

Radio.cubo 50°
**a design icon for more
than 50 years**



BRIONVEGA

Designers

M. Zanuso & R. Sapper

720 Lady

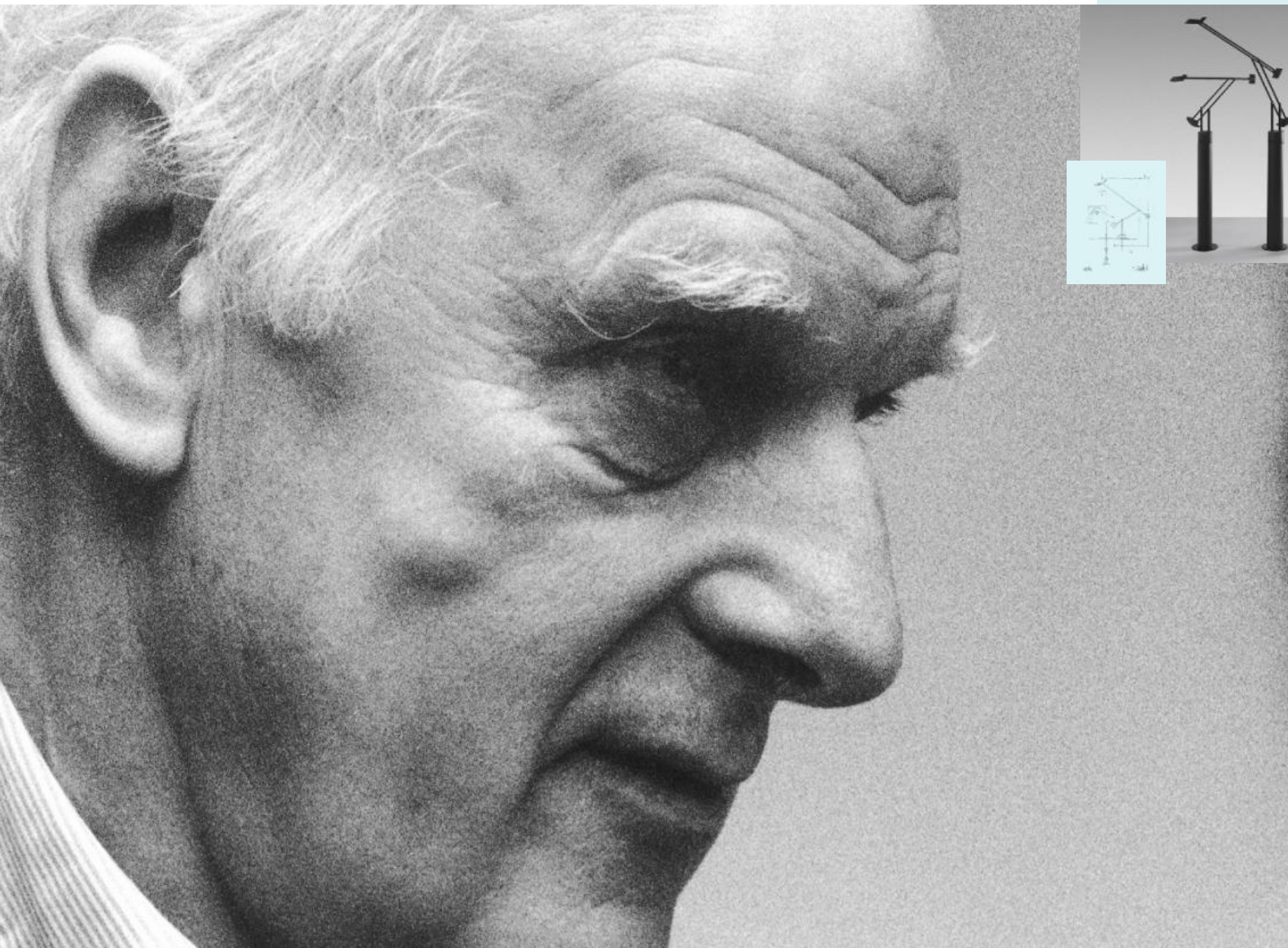


Designers

Marco Zanuso

Designer, urban planner and architect, Marco Zanuso has stood since the Second World War as a leading protagonist in the Modern Movement cultural debate. Numerous collaborations illustrious during his career: the most significant ones stand out with brothers Livio, Pier Giacomo and Achille Castiglioni and Richard Sapper. Along with this has created – in 1962 – Doney, the TV for Brionvega. A successful challenge for the Italian brand, repeated – in the following years with the design of televisions Sirius (1964) and Black (1969) and the radio.cubo.





