



Farfalla

since 1967

Poltrona
info@poltrona.it
www.poltrona.it

designer

Archizoom Associati

description

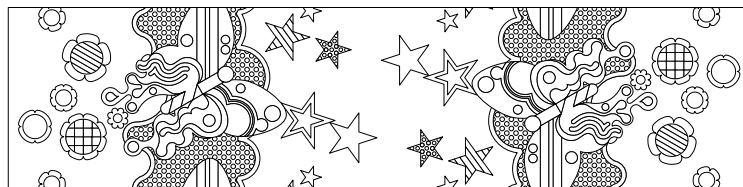
In the Farfalla the anti-system art of American artists such as Lichtenstein and, more generally, of Pop Art continues to develop. The Farfalla pattern, designed by Archizoom in 1968, was a reinterpretation in an acid, pop key of the floral theme that came from a much more composed tradition, and is now part of Poltrona's nascent fabric catalogue.

«I have no idea how come, but I remember very well the reason why Massimo and I designed the fabric “Le farfalle”, [The Butterflies], by Poltrona... The idea was to make decorations with flowers, but crossed with pop decorations, like Lichtenstein's, that imitated printers' designs, creating [in our intent] a contrast between the floral theme and the “pop” theme... In reality, the result was a lively fabric but not as acid as we expected; the “Over-the-Top Generation” of Archizoom was not yet mature...»

[Andrea Branzi, 2022]

typology

Printed fabric



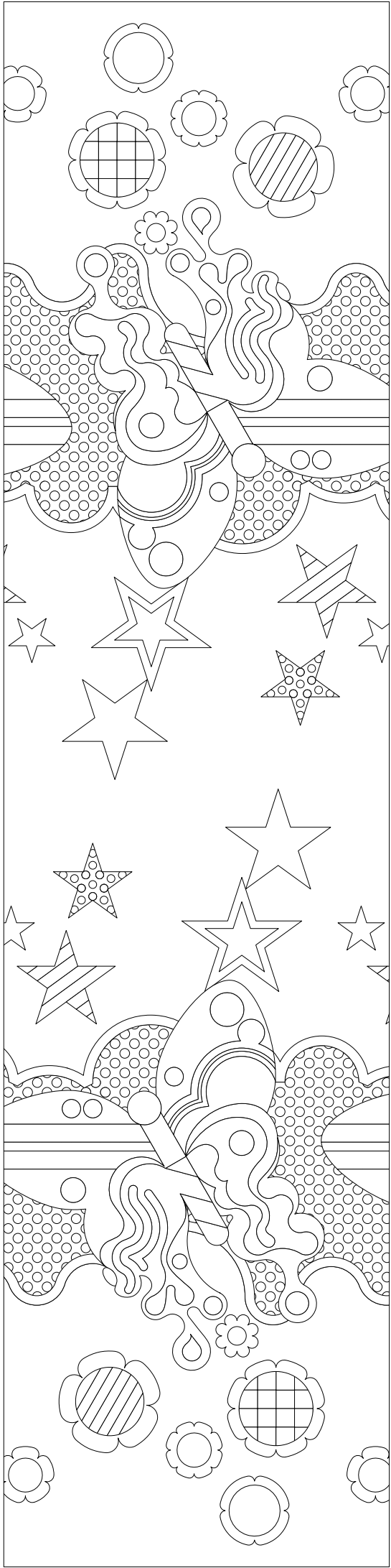


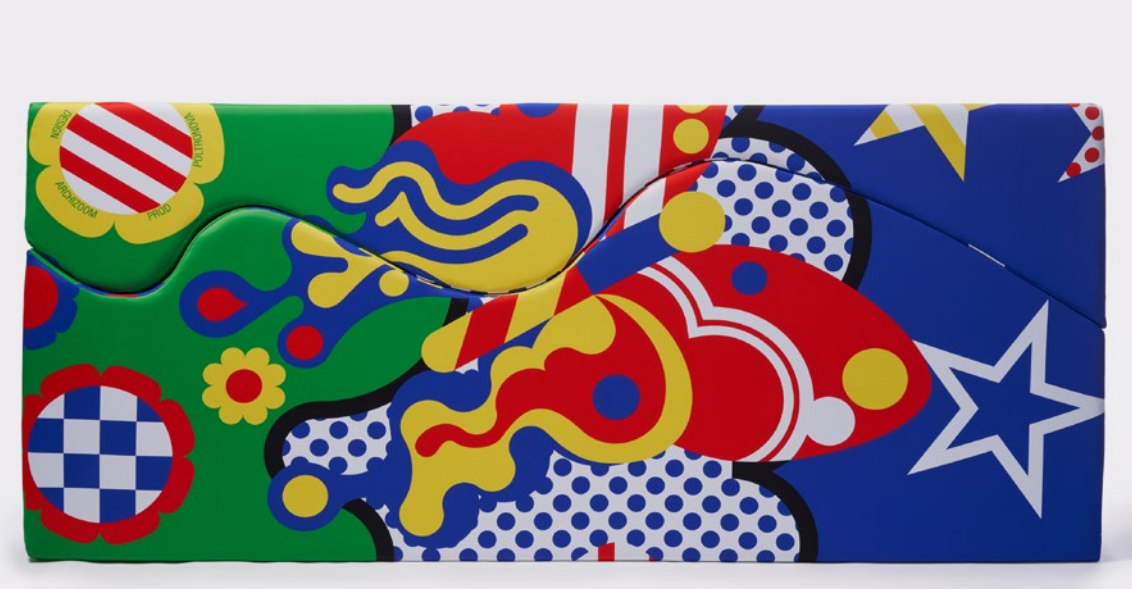
materials

Polyamide and elastane fabric with polyurethane mid layer

colours

- Blue
- Green
- Red
- Yellow
- White
- Black







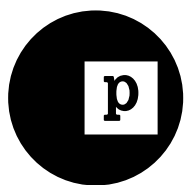
↪ Palazzo Grifoni Budini Gattai, Florence. 2022



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