



Iosa Ghini Massimo

Massimo Iosa Ghini was born in 1959, he studied architecture in Florence, graduating from Polytechnic University in Milan.

Since 1985, he has been part of the avant-garde design movements in Italy, like Bolidismo which he founded. He was also called by Ettore Sottsass to be part of the Memphis group. During this period, he opened the Iosa Ghini Studio, starting to work as an architect and designer.

Since then, Iosa Ghini has designed illustrations, interiors, furniture, collections and objects, and develops art direction for leading Italian and foreign firms, defining a highly recognisable and personal style over the years. His professional growth as an architect developed through his work in planning architectures, designing cultural and commercial installations, and designing retail chains around the world.

He holds conferences and lectures at a number of universities, including the Polytechnic of Milan, the Domus Academy, La Sapienza University of Rome, Elisava School in Barcelona, Design Fachhochschule in Cologne, and Hochschule für Angewandte Kunst in Vienna. He also represents Italian design at various international symposia.

His works can be found in various international museums and private collections.

He received the Good Design Award 2001 and 2004 by the Chicago Athenaeum, and the Red Dot Award 2003.

Iosa Ghini Associates has offices in Bologna, in an old fourteenth-century building, and in Milan, with a staff of about thirty persons. Since 1986 Iosa Ghini Associati has been working on design and architecture projects with the goal of supplying its international experience to a select group of customers. Over the years, it has gained extensive experience in developing projects for major companies, among them Ferrari, Percassi Group, Italian Post, Seat Yellow Pages and Italian telephone companies.

Among its architectural projects is the work done in Miami (USA) to design a covered plaza surrounded by commercial space, developing the theme of a mall for luxury cars. The studio was also commissioned by Ustra to design the main underground station of Hannover, opened for Expo 2000.

Iosa Ghini Associates is also following the concept and design of all the airport areas and VIP lounges for Alitalia.

Actually, for the Boscolo Hotels Group after having designed the New York Palace hotel in Budapest, Iosa Ghini Associates is following the restyling of the Atlantic Hotel in Nice.

In progress, a new building in Budapest for residential and commercial areas and an office building for the private company W.P. Lavori in Corso spa in Italy.

In the last years the Studio has been invited to many selected competitions; among them a convention area for the international company G.D., Italy, the Maserati and Enzo Ferrari's house Museum, the "Museo della Città" in Bologna, and the new area, Campidoglio Due in Rome.



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