Tizio Lamp

Designers

Richard Sapper

Creator of true modern design masterpieces, has designed objects which have become cult icons over time, such as the Alessi Kettle 9091 (1982), the Tizio lamp (1972) for Artemide and the Grillo telephone (1965) for Siemens. As well as, of course, Brionvega radios and televisions. Eleven times Golden Compass, worked throughout his career with Fiat, Pirelli, IBM and Mercedes Benz. In 1959 when, together with the designer Marco Zanuso, becomes a style consultant for Brionvega. The creative couple will realize, in a few years, some of the major masterpieces of design of those years, as the tv Doney, and Sirius Black and radio.cubo.

Italian industrial design

The Sixties

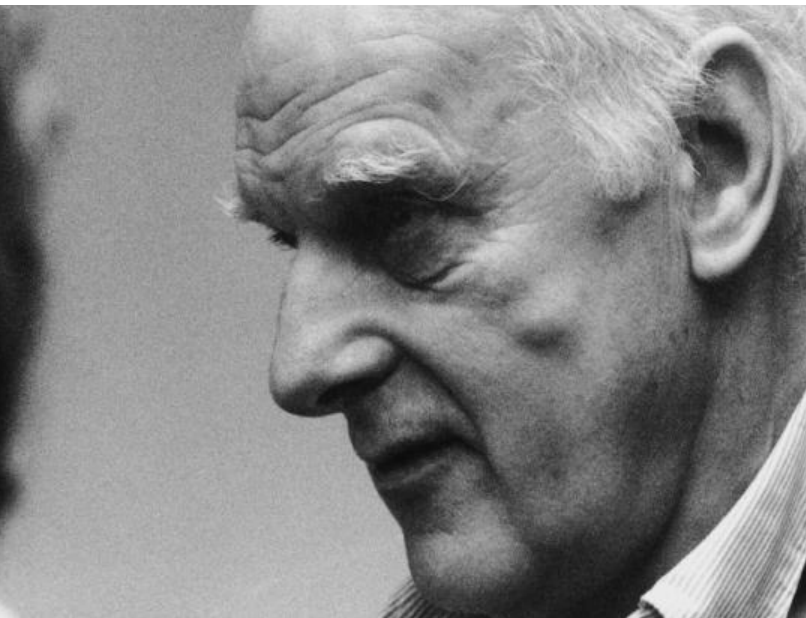
The Sixties

Italian industrial design

It is the 1960s, when the world discovers Italian creativity and falls madly in love with it, and cult objects with an unconventional appearance are imposed on the scene.

At the time, the long wave of the post-war booming economy supported technology progress and economic growth that along with socio-political and cultural events revolutionized permanently the new generations' values, aspirations and lifestyles. The Italian industrial design drove the "New Renaissance", dominating the world with its innovative and appealing productions and objects through outstanding project skills, brand-new functions and research of cutting-edge materials.





The Sixties

Designers and companies

Engineers and architects turned into true modern artisans by creating extremely modern yet timeless items, the design of which is still studied today and considered a great source of inspiration.

Many of these are still produced today - often copied and reproduced - and have become a shining beacon of style. Works by Mario Bellini, Marco Zanuso, Richard Sapper or Achille Castiglioni (with his brother Pier Giacomo, who passed away all too soon) have written thousands of pages of the Italian industrial design history, packing full volumes of monographs, treatises and essays, in addition to their contributions to the influential Treccani Encyclopedia.

Firms like Olivetti, Artemide, Flos, Zanotta, Alessi, BRIONVEGA (just to mention a few) could exploit these projects while developing extraordinary skills not only for their realization, but first and foremost for their industrialization and distribution the world over.

The Sixties

Made in Italy

"The Italian product was synonymous with style, originality and inventive elegance. It was a surprise. And style is primarily a distinctive notion, an ability to relate, a communicative attitude of the product and the object. The products of Italian design were the first interpreters of this communicative function."

