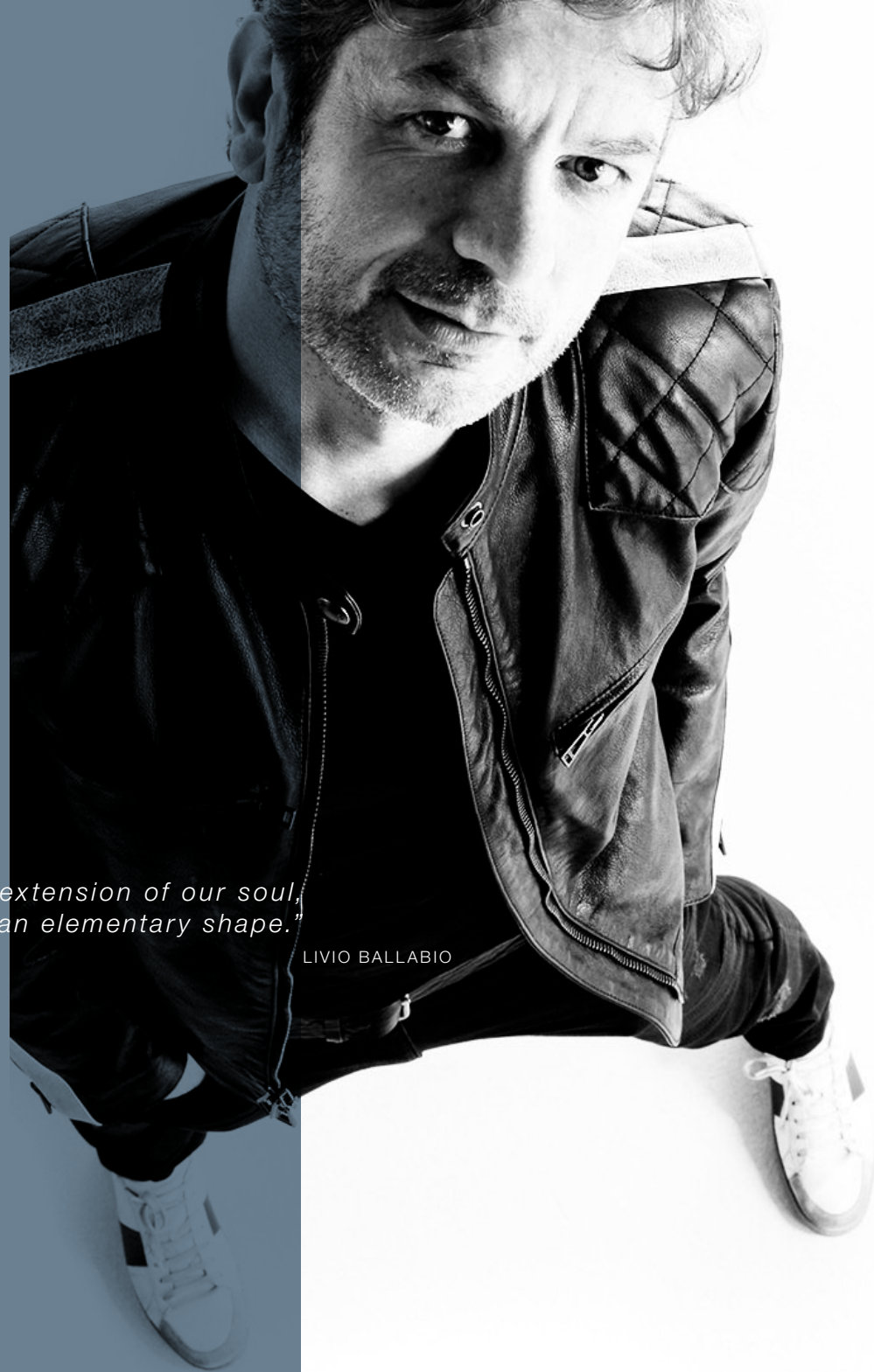


LIVIO BALLABIO

DESIGNER & ARCHITECT

*"I consider the objects that surround ourselves as an extension of our soul,
and our soul certainly has not an elementary shape."*

LIVIO BALLABIO





LIVIO BALLABIO IS AN ARCHITECT WITH A DEGREE IN INDUSTRIAL DESIGN TAKEN AT POLITECNICO DI MILANO WITH RAFFAELLA CRESPI, KNOWN AS "THE CUSTODIAN OF THE ITALIAN DESIGN". WITH HER, HE HAS ALSO COLLABORATED IN THE ACADEMIC SPHERE.

SON OF FURNITURE MAKERS, LIVIO BALLABIO HAS GROWN INFLUENCED BY THE PLEASURE OF FURNITURE, WHILE EXPERIMENTATION HAS ALWAYS AFFECTED HIS WAY OF BEING. AT THE START OF HIS CAREER HE ESTABLISHED DIFFERENT PARTNERSHIP, BOTH IN THE ACADEMIC FIELD AND IN THE MANUFACTURING FIELD, AMONG WHICH THE ONE WITH CAPPELLINI INTERNATIONAL AND THE ONE WITH MONDO SRL TODAY.

