

HAPPY 2014



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5 years of VANNI going arty BOOM! For the fifth edition of Autofocus, the young artists' competition

Two winners and 5 artists chosen for a group show. This fifth year of the VANNI-sponsored Autofocus project has turned out unexpected. First prize Autofocus5 was shared by an artist duo, Mattia Macchieraldo – Flavio Palasciano. Their exhibition project was selected by art critic Olga Gambari for exhibiting in VANNI's Turin showspace from October to

January. She explains the reason for her choice: "Macchieraldo / Palasciano won the fifth edition of the Autofocus award for the ability to train their focus midway between the real and the imaginary, playing poetically with a conceptual and perceptual conceit that links past and present-day history, science and art".

The astonishing quality of some entries prompted VANNI to have a select group of finalists show their works at "The Others"



contemporary art exhibition for which the Autofocus space was actually doubled.

This took place in November at Turin's singular erstwhile town prison.

The exhibition ran under the title of Boom! by way of an invitation to stand crisis on its head.

The Autofocus collective deliberately flaunted the wealth of expressions that the competition conjured. It was paradoxical at this moment of epoch-

making doldrums to see such a dynamic, glittering display.



# Company

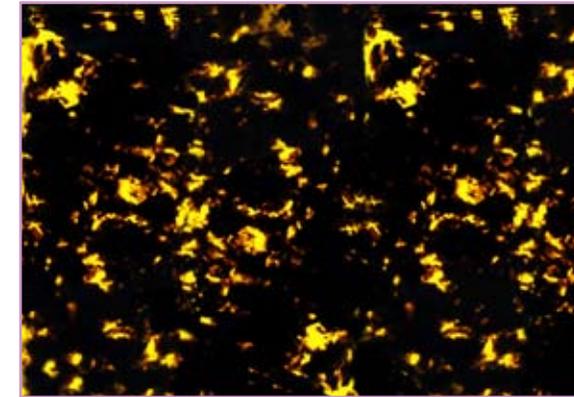
## VANNI Magazine goes “On the Air” with a special edition

VANNI “on the air”. The radio familiarises us with voices and music but rarely with any faces or backdrops. Keeping up the Turin brand’s tradition of eyewear shoots in original scenarios, VANNI flew down to Rome to spend a day at Radio Capital, the Italian station renowned for the quality of its musical taste and in-depth journalism. The upshot - “Capital-eyes” - is a

highly unusual photo feature that seems to cry out for a soundtrack – though this is left to the imagination, the images by themselves conjuring all the volume of a day on the air.

## DERAPAGE Gold Rush

The season’s DERAPAGE novelty is Molecube “Gold rush”, forged from a totally new concept of dappled slab acetate in warm gold hues. This is eyewear that combines the innovative technology of Molecube with the exclusive looks of a sophisticated acetate slab specially mangled for this line. DERAPAGE taste rekindles in acetate: the classic dappled Havana takes on a stylish new mix, close-



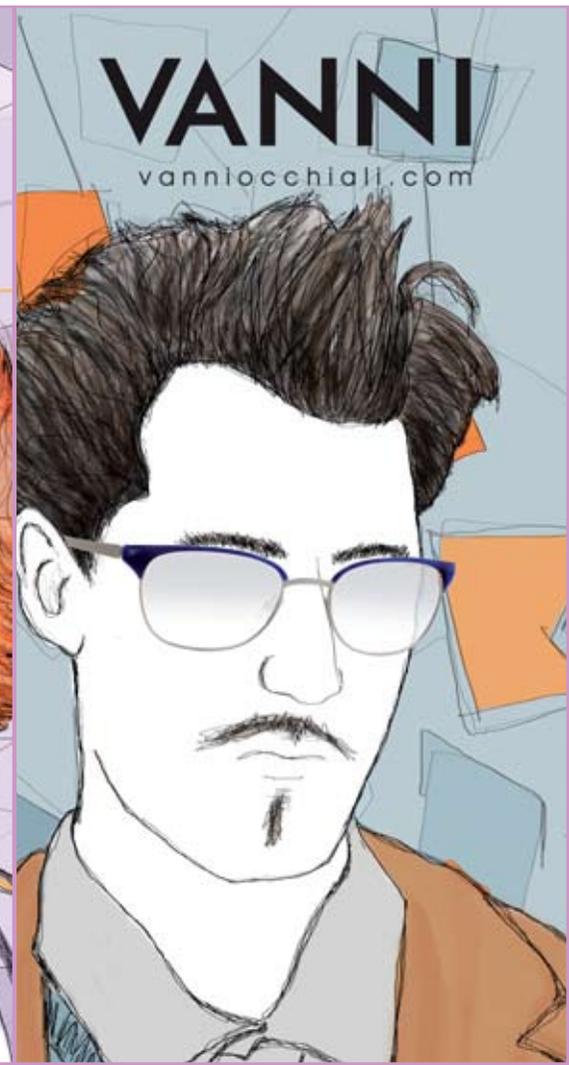
grained and with gleams of golden amber.