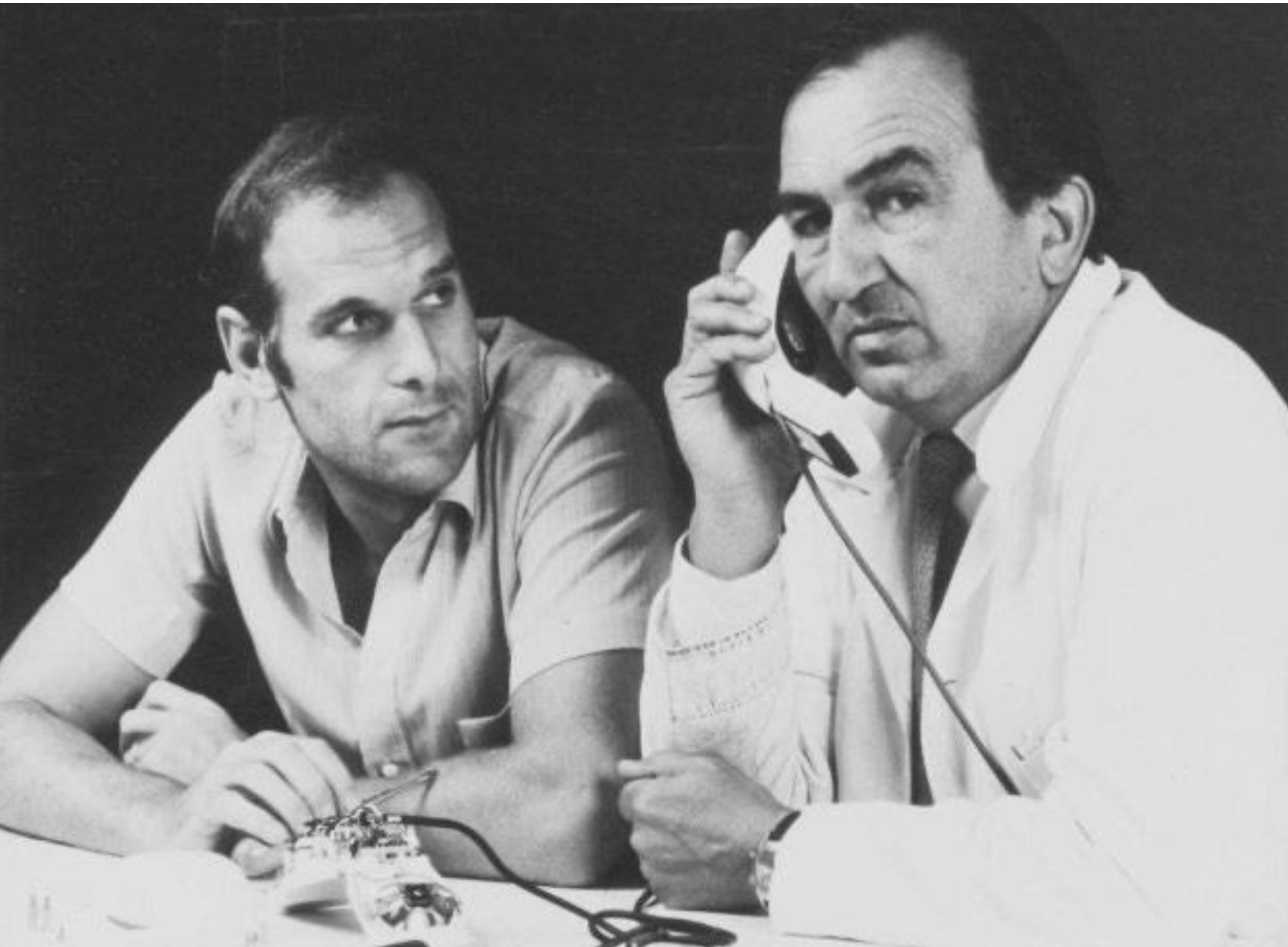
La grafica del Made in Italy. Comunicazione e aziende del design 1950-1980. (2012)

Curated by Mario Piazza



Sapper & Zanuso

Doney, Algol, Black Tv



Zanuso & Sapper

The collaboration

In the early 1960s, began an important collaboration between German designer Richard Sapper and the designer and architect Marco Zanuso, a partnership that would last for many years. Brionvega, an Italian electronics company which aimed to compete with Japanese and German producers, commissioned Sapper and Zanuso to create several radio and television sets. These products soon became icons of Italian design.

