



Safari

since 1967

Poltrona
info@poltrona.it
www.poltrona.it

designer

Archizoom Associati

description

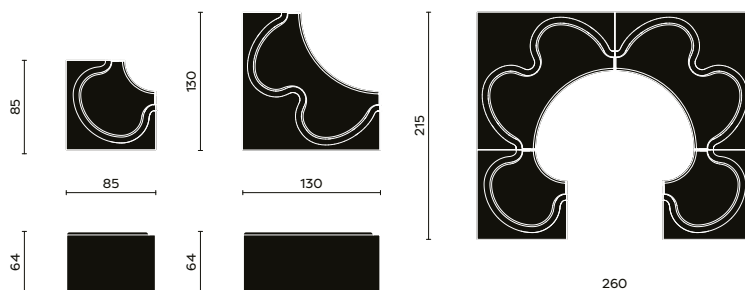
The Safari sofa is a multiple seat with the profile of the backrest shaped like a series of waves, one gathers in the central void, accessed through an opening, as in a sort of tribal ritual. The piece of furniture consists of four pieces of two different types [two armchair modules and two sofa modules]. The Safari sofa was put into production for the first time by Poltrona in 1968. The experimental fibreglass technique was used for the structure. For the seat and backrest upholstery, Archizoom chose a printed animal pattern fabric with a Leopard print. The same pattern is used for the polyurethane foam rug placed between the seats. The choice of the leopard pattern was a cultured reference to the work “Bedroom ensemble” [1963] by Claes Oldenburg, master of Pop Art, and his subsequent “Leopard chair” [1963], but also to a Kitsch taste adopted by the group in polemic with the need to make form follow function. It is part of the permanent collection of prestigious museums including the Centre Pompidou and the Museum of Fine Arts in Montreal. It has taken part in numerous exhibitions.

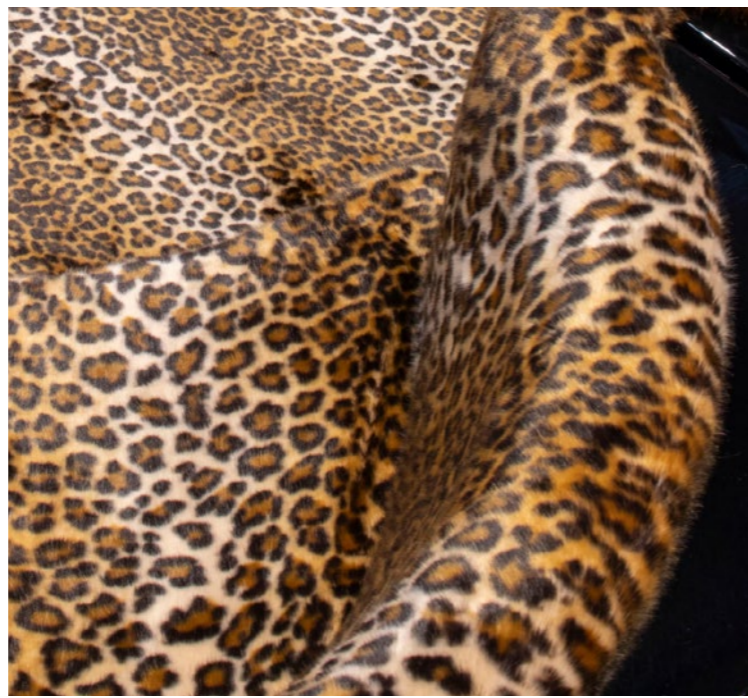
typology

Sofa

dimension

85/130[l] x 85/130[w] x 64[h] cm





materials

Frame in white fibreglass, padding in polyurethane foam, covering in faux fur with leopard animal pattern or other colours, rug in polyurethane foam covered in faux fur with leopard animal pattern or other colours.



colours

Frame:		Covering (plain):	
White		Snow	
Black		Purple	
Covering (leopard):		Camel	
Grey		Rust	
Yellow		Cocoa brown	
		Cinnamon	
		Powder pink	
		Powder blue	
		Military green	





Ph. Serena Eller



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↗ Serre Torrigiani, Florence. 2022



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↗ Serre Torrigiani, Florence. 2022





↴ Serre Torrigiani, Florence. 2022



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↵ Serre Torrigiani, Florence. 2022



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↶ Serre Torrigiani, Florence. 2022



↳ *Elle Decor, Alchemica, Palazzo Bovara, Milano Design Week, Milan. 2025*

↳ *Elle Decor, Alchemica, Palazzo Bovara, Milano Design Week, Milan. 2025*



↳ *Hyper Poltronova, Salone del Mobile, Milano. 2024*





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↶ *Hyper Poltronova, Salone del Mobile, Milano. 2024*



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↶ *Hyper Poltronova, Salone del Mobile, Milano. 2024*

