfectionism

The compositional and methodological characteristics of the work of Akoni and Edizioni Design are translated into the constant search for lightness, visual and constructive, and technology conceived as a source of suggestions and solutions. Taking center stage are stylish details conceived as indispensable elements.



## AKONI - LUNA MODEL

As powerful and feminine as the star from which it takes its name, Luna relies on the brand's distinctive elements-high-quality acetate and Japanese titanium-to offer a cat-eye model eyewear, emphasizing the luxury eyewear brand's dedication to perfecting even the smallest details. Like fine jewelry, it combines the transparency of the acetate with gold trim given by the titanium bridge, front rivets, and custom temples. The transparent acetate also allows the eye-catching view of the titanium inner plate of each temple.

## EDIZIONI DESIGN - ED061 WALL LAMP

Inspired by the interlocking concept of the ED021 coffee table, an icon since the brand's first collection, the ED061 wall lamp is distinguished by its creative use of interlocking metal plates. Made from sheets of brass-plated steel and laser-cut opaline methacrylate, it embodies simplicity and elegance conceived under the aegis of the quest for aesthetic perfection.



Combining Swiss engineering mastery with Japan's finest craftsmanship and materials, Akoni entered eyewear with an obsession with perfecting every little luxury detail. The same philosophy guides the designers at Edizioni Design, a Milan-based studio specializing in light design and the conception of small pieces of furniture. The two realities face design challenges through carefully crafted proposals such as the Luna eyewear and the ED061 lamp.

# Awakening **IMAGINATION** the

New manufacturing solutions test the limits of matter by overcoming them through the craftsmanship of artisans and the skill of designers.

EXERCISES IN CREATIVITY, EXPERIMENTATION AND ATTENTION TO DETAIL. WITH THE UNDERWATER COLLECTION ETNIA BARCELONA EMBARKS ON A JOURNEY OF CREATIVE EXPLORATION IN MATTER AND FORM, WHILE DESIGNER GAETANO PESCE'S SIGNATURE MARRIES CANONICAL CONSTRUCTIONS WITH THE INCONSISTENT AND RADICAL APPROACH OF MERITALIA'S PROPOSALS.



**NUBOLA BY MERITALIA -  
DESIGNER GAETANO PESCE**

Nubola is the result of the lucid dream generated by the brilliant and nonconformist thinking of Gaetano Pesce, a radical dreamer par excellence with a mind in the clouds and hands always at work. Cirrocumuli of ductile polyurethane, of different sizes and volumes, come together to form an irregular capitonné, not symmetrical and much less predictable. The basic structure is made of wood and steel, sprung by elastic straps to ensure support and comfort.

**ETNIA BARCELONA -  
HACELIA MODEL**

The Underwater collection, inspired by the underwater world, features frames that combine a palette of translucent tones, evoking the reflections of light in water, with solid colors like the deep red of the Hacelia model inspired by underwater creatures, all made from the highest quality Mazzucchelli acetate.



CAFÈ NOIR®  
EYEWEAR



Curated by ANGELO DADDA



# 1 Atelier d'Arquitectura Lopes da Costa / Kreuzbergkinder



**ARCHITECTURE**

**Lourosa-Fiães Transport Interface / Atelier d'Arquitectura Lopes da Costa** \_ A transport interface, located in Fiães, Santa Maria da Feira, Portugal, on a plot of land with around 11,500m<sup>2</sup> on the border between these two parishes, comprises a vast parking and manoeuvring area and a support building of around 500m<sup>2</sup>, which was chosen to be located perpendicular to the road that gives it access. This location allows a better integration into the existing topography, and also clearly separates the access to the car park at east from the buses access at west, so there are no crossroads or possible conflicts between cars and buses traffic. The building with a rectangular plan and built in metal structure, has a dynamic volumetry and is covered with a skin that makes the transition from the user/pedestrian scale to the bus bay scale, to the west. This metal sheet roof contrasts with some parallelepiped volumes covered in cement mosaics that enliven the façades. At the front of the building, closer to the street, is the cafeteria, which has a terrace facing south and west. This space, due to its location, will not only serve the Interface, but will also be used by the passing public and the industries located nearby, thus enhancing and making the most of this facility. **Photo by Ivo Tavares.**

**EYEWEAR**

**Oswald / Kreuzbergkinder** \_ Freedom, avant-garde and a look with a young soul. These are the ingredients that give life to Kreuzbergkinder, the sunglasses and eyewear brand born in Berlin's coolest district. Kreuzbergkinder means the "children of Kreuzber" and the brand name defines a cross-sectional and innovative concept. The brand was founded in 2016 in Berlin, in the neighbourhood from which it takes its name. Founded by a group of young friends who together combined their passions - photography, fashion, design - to make eyewear that evokes the vibrant energy of Berlin's streets. Specifically of Kreuzberg, a lively, whimsical, out-of-the-box neighbourhood. The model in the picture is a combination of polished acetate and stainless steel and is one of Kreuzbergkinder's statement shades, capable of elevating the simplest ensemble into an expression of urban chic.



## 2 MAD Architects / Saturnino Eyewear



### EYEWEAR

**Shaft + col. 2 / Saturnino Eyewear** \_ Saturnino Eyewear is the synthesis of vision la of the universe and the stories that become music by Saturnino Celani, artist, musician and explorer of the beauty contained in every single detail. His art, an explosion of genres and creativity, has enchanted the world of music, from Jovanotti to Stylophonic, from Franco Battiato to Sting. Its eyewear is the iconic signature of a unique and refined style. From enthusiast to visionary, Saturnino's 10-year history has resulted in creations that reflect the grandeur of the universe, with each frame encapsulating the mystery of a planet or satellite. Saturnino captures the essence of uniqueness in every single detail, turning eyewear into a testament to beauty and a celebration of everyone's diversity. With Saturnino Eyewear, every look becomes a tale of a journey into the universe of all that is beautiful because it is unrepeatabe and unique.

### ARCHITECTURE

**Harbin Opera House / MAD Architects** \_ Harbin's Songhua River (China). The resulting curvilinear façade composed of smooth white aluminum panels becomes the poetry of edge and surface, softness and sharpness. Upon entering the grand lobby, visitors will see large transparent glass walls spanning the grand lobby, visually connecting the curvilinear interior with the swooping façade and exterior plaza. Soaring above, a crystalline glass curtain wall soars over the grand lobby space with the support of a lightweight diagrid structure. Comprised of glass pyramids, the surface alternates between smooth and faceted, referencing the billowing snow and ice of the frigid climate. Visitors are greeted with the simple opulence of natural light and material sensation—all before taking their seat. Presenting a warm and inviting element, the grand theater is clad in rich wood, emulating a wooden block that has been gently eroded away. Sculpted from Manchurian Ash, the wooden walls gently wrap around the main stage and theater seating. From the proscenium to the mezzanine balcony the grand theater's use of simple materials and spatial configuration provides world-class acoustics. The grand theater is illuminated in part by a subtle skylight that connects the audience to the exterior and the passing of time. Within the second, smaller theater, the interior is connected seamlessly to the exterior by the large, panoramic window behind the performance stage. This wall of sound-proof glass provides a naturally scenic backdrop for performances and activates the stage as an extension of the outdoor environment, inspiring production opportunities. **Photo by Adam Mork.**



# 3 MVRDV / LOOK

**ARCHITECTURE**

**The Imprint / MVRDV** \_ The Imprint is a new 2-building art-entertainment complex in close proximity to Seoul's Incheon Airport. Featuring a nightclub in one building and indoor theme park in the other, the windowless structures feature three key design elements: imprints of the façade features of surrounding buildings, lifted entrances, and a golden entrance spot covering one corner of the nightclub building. The design of The Imprint therefore arises from a simple question: can we design an expressive façade that connects with its surroundings even though it has no windows? The design achieves this by projecting the façades of the surrounding buildings in the complex, which are 'draped' over the simple building forms and plazas like a shadow, and 'imprinted' as a relief pattern onto the façades. In order to achieve the desired 'imprint' of the surrounding buildings, the façade of The Imprint is constructed of glass-fibre reinforced concrete panels. As many of the 3,869 panels are unique, the construction required moulds to be individually produced using MVRDV's 3D modelling files from the design phase. Once installed, these panels were painted white in order to emphasise the relief in the design. The golden spot is the project's most obvious and attention-grabbing expressive element, even catching the eyes of passengers coming in to land at Incheon Airport. The golden colour is achieved simply, by using gold paint instead of white, and is reinforced by the lighting of the façades at night: while the majority of the façade is lit from below, the gold spot is highlighted from above. The entrances, where the façades are lifted like a curtain to reveal mirrored ceilings and glass media floors, exude a sense of the excitement happening inside. **Photo by Ossip van Duivenbode.**

**EYEWEAR**

**NIL-Titanium / LOOK** \_ Designed to get noticed, the warm tones of the 4618 Havana golden yellow model from the Icons collection bring us closer to nature. The frame shows the essence of the brand with a contemporary style. The concept of evergreen is reflected in the shape that captures the spirit of the eternal and is emphasized by color choices that reinterpret the Havana of the 1950s and 1970s with color block hues. The design emerges from the thin thickness of the NIL (Natural Injection Light) fronts and minimal titanium temples with a new modern cut. These details give the frame strictly made in Italy a sophisticated, metropolitan look, perfect for those seeking a current, cutting-edge style without tying themselves to current fashions. LOOK continues to set itself apart in the international eyewear arena, offering its clients high-quality products with cutting-edge design. All of the styles in the Icons collection are traceable because they are designed and manufactured entirely in Italy at the company's production facility, using the finest technologies available.



