



2022 June 6 / September
Fondazione Sozzani
Corso Como 10, Milan

Afro-Tyrolean Kitsch

SANREMO | SAFARI | SUPERONDA FARFALLA Archizoom Associati
GHERPE | PASSIFLORA | SOFO | OFELIA | SPERA | VANITAS | T02 Superstudio
JOE | JOE BALL De Pas, D'Urbino, Lomazzi
ULTRAFRAGOLA Ettore Sottsass jr.

It was the product that few understood, the one that set out to upset the bourgeois intellectual by exasperating measures, function, coating. The advertising shouted out loud "a beautiful piece... clear out your life!", to make way for a verve that was, at the same time, playful and socially critical.

On the occasion of the 60th edition of **MILANO DESIGN WEEK**, **SAFARI** is back as a protagonist in a prestigious location, **Fondazione Sozzani**, as well as in the catalogue of **CENTRO STUDI POLTRONOVA**, riding on the reflection of Fuorisalone 2022.

Now that the design scene is populated by eccentric figures, who use creativity as a universal and relational language, **the Tuscan company led by Roberta Meloni** sees this as the ideal historical moment to give new life to the seat designed by Archizoom Associati, and to other radical pieces by **POLTRONOVA**.

In the multifunctional living room par excellence of the capital of Lombardy, the design by **CSP** comes to represent the passage to a new dialectical relationship between art, design and society, necessary to support the change of our habitat.

In addition to the exotic-tasting sofa, which will have a central place in the exhibition room, there will also be **SANREMO** and **SUPERONDA FARFALLA**, also by Archizoom; **GHERPE**, **PASSIFLORA**, **OFELIA**, **SPERA**, **VANITAS**, **T02** by Superstudio; **JOE** and **JOE BALL** by De Pas, D'Urbino, Lomazzi, and **ULTRAFRAGOLA** by Ettore Sottsass jr., all set up in the bookshop. A tower of **SOFO** by Superstudio will welcome visitors at the entrance of the third floor. The exhibition will be completed by a photographic story on the walls to explain the unconventional approach of the historical designers **Archizoom** and their interest in the theme of "Afro-Tyrolean kitsch", **Superstudio** and **Sottsass**.

poltrona

INFO

Centro Studi Poltrona
press@poltrona.it
www.poltrona.it

PRESS

Re.publique
staff@republique.it
press.poltrona.it



Fondazione Sozzani will also mark the **debut of the SUPERONDA FARFALLA prototype, for indoor and outdoor use**. A beat of the wings is enough to let the umpteenth version of the chair designed in 1966 to challenge conventions take off. In the **butterfly** and in the world of **shiny sky, polka dots, chequered, flowers and stars**, the anti-system art of American artists such as Liechtenstein and, more generally, of Pop Art continues to develop. The **butterfly** pattern, designed by Archizoom in 1968, was a reinterpretation, in an acid and pop key, of the floral theme that came from a much more composed tradition, and is now part of Poltrona's nascent fabric catalog.

The piece thus becomes a work of art in which we can read the continuity with that part of history.

poltrona

INFO

Centro Studi Poltrona
press@poltrona.it
www.poltrona.it

PRESS

Re.publique
staff@republique.it
press.poltrona.it