

# Safari

*since 1967*

**Poltronova**  
info@poltronova.it  
www.poltronova.it

**designer**

Archizoom Associati

**description**

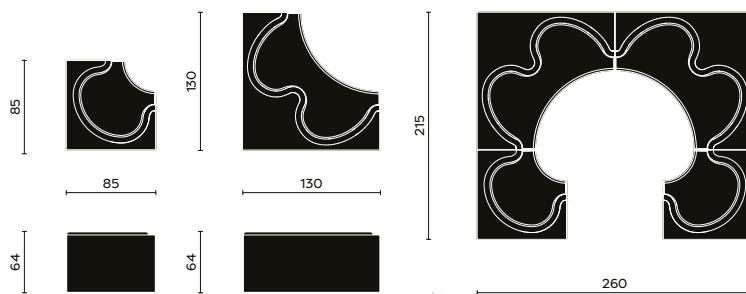
The Safari sofa is a multiple seat with the profile of the backrest shaped like a series of waves, one gathers in the central void, accessed through an opening, as in a sort of tribal ritual. The piece of furniture consists of four pieces of two different types [two armchair modules and two sofa modules]. The Safari sofa was put into production for the first time by Poltronova 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.

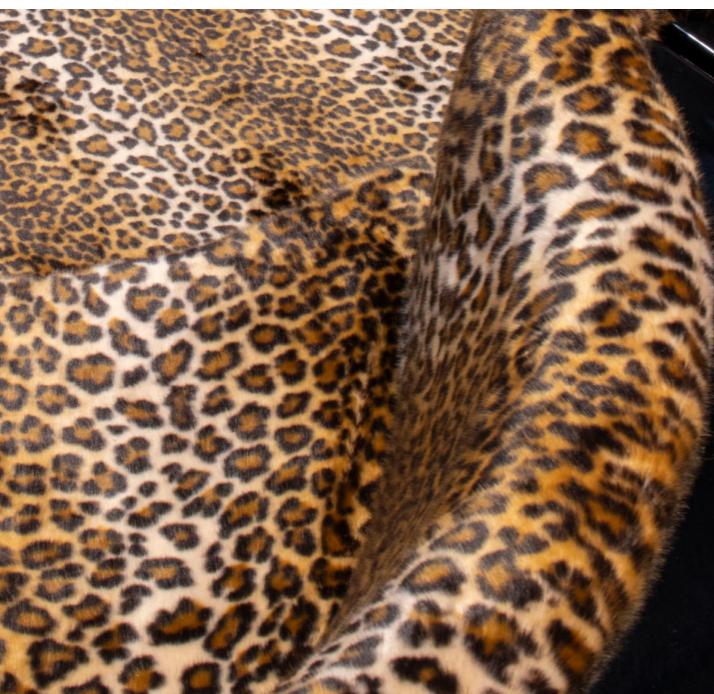
**typology**

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:

White



Covering (plain):

Snow



Cinnamon



Black



Purple



Powder pink



Covering (leopard):

Grey



Rust



Military green



Yellow



Cocoa brown



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Ph. Serena Eller



Ph. Serena Eller



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↗ Serre Torrigiani, Florence. 2022

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↗ Serre Torrigiani, Florence. 2022



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↖ Serre Torrigiani, Florence. 2022

