

The Power of the Page

Since 1928, *domus*, the legendary design magazine founded by Gio Ponti, has chronicled the progression of design and architecture with flair, imagination and prescience. Much of the revolutionary design it introduced to Italian, as well as international, readers, has since been canonized as "classic." The magazine's own look, with its inventive graphic design, has always been commensurate with its content; its cover artists have included luminaries like Herbert Bayer, Herbert Matter, Paul Klee, Le Corbusier, Charles Eames and Milton Glaser. After Ponti's retirement in the 1960s, the magazine instituted a policy of bringing on a new editor-in-chief every five years, to reinvigorate it with the personal vision of innovative thinkers and designers. Now Taschen has published a fascinating 12-volume selection of the magazine's most memorable pages, including some advertising, from the first issue through 1999. New to the selection are English translations and a pair of introductory essays to each era — one historical, another by one of the editors or contributors, including Lisa Licitra Ponti (Gio Ponti's wife and collaborator), Ettore Sottsass, Cesare Maria Casati, Alessandro Mendini and Mario Bellini. Zooming through the 70 years of invention compressed into these pages, from the early Modern Movement through Frank Gehry, boggles the mind and makes one appreciate more profoundly the achievements of design during the first modern century. *domus 1928-1999, vol. I-XII* costs \$600. Information at www.taschen.com. —Andrea Truppin