## Some new VANNI personalities

The graphics behind VANNI's image  
take a new turn with some original faces

sporting the 2014 collection.



# Updates to the website

nicodesign.it

## INTERNATIONAL PRESS REVIEW

July 2013 - December 2013

To see the complete press review visit

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

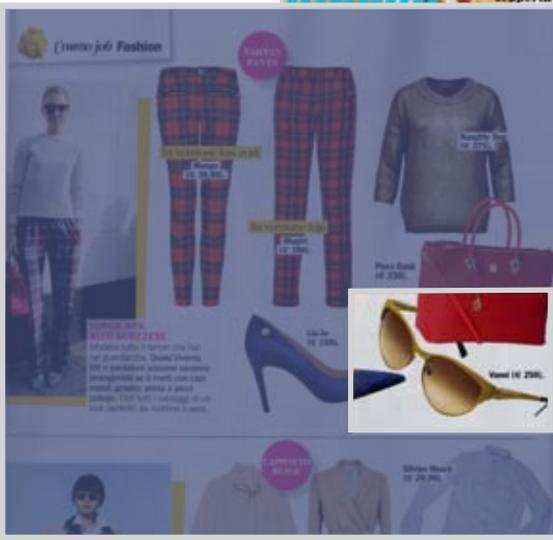
ITALY  
Donna Moderna  
July 2013  
pag. 76  
VANNI - Hydra



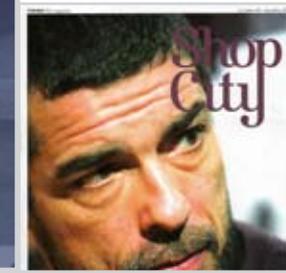
ITALY  
Very Elle  
August 2013  
pag. 140  
VANNI - Hydra



ITALY  
Cosmopolitan  
November 2013  
pag. 86  
VANNI - Surf-ing



ITALY  
Shop in the City  
November 2013  
pag. 73  
DERAPAGE - Molecube





## Giovanni Vitaloni: two or three comments on Mido.

It's official: as of last July, Giovanni Vitaloni is vice-president of ANFAO, the Italian Association of eyewear article manufacturers. He enjoys a special brief for developing MIDO communications and spin-off events (such as Out of Mido). You're all, of course, familiar with MIDO and its strategic importance when it comes to boosting the eyewear market: it is the venue for the sector's latest style and technology, and a passport to new markets and new distribution channels. Things are on the move at MIDO. So why not take a peek at developments, straight

from the horse's mouth?

*Giovanni, what novelties can we expect from MIDO 2014?*

This year the MIDO organizers have decided to liaise with Milan Bocconi University's Masters in Marketing in order to give the event stronger roots in the town: first with a series of schemes highlighting eyewear at a season that follows on the heels of the clothing fashion excitement; and then by launching an award to a totally new formula which is still receiving the last formal touches. We want MIDO talked about beyond the 'in' crowd, and

we'd like even more Italian taste and savoir faire to permeate the occasion.

From a purely organizational standpoint, it's confirmed that for the second year running a MIDO train will be laid on from Rome, a free Freccia Rossa day-return helping opticians from the centre and south of the country to attend the fair. Communications will also be given a bit of a facelift: the Mido365 website will be enlarged, and more energy is to go into turning the press arc lights on the event throughout the world and not just in our sector.

Last year the new thing was Out of MIDO, taking MIDO quality into the Milan Furniture Salon: will this be repeated?

Yes, and we're raising the tone still further. This year's reservation for the glasses exhibition area is a prime site in via Tortona, where the real crême of Milan Design Week converges. A large brightly-lit pavilion in the heart of the design district spotlighting top style innovations in eyewear. And that's not all: we're finalising another Out of MIDO enterprise scheduled for June, to coincide with another key Italian venue. Exactly where is still top secret, but it'll be a surprise, you'll see.

What is the outlook for the coming MIDO?