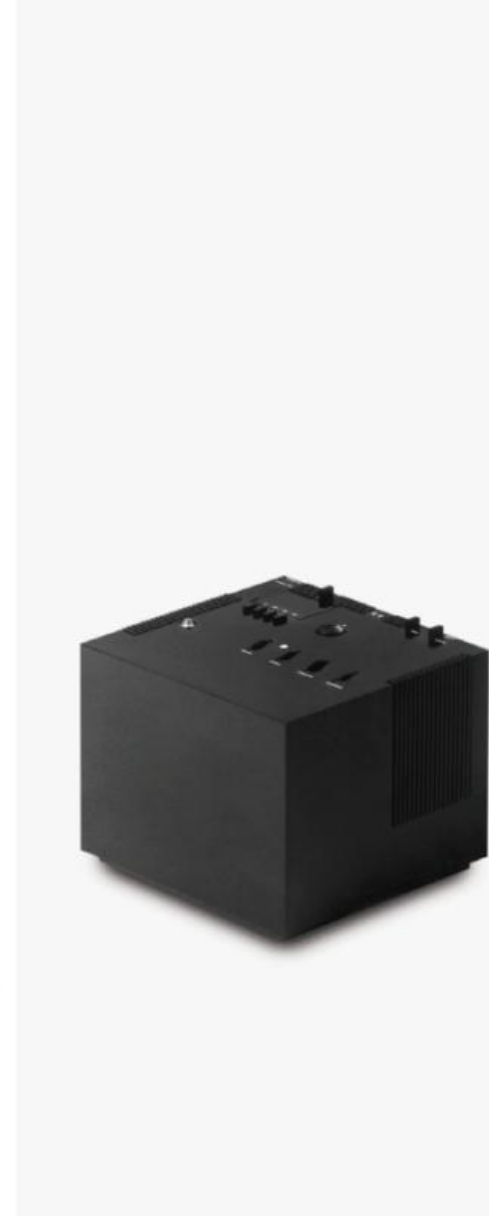
Sapper & Zanuso

Doney, Algol & Black TV

In 1962 the Doney television was born from the pencil of Marco Zanuso and Richard Sapper, winner of the Compasso d'Oro. This is the first fully transistorized television in Europe.

In 1964 they signed the Algol TV, with an organic shape characterized by the inclination of the front part of the bodywork, which ends with the screen, allowing viewing even when the device is placed on the ground.

Finally, in 1969, Tv Black was born, a television with unmistakable lines, one of the representative products of the Italian style of the sixties.



radio.cubo

Design icon from the Sixties



radio.cubo

Design icon from the Sixties

Reliability and ease of use, durability and beauty, technology and design, ergonomics and chromatic vivacity. These are just some of the features of the TS 502 transistor radio, better known as the Brionvega cubo.

Made by Marco Zanuso and Richard Sapper in 1964 following a long research on the shapes that furnishing complements and accessories should take to try to keep up with the times, thus adapting not only to the new style of furniture but also to new needs. The lines and colors would in fact trace the style of furniture that was fashionable during those years, while the portable device would represent the desire for freedom, joy and practicality.

