

italian  
eyewear  
designer  
magazine

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## 2008 is the year of Tornado by DERAPAGE

A revolutionary frame that is clocking up the big international awards. We will be giving you the latest update on this all-Italian prize-winner.

New website for DERAPAGE, the most prize-winning collection of the year.

A new website for the most prize-winning collection of the year. In time for MIDO, DERAPAGE is launching its website [www.derapage-eyewear.com](http://www.derapage-eyewear.com)

The DERAPAGE website takes its cue from its long tradition at the forefront of innovation and design sophistication, prioritizing technological materials and pioneering methods of assembly.

The website recaps on brand history and displays the DERAPAGE catalogue figuring all models in their various forms and colour schemes.

In the sparsely technical graphics of the site, considerable prominence is given

to Tornado and Tornado RS. The chef d'oeuvre of the site? the 3-D animation of the Tornado system virtually visualized in the construction phase. Live in macro vision, you can watch as the 37 components of the revolutionary eyewear are mechanically put together.

Tornado by DERAPAGE on show in Chicago, Athens and Turin.

Tornado: first and foremost, a revolution-

nary piece of eyewear.

A patented product, 100% Italian in style, workmanship and assembly and the acclaimed Tokyo Eyewear of the Year 2008.

But also a design object coming in for notice by American and European museums. In 2008 DERAPAGE's Tornado will feature simultaneously at three international design exhibitions: Chicago, Athens and Turin.



# Company

Chicago is where Tornado obtained the GOOD DESIGN award.

It is now to form a proper part of the collection at the Chicago Athenaeum – Museum of Architecture and Design. In Athens' new Rouf district, the industrial estate now re-styled to accommodate art and architecture, from the 5th September till the 31st November is when Tornado goes on view at Contemporary Space alongside

products by the most visionary designers of the world scene. And then Turin in its year as World Design Capital, where Tornado will be on show at the Piemonte Torino Design exhibition, opening on 20th June at the Palazzo della Regione right in the city centre. Eyewear makes its first appearance at an exhibition featuring “made in Piedmont” design excellence.

**New entry to the DERAPAGE team.**

His name is Francesco Ferro, age 43; speaks three languages fluently and knows the eyewear sector well.

As of May he is joining the Nico-design team as a forward, mission to promote DERAPAGE sales worldwide.

Daunted by the challenge? Apparently not: the suitcase is packed and waiting, and travelling on board Tornado will provide some thrills...

**New look for DERAPAGE.**

For a stylish 2008 launch DERAPAGE is presenting a new image that seems a perfect match with its identity.

Display units, window cards, brochures, publicity shots, all have a self-explanatory graphic design and reproduce the Tornado construction principle “in the flat”.



**nòva** <sup>24</sup> IL SOLE 24 ORE

Nòva - Excerpt from Il Sole 24 Ore  
Thursday 8th May 2008 - p. 11

...Technology is also found in the eyewear of Nico-design, the Turin firm founded by Giovanni Vitaloni whose family worked in the automotive sector for decades. Among other prizes, the Nico-design curriculum boasts the Chicago "Good design award": "We were the first to get it for eyewear - says Vitaloni-. Our research is continually active and concludes with patents, for technology and style. Take the Tornado patent by our Derapage line: glasses that are made by a process called chemical cutting. Plates of steel are acid-cut and fitted together without welding or use of nickel. It makes for a lightweight indestructible pair of glasses..."

(Anna del Freo)

Il Sole **24 ORE**

Il Sole 24 Ore - Sunday 11th May  
2008 - p. 14

...Giovanni Vitaloni, managing director of Nico-design, is one who banks on research and brandnames in particular: exclusively his brandnames, VANNI and Derapage. "I was seven years old when I first lost my cool over a pair of glasses," Vitaloni reminisces. "My mother photographed me - I've still got the snapshot. To do this job you need dedication and the courage to experiment, beginning with the materials". One of the novelties being presented at MIDO is Spiral by VANNI, reading glasses with the longest temple in the world. Acetate, available in six colours, is "twisted back" at one end and wound round its own horizontal core...

(Giulia Crivelli)

# World extracts

from the most important italian newspaper

## **CORRIERE DELLA SERA** **LA STAMPA**

Corriere della Sera - Friday 9th May  
2008 - p. 27

...And once again "Spiral" by VANNI which have a 50 cm-long temple wound back on itself like plasticene...

