



Super onda

since 1967

Poltrona
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designer

Archizoom Associati

description

Designed in 1967 by the Florentine Radical group Archizoom, this was the first sofa without a conventional frame. It is composed of two waves made from a polyurethane block cut into two parts with an S-shaped incision, which can be interlocked and stacked to produce different configurations. The lightness and modular design permit a range of various uses: Superonda can be a sofa, a bed or a chaise longue. Like many of the pieces designed by the Archizoom group, it challenges bourgeois conventions, stimulating the creativity and fantasy of the user. The shiny leatherette cover in the basic colors of white, black and red accentuates the pop image.

typology

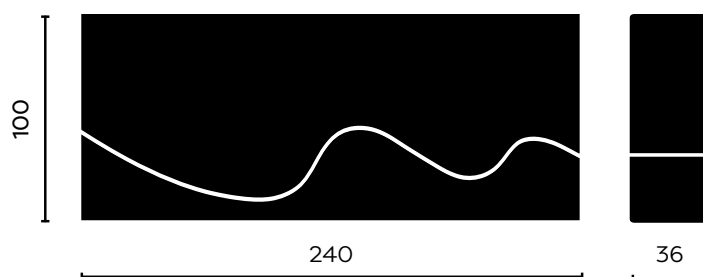
Dynamic sofa

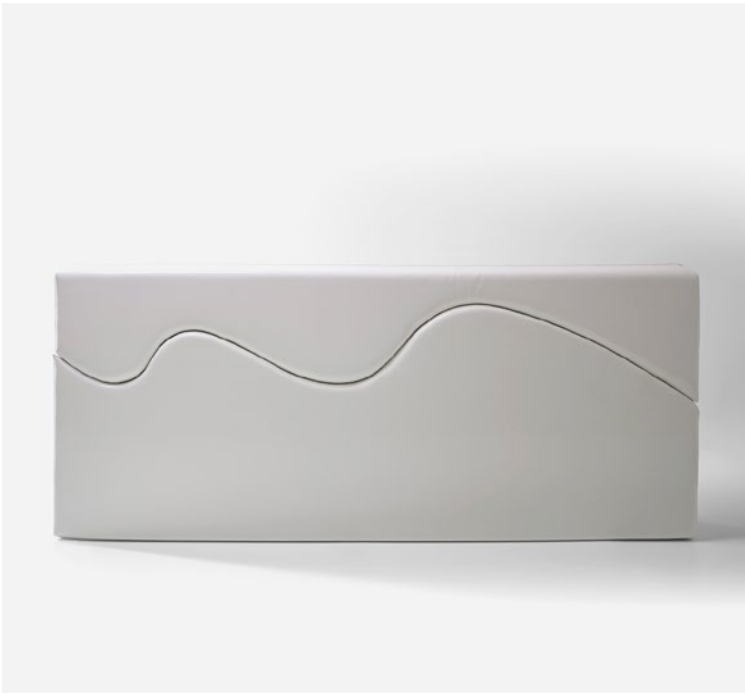
dimension

240 × 36 × 100[h] cm

weight

34 kg





materials

Frame cut from a block of polyurethane, covering in shiny PVC coated fabric.



colors

- White
- Red
- Black





↴ *The Student Hotel, Florence. 2020*



Ph. Pietro Savorelli



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↵ *The Student Hotel, Florence. 2020*



