

## **Clino Castelli**

Clino T. Castelli (Civitavecchia, 1944) lives and works in Milan. A designer, artist and design theorist, he is internationally known for his work of renewal of plastic languages, pursued through the concept of “No-Form.” As opposed to traditional compositional methods, Clino Castelli has focused on the design of the more intangible aspects of figuration, like color and material, light and sound. Since the early 1970s this has made him a pioneer in research on the emotional identity of products in the industrial sector, utilizing the tools of Design Primario. His vision, though forcefully oriented towards the future, has met with great acclaim from the outset, including two ADI Compasso d’Oro awards for works in 1973 and 1975.

Clino Castelli began working in 1961 at the Centro Stile Fiat in Turin, and then in 1964 at Olivetti in Milan, with Ettore Sottsass. From 1969 to 1973 he developed the Corporate Identity program of Olivetti with the famous Red Books, the first manuals in history to be organized on a meta-design level. In 1973 he was the co-director of the Centro Design Montefibre, and in 1974 he founded the company CDM srl, which later became Castelli Design. From 1978 to 1983 he directed Colorterminal IVI in Milan, the first center of research and services on the new RGB additive technologies that would revolutionize the world of color and CMF design (Colors, Materials and Finishes). In parallel, with the founding of the Colorscape Group in 1982, he has introduced new strategic tools for the creation of urban image.

Across the 1980s Clino Castelli began a series of lasting relationships with companies like Louis Vuitton and Vitra, in Europe, Herman Miller in the United States and Mitsubishi in Japan. A few years earlier, he resumed work with Fiat, which in 1985 led to the creation of the Qualistics Center. In this period he also returned to collaboration with Olivetti, on the Qualistic Compendium program, and with Cassina, for the CMF planning of the entire product range. Starting in the 1990s, in Japan he launched a number of new projects that were to become historical landmarks, including those with Hitachi, Toli and Itoki. In the meantime, in Europe, he was one of the first to come to terms with the major new theme of home automation (Domoscape), with Bticino, Legrand and Somfy. In 2000 he founded the Qualistic Lab, the division of Castelli Design devoted to the development of new tools for the emotional positioning of images and products.

Alongside his activities of design and research, Clino Castelli has continued his work in education, teaching in many international design schools and universities, including the Milan Polytechnic. In 1983 he was one of the founders of Domus Academy. He has published many books and writings on design culture, including articles for leading international magazines of art and design.