

BRIONVEGA

Maison&Objet 2022

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BRIONVEGA presents the re-edition of the innovative and iconic *totem*, a hi-fi stereo system designed by the eight-time Compasso d'Oro Mario Bellini in 1971



On the occasion of Maison&Objet 2022, BRIONVEGA presents *totem rr231*.

« With *totem* I did not want to attract the individual enthusiast, the passionate experimenter. Rather I want to give a pleasing form to the system, so as to make it easier to place in a domestic setting, and not necessarily in a room set aside for the use of professional equipment. » **Mario Bellini**

totem is a famous design work conceived by the architect Mario Bellini and launched on the market in 1971 by BRIONVEGA. An object that encompasses the search for primary forms, such as the simple volume of a cube and which leads to modularity and composability, hiding the functions of a Hi-Fi. From this apparent cube, Bellini brings out a stereo system, speakers included; he calls it *totem rr130*.

The *totem*, together with other works by Bellini and Brionvega, is exhibited in the most important modern art museums around the world including the [MoMa in New York](#).

When the stereo system is closed, it is a smooth cube. Once opened, the speakers rotate and resemble wings. **This product is important for the way it combines sculpture and sound. The act of opening the cube, inserting the disc and playing the music requires the participation of the user and creates a "ritual". Overall, the product is a modern design piece and transforms a simple shape into something more.**

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The *totem* provides first-class sound power and quality thanks to the solutions by top sound professionals.

Each speaker is equipped with a 2-and-a-half-way speaker system (one mechanical reflex loading woofer, one mid-woofer and one tweeter).

The speakers are removable, so they can also be positioned in other points of the room far from the console and with sufficient sound power to cover medium and large rooms.

What sets it apart from regular turntables is the way it integrates the speaker system into its design and makes the object more of an art piece than a simple stereo system.

The idea behind this unique object and BRIONVEGA's desire to bring it back to the market today is well summed up in the words of the award-winning Arch. Mario Bellini:

« Music is an immaterial message and has no visible form.

totem hides and encloses in the ideal purity of a cube (movable on invisible wheels) its "musical vocation" which is revealed and spreads with the touch of our hands, which open it to activate all its potential for sound reproduction, all those possible today.

[...] The rebirth of totem - which I had the pleasure and the intuition to create many years ago - now coincides with the advent of new technologies, which bring all of us, Producers, Designers and Inhabitants, lovers of music and the legacy of Italian Design, safe from the risk of a purely nostalgic reincarnation. »

Mario Bellini 26/06/2021

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totem is a unicum: a linear object with a perfectly cubic, sculptural shape, even apparently simple that contains complexity and solutions that only a great design genius and a small company called BRIONVEGA could think of producing in 1971. A period in which in Italy, and especially in Milan, the "can't be done" was not contemplated. This typically Italian attitude combined with an extraordinary entrepreneurial ability has contributed to the creation of "Italian design", of "Italian design in Milan".

totem cost in 1971 as a middle-class upper-class engine and unfortunately the cost and construction times were even higher and only the stubbornness and the high craftsmanship of the workers of those times managed to produce just over 500 copies of this extraordinary "object ", a large part today in the most important museums in the world in the hands of jealous collectors.

For this the *totem* today, together with the *radiofonografo*, represents a challenge, which the company has invested in, to show the world that there are Objects developed by brilliant designers and above all made in Italy by skilled craftsmen capable of being current and innovative. even after 50 years and to challenge the next 50 by representing the "companion" of at least 2-3 further generations, objects to be used and handed down as an example of real **INDUSTRIAL ART**.

Functions:

- AM radio
- FM radio with RDS
- DAB/DAB+ radio
- Turntable 33/45 rpm
- Bluetooth HD (external device - included)
- 125 + 125W amplifier
- Detachable loudspeakers from the console

Retail price € 16.000,00

DELIVERY TIME 60 DAYS

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CURIOSITY:

(Taken from the book "BRIONVEGA" by Decio Giulio Riccardo Carugati)

« We had to match the beautiful form with the best technological content. And here we often ran into difficulty, as the sales department would even ask us for samples to meet a demand that greatly exceeded the supply. Mario Bellini's rr130 *totem* hi-fi was a truly special case. We tested a first model with the apparatus of the rr126, obtaining wholly unsatisfactory results. »

« *totem*, a form of rare equilibrium, left no margins of tolerance: it had to be a perfect cube when closed. It was hard to fit the speakers in: the scraped on the top of the piece of furniture and, even worse, they tended to drop below the intended level as they emerged, owing to the slackening of the supporting wires. Using a technique that entailed a play of one centimeter, there was no way we could provide the play of one millimeter expressly request by the architect.

