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Massimo losa Ghini

Bologna, 1959



Immediately after his studies in architecture in Florence at the university where several radical groups were born, Ghini founded the Bolidism movement in 1985. This explicitly referred to Italian Futurism, American streamlining, and pop culture. Thanks to his visionary projects, he was immediately successful and designed a collection of Moroso furniture and the Bolidò discotheque in New York (1988).

Today the losa Ghini Associati firm has offices in Bologna and Milan. Not only does it work on products (for Cassina, Domodinamica, Flou, Frau, Snaidero, Teuco and many others) it also does interior and commercial design for major companies such as Alitalia, Ferrari, IBM, Omnitel, Poste Italiane and Superga.

Projects by Massimo losa Ghini

