



Guftram

THE CATALOGUE

2018

DESIGN AGAINST THE TIDE SINCE 1966

Gufram is an Interior Design Italian brand globally known for pushing the limits of industrial design. With its Radical Design spirit and its nonconformist experimentation linked to aesthetic, technological and material research, Gufram has created seats and interior design icons that have entered collective imagination: playful, subversive and desecrating products with a POP soul, willingly designed as anti-design items.

Gufram was born in Turin as an artisanal entity, where the craftsmen specialized in upholstery, cabinet making and furniture padding met the artistic and international avant-garde with the goal to give birth to a new way of understanding modern furniture. Since 1966 Gufram has been producing design icons that have become unique in form and value thanks to the cross-contamination between the industrial design approach, the artisanal creation and the imaginative flair typical of ART. Gufram's unmistakable furniture items like the lips shaped couch Bocca, the chaise lounge Pratone and the hall tree Cactus, also known as Domestic Sculptures able to interpret the contact point between both the artistic and the design worlds, are now displayed in the most beautiful houses and in the most renowned museums in the world.

After its acquisition in 2012 by the entrepreneur Sandra Vezza, headquarters were moved to Barolo, in the Langhe region, a Unesco world heritage area, as well as a place of excellence for international food and wine. Thanks to Charley Vezza's artistic direction, Gufram has achieved an ambitious recovery through a new commercial and communication strategy which culminated in 2016 with the company's 50th anniversary celebrations.

Thanks to special collaborations, its most recent products and the recent international exhibits, Gufram has recovered its precious cultural legacy, given new blood to its unconventional spirit and enlisted new followers and collectors from all over the five continents.

Today Gufram has once again become an important and influential nonconformist voice; with its unconventional approach it gives birth to new style icons also outside the world of Interior Design, thus contaminating all design fields from fashion to automotive to everything related to contemporary aesthetics.



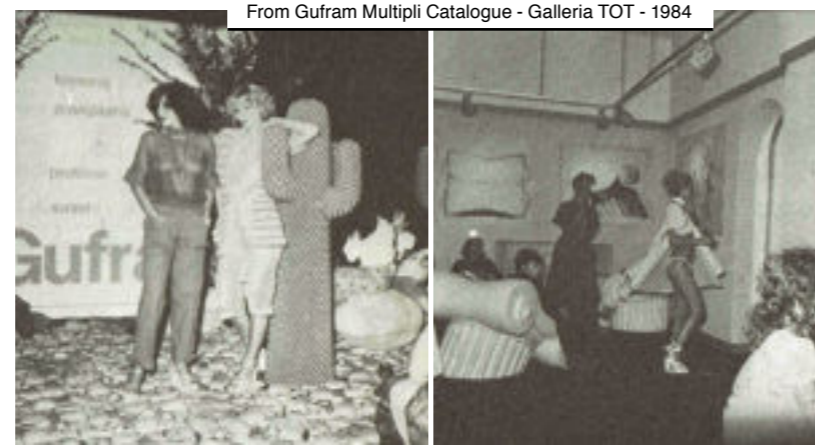
Salone del Mobile, Milan - 2012



Planet Gufram - Design Week, Milan - 2017



Rock Furniture - Castello di Rivoli, Turin - 2002



From Gufram Multipli Catalogue - Galleria TOT - 1984



Pop Art Design - EMMA, Espoo - 2015



Gufram on the Rocks - Galleria Carla Sozzani, Milan - 2016



Design Pride, Milan - 2016

Psychedelic Cactus presentation - Paul Smith, Los Angeles - 2016



Pop Art Design - Barbican Centre, London - 2013



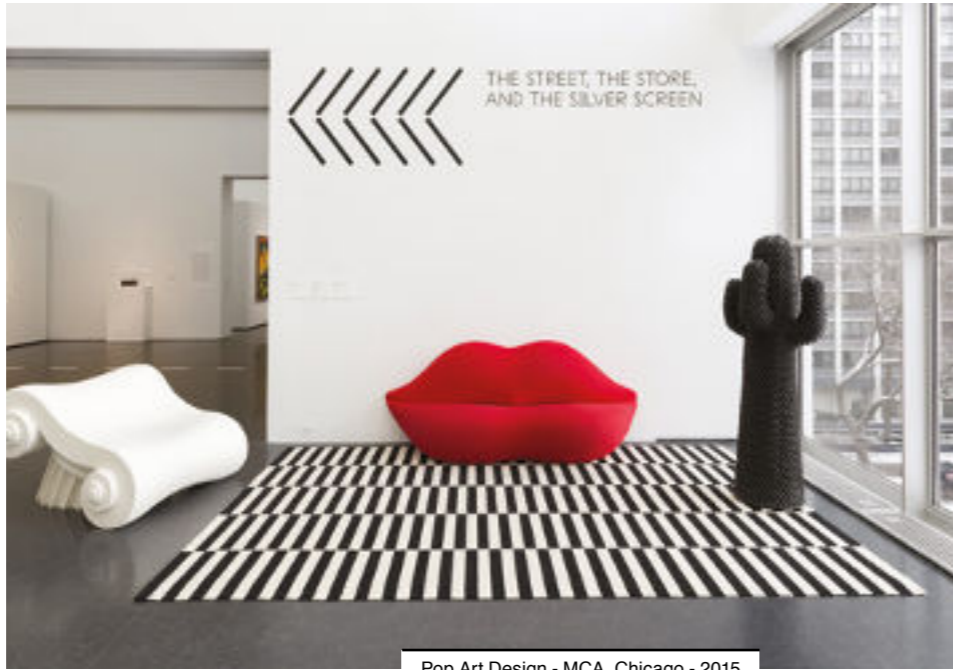
Pop Art Design - Moderna Museet, Stockholm - 2013



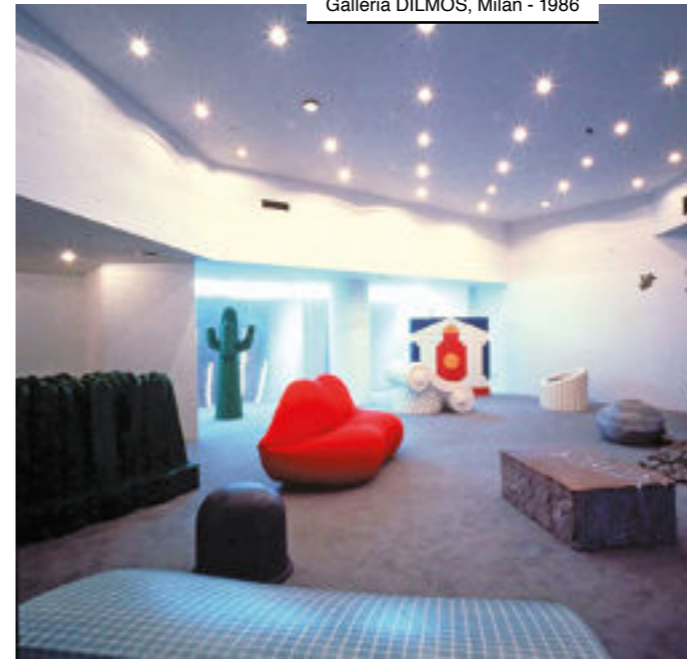
Piero Gilardi at work - Gufram's workshop, Turin - 1973



Oh my God! - Biennale Arte, Venice - 2015



Pop Art Design - MCA, Chicago - 2015



Galleria DILMOS, Milan - 1986



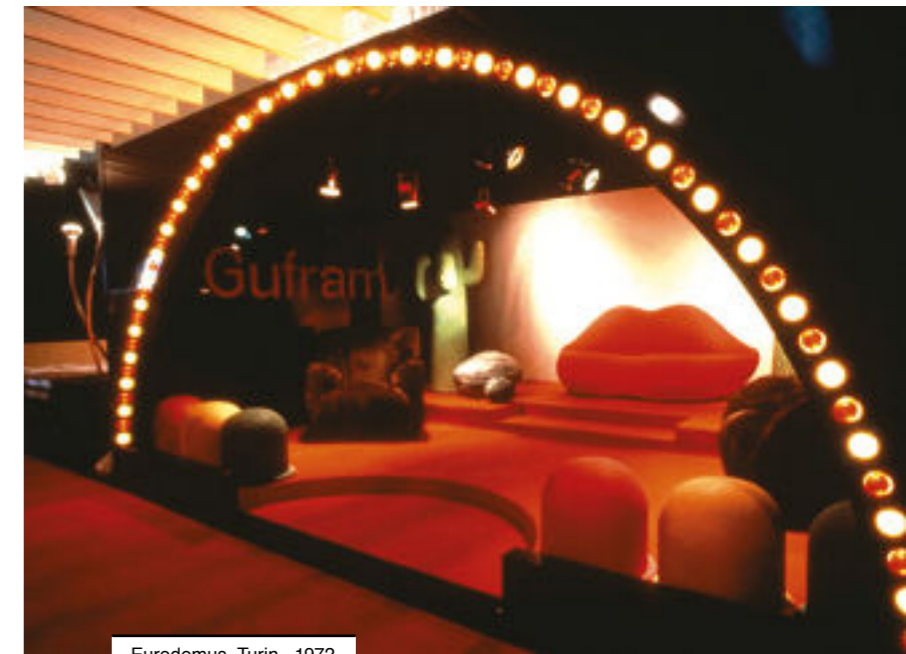
Le fabbriche dei sogni - La Triennale, Milan - 2011



Giro Giro Tondo - La Triennale, Milan - 2017



Salone del Mobile, Milan - 2013



Eurodomus, Turin - 1972

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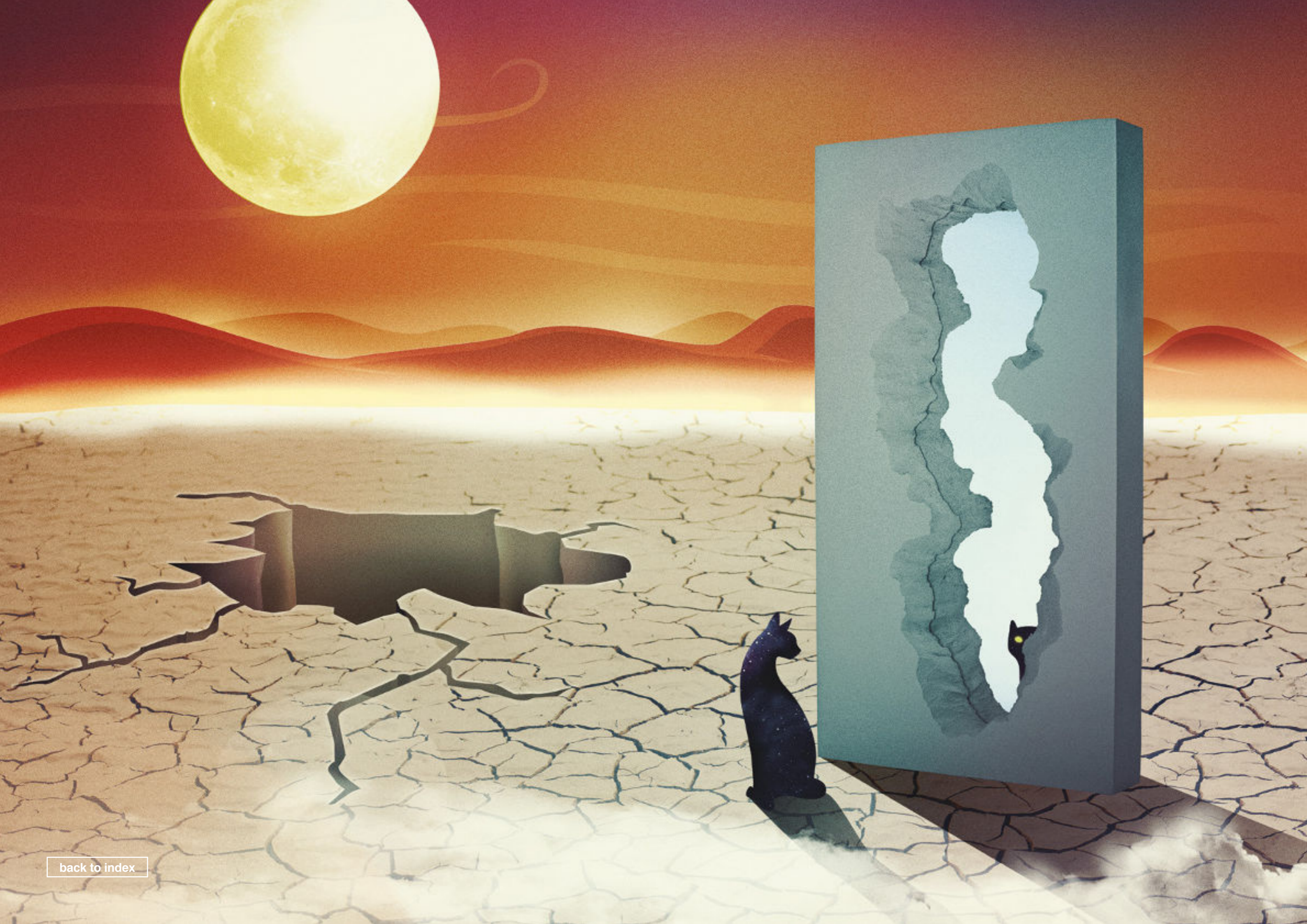
Biker Cabinet

High Heels

Gufram

ICONICAL
COLLECTION

The Iconical Collection presents those pieces that interpret and keep alive and throbbing the desecrating spirit of radical design. It's masterpieces of Italian design that have already gotten into the collective imagination, as well as new domestic sculptures that - language and identity-wise - show elective affinity with those products that are displayed in the most important museums in the world. These pieces of interior design - realised exclusively by hand - represent the magical encounter between art and design that is part of Gufram's DNA.



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BROKEN MIRROR

Broken Mirror is a limited edition mirror that does not abandon its function, but enriches and transforms it, by becoming an object of art and going beyond the boundaries of direct form-function correspondence. The project was born from the encounter between Gufram's - the most radical brand of Italian design - will to experiment, and the unmistakable planning figure of the New York duo Snarkitecture, who investigates the boundaries between art and architecture with the same curiosity of the first Italian radical designers from the Sixties and Seventies.

The reflecting surface is surrounded by a frame of soft polyurethane - a direct reference to Gufram's material par excellence - which is shaped like a break in the wall, a crack that reflects the surrounding space and at the same time creates an alienating optical effect, as if the room opened to the outside world or another environment.

