

SIDE GALLERY

JOE COLOMBO



Armchair model "Multichair"

Manufactured by B-Line
Italy, 1971
Upholstery, leather, metal, foam

Measurements

70 x 61 x 65,5h cm
27,5 x 24 x 25,8h in

Literature

Joe Colombo and Italian Design of the Sixties, Favata,
ppg. 84-88 , for similar examples

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.