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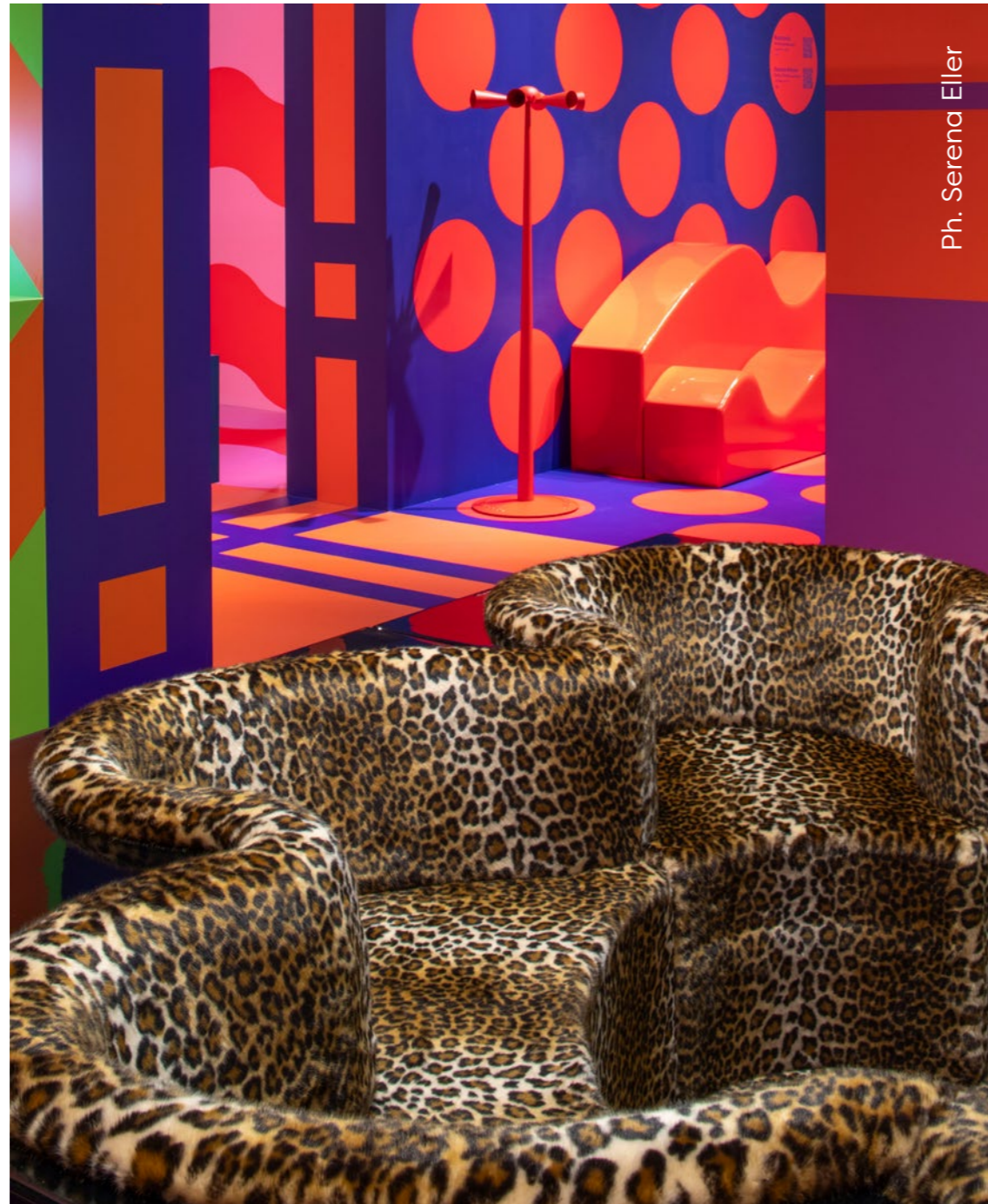


