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eyewear
designer
magazine



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Happy New Year

Company

VANNI's Stratos is "Eyewear of the year 2009"

We won! VANNI's STRATOS has carried off the Tokyo "GRAN PRIX" – Japan's most coveted award conferred by the IOFT fair every year. Now crowned "Eyewear of the Year 2009", Stratos is destined to make a dent: a frame with style and technical innovation that can be worn day in, day out.

VANNI STRATOS line: a limited edition in acetate stratified like rock. Stratification is something we observe in natural rock

formations: materials differing in composition and colour get superimposed in astonishing combinations, unique and unrepeatable. VANNI's STRATOS line reproduces the geological feature. The acetate is worked in layers of differing colour and thickness. The frames are fashioned from multi-layer bars in which transparent and opaque single colours alternate. They are made by artisans as individual pieces for VANNI.

Derapage eyewear gets special sustainability prize in Paris

DERAPAGE has received the Paris jury's special award for sustainable development, the new category introduced this year at the Silmo d'or selection. Acclaim for the compatibility of the eyewear production line with man's need to protect the environment. DERAPAGE show they are in step with how the world and the market are developing. Their production line anticipates an ever more acutely-felt

need: to contain the impact of manufacturing on nature. Innovation and investment in research to lessen the environmental impact of production. DERAPAGE are here offering more than a collection of revolutionary eyewear that is 100% recyclable and totally allergy-free: the whole Tornado collection is a "sustainable project".

VANNI



*Mention spéciale
développement durable*

*NICO DESIGN pour la Collection
DERAPAGE*



DERAPAGE



DERAPAGE and VANNI with ZEISS sunlenses: a successful marriage

A collaboration made to offer the best wearability and protection from sun rays. Tornado HP and VANNI Chrysalis and Zephyr fits ZEISS sunlenses that have been tested in order to achieve advanced optical perfection, guaranteeing a better protection for eyes and eyesight. First and foremost, sunlenses must protect eyes from the sun's rays. Moreover, just like prescription lenses, sunlenses have to protect your eyes and eyesight when you look "through the lens". The health of your eyes is a serious matter, requiring total protection everyday.

A word from Giovanni Vitaloni, who together with the Style Department of Nico-design sought out this collaboration: "Our DERAPAGE and VANNI frames are such an advanced piece of engineering – and I am thinking in particular of the Tornado - that the sunglass version absolutely had to team with top quality lenses. We accordingly thought of ZEISS, who espoused the project and today we're happy to launch a team venture that puts together two fields of excellence to create a product of top technological quality, though designed for daily wear". "At the moment Bluez is the best anti-

glare available on the sun market, with the lowest inside reflection index - says Michele D'Adamo, Managing Director of Carl Zeiss Vision Sunlens. All ZEISS treatments are the fruit of long and painstaking research enabling us to guarantee the best optics worldwide in the eyewear sector. The unquestioned quality of our lenses and the innovatory design of Tornado HP, VANNI Chrysalis and Zephyr have proved the winning formula, a joint venture that has produced outstanding performance. The project was just as we wished, once again emphasizing the exclusive calibre of the partners we seek".

DERAPAGE



SUNLENS BY

TornadoHP



SUNLENS BY

VANNI



VANNI and Artissima: creative eyewear meets contemporary art

For the third year running VANNI has been a sponsor at Artissima 15, Turin's Contemporary Art Internationale.

This now seems a tradition: the eyewear brandname drawing on contemporary art, and young artists especially, for its own design inspiration.

VANNI figured quite large at the fair with

its own space right at the beginning of the main pavilion and various frames on display, vying with the artworks.

In 2008, together with Artissima, VANNI repeated a project that 'sold out' in previous years: "listen to the writer" included guided tours of the exhibits conducted by some of the leading names in Italian art journalism acting as guides for a day in response to the broader public's curiosity and desire to go deeper. Over the three days 40,000 visitors showed their appreciation for the more or less wild proposals of young art of our time. The lesson for some was that in viewing and trying to penetrate contemporary art it is useful to draw on our own source of intelligence and creative sensitivity.



VANNI *goes arty* 2008

VANNI goes Arty - second edition

A field-day of art for VANNI: as well as participating at Artissima 15, for the second edition VANNI put on the feature "VANNI goes arty", a moment for hearing some original and deeper thoughts on the links between contemporary art and design in the year when Turin is World Design Capital. Is there an affinity between the world of contemporary art and design? VANNI asked the question and got a host of answers from the leading experts and exponents of the two disciplines.