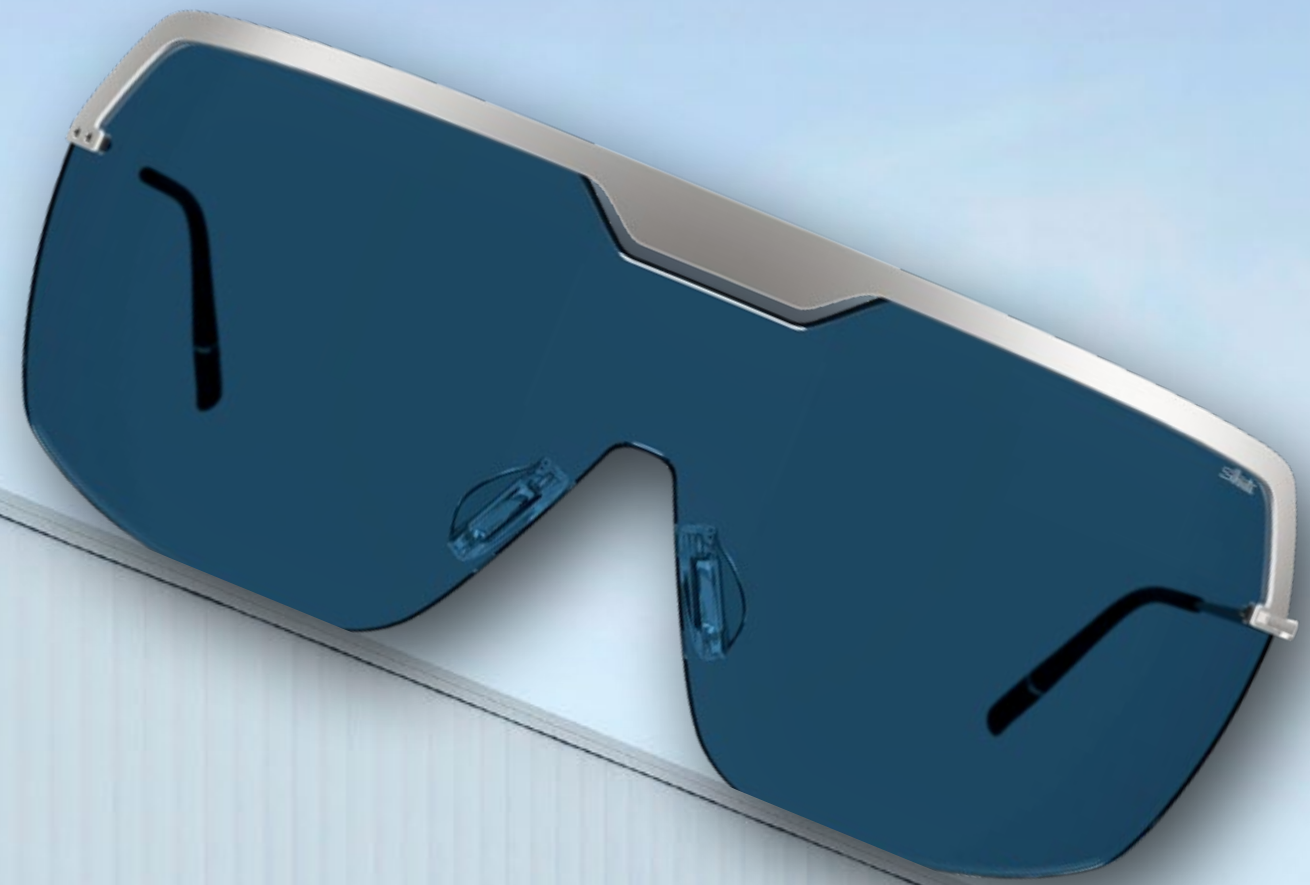
# 4 Enrico Molteni Architecture / Silhouette

## ARCHITECTURE

**Vismaravetro / Enrico Molteni Architecture** \_ This project is the result of a compositional approach exercised consistently throughout the project. The choice of proportions, dimensions, typology and construction technology derive from the logistical needs of the company as well as the constraints imposed by the proximity of the roadway. The volume of the warehouse is made autonomous from the body of the existing factory and is intended as a skeleton to support the company's renewed image aimed at the infrastructural-road landscape of which the warehouse-machine itself wishes to be a part. An underground link secretly connects the factory and the new volume. The concrete plinth contains the self-supporting structure/shelving made of bolted galvanised steel profiles. A translucent skin of polycarbonate honeycomb panels allows the interior space to reveal itself to the outside in its nature of infrastructure serving automated storage operations. Light (artificial/natural) collaborates to clothe the volume with daytime and nighttime glow and reflections. The interior is configured as a necessary and liturgical space, measured by serial and reiterated structural elements; the (timeless) theme of the macrocosm ordered within a kammer emerges, which here consists of the room of the warehouse. **Photo by Marco Cappelletti.**

## EYEWEAR

**Titan Minimal Art Cosmic / Silhouette** \_ Titan Minimal Art Cosmic, a new addition to Silhouette's most iconic collection, is an ultra-light edgy galactic sun shade, destined to become a streetstyle icon. Combining the elements of soft and bold, past and future — Silhouette accomplished the unimaginable by uniting polar opposites in one design masterpiece. The much-anticipated Cosmic is a commemorative edition that honors Silhouette's first space mission 25 years ago. Inspiration for the design comes from the fascinating world of science fiction. The Cosmic promises a well-balanced, high facial fit — not big or bulky — owing to an ultra-thin wrap lens designed to protect the visionary wearing them. This polyamide shield lens embraces the eye zone in soft, delicate curves affixed to a thicker top trim made from high-tech titanium in a matte finish.



# 5 Jacques Ferrier Architecture / CAFÈNOIR

**ARCHITECTURE**

**Headquarters of Métropole Rouen / Jacques Ferrier**

**Architecture** \_ The relationship with light in architecture is one of the main elements of this project and it is an immaterial narrative, an expression of nature within the artificial. The Jacques Ferrier Architecture studio powerfully emphasizes this relationship in the headquarters of the Métropole Rouen in Normandy. The work, which won the 2017 American Architecture Prize in the Institutional Architecture category contains some of the key elements of the French Studio's work which has always been interested in the relationship between architecture and the city and the sustainability of its interventions. The project appears as an ever-changing object on one bank of the Seine where the reflections of light seem to move the "scales" of the building's outer shell. Like an aquatic animal, it rests gently on the quay. The play of reflections however is visible only on the outside while the interiors have a natural light that penetrates the spaces in order to deliver a comfortable working environment. The building's terrace is home to the iridescent panels and produces a unique atmosphere depending on the movement of the sun's rays. The short façades express the mask of the building and the result is an outer shell enveloped in a world of colours. The studio said that it had been inspired by the works of Claude Monet, thereby proposing an example of architecture that changes according to its relationship with light and with natural elements. **Photo by Luc Boegly.**

**EYEWEAR**

**CNV296-03\_02 / CAFÈNOIR** \_ The CAFÈNOIR project is positioned in the top-selling range and caters to every type of woman and man with proposals that are always fresh and absolutely refined. Trend-setter shapes, thick materials and current colors give, in fact, life to a continuous research project, based on creativity, commitment and research towards the product. All reinforced by the Italian character that sets it apart. Minimum common denominator of the eyewear proposals is the research of materials and design resulting in glasses that are never the same and never banal. The glasses of the Spring/Summer collection enchant with light lines and bright colors, combining style and functionality in a harmonious fusion of contemporary design and colorful details. Perfect for a still life that captures the essence of spring and summer with effortless elegance.



# 6 Archea Associati / Dandy's



**EYEWEAR**

**Sawyer Rough / Dandy's** – Dandy's, a brand designed and produced in Italy, was born from the passion and experience of Fabio Stramare and from the desire to make glasses in a serene and pleasant way. Choosing a Dandy's means wearing a piece that not only lasts, but also gains value over time. Dandy's glasses, in fact, are distinguished by their characteristic of always being produced in limited numbers; some of them, thanks precisely to this peculiarity, are destined to become collector's pieces. The Sawyer model, with its elegant lines and distinctive double bridge, is reminiscent of the refined, no-frills style of minimalist architecture. Just as this architectural style strips away ancillary elements to emphasize content, the Sawyer model emphasizes the face of anyone wearing it. In the Rough acetate version shown here, it reflects the brand's vocation for craftsmanship and design.