↪ *Hyper Poltrona, Salone del Mobile, Milano. 2024*



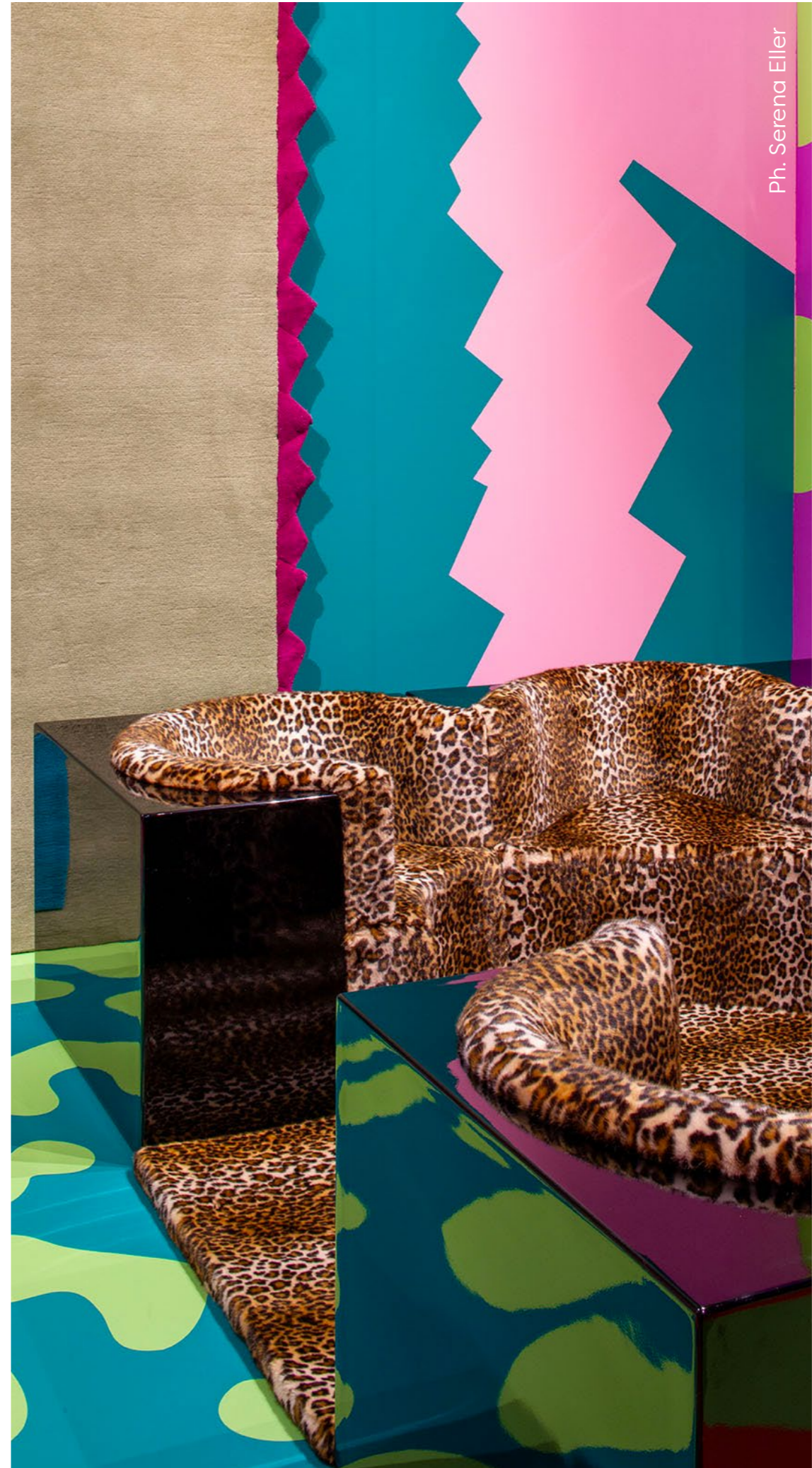
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↪ *Hyper Poltrona, Salone del Mobile, Milano. 2024*



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↪ *Hyper Poltrona, Salone del Mobile, Milano. 2024*



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↪ Afro-Tyrolean Kitsch, Fondazione Sozzani Milano. 2022

