

Giuseppe Viganò - designer

He has developed a diversified experience in the furniture sector. Starting from the selling point management, he took over the whole organization, from the layout of the showroom up to the company and product selection, passing through the charge of sales manager and staff training, acquiring the overall view on project.

Since 1988 he has a design studio in Lissone (MI), from where he deals mainly with industrial-design: many are the collaborations with prestigious companies belonging to the furniture world, such as: Arflex, Bonaldo, Cia International, Cogliati & Cogliati, F.lli Longhi, Frighetto, Ivano Redaelli, Lema, Misuraemme, Pierantonio Bonacina, Porada, Rivolta e la pelle, Tisettanta, Saba Italia, Zana. For some of these brands, beside the products, he designs also the image and the communication with the widest role of art-director.

Since 2007 he collaborates with a German chain of stores La Nuova Casa, to the company image and display, as well as to the creation of an exclusive design collection.

He has received lots of awards, among them the BEST NEW BEDS 2009 from the magazine Wallpaper, for the "Point" model designed for Bonaldo.