TITLE INFORMATION
Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
Web: https://www.accartbooks.com/uk




# Gaetano Pesce

## The Chiat\Day Project

### Edited by Editions Norma

### Edited by Galerie Pulp

| | |
|---|---|
| **ISBN** | 9782376661191 |
| **Publisher** | Editions Norma |
| **Binding** | Hardback |
| **Territory** | World excluding Southern, Central and Northern Europe |
| **Size** | 305 mm x 230 mm |
| **Pages** | 192 Pages |
| **Illustrations** | 500 color |
| **Price** | £70.00 |

- An iconic project – The book explores the creation of Chiat\Day's New York offices, a radical design manifesto and an early experiment in the virtual office
- A major design figure – Italian architect and designer Gaetano Pesce is celebrated for his humanist and experimental approach
- A visionary collaboration – The encounter between Pesce and Jay Chiat represents one of the most fruitful dialogues between art, architecture, and business
- Rich and original content – 500 images, interviews, and rare documents reveal the behind-the-scenes story of an avant-garde project
- Historical context – The book situates the Chiat\Day project within Pesce's broader career and the design landscape of the 1980s–1990s
- High-quality production – Large format (23 × 30.5 cm), exceptional iconography, and premium printing quality
- A contemporary relevance – The book sheds light on the origins of remote work and collaborative spaces, more timely than ever today
- A reference for professionals – An inspiring resource for architects, designers, curators, and students

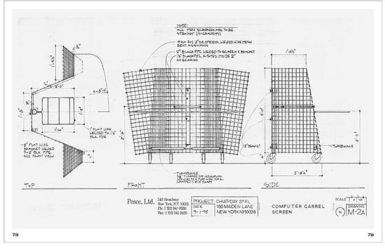
Gaetano Pesce traces the visionary collaboration between the Italian designer and American entrepreneur Jay Chiat, founder of the advertising agency ChiatDay. Through 500 images, rare archives, and previously unpublished interviews, this book explores the creation of ChiatDay's New York offices—true laboratories of the virtual office concept. Conceived in the 1990s, this groundbreaking project merges art, architecture, and technology, redefining the very notion of workspace.

From Venice to New York, the book situates this adventure within the career of a leading figure of radical design, for whom humanity and diversity remain central to every form of creation. ***Gaetano Pesce*** offers a richly documented and visually striking journey into the world of a total artist whose influence continues to shape the way we think about work, space, and creativity today.

Text in English and French.

The book is produced in collaboration with Galerie Pulp. Find them on Instagram at @pulpgalerie







Published 13th May 2026