**ARCHITECTURE**

**Liling World Ceramic Art City / Archea Associati** – The idea behind the design for Liling (China) came from the desire to site a museum and a hotel on an industrial area dedicated to pottery manufacturing, thus the design is linked to the ceramic material of which the client company is a significant producer and whose features and differences in colour and manufacturing the proposed buildings are intended to enhance. The complex consists of two macro-areas: a public zone developed around the large square and a production and sales area, identified as the master building. The entrance gate leads to the heart of the system, the square around which there is a hotel with restaurant and three museums (two calligraphic and one ceramic) while luxury residences and commercial services occupy the area north-east of the complex. The volumes, communicating with each other through an underground podium, create a freely organized system whose outdoor spaces create a series of paths that establish close relationships that can be termed "intra-spaces", an urban space that is both container and contents at the same time; the roof over the podium which is accessible from the square with wide staircases, features a hanging garden open to the public. The shape of the buildings is of fundamental importance: they are in the form of large "vases" with flowing contours and without sharp edges, always concave or convex and covered with original multicoloured ceramic modular components with a three-dimensional texture. In line with the system suggested by the project, density becomes a value, a resource that allows a close relationship, a neighbourhood, a use of land similar to that which characterizes the traditional historic Chinese city.

**Photo by Cristiano Bianchi.**

# 7 Ateliers Jean Nouvel / Morel par Jean Nouvel



**EYEWEAR**

**90012C / Morel par Jean Nouvel** – The Morel par Jean Nouvel collaboration returns for a fifth edition to unite architecture and eyewear. These two seemingly distant worlds, yet intrinsically linked in their aesthetics and techniques, are showcased through exceptional, complex creations. A perfect fusion of architecture and eyewear, the Morel par Jean Nouvel collection enjoys success at the Louvre Abu Dhabi. Jean Nouvel himself designed this exceptional building in 2017, where the collection's sun models are available to the public. This titanium model reveals sleek architectural lines in fascinating simplicity. With a bicolouration in perfect harmony with the mastered minimalism of the rest of the frame, the colored circles blend with the blue that runs through the entire frame.

**ARCHITECTURE**

**Louvre Museum Abu Dhabi / Ateliers Jean Nouvel** – There is something magical in the spaces of the Louvre designed by the French Pritzker-winning architect Jean Nouvel; an intriguing story that unites a recognizable fabric with a never-explicitly-declared past. Nouvel has imagined not only a museum but also a new way of conceiving exhibition spaces by using the "Arabian medina" system as a basic principle of his design which in effect presents a new and striking experience through objects that are so pure as to appear eternal. The steel dome of the Abu Dhabi Louvre is the expression of the perfect conclusion: a disc that rests lightly on top of the "museum village on the sea", a cupola that reinterprets the lines of the traditional mosques. **Photo by Angelo Dadda.**



8 **Ibuku / Akoni**



**EYEWEAR**  
**Skyracer / Akoni** \_ Designed to accompany today's modern explorers as they pilot towards tomorrow's destinations and discoveries, Akoni's Skyracer clearly draws upon the timeless functional stylings of the spacecraft program, spotlighting the essential necessity of sleekly pairing the greatest possible strength with remarkable lightness. And, as always, Akoni's dedication to intelligent luxury translates into a perfectly balanced design whose singular artisanal richness impresses upon close inspection. A house logo is discretely etched atop custom brow bars. Striking double rims outlining lenses are balanced by equally compelling perforated side shields. Temples, embellished with Akoni's signature tactile knurling pieces, are finished off with branded tips and custom screws—and all of these one-of-a-kind embellishments are hand-crafted by respected Japanese artisans, relying only on Japan's finest titanium.

**ARCHITECTURE**  
**Bamboo Gym in Bali / Ibuku** \_ The Arc at Green School is Ibuku studio's reinterpretation, in a modern key, a place for exercising the body and mind in ancient Greece, which becomes a space for community wellness and a gym added to the Green School complex in Bali, Indonesia. The sandy plaza is replaced by a multi-purpose resin court and technical rooms distributed over a space of about 760 square metres characterised by a semi-open condition typical of the other bamboo structures in the school complex. The quadrangular peristyle that surrounded the sandy forecourt is instead transformed into a series of quadrangular bamboo arches 14 metres high and 19 metres long, interconnected by grid-like shells that draw their strength from curving in two directions. The great engineering effort involved in the construction of the bamboo arch, which serves as a roof, recalls the vision of floating sails, and thanks to the combination of balance, organicity and slenderness, the building fits in as a part of the unspoilt natural surroundings, free of artificiality. The use of local personnel and ancestral craft techniques together with organic design and avant-garde engineering make The Arc at Green School a manifesto of ecological design and an expression of the power of the beauty of nature and geometry. The construction scheme chosen, made from three different types of bamboo, determined a state of equilibrium that resulted in a drastic reduction in the material used and the definition of an unprecedented interior volume, thanks to an incredibly thin structure with no columns, which would have taken away space from activities and broken the link between this space and the classic classroom space. **Photo by Tommaso Riva.**



# Architectural Reinterpretations

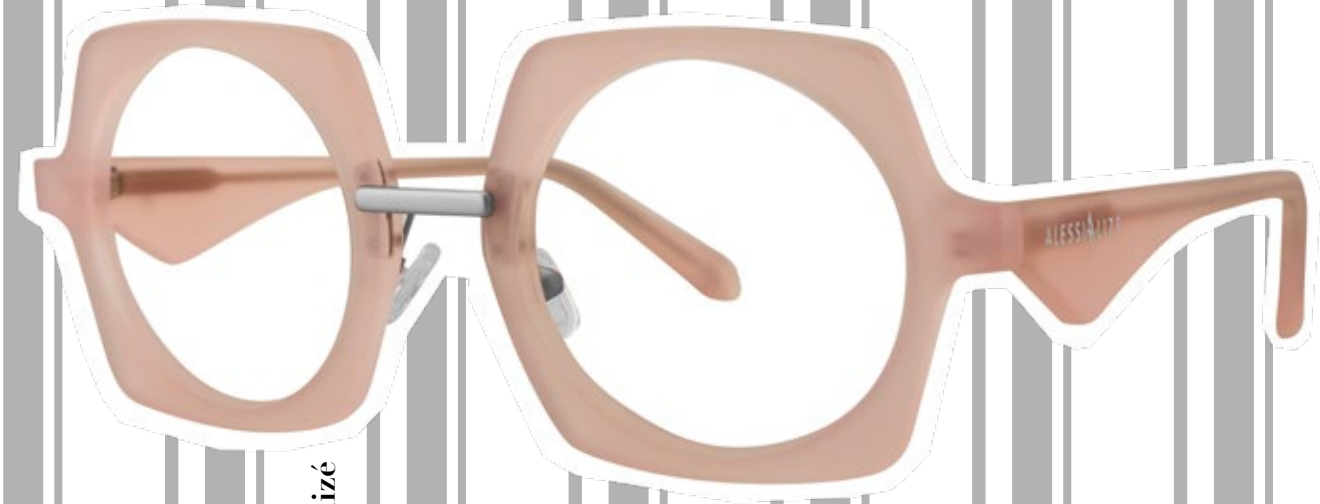
ARCHITECTURAL CITATIONISM INVADES EYEWEAR  
GENERATING RATIONAL YET ARTICULATE PRODUCTS.

*Eyewear investigates the reworking  
of balance and unity through complex,  
unusual shapes and asymmetrical geometries.  
Volumes overlap, generating three-dimensional  
and enveloping thicknesses. The fluidity of forms  
privileges acetates, while metals alternate  
between geometric and futuristic shapes.  
The design lives on materials, light,  
awareness merging into  
a stylistic climax.*