(Paola Pollo)

La Stampa - Sunday 11th May 2008 p. 23

...Then there are glasses for the "creative-intellectual look": those worn by Maurizio Crozza, the Architect Fuksas ("Fuffas"), for example, are from the Turin brand of VANNI and called Bikini (on account of the matching bracelet)...

(Sara Ricotta Voza)

Il Sole 24 Ore - Sunday 11th May 2008 - p. 14



# Updates to the website

nicodesign.it



## Shop window

April

VANNI and Derapage at the show in Vancouver, Canada - The booth was decorated by artist Holt

Optika Richter - Behounskys Ul. - Brno - Czech Republic



May

VANNI Show - Ireland

June

Optica Benedetto - Settimo Torinese (To)- Italy

Show VANNI and Derapage in Ontario - Canada

## Download

The area of the website reserved for distributors contains pictures of the VANNI and Derapage Mido 2008 collections ready to be made up into an on-line catalogue.

## Vanni

The download of the complete MIDO 2008 catalogue is available.

The following new contents are available:

- download "Paper Cover";
- download Tornado and Tornado RS catalogue;
- download "Official Advertising Page 2008";
- download "Still Life" Tornado e Tornado RS collection.

## Derapage

Two new images are available: Tornado and Tornado RS. The latest two Derapage images come into three format: 42x29,7 cm, 29,7x21 cm, 15x10,5 cm downloadable in TIF, JPG, PDF.

# Updates to the website

nicodesign.it

## INTERNATIONAL PRESS REVIEW

March - May 2008 update

To see the complete press review visit

[www.nicodesign.it](http://www.nicodesign.it)

HONG KONG  
V.Magazine  
April 2008  
pag. 96  
DERAPAGE - Tornado



ITALY  
MarieClaire  
May 2008  
pag. 444  
VANNI - Maori



### OCCHIALI E BUOIX

se l'occhiale è definito la cornice del viso, collane e una serie di altri bijoux coordinati gli danno un tocco fashion in più - in nome della ricerca di un total look all'ultimissima moda, anche quando si parla di eyewear

## COPPIA PERFETTA



bijoux sono diventati, stagioni, un binomio sempre importante per dell'eyewear, soprattutto del design il bagaglio, con obiet- l'aspetto funzionale propone un amico

di raffinatezza, originalità e funzional- tà, come nel sistema di fermagli che permette di appendere l'occhiale. Gli oggetti sono declinati in un'ampia gamma di materiali e tinte, a seconda che il prodotto sia destinato all'uomo o alla donna, pur essendo la maggior parte delle proposte unisex. Protagonista

Così al Mido 2007 Fedan ha lanciato la linea My, 26 cilindri con lettere e sei bijoux fantasia, animati per taloroma, cuori e fiori, tutti da collezione, destinati a un pubblico femminile e maschile. Questi "charms" abbinabili agli astucci, si aggiungono ai già numerosi prodotti distribuiti

ITALY  
Fashion  
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VANNI - Bikini



## derapage



FRANCE  
Le Monde de L'Optique  
Créateurs - Printemps 2008  
pag. 44  
Derapage - Tornado





## The MIDO bombshell: jumping the calendar forward in 2009.

We asked our friends at Anfao (National Association Eyewear Manufacturers) to fill us in on the MIDO 2009 changes. This is what they said.

**MIDO revolution, an earlier schedule in 2009! Milan exhibition from 6 to 9 March, Rome “MIDO business forum” in September.**

To cater to shifting market needs, the exhibition at Milan’s Rho-Pero pavilions will move its usual May appointment ahead to March. And an all-business session in Rome will open on 4-6

September.

Mido is always on the go and has some revolutionary projects in store for 2009! The exhibition has a wide international reach and, most of all, looks ahead and loves to be one step ahead! This explains why next year’s exhibition will be in Fieramilano’s Rho-Pero pavilions, on the first weekend of March, - 6 to 9 -, during what will be the “world’s fashion accessory week” to all effects and purposes. Over just a few days, Milan’s exhibition complex will host 4 events showcasing the finest Italian

and worldwide production: Mido – International Optics, Optometry and Ophthalmology Exhibition – as well as international exhibitions of footwear, leather goods and fur.

