



Superonda da Special

*since 1967
edition 2017*

Poltrona
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designer

Archizoom Associati

description

In 2017 Poltrona pays tribute to Superonda –an anti-design iconic piece of furniture that fully preserves its outrageously playful nature– by calling on all members of the Radical team to design a new, celebrative outfit for the six Superonda limited edition:

Pois by Cristina Morozzi per Massimo Morozzi / No-Stop by Gilberto Corretti / Spots by Paolo Deganello / Stripes by Andrea Branzi / Dressing by Dario Bartolini per Lucia Bartolini / Babele Decoded by Dario Bartolini.

typology

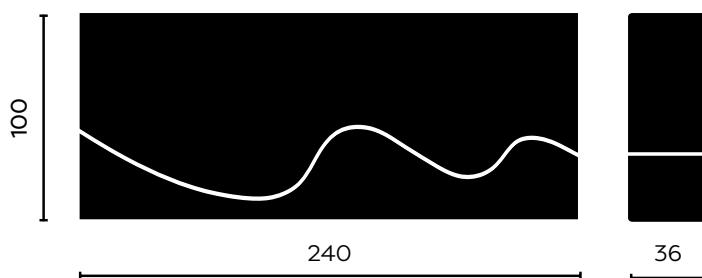
Dynamic sofa

dimension

240 × 36 × 100[h] cm

weight

34 kg





materials

frame
Cut from a block of
polyurethane

covering
Shiny PVC coated fabric
[*Dressing*] or Printed matte
PVC coated fabric [*Pois*,
No—Stop, *Spots*, *Stripes* and
Babele Decoded]

colors

Pois
by Cristina Morozzi
per Massimo Morozzi



No—Stop
by Gilberto Corretti



Spots
by Paolo Deganello



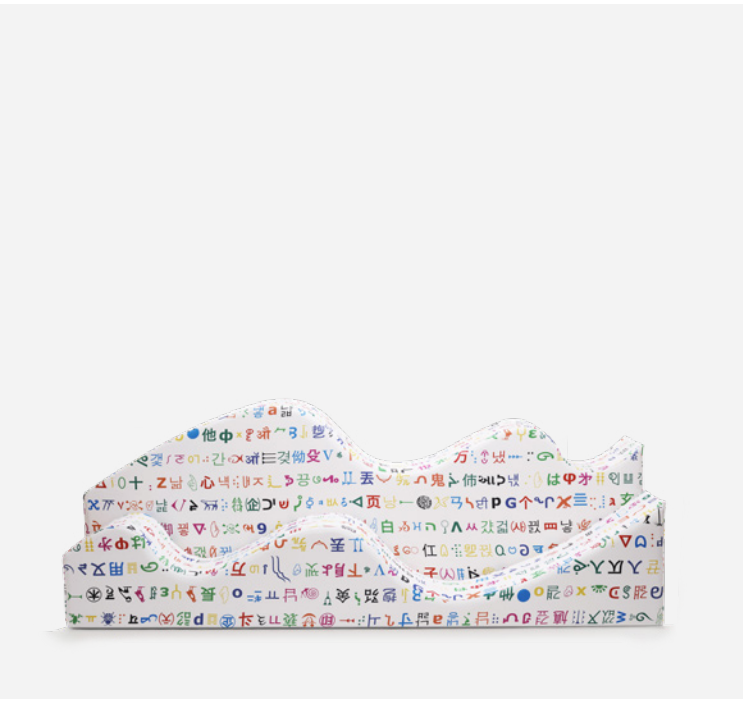
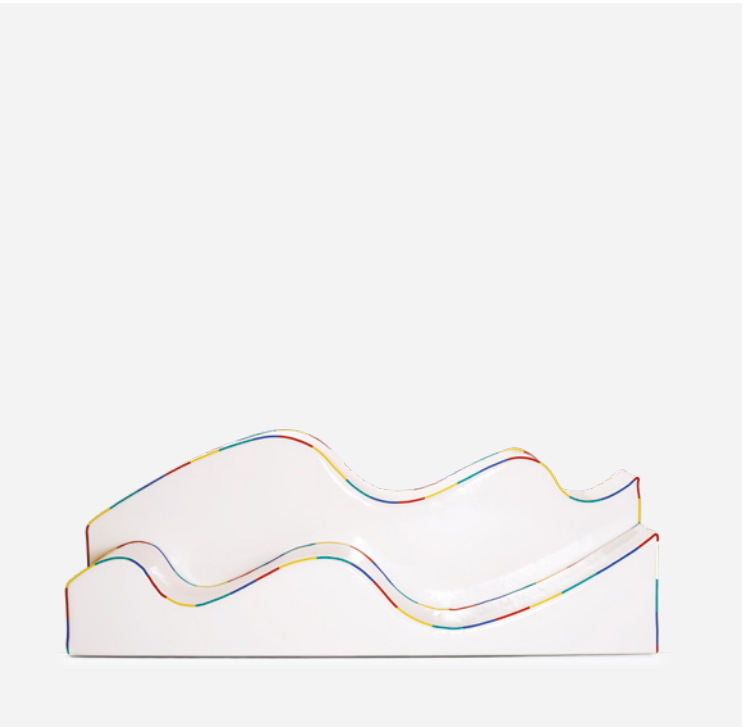
Stripes
by Andrea Branzi



