

Viappiani, Tradition and Innovation

Whoever comes to Viappiani experiences this fresh atmosphere of technology and renewal. In its new premises in Segrate, Viappiani works at full range in the branch of printing, proposing to its customers the most innovative products and services.

This continuous need of renewal, always looking for innovation, arises from ancient and solid entrepreneurial basis. The perseverance and firmness of Bruno Viappiani, who 75 years ago founded the company which in short time became a leader in its branch, were the starting point of a continuous success.

Technologically advanced machinery and materials reduced dramatically the leadtimes, but without the passion which distinguishes Viappiani's work, this is not enough to explain this brilliant industrial activity.

From being a small business up to today's reality, Viappiani was able to change skin and dimension in a process of continuous renewal without losing the love for its work.

The company specialized in printing postcards: an amusing way of communicating, particularly appreciated by young people, which generates among the collectors real hunts for the latest novelty.

Therefore maximum chromatic fidelity is one of the most important targets for Viappiani in order to respect at best the original project and to maintain the force of the creative idea. Mastering the processes and knowing the substrates allows us to manage any situation. Expertise and flexibility towards the customer's needs transmits this positive sense of "being in good and reliable hands".

WHY THIS BOOK?

by Antonio Barrese

Giorgio Viappiani and his brother Renzo — owners of Viappiani Arti Grafiche — are excellent printers.

I have known Giorgio for many years, we went to the same middle school, the Istituto Rizzoli per l'Insegnamento delle Arti Grafiche ("Rizzoli Institute for Teaching Graphic Arts"), as it was then called.

Viappiani is not just any graphics company: they know how to print excellently and in a number of different ways, which is just what is needed nowadays.

I say "they know how to print" because printing is, of course, carried out by machines, but the skills, the people behind them, are crucial.

At Viappiani the staff — each one of them — are of a very high quality. This is why their prints are of an equally high calibre. In early 2004, Giorgio and Renzo asked me to design a catalogue of their printing systems, of the countless techniques that they have perfected, of the many (some of which are truly surprising) production options that they offer their clients.

What came out of this was an extraordinary book (extraordinary in the etymological sense of "out of the ordinary"), that took a year to complete. It is a visual short story that tells of an art director going home and spending time watching television, in the company of his own thoughts and of the creatures on TV, asking himself questions which are unanswerable.

In the eleven pages over which the story unfolds, the various printing techniques are used, integrated with the plot of the story, so that their real possibilities can be seen by all.