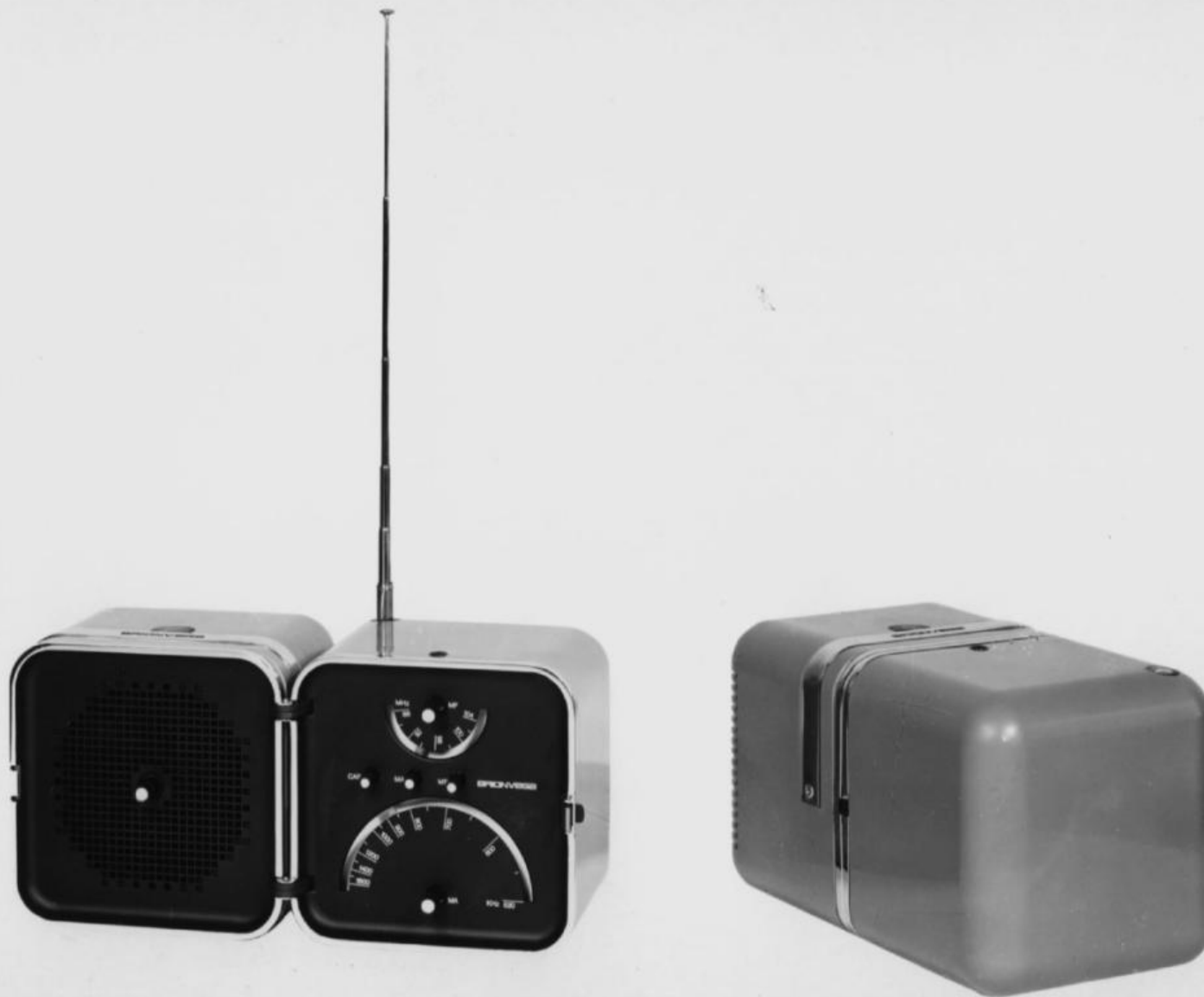
radio.cubo

The idea

The idea of the designers was to integrate the object into the domestic environment, exhibiting it and not hiding it, making it become the protagonist of the environment: a colored object and no longer gray, with a shape never seen before, a synthesis of technology in two shells.

Not a static and self-referential object created to show its function as the electronics products of the time were, but light, portable and with a playful and innovative character even in the materials used.





radio.cubo

Cult object

The TS 502 can best be defined as the essence of design, a model that since the 1960s has become the protagonist of the international scene and exhibited in major contemporary art museums (MoMA - New York, La Jolla, Osaka and Sao Paulo). An immortal icon, an important and avant-garde point of reference in the field of industrial design, with which it is still difficult to measure oneself today.

radio.cubo

The materials

The radio is made of plastic and zamak and consists of two parts. Its particular shape has a very specific function: when it is open it allows you to interact with the typical functions of the radio, when it is closed it becomes compact and can be transported in a simple and safe way.





radio.cubo

The metal alloy

All zamak products and accessories are characterized by excellent resistance to corrosion, wear and impacts; this feature is further increased when the product is subjected to treatments such as galvanizing, copper plating, chrome plating and all other galvanic treatments that not only improve its appearance but also protect the surface.

The use of ZAMAK has various other advantages including versatility in the finishing of the articles, the high precision of the castings, the low environmental impact production cycle and recyclability.

radio.cubo

More than a radio

It is not just a radio, but a true cult object for all design enthusiasts. It stands out for its chromatic vivacity, the choice of materials and ease of use.



Brionvega & David Bowie

Sotheby's



Brionvega

David Bowie, a big fan

One of the greatest tributes to the radiocubo and the Brionvega radiofonografo comes from David Bowie who was not only a pop icon - exceptional singer and musician - also a tireless collector of small and large works of art and unique objects, especially related to his artistic activity.