Vava x Kengo Kuma



# 01



Alessia Alizé



Bayria Eyewear



Calvin Klein



Cutler and Gross



Einstoffen



Caroline Abram

Etro



Fabòor



Face a Face



**MOREL**

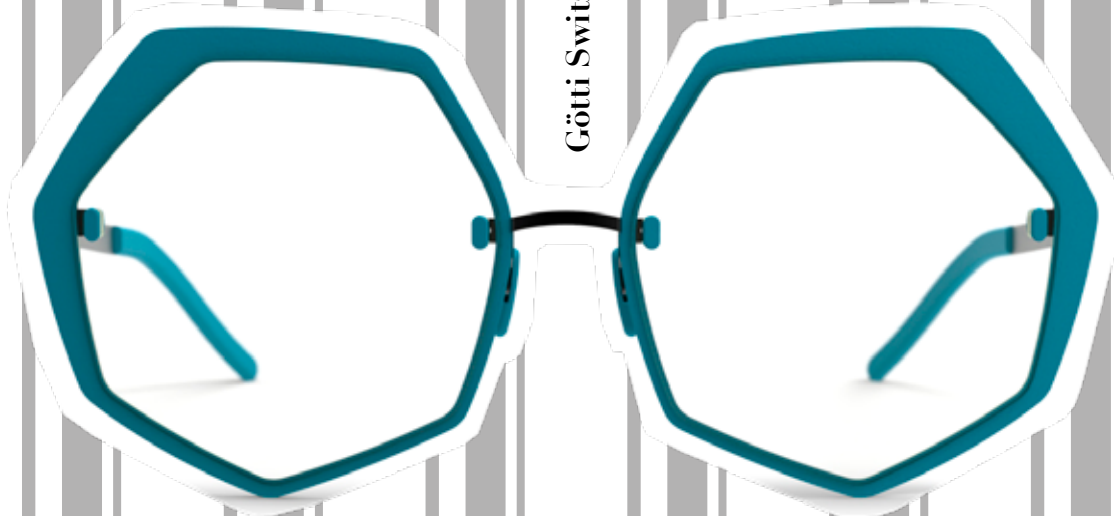
LUNETIER FRANÇAIS DEPUIS 1880



*LOOKING FORWARD  
SINCE 1880*



Giorgio Nannini



Götti Switzerland



Givenchy



# COLOR VIBES



inspired by **STING**



Lool



Movitra



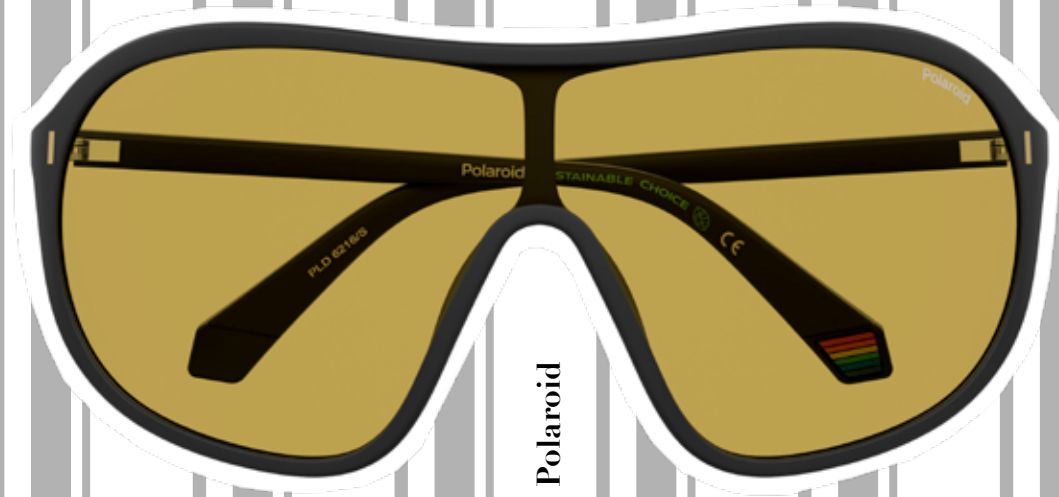
Oliver Goldsmith



**LOOK**<sup>®</sup>

IS MORE

[lookocchiali.it](http://lookocchiali.it)

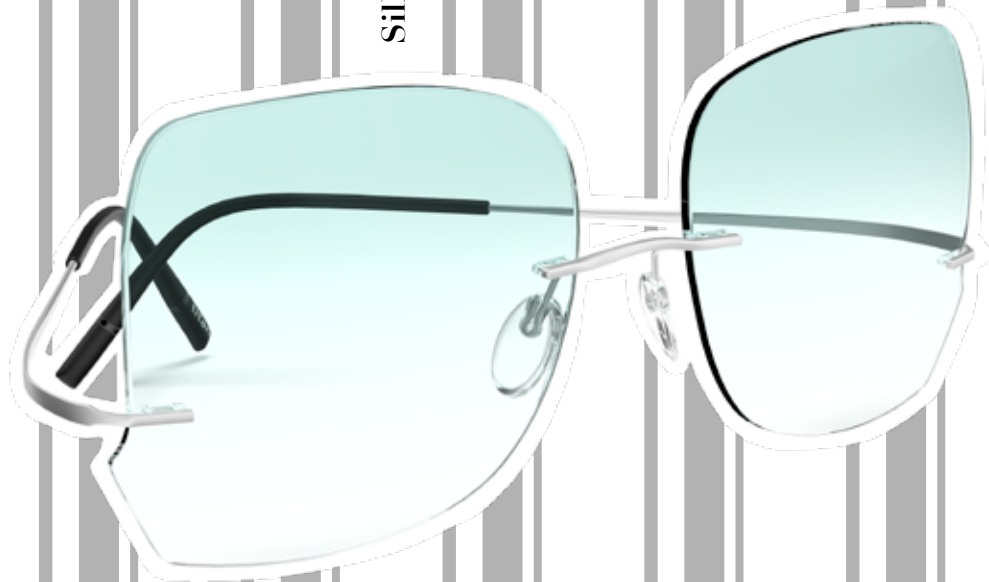


Polaroid



ProDesign - Bridge PDI

Silhouette



*Silhouette*



Born on Earth. Worn in Space.

Titan Minimal Art. The Choice on Space Missions for 25 Years.



Spectaful



T Charge



T Henri



**SNOB**  
MILANO



02

# it's only rock'n'roll (but eyewear likes it)

Glam rock is among the most enduring trends of recent decades. With its boldness and gloriousness, it embodies the free and libertine spirit of the golden years of rock in which, until then, the non-boundary between male and female was blurred if not non-existent. The lowest common denominator was stylistic sophistication, often

unspoken but concealed through visual boldness. Over the years this trend has turned into a costume taking on different connotations, including genderless. In this perspective, glam rock still speaks a thoroughly modern language. Eyewear carries the legacy of the golden years of rock by sublimating past experiences to translate them into a modern form.