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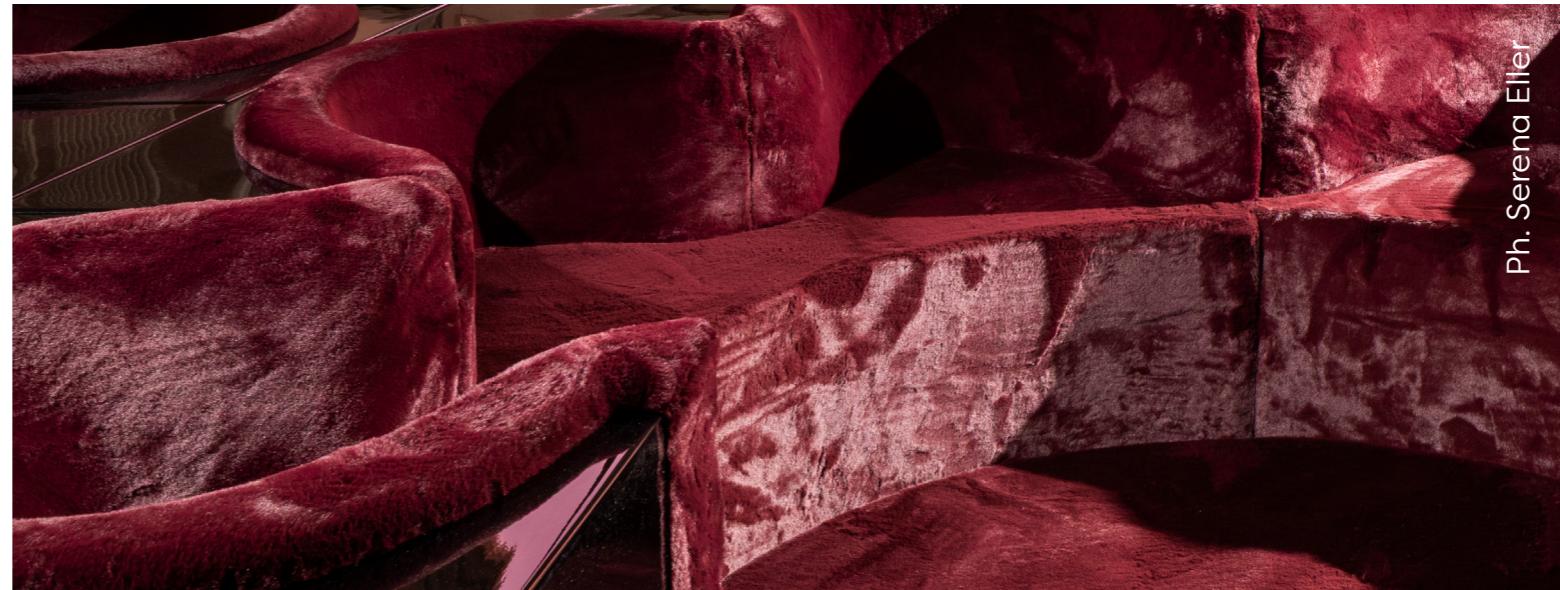
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→ Elle Decor, Alchemica, Palazzo Bovara, Milano Design Week, Milan. 2025



Ph. Serena Eller

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



Ph. Serena Eller

→ Hyper Poltronova, Salone del Mobile, Milano. 2024



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↖ Hyper Poltronova, Salone del Mobile, Milano. 2024



↖ Hyper Poltronova, Salone del Mobile, Milano. 2024

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→ Hyper Poltronova, Salone del Mobile, Milano. 2024