In a 1998 interview, Bowie revealed to the New York Times: *"Art is the only thing I've ever nurtured a sense of possession towards."*

In 2016, the two objects belonging to the artist were auctioned at Sotheby's, along with 398 other objects from his collection.

The radiocubo was sold for the sum of 30,000 pounds and the radiofonografo was sold for the important sum of 257,000 pounds.

radio.cubo
through the Decades

From the 60s to today

radio.cubo

1960s

The first version of Radiocubo TS502 by designers Zanuso and Sapper lands on the market. Radiocubo is the portable radio: it does not provide either power sockets or headphones output.

A cult object consisting of two cubic plastic “valves” that make it look like a parallelepiped shell: the open position indicates the state of activity of radio reception, the closed position indicates the rest.





radio.cubo

1970s

The second version of the TS502 is released. More colors and more, a telescopic antenna with joint at the base is used and the two side 3.5mm jack sockets are inserted for use via external power supply and headphone socket. Radiocubo evolves.

radio.cubo

1980s

The second version of Radiocubo TS505 is released, also designed by Zanuso and Sapper. Distinguishing features: new design, color variation, plastic handle and faceplate and improved audio reproduction quality.





radio.cubo

1990s

The ts512 model is born, the only version and latest reinterpretation of the TS project. Partial redefinition of the graphics of the front panel, made leaner and the analog needle instrument is removed, two controls have been added to adjust the treble and bass tones.

radio.cubo

2000s

Radiocubo ts522 is born, a new reinterpretation of the ts502 project. The materials of the first version are back, the two front panels and the handle are made of plastic and zamak and the technology is updated.





radio.cubo

2010s

Radiocubo.it is born TS 525 is the first expandable: with FM, DAB / DAB +, docking station for iPhone and iPod connection, remote control, input for Subwoofer and for the second speaker. In addition it has a new LCD display and a USB input for your MP3 and WI-FI connection.

radio.cubo

Today

Radio.cubo is the quintessence of Italian design and its history proves it.

Protagonist of the design of the 70s, today it returns to the market, nothing seems to have changed after more than 50 years, the line and design of the product are the original ones, those for which we know it and which have made it famous: the body is always produced in ABS plastic and the details are made of zamak. However, some innovations have been applied internally, at an electronic and structural level, to make the radio closer to the needs of our time.



radio.cubo

50

YEARS
OF DESIGN

radio.cubo 50°

A design icon for more than 50 years

radio.cubo

50

YEARS
OF DESIGN



A cult revisited

radio.cubo 50°

radio.cubo 50th is the edition that celebrates more than 50 years of cubo design history. The best radio.cubo ever updates and includes a new rechargeable lithium battery to allow you to always carry it with you and never leave you alone. The same materials as back then. The ZAMAK metal alloy, the 6 subsequent processes, the choice of plastics and packaging, make the object precious.

A cult revisited

radio.cubo 50°

With radio.cubo 50 °, playing your favorite playlists in the highest quality from your smartphone, tablet or PC has never been easier thanks to the latest generation Bluetooth. Or via cable via Aux connection. Listen to your music in high definition directly from Spotify, Deezer or any other streaming music program!

radio.cubo

50

YEARS
OF DESIGN



radio.cubo

50

YEARS
OF DESIGN



DAB
Digital Audio Broadcasting

A cult revisited

radio.cubo 50°

Radio has never been so iconic and technological. Listen to your favorite radio stations digitally thanks to the DAB / DAB + function or in FM and wake up with the right notes thanks to the programmable clock radio. Radio.cubo 50° is also equipped with a remote control for convenient remote control and an input for a second speaker, for an even more complete listening experience!

A cult revisited

radio.cubo 50°

A shape so unique that it hasn't needed to change for more than 50 years.

A timeless object, able to maintain its function and its place in home furnishings for another 50 years.



radio.cubo

50
YEARS
OF DESIGN

radio.cubo 50°

White Snow, Black Night, Red,
Orange and Yellow Sun

radio.cubo

50
YEARS
OF DESIGN



A cult revisited

radio.cubo 50°

The emotions and sensations of Radio.cubo 50° are available in the classic Brionvega colors that have made history: Orange and Yellow Sun, White Snow, Black Night and Red.