HE IS PARTNER AND CREATIVE DIRECTOR OF SOME OF THE MOST IMPORTANT FURNITURE COMPANIES. FOLLOWING HIS OWN VERSATILITY, ECLECTICISM AND INFLUENCES, HE HAS MADE AMBITIOUS ATTEMPTS IN VARIOUS FURNITURE FIELDS, ALWAYS TRYING TO GO BEYOND CONVENTIONS AND THE USUAL "MODUS OPERANDI".

MORE THAN A HUNDRED PROFESSIONALS WORK FOR AND WITH LIVIO BALLABIO; THEY COME FROM DIFFERENT WORLDS: DECORATION, SCULPTURE, DESIGN, CRAFTSMANSHIP.

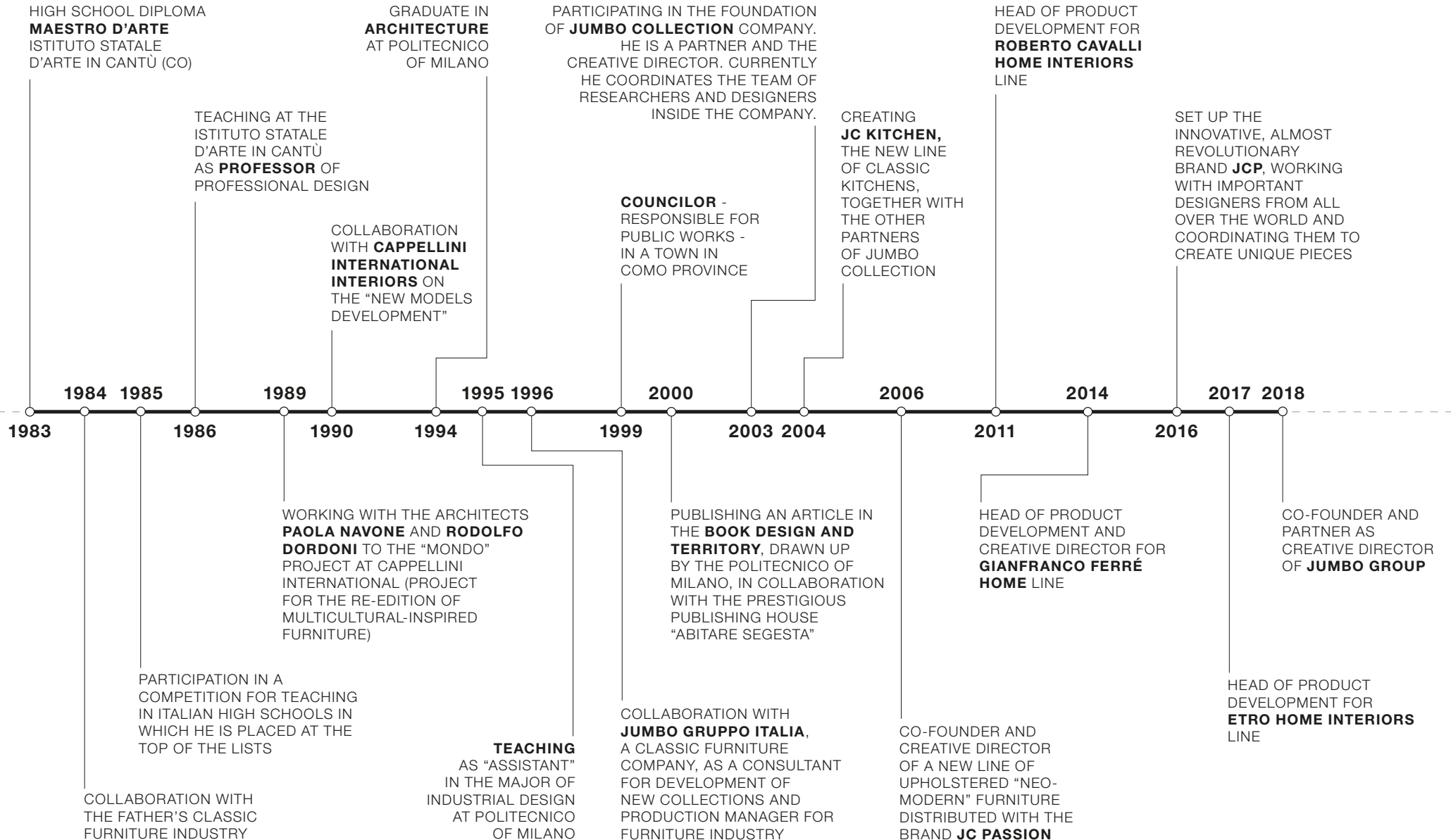
LATELY HE HAS GONE ONE STEP FURTHER STARTING AN ARTISTIC DIALOG WITH DESIGNERS FROM A COMPLETELY DIFFERENT WORLD: THE WORLD OF FASHION. THE EXCHANGE HAS RESULTED IN POWERFUL COLLABORATIONS WITH **ETRO**, **GIANFRANCO FERRÉ** AND **ROBERTO CAVALLI**.