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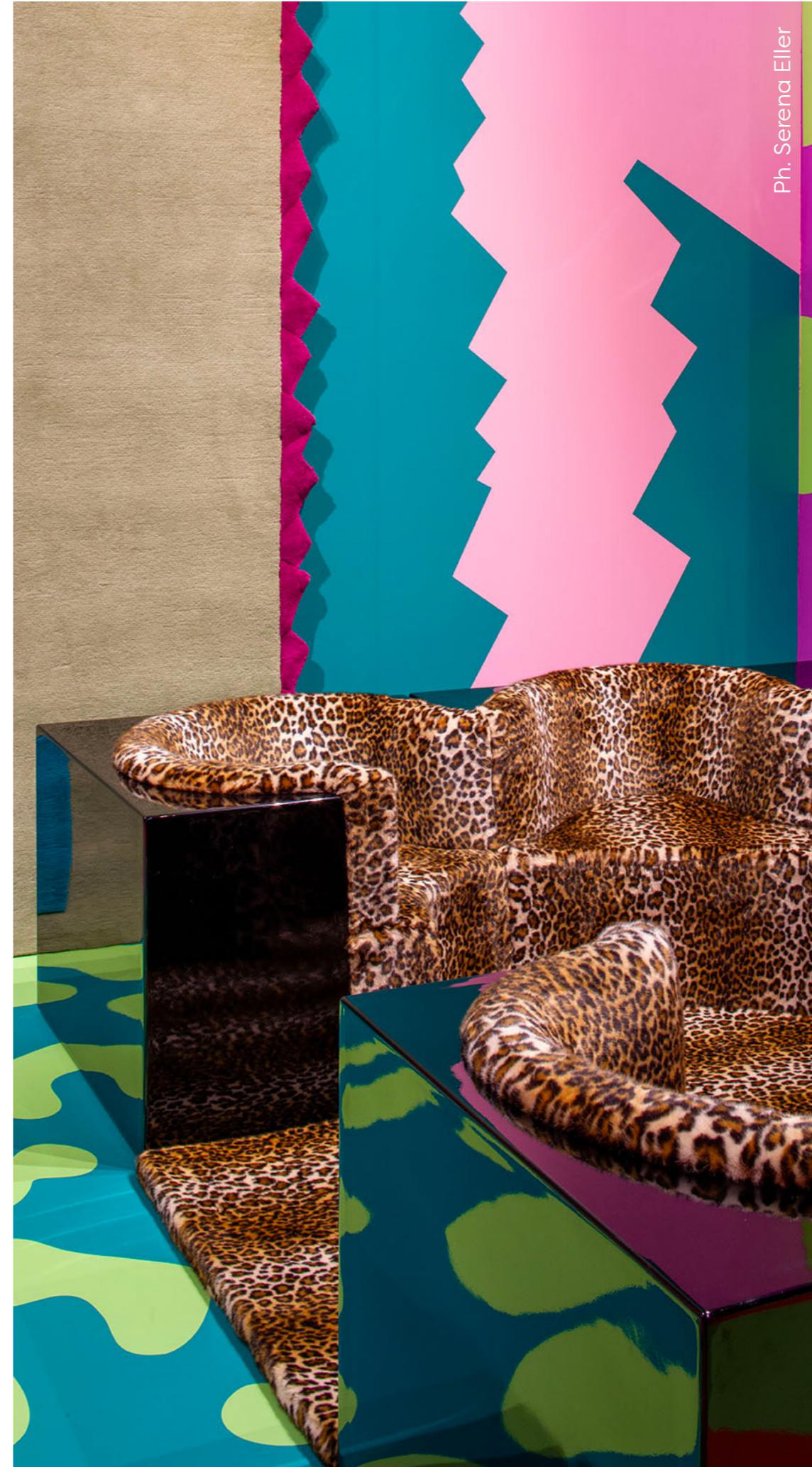
Ph. Serena Eller

→ Hyper Poltronova, Salone del Mobile, Milano. 2024



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→ Hyper Poltronova, Salone del Mobile, Milano. 2024



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▼ Afro-Tyrolean Kitsch, Fondazione Sozzani Milano. 2022

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▼ Afro-Tyrolean Kitsch, Fondazione Sozzani Milano. 2022

