

italian
eyewear
designer
magazine



Company



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A youthful colourful VANNI image

VANNI is not one for marking time. Here are the latest characters embodying our dynamic spirit, fresh from the company brand laboratory. This is Liam presenting the Stratos line, while Simon wears UFOs and Anita displays the extended Mech-Flex family. The graphics come as window posters or, if requested, on personalizable transfer stickers.



Concentric rings for VANNI display cases

These vivid shades of blue, lime green and purple convey graphic designs for the latest families we bring you, set in concentric circles. The new VANNI showcases snap into shape with a simple movement and add a touch

of original rounded class to the shop window. Then there are the more traditional upright stands, each holding four eyewear models against a lime green/blue background.

VANNI and Derapage catalogues

For the new season a new catalogue was a must: the VANNI and Derapage brochures show a wealth of pictures of 2011 eyewear along with technical specifications. Marketing, communications, advertising and a handy aide-memoire.

Derapage innovation extends to display cases

The brand that made material innovation its personal hallmark has come up with a showcase in alveolar polycarbonate, the light yet tough insulating material used in building and in townscape design. An experiment that needs to be seen to be believed, exclusive to Derapage.



Early warning of our September appointment, T'occhi di design

Our Piemonte, Lombardia, Valle d'Aosta and Liguria customers are invited to a mouth-watering event. Turin, early September 2011, is the venue for "T'occhi di design" (meaning something like "I wear design"), a day of meetings and get-togethers about communication via the social media. How to get Facebook and Google to build up one's business and one's visibility. At Turin's new-look Automobile Salon we offer a practical lesson open to all independent opticians. It will shortly be going the rounds of Italy. Watch out for T'occhi di design in Venezia, Lazio and ...

VANNI and Art

All entries are now in for the VANNI AUTOFOCUS competition which enjoys the national patronage of the Young Artists' Circuit. This third edition brings together young artist contestants from all

over Italy. Selection of the most creative contemporary art project will be made in the course of the summer and we eagerly look forward to learning the name of the winner in early September.

Urgent, please note: the VANNI eyewear family is called Mech-Flex

We have tended to call it Meccano for short, but from now on the VANNI family with the innovative hinge must be strictly referred to as Mech-flex. Otherwise the manufacturers of the famous metal construction game will not be amused.



Updates to the website

www.nicodesign.it

INTERNATIONAL PRESS REVIEW

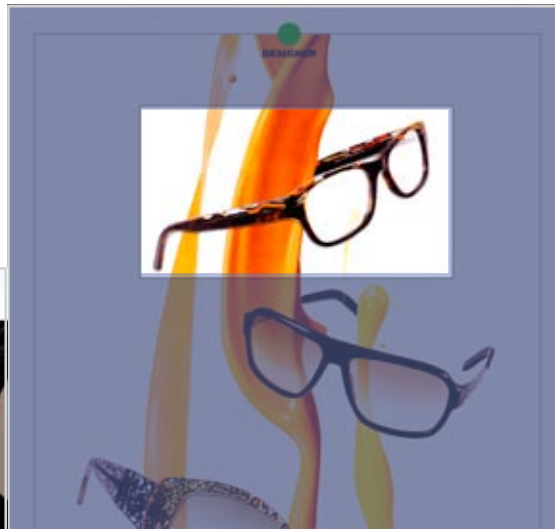
March 2010 - May 2011

To see the complete press review visit

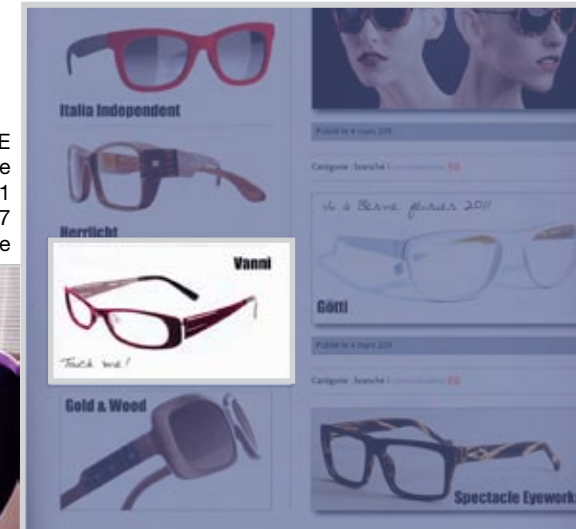
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FRANCE
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Learning to get eye-wear onto the market.

There is much talk of eyewear designers. In actual fact, there is no proper design category specifically studying how to design glasses as preparation for entering the job market.

As often as not the only way of learning the technicalities of lenses, materials and mechanics with a view to designing a frame is to spend time in a company style centre.

The same goes for distribution channels: one only learns useful tips about promoting products by the experience of daily work. Italy is one of the chief world centres of eyewear development



and manufacturing, and here something is changing. As of next November, the University of Florence will be ready with two new ventures to provide specific training in frame design and promotion.



We asked Architect Benedetta Terenzi from Florence University Faculty of Architecture to explain how this interest in eyewear design arose.