The exhibition dates may be changing, but the spirit remains the same. Buyers from across the world, fashion aficionados and internationally-noted designers have been meeting in Milan for almost 40 years. For people wanting to find out more about the eyewear industry, Mido is an unmissable appointment: four busy days of meetings

and appointments, pavilions to discover and new products to learn about. This is why Mido is duplicating its efforts by inaugurating the Mido Business Forum, on 4 – 6 September 2009, another exclusive tool for more effectively meeting companies' needs. These revolutionary firsts, which are

making headway into the Mido world, certainly didn't come by chance, but from the special attention that Mido has always focused on the needs of its main targets: exhibitors and visitors. Behind this is a complex study recently performed with a leading consultancy company, on the positioning of industry

exhibitions and development strategies and also involving a representative panel of Mido exhibitors and visitors. The successful exhibition's recent move to Milan's new exhibition complex in Rho-Pero in 2007 was also the result of the findings of this study.

While Fiera Milano's new pavilions at Rho-Pero catered to the need to have a more functional layout that would make visiting the exhibition easier as well as modern buildings with efficient infrastructures and the proper logistic services, the innovations due to be introduced in 2009 express the need to respond to market developments. In the same way, while the offerings at an exhibition (in terms of having a

broad and complete product range) and export market potential are still the main reasons why exhibitors choose an event like Mido, over recent years, eyewear's growing importance as a fashion accessory, has made the timing of the exhibition fundamental.

The latest exhibitor surveys conducted by Mido show a growing need among frame and sunglass producers to time the international presentation of their collections to complement the real needs of companies as well as fashion collections, which means, March and September.

The decision to move the May appointment to March is therefore a combination of the traditional features of



Mido, which have made it an undisputed leader in its sector to date, with the new mix of fashion, design, innovation and technology which places eyewear at the center of the fashion accessory sector. This will also allow to make the most of any potential synergies, in terms of costs, efficiency and availability for exhibitors and visitors, as a result of staging the exhibition on the same dates as the fashion accessory shows in Milan's Rho-Pero exhibition center. Business and timing also lay behind the idea of the Mido Business Forum which, during consultations lasting several months among all the exhibitors, was unanimously approved.

*«The optical market has changed significantly over recent years », stated Mido Vice President Dan Emanuel Levi. «Globalization, the innovation race and excellence in technology and quality have changed the way companies do business. This created a need to re-schedule the traditional Mido to March and as a result, the need for another updated tool that could provide companies, distributors and buyers with an exclusive meeting date. This date is the Business Forum and the name is significant as well: here the term “Forum” draws on its original meaning as a place and opportunity for meeting and discussing about the most important*

*experiences in the industry».*

The decision to choose the Rome exhibition complex didn't come by chance either.

Rome, the natural alternative to Milan, is another international city with a great deal of history and charm. The city's ultra

modern exhibition complex inaugurated in 2006 is also one of the largest and finest in Europe.

Not simply an exhibition, or a showcase, Mido Business Forum aims to be a business moment in an all-new setting dedicated entirely to exchanges and



interaction; the objective is not to add another exhibition to an international calendar that is already very busy, and in so doing place a burden on companies, but to follow the real needs of companies in terms of format, timing and mainly costs. In its continuing efforts to meet exhibitor needs, as well as those of visitors and buyers from Italy and overseas, Mido is also working with Italian opticians, who could

choose the Mido Business Forum as the ideal setting for their conferences and meetings.

*For our view of the revolution over to Giovanni Vitaloni, managing director of Nico-design.*

At Nico-design we can keep thinking positively about the MIDO revolution, though the first year at least it will mean extra effort adjusting to the new

timescale and logistics.

Setting MIDO forward by a couple of months will enable distributors to get the new collections by early, not late, summer: the sales force will be “on its bike” in time to catch the fashion season. No doubt it will be a bit of a scramble for us manufacturers to make the first March MIDO. With Silmo in early November that leaves a few meagre months to get the new collections ready.

But we’re already working to get ahead and not arrive with our tongues hanging out.

Mind you, there is a definite advantage in being ready with autumn-winter collections as early as March. Eyewear production is now geared to 120 days; changing the fair deadlines (and you can bet the rest of the international calendar will come into line) will give us more breathing space and allow us to adjust

our timing to fit in with market demands better.

What about the MIDO business forum in Rome? An important venue for us at least and the Italian market. Let's hope it gives us a chance to meet Italian opticians from the centre-south, many of whom now tend to skip Milan.

