

SIDE GALLERY

ARCHIZOOM ASSOCIATI



Modular "Safari" Sofa

Italy, 1968.
Manufactured by Poltronova, Agliana, Italy.
Fiberglass, fabric upholstery.

Measurements

259,1 x 214 x 63,5h cm
102 x 84,3 x 25h in

Provenance

Elastique, Zurich.

Literature

Safari Componibile, Domus, no. 466,
September 1968, p. 4.
Emilio Ambasz, ed., Italy: *The New Domestic
Landscape*, exh. cat., The Museum of Modern Art,
New York, 1972, p. 108.

Biography

Archizoom was an Italian architectural group. Its projects began in the late 1990s, between 1960 and 1970. In 1974 the group was dissolved. Their conception of design was anti-design. The group was composed of architects Andrea Branzi, Gilberto Corretti, Paolo Deganello and Massimo Morozzi; and Dario Bartolini and Lucia Bartolini as designers. They emphasised the study of the needs of the individual, taking as a reference other movements such as Art Nouveau, Art Deco, Pop Art and Kitsch art.

Their designs aimed to question the functionality and "good taste" of previous movements. Examples of this are the Mies Chair (1969) and the modular "Supernova" stool (1966). His projects also include the conception of utopian cities such as "Non Stop City". It is also worth mentioning his participation in the Triennial (Milan) in 1968 with the project "Centro di Cospirazione Eclettica".