

# italian eyewear designer magazine



Company



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Network

Novelties await you at Silmo Village,  
23 - 26 September, Paris Villepinte

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## They come and they go

### Goodbye and good luck Elena

Anyone close to us at Nico-design these last ten years will know what dedication Elena Bosco has brought to furthering the company cause. Elena is now moving on: we wish her all the best and hope our paths cross again.

### New entry to the Nico team

He has wide experience in our area and brings know-how with which to boost distribution on the European market. His name is Yann Lacroix, a French citizen, already on the Nico staff as of this summer.

## VANNI changes image and logo

Over the years the VANNI image we've grown used to has been creatively original, midway between a stylized human form and a processed photo of the glas-

ses it is wearing. Without reneging on its communications past or the spirit of its eyewear collections, in 2011 VANNI is having a change of face, boldly adventu-



# VANNI

# Company



ring down the road of modern graphics.

The new VANNI image stems from a drawing graphically developed to capture the essence of the male and female face. Youngsters with streaming hair, archetypes of urban style, unwitting Adams and Eves of millennium street culture, sporting a photographed VANNI model.

These minimalist faces are set against a riot of colour that takes its style and hues from a VANNI frame - at times Flame, at times Meccano.

2011 is also a change of logo, a subtle update moving with the times. Spare linear graphics, a clear-cut statement: in a word, the hallmark.



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If you want the new Derapage image, just look in the mirror  
Turin brand communicates through rear-view mirror

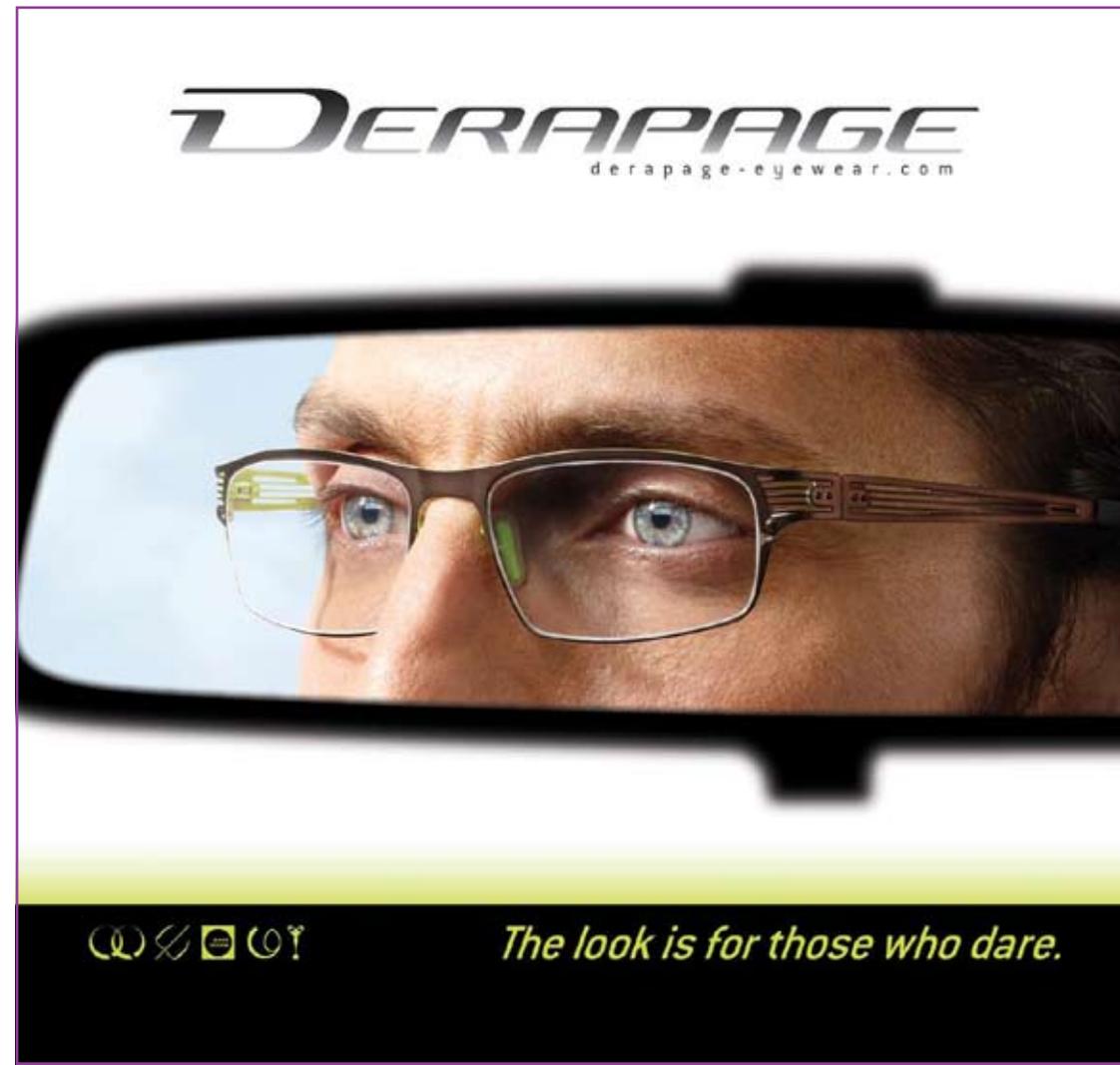
Tornado's revolutionary design reflected in a car mirror: an original 'take' that sets off the cool look of Derapage models.