LAST BUT NOT LEAST, THE **JCP UNIVERSE** PROJECT, ANOTHER CHALLENGE WITH THE AIM OF GOING BEYOND WHAT TODAY IS INADEQUATELY CALLED "THE WORLD OF DESIGN".



#CURRICULUM VITAE

ARCH. LINO BALLABIO CLASS 1964



#ART DIRECTION

JUMBO COLLECTION IS ONE OF THE FIRST PROFESSIONAL PROJECTS BALLABIO WENT THROUGH, A COMPANY SPECIALIZED IN CLASSIC FURNITURE THAT HE CO-FOUNDED ALONG WITH OTHER PARTNERS AND FOR WHICH HE IS CREATIVE DIRECTOR.

BEING INNOVATIVE IN A WORLD CHARACTERIZED BY SLOW CHANGES HAS ALWAYS BEEN HIS OBJECTIVE.

TODAY JUMBO COLLECTION IS ONE OF THE MOST IMPORTANT COMPANY IN THE FIELD, THANKS ALSO TO A COMPLEX WORK THAT LASTS SINCE MORE THAN 30 YEARS AND A CATALOGUE OF MORE THAN 3000 PIECES.

THROUGH THE COMPANY, LIVIO BALLABIO HAD THE OPPORTUNITY TO MEET EXPERTS AND CRAFTSMANSHIPS THAT HAS ALLOWED HIM TO EXPERIMENT METHODS AND ENHANCE HIS OWN PROFESSIONAL EXPERIENCES.



JUMBO COLLECTION
LUXURIOUS FURNITURE

IN RECENT YEARS WE ARE GOING THROUGH IMPORTANT CULTURAL TRANSFORMATIONS IN THE FIELD OF INTERIOR DESIGN, SOMETHING VERY SIMILAR TO THE REVOLUTIONS THAT TOOK PLACE DURING THE FORMER HISTORICAL PERIODS.

THIS IS THE VIEWPOINT BEHIND THE IDEA OF **JCP UNIVERSE**.

COMPARED TO WHAT IT REPRESENTED FIFTEEN YEARS AGO, THE WAY OF READING THE PAST AND IMAGINE THE FUTURE IS RADICALLY CHANGING.

FEW YEARS AGO THE DESIGNING CULTURE BASED ITSELF ON PRINCIPLES AND PARADIGMS THAT WERE DEEMED UNAVOIDABLE. NOWADAYS WE CALL THE NEW APPROACH WITH A TERM, "ECLECTIC", THAT IS MAYBE A LITTLE OLD-FASHIONED AND SOMETIMES SEEMS SLIGHTLY "SUPERFICIAL".

AND RIGHT IN THIS SPIRIT THE JCP PROJECT ARISES: IN THE POSSIBILITY OF SURFING ON THE HISTORY, WITHOUT CARING ABOUT DEPTH AND WITH A PARTICULAR ATTENTION TO WHAT WE TODAY INTERPRET AS "NORMALITY".

READING, INTERPRETING AND BRINGING IN THE FUTURE THE CONTRASTING SIGNS OF THE PAST (FROM THOMAS CHIPPENDALE TO MIES VAN DER ROHE) TO DESIGN ATEMPORAL PRODUCTS WITH SUPERIOR CHARACTERISTICS OF RESILIENCE.



#COLLABORATIONS

COLLABORATING WITH A **FASHION BRAND** IS A VERY DIFFERENT DESIGNING APPROACH FROM HOW TODAY THE DESIGN ACTIVITY IS CONSIDERED.

THE WORK OF LIVIO BALLABIO CONSISTS OF COORDINATING, IMPROVING AND TRANSLATING INTO FORMAL TERMS THE AESTHETIC AND COMMUNICATIVE DEMANDS.

THESE NEEDS MUST BE ABLE TO REPRESENT A DIFFERENT WORLD WHILE COMBINING THE CHARACTERISTICS OF A "SLOW CONSUMPTION" PRODUCT, LIKE HOME FURNITURE, WITH THE "FAST CONSUMPTION" SPIRIT OF FASHION, WITH ITS PERIODICITY.



roberto cavalli
HOME
INTERIORS



ETRO
HOME INTERIORS



GIANFRANCO
FERRE
HOME

#2018

WALLPAPER
DESIGN
AWARD
2018
WINNER

JCP UNIVERSE
KRYPTAL



#2016

IED
MILANO
DESIGN
AWARD
2016
TOP 15 SET-UP

JCP UNIVERSE
FUORISALONE SET-UP



#2016

SALONE DEL
MOBILE.MILANO
BEFORE
DESIGN:
CLASSIC
**SELECTED
FOR PARTICIPATION**

JUMBO COLLECTION

