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BRIONVEGA

Company Profile

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About us

Brionvega is a **unique brand** that embodies the perfect blend of Italian design, lifestyle technology, and passion. For over 60 years, it has been a **landmark of Italian design**, with its creations showcased in major contemporary art museums worldwide.

The history of Brionvega reflects the company's dedication to marrying technology with design. Collaborations with legendary designers such as Marco Zanuso, Richard Sapper, Mario Bellini, and the Castiglioni brothers have produced **iconic products** known for their modularity, innovation, and refined aesthetics.

Today, Brionvega continues to honor its heritage by reviving both celebrated classics and hidden gems, making timeless design accessible to new generations. Each product tells a story of craftsmanship, creativity, and the unmistakable spirit of **Italian excellence**.

History

65 years of design

1945

Brionvega starts producing radios.



1956

First black-and-white television.



1960

The Brionvega logo is born.



1962

Doney TV wins the Compasso d'Oro.



1964

Zanuso and Sapper design TV Algol, radiocubo, and radio grattacielo.



1965

Achille and Pier Giacomo Castiglioni design radiofonografo.



History

1968

TS502 radiocubo displayed at MoMA, New York.



1969

Zanuso and Sapper design TV Black.



1970

Brionvega wins the Compasso d'Oro and Mario Bellini designs RR130 totem.



1980

Ettore Sottsass designs the Memphis series.



1992

Mario Bellini designs Cubo Glass.



2004

SIM2 acquires the Brionvega brand.

History

2020

radiocubo 50th Anniversary edition and
radiofonografo in Noce Canaletto, limited edition.

2023

radiofonografo in Ciliegio Wood, limited edition, and three
exclusive totem finishes for the Fuorisalone.

2024

totem special edition for the Fuorisalone.

2025

radiofonografo turns 60.



Mission

To be the **global reference point** for celebrating and reviving **iconic Italian design**, transforming each object into a **timeless symbol** of style, innovation and cultural heritage.

Designers

The designers who have collaborated with Brionvega have created a **perfect synthesis of aesthetic pleasure, ease of use, technology, and timeless design.**

For Brionvega, spectacularity is not a value in itself: it is **passion, love, and the strong desire to make products an essential part of everyday life** that make them extraordinary.

This is why objects such as the **totem** or the **radiofonografo** have become **cult items**, displayed in the most prestigious museums around the world.

Brionvega works with **designers of acknowledged and timeless value**, capable of transforming technology into **everyday art.**

Achille and Pier Giacomo Castiglioni

Their cooperation began in **1946** and they immediately reached **international recognitions and achievements**, while contributing to the success of companies such as **Brionvega, Cassina, and Flos**. They received several **awards**, taking **Italian design** to the **top of international attention**. In **1965** they jointly designed the **radiofonografo**, which became a **symbol of Italian handcrafting**.



Mario Bellini

Born in Milan in 1935, Mario Bellini is an **architect, critic, and designer**. Winner of **8 Compasso d'Oro awards**, former director of Domus magazine, he has exhibited widely in Italy and abroad. His 1987 MoMA monograph confirmed his talent. He collaborated with companies such as **Brionvega, Cassina, Yamaha, Rosenthal, and Renault**, and **25 of his works are in MoMA's permanent collection**.



Marco Zanuso and Richard Sapper

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**.



Production

100% Made in Italy

Every Brionvega radiofonografo and totem is the result of a **unique production journey** that blends **advanced technology** with the **Italian artisanal tradition**.

Each piece requires **50 to 70 hours of dedicated work**, carried out **entirely in Italy** across selected workshops in Friuli Venezia Giulia and Veneto.

Precision and innovation

Behind every **masterpiece** lies a **cutting-edge manufacturing process**. The **chassis and buttons** are produced with **CNC milling machines** to guarantee **absolute accuracy**, while the signature stand is cast as a single piece from a sand mould, then carefully refined and hand-painted. This technical foundation ensures **durability, fidelity to the original design** and an **unmistakable aesthetic identity**.

Timeless finishes

Technology creates **precision**, but it is the **artisans** who create **uniqueness**. Skilled hands transform **industrially perfect components** into **singular works of art**.

