

SIDE GALLERY

GINO SARFATTI (1912-1985)



Floor lamp '1091'

Manufactured by Arteluce
Italy, 1963
Painted metal and fabric

Measurements

28 cm x 160 h cm
11,02 in 66,99 h in

Literature

Romanelli M., Severi S., Gino Sarfatti opere scelte
1938-1973, Silvana editoriale, 2012, p. 458

Biography

Gino Sarfatti (September 16, 1912, Venice, Italy – March 6, 1985, Grian-te, Como, Italy) was an Italian who became known for his talent as a lighting designer. He was the founder of the light manufacturing company Arteluce.

To support his vision to modernize lighting design, Gino Sarfatti quickly opened Arteluce's first store in Milan at the centric, and trendy Corso Littorio 12 location (now Corso Matteotti), and, in 1940, Arteluce participated in the VII Triennale di Milano. During this time, Arteluce also became a frequent meeting place for many leading Italian mid-century designers, including Franco Albini, Gianfranco Frattini, Ico Parisi, and Vittorio Vigano. However, the situation in Italy was also changing.

In 1950, Gino Sarfatti embarked on a transformative research journey to the United States. During his creative leave, he handed the role of artistic director to Vittoriano Vigano, who contributed his own design imprint to the brand by using metal cones and shapes to shed and project light along large arms, a feature of significance to Arteluce's future aesthetic. In 1951, nine Arteluce models participated in the IX Triennale di Milano, and in 1952 Franco Albini included 12 Arteluce lights at the Paris exhibition of Italian Decorative Arts. In 1953, Gino Sarfatti decided that, after 14 years, his store needed a new look; thus he chose Marco Zanuso to orchestrate the reformation.

In 1954 and 1955, Sarfatti received numerous international awards. In 1958, he designed the renowned Pendant lamp for Arteluce. In 1962, Sarfatti decided to open a larger shop on Via della Spiga in Milan, but this time designed by Vittorio Vigano. By the late 1960s, the density of Arteluce's business had grown substantially and needed a much larger managerial team. His sons and daughter-in-law joined the company, but Gino Sarfatti decided to sell Arteluce to FLOS in 1973 at the peak of its sales and profits.