Givenchy

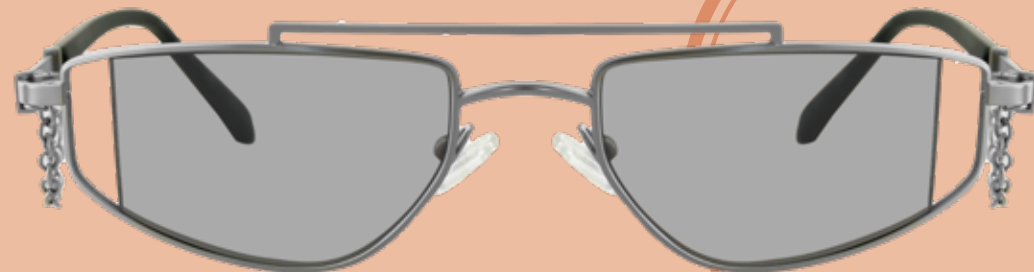




AHLEM



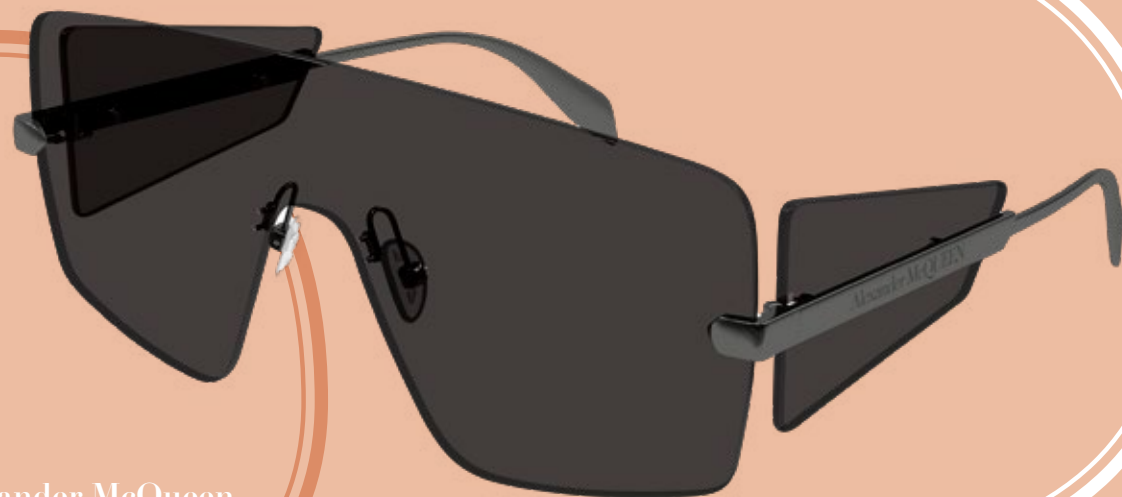
Balmain Eyewear



Alessia Alizé



Common Ground



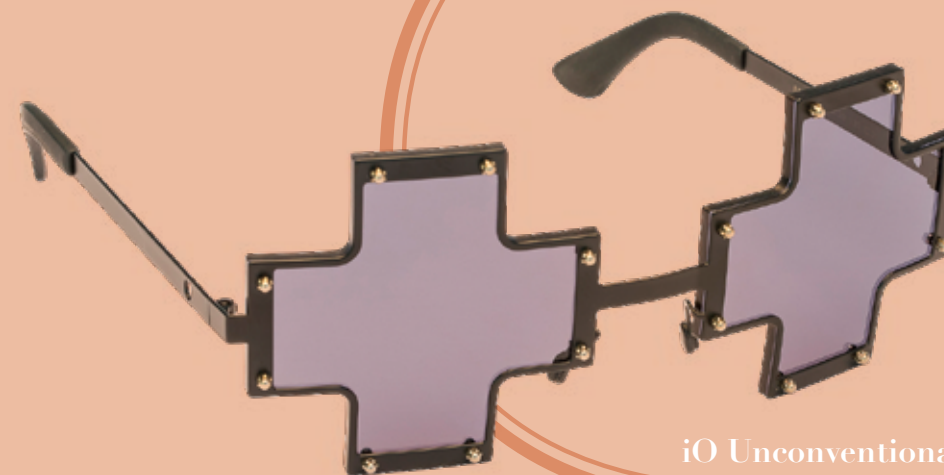
Alexander McQueen



GCDS



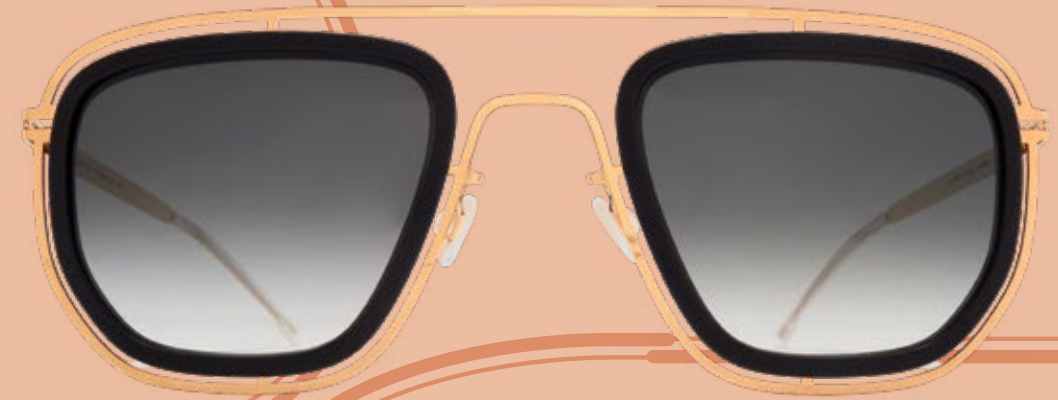
Balenciaga



iO Unconventional by Liò



Kreuzbergkinder



Mykita



Marcelo Burlon County of Milan



Nirvan Javan



MAX&Co. Eyewear



Philipp Plein



Moschino



Roberto Cavalli



Romeo Gigli



Silhouette



Trussardi



Victoria Beckham



MODEL: SATURNINO PH: THOMAS DALOISO

SATURNINO  EYEWEAR

Germano Gambini

# The contemporary Approach of Eyewear

EYEWEAR DICTATES THE GUIDELINES OF ITS FUTURE WITH A STRONG DESIRE TO PURSUE "THE NEW," INVOLVING FORM AND SUBSTANCE.

*Bold, impactful constructions yield to the vanity of colors, bow to and bring to light the elements of the heritage of the Maisons. It is the increasingly exaggerated, increasingly important, increasingly thick plastics that take center stage in the sun. Dualisms smash as does attention to detail often achieved through cutting-edge technological solutions.*