Ph. Pietro Savorelli

↵ *The Student Hotel, Florence. 2020*

↴ *Superduper Hats, Florence. 2020*

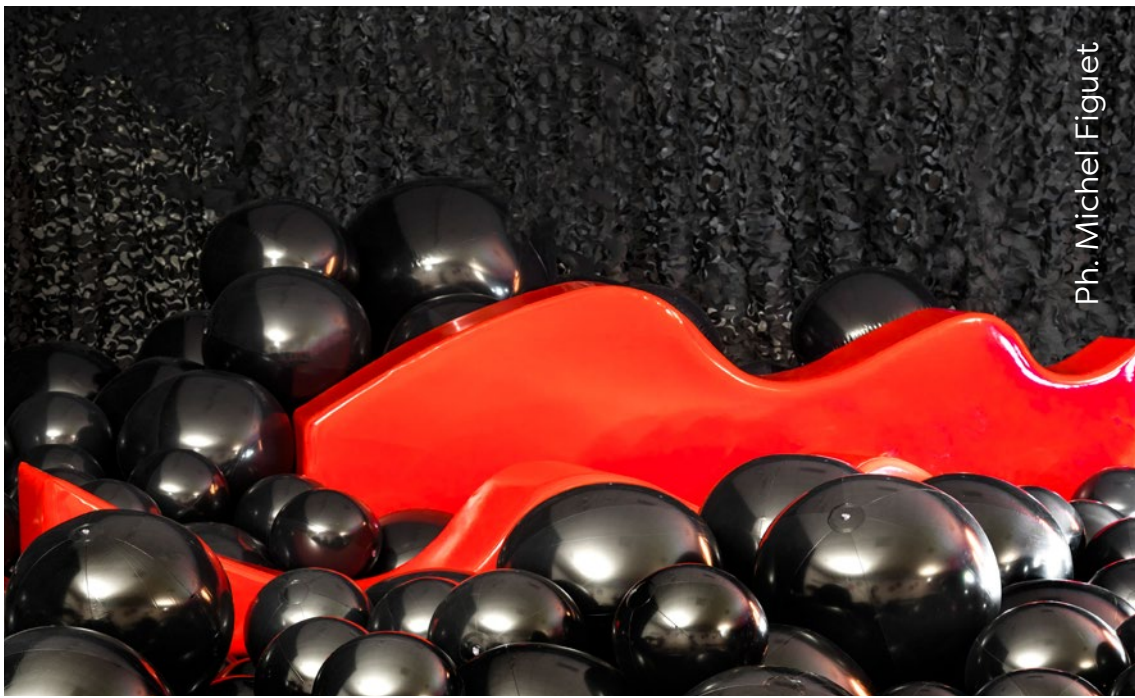


Ph. Pietro Savorelli



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↵ *Superduper Hats, Florence. 2020*



↗ *Jouets à jouer, Italian Cultural Institute, Brussels. 2018*

a museum cult

In permanent collection
at Triennale Design
Museum beyond many
temporary exhibition all
over the world.

↘ *Creativa Produzione, Fondazione Ragghianti,
Lucca, 2015.*



↘ *Radical Utopias — Beyond architecture:
Florence 1966 — 1976, Fondazione Palazzo Strozzi,
Florence. 2017*



↗ *Radical Utopias - Beyond architecture: Florence 1966
— 1976, CCA, Montreal. 2018*

↘ *Triennale Design Museum permanent collection, Milan.*





↪ *Original wooden prototype, 1966.*



Ph. Cristiano Toraldo di Francia

made in Italy
since 1967

In the historic Superarchitecture exhibition of '66, the future Superonda sofa was thought of as prototype, the following year Poltronaova put it in the catalog and never again ceased producing it.

The two “waves” that compose it, the result of the cutting of a parallelepiped as well as making possible various positions and functions, represent a synthetic gesture in the production logics.

The polyurethane used for Superonda contains no rigid internal structure. It is coated with a glossy PVC fabric spread onto the foam.



*Poltronaova factory,
Agliana.
1967—2020*

Superonda



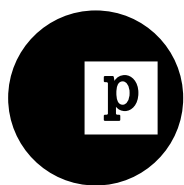
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since 1968

Superonda affirmed the complete autonomy of the furniture product from the architecture that contained it and from the formal tradition of the sofa.

Andrea Branzi

Archizoom Associati with Superonda, Villa Strozzi Garden. 1966

Superonda



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