Thus Broken Mirror is a project that ironically plays with a misunderstanding, leveraging on the concept of "soft/non soft", besides highlighting the main characteristic of the mirror, which is that of reflecting the world standing in front of it, but also of creating a new and parallel one. The polyurethane framing the mirror is rough-hewn entirely by hand; for this reason each Broken Mirror piece is slightly different from another, and it is thus a unique item. The effect similar to the texture of the wall is created with Guflac®, a special paint patented by Gufram which is applied entirely by hand; it makes polyurethane look like leather while keeping its elasticity, thus allowing for unique aesthetical experimentations.

2017

BROKEN MIRROR

Snarkitecture



2017

BROKEN MIRROR BLACK

Snarkitecture

Limited Edition 1 / 77



2017

BROKEN MIRROR WHITE

Snarkitecture

Limited Edition 1 / 77





DID YOU KNOW?

- It's the first Gufram mirror
- It's a soft mirror
- The polyurethane frame creates an alienating optical effect and gives life to another dimension
- It is the first Snarkitecture project for an Italian company
- The concept of the "soft" wall inherits the imagination of Piero Gilardi and its soft porphyry



Mirror with frame in soft polyurethane hand finished with Guflac®.



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CACTUS

The subject of uncountable, free and often equivocal interpretations, Cactus is the icon of Italian design that revolutionized the domestic landscape.

Made in flexible polyurethane, Gufram's Cactus is soft and thornless. This coat stand with four cantilever arms is almost as tall as a person, and looks like an ironic totem that personifies the grit, imagination, and humour of design in the Seventies. Able to gather all the attention upon itself, it frees itself from functionalism at all costs, because it can fulfil its function or be used as an ornamental element.

It was created in 1972 and since the beginning it has questioned the static and rigid world of the interior design project. Made entirely by hand, each piece is unique: as a matter of fact, the 2165 bosses that characterize its surface are finished by hand one by one by specialized workers and later painted with Guflac®, the special and unique paint patented by Gufram that makes it possible to make polyurethane look like leather while maintaining its flexibility and softness.

Green, white, red, blue and even multicolour, over the years Cactus has been produced in several colours for as many limited and numbered editions that have now become objects of cult, so much so that they have been on exhibit in the most important museums of the world, such as the Triennale in Milano, the National Art Museum of China in Pecking, and the Barbican in London.

2012

METACACTUS

Drocco / Mello

Limited Edition 1 / 300



2010

NEROCACTUS

Drocco / Mello

Limited Edition 1 / 500



2010

ROSSOCACTUS

Drocco / Mello

Limited Edition 1 / 500



2018

ANOTHER WHITE

Drocco / Mello



2018

ANOTHER GREEN

Drocco / Mello









Pop Art Design - Fondation Beyeler, Basel - 2012



Maison & Objet, Paris - 2014



From Gufram archive



Fetish Pop - Collective Design, New York - 2015



Pop Art Design - Barbican Centre, London - 2013



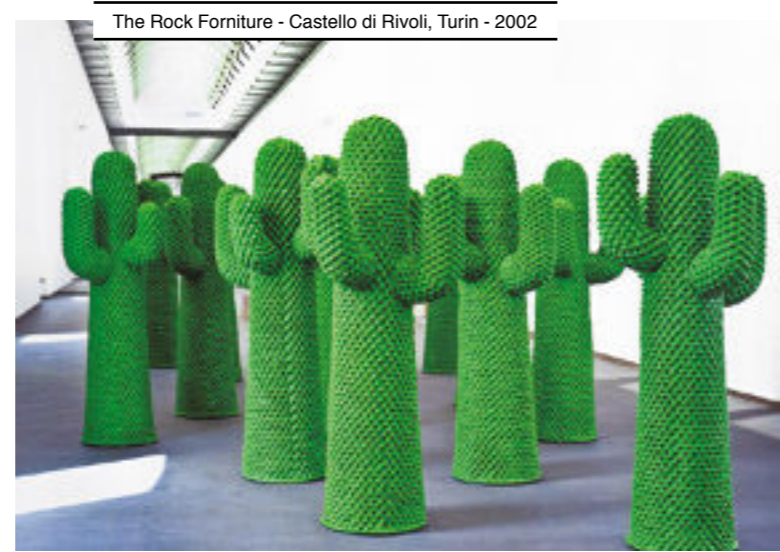
Citroen C4 Cactus Unexpected - 2017

LA SCOPERTA DI UNA NUOVA NATURA CHE RIMETTE IN GIOCO LE NOSTRE ABITUDINI VISIVE E TATTILI. D'UNA NATURA CHE BISOGNA DI NUOVO IMPARARE A POSSEDERE...



CACTUS

From Gufram Multipli Catalogue - Galleria TOT - 1984



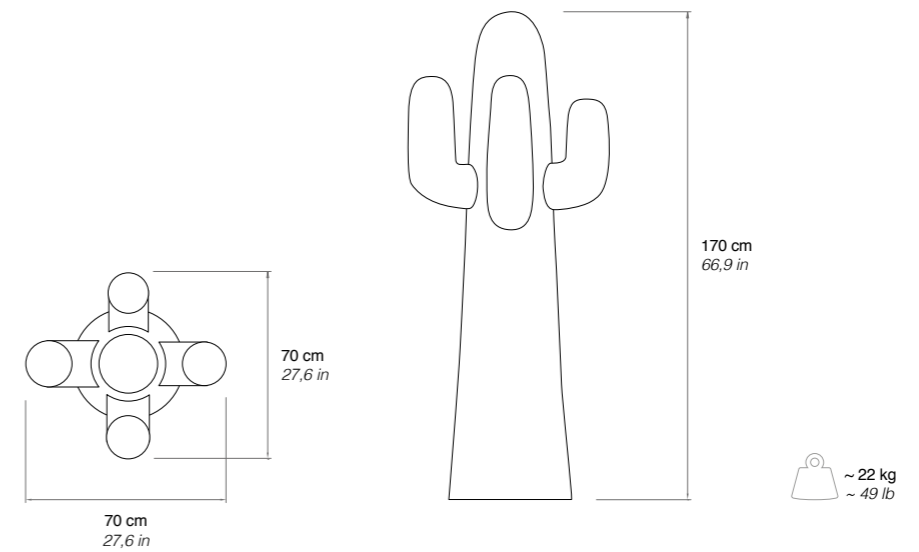
The Rock Furniture - Castello di Rivoli, Turin - 2002



Psychedelic Cactus by Paul Smith - TOILETPAPER Peyote - 2016

DID YOU KNOW?

- It's original function is that of a coat stand (it should be assumed, by not everybody knows about it)
- It's soft!
- It's a universal Radical Design and Made in Italy Icon
- It is still realized using the original 1972 mould
- Each piece is unique because it is finished completely by hand
- On its surface there are 2165 bosses (one boss more, one boss less)
- From 4 to 5 weeks of work are necessary to have a finished Cactus
- The 2010 white limited edition was sold out in 6 months
- The 2014 Bleu Cactus limited edition, a homage to France, was sold out in 3 days
- It is a part of permanent collections in important international museums such as MUDE in Lisbon, ADAM in Brussels and Fondation Beyeler in Basel
- It is a part of the permanent collection of the Smithsonian Design Museum in New York



Coat stand of soft polyurethane finished by hand with Guflac®.



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BLOOM

It's a flowering island inside the home, soft and welcoming domestic sculptures for rest and relaxation. Bloom, the first soft flower by Marcel Wanders, is the new Gufram icon that forces us to reconsider our visual and tactile habits.

Bloom fully represents the dreamlike, ironic and "out-of-the-box" spirit of Gufram - the brand that has transformed the Italian radical design into an international movement. This flower shaped seat escapes any typological classification and enriches that section of Gufram's catalogue which sees in Nature an inexhaustible source of inspiration.

The ongoing exchange between design and art makes each interior design object by Gufram a unique piece: Bloom is produced by injecting polyurethane foam in a mould which was specially created by a sculptor; each piece is then finished by hand by expert artisans and later painted - blue, yellow, orange or green - with a slow process of dripping tone on tone that gives colour a vibrant and vivid look.

The comfort provided by the softness of polyurethane is guaranteed by the use of Guflac®, the special paint which makes polyurethane foam look like leather, while maintaining its flexibility and making unique aesthetical divertissements possible.

Bloom has a graceful and natural shape; it is a seat that can be used at 360 degrees, helps nurture one's imagination in domestic spaces and is ready to welcome one or more people, thus creating veritable flowering islands of relaxation that escape any classification. This new life form invades the rooms of the house in harmony and radically changes the concept of ownership and enjoyment of nature.

2016

BLUE BLOOM

Marcel Wanders

Limited Edition 1 / 250



2016

YELLOW BLOOM

Marcel Wanders

Limited Edition 1 / 250



2017

GREEN BLOOM

Marcel Wanders

Limited Edition 1 / 250



2017

ORANGE BLOOM

Marcel Wanders

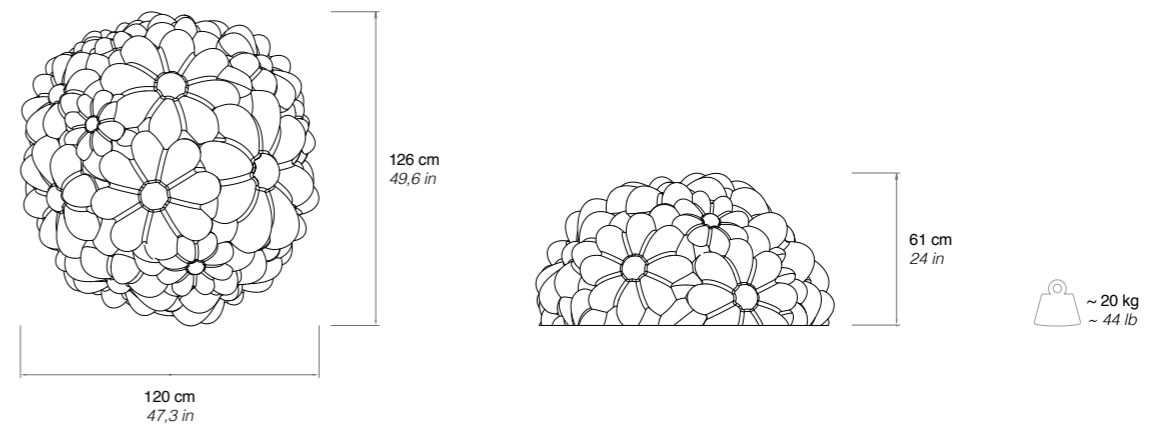
Limited Edition 1 / 250





DID YOU KNOW?

- It's the first soft flower by Marcel Wanders
- Available in 4 vibrant and live colours, made by dripping tone over tone
- The model for the mould was made by hand by a sculptor
- It's a haven of relaxation that can be used by several people



Pouf in soft polyurethane, finished and decorate by hand with Guflac®.



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MAGriTTA

MAGriTTA is a sculpture-armchair, homage to Surrealism. The green apple and the black bowler hat, recurrent figurative elements in the works of René Magritte, are assembled by the visionary imagination of Sebastián Matta into a new seat, realized in polyurethane foam and upholstered with fabric.

Playing with the unexpected association - an apple in a hat? - and with the dimensional estrangement - an apple which is as big as a hat or a hat which is as small as an apple? - Matta is able to translate the deception, the joke and the illusion of Magritte's works into a design object. The ABS hat works as the structure while the apple, made of soft polyurethane foam and upholstered with bouclé wool, becomes a comfortable and soft seat. The name MAGriTTA - written with the distinctive use of upper and lower case letters - combines the surnames Matta and Magritte, thus amplifying the homage of a great artist to another great artist. Through the re-edition of MAGriTTA Gufram continues its path to valorisation and reclamation of international radical design icons, thus positioning itself at the centre of the rediscovery of this essential movement for the history of industrial design.

Chilean architect, painter and designer Matta was the protagonist of the most important artistic movements of the XX century: in Paris he was among the prominent personalities of Surrealism; at the beginning of WWII he influenced in New York the birth of abstract Expressionism; after the war he came back to Europe and settled in Italy, where he played a role of connection between abstract expressionism and Italian abstractionism. His works are displayed in some of the most important museums on the world, among which: MOMA in New York, the Centre Pompidou in Paris, the Fine Art Museum in San Francisco and National Art Gallery in Rome.

1970

MAGriTTA

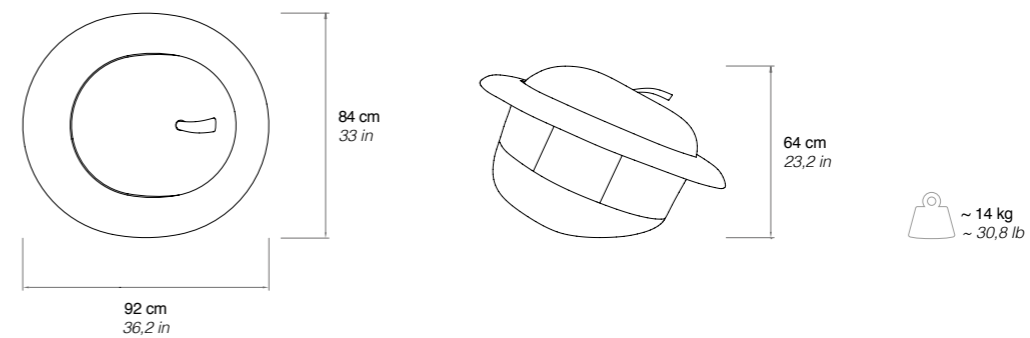
Sebastián Matta





DID YOU KNOW?

- The name MAGriTTA is a crasis of the surnames Matta and Magritte
- It is a clear homage to Surrealism and its creator, René Magritte
- The hat is a faithful reproduction of an English bowler hat
- It was on exhibit at MAMBO in Bologna and is part of the collection of the Kirkland Museum in Denver
- The colour of the apple and its cloth are still those chosen by Matta almost 50 years ago



Seat in soft polyurethane upholstered with bouclé wool.



MASSOLO

Massolo is one of the products in the Gufram catalogue that better represents its relationship with art. Created by artist Piero Gilardi, a famous representative of Arte Povera, this block of “true-fake” porphyry highlights the irony and love for the surreal that has always been one of the characteristics of Gufram’s production. Stone becomes light and ethereal thanks to polyurethane foam; the colour and texture illusion becomes real thanks to Guflac®, the particular paint patented by Gufram that makes it possible to make polyurethane look like leather while maintaining its flexibility and softness.

Each Massolo is a unique piece, handmade by rough-hewing a block of polyurethane on which 12 layers of dripping paint in 8 different colours are applied paint to obtain the colour and the shining desired. Massolo amazes guests thanks to the tactile and aesthetic short-circuit, which is typical of anti-design.