Numbers are on our side: MIDO stands confirmed as the sector's top world tradefair. The most distinctive setting, always evolving and lots of care taken with it. There's been no shrinking of the exhibition space, and last year's attendance was a record, considering the period. MIDO Design Lab continues to be the laboratory where all the innovation happens; it'll have a change of layout to be more visitor-friendly. The lens companies will be back and the big names have confirmed they'll be there. Then there are some new start-ups taking the plunge

in the pavilions. In short, we're going all out to keep MIDO the forum where the sector's most important meetings and exchanges take place.



# Fairs and Events

January 2014 - April 2014

10/12 January 2014

Opti Munich - Monaco - Germany

16/18 February 2014

100% London

18/20 February 2014

SIOFT - Shanghai - Cina

18/20 February 2014

Moscow - Russia

1/3 March 2014

MIDO - Milan - Italy

28/30 March 2014

Vision Expo - New York - USA

10/13 April 2014

Out of MIDO - Milan - Italy

## DATE in Milan

In October VANNI and DERAPAGE participated in a joint venture with WHITE - a container of new idioms, recently extending to research eyewear with the opening of a new section, WHITE and See. This is devoted to national and international eyewear's cutting-edge research. The name of the event comes from a movement that has taken off in

Japan where young people are all into the eyewear craze. They go around in white (i.e. see-through) glasses as a pure fashion gimmick like any other accessory. How you look is where you belong. Enter eyewear as a top component of design creativity. Well what do you know!

## SILMO in Paris

As always, Paris is set to remain an important and distinctive event on the eyewear scene. Here are some shots stolen from when the VANNI and DERAPAGE teams were going through their paces.



# Fairs and Events

## Mission to Asia: Singapore, KL, HK

Nico's world tour kicked off in South-East Asia with a series of commitments designed to bolster the market presence of VANNI and DERAPAGE in that corner of the globe. In late October Singapore saw a delegation of some highly select Italian companies, including Nico, backed by ICE, the Italian foreign board of trade, meet some 40 regional buyers with a view to showing their wares and setting up new distribution channels. The Asia connection – and

ICE collaboration – went on to produce a joint attendance at the Hong Kong Optical Fair from 6th to 8th November. The key area was VOS (Visionaries of Style), an exclusive space devoted to manufacturers with the closest links to research and design. The intense itinerary ended with a stopover at Kuala Lumpur to meet VANNI distributors Infinity Eyewear. An interesting and instructive tour of some local opticians was conducted by Gary Ko, to whom

our sincere appreciation.

## Mission to Miami

Another trade mission, this time to torrid Miami just before Christmas, on 10-11 December. ANFAO and ICE attended a workshop in the North American design capital which acts as an economic and cultural bridgehead

towards Central and South America. Nico was one of the Italian companies involved in a fact-finding tour of Miami, leading to a meeting with a select group of buyers interested in Italian top-quality wares and coming from all over Latin America.



## VANNI at Cinema

Cinema Cinema, here you see a tracking-shot of the best-dressed figures of Italian television and cinema productions.



LUCIANA LITIZZETTO  
Italian Actress

MAURIZIO CROZZA  
Italian Showman



VITTORIA PUCCINI  
Italian Actress

RAI FICTION  
"Una Mamma Imperfetta"



## Snowscapes for VANNI

This year VANNI is taking to skis. Thanks to a liaison with one of the oldest established ski clubs in the Turin valleys where the 2006 Olympics were held, our Hydra sunglasses (in a limited edition) will be worn by skiing instructors from the Valchisone ski club.

## Christmas solidarity

From 10-22 December VANNI and DERAPAGE will be taking part in the AIBI-children's friends solidarity rally at via Monte Napoleone 25, Milan. Every day at the Ai.Bi Temporary Shop Christmas shoppers will be offered a huge range of products from companies that are friends of Ai.Bi. The idea is to make a valuable contribution to the welfare of a child in difficulty – and find a perfect present into the bargain.

## Nico's experience at the Michelin meeting

Michelin and NICO, poles apart as companies. Yet NICO's contribution was deemed interesting enough to grace the Italian agents' AGM in Milan this 16th December. And for us there was something to learn from the historical world leader in tyre manufacturing.



# Network

Italian opticians are  
for ever on the go

Windows, windows and yet more win-  
dows. Italy is going all out.

Thanks to our dazzling network we have  
been present at these international trade-  
fairs: Vision Expo West, Las Vegas  
loft, Tokyo



Ottica Di Filippo, Nogara, Poggio Renatico, Ferrara - Italy



Stilottica, Firenze - Italy



IOFT - Tokyo



Ottica Cerutti, Nichelino, Torino - Italy



Ottica Tatoni, Torino - Italy



Vision Expo West - Las Vegas