We attempted to solve the problem in production, in order to satisfy the immediate interest on the model, sometimes by adjusting individual pieces. In this way five hundred exemplars were produced and sold at a price that exceeded the the cost of the Fiat Cinquecento. »

« Bellini decided not to emphasize the technical aspects of the rr130's design, choosing instead to create a supremely subtle hi-fi system that would fit easily into domestic environments. Despite the quiet simplicity of the form, an element of surprise is present when the hermetic cube is opened up to reveal the speakers, the control fascia and the turntable. »



DESIGNER – Mario Bellini

Born in Milan in 1935, he is an architect, critic and designer.

The 8 Compasso d'Oro would be enough - alone - to explain the genius and inventiveness of Mario Bellini, an internationally renowned architect and designer, former director of Domus magazine. The numerous exhibitions in Italy and abroad confirm an incredible career, the monographic of the MoMa - Museum of Modern Art in New York in 1987 the consecration of his absolute talent. Among the companies that have relied on him, over the years, stand out - in addition to Brionvega - Cassina, Yamaha, Rosenthal and Renault. Twenty-five of his works are present in the permanent collection of the MOMA - Museum of Modern art in New York.

Celebrating the *radiofonografo* by Achille & Pier Giacomo Castiglioni



An iconic item by the creative genius of Achille and Pier Giacomo Castiglioni and the outstanding production skills of the best Italian manufacturers of the legendary '60s, the *radiofonografo* turns 55 preserving its unique appeal.

BRIONVEGA pays honor to it with **PRIMO**, a faithful reproduction of the first original design - hence the name - customized with the refined Canaletto Walnut finish. 100 exclusive pieces, rigorously numbered and featuring top-notch contemporary technology, will be available for as many estimators or enthusiasts. BRIONVEGA reinterprets the first original *radiofonografo* designed in 1965 by Achille and Pier Giacomo Castiglioni naming it **PRIMO** to pay homage to the first ever version - a must-have item for design lovers, an antique yet contemporary work of art - and celebrate the "epic" Sixties.

At the time, the long wave of the post-war booming economy supported technology progress and economic growth that along with socio-political and cultural events revolutionized permanently the new generations' values, aspirations and lifestyles. The Italian industrial design drove the "New Renaissance", dominating the world with its innovative and appealing productions and objects through outstanding project skills, brand-new functions and research of cutting-edge materials.

With the first model born, BRIONVEGA launches a limited edition to celebrate this golden age with perhaps the most famous item, a complex yet iconic product not only for its collection but for the entire historical period. The *radiofonografo* has actually been produced for over 55 years in few and masterly-crafted pieces. Exposed in museums and modern design books, it perfectly frames Italy during those enlightened years.

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The **PRIMO radiofonografo** - product code **rr-226 NOCE CANALETTO** - is a complex item complicated to produce, not much compatible with the high-level of industrial craftsmanship, which, as originally conceived by its creators in the '60s, should have turned into mass production for the widest diffusion possible.

The sandpapered wood panels or the hand-finish stand, obtained through sand casting and molding, the machine-milled buttons with hand finish, as well as the frame holes, also hand painted with multiple layers, the assembly of the various components and finally the silk-skin printing... The mastery craftsmanship still leads the entire production chain in its unreplaceable and winning role.

It takes 26 hours to create a **PRIMO radiofonografo** and every single one marks the time of a thorough, unique and unrepeatable manufacturing process. We are therefore standing before a true act of love, able to transcend the sense of possession and crystalize the value of the object.

