

**Innovation
is a unique
combination
of existing
ideas**



Lecture by **Carl Gustav Magnusson**

introduced by **Gabriele Neri**

Monday
30 March 2026
h 9:00

Palazzo Canavée
Hall C 0.64

- Lecture organized by
Atelier Orizzontale Blumer
spring semester

A special lecture by Carl Gustav Magnusson, an industrial designer with an extraordinary career marked by remarkable collaborations and projects: from his early experience at the studio of Charles & Ray Eames in Venice, CA, to his role as Director of Design at Knoll—first in Europe and later globally—where he led the commissioning of renowned talents such as Ross Lovegrove, Maya Lin, Frank Gehry, and Ettore Sottsass to create future furniture classics. Carl continues to engage with the contract furniture industry, consults for the automotive sector, and lectures at institutions and organizations worldwide, ranging from Apple's headquarters in Cupertino to high schools in Switzerland. "Design is function with cultural content" is his contemporary definition of design, widely adopted across the field. Since founding his studio, CGM Design, in 2005, he has received more than 50 awards, including the Design Legend Award from Contract Magazine in 2012, and 20 patents.