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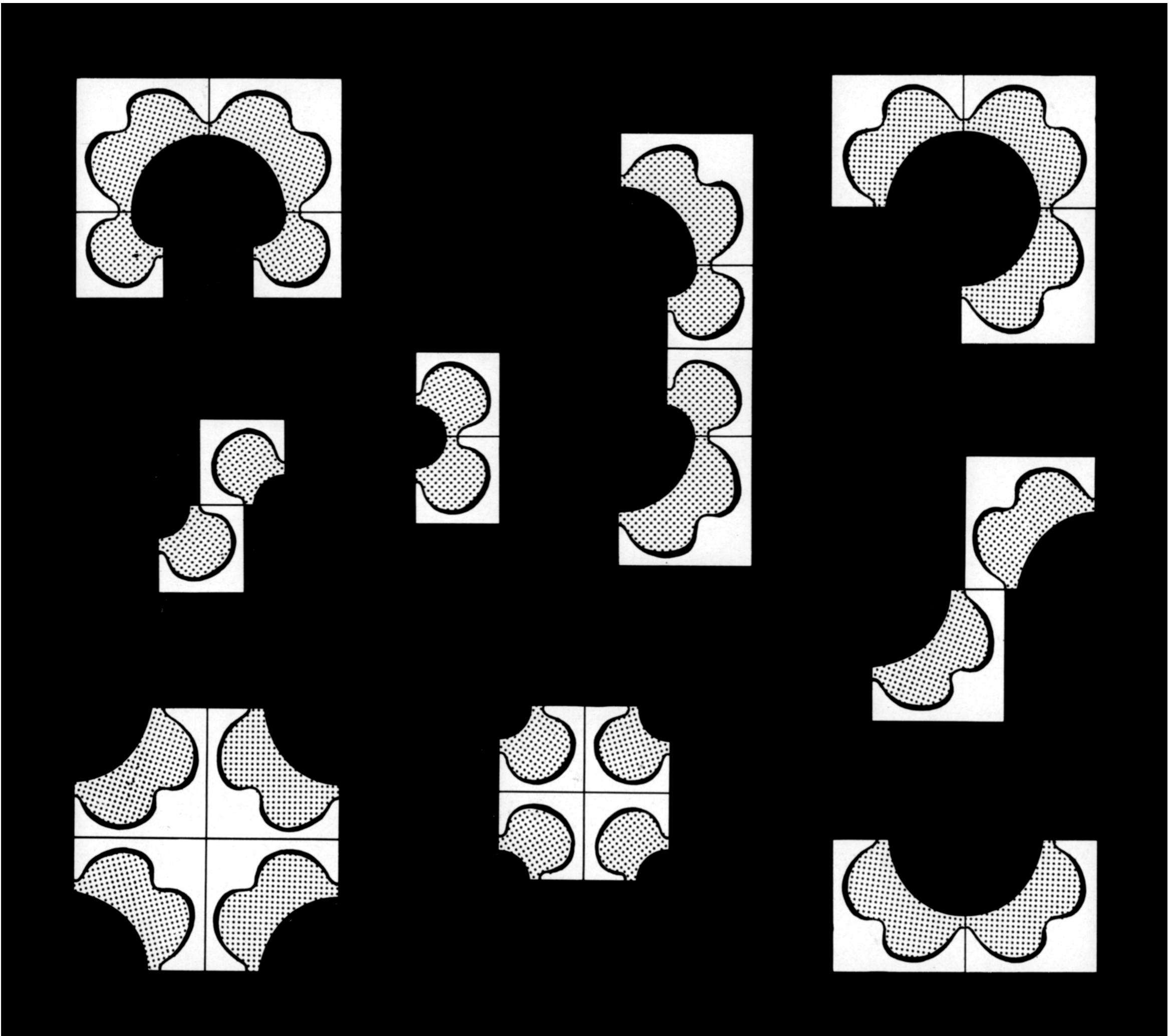


↑ Afro-Tyrolean Kitsch, Fondazione Sozzani Milano. 2022



↑ Afro-Tyrolean Kitsch, Fondazione Sozzani Milano. 2022

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↗ Poltronova, Agliana. 1968

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↖ The Student Hotel, Florence, 2020