↪ Afro-Tyrolean Kitsch, Fondazione Sozzani Milano. 2022



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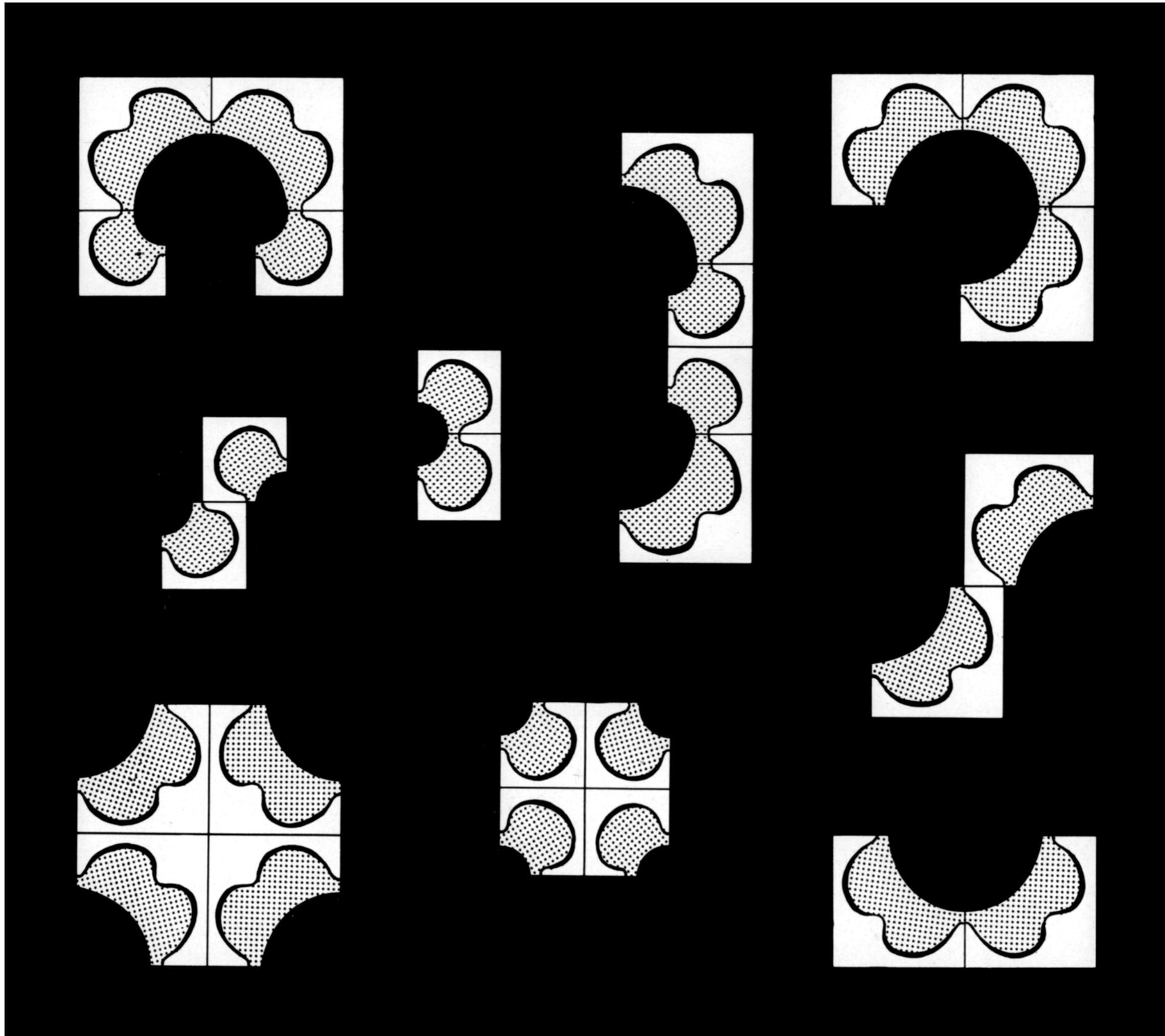
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↩ Afro-Tyrolean Kitsch, Fondazione Sozzani Milano. 2022

↩ Afro-Tyrolean Kitsch, Fondazione Sozzani Milano. 2022





↘ Poltronova, Agliana. 1968



Ph. Dario Bartolini

↙ The Student Hotel, Florence. 2020

↘ Poltronova, Agliana. 1968



Ph. Dario Bartolini



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↙ Poltronova, Agliana. 1968



Radical Utopias. Beyond Architecture: Florence 1966—1976, CCA, Montreal. 2018



Radical Utopias. Beyond Architecture: Florence 1966—1976, CCA, Montreal. 2018



↪ *Poltrona Catalogue Shooting, Agliana. 1968*



Ph. Dario Bartolini

↪ *Poltrona Catalogue Shooting, Agliana. 1968*



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↪ *Poltrona Catalogue Shooting, Agliana. 1968*



31 Agliana/Pistoia/Italy
foto 71351/2/3

poltronova

Safari

design: Archizoom

il Divano Imperiale

le Imperial Sofa

composable sofa for the most varied solutions.
frame in fibreglass, padding in foam rubber,
upholstering in artificial leopard skin, fabric or leather.
on request, small carpet with supports in expanded resin.

Divano componibile per le più svariate soluzioni.
Struttura in fibreglass, imbottitura in gommapiuma,
rivestimento in finto leopardo, tessuto o pelle.
A richiesta, tappetino con supporti in resina espansa.

**An imperial piece
in the dreariness of your
domestic walls.
A piece that is finer than you.
A very beautiful piece
that you would not deserve.
Clear your sitting-room!
Clear also your life!**

**Un pezzo imperiale
nello squalore delle vostre
pareti domestiche.
Un pezzo più bello di voi.
Un pezzo bellissimo
che non meritereste.
Sgombrate il vostro salotto!
Sgombrate anche la vostra vita!**



I am very pleased to have been picked to present these Archizoom gentlemen and their products to you because I find these products of theirs most conducive to the spreading of panic among those with vested interests in a country like ours, where things cultural and ideological are so highly organized, stratified, stereotyped and sedimentary.

Ettore Sottsass jr.



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the Poltrona team to be traced and mentioned correctly.*

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