



Pierluigi Ghianda



The man who signs the wood

A production Studiolo,labo,
in collaboration with Patrizio Saccò and Bottega Ghianda

With intervention by:

Gae Aulenti, Luca Bergo, Cini Boeri, Piero Castiglioni, Aldo Cibic, Philippe Daverio, Marco Zanini.

Why a documentary about Pierluigi Ghianda?

Because it is a key figure in the history of international design. Because he worked hidden, he never exposed in the spotlight dedicated to the great architects and designers, although he has participated actively in the thought processes of many projects by developing a prototype or the final product. For whoever comes in contact with the world created by Pierluigi Ghianda can't do anything but tell.

An independent project

The documentary is an independent project of Studiolabo and Patrizio Saccò.

Studiolabo is a creative Milan. Born in February 2003, aims to work in the field of Communication Design provides consulting services, graphic design and execution on different media.

In addition to this develops independent projects, including "Fuorisalone.it", a portal-system designed for the story and the management of events on the world of design and creativity, has become the reference brand; "Milanolocation" portal-service that puts in relation two key players in the world of events: those offering and those seeking location. Recently promoted and developed "Brera Design District", the first district of Design in Italy and its web portal for the management of relations and events related to it.

www.studiolabo.it

Patrizio Saccò was born August 6, 1975 in Fidenza (PR). He graduated at Dams - disciplines of arts, music and entertainment - at the Faculty of Literature and Philosophy of Bologna, he subsequently received his professional degree at the Civic School of Film, Television and New Media in Milan.

Currently works as director of photography for several types of video productions such as commercials, music videos, documentaries and fiction. Collaborate with film schools as a teacher and tutor.

www.patriziosacco.it



Aim of the documentary

Documenting a life choice that has pursued his passion of manual work and life in the workshop to the disadvantage of industrialization and a possible business experience most economically advantageous. Pierluigi Ghianda is considered by many architects and designers, one of the largest furniture makers still living. All recognize in him a knowledge of wood out of the ordinary, and all have used his experience of fifty years of history of Italian design and beyond.

