

# SIDE GALLERY

ROBERTO PAMIO & RENATO TOSO & NOTI MASSARI



## Modular Sofa model "Style of Lara"

Manufacture by Stillwood  
Italy, 1970s

Reupholstered in a luxurious golden mohair

### Measurements

187 cm x 309 cm x 63,5 cm  
74 in x 122,5 in x 25,5h in

### Literature

Domus, n. 538, gennaio 1974

## Biography

Roberto Pamio:

Born in Venezia Mestre, he is an architect that works in Scorzè (VE) and in New York. He is a residential, commercial and industrial architect and works both as a product designer and a retail project designer. He has won many design awards in Italy and in other countries. His works have been the subject of individual and collective exhibitions in international centers and museums.

Renato Toso: & Noti Massari:

Renato Toso was born in Murano in 1940; Giovanna Noti Massari in Venice in 1939. They both graduated in Architecture in Venice, and got married to each other in 1968. They live and work in the town of Zero Branco (TV), working on projects in the field of architecture, furniture, renovation and design. Their relationship with Leucos is not only professional but also emotional, as they participated in its founding. In fact, Leucos is the result of their passion, cultivated and experienced since their childhood in their father's glass-making shop (Fratelli Toso), where tiles, glass panes, objects lamps and modular elements were designed. In the architecture sector, they designed the school complex of Scandolara (TV), a few renovation projects in the historical centre of Venice, display and exhibition venues and halls for various companies (among which the Leucos offices in Scorzè).

## Concept

The Lara sofa, 1958 was designed by Roberto Pamio, Renato Toso and Noti Massari for Stillwood. Pamio and Toso were close collaborators. Joined by Massari for the sofa project they appear to develop ideas led by Pierre Paulin, creating completely new forms following developments in foam technology. Like Paulin, the Lara sofa is an example of foam being used structurally, in this case to make a low-slung L-shape, with the two pieces fitting together like an organic jigsaw, which leads to a joyful piece of design.