The label PORFIDO on the surface - also made by hand - amplifies the surrealism of the product, highlighting the material it is not made of, but whose characteristics it recalls. Massolo has a place of honour inside the Schaudapot of the Vitra Campus and the Art and Design Museum in Bruxelles inside the Atomium.

1974

MASSOLO

Piero Gilardi

Limited Edition 1 / 500



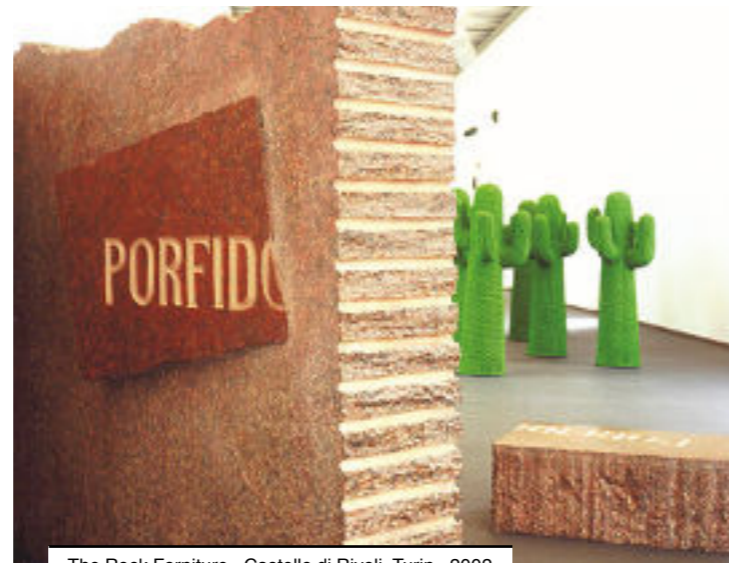




Schaudepot - Vitra Design Museum, Weil am Rhein - 2016



From Gufram Multipli Catalogue - Galleria TOT - 1984



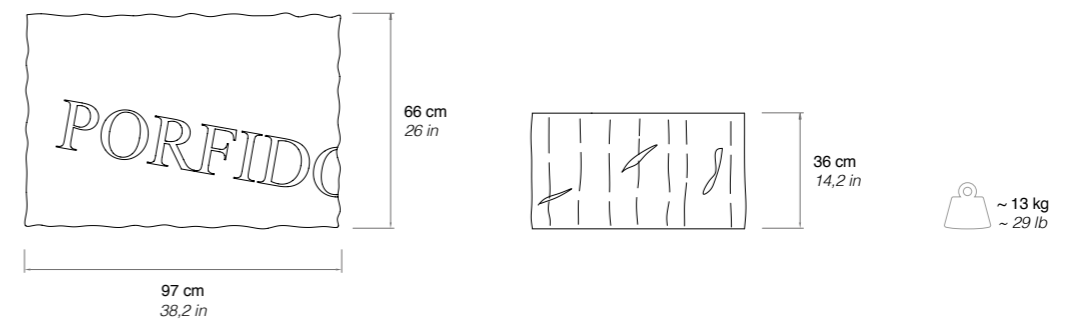
The Rock Furniture - Castello di Rivoli, Turin - 2002



1968 by TOILETPAPER, Deste Foundation - 2013

DID YOU KNOW?

- It represents a block of shiny rock mined in the quarry
- It is the only porphyry block which is... soft, because it is with made with polyurethane
- Even if it is perfectly similar to rock, it weighs only 13 kilos and can be very easily moved around
- To make this rock effect, the block of polyurethane is entirely rough-hewn by hand
- Because of this each Massolo is a unique piece
- The shiny effect of the surface is obtained by dripping 12 layers of paint in 8 different colours
- It was designed by artist Piero Gilardi, a representative of Arte Povera
- One piece is kept the Schaudapot of the Vitra Campus



Tea table of soft polyurethane, finished and decorated by hand with Guflac®.



CAPITELLO, ATTICA, ATTICA TL

“When a majestic Greek column falls and breaks into different pieces it transforms itself into a Gufram sitting room”. The chaise longue Capitello, the armchair Attica and the coffee table Attica TL are contemporary archaeological finds that, exactly like the columns in the Erechtheion at the Acropolis in Athens - from which they find inspiration for aesthetics and dimensions - can be left out in the weather thanks to a particular finish which is suited also to outdoor use.

This project embodies the “tactile short-circuit” concept, which is an integral part of Gufram’s DNA: the appearance that simulates the aspect of the pentelic marble of the Parthenon is in contrast with the softness and lightness of polyurethane, which guarantees maximum ergonomics of the seats by supporting the body weight. Capitello, entirely finished by hand, is a faithful reproduction of an Ionic coil, that adds to its look the function of promoting rest and relaxation. Its classical shapes make it a veritable domestic sculpture whose value is not limited to simple decoration.

The armchair Attica, a transversal section of the trunk of a column, and the coffee table Attica TL are sculpted by hand from a block of polyurethane, as a contemporary variant of the original production process of columns in Athens. All the elements in this production are painted with Guflac®, the special and unique finish patented by Gufram that makes it possible to make polyurethane look like leather while maintaining its flexibility and softness. In the case of Capitello, Attica, and Attica TL Guflac® was enriched and modified, so as to resist to outside weather, thus making the use of these products possible also as outdoor decor.

This pop and monumental triptyque is hosted in some of the most important museums: it stands side by side with the Nike of Samothrace at the Louvre, where it occupies a space in the section dedicated to Decorative Arts; it is a part of the permanent collection of the Metropolitan Museum in New York and the Denver Art Museum.

1971

CAPITELLO

Studio 65

Limited Edition 1 / 500



1972

ATTICA TL

Studio 65

Limited Edition 1 / 1000



1972

ATTICA

Studio 65

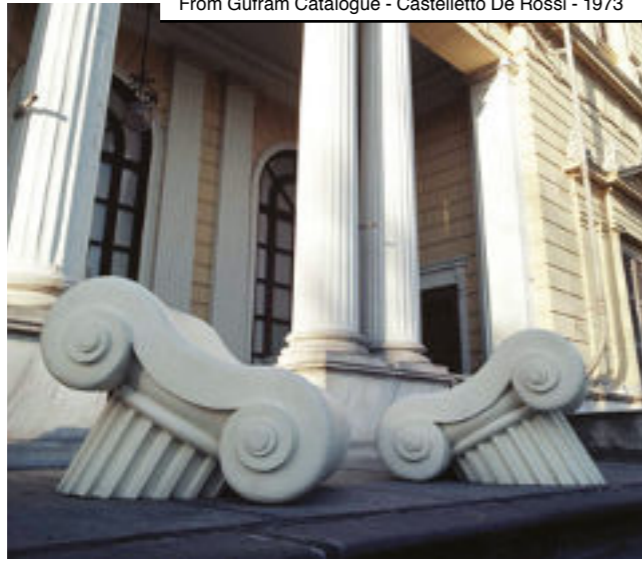
Limited Edition 1 / 1000







From Gufram Catalogue - Castelletto De Rossi - 1973



Schaudepot - Vitra Design Museum, Weil am Rhein - 2016

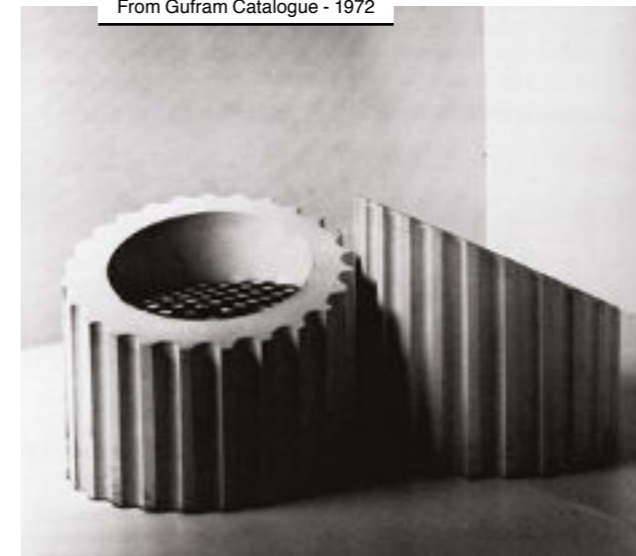


From Gufram Multipli Catalogue - Galleria TOT - 1984



Pop Art Design - Barbican Centre, London - 2013

From Gufram Catalogue - 1972





1968 by TOILETPAPER, Deste Foundation - 2013



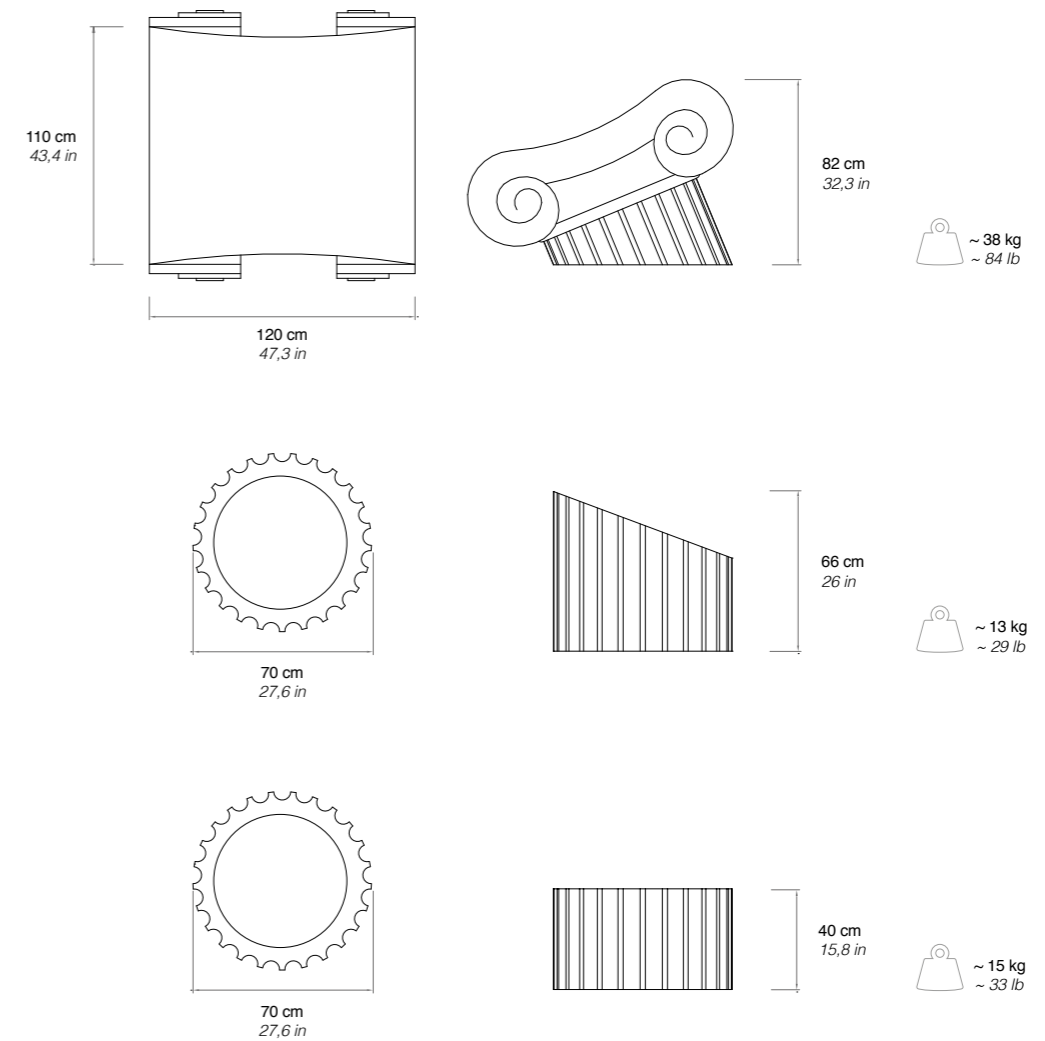
From Gufram Catalogue - 2008



Maison Kitsuné Lookbook by Pierpaolo Ferrari - 2015

DID YOU KNOW?

- They follow the dimensions and the shapes of the columns of the Erechtheion in the Acropolis in Athens
- They are "light" archaeological finds: since they are made of polyurethane, they can be easily moved
- Gufram was able to transform the pentelic marble of the Acropolis into soft and comfortable furniture
- Like veritable Greek ruins they can be left outside, thanks to the particular Guflac® Ultra finish that makes it possible to make polyurethane look like leather and makes it resistant to the weather
- Capitello is still being produced with the original mould from the Seventies
- Attica and Attica TL come from block of polyurethane entirely sculpted by hand, like the columns of the Erechtheion
- One piece is at the Louvre in the Decorative Arts section, under the same roof with the Nike of Samothrace
- It is part of the permanent collection of the Metropolitan Museum di New York, the Centre Pompidou in Paris and the Denver Art Museum



**Seats and table in soft polyurethane finished by hand with Guflac® Ultra.
Suitable also for outdoor use.**



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BOCCA

Bocca, the original 1970 lips-shaped couch is only Gufram's. More than any other, this object of design represents the perfect abstraction of feminine beauty. It is no coincidence that it was photographed by important photographers such as David La Chapelle and Richard Avedon together with style icons, muses, as well as the most beautiful women in the world such as Marisa Berenson, Heidi Klum, Anne Hathaway and Sharon Stone.

It is among Gufram's best known products, and as a true diva it was the protagonist of more than a thousand editorials and featured on the covers and editorials of the main design and fashion magazines like Vogue, Harper's Bazaar, Elle and Vanity Fair just to name a few.

This sensual couch, which is ideal for a tête-à-tête, has entered the collective imagination on par with Andy Warhol's works, as well as other pop art masterpieces. Soft and welcoming thanks to its look and the soft polyurethane it is made of, the sexiest couch in the history of interior design can interpret the atmosphere of interior design with the most appropriate make-up.

Exclusive and provocative when fire red, black with an oversize piercing that exalts its rock and transgressive soul, or produced in a precious golden version, it lends itself also to other alluring contemporary tones. Besides at the Louvre, the couch Bocca was on exhibit in the most important museums in the world, such as the Museum of Applied Art and Science in Sydney, the Design Museum in Monaco, and the MAK in Vienna.