An extraordinary homage to an irremissible product for design lovers and at the same time an authentic, contemporary work of art. This is why our firms feels a great sense of responsibility towards these items. Today, the **PRIMO radiofonografo**, as the other pieces of the collection, is more alive and contemporary than ever: handmade items that do not belong entirely to their manufacturer, as they have become a true heritage of culture and emotion to those who own them.

What still drives the firm's strategies today is the result of the deep admiration for the creative fervor of the '60s and paved the way for genial products such as the *radiofonografo*. Objects that mirror a country like Italy, able to dominate the world thanks to its creative genius in one of the happiest historical periods of all times, comparable only to a New Renaissance.

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The **PRIMO** *radiofonografo* takes the scene for its multi-sensorial value. As a matter of fact, it was originally conceived by its creators not only to play music in an impeccable way, but also to “*keep company*”, as confirmed by the playful design of a musical, anthropomorphic and smiling robot turning it into a friend able to bring technology closer to man.

The *radiofonografo* is a key character of stories, curiosities and enchanting testimonies which have contributed in time to build its international fame, a rock solid and transversal reputation able to turn from a modern item of design into a true work of contemporary art. And, as such, it gains value in time, so much that it becomes an object to enjoy today but also to be handed down to future generations.

Available are 100 pieces of the **PRIMO** *radiofonografo* in limited edition, recognizable for the signature and exclusive silk-screen printing in progressive numbers. They can be ordered right away at www.brionvega.it and at selected show-rooms - in Italy and abroad: from Europe to China, Australia and Vietnam, the US and Korea. Expected delivery about 60 days from order.

Functions:

- Radio AM/FM
- Pro-Ject record player
- 2 RCA audio inputs for external sources
- 1 RCA audio output for connection to external amplification system
- 1 RCA audio output for connection to external subwoofer
- 1 headset output
- Bluetooth HD (external device - included)
- 125 + 125W amplifier
- 5V USB port
- 220v 50Hz power
- Aluminum forged stand with wheels for convenient positioning

Retail price € 15,900.00
DELIVERY TIME 60 DAYS

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CURIOSITY:

« One of the greatest tributes to the *radiofonografo* comes from **David Bowie**: not just a pop icon, singer and musician without par, but also a tireless collector of small and large works of art and unique items, especially those sharing a bond with his artistic life. In an interview from 1998 Bowie told New York Times: *«Art is the one and only thing I always wanted to possess»*. The *radiofonografo* was his friend for life. He used it for many years and repeatedly, with great love, little attention and also singular hacks.

The *radiofonografo* is included in the paper catalogue of the **MoMa Design Store** of late 2019 and printed in 1.5 million copies, and it is also pictured in the online MoMa Design Store. A *best seller* for product value for several months, it has been conquering an attentive and passionate audience not only in the US, but world round.

An extraordinary person and friend which our firm admires and values as he honors us with his attention as a true BRIONVEGA lover is **Francis Ford Coppola**. One of the greatest directors and cineastes in the history of cinema that we all loved in *The Godfather* or *Apocalypse Now*. A *radiofonografo* has been in his possession for many years and recently he expressed all his passion and preference for our products.

*“BRIONVEGA was always a fascination for me over the years,
always admiring the innovative design
and effective performance of their products.”*

Francis Ford Coppola



DESIGNERS – Achille & Pier Giacomo Castiglioni

Achille (1918-2002) and **Pier Giacomo** (1913-1968) are the sons of the once popular Giannino Castiglioni - known as “an artist for sure, but with great common sense” (by Gianni Biondillo in www.storiemilanesi.org) - active in Milan since early 1900 with his own sculpture workshop in Porta Nuova. Here the two brothers grow living art as something familiar and domestic, learning directly from their father the “plastic” approach to the world of design.

radio.cubo 50° A design icon for more than 50 years



Brionvega celebrates over 50 years of radiocubo design history with the radio.cubo 50° edition.

A remake of a cult object of Italian design: the legendary radio.cubo TS502 designed by Richard Sapper and Marco Zanuso. In the early 1960s, began an important collaboration between German designer Richard Sapper and the designer and architect Marco Zanuso, a partnership that would last for many years.

Brionvega, an Italian electronics company which aimed to compete with Japanese and German producers, commissioned Sapper and Zanuso to create several radio and television sets. These products soon became *icons of Italian design*.