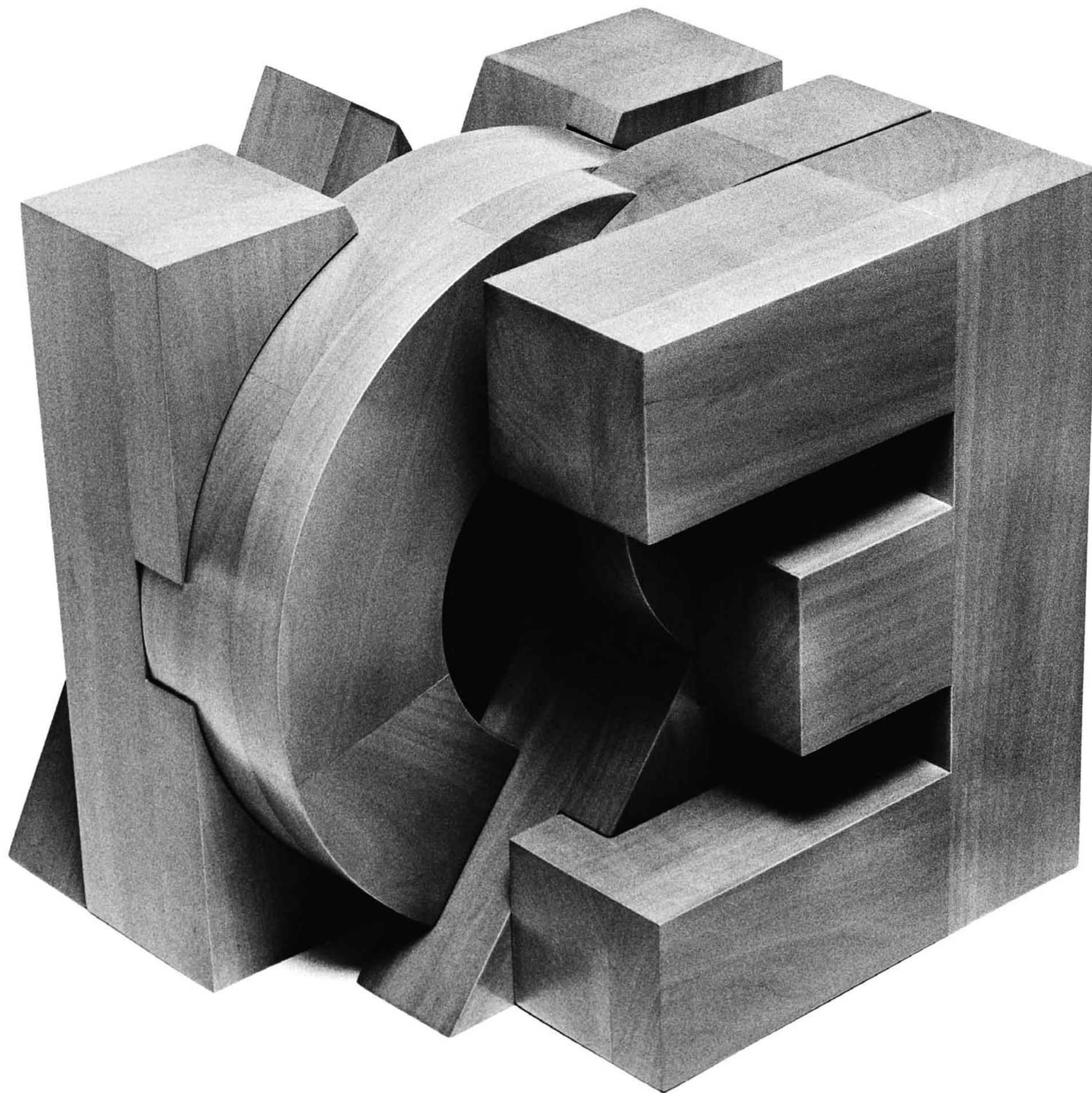
Pierluigi Ghianda has chosen to work manually and therefore without accepting commissions formed by a high number of pieces from having to produce. Frequently has only worked on prototype or small series. The work in the shop was inherited by the family and in time became the distinctive character of Ghianda production, few cars and lots of manual work performed to perfection, have created a distinctive stamp that stated that quality of processed wood the only marketing tool existing. But this is not enough to think of a positive future, because the market has changed, because the user can perceive and enjoy this quality is at risk of extinction and because the current economy does not allow the purchase of particular items expensive.



Pierluigi Ghianda is a person-place. From him passed the greatest architects Gio Ponti, Frattini, Gae Aulenti, Castiglioni brothers, Cini Boeri, Richard Sapper, Ettore Sottsass and many others.

Pierluigi Ghianda has had for each of them a valuable advice. Never performer silent but always the designer often has to change the idea to the designer or has found the solution to some problem related to the choice of materials or the strength of the wood or finishing.

Ghianda combines in itself the characteristics of the craftsman in Brianza and international vision of the great designers. He traveled a lot: the United States, Japan, her curiosity and humility makes him say that he traveled to steal the craft, that is to learn from others the art of woodworking.