Technical specifications

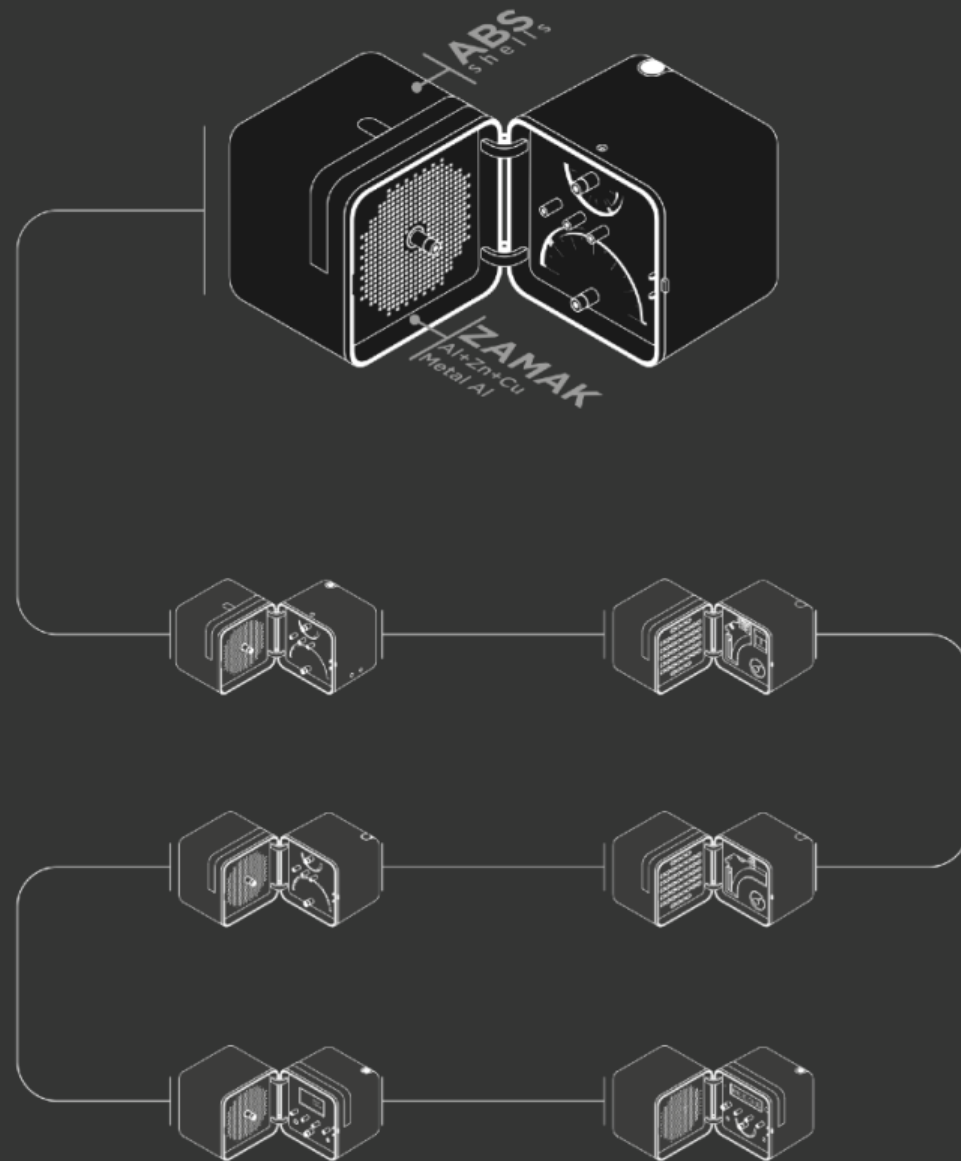
radio.cubo 50°

radio.cubo 50°

1964

The product consists of two cubic shells made of orange plastic with rounded edges, hinged together in order to open and close the object; the internal shells are made of zamak.

When closed the radio looks like a rounded parallelepiped. When the radio is open, the two halves are held together thanks to a small magnet.