In **1962** the *Doney* television was born from the pencil of Marco Zanuso and Richard Sapper, winner of the Compasso d'Oro. This is the first fully transistorized television in Europe.

In **1964** they signed the *Algol TV*, with an organic shape characterized by the inclination of the front part of the bodywork, which ends with the screen, allowing viewing even when the device is placed on the ground.

Also in **1964** they invented an absolute masterpiece of *Made in Italy design*. Designed in 1962 and marketed since 1964, the Brionvega Cubo is the radio that changed the radio: colored and no longer gray, with a shape never seen before, a synthesis of technology, in a cube that opens in half!

Reliability and ease of use, durability and beauty, technology and design, ergonomics and chromatic vivacity. These are just some of the features of the **TS502** transistor radio, better known as the Brionvega cubo.

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Made following a long research on the shapes that furnishing complements and accessories should take to try to keep up with the times, thus adapting not only to the new style of furniture but also to new needs.

The lines and colors would in fact trace the style of furniture that was fashionable during those years, while the portable device would represent the desire for freedom, joy and practicality.

The idea of the designers was to integrate the object into the domestic environment, exhibiting it and not hiding it, making it become the protagonist of the environment: a colored object and no longer gray, with a shape never seen before, a synthesis of technology in two shells. Not a static and self-referential object created to show its function as the electronics products of the time were, but light, portable and with a playful and innovative character even in the materials used.

The TS502 can best be defined as the essence of design, a model that since the 1960s has become the protagonist of the international scene and exhibited in major contemporary art museums (**MoMa - New York, La Jolla, Osaka e San Paolo**). An immortal icon, an important and avant-garde point of reference in the field of industrial design, with which it is still difficult to measure oneself today.

The radio is made of *plastic* and *zamac* and consists of two parts. Its particular shape has a very specific function: when it is open it allows you to interact with the typical functions of the radio, when it is closed it becomes compact and can be transported in a simple and safe way.

It is not just a radio, but a true cult object for all design enthusiasts. It stands out for its chromatic vivacity, the choice of materials and ease of use.

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The best **radio.cubo** ever updates and includes a new *rechargeable lithium battery* to allow you to always carry it with you and never leave yourself alone. The same materials as back then. The metal alloy **ZAMAK**, the 6 subsequent processes, the choice of plastics and packaging, make the object precious.

With **radio.cubo 50°** playing your favorite playlists in the highest quality from smartphone, tablet or PC has never been easier thanks to the *latest generation Bluetooth*. Or via cable via Aux connection. Listen to your music in high definition directly from *Spotify, Deezer* or any other *streaming music program*!

Listen to your favorite radio stations digitally thanks to the **DAB/DAB+** function or in **FM** and wake up with the right notes thanks to the *programmable clock radio*. **radio.cubo 50°** is also equipped with a remote control for convenient *remote control* and an input for a second speaker, for a listening experience.

The emotions and sensations of **radio.cubo 50°** are available in the classic Brionvega colors that have made history: Orange and Yellow Sun, White Snow, Black Night and Red.

Functions:

- AM/FM radio
- DAB/DAB+ radio
- Clock radio
- Bluetooth
- Dual power supply: electric & lithium battery (6 hr)
- Aux port
- 10 FM and DAB storage programs
- LCD Display
- 1 Super Bass 4" speaker
- Remote control

Retail price € 498,00
DELIVERY TIME 7 DAYS

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CURIOSITY:

