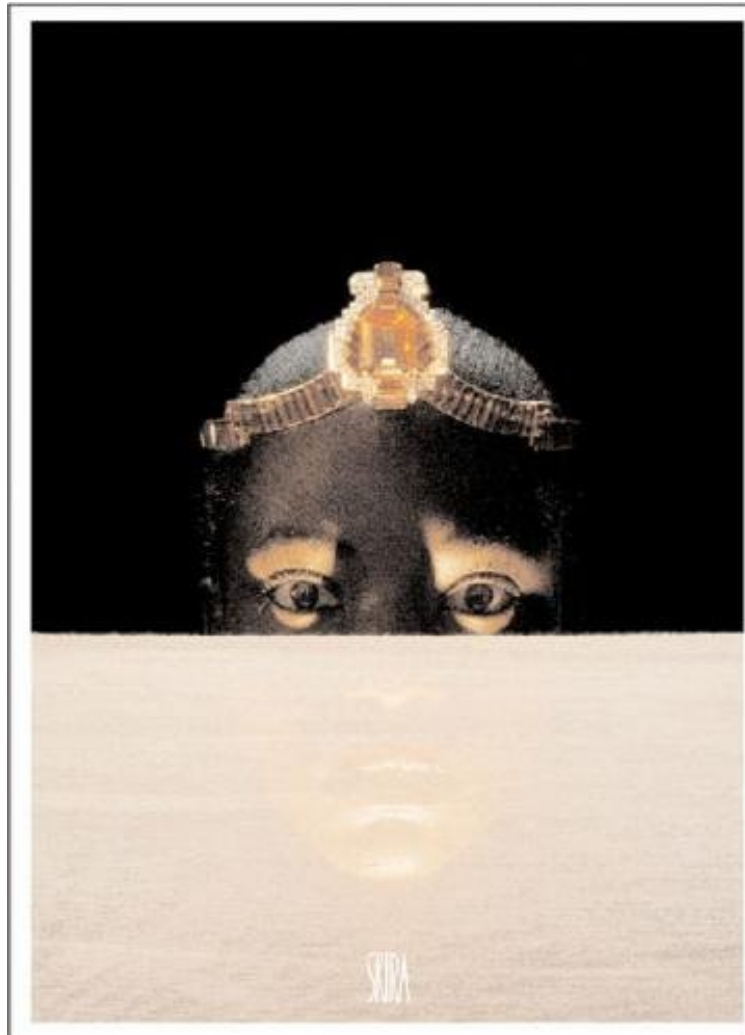


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## Cartier Design Viewed

*Ettore Sottsass*

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**Ettore Sottsass : Cartier Design Viewed** before purchasing it in order to gage whether or not it would be worth my time, and all praised Cartier Design Viewed:

The original designs are not displayed, but are featured in the scenography as huge photographic enlargements that, for Ettore Sottass, conjure up the "idea" or "thought:" behind the object. Nevertheless, he felt it was important that the catalogue reflect the jeweler's graphic world. this book contains a selection of designs chosen in synergy with the layout of the exhibition. The combination of actual-size reproductions with enlargements makes it possible to see the act of creation, circumscribed by the ratio of I and the correct proportions it generates, in close relation to the graphic

or pictorial technique, which monumentalizes the object or piece of jewelry - thereby mirroring Ettore Sottsass' architectural vision. The pieces chosen showcase production drawings that illustrate the unique relationship between design and material. All designs reproduced here are from the Cartier Paris Archives.

About the Author Ettore Sottsass designed for Olivetti for more than thirty years. In 1981 he established the Memphis group. His work is part of permanent collections in the Museum of Modern Art, the Metropolitan Museum of Art, the Centre Georges Pompidou, and the Victoria and Albert Museum.