The metaphor here captures the essence of Derapage style: always look ahead but without losing sight of the road you've travelled. The motorcar reference is apt for a Turin-born brand, worldwide exporter

of automobile design. An ongoing story from the past, embodying the present and future of Derapage.

The photo catches an everyday gesture in reflection, zooming in on innovative manufacturing technology, eyewear that stamps a face with determination.

"The look is for those who dare".



*The look is for those who dare.*

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## Nico-design goes to school...design school. We liaise with the European Design Institute

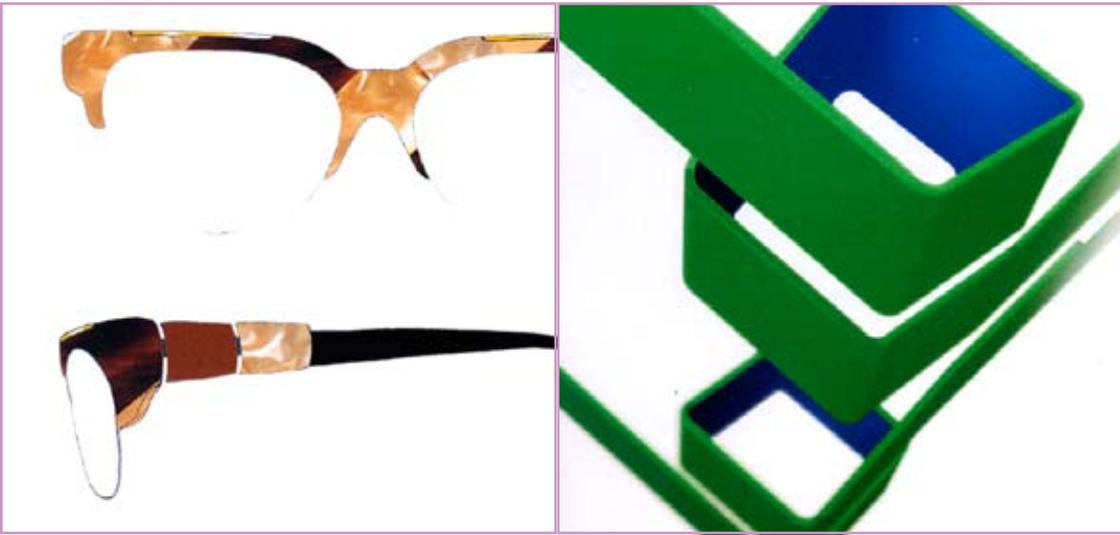
This is a preview of the Turin European Design Institute students' work. They've been taking a "Jewel and accessory design" course run by VANNI's style centre director, Irene Chinaglia. Nico-design creativity has hit it off with the design school

exuberance, a hotbed of young talent. The students have produced a collection of prescription glasses under VANNI guidance, and these will be prototyped and presented publicly at international tradefairs.

## The new Derapage case

Gelbox by Derapage, the first gel spectacle case to hug the pocket, now comes in blue, red and green. This transparent patented glasses holder uses soft non-toxic gel that moulds to the pocket.

The Derapage Gelbox captures the essence of a collection that has always been a prime innovator in intelligent product invention, choice of technological materials and novel construction technique.





Autofocus2: the results are out and we're all set for the November exhibition.

The second edition of the young art competition AUTOFOCUS2 has been won by Giulia Bonora. Her exhibition project was chosen by the critic Olga Gambari for display at the VANNI space in Turin's contemporary art week, November 2010. This was the selection rationale: "Giulia Bonora's work is an intimate diary of thoughts and emotions translated into drawings, paintings, photos and collages. There is

a modular sequence to these works on paper, with their wealth of line and colour forming a kind of strongly personable, unfailingly poetical automatic writing. This young artist examines the world from a point of self-analysis.

The main receptor nucleus here is the body and her own experience. Both the thinking and the hand behind Bonora's work are structured and mature; it bre-

athes the ever-changing vitality of life unfolding."

Three special mentions went to Valentina Daga, Lemeh42 and Serena Piccinini. Their works can be inspected on the VANNI website gallery.

The Giulia Bonora show will be put on in November at the VANNI space for Turin's contemporary art week.

**G**AI Association for the Italian Young Artists' Circuit is a non-profit association involving 41 Italian public administrations; it aims to support new generations of artists via promotion and production schemes, as well as international mobility and research.

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

# Updates to the website

www.nicodesign.it

## INTERNATIONAL PRESS REVIEW

June 2010 - September 2010

To see the complete press review visit

www.nicodesign.it

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What's Up  
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VANNI - Flame



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DERAPAGE - Tornado Evo



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Sunglasses  
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VANNI - Chrysalis



Hands-on day: on 6th September the Turin designer eyewear manufacturers Nico-design and L.A. met opticians from Piemonte, Liguria and Valle d'Aosta.