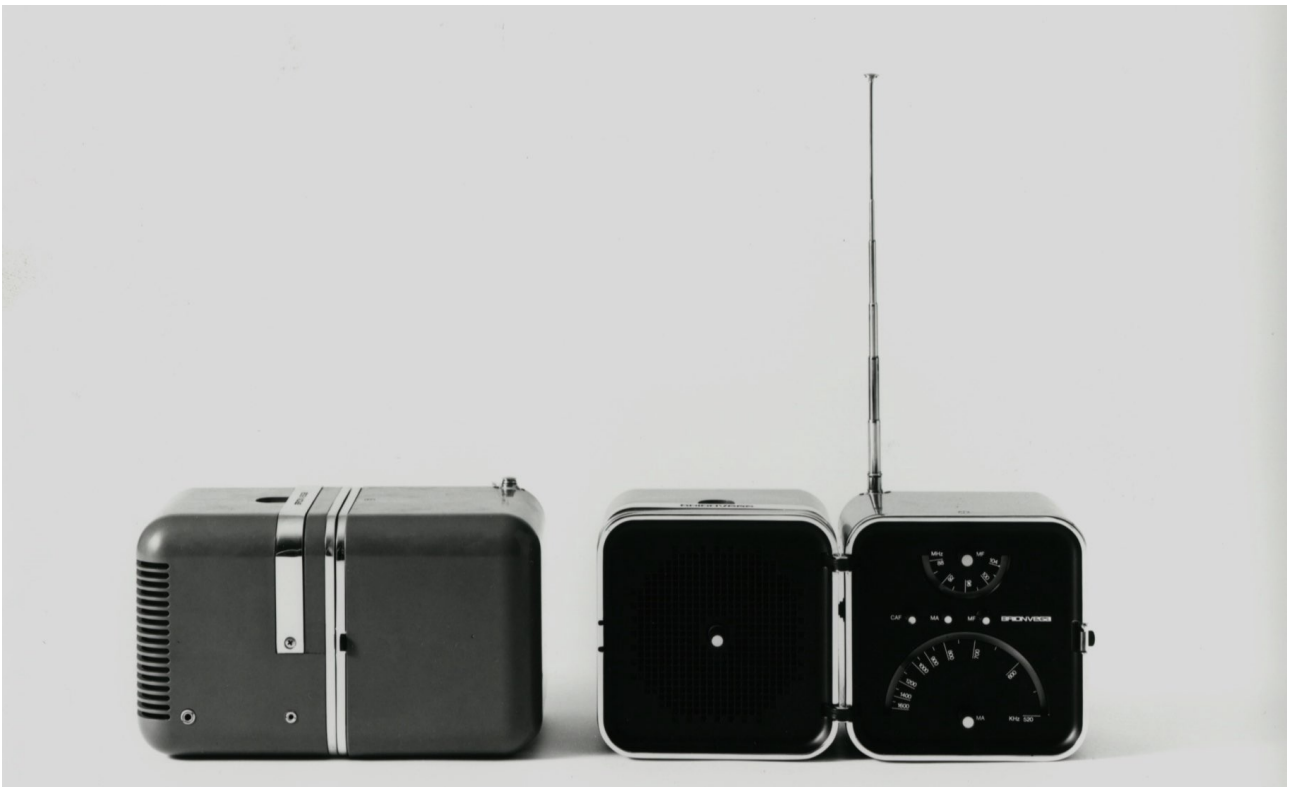
One of the greatest tributes to the **radiocubo** and the Brionvega **radiofonografo** comes from **David Bowie** who was not only a pop icon - exceptional singer and musician - also a tireless collector of small and large works of art and unique objects, especially related to his artistic activity.

In a 1998 interview, Bowie revealed to the New York Times: *"Art is the only thing I've ever nurtured a sense of possession towards."*

In 2016, the two objects belonging to the artist were auctioned at **Sotheby's**, along with 398 other objects from his collection.

The radiocubo was sold for the sum of **30.000 pounds** and the radiofonografo was sold for the important sum of **257.000 pounds**.

The radio is made of *plastic* and *zamak*. All zamak products and accessories are characterized by excellent resistance to corrosion, wear and impacts; this feature is further increased when the product is subjected to treatments such as galvanizing, copper plating, chrome plating and all other galvanic treatments that not only improve its appearance but also protect the surface. The use of ZAMAK has various other advantages including versatility in the finishing of the articles, the high precision of the castings, the low environmental impact production cycle and recyclability.



DESIGNERS – Richard Sapper & Marco Zanuso

In the early 1960s, began an important collaboration between German designer Richard Sapper and the designer and architect Marco Zanuso, a partnership that would last for many years. Brionvega, an Italian electronics company which aimed to compete with Japanese and German producers, commissioned Sapper and Zanuso to create several radio and television sets. These products soon became *icons of Italian design*.

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