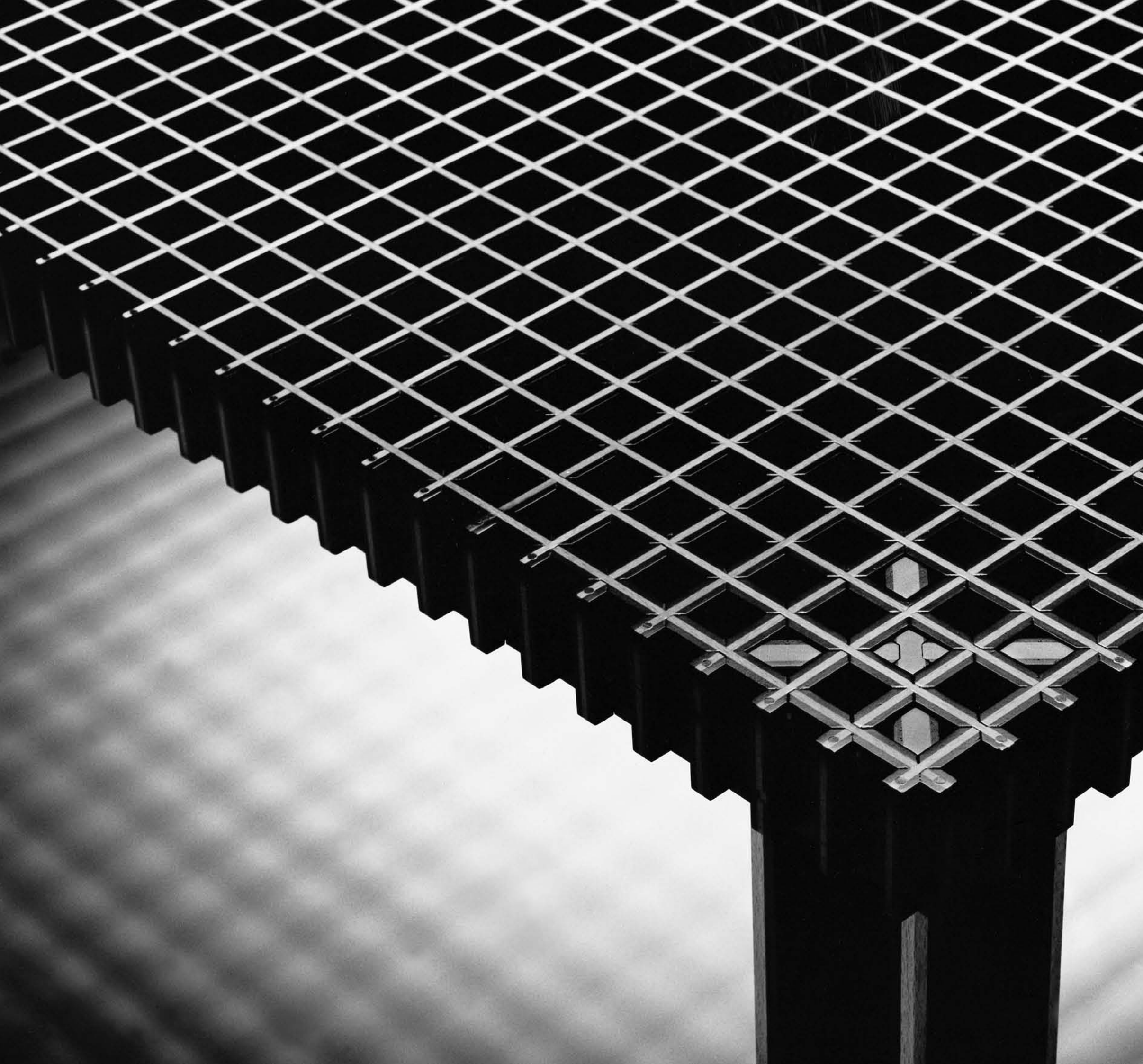


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Pierluigi Ghianda profile

Pierluigi Ghianda is a wonderful cabinetmaker, who has worked with all the great masters of design: "I have rarely met someone who knows so deeply and the wood is so identified with the material with which it works. It is an expert - not worth the trouble to define great, I would say rather huge! - of wood. he feels physically, is identified with this matter, who knows and loves deeply. He always chooses the proper wood and is impossible to work it badly. Impossible!". says of him Rena Dumas that designs all furniture of the fashion house Hermès and has worked with him for twenty years. "Everything Ghianda does is a jewel. He isn't a carpenter, is an artist!", says Maddalena De Padova.

