

SIDE GALLERY

JOE COLOMBO



Pair of Armchairs model "Roll"

Manufactured by Sormani
Italy, 1962
Leather, Steel

Measurements

80 x 70 x 70h cm
31,5 x 27,6 x 27,6h in

Provenance

Private collection, Milano

Literature

Domus No. 421, December 1964, page 120.

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.