More or less by accident, in talking spectacles to my friend Mario Casini and Professor Alessandro Ubertazzi, we wondered why a project devoted to this kind of accessory didn't yet form a proper part of the admittedly somewhat elitist Italian design system. It is quite true: amid the outstanding quality products of Italian manufacturing and creative designers, glasses simply don't figure as they should, a star among stars. It must nonetheless be admitted that thanks to a few enlightened entrepreneurs Italian eyewear has wrested the undisputed lead on all the markets, to the consider-

able economic advantage of our country. And I must insist, it also contributes significantly to growing appreciation of the Italian way of life, our unmistakable sense of style in today's world.

Actually, behind the incredible variety of highly sophisticated objects needed to improve people's eyesight or protect the eyes in a range of circumstances, there are many able designers whose ideas have set basic goal-posts in this changing "fashion accessory".

In our country's history creativity plus practical flair have nearly always generated excellent results, interesting phenomena, winning situations. But while

acknowledging the plus side, one should note that the complicated channel through which eyewear finds a brilliant outlet onto the world markets could distinctly do with smartening up. Today the



Olivetti - Ettore Sottsass

need is to boost the role of eyewear as a clothing accessory and not, as traditionally, a device for improving eyesight.

From the conversation I was mentioning there were two interesting practical developments. The first was the idea of doing a book to put the eyewear project in the official context of accredited Italian design. The second was to set up a "first-level university Masters" with a view to training new operators to design and also sell glasses. The book is to be called "*L'occhiale da necessità a virtù*."

Uno strumento ottico fra design e moda nell'incontro con i protagonisti (From necessity to virtue: meeting eyewear

leaders between design and fashion) and will be edited by myself. It will review the role and past experience of the top Italian eyewear designers. To be published within the year.

As for the Masters in "Eyewear Culture and Design", lessons will begin in November 2011; enrolments open in early September at Florence University in our department of the Architecture Faculty. I should point out that the book itself will form one of the key texts in the Masters programme.

Arch. Benedetta Terenzi

VANNI in Hungary

Early April brought the eyewear fair for the Hungarian market, held on lake Balaton, just outside Budapest. Zsolt Szabadi's Optik World, our exclusive distributors, used transfers with the new graphics to

set up the VANNI stand and display the collection novelties. The Flame family scored a resounding success, as you can judge from these photos of excited customers.

UK fair

There was a big turnout in April for the Birmingham eyewear OPTRAFAIR 2011: nearly 8,000 visitors from all over Britain. The fair is making a name on the British market as the event where eyewear trend novelties are released. VANNI was represented right at the top by The Eyewear Company, while Derapage put up a good show thanks to exclusive distributors Caseco.

August 2011 - November 2011

22/24 September 2011

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

29 September - 2 October 2011

Silmo - Paris - France

11/13 October 2011

loft - Tokyo - Japan

3/5 November 2011

Hong Kong optical fair - Hong Kong



VANNI evenings, from Turin...

In May Optovision put on a special trunk show in Turin, graced by the presence of italian tv starlet Elena Barolo, photo sou-

venirs of whom were available to guests by courtesy of photographer Gabriella Di Muro.

...to Sicily

The VANNI collections were presented by Ottica Fiorentina in downtown Caltanissetta. Participants drew lots for a

frame, and the evening was promoted by a direct radio feature on Radio Caltanissetta.



Speechless

An Arab Emirates desert backdrop for an artistic shot by fashion photographer Gabriella Di Muro features VANNI Twist sunglasses on model Janet Kabuthi. Clothes by Katya Kovtunovich.

Derapage on Vogue.it

The high temple of fashion has carried a survey of Derapage on its website. Now we too are on Vogue.it.

All-Italian cars and style

July 26th launches the eyewear and design products exhibition at the National Automobile Museum, Turin, organized by CNA Piemonte. It is called "I love IT: 100% stile Italiano" and will be on till

September 25th. Two Derapage models will be on display, a tribute to the new car museum from a brand whose very name celebrates the world of motorcar racing.



Derapage strikes a pose

Here are the results of some eyewear shooting by Italian photographer Nicolò Sertorio - now decamped to San Francisco. The model is Nicolene Santomartino.
www.photonicolo.com



VANNI and Derapage in the heart of Istanbul

From June 30th to July 14th 2011 VANNI and Derapage eyewear will be on show at Harvey Nichols stores in Istanbul. The exhibition is entitled “Eyewear a never ending Italian story” and brings the best of Italian eyewear to the fashion centre of the Turkish capital. For the occasion VANNI is showing softly strokable Suede and Derapage the colourful technological model Tornado Tec. For both collections Hayim Kohen’s company Optomod (www.optomod.com.tr) are the exclusive distributors in Turkey. The exhibition stems from collaboration between Italy’s Ministry for Promoting the Economy, ICE and ANFAO.

U Vision celebrates its first 20 years

Hip Hip Hurray for U Vision. The VANNI and Derapage distributors in Singapore have clocked up twenty years. Colin Cock and his staff celebrated two dec-

ades in eyewear by a great trunk show in Keppel Bay’s prestige location, Reflections.



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VANNI & Derapage's weekend at a Slovak Castle

Slovak opticians spent two full working days in June at the splendid venue of Zvolem Castle. VANNI and Derapage exhibits were curated by our distributors Danae Vision.



VANNI and FMI, our exclusive French distributors, are window-dressing for French opticians nationwide

This highly successful communications stunt has covered many opticians' shop windows with VANNI image transfers. Here are some examples.



Italian week at Brisbane

Australia's Italian Week in May was entirely devoted to style in Italian eyewear. VANNI sipped cappuccino by way of 'breakfast at Ottica FX's'.

