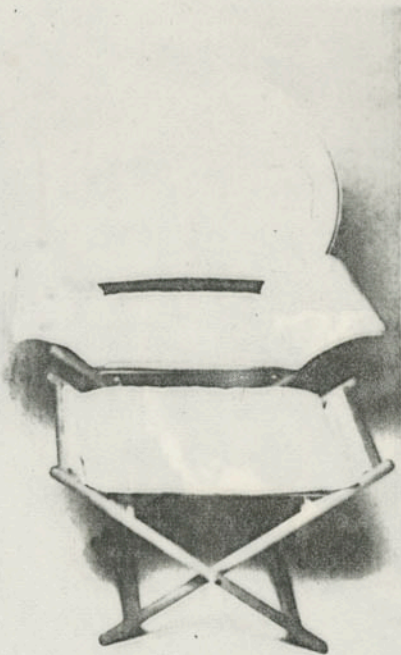
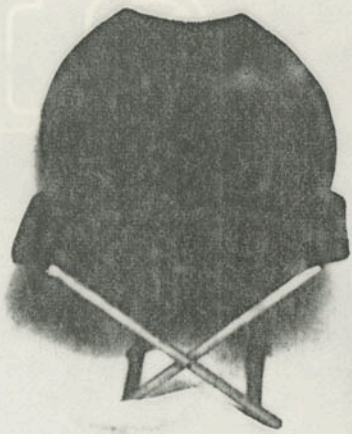


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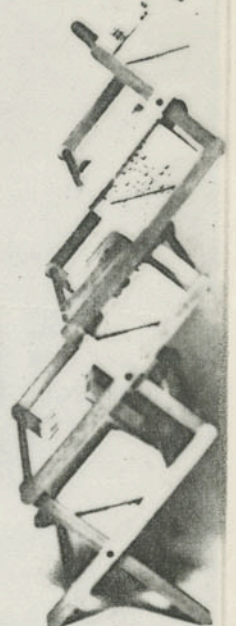
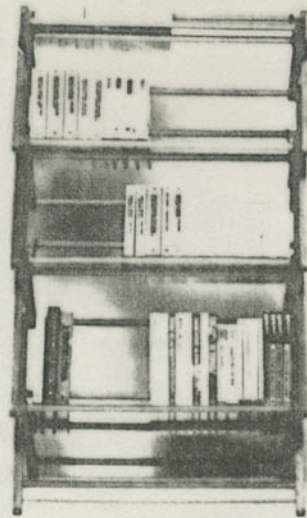


7

With his new Broomstick range the resourceful Vico Magistretti hopes to sweep away some of the complacency which seems to have affected

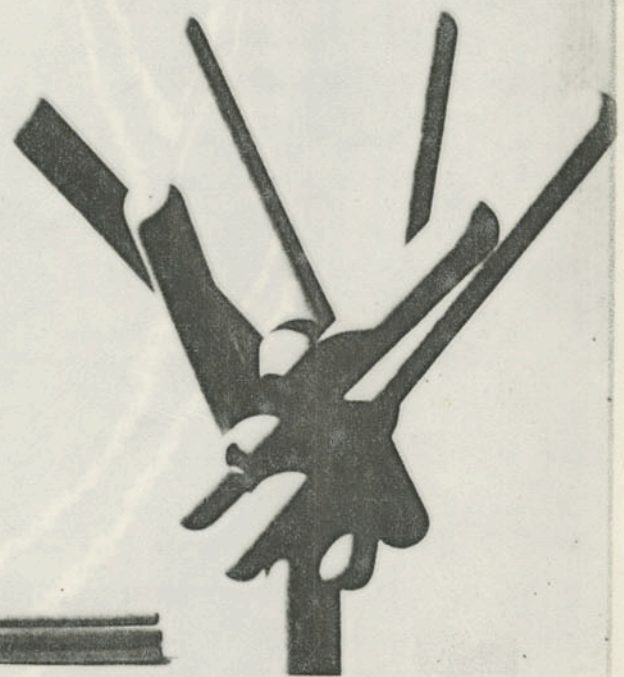
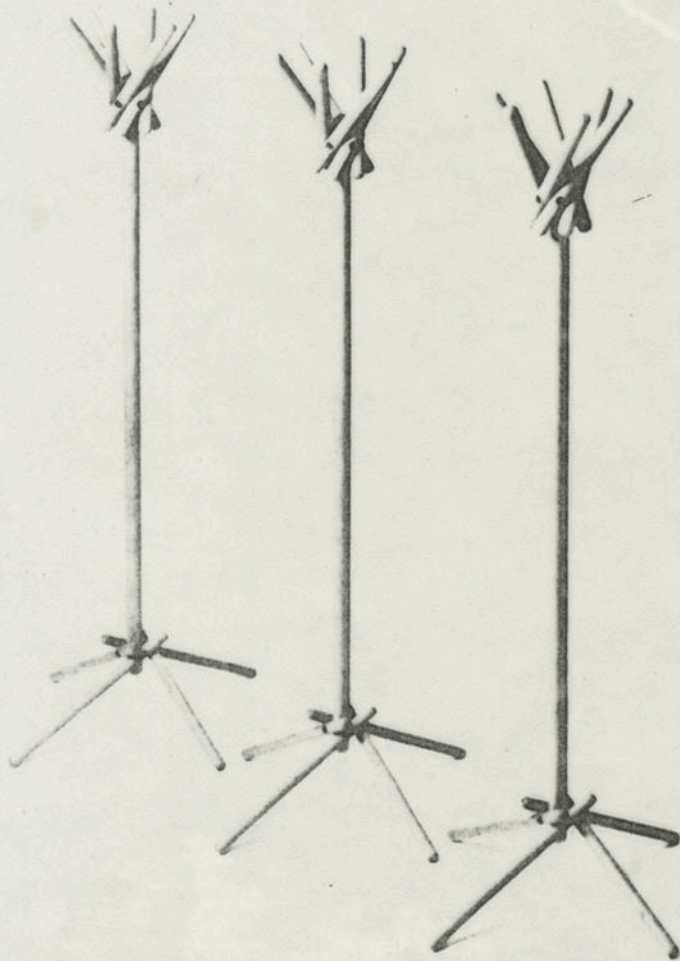
much recent Italian furniture design. It is a cuisine minceur approach—not particularly cheap, but airy and fresh and based on natural ingredients.

The range includes two chairs, 7, a stool, half a dozen table types, a bookstack, 8, and the expressive folding coatstand, 9.



8

example, is as fertile as ever. But whereas in the '60s he was experimenting with new soft materials and new moulding techniques he has now, as his Broomstick range suggests, switched to traditional materials, simple construction and immediate distribution. The second group noted by Ambasz were the reformists—'trained as creators of objects yet uneasy about the designers' role in a society which believed in consumption as the key to individual happiness and social



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