LETTER TO A FRIEND TRAVELLING THROUGH SPACE AND TIME	7
CHAPTER 1 IN SEARCH OF LOST TIME AND SPACE: THE ORIGINS	13
CHAPTER 2 RADICAL DESIGN: THE GHOST IN THE MACHINE	35
CHAPTER 3 PROUST: A KITSCH REVOLUTION FOR THE COMMON MAN	65
CHAPTER 4 FROM POSTMODERN TO NEOMODERN: THE ALESSI AND DOMUS YEARS	83
CHAPTER 5 ENDLESS EPHEMERA: FURNITURE AS FASHION	113
CHAPTER 6 OBJECTS WITH ART AND SOUL: THE DESIGNER AS PAINTER	131
CHAPTER 7 LEARNING A NEW UTOPIA: FROM LAS VEGAS TO GRONINGEN	159
CHAPTER 8 THE GOLDEN DESIGN AGE: SWATCH TO BISAZZA AND BEYOND	185
CHAPTER 9 THE ALESSI CORKSCREW AND THE GLOBAL CITY	215
CHAPTER 10 THE END AS AN ETERNAL RETURN: LIGHT, COLOUR AND BACK TO DOMUS	245
EPILOGUE	274
IN THE GARDEN OF EDEN: THE BIGGER PICTURE OF ALESSANDRO MENDINI	276
FOOTNOTES	290



292

EXTENDED PICTURE CAPTIONS AND CREDITS