

Ettore Sottsass

Lived: 1917 - 2007

Education: Architecture, Turin University.

Career: Own architectural and design practice from 1947. Consultant to Olivetti from 1959 for more than 20 years. Pivotal member of Milan based design group Alchymia, founded 1976 and creator of design collective, Memphis, in 1981. Also provided designs for Alessi, Artemide, Knoll, Poltronova, Venini and Zanotta.

Notable designs: *Elea 9003* calculator 1959. *Ultrafragola* mirror 1966. *Valentine* typewriter 1969. *Casablanca* sideboard 1981. Malpensa airport, Milan 2000.

Significance: Sottsass was a leading member of the generation that established post-war Italy's reputation for design and later became a leading exponent of Post-Modernism. He made office furniture fashionable and challenged traditional notions of taste often working outside the constraints of mass-production. He designed for a wide range of materials. In terms of plastics he was especially interested in patterned laminates. His work is remarkable for its colour.

