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Lora Lamm

Graphic Design in Milan 1953–1963

Edited by Lora Lamm

Edited by Nicoletta Ossanna Cavadini

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- A fully illustrated monograph dedicated to Swiss Graphic Designer Lora Lamm
- Revised and updated edition

This book celebrates Lora Lamm (1928 – 2025), one of the most admired and successful women in the field of commercial graphic design in the 1950s and 1960s. Trained in Switzerland and active in Milan in the postwar period, her work remains of outstanding interest and relevance today, with its strong communication skills, elegant colour effects, original and refined style.

Presented here are some of her most important works: sketches, posters, invitations and packaging created for la Rinascente department store – where she was the in-house graphic designer and creative consultant – and for other major companies, including Pirelli, Elizabeth Arden and Niggi.

Texts by Nicoletta Ossanna Cavadini, Carlo Vinti, and Mario Piazza; an interview with Lora Lamm; an anthology of testimonies (Gillo Dorfles, Giancarlo Iliprandi, Mariarosa Toscani Ballo, Elsbeth Calabresi-Gumpfer, Serge Libiszewski, Italo Lupi, Emilio De Maddalena, Ruedi Külling, Aoi Huber-Kono, Silvia Latis, Heinz Waibl); and biobibliographical notes.

Text in English and Italian.





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