Dressing
by Dario Bartolini
per Lucia Bartolini



Babele Decoded
by Dario Bartolini





↗ Superonda Special Campaign, Florence. 2020

Ph. Pietro Savorelli

↖ Superonda Special Campaign, Florence. 2020



Ph. Pietro Savorelli

**Superonda
Special**



↴ Africano, Cluster Palazzo Brancaccio, Rome. 2021



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↵ Africano, Cluster Palazzo Brancaccio, Rome. 2021



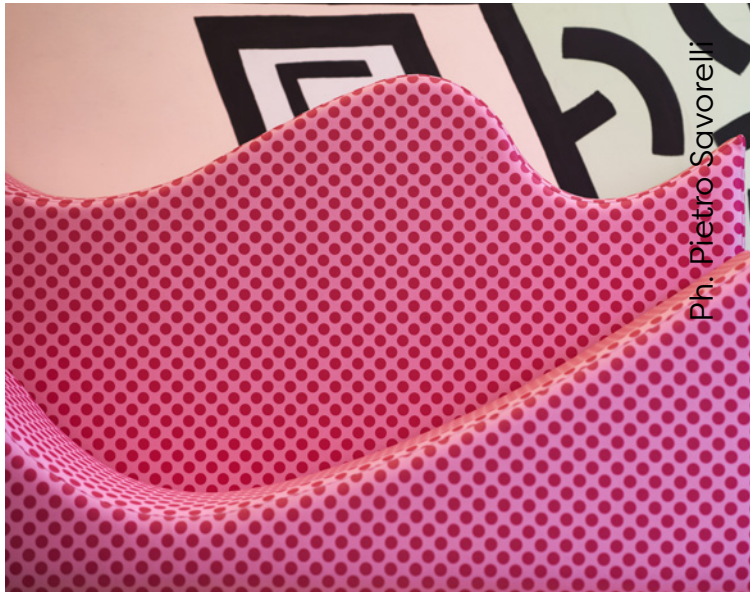
↪ Contemporary Cluster, Rome. 2020



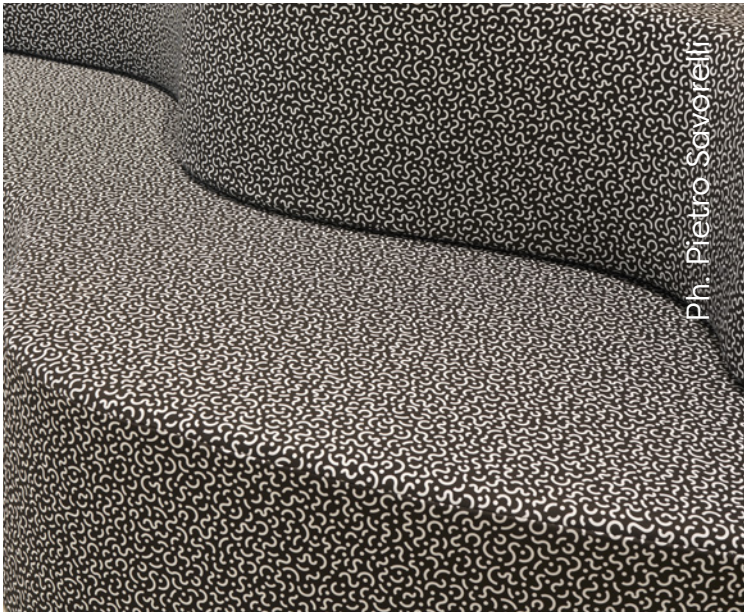
↪ Contemporary Cluster, Rome. 2020



↪ The Student Hotel, Florence. 2020

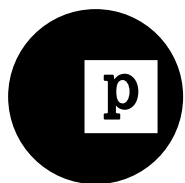


↵ The Student Hotel, Florence. 2020



↵ The Student Hotel, Florence. 2020

↵ The Student Hotel, Florence. 2020



↴ 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 Poltronova 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.



↵ Poltronova factory, Agliana. 1967—2020

Superonda
Special



Ph. Dario Bartolini



Ph. Dario Bartolini



Ph. Dario Bartolini

made in Italy
since 1967

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
Special**



↑ Poltrona Superonda Special, Triennale Design Week, Milano. 2018

Triennale Design
Week 2018

On the occasion of the fiftieth anniversary of the creation and production of the Superonda, Roberta Meloni, CEO of the Poltrona Study Center for Design, met the designers and with them came the idea of thinking of surface decorations to celebrate the historic product on catalog for fifty years.

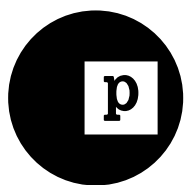
Six special versions were born in which Archizoom members played with their past by revisiting it.

The six special editions were presented at the Milan Triennale on the occasion of the 2018 Design Week.



↑ The sons of the members of Archizoom reproduce the 1967 photos on the lawn of Villa Strozzi gardens in Florence. Triennale Design Week, Milan. 2018

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