Wood panels are **hand-sanded**, the stand is **polished manually**, components are **assembled piece by piece**, and the silk-screen prints are applied with **traditional techniques** passed down through generations.

This is where the **spirit of Italian craftsmanship** becomes visible and tactile.

Certified quality

Each component, from the stand to the speakers, from the main body to the smallest mechanical detail, undergoes a **rigorous quality inspection**.

Every final piece is accompanied by a **certificate of quality, authenticity and fidelity to the original design**.

This ensures that each product is not merely a device, but an **heirloom of Italian design culture**.

Italian craftsmanship

The **iconic tobacco colour**, the CNC-milled buttons, the multilayer hand-painted loudspeaker holes, the flawless gloss of the stand: each element is finished with **meticulous care**.

Even the final **assembly and acoustic testing phase** demands **22 to 30 hours**, underscoring the devotion invested in every single product.

Sustainability

In a world where consumerism often favors the ephemeral, Brionvega chooses **durability, responsibility, and environmental respect** as guiding principles. Each product is designed to **last, be repaired, and maintained**, becoming a lifelong companion rather than a disposable object.

Production relies on **carefully selected materials** and **conscious processes**, favoring solutions that **minimize environmental impact** and support **recycling**. Packaging is also designed for **sustainability**, using certified and easily recyclable materials.

Brionvega has undertaken **concrete initiatives to protect the planet**. Notably, the collaboration with Ogyre made the production of the radiofonografo, totem, and radiocubo plastic-neutral, compensating for the plastic used through the recovery of marine waste in Italy, Brazil, and Indonesia.

For Brionvega, **sustainability is not only environmental**, but also cultural and social, integrated into the design philosophy and the commitment to create **objects meant to last**, combining quality, aesthetics, and innovation.

Product range

radiofonografo

rr226 fo-st

*designed by
Achille and Pier Giacomo Castiglioni*

totem

rr231

*designed by
Mario Bellini*

radiocubo

*designed by
Marco Zanuso and Richard Sapper*

radiofonografo

rr226 fo-st

Designed by
Achille and Pier Giacomo Castiglioni



1965

Our radiofonografo embodies the meeting of **iconic design** and artisanal excellence.

Each piece is a **unique, handcrafted object**, shaped through a careful balance of precision and craftsmanship: from hand-sanded wooden panels to finely crafted details, refined and finished by skilled artisans.

In any environment, from the living room to professional spaces, the Brionvega radiofonografo delivers **timeless style** and **impeccable sound quality**.