Here are the names: Flavio Albanese, Andrea Balestrero, Aaron Betsky, Stefano Boeri, Richard Burdett, Aldo Cibic, Matali Crasset, Marta Dell'Angelo, Emiliano Gandolfi, Guta Moura Guedes, Michelangelo Pistoletto, Bertjan Pot, Alice Rawsthorn, Joseph Rykwert, Tobias Rehberger, Italo Rota, Stella Scala, Patricia Urquiola, Yunghee Jung, Gilberto Zorio. Is artist Tobias Reheberger right when he says that art stands to design as a pair of trousers to a mozzarella cheese? or architect Aaron Betsky in claiming that the boundary between the two disciplines is getting more and more fluid? or architect and designer Aldo Cibic for turning to the design or art object as a poetic dimension far from the violence of the market? or designer Matali Crasset for whom it is the space where the object is placed that dictates the category it belongs to?

A wealth of viewpoints gathered as video interviews and available on line at the websites:

- www.vanniocchiali.com/vannigoesarty.html
- www.artissima.it
- www.torinoworlddesigncapital.it

Updates to the website

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INTERNATIONAL PRESS REVIEW

October - December 2008 update

To see the complete press review visit

www.nicodesign.it

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NO PANIC: this is not the big crunch but, with a pinch of courage, the time to set a few things straight

I realize it's easy to say "Don't panic", until you open the newspaper or turn on the television and are assailed by doom about the 'credit crunch' sweeping across the world's economies, including what used to be rock solid.

Undeniably, the present moment is far from simple: you can blame American speculation, sub-primes, recklessness by certain individuals, or what you will. Consumption is flagging, that's for sure.

I'm a manufacturer and a consumer and of late I've been watching more carefully what and how I spend. But it's my belief that tearing our hair will not restore the serenity we need to work and invert the trend. And experience tells us a healthy market feeds on stability and trust.

If I think of our own company situation I would like one message to be clear, and hopefully shared: times have changed, it's a tricky moment, but it's up to us,

and what we do, to make the future rosy. Flagging consumption inclines us to set our own house in order, and outside it too, so as to avoid wasting energy and resources, and use each person's skills as efficiently and effectively as possible. Translated into Nico-design terms: generating positive energy is IN, wallowing in negativity is OUT. Order (tending to discipline), identity. These are the key words by which we

can build a barrier and stem the tide. Every day we must heed those values that make VANNI and DERAPAGE a success; we must build up our awareness that we really know our stuff and know our worth when it comes to making beautiful eyewear. At a pinch, the best in Italy.

We must avoid the mentality of going in for commercial products at all cost, the product that sells simply because it's 'easy'. We're not in the business of making run-of-the-mill models that sell without effort. Our sights are on eyewear

collections, with all that entails.

You can bet your life a cheap model (or 'modellino') will be of short duration and the brand name won't get a look in. Our products are certified by brand identity, stem from study and research, have content, are not a trite little object you can offer without a word of explanation. I happen to believe that the higher the value, the longer the product lasts. To raise sales I am not going to cheapen my identity as a creator of designer eyewear. I'd prefer (if I have to, mind) to sell a bit less but find someone who appreciates

why we're not just like all the others. You don't agree? Well, then....we're not in sync! To my mind words like 'modellino' or any other mini-product are out. But I do of course realize that this means asking everyone for constant commitment and effort. The art is to transform effort into enthusiasm; that way one learns to love one's job and results are bound to follow. And that's where order comes in: if you're not prepared to gamble on the game, you're doomed to stand outside the game. Perhaps it's just as well. Forgive me

a footballing metaphor: if you play on the defensive, the result will be just a miserable hanging on. It's in attack that one can seize opportunities to shine. Coming back to consumption: now that resources are a bit down, aren't we all wiser consumers who prefer to invest in fewer objects but nicer ones and better made? So on we go with confidence, aware we are centre-forwards even when the pitch is mighty slippery.

Giovanni Vitaloni

Fairs and events

An IOFT award
in Tokyo: from rock
bottom to walking
on air

Tokyo fair, morning of October 1st.
One look at the Nico-design stand
and our hearts sink: a bad position for
any display, penalizing. We seem off
to a bad start at an event that means
a lot to us. But from this by no means
rosy beginning a few hours into the
fair comes news to be proud of: the
“Eyewear of the Year 2009” is going to
VANNIS’s Stratos model, a limited edition
frame which has given a lot of commercial
satisfaction throughout the world.
After one cold shower and then a

sput of boiling enthusiasm, the fair
went ahead at a constant invigorating
temperature. Well nigh 16,000 visitors
from all over the far east, an increase
in the number of exhibitors and more
business than ever. As always, we noted
the Japanese attention to product quality
and eyewear manufacturing methods.
A point of exchange at a deeper level,
gratifying to the whole team.
The next appointment is 27th October
2009, and they’ve promised us a better
stand position!