The setting is bound to help: Rome in early September sounds delightful.

What will happen with the other fairs?

There are those who see the MIDO decision as a declaration of war on the

Paris and New York fairs. Personally

I don't see it as deliberate aggression:

I feel we were overdue for an adjustment to eyewear fair schedules, and MIDO played its cards first. It can hardly make sense to present the new spring-summer collections at Silmo, the end of October: that's far too late for everyone.

Some say New York will suffer from the overlap with MIDO. But I think if the organizers can shift it a bit further on into April they'll have a chance to present collections fresh from MIDO, which

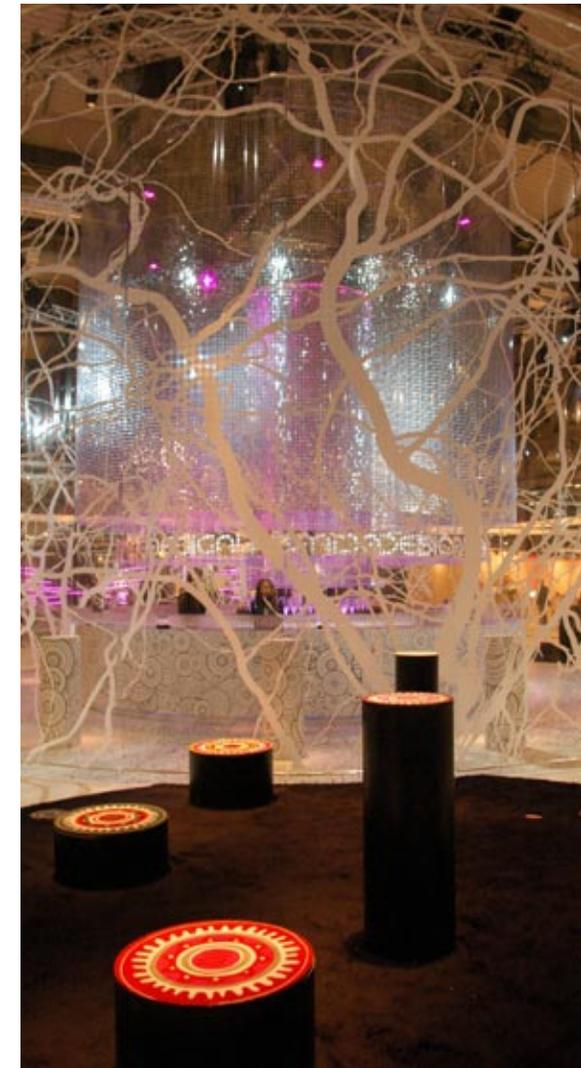
never happened in the past.

Neither Silmo nor Vision Expo will suffer from the change and they're bound to come up with a schedule that fits the fashion season better.

*A word of advice to our friends, lest the change take you by surprise.*

*Early March in Milan sees a lot of fair events in the fashion accessory sector.*

*So don't leave it too late before you book your hotel.*



# Fairs and events

Calendar  
of our dates for  
attending national  
and international fairs

June – August

20 June/21 September 2008

Piemonte Torino Design - Torino - Italy

New York,  
I did it my way...

Where's all the great American crisis?

We didn't find it, fortunately. The New York fair again proved to be a lively

venue and an excellent opportunity to make new contacts and strengthen existing ones with North American opticians. We exhibited for the ninth year running in the Gallery area – the “upstairs” pavilion devoted to eyewear creativity. Two days of solid slog along with our USA (Chris Chernoff and team) and Canada (Daniel Laoun) distributors. To unwind in the evening we all trooped off to Sammy's Romanian steakhouse and heard a strikingly unexpected performance of *My Way*.

MIDO full steam  
ahead

Definitely a good MIDO. On the exports front the Milan days were a precious opportunity to meet international commercial partners and show them our new autumn-winter 2008/09 collections. We seem to have weathered last year's criticisms of the new fair premises. This year the MIDO Design Lab was a top-level display container – hard to do any better than that. We had been hoping for a change from last year and our wishes were granted. The high-ceilinged pavilion “warmed” by a tasteful backdrop, a cosy atmosphere carved out of distinctly spacious surroundings,



# Fairs and events

the trend lounge right in the middle as a place to meet and enjoy a break.

A pleasing setting for the new VANNI and DERAPAGE collections – whose creative touches were admired by all. Any weak points about this edition?