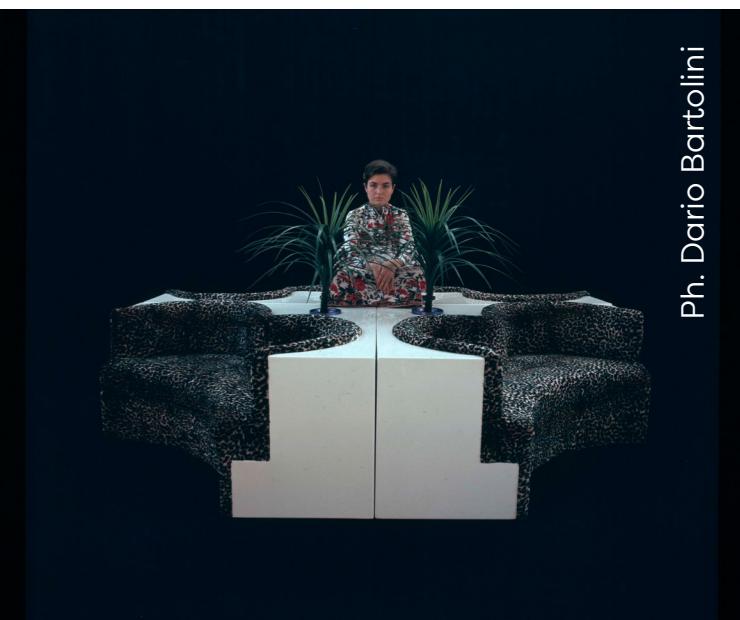
↗ Poltronova, Agliana. 1968

Ph. Dario Bartolini



↖ Poltronova, Agliana. 1968

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↖ Poltronova, Agliana. 1968

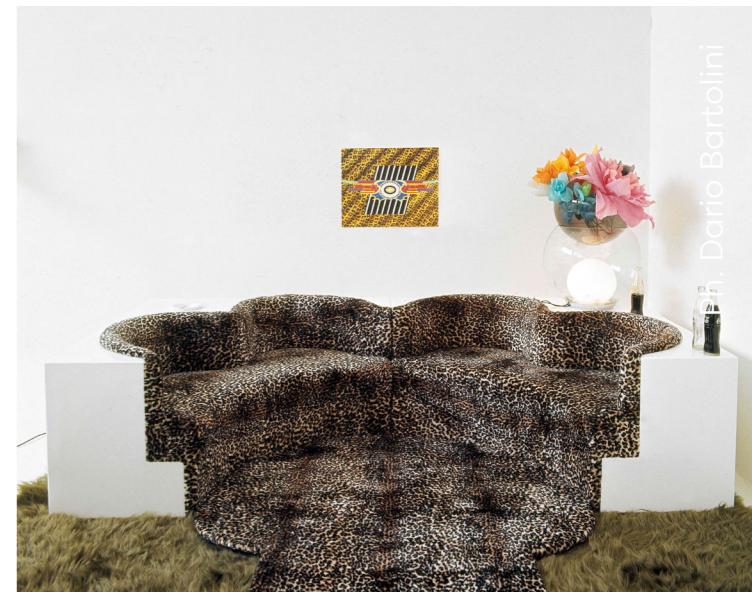
Safari



Ph. Sandra Larochele



Ph. Sandra Larochele



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

# poltronova

## Safari

design: Archizoom

### Il Divano Imperiale

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

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

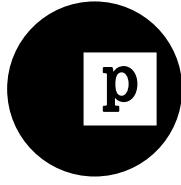
**Un pezzo imperiale  
nello squallore delle vostre  
pareti domestiche.  
Un pezzo più bello di voi.  
Un pezzo bellissimo  
che non meritereste.  
Sgombrate il vostro salotto!  
Sgombrate anche la vostra vita!**



The advertisement features two women in patterned dresses sitting on a massive, dark-colored sofa with a prominent leopard print texture. The sofa is designed to look like a large animal's head, with the backrest forming the neck and head, and the seat being the body. The women are positioned on the 'body' part of the sofa. The background is dark, and the overall aesthetic is playful and surreal, reflecting the 'Safari' theme.

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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image rights

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the Poltronova team to be traced and mentioned correctly.*

**poltronova**