03



Blumarine Eyewear



Etnia Barcelona



CAFENOIR



Kreuzbergkinder



Dandy's



Look



Morel



Silhouette



Saturnino Eyewear



Valentino



Savile Row



Yalea



# TREE<sup>®</sup> SPECTACLES

MODEL LITTA, ELYSIAN SERIES

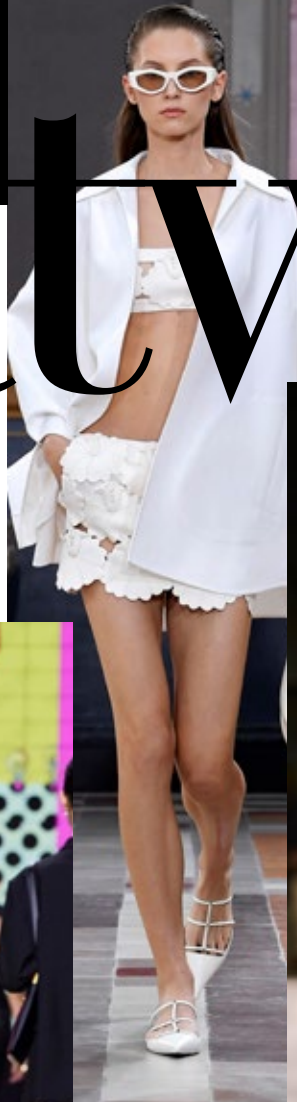
WWW.TREESPECTACLES.COM



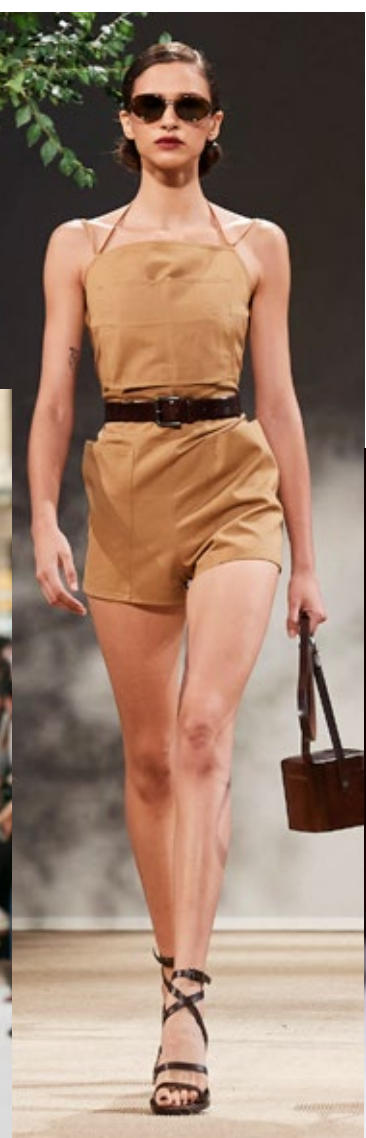
# catwalk

FASHION EYEWEAR TRENDS S/S 2024

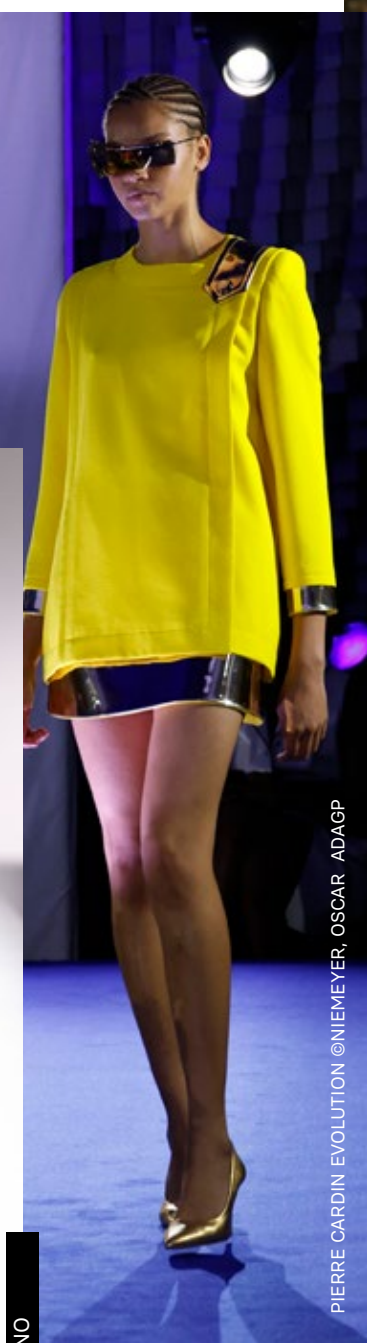
# catwalk



MAX MARA



PIERRE CARDIN



PIERRE CARDIN EVOLUTION @NIEMEYER, OSCAR ADAGP



STELLA MCCARTNEY



DIOR



SAINT LAURENT



GIVENCHY



MOSCHINO

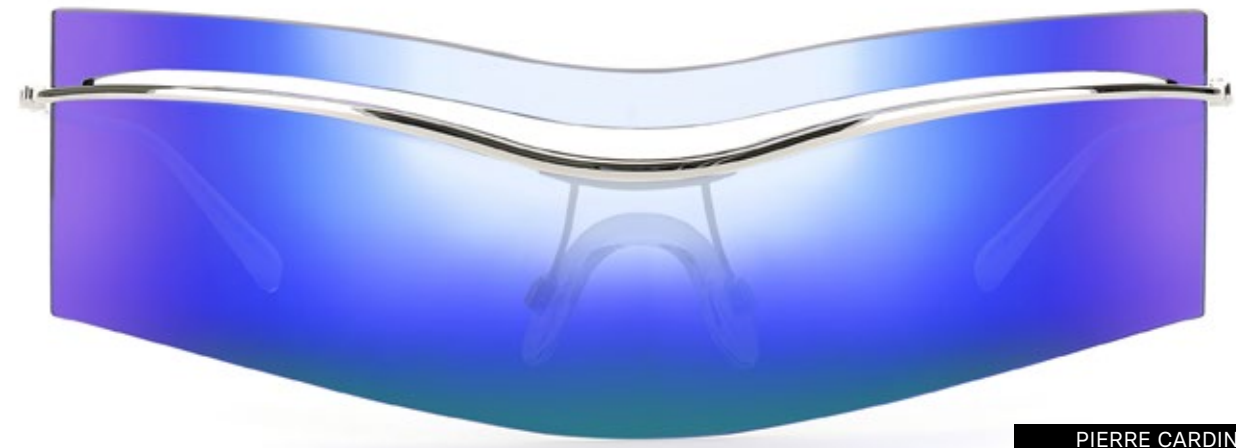


TOD'S



TOM FORD

s | s | 24



PIERRE CARDIN



DIOR

catwalk



# catwalk

ETRO



KENZO



FENDI



GIVENCHY



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LOEWE



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VALENTINO



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catwalk



VALENTINO EYEWEAR



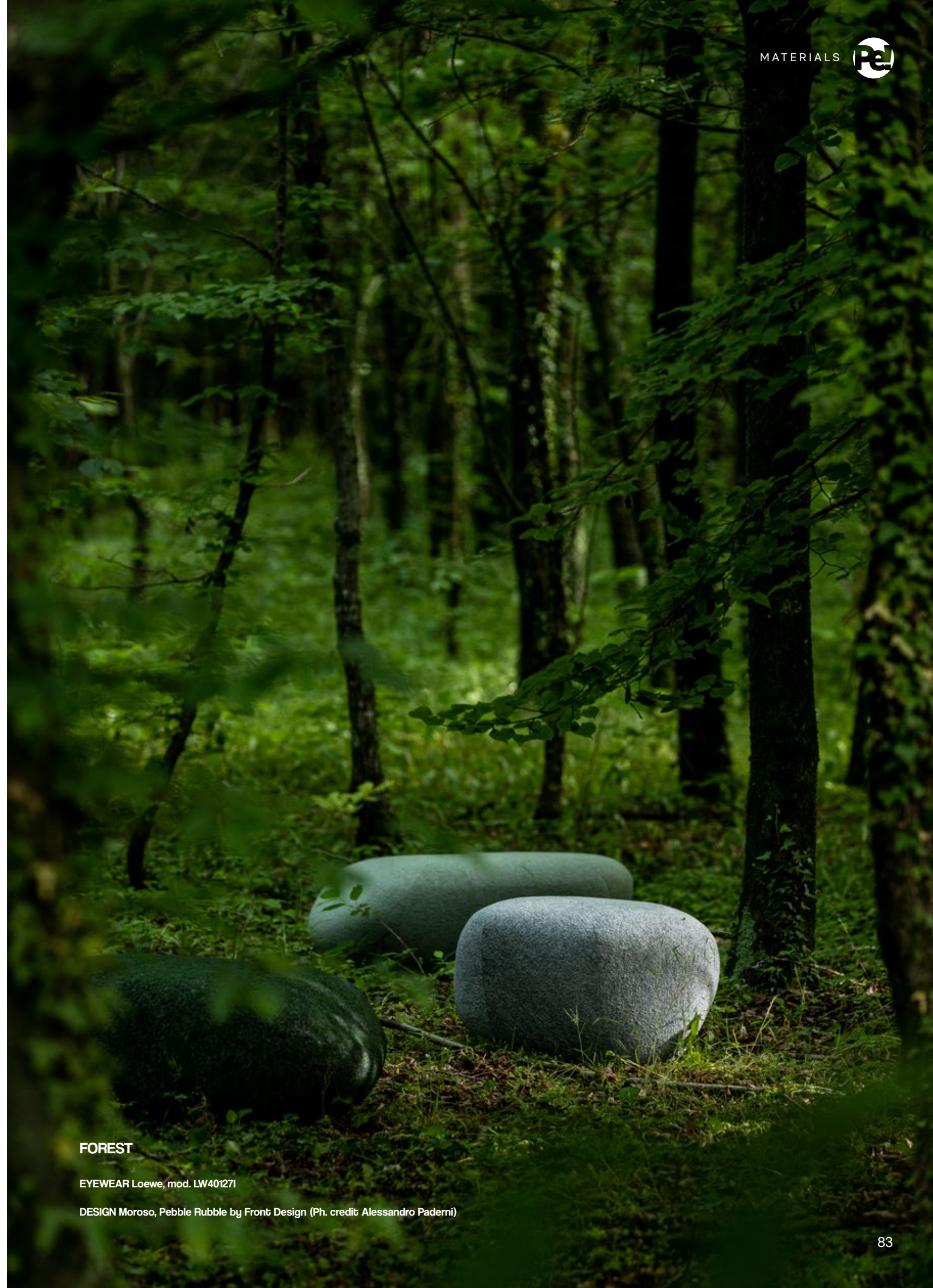
BALENCIAGA

ALESSANDRA ALBARELLO

# Seeing Beyond



MATTER OFTEN BREAKS FREE FROM FORM AND BECOMES THE PROTAGONIST OF NEW COLLECTIONS. OR IT IS INSPIRED BY NATURE AND ART IN AN EVOLUTIONARY JOURNEY THROUGH POETRY, COLOR AND UTOPIA.



FOREST

EYEWEAR Loewe, mod. LW401271

DESIGN Moroso, Pebble Rubble by Front Design (Ph. credit Alessandro Paderni)



The special event "Matter and Shape," held in March in Paris, highlighted how much material is connected to form and how much it then tends to break free from it to become the absolute protagonist of an object, an accessory. It happens in fashion. It happens in design. Just think of the alchemies and material experiments of Gaetano Pesce whose iconic pieces such as Shadow, the shape-changing armchair designed in 2007, Meritalia presents at the Salone del Mobile. It is impossible not to link this strong image to

eyewear such as those by Pugnale, made to celebrate its first 10 years, or to Bottega Veneta's woven texture that immediately brings back the brand's identity. Or to Junk's creations, which with the mantra "plastic rehab" explores the many possibilities of using sustainable, recycled and recyclable materials such as Econyl and regenerated acetate. There is a kind of unpredictability to it all. Of imprecision that becomes perfection, uniqueness, a lesson that surely comes to us from nature and from an

artisanal heritage composed of a rich alphabet of manual gestures. Like those that transform fragrant untreated cedar wood into the romantic ergonomic Love Seat bench by Jake Phipps for Riva 1920. The grains running through it are similar to those in Rigards x Uma Wang's horn glasses, inspired by Brutalism, a movement that, not surprisingly, emphasized precisely the importance and beauty of matter. In both objects it is then time that triggers that transformation of color and natural textures that becomes added value



**METAL ART**

**EYEWEAR**  
 Moscot, Moyel model  
 Veronika Wildgruber, Lane model  
 Vanni, Visum model

**DESIGN**  
 Brand van Egmond, Desert Wind collection

and makes them precious. Another indispensable element is comfort. We rediscovered it during the pandemic, in the furniture of our homes, in the clothing we wore: simple, essential, comfortable and informal. And in such a forced domestic context, the sofa suddenly became home, shelter, office... Free place. Za:Za by Zaven by Zanotta embodies all this and more so much so that it has been selected in the ADI Index 2023 to compete for the Compasso D'Oro 2024. In addition to introducing a new way of designing the sofa inspired by hammock suspension, Zanotta with Za:Za has fully respected all those parameters that make a product and production processes sustainable and virtuous. As in a designer sofa, comfort is defined in the glasses by the touch of a material made opaque by finishes, by a shape "softened" by milling, and by a color that evokes summer. Lapima's Manon, part of the Veraneio collection, is declined in the bright Margarita shade, a clear reference to

the famous cocktail and an invitation to carefree, relaxing moments in a beach house. From the sun-drenched coasts of Brazil we then move on to the cool shadows of a Nordic Forest, where the elements that make up the Pebble Rubble system, signed by Swedish designers Sofia Lagerkvist and Anna Lindgren of Front Design for Moroso, could be mistaken for huge stones (in fact, their organic shapes were obtained by 3D scanning real stones). And nature is also a source of inspiration for such an iconic color as green proposed in eyewear in different shades: from Etnia Barcelona's shaded and iridescent green to Oliver Peoples' darker hue and Loewe's elegant gray-green. An intertwining of perfectly reproduced golden branches, on the other hand, distinguishes the unusual and poetic Desert Wind lamp by Brand van Egmond, a true work of art, as is the Visum capsule collection, born from the meeting at Artissima of artist Teresa Giannico with Vanni. Two models made in only 100 pieces each and characterized

by side blinkers bearing the words "see beyond." Gold metal also becomes the common thread for Veronika Wildgruber, winner of the Silmo D'Or with the Lane model, and for the iconic brand Moscot. Romanticism, poetry and art are therefore some of the keywords of the new collections, to which "utopia" is added, where color becomes a symbol of inclusion, of an encounter between East and West, between different artistic cultures, as for the four sculpture-dresses in Alcantara, a brand that is also particularly attentive to the issue of sustainability, signed by Cho Sung-min, designer of the Korean brand Jaden Cho, and exhibited at the recent Seoul exhibition "Alcantara: Beyond Boundaries" curated by The Korean Contemporary Art Center Platform-L. A harmony of soft colors imbued with light, as is also the case with Gucci's eyewear, made of ReAce, Kering's exclusive regenerated acetate. To be able to really see beyond. Beyond the boundaries. Beyond gazes.



