

# SIDE GALLERY

JOE COLOMBO (1930-1971)



## Armchair model "Tube"

Manufactured by Flexform  
Italy, 1969  
Upholstery, foam, PVC

## Measurements

60 cm x 90 cm x 82h cm  
23,6 in x 35,4 in x 32,3h in

## Literature

Emilio Ambasz in Italy: The New Domestic Landscape. Achievements and Problems of Italian Design. Ed. Emilio Ambasz. Exh. cat., Museum of Modern Art. New York, 1972, p. 116, ill. (Museum of Modern Art, New York collection)

Grace Glueck. "Design Review: From Curvy Organic Shapes to Hip and Playful Pop." New York Times (December 1, 2000), p. E36  
Ignazia Favata. "Gli oggetti." Joe Colombo Milan, 2011, pp. 82–83, ill. (color)

## Biography

Joe Colombo saw himself as a "creator of the environment of the future." During the forward-looking 1960s—against the backdrop of the space race and Pop Art—the Italian industrial designer sought to create design solutions through the use of new materials and curvaceous, functional forms. He used his family's factory to conduct experiments in cutting-edge plastics such as fiberglass, ABS, PVC, and polyethylene, with the goal of creating furniture for mass production. In addition to new materials, he also explored ideas of self-assembly, in pieces such as modular tube furniture that could be arranged according to the users' wishes.