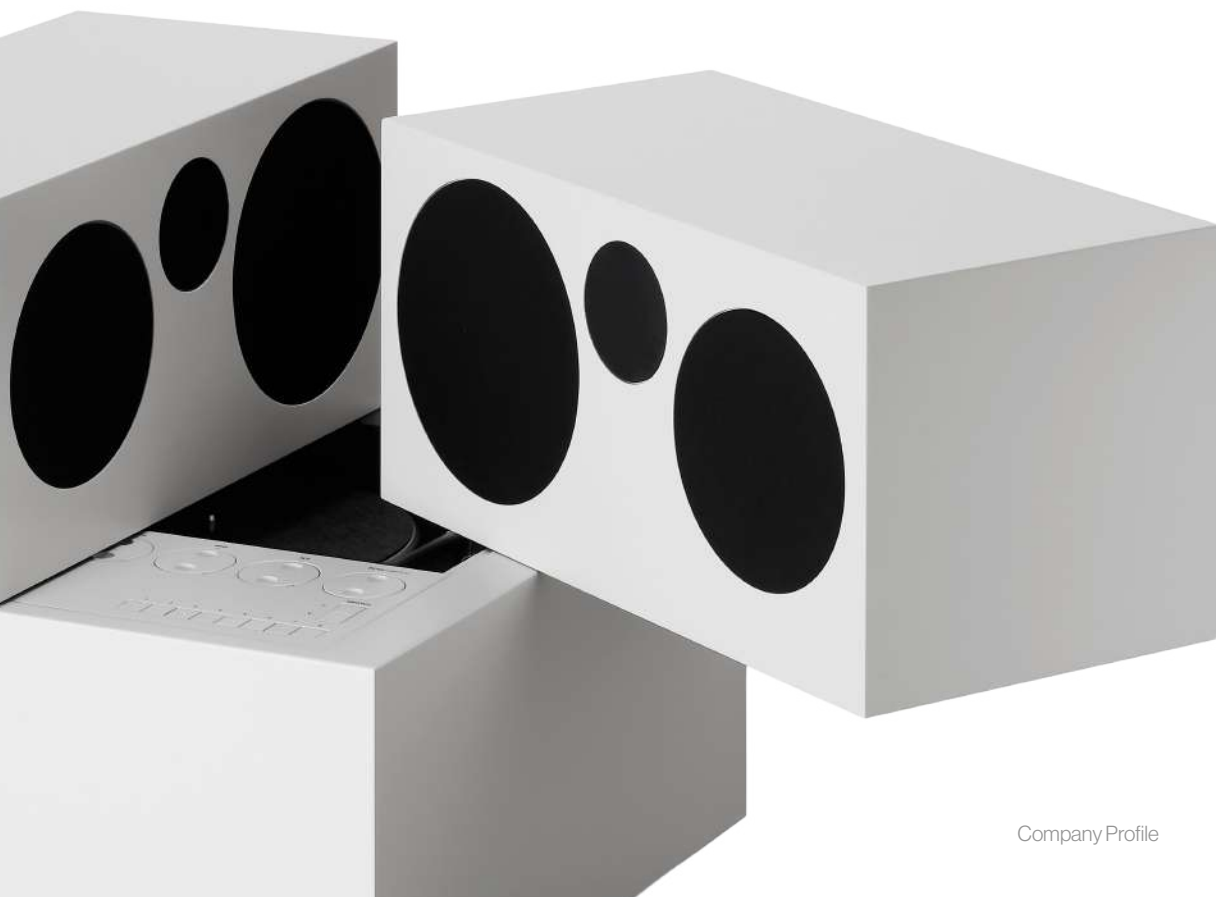
Colors



totem

rr231

Designed by
Mario Bellini



1971

The Brionvega totem is designed as a **sculptural audio solution**, combining **high-fidelity speakers** with **visually striking forms**. Every detail, **carefully hand-finished**, reflects the **Italian excellence** that has always distinguished the brand, turning the totem into a **true design object**.

Colors



radiocubo

Designed by
Marco Zanuso and Richard Sapper

1964

The radio.cubo embodies compactness, functionality, and style. Its **iconic, minimalist design** integrates seamlessly into any space, delivering **high-quality sound** in a **discreet yet distinctive format**. It is the ideal solution for those seeking **advanced technology** and a **compact aesthetic presence**, without compromising on **audio performance**.



Colors



Collaborations

In addition to its core collection, Brionvega periodically presents **limited editions** and **special projects** in collaboration with prestigious brands like **Emporio Armani, Supreme, Itama;** and designer of the caliber of **Elena Salimistraro**.

These initiatives embody an ongoing dialogue between tradition and innovation, reinterpreting the brand's heritage through contemporary design languages and creations of **high aesthetic and collectible value**.

David Bowie



David Bowie, a global icon of music and contemporary culture, was a great **admirer of Brionvega design**. His private collection included **two of the brand's most iconic products**: the radiofonografo rr126 and the radio.cubo ts502, which Bowie used daily to **listen to and create music**.

In 2016, following his passing, Bowie's private collection was exhibited in New York, Los Angeles, and Hong Kong, before being **auctioned by Sotheby's in London**. On November 11, 2016, the two Brionvega products achieved outstanding results: **£257,000** for the **radiofonografo rr126** and **£30,000** for the **radiocubo ts502**.

These **record-breaking figures** confirmed the **iconic and cultural value** of Brionvega products, further enhanced by their association with a visionary figure such as Bowie. As highlighted by **Forbes**, the combination of **Italian design excellence** and an illustrious provenance made the **radiofonografo** one of the **most sought-after pieces at auction**. This episode stands as clear evidence of how Brionvega is recognized, even by the most creative minds of our time, as a symbol of **innovation, superior sound quality**, and **timeless design**.

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