**COMFORT ZONE**

EYEWEAR Lapima, Manon model  
DESIGN Zanotta, Za:Za by Zaven





**PRIMITIVE**

EYEWEAR Rigards x Uma Wang, mod. UW16

DESIGN Riva 1920, Love Seat by Jake Phipps





BOUNDARIES

EYEWEAR  
Junk, Justi Sun model  
Bottega Veneta, mod. BV1303S  
Pugnale, 17 Year model

DESIGN  
Meritalia, Shadow by Gaetano Pesce



**INCLUSIVE**

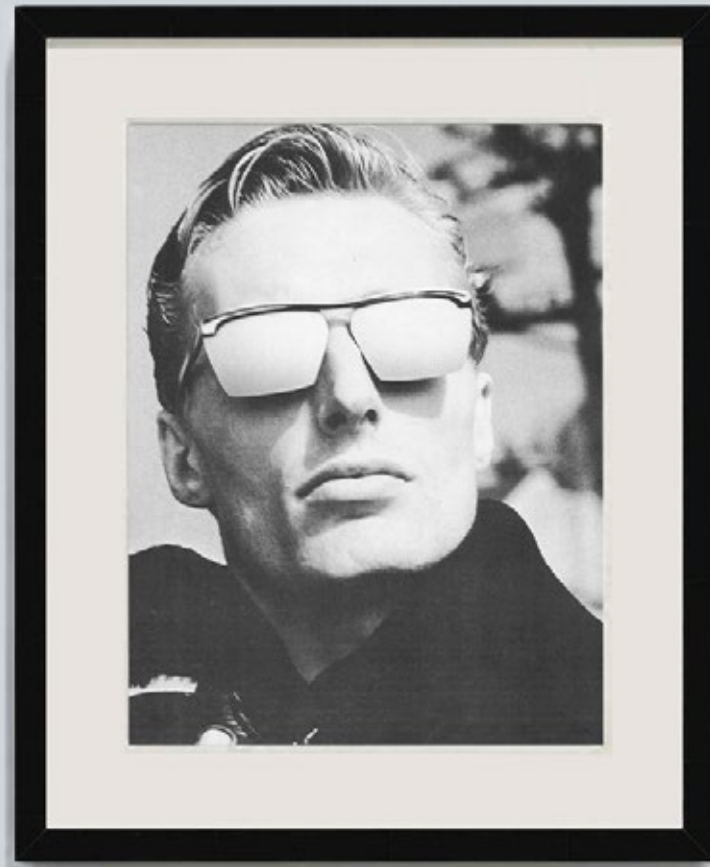
**EYEWEAR**  
Gucci, mod. GG1628S

**DESIGN**  
Alcantara, a sculpture-garment created  
by the designer Cho Sung-min for the exhibition "Alcantara:  
Beyond Boundaries"

ART BASEL • MIAMI

CHRISTIAN ROTH AND ERIC DOMÈGE

# IMPACT EYEWEAR AND FASHION PHOTOGRAPHY



"WE CELEBRATE THIS UNIQUE EVENT TO CREATE AWARENESS OF THE SYNERGY AMONG EYEWEAR, PHOTOGRAPHY, OPART & POPART" DESIGNERS CHRISTIAN ROTH AND ERIC DOMÈGE.



**RICO PUHLMANN, 1960**

Puhlmann, R. (1960). Suzy Parker and Richard Avedon, New York.

**NORMAN MCKENZIE, 1984**

McKenzie, N. (1984). Rudy in Optical Affairs Series A for Interview Magazine.

**HELMUT NEWTON, 1999**

Newton, H. (1999). Optical Affairs Series 6557 styled by Anna Dello Russo for Vogue Italia.

With 40+ years in the fashion & eyewear industry, throughout the decades, the designers Christian Roth and Eric Domège are well-known in the whole industry. They met in Paris, reconnected in New York, and in 1983 founded the eyewear brand Optical Affairs. They were quickly hailed by the fashion community as pioneering fresh talents that would go on to change the course of luxury eyewear with their unique point of view. Their iconic designs have been depicted on the covers of fashion's most esteemed publications from Vogue to Women's Wear Daily, shown on

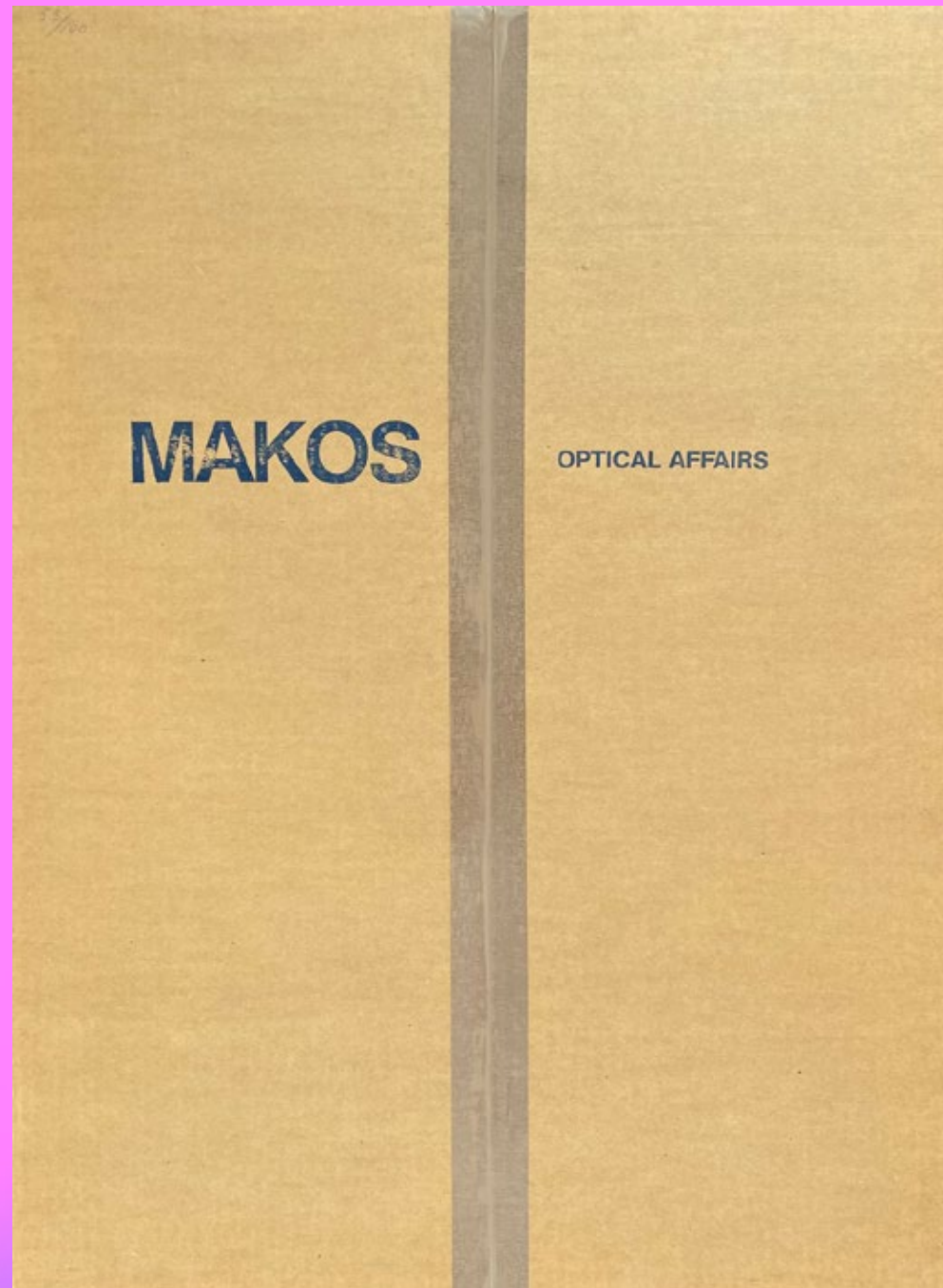
catwalks of the most talented international designers, and spotted on trendsetters, fashion icons, musicians, artists, celebrities and royalties. In 1990, Christian Roth and the brand were inducted into the Council of Fashion Designers of America - a first for an eyewear designer - and he became a founding executive member of Eyewear Designers of the CFDA (edCFDA) in 2014. In 2002, the pair was honored by the art world with the inclusion of their designs from the 1980s and 1990s in the "Taking Eyeglasses Seriously" exhibition at the Triennale di Milano.



