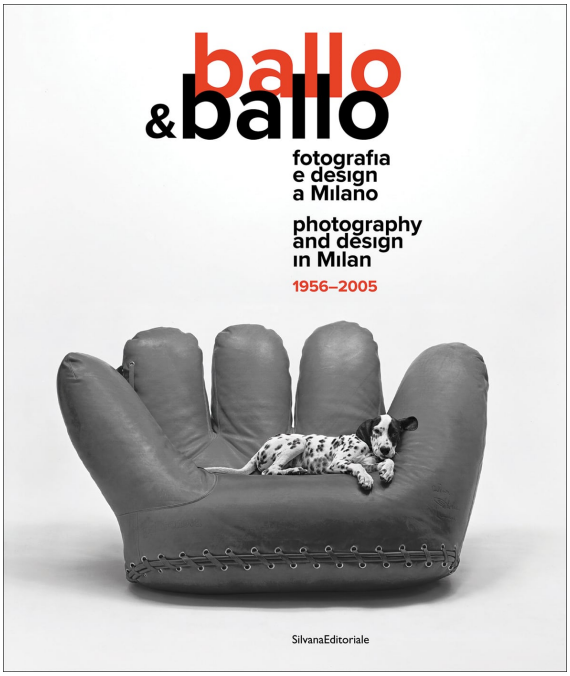
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Ballo&Ballo

Photography and design in Milan 1956-2005

Edited by Silvia Paoli

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During the 1950s, Aldo Ballo and Marirosa Toscani established the most prestigious Italian photographic studio specialising in design, in collaboration with architects, designers, artists, and major companies and magazines in the fields of architecture, furniture, and interior design.

In this book, the most memorable images of the items, veritable “icons” of still life, are accompanied by many original and previously unpublished pieces, critically presented here for the first time. The scientific investigation of the Archivio Ballo+Ballo, made possible by its donation to the Civico Archivio Fotografico of Milan in 2022, has highlighted the extraordinary artistic and intellectual journey of these two great masters. Their images have brilliantly captured the cultural dynamics and innovations of the ever-evolving Italian design, confirming its status as an international leader.

Includes texts by: Silvia Paoli, Alberto Saibene, Paola Proverbio, Laura Marcolini (Studio Azzurro)

Text in English and Italian.







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