2016

BOCCADORO

Studio 65

Special Edition 1 / 50

1970

BOCCA®

Studio 65

Limited Edition 1 / 1000



2008

PINK LADY

Studio 65

Limited Edition 1 / 500



2008

DARK LADY

Studio 65

Limited Edition 1 / 500









Pop Art Design - Vitra Design Museum, Weil am Rhein - 2014



Pop Art Design - EMMA, Espoo - 2015



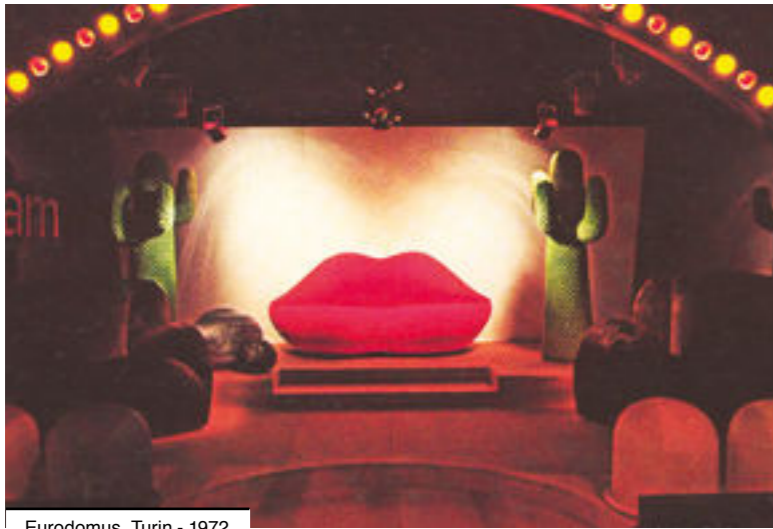
From Gufram Catalogue - 1976



From Gufram Multipli Catalogue - Galleria TOT - 1984



Il Mercante di Nuvole - GAM, Turin - 2016



Eurodomus, Turin - 1972



From Gufram Catalogue - 2008



Cover of Freddie Hubbard's album - 1973



From Gufram Catalogue - 2008



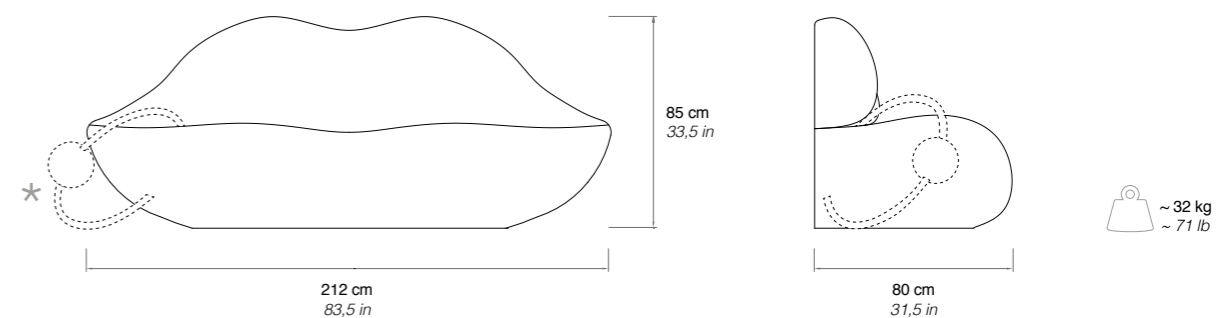
Heidi Klum by Rankin for Astor Cosmetics - 2014



Maison Kitsuné Lookbook by Pierpaolo Ferrari - 2015

DID YOU KNOW?

- In the United States it is known as the Marilyn sofa as a homage to the legendary Hollywood diva
- The secret of its natural beauty lies in the fact that its two corners are slightly different, exactly as human lips would be
- Its particular red colour is Gufram's exclusive
- Sharon Stone auctioned a limited edition piece for the benefit of AmFar for 35000 Euros
- It was the protagonist at Beyoncé, Kylie Minogue and Katy Perry's world concert tours
- It was portrayed with some of the icons of the XX century: Elsa Schiaparelli, Marisa Berenson, Lisa Fonssagrives, Claudia Cardinale, Heidi Klum, Alicia Silverstone, Anne Hathaway, Carmen Electra
- Just like a model, it was the protagonist at shootings by some of the best photographers: Richard Avedon, David LaChapelle, Rankin
- It was published for the first time ever in the prestigious weekly magazine LIFE
- It was the subject of more than a thousand editorials in the best Fashion magazines like Vogue, Harper's Bazaar, Elle and Vanity Fair
- It was reinterpreted in 2005 by artist Bertrand Lavier and displayed at the Louvre in Paris
- One piece of the couch Bocca welcomes the guests at London's Sanderson Hotel, designed by Philippe Stark
- It has been displayed in several international exhibits and fairs, among which the Museum of Applied Art and Science in Sydney, the Design Museum in Munich, the Musée des Art Decoratifs in Paris, as well as countless institutions all over the world



Couch in soft polyurethane upholstered with fabric.
***Dark Lady has a removable piercing of chromed metal.**



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GLOBE

Dedicated to all the travellers on the world, Globe was the first container cabinet included in the Limited Edition Gufram collection, as well as the first container created by the Dutch duo Studio Job for an Italian company.

The globe that rotates upon itself at the centre of the cabinet represents the desire to escape and also to bring into the house the idea of travel: realized of soft polyurethane and entirely hand painted with Guflac®- the particular paint patented by Gufram that makes it possible to make polyurethane look like leather while maintaining its flexibility and softness - the globe recall a dreamlike world thanks to its archetypical shape and the stylized silhouettes of the continents.

The soft globe is the trait d'union between the historical Gufram production and a new type that comes into being with this project. The container function is carried out by a lacquered wooden structure that exalts the globe's polychromy as well as the ironic soul of this spectacular piece of decor.

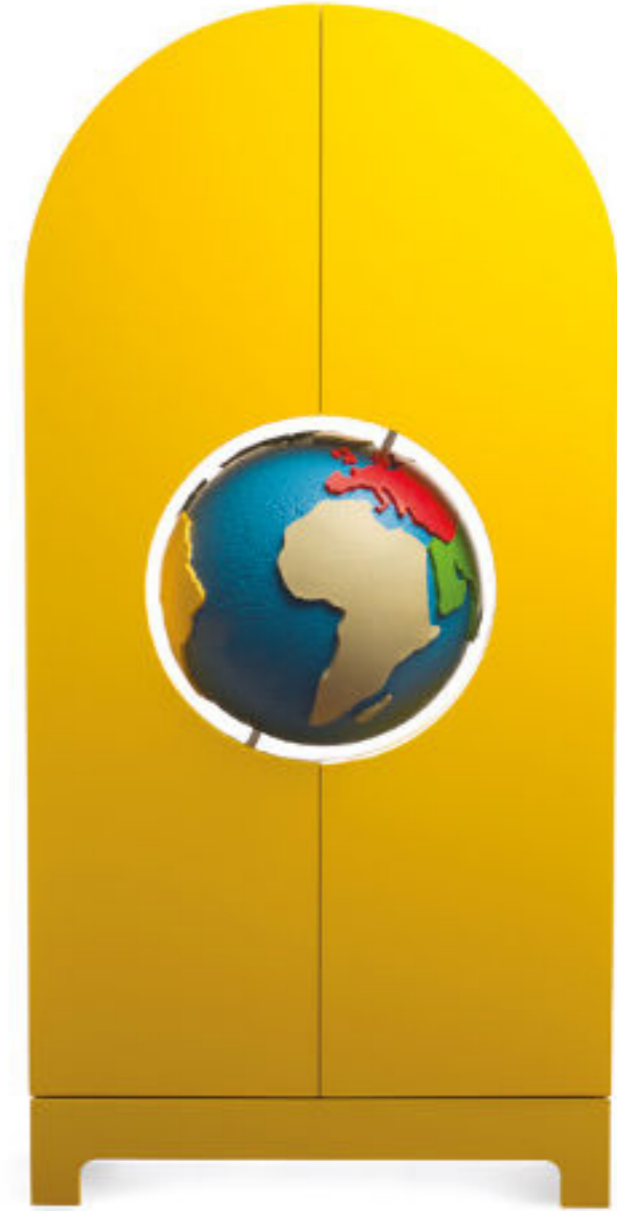
Globe has had all the world talking about it through the covers of some of the most important design magazines, as well as being selected as one of the best 2014 products by AD Germany. In Job and Ninke's home study - the founders of Studiojob - Globe is the protagonist and because of this is was on the cover of Elle Decor China.

2017

GLOBE

Studio Job

Limited Edition 1 / 50



2017

WHITE GLOBE

Studio Job

Limited Edition 1 / 50



2017

BLACK GLOBE

Studio Job

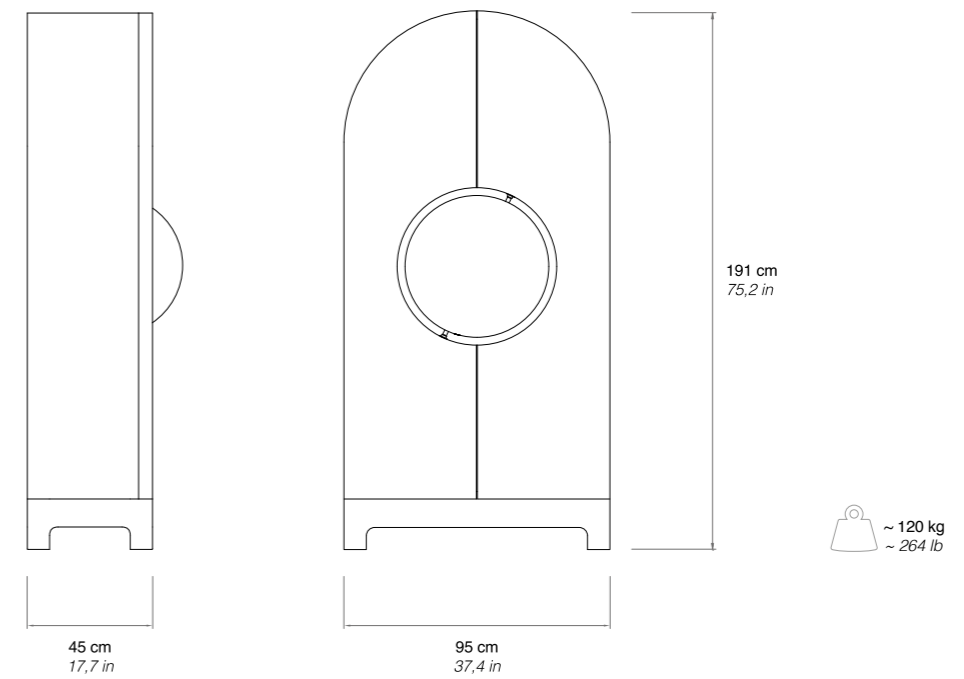
Limited Edition 1 / 50





DID YOU KNOW?

- Globe is Gufram's first cabinet container
- It's the only container in the world with a hole in its centre
- Globe's soul is a stylized world made of soft polyurethane and entirely hand painted with a Guflac® finish
- As a veritable globe of times past, the world safeguarded inside Globe rotates upon itself
- In 2014 it was chosen by AD Germany as one of the best products of the year
- It was on the cover of some of the most important international magazines like Elle Decor and AD



Lacquered wood cabinet.
Rotating globe of soft polyurethane, finished and decorated by hand with Guflac®.



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SASSI

Sassi (Stones) by Piero Gilardi, a multifaceted and eclectic artist, bring stones of different dimensions inside the domestic space; these become bucolic seats or decorative elements. Exhibited for the first time at the Triennale in Milano in 1968, Sassi became one of the symbols of Gufram's naturalistic inspirations and of the "true-fake" concept, which can be found in many of its products.

The stones, which are aesthetically faithfully reproduced, lose their weight and known characteristics thanks to the use of a light material such as polyurethane. It's a tactile short-circuit, which is an integral part of Gufram's philosophy.

The largest stone, Sedilsasso, is a pouf that adds function to aesthetics, and pretence to function; whereas the smaller stones are ornamental and help recreate a natural and contemplative setting also indoors. By using Guflac®, the particular paint patented by Gufram that makes it possible to make polyurethane look like leather while maintaining its flexibility and softness, Sassi become hyper-realistic, while remaining harmless, in a surreal game between reality and fiction, natural and artificial, heavy and light. Part of MoMA's permanent collection, Gufram's Sassi give a new meaning to the evangelical quote: "Let him who is without sin cast the first stone".

1968

SASSI

Piero Gilardi

Limited Edition 1 / 2000

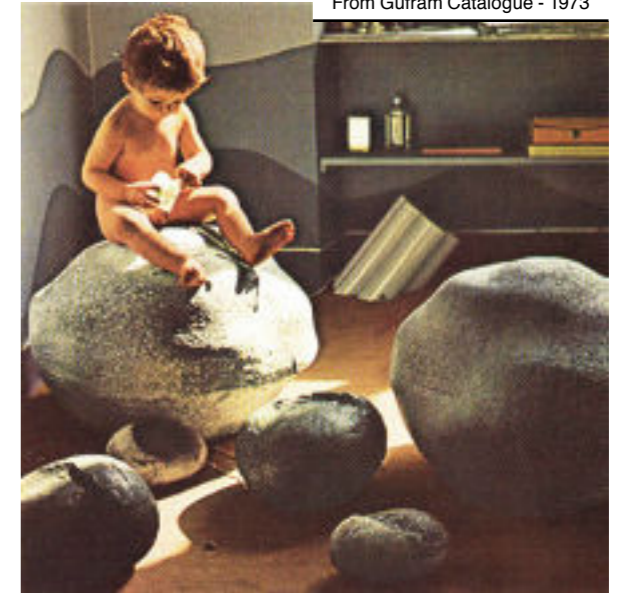




Maison Kitsuné Lookbook by Pierpaolo Ferrari - 2015



From Gufram Catalogue - 1973



From Gufram Catalogue - 1973

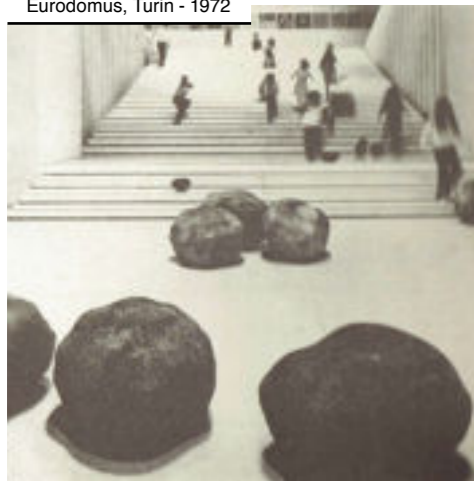
RIPRODURRE NELLA LIBERTÀ
DELLA FANTASIA
GLI OGGETTI DELLA NATURA,
TRASFORMANDO UN'OCCUPAZIONE
INUTILE
NELL'ESERCIZIO DI UN SAPIENTE
ARTIFICIO...