Cini Boeri, who made make him the furniture of some of its most beautiful houses said: "He is a extraordinary man, has a great style. Think how he dresses: with the shirts and the light clothes of linen, seems like a Southern general! Now he is older comes to visit occasionally, dressed all in white. He is a charming man, really ... " The table Vidùn by Magistretti for De Padova, the pillbox in bois de rose of Hermès, boxes of Swiss pearwood of Pomellato, the sample bags of cypress for the Loro Piana cashmere ... but also the furnishings of Villar Perosa, the desk of Crespi at the Corriere della Sera, the library of Cardinal Martini in the archbishopric: he made them all. Ghianda is a cabinetmaker that travels a lot,

not only because they seek him from all over the world, has appointed two of the Trampfloors Tower in New York, a Wright house in Connecticut, now is making furniture in Paris and St. Petersburg, knows Japan and its extraordinary tradition of woodworking.

He spend a lot searching for rare and precious woods. Years ago in England went specifically to buy the trunk of a centuries-old elm tree, which had to be shot at Buckingham Palace.

He turned to the Swiss forests to buy secular trees of wild pear when the Helvetic government deregulated the cut it. He waxed the cypress without varnish to keep the fragrance intact for decades, and explains that Induin you must frequently touch, because the fat of the skin makes it soft as silk ...

Once he made us see the room where he is seasoned wood: resembled a bank vault, with the security door and no windows ... but it was crammed to the rafters with wood tables sorted by color blacks, purple, pink ... Was he who let us know the preciousness of the Swiss pearwood, the weight of ebony, the grain of the elm, the texture of oak, the fragrance of cypress ...



Interventions:

Gae Aulenti

Gae Aulenti specializes of architectural design, urban planning, interior and industrial design, stage design. Among the most important and recent projects: the Musée d'Orsay in Paris, the renovation of Grassi Palace in Venice, the new Asian Art Museum of San Francisco, the National Museum of Catalan Art in Barcelona, the Italian Institute of Culture in Tokyo and the Palavela in Turin for the Olympic Games. Among the major awards, the title of Chevalier of the Legion d'Honneur, Honorary Member of the American Institute of Architects - Hon. FAIA, the title of Knight of Great Cross of Merit of the Italian Republic.

Luca Bergo

Architect and designer with studies in philosophy and political science, worked with Patrizia Peracchio twenty years and ten with Dominique Perrault, designing bridges, squares, parks, residences, hotels, and several series of lamps for Fontana Arte. Convinced supporter of sustainable design, has always made innovation and experimentation in the center of his research. Luca Bergo and Patrizia Perracchio are authors of the monograph dedicated to Pierluigi Ghianda.

Cini Boeri

Architect and designer, dedicated great attention to studying the function of space and the psychological relationship between humans and the environment, supporting the freedom of behavior of the commissioner and the spectator. In 1979 she won the Golden Compass for the Strips sofa.

Piero Castiglioni

Pietro Maria Castiglioni (Piero), graduated in architecture, he is dedicated almost exclusively to lighting. Among his most important projects: Paris, Centre Pompidou, Venice, Grassi Palace, International Expo '92 and '98, Rome, House of Deputies Palace, Milan, and Alessi room door; Caltagirone, Staircase of Santa Maria al Monte; Palermo, Abatellis Palace. Designer for Fontana Arte, iGuzzini, Castaldi, Artemide, Metalspot.

Professor at the Faculty of Architecture in Milan and Geneva, and at Academy of Fine Arts of Brera. Member of PLDA (Professional Lighting Designers Association) and APIL (Association of Professionals of Enlightenment), of which he was President.

Aldo Cibic

Born in Vicenza in 1955. In 1977 he started working with Ettore Sottsass, who subsequently became a partner in 1980 and with him a co-founder of Memphis.

In 1989 he founded his own studio and at the same time began a research project with several schools (Politecnico of Milan, Domus Academy, Honorary Professor at Tongji University).

The main activities take place in Milan for architecture projects and Vicenza for design and research activities, directed at developing new types of projects.

Philippe Daverio

French and Italian nationality, specializing in Italian art of the twentieth century, publisher of critical books and documentation, columnist for several newspapers. Special correspondent and anchor of television programs related to art and design. Known for his creativity, enthusiasm, professionalism and ability to connect processes and contexts of art, society, politics and economy.

Marco Zanini

Designer, founding member of the movement "Memphis". Known for its colorful glass objects, teacher of Design and Architecture in various institutes and universities around the world.



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