Calendar of our dates
for attending national
and international fairs

December 2008 - February 2009

23/25 January 2009

Optimünich - München - Germany

25/27 February 2009

SIOF - Shanghai - China

27 February/01 March 2009

OPTA - Brno - Czech Rep.



Fairs and events

SILMO in Paris, a dearth of big names, creative designers to the fore

Each edition of the Paris Silmo holds a surprise. Last year a strike paralyzed the flow of visitors, this year it was a questionable, last-minute calendar and complete absence of major Italian industrial groups. An uphill start for a fair; but it did keep up its “trend” vocation and sought to promote creative

talent in eyewear. 42,000 visitors, as in 2007, and very few Italian exhibitors. The Asian buyers did not show up as it unfortunately clashed with the Hong Kong fair. Though absence of the big boys cut the landscape down to size, the Village kept its cachet as the bright spot of

the fair. It was set up in style with solid attention to eyewear design; and Saturday evening was made to swing with a party-like event that raised the spirits of exhibitors and visitors. Nico-design acquitted itself well; we had the great satisfaction of a Silmo d’or special mention for DERAPAGE in environmental

sustainability. We trust that next year’s new calendar, jumped forward by a month and a half to 17th September, and fitting in with 2010 collection presentation, will boost participation at an event that is perfectly capable of offering a lot more and a lot better.



BARICOLE art exhibition

VANNI is into art: even outside Artissima 15 VANNI has taken every opportunity of showing its fondness for youthful creativity. In a night-long happening of contemporary art in Turin our Baricole showroom staged the exhibition "Fino all'osso" (To the Bone) by emerging artist Elena Biringhelli. An intriguing interplay of animated theatres highlighting eyesight among the five senses.

VANNI parades at the royal palace

A highly unusual fashion show took place at Turin's Palazzo Madama on 24th November. The models wore nothing but underwear by GIMO' - the best specialists in town - and the latest VANNI collection.



VANNI at the Berlin festival

VANNI is going to the cinema. Made-in-Turin eyewear for the film "Il compleanno" (The Birthday) with Alessandro Gassman, Massimo Poggio and Maria de Medeiros which is to be presented at the next Berlin Festival on the 5th February 2009. The jury preparing to award the Golden Bear at this German review will be chaired this year by Scottish actress Tilda Swinton.



Belgian delegation visits Nico-design

The Turin premises of Nico-design were recently descended on by a sizable delegation from Flanders. A visit arranged to try and penetrate the 'secret' of Piemontese design creativity in the year when Turin is World Design Capital. Entrepreneurs, public administrators, members of government and the public captained by Stefaan De Clerck, mayor of Kortrijk, listened to Giovanni Vitaloni

with interest. The subject was company experience, from the outset down to today's mission by our Torinese firm to stake a claim in the world of Eyewear Design.

A visit but also an intelligent exchange of experience and ideas with representatives from one of the most industrialized regions in Belgium and Europe.

The future of fashion is in the hands of the young, VANNI believes

In collaboration with the Italian Chamber of Fashion and the review Glasses and Fashion, VANNI is gambling on youthful fashion. Parading on the official calendar of Milano Moda Donna last September 20th was the collection by Gilda Giambra, an up-and-coming figure among young Italian stylists. The models wore two kinds of VANNI glasses, exclusively made to Gilda's creative inspiration and matching the irony and elegance of the spring/summer 2009 collection.

GOOD DESIGN still making a name for itself

The coveted award from the Chicago Athenaeum is circling the world. On the 18th September Athens's "Contemporary space" inaugurated the "GOOD DESIGN Show", the itinerant show featuring the award that has gone these 50 years to the world's most visionary designers of micro and macro objects (from paperclip to space shuttle). DERAPAGE's Tornado was on full display at the trend district of the Greek capital.



Canada: first-rate results at the Montreal Fair

The Montreal fair has been on for two days at the Palais des Congrès (7-8 November). 1.500 visitors attended and about 50 exhibitors, including long-established VANNI and DERAPAGE distributors in Canada, Laoun, who were

manning their “Georges et Phina” stand. Acclaim for the new Tornado models of DERAPAGE and the latest VANNI lines, enthusiastically plugged by Daniel, Mylene, Johanne and Elaine.

DERAPAGE gets to the Netherlands

The debut of Tornado of DERAPAGE was in September at the Optical Fair in Gorinchem. A successful launch under the careful supervision of Elly of Eye-Fashion, who in only 3 months was able to place the product in more than 30 stores in the country.

VANNI in Poland

Optika 2008 is the first Polish Optical fair. It was held at the end of November in Poznan'. About 100 exhibitors were present, among which our friend distributing VANNI Veni Vidi Vici, headed by Mariusz Mika.