SASSI



From Gufram Multipli Catalogue - Galleria TOT - 1984

Eurodomus, Turin - 1972

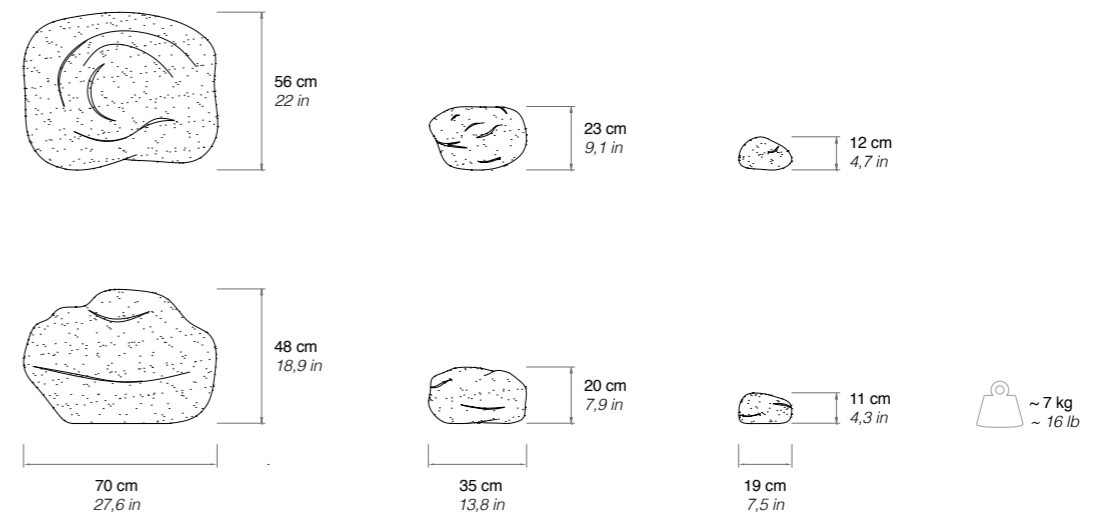


Zone de Confort - Galerie Poirel, Nancy - 2016



DID YOU KNOW?

- They were exhibited for the first time on the Grand Staircase at the Triennale in Milano in 1968
- It's the first Gufram project to leverage on the juxtaposition light/heavy and natural/artificial
- You can find them in the permanent collection at MoMA in New York
- Each stone had a different finish and all are realized by hand
- Like in nature, each stone is different from another, because it was finished entirely by hand
- It is a seat, but also an ornamental element as well as a surreal piece



Pouf and ornamental elements in soft polyurethane, finished and decorated by hand with Guflac®.



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POLTRONA

Gufram and Alessandro Mendini met for the first time in 1974, when the designer was the director of the magazine Casabella. Mendini had an idea for the cover of the November issue and contacted Gufram to make it: the result was an indoor space made of white walls and shiny parquet flooring and the image of a barefooted woman with a blue jumpsuit who was sitting on an austere and oversize grave. The block, realized in fake granite, almost 3 meters tall and designed by Mendini, was created by Gufram.

After 40 years the collaboration with Mendini restarted in 2014 and gave life to Poltrona. A totemic and symbolic seat, Poltrona is a domestic throne that lives of the contrast between the lightness of polyurethane and the "true-fake" Carrara marble finish: an optical illusion, a tactile short-circuit that is possible only thanks to Guflac®, the particular paint patented by Gufram that makes it possible to make polyurethane look like leather while maintaining its flexibility and softness.

A piece of furniture of cyclopic dimensions - 153 cm large, 130 long and 80 cm high - Poltrona is decorated entirely by hand and only the experience of Gufram's artisans can create a finish that is perfectly similar to real marble, even if it weighs only 50 kg.

On display on the occasion of the two retrospectives dedicated to Mendini in Korea, Poltrona looked so real as to have fooled a Korean hauler, who, at the end of one of the exhibits, refused to transport it, thinking it was made of real stone.

2014

POLTRONA

Alessandro Mendini

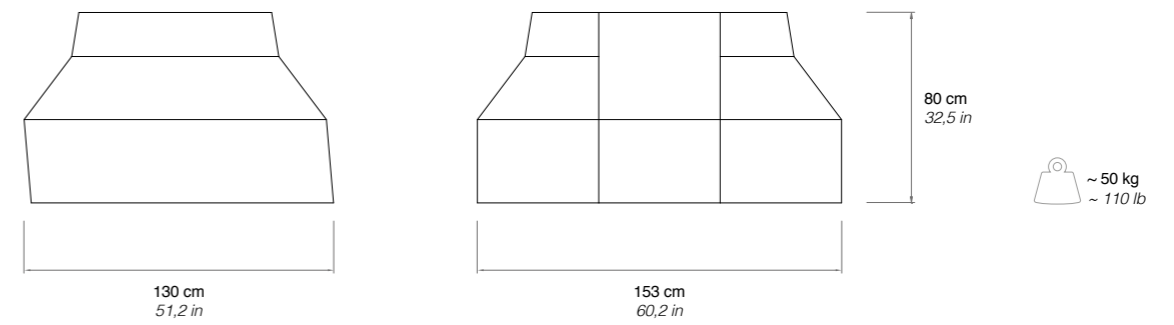
Limited Edition 1 / 25





DID YOU KNOW?

- It comes from a unique piece made for the cover of an issue of Casabella in 1974
- Designed by the famous designer and architect Alessandro Mendini
- The Black & Gold edition was sold out in a year
- On the occasion of Gufram's 50th birthday, a special edition in "true fake" Carrara marble was produced
- The decoration is made entirely by hand; this is why each Poltrona is a unique piece
- The marble effect looks so real because it is made with Guflac®, the particular paint patented by Gufram that makes it possible to make polyurethane look like leather while maintaining its softness
- It is the lightest marble armchair in the world. It weighs only 50Kg
- It was the protagonist of a retrospective about Mendini in Korea which was visited by 100,000 people
- It looks so like marble as to have fooled the hauler of a famous museum: worried about its weight, he had foreseen the use of a crane to move it



Armchair of soft polyurethane, finished and decorated by hand with Guflac®.



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SUMMERTIME, AUTUMNTIME

The close relationship between art and design has always been a source of inspiration for Gufram. The collaboration with Valerio Berrutti, an Italian artist with a distinctive trait, has given life to two couches which have been produced in 250 numbered pieces and have evocative names: Summertime e Autumntime.

Summertime recalls the title of one of the most famous songs by composer George Gershwin. The first introductive verse of the text becomes the symbol of the work "...and the living is easy", thus playing with the term "living" - the English living room.

Autumntime, on the other hand, comes as an aesthetic and chromatic opposite to Summertime: if Summertime reminds of Summer colours, Autumntime draws its inspiration from the Autumn ones, like orange and yellow.

Both couches are made with soft polyurethane entirely covered by hand with the Gufac, the particular paint patented by Gufram that makes it possible to make polyurethane look like leather while maintaining its flexibility and softness. The drawings created by the artist with water paint and wax crayons recall the typical benches that decorated the Italian seafronts in the post-war period and are different one from another in some small details that make of each piece a unique masterpiece.

As far as shape and proportions are concerned, the coil of the seat is larger and provides for a more relaxed position, with the feet slightly raised from the floor. Thanks to the particular Gufac® finish, Summertime and Autumntime can be used also outdoors so that their connection with nature and the seasons is increased. Through the artist's delicate and poetic trait, the collaboration with Berrutti has led Gufram into some of the most important art exhibits in the world like the Biennale in Venice, and sanctions once more the close connection of the brand with some of the most interesting contemporary experiences.

2013

SUMMERTIME

Valerio Berruti

Limited Edition 1 / 250



2013

AUTUMNTIME

Valerio Berruti

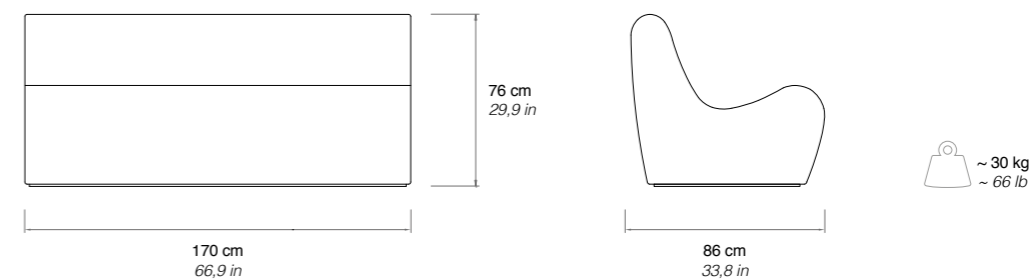
Limited Edition 1 / 250





DID YOU KNOW?

- Decorated by artist Valerio Berrutti with his distinctive trait, they are veritable masterpieces
- Berrutti's works are on display in some of the most important museums and celebrated in artistic international events like the Biennale in Venice
- Each piece is unique because the decoration of each couch is made by hand with wax crayons
- The decorations reproduce the benches on post-war Italian seafronts
- The delicacy of Berrutti's trait emphasizes the contrast between the softness of polyurethane and the stiffness of iron benches that the decoration recalls
- The coil of the seat is larger and provides for a position of total relaxation, like on a chaise longue
- Just like the benches on the seafront, they have been designed also for outdoor use, thanks to the particular Guflac® finish that protects them



**Couch in soft polyurethane, finished and decorated by hand with Guflac® Plus.
Designed for use indoors, it is suitable also for the outdoor.**



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PRATONE

Pratone represents a desecrating design idea which is light years away from the usual typologies of bourgeois interior design of the Seventies; a gigantic portion of a meadow, designed for single and collective rest, which amazes for its precariousness. A unique and unconventional Chaise longue that has as yet found no ersatz, Pratone has become a reference parameter in the history of design in 1972, when it was chosen for the cover of the catalogue of the exhibit Italy: The New Domestic Landscape, organized by MoMA in New York.

It is an object "outside the box" which maintains its artisanal soul: as a matter of fact, each of the 42 long and soft blades of grass you can sink into is worked and finished by hand, just like the label Pratone, engraved on the base of each module. It is for these characteristics that Pratone needs 5 weeks of work to get to the end product.

Its bright green and the softness of its blades of grass are achieved through painting with Guflac®, the special and unique paint patented by Gufram that makes it possible to make polyurethane look like leather while maintaining its flexibility and softness.

Included by Vitra Design Museum among the 100 masterpieces of the history of Design, Pratone was on display in some of the most important museums of the world - like MUDE in Lisbon and the Musée des Beaux Arts in Montreal - and it is celebrated even today as a symbol of anti-design's cultural revolution, a veritable icon that has freed the user from the conditioning of his usual behaviour.

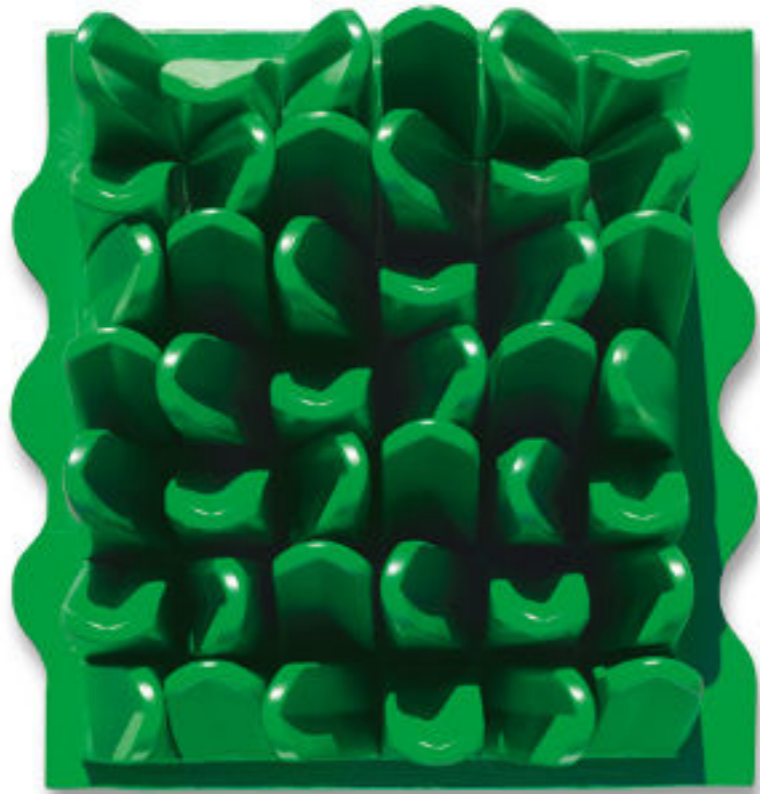
On the occasion of its 50th birthday, Gufram presented the Nordic Pratone version, which is entirely white: a portion of frozen meadow that laughs at the influence of Scandinavian design and the cultural homologation of design inspirations.

1971

PRATONE

Ceretti / Derossi / Rosso

Limited Edition 1 / 200



2016

NORDIC PRATONE

Ceretti / Derossi / Rosso

Special Edition 1 / 50



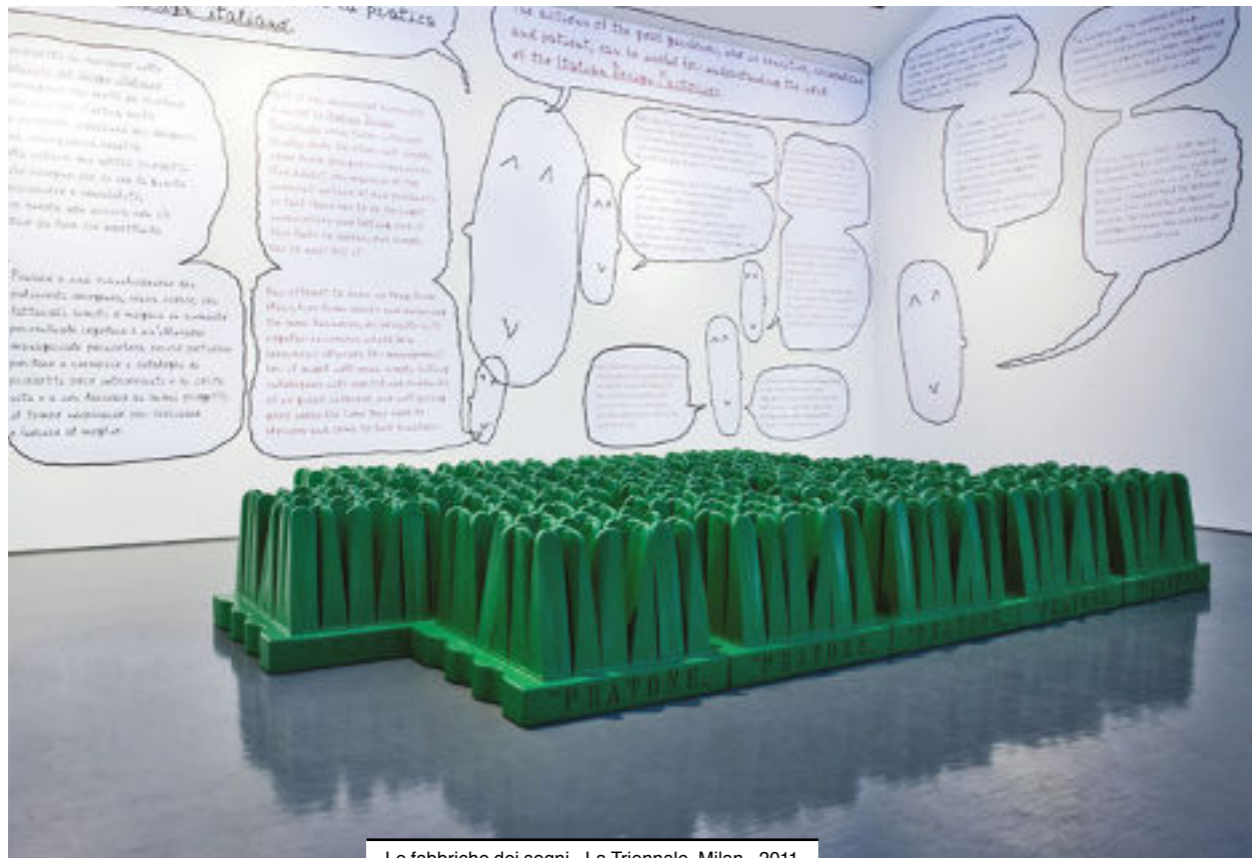


"PRATON'E"



ScandLAB
** SNO MACHINE **

"PRATONE"



Le fabbriche dei sogni - La Triennale, Milan - 2011



Cover of Italy: The New Domestic Landscape Catalogue - MOMA, New York - 1972



Plastic Days - Museo Ettore Fico, Turin - 2015



From Gufram Multipli Catalogue - Galleria TOT - 1984



Street Art, Milan - 2012



Pop Kunst Design - HOK, Høvikodden - 2015

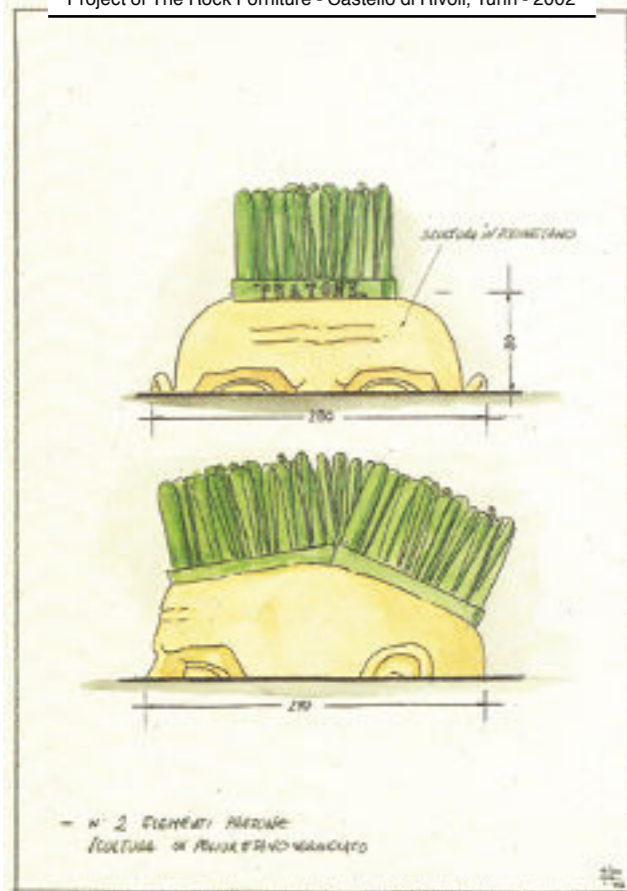
De Laatste Avant-Garde - Stedelijk Museum, 's-Hertogenbosch - 2017



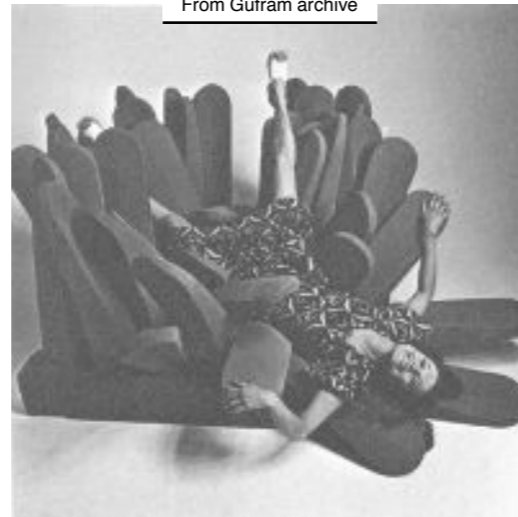
1968 by TOILETPAPER, Deste Foundation - 2013



Project of The Rock Furniture - Castello di Rivoli, Turin - 2002

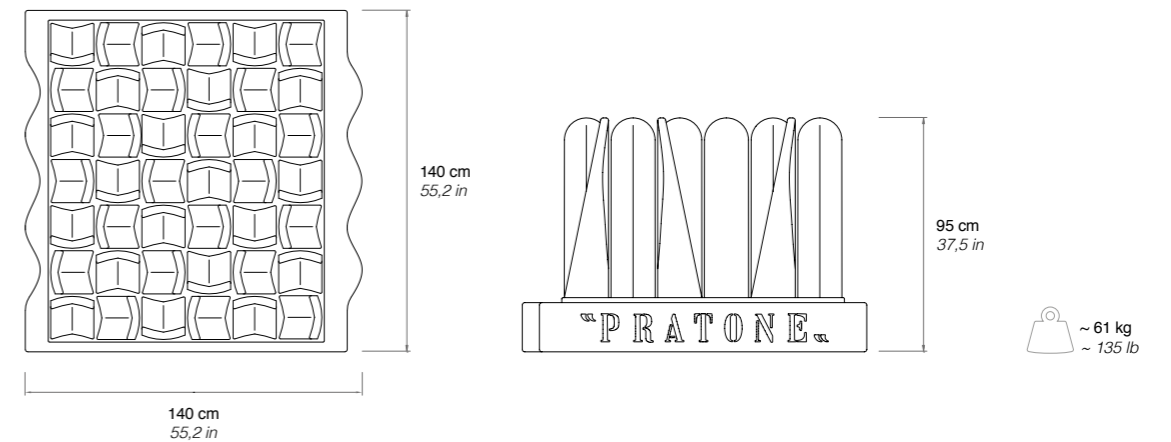


From Gufram archive



DID YOU KNOW?

- Designed in 1966 as an ironic reinterpretation of the traditional sitting room settees
- It is a unique type of seat that has as yet found no ersatz
- It is entirely assembled and finished by hand
- It is made of 42 soft blades of grass
- To make one Pratone 5 weeks are necessary
- To preserve its authenticity, the label "Pratone" is still engraved by hand
- It is on the cover of the catalogue of the epic exhibit Italy: The New Domestic Landscape at MoMA in New York in 1972
- It was on display in some of the most important museums of the world like the Museum of Contemporary Art in Chicago
- On the occasion of Gufram's 50th birthday Pratone froze, and so Nordic Pratone was born in a total white version



Seat in soft polyurethane finished by hand with Guflac®.



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LA COVA

What can be more surreal in the collective imagination than a human-size nest where one can seek shelter and find rest? This 1972 masterpiece by Gianni Ruffi and edited by Gufram in a limited edition is a veritable work of art: La Cova is a place, a space where one can feel protected; it is the physical as well as the imaginary dimension of absolute relaxation.

The secret to its organic shape is in it being eccentric, that is not perfectly circular; at the same time the hollow - hand hewn from a polyurethane block - is not perfectly symmetrical, so as to create the harmonic irregularity of a veritable nest. The entire structure, light and soft because it is entirely made of polyurethane, is upholstered with cloth on which thousands of felted fabric offcuts are hand sewn in a spiral path. The colours of the cloth follow an ideal pattern so as to always suggest the same nuances, but with slight differences given by the position of the different colours. For all these reasons each La Cova is different from another, and each one of them represents a world.

On exhibit in some of the most important museums of the world, La Cova is part of the permanent collection of Deste Foundation and Musée des Beaux Arts in Montreal.

La Cova has in itself the heritage of the universal thinking of a man like Gianni Ruffi, which finds its appropriate spiritual positioning inside Gufram's collection, a galaxy made of poetry.

1973

LA COVA

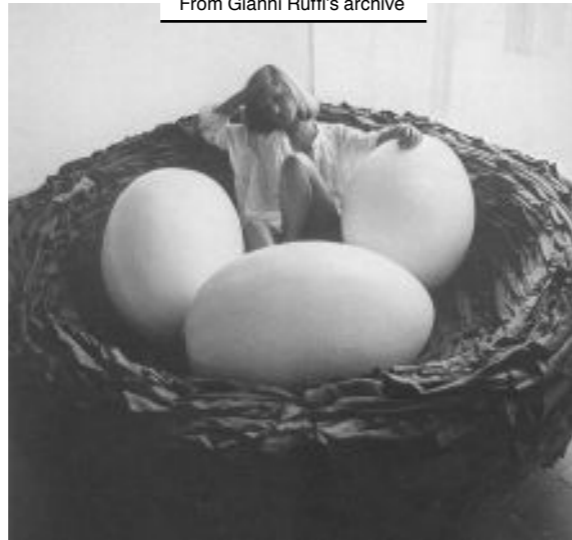
Gianni Ruffi

Limited Edition 1 / 38





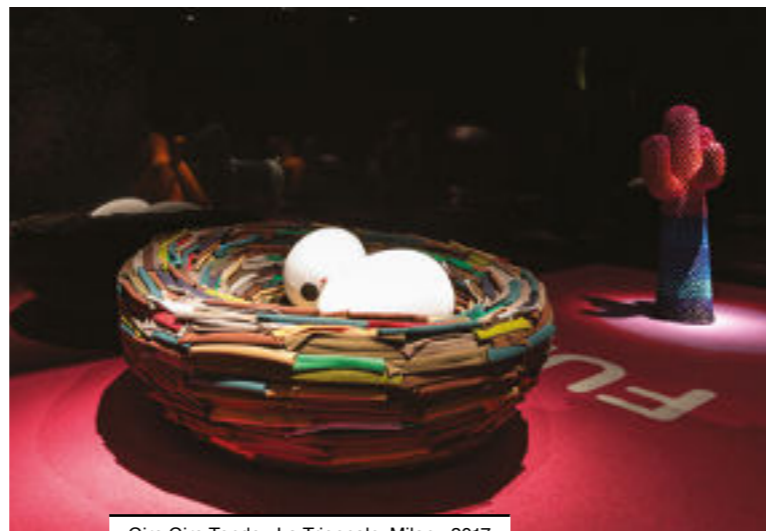
From Gianni Ruffi's archive



1968 by TOILETPAPER, Deste Foundation - 2013



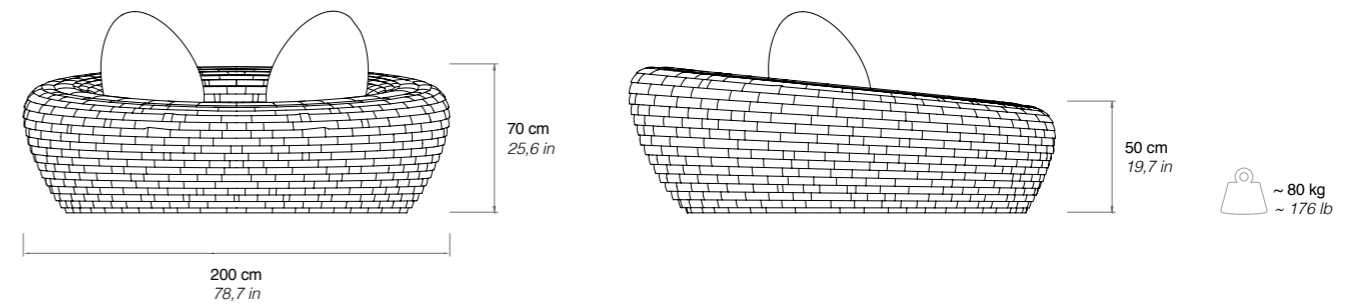
Maison Kitsuné Lookbook by Pierpaolo Ferrari - 2015



Giro Giro Tondo - La Triennale, Milan - 2017

DID YOU KNOW?

- The original 1972 piece was auctioned for the record price of 100,000 Euros
- La Cova is not just a seat, a chaise long, or a daybed, but also a place
- It is a gigantic nest of soft polyurethane with a harmonically irregular, organic, and natural shape
- Each La Cova is different from another because the thousand pieces of cloth it is made of follow an ideal but never predefined pattern and are entirely hand-sewn
- La Cova is not just a Design object, but a work of art, because it was designed by Gianni Ruffi, a famous representative of Arte Povera
- It is rumoured that Serge Gainsbourg had one, one which he spent nights of folly
- It is on exhibit at the Musée des Beaux Arts in Montreal in Canada



**Love nest of soft polyurethane upholstered with hand sewn cloth offcuts.
Detachable eggs of soft polyurethane upholstered with fabric.**



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LEONARDO

Realized in 1969 in only one prototype, which now part of the Vitra Design Museum, Leonardo is a visionary interpretation of modular couches, so common in the houses of the Sixties. Its essence lies in its complete compositional freedom, which is in perfect harmony with the anti conformist spirit of the times. In each configuration, Leonardo celebrates, deconstructs, and exalts the American flag.

Hinting at domestic play, it focuses on the values of independence and freedom, on the peaceful revolutions represented by jazz and rock music, on the lightness of Kerouac's travel on the road, and on the brotherhood of Flower Power. This couch, free from joints and structural constraints, and thus freely modular, is a clear reference to the Vitruvian Man by Leonardo da Vinci, because its modules are obtained from two concentric circles inscribed within a square, and it is marked by two orthogonal and two diagonal axes. Leonardo is a domestic sculpture rich in meaning that does not renounce its soft connotation, since it is completely made of polyurethane. The American flag that decorates it is painted by hand using Guflac®, the particular paint patented by Gufram that makes it possible to make polyurethane look like leather while maintaining its flexibility and softness.

Leonardo is the icon of the itinerant exhibit Pop Art Design that has been travelling around the world for years and has been hosted by the most important museums; moreover, it was on display at the Barbican Centre in London, at the Louisiana Museum in Denmark, and at the Museum of Contemporary Art in Chicago.

