

## Interiors '70

*From Verbavolant*  
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**From Verbavolant : Interiors '70** before purchasing it in order to gage whether or not it would be worth my time, and all praised Interiors '70:

0 of 0 people found the following review helpful. Rich And Full Of Design HistoryBy Attila The SubUnusual and exquisite interiors of the 1970s. Truly a rare collection of images that have not been seen for decades.0 of 0 people found the following review helpful. GREATBy ConniePurchased for daughter, she is a design nut and fashion, had to have this book

Interiors '70 presents forty notable Italian interiors photographed between 1965 and 1975 by Carla De Benedetti, a true pioneer and master of architectural photography.Far more than a simple collection of images by an important photographer, Interiors '70 gives a glimpse of a cultural sphere that evolved during the late sixties and early seventies.

This was a moment of extraordinary artistic and creative vigour, and a period when the social status of an emerging affluent class was displayed within the walls of private homes. The desire to live in more customised and personalised spaces led to a movement in the field of interior design that focused on research, innovation and creating an impact. Many of the protagonists of interior design (including Franco Albini, Gae Aulenti, Cini Boeri, Joe Colombo, Italo Lupi, Carla Venosta, and Nanda Vigo) also incorporated practical and functional elements based on a new lifestyle that echoed the revolutionary trends of the time. Carla De Benedetti's dramatically composed photographs offer a unique commentary on these influential interiors. Her special talent lies in her capacity to identify the most significant elements in an environment and her willingness to experiment with different viewpoints and techniques. The resulting images convey the style of each interior with astuteness and an instinct for the designer's intentions. Interiors '70 is also includes an informed introduction by veteran design journalist Giovanni Odoni that sheds light on this important phase of Carla De Benedetti's career and on this undervalued period in the history of interior design.

About the Author Giovanni Odoni is the former director of 'Casa Vogue' and current director of 'Casamica' magazine (published by Corriere della Sera) and 'Case da Abitare'. After studying Architecture in Zurich Carla De Benedetti opened her own independent studio in Milan, concentrating on architectural photography. Her work has appeared in numerous publications including 'Domus', 'Abitare', 'Casa Vogue', 'House Garden', 'La Maison Francaise', and 'The New York Times'.