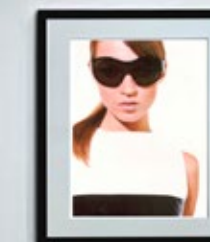
Today, the Optical Affairs name has become synonymous with luxury eyewear featuring innovative silhouettes, techniques, colorations, flawless design, and craft. Now based in Miami, Optical Affairs was reactivated in 2022 to create a platform for art, design & eyewear. "Throughout the past decades, we have enjoyed commissioning pop art artists & photographers and collecting their works. Most of them include our eyewear designs. It is our vision to share highlights of our collection 'Impact | Eyewear and Fashion Photography' to a wider audience," said the designers. During Art Basel Week, that took place in December 2023 in Miami, they created a virtual exhibition with 8 selected works and exhibited at the Optical Affairs design studio. "We have been attending many Art Basel weeks in Miami since its inception. It was fun to share this year's impressions of Art & Photography exhibited which we feel is relevant to our industry," concluded Christian and Eric. In these pages you can find the whole project.



**KENNY SCHARF, 1992**  
Scharf, K. (1992). Untitled | Christian Roth & Eric Domege morphed portrait.



**CHRISTOPHER MAKOS, 1991**  
 Makos, C. (1991). Makos | Optical Affairs Series 5555. [Oversized diptych serigraph in a sealed brown cardboard box].  
 One hundred portfolios signed & 1/100 - 100/100.  
 Print Documentation by Donald Sheridan Fine Arts, Oct 15, 1991.



**CHRISTOPHER MAKOS, 1991**

New York 1991, the Optical Affairs designers Christian Roth & Eric Domege commissioned their friend American photographer and painter Christopher Makos to create an oversized diptych painted can-vas with silkscreen images of their iconic Series 5555 sunglasses split across them.

**ALEXANDRA BOULAT, 2002**

Boulat, A. (2002). Yves Saint Laurent in his Paris studio.

**WAYNE MASER, 1995**

Maser, W. (1995). Kate in Optical Affairs Series 2800 for Vogue UK.

**BRUCE WEBER, 1994**

Weber, B. (1994). Naomi in Optical Affairs Series 5555 for Vogue Italia.



# Retro Style

THEY WERE THE EYEWEAR OF THE BEATLES, INDIANA JONES AND HARRY POTTER, AND NOW, AFTER YEARS, SAVILE ROW IS RE-ENTERING THE INTERNATIONAL MARKET WITH A NEW CREATIVE PUSH. HERE IS ITS INCREDIBLE STORY.

It was back in 1898 when Max Wiseman founded Max Wiseman and Co. The eyewear business actually began a few decades later, in 1932 to be exact, when Wiseman took over two eyewear factories specializing in the production of laminated gold frames in Rathenow, Germany. Wiseman, having his core business in England, decided to move the two businesses and their team of craftsmen to Smeed Road in East London, the city's historic manufacturing district. And that is how Algha Works, the company that created the Savile Row brand, was born. From that moment on for Savile Row

there followed years of important successes that saw the brand become an important player in the British market first and then internationally. In fact, in the 1940s Savile Row sunglasses became the official eyewear of the RAF thanks to a supply contract signed with the British health service, conquering the British market. From the 1960s onward, however, the appearances of Savile Row eyewear on the faces of international artists and influencers began, effectively turning the brand and its British Style into an icon of luxury. John Lennon, Harrison Ford, Ozzy Osborne, Sean Connery, Erik

Clapton, Jonathan Pryce, and Robin Williams are just some of the great faces who have worn Savile Row eyewear over the years. The 2000s are years of great change. In fact, Savile Row once again established itself on the silver screen thanks to the iconic round glasses made for the Harry Potter character, and in 2012 the company was acquired by Inspects of Bath. Currently, the glasses are made in Italy by Kudos, in the cradle of eyewear, Cadore. So today the classic English style is merged with the tradition of Italian craftsmanship, making something already special, one of a kind.



# Manifesto to exclusivity



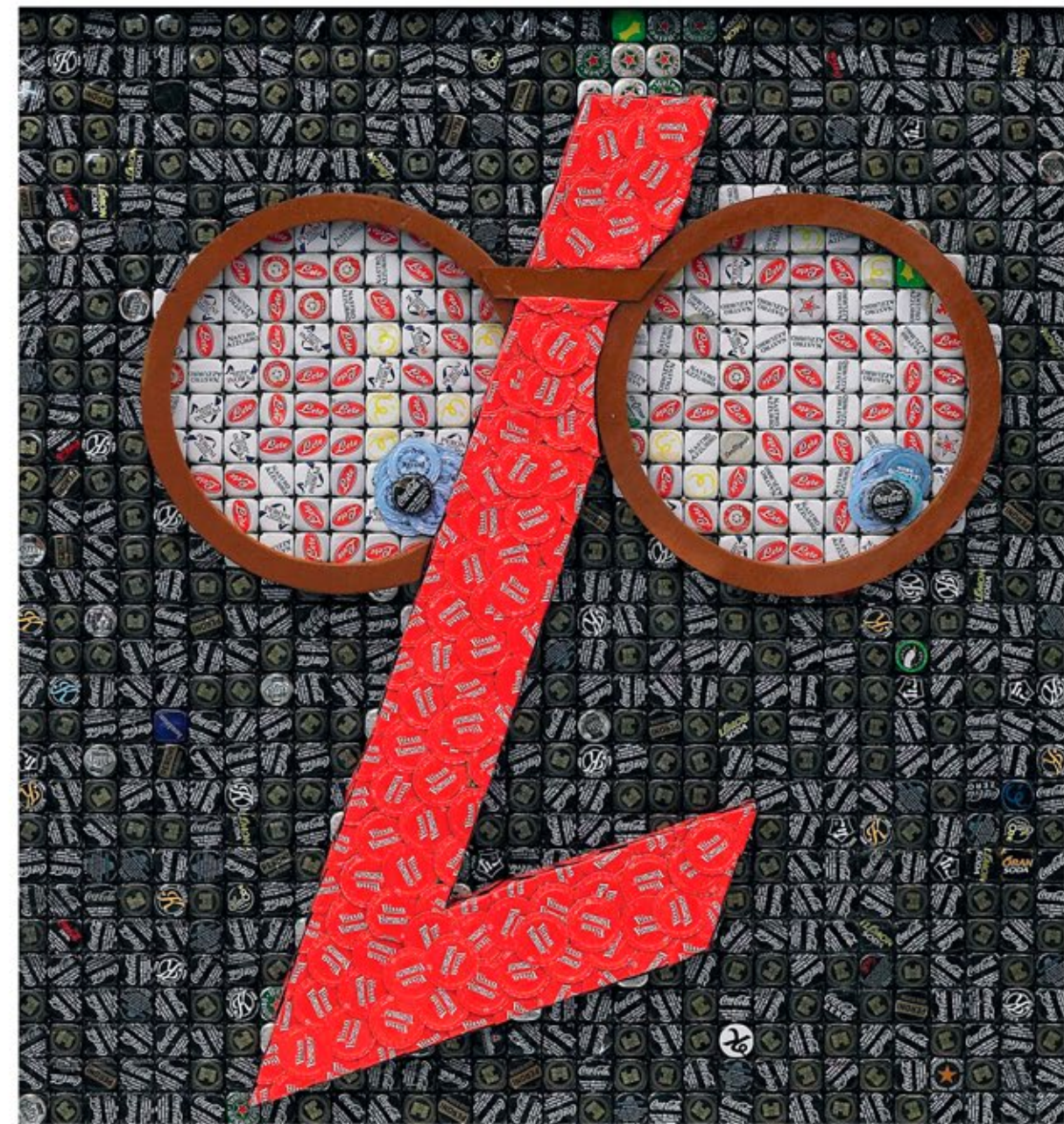
For over 145 years, Lozza has been handing down the preciousness and craftsmanship of Italian culture, a fusion of past and future that results in iconic creations. From this principle Lozza Arte was born, a special project that reworks the brand's DNA: history, elegance and innovation, but above all style, characteristics that have made Lozza the expression of the best Italian spirit. To support the launch of the new collection, Lozza has established a collaboration with the eclectic artist Luigi Masecchia who, for the occasion, has masterfully reinterpreted the famous Lozza poster from the 1950s.

## LOZZA - ARPEGGIO 1 MODEL

The new Lozza Arte Collection is a magical fusion of history and uniqueness, an exaltation of art in all its nuances. Divided into two elegant families, Arpeggio and Adagio, names that evoke Lozza's deep roots in art and design, the collection celebrates Italian excellence known throughout the world. Each model encapsulates the legacy that has made Lozza a timeless icon since 1878. The Arpeggio 1 prescription eyewear is an acetate pantos with faceted profiles. The iconic three-dimensional metal "L" monogram on the front is juxtaposed with the decoration of the core, made with an exclusive pattern.

*Luigi Masecchia*  
per

LOZZA  
10078



## LUIGI MASECCHIA X LOZZA ARTE

The artist is known for creating works reusing metal caps, and for Lozza Arte he reinterpreted an illustration featuring the iconic 1950s logo. He thus involved 14 people with disabilities and used more than 1,600 crown caps, transforming the brand's glorious past into an inclusive and innovative experience. Luigi Masecchia, the only artist in the world to shape a new artistic language through the reuse of metal caps, founded Tappost, a nonprofit association in 2012 that offers space and support to people from disadvantaged groups, making them co-authors of his works and contributing to a more inclusive and meaningful artistic world.

n. 1 / 1000

*Luigi Masecchia*



PLATFORM eyewear

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