

ANONYMOUS

**This section also aims to
pay tribute to Pier Giacomo Castiglioni.**

**He was certainly the first
to draw attention to the anonymous masters
as skilled as the best designers.**

**It is worth remembering that some of these models
were introduced to the market
on the advice of Pier Giacomo Castiglioni
at a time of most intense research on design,
almost if to signal to designers that sometimes
it may be more fitting to choose
or redesign a humbled abandoned model,
bringing it back to life,
than to design a new product.**

**These objects, better than others,
can help us understand how great inventions are
almost always connected to everyday patience,
to a manual skill learned on the job
in artisan workshops over years of work
over centuries of small refinements.**

**It is a culture completely absent
in architecture faculties and design schools.**

**It is a culture suppressed
also by the facile fads of cover design
that lead too many professionals and students
to design without experience.**