1969

LEONARDO

Studio 65

Limited Edition 1 / 15







Pop Art Design - MCA, Chicago - 2015



Pop Art Design - Barbican Centre, London - 2013



Cover of Pop Art Design Catalogue - 2013



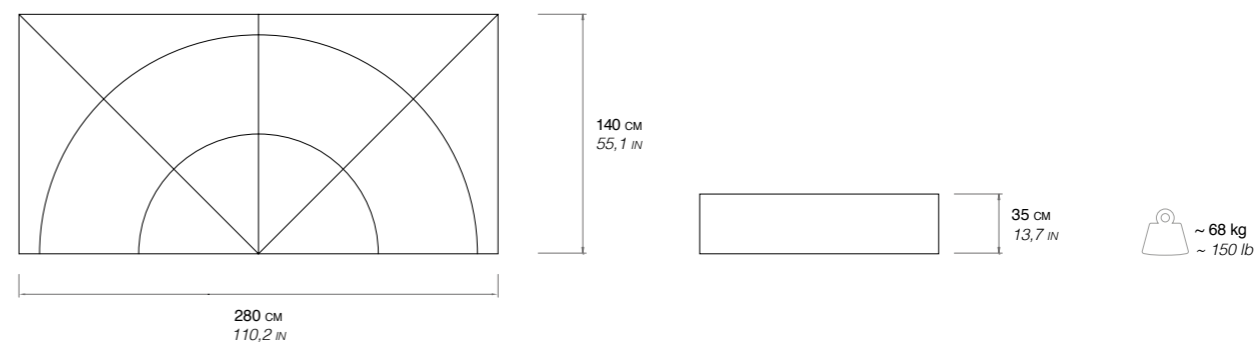
Pop Kunst Design - HOK, Høvikodden - 2015



Il Mercante di Nuvole - GAM, Turin - 2016

DID YOU KNOW?

- The original 1969 prototype is kept at the Vitra Design Museum
- It's on the cover of the catalogue of the legendary itinerant exhibit Pop Art Design
- The name Leonardo comes from the fact that its composition recalls the proportions of the Vitruvian Man by Leonardo Da Vinci
- The use of the American flag is a celebration of freedom
- The decoration with Guflac® is still made by hand using the original stencils
- Leonardo is made of single pieces that can be freely assembled because they have no hooks
- Since it is of polyurethane, it is light and can be easily moved around



**Modular couch of soft polyurethane,
finished and hand decorated with Guflac®.**



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BABY-LONIA

A gigantic construction toy of soft polyurethane, designed at the beginning of Seventies, has become an unusual modular decor. Baby-lonia came to life from the genius of Studio 65, a group of radical designers led by Franco Aulenti, following the innovative ideas of pedagogue Francesco De Bartolomeis. Because of its educational content it was used by some of the best Italian schools during the Seventies, since it is light and flexible and so suitable for kids.

In the Eighties Gufram decided to make it into a true interior design item, perfect to enrich the catalogue of a brand already involved in the production of pop and radical objects.

The polyurethane foam Baby-lonia is composed of is coated with Guflac®, the special paint patented by Gufram that makes polyurethane look like leather while increasing its resistance and maintaining its softness.

Baby-lonia is to all intents and purposes a domestic sculpture that can be broken up into chairs and tables, but that still remains a toy ... for kids as well as adults. As the story goes, it is the only toy that belongs to the collection of the Centre Georges Pompidou in Paris.

1975

BABY-LONIA

Studio 65

Limited Edition 1 / 200







10 Corso Como, Milan - 2016



Laboratorio di Pedagogia - 1973



Zone de Confort - Galerie Poirel, Nancy - 2016



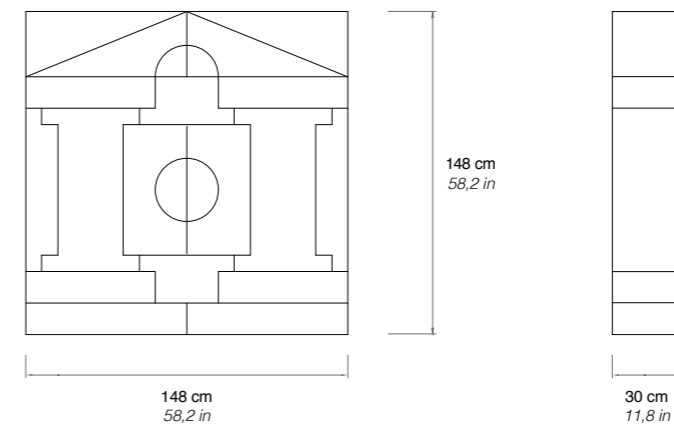
Il Mercante di Nuvole - GAM, Turin - 2016



Il Mercante di Nuvole - GAM, Turin - 2016

DID YOU KNOW?

- It recreates out of scale the classical wooden toys, but it is made of soft polyurethane
- The softness of the polyurethane makes it possible to easily and freely move them through space
- Created with the advice of Prof. De Bartolomeis, a well-known pedagogue of the XX century
- It was used as an educational instrument in some of the best Italian schools during the Seventies
- From playful object for kids it became a cult ornamental element for adults
- Baby-Ionia is a domestic sculpture to break down and reassemble at will
- It is part of the permanent collection of the Centre Georges Pompidou in Paris



**Construction toy of soft polyurethane,
finished by hand with Guflac®.**



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UNTITLED

Untitled is the continuation of the intense relationship between art and design that has always seen Gufram in a special place. Designed by artist Kris Ruhs and inspired by weathering steel sculptures, Untitled is a modular decor item as well as a sculpture in soft polyurethane covered in Guflac® - the special paint invented by the brand, thanks to which it is possible to make polyurethane foam look like leather, making it resistant but maintaining its softness. It is thanks to Guflac®, that also permits its use outdoors, that we can create the rusted iron effect, which is the essence of Ruhs's works. The finish has the same randomness of rust and is made by hand with 8 layers of colour.

Presented for the first time at Galleria Carla Sozzani, on the occasion of the exhibit "50 years of design against the tide", Untitled is a unique item because each piece is different from another.

2016

UNTITLED

Kris Rush

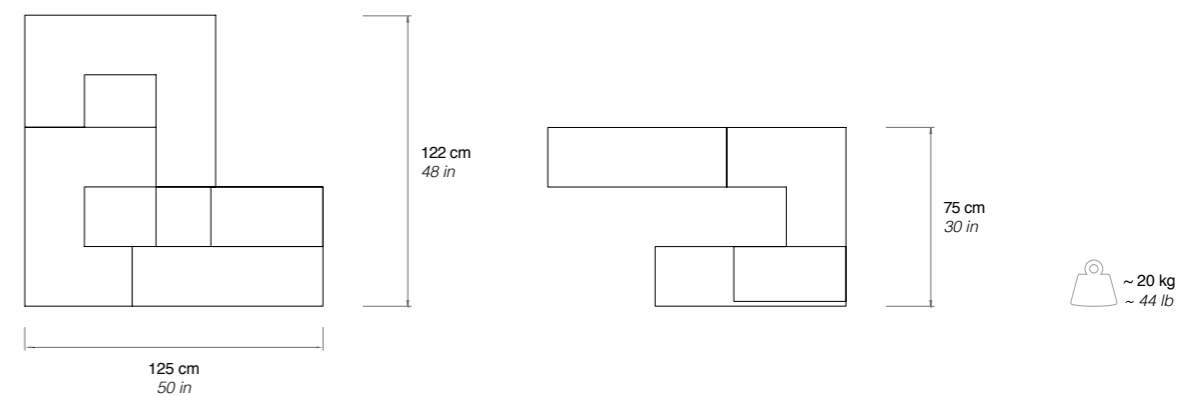
Limited Edition 1 / 50





DID YOU KNOW?

- Designed by Kris Ruhs, it represents his weather iron sculptures ...but in polyurethane
- The look is that of "true-fake" rusted iron with a soft soul
- The finish has the same randomness of the development of rust on iron
- To obtain the rust effect 8 layers of colour applied by hand are necessary
- Suitable to outdoor use
- It is a sculpture, a seat, and a object of decor
- Each piece is unique
- It was presented as sneak peak in the exhibit "50 years of design against the tide" at Galleria Carla Sozzani



**Sculpture in soft polyurethane finished with Guflac® Ultra.
Suitable also for outdoor use.**



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RON RON

Ron Ron is to all intents and purposes an inanimate pet animal that can show lots of affection and keep lots and lots of company. Hence the name, which recalls the sound of purring.

This pouf / non-pouf has a soft soul of polyurethane foam which is upholstered with a cloth that is perfectly similar to soft fur.

The zoomorphic look is complemented by a tail: careful not to pull at it, or Ron Ron will get annoyed! Created by the multifaceted artist Marion Baruch at the beginning of the Seventies, Ron Ron comes in the Gufram Catalogue thanks to a work of preservation of the memory of radical design: as a matter of fact, not only is the purpose of the brand to create new interior decor with a pop and radical spirit, but also to re-edit long forgotten projects that have however made history for this clearheadedly lunatic movement.

Exhibited in some of the most important museums in the world, and auctioned in the most famous auction houses, Ron Ron goes back to its original life as a mascot and brightens with its sly presence our moments of domestic relaxation.

1972

RON RON

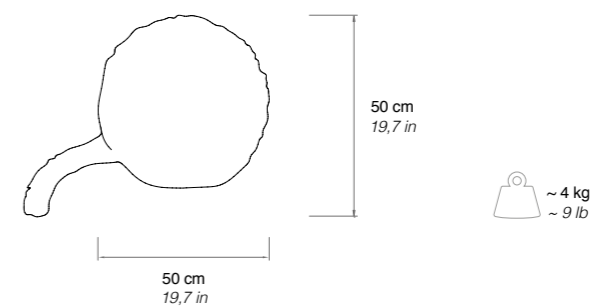
Marion Baruch





DID YOU KNOW?

- It is the only furry object in the Gufram catalogue
- Marion Baruch defines it as an “object of company”
- It is neither a good nor a bad animal. Its user defines its character
- It was on exhibit at MAMBO in Bologna and at the Contemporary Art Museum in Geneva
- You can hug it, or you can sit on it



Object of company in soft polyurethane upholstered with premium eco-fur.

Gufram

**FUNCTIONAL
COLLECTION**

Functional Collection is the collection of products with the same Gufram ironic and irreverent spirit but has a stronger functional attitude. Functional Collection items can be tailored by choice or on request in more colors and finishes according to different style needs. Their versatility and lightness allows you to have them coexist together in different locations with specific needs: from the interior decoration of a house to those of a hotel, to external spaces, without renouncing to Gufram's original touch.



**SWIVEL AT THE DISCO
WITH ROXANNE**

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ROXANNE

The name of this seat evokes music as well as Michael Young's passion for Sting and the Police. And music played a fundamental role in the conception of this sinuous armchair: as a matter of fact, the inspiration comes from the disco decor that the radical designers of the Seventies designed and that, in many cases, was produced precisely by Gufram.

Michael Young's forms have always combined ergonomics with technology, sinuous looks and cutting edge materials. Roxanne was designed with the aid of an innovative computer program that enabled the designer to build a highly ergonomic and comfortable form.

The extruded form created by Young is realized in polyurethane and then upholstered with cloth: this gives the opportunity to explore infinite colour and pattern variations.

The seat is characterized by a groove along the whole perimeter. Perfect for the domestic environment, but also for public spaces, Roxanne can also be equipped with a spring mechanism that enables it to rotate on itself and go back to the exact starting point once you stop using it.

2017

ROXANNE

Michael Young

melange yellow



melange orange



melange pink



melange blue



melange green



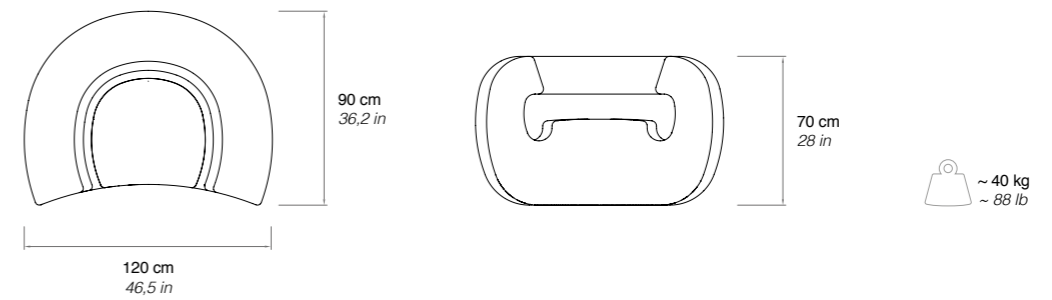
melange grey





DID YOU KNOW?

- Its name is a homage to the famous song by The Police
- Michael Young took his inspiration by the disco decor created by the radical designers of the Seventies
- In the Seventies and Eighties Gufram had a catalogue dedicated to radical disco armchairs
- Its form was realized using a cutting edge computer programme
- To get to the final shape one month mathematical calculations on the computer were necessary
- The groove along the perimeter was designed as a pocket to store objects
- There is also a version with a spring mechanism that enables it to rotate on itself and go back to the original position
- Roxanne's colours and fabrics are 100% customizable: solid colours, patterns, stripes, flowers, fluorescent colours... you name it



**Large armchair with a wooden structure, filled with soft polyurethane and upholstered with cloth.
More colours and fabrics available upon request.**



**THE LEGEND OF
JOLLY ROGER
AMONG PIRATES
SKULLS AND BONES**

JOLLY ROGER

Jolly Roger, like the pirates' flag. If you think about it, it is a homage to the piratical spirit with which Gufram subverted the rules of design. It is a seat that formally recalls the skull - the symbol of cockiness printed on the red flag of French and English corsairs, the terror of the seven seas.

The seat, designed by Fabio Novembre, is the first Gufram project in roto-moulded plastic, thus suitable also for the outdoors, as well as the first not to have a soft part of polyurethane, which has always been part of its DNA.

Inside the seat is a planisphere which recalls the maps used by Pacific buccaneers and symbolizes the brand's internationality. The globe is suspended in the frame; it is a map surrounded by the oceans, an insatiable desire for conquest, almost an exhortation not to stand still, a warning: you are sitting on the world, never forget it.

Jolly Roger, consistent with the attitude that unites all Gufram's products, is an armchair that represents a gesture of demand for freedom; it is a synonym of intellectual independence that follows a courageous path, and goes away from the dry standardized types of interior design projects.