The poor turn-out by Italian opticians. MIDO figures speak of a slight overall increase in Italian visitors.

We didn't see many, and then only on the Sunday. Room for improvement and let's keep our fingers crossed for the

future. The economic recession didn't help. No doubt the MIDO Business Forum planned for Rome, September 2009 (a small fair, just frames, a quick one to visit) will answer some of the opticians' needs.

Let's hope it will help woo them back to the stands.

One thing is certain: in 2008 MIDO strongly confirmed its leading position among sector fairs, its ability to attract visitors from the four corners of the earth and offer business opportunities like no other comparable venue.

## Nico-design plays host:

Milanese hospitality to wind down after the long MIDO day. Last year's evening entertainment was on the lively side. This year Nico-design decided to give its guests a taste of Milanese peace and quiet. What better setting than the Maimeri Foundation area, an art gallery staged in an alluring courtyard in Milan's old canal wharfland? Amid canvases by contemporary artists in a courtyard ringed by the balconied houses of yesteryear, a dinner in the Lombard tradition. After a long day, a restoring moment of relaxation and softly playing music.



## The Kuala Lumpur fair in Malaysia

Thanks to impeccable organization by Colin Cok, DERAPAGE's pre-collection was launched upon the Far East at the Malayan capital. Presentation of the new Tornado models has already borne fruit: the collection has found its way into the fifteen best sales outlets in KL.

## Made in Italy goes to Moscow

Here are some pictures from the "Made in Italy" eyewear fashion parade put on in March by ANFAO in liaison with the Italian Institute for Foreign Trade.

## VANNI and DERAPAGE glasses on display as objects of Piemonte design excellence

Piemonte has always been seen as a bustling mine of design talent. 2008 will be the first time two pairs of glasses have figured among the Piemontese Turin Design exhibits.

VANNI's Spiral and Tornado by DERAPAGE have been chosen to take part in the exhibition which opens in Turin on 20th June.

After two years touring the world to acclaim (from Turin 2006 to Canton, Seoul, Ningbo, Kyoto, Hanoi, Belo Horizonte, Santiago in Chile...), in 2008

the Piemonte Turin Design Exhibition returns to roost.

It records peaks of excellence in "Made in Piemonte" design, showing 200 industrial artefacts designed and/or made on Piemontese soil by over 150 designers and 170 manufacturing firms. The exhibition will be held at the Palazzo della Regione, in the heart of Turin, from 20th June to 21st September 2008; the objects on show are to be illustrated in the catalogue got up by Mondadori Electa.





## Baricole and architecture

On June 26th Baricole, Nico-design's Turin showroom, will be inaugurating an architectural photograph exhibition by Antonella Guerrini. In its year as world design capital Turin was in duty bound to cast a professional eye on the milieu of innovative architecture.

## New VANNI display units

In the space of a few weeks VANNI overhauled its image in window cards and brochures. The missing item was display cabinets and now here they are in sectional form: 5 different-sized units to join up as the mood of the day dictates. In the brightest of colours; or the T-shaped version in blue or orange, holding up to 9 frames.

## Nico-design joins the debate on innovative manufacturing

An important invitation has come from the Union of Piemonte Chambers of Commerce: to take part in the 11th June debate on innovation and Italian manufacturing, alongside the firms that have put the territory back on the map.

## VANNI goes on TV. Only for Italian viewers of La7

An imitation one can't afford to miss, when comedian Maurizio Crozza takes off architect Fuksas (aka Fuffas...) on the Crozza Italia live show which has just completed its early evening series on La7. The sketches can be seen again

on <http://www.la7.it/intrattenimento/dettaglio.asp?prop=crozza&video=12605>  
Don't forget to appreciate the fashionable intellectual look lent by the VANNI bikini model.

## VANNI's Tour de France

Two whole days were devoted to VANNI at the Lynx optique, Saint Renan on 18-19 April.

VANNI graphics and display units revolutionized the whole shop. An excellent piece of work by our friends at FMI.

## VANNI and DERAPAGE in the heart of Milan

The new designer eyewear collections by VANNI and DERAPAGE hit the scene at the old-established optician's Bergomi in Largo La Foppa right in the heart of Milan. On Thursday 22nd May, to the accompaniment of a cloudburst, the autumn-winter collections 2008/2009 were presented at the shop-turned-showroom.