Early September saw a get-together by opticians and Turin eyewear manufacturers. The invitation was to “handle the wares” of two companies for whom creative eyewear research is the be-all and end-all: Nico-design with its VANNI and Derapage brands and LA who produce Alfa Romeo and Italia Independent. The day-long gathering took place on Lingotto roof at the “Pinacoteca Giovan-

ni e Marella Agnelli”. Guests had special admission to this Turin venue with its bold juxtaposition of art, design, technology and vestiges of the past. The meeting of manufacturers and independent opticians from Piemonte, Liguria and Valle d'Aosta opened with a debate on the subject “Producers and independent opticians up against it:

the quest for solutions in common”. This was introduced by the marketing expert Danilo Fatelli, with Simona Finessi from Professional Optometry in the moderator's chair. Giovanni Vitaloni from Nico-design and Giovanni Accongiagioco

from LA srl joined numerous opticians around the table.

It proved a novel opportunity to exchange ideas and put together strategies to promote and support sales of creative



eyewear on a market dominated by eyewear multinationals with their flashy tradenames and marketing hype. Several journalists from the specialized press swelled the attendance, which included some 40 independent opticians from Piemonte, Liguria and Valle d'Ao-

sta. . Dr Fatelli's address suggested that there was a general shift in the eyewear market towards product value for money. Consumers are buying less and buying better. Design eyewear does hence have an opportunity to boost sales, provided opticians know how to catch the eye

and avoid the humdrum in display. Giovanni Vitaloni of Nico-design insisted that the rebound meant a 'new deal' between distribution and production. Likewise Giovanni Accongiagioco from LA srl emphasized the creative manufacturers' search for motivation in their

outlet partners. A 'touch of taste' was obviously called for. The caterers were Eataly, artists of the palate, who have exported Piemonte excellence to New York. Companies with flair go worldwide.



## FAIRS AND EVENTS

October 2010 - January 2011

*23/26 September 2010*

Silmo - Paris - France

*7/9 October 2010*

Vision expo west - Las Vegas - U.S.A.

*18/20 October 2010*

loft- Tokio - Japan

*3/5 November 2010*

Hong kong optical fair - Hong Kong -  
China

One front, two temples and four reflections on current trends: the VANNI Magazine changes look.

VANNI Magazine, the stylewear leader's downloadable periodical, is enlisting new graphics and new content in its refreshing panorama of the creative glasses market.

A cocktail of fashion and design trends, hints from the production line, a professional (but not too 'in') ABC of Eyewear,

and a sideways glance at contemporary art. We hope it whets the curiosity of our many VANNIFANS around the world.

To receive VANNI Magazine, register on the website [www.vanniocchiali.com](http://www.vanniocchiali.com). It comes out quarterly in three languages.



## Shooting VANNI and Derapage: backstage scenes

A day of shooting to find a new VANNI and Derapage image – all glamorous models, vintage clothes from Frensis Thrift Shop and the latest VANNI and Derapage.



## VANNI eyewear and Crim shop: a friendship bonded by creativity

Crim shop is not a shop, despite its alluring window on a central Turin site ([www.crimshop.net](http://www.crimshop.net)). Crim shop is an idea abreast of our times, or rather ahead of them: it explores the forefront of urban creativity in clothing, graphics, illustration and photography.

Crim chose VANNI for its novel fashion feature urban and street wear. With help from the young fashion photographer Tau

Lapirate ([www.taulapirate.com](http://www.taulapirate.com)) it has produced an in-house gallery of shots that are striking for their subject-matter, settings and originality of 'take'. Communication here becomes experiment to which the photographer imparts the

personal touch. A scrumptious opportunity for VANNI to team up with creative flair and youthful graphic design – a source of inspiration, now as in the past.

Caught the buzz? All fresh ideas welcome.



## Derapage at Vision Expo West

In early October Erkers will be at full strength, presenting Derapage novelties at Vision Expo West. From 6-9 October you'll find Studio Optyx at the Galleria 22017 stand.

## Papavassiliou and the new Glifada shop, Athens

Glifada has a new "Occhio", the posh optician's on Athens' seafont: one of the top boutiques in the Greek capital, with the Papavassiliou family behind it.

## VANNI and Derapage vintage at Benedetto's

A whole month devoted to vintage VANNI and Derapage. Popular and selling well for Ottica Benedetto at Settimo Torinese, thanks to the stylish good taste of Elena Benedetto and Giancarlo Amberti.

## Three new European distributors for VANNI

The latest from the distribution network: The Eyewear Company has set its sights on Great Britain. The new distributor is bent on boosting sales on the British market. So buon lavoro! Robert, Louise and Kevin.

In Spain we've started liaising with Amora Optical under Pepe Rotella's stylish management. Pepe is an old acquaintance of Nico's, of proven commitment and professionalism.

Finally, a new agreement with the Czech Republic and Slovakia: Danae Optics is to oversee our performance on these domestic markets which hold huge potential.