2013

JOLLY ROGER

Fabio Novembre

pirate black



pirate white



opal black



opal white

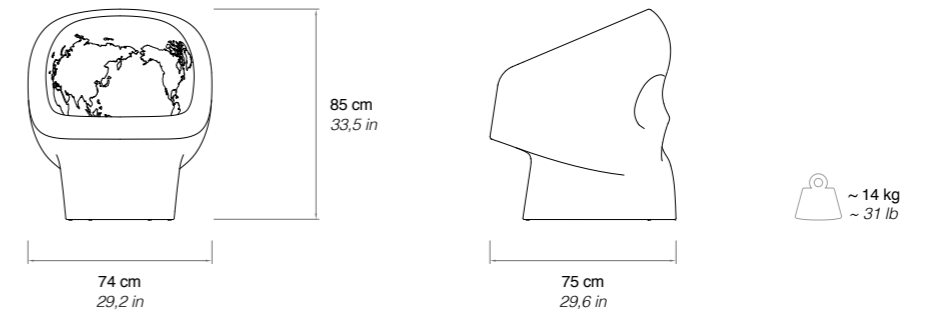






DID YOU KNOW?

- It's the first Pop memento mori in the history of Design
- It was inspired by on one of the Keith Richards' rings, the Rolling Stones' guitarist
- The name Jolly Roger is that of the Pirates' flag, whose likeness it resembles
- Printed on the backseat is a map used by the Pirates in the Pacific
- Jolly Roger does not fear bad weather and is perfect to be outdoors



**Armchair made of linear polyethylene.
Suitable also for outdoor use.**



**BOUNCE
INTO
POP
FUNCTIONALISM**

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BOUNCE

Inside the Gufram catalogue a chair had always been missing. One of those used to sit at table, just to give you an idea. It was a missing space which still needed to be filled, and a great responsibility. And after having spent years rejecting the standardized concept of interior design and its constraints, Gufram decided to produce a veritable chair and entrusted the project to a visionary soul like that of Karim Rashid, because Gufram considers it a very serious challenge to overturn constraints, or to use them as new landing points.

Bounce is, from a technical point of view, a veritable chair for the dining room, stackable, suitable also for outdoor use, but it can be defined as a new icon of Pop Functionalism. It is pop because it is irreverent, fresh and bright, thanks to its single elements that can be composed in an infinite kaleidoscope of possibilities, which makes Bounce a versatile product that can steer through any domestic landscape.

The geometry of the elements is dimensioned so as to be self-supporting and guarantee an anchoring to the metal frame, even if there is no upholstery. And this result is already in itself a design short-circuit. With Bounce, thanks to Karim Rashid, Gufram lays claim to its pioneering soul in the field of research. A territory where technique and art can meet through the experimentation of new materials and unusual and different applications, while stressing the ironic and desecrating tone which is the unique genetic code of the Company.

2014

BOUNCE

Karim Rashid

orange



pink



aquamarine



white



grey



black

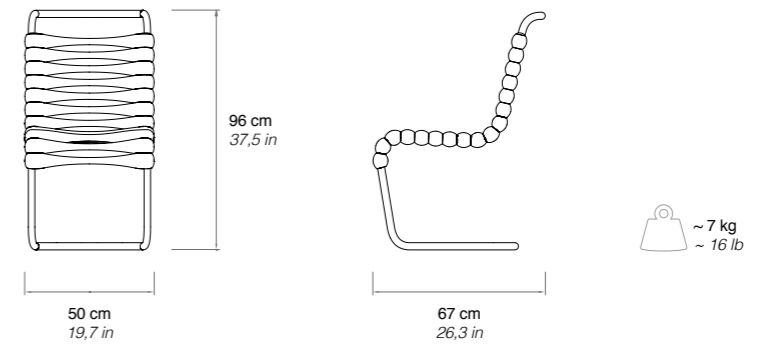




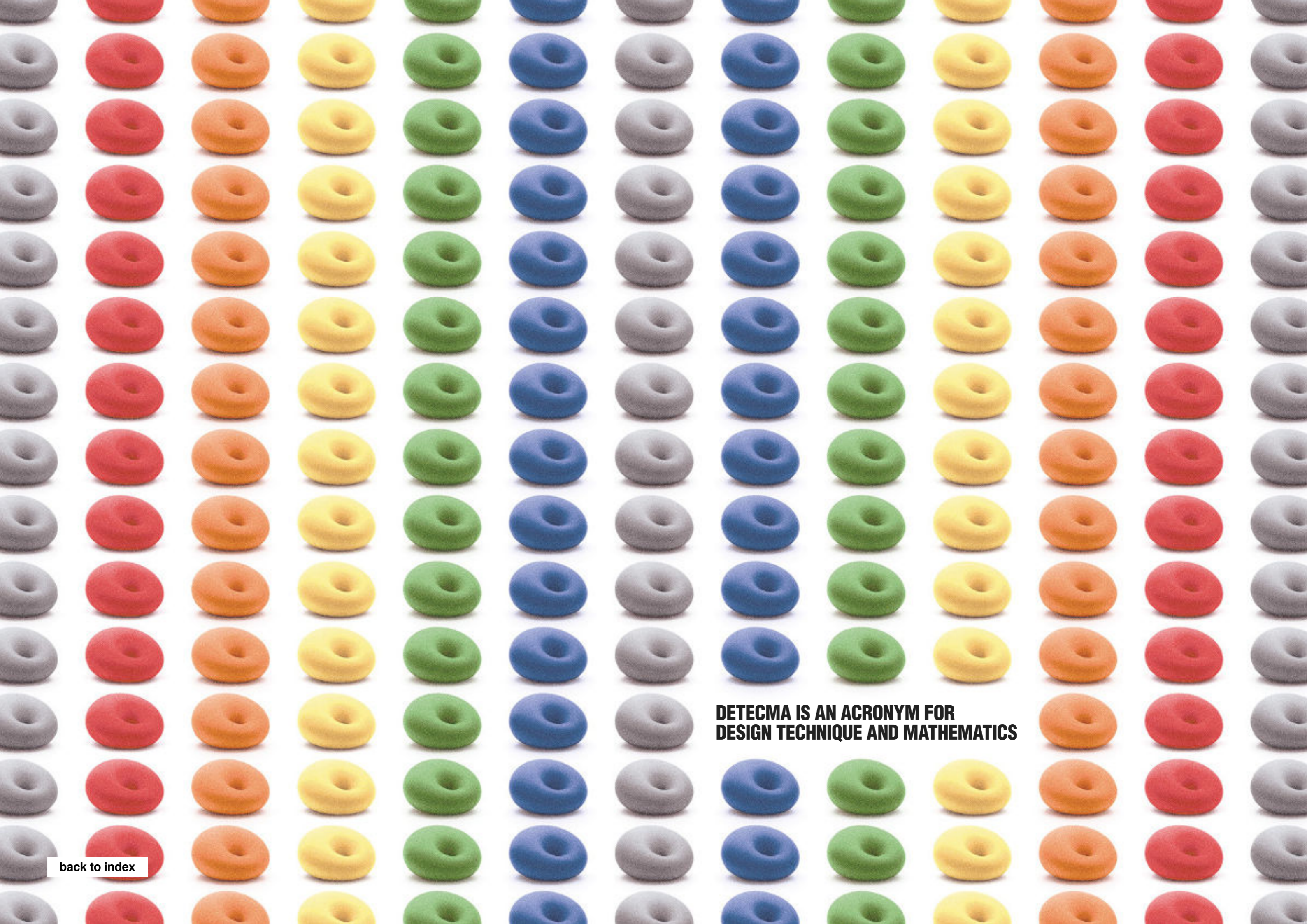


DID YOU KNOW?

- It is made of a new generation soft foam material
- The elements that make up the seat and its back are ergonomic and flexible
- It is stackable thanks to its shape
- Indoor or outdoor - it makes no difference. Bounce can be used indoors as well as outdoors
- The colours of the soft elements can be customized
- It received the Chicago Atheneum Museum of Architecture and Design's Good Design Award



**Chair composed of soft elements in foam material (XL Extralight) mounted on a structure of painted metal.
Suitable also for outdoor use.**



**DETECMA IS AN ACRONYM FOR
DESIGN TECHNIQUE AND MATHEMATICS**

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DETECMA

Its name, an acronym for Design, Technique and Mathematics, identifies by itself some of the characteristics that make this seat unique. These three values were united for the first time in 1967, the year when the Physicist Professor Tullio Regge, renown as one of the most influential scientific thinkers of the XX century, transformed a mathematical quartic function into a volume with intentionally ergonomic characteristics. It was an epic event to which Gufram decided to pay tribute by putting again into production a seat, which has revolutionized the history of design through its planning approach. Detecma was the first decor item to be designed using an electronic calculator, and its shape stems from a parametric "open source" mathematical formula taken from the Dupin cyclide.

The result is an organic and ergonomic shape made of soft polyurethane, a recliner that breaks free from the models of the category and denies any formal definition; a recliner sitting on the floor, part pouf, part chaise longue, that gives life to a precursory image of a way of seeing living, as well as an interior design project that would become a mass phenomenon only a few decades later.

Its gradient colours cover the entire chromatic spectrum in an explosive celebration of full tones and perfectly blended nuances. Six versions that, put together, return all the tones in the world. And, in order to apply such colourful quantity and accuracy on an object, Gufram commits to the textile print high tech provided by Sublitex of the Miroglio Group, one of the best structured and cutting edge Italian companies in the international field of textile manufacturing.

Detecma is a recliner and a pouf, a seat and a decor item stemming from the Sixties and at the same contemporary and cutting-edge.

1967

DETECMA

Tullio Regge

yellow



orange



red



blue



green



grey





Salone del Mobile, Milan - 2014



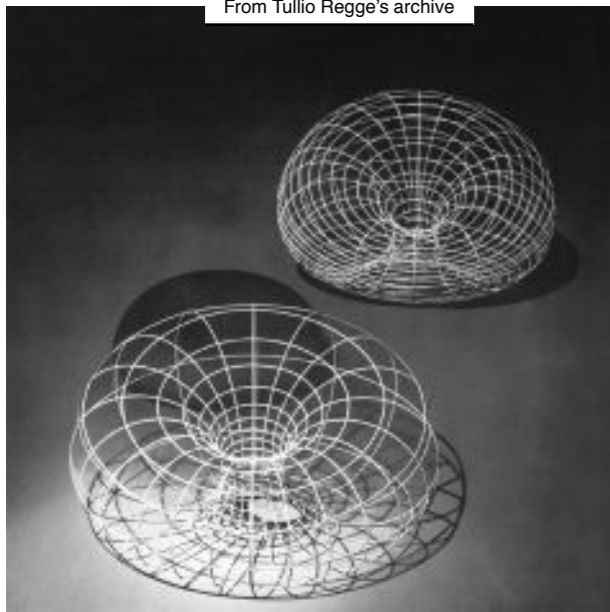
From Gufram Catalogue - 1973



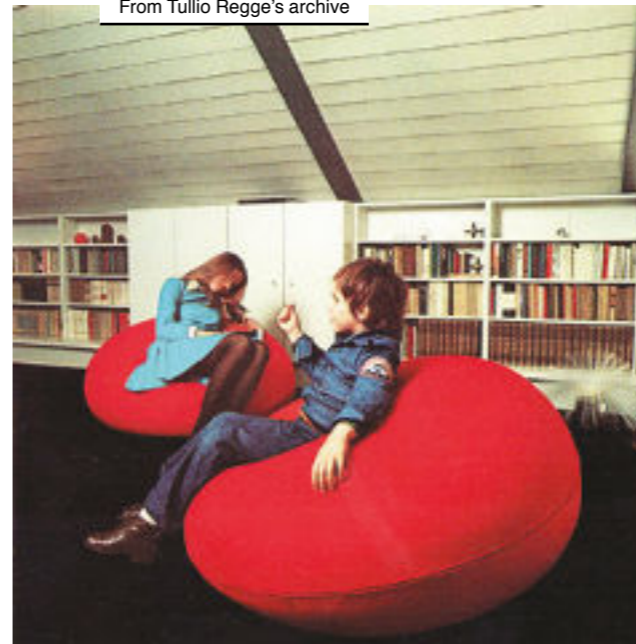
From Gufram Catalogue - 1973



From Tullio Regge's archive

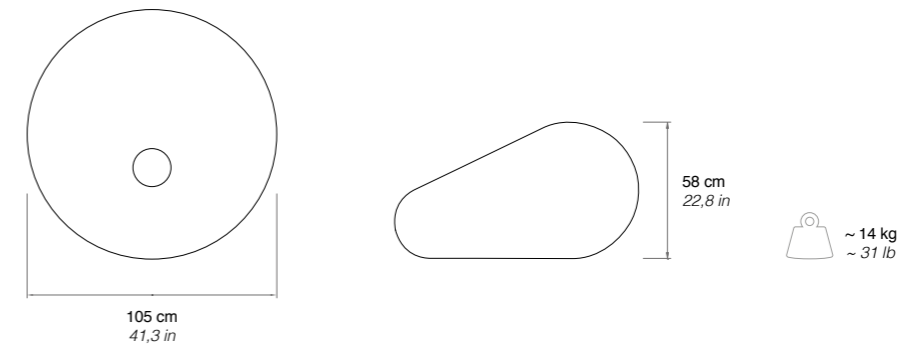


From Tullio Regge's archive



DID YOU KNOW?

- It was not designed by a designer, but by a mathematician:
Tullio Regge
- The idea was born in the laboratories of the Princeton University in 1967
- It was the first object realized with the help of an electronic calculator
- Its name is an acronym for Design, Technique, and Mathematics
- The shape comes from a parametric open source equation
- Its heart is made of polyurethane and covered with elastic cloth



**Seat of soft polyurethane upholstered with fabric.
More colours available upon request.**

The image features a 15x15 grid of 225 identical concrete blocks. Each block is a light gray color with a slightly textured surface. The blocks are arranged in a regular pattern, with a small gap between them. In the center of the grid, the text "SOFCRETE IS A MODULAR OXYMORON" is printed in a bold, black, sans-serif font. The text is centered horizontally and vertically within the grid.

**SOFCRETE
IS A MODULAR
OXYMORON**

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SOFTCRETE

To transform concrete in a soft and comfortable material, so comfortable as to become a couch.

From Auguste Perret's pioneering approach, moving through Le Corbusier's Copernican revolution, to Tadao Ando's purity, the use of concrete in architecture has been a permanent feature of the modern language. Through the use of Guflac® - the special paint made by Gufram that makes it possible to make polyurethane look like leather, making it resistant while maintaining its softness - Gufram was able to satisfy Ross Lovegrove's creativity, by creating a soft couch that could be an homage to brutalist architectures.

And so concrete becomes a warm material, synonym of comfortable, cozy and soft, playing on the oxymoron that has always been Gufram's project signature. The name Softcrete (a crasis between soft and concrete) highlights the visual and tactile short-circuit of this interior design item.

Infinitely modular, the project is made up of three