La migliore
The best

radio.cubo

di sempre
ever



Rechargeable
battery



Bluetooth



SuperBass



4 colors



Remote Control



Clock Radio



Fm receiver



DAB/DAB+

radio.cubo 50°

Technical specifications

- Radio FM/DAB/DAB+
- Bluetooth+EDR
- AUX Input, Headphone output
- External loudspeaker connection
- SuperBass speaker
- 4" Loudspeaker (Dynamic full range)
- Amplifier power 9W RMS
- LCD Display
- Automatic radio tuning
- 10 FM and DAB storable stations
- Alarm clock with snooze function
- Remote control
- Lithium rechargeable battery
- Available in four colors

TS522D+S

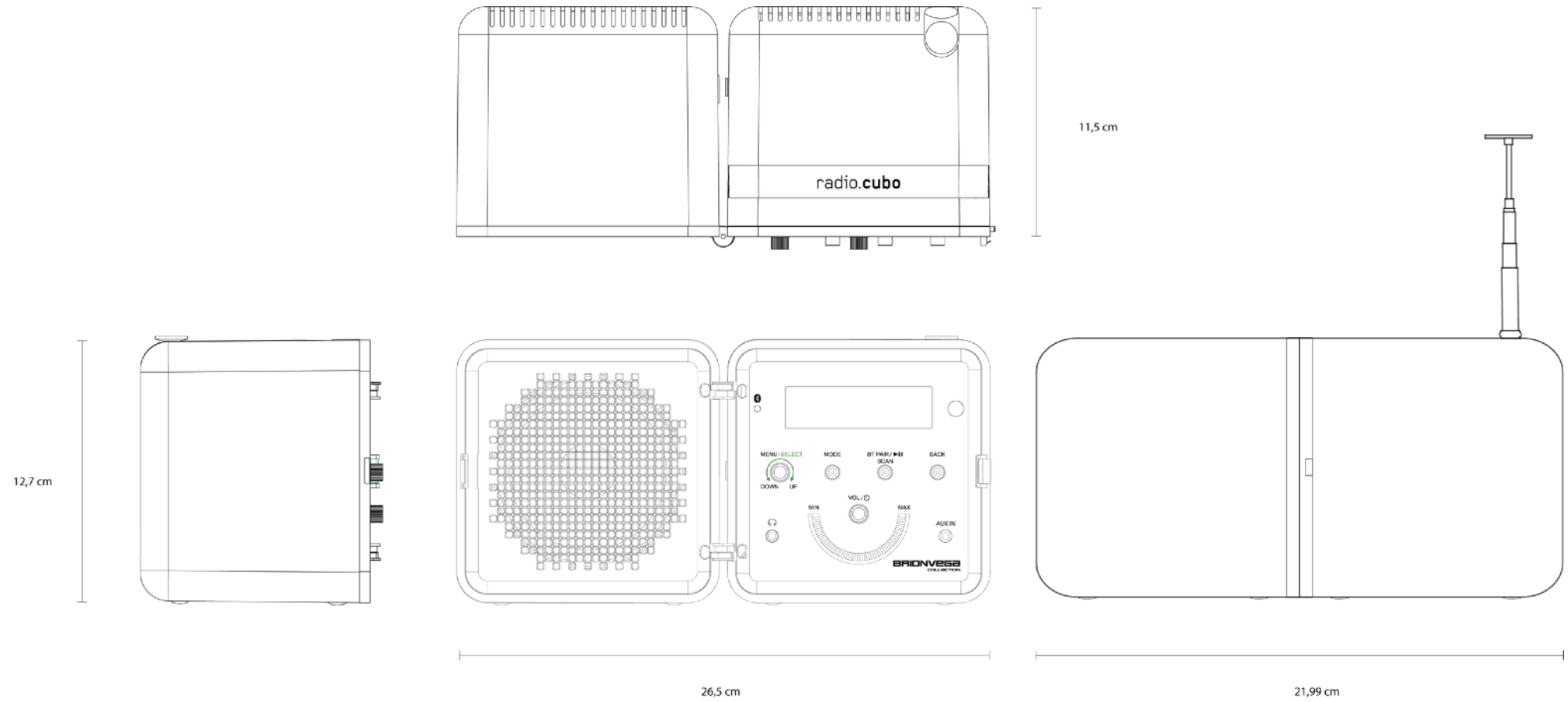
BRIONVEGA

Technical drawings

radio.cubo 50°

radio.cubo 50°

Technical drawings



BRIONVEGA

BV2 S.r.l.
MILANO Italy
The BRIONVEGA ART Products Company

Registered office:
Via Marco Ulpio Traiano 33, 20149 Milano (MI)

Operations:
Via Udine 59, 33061 Rivignano (UD)

Mail: info@brionvega.it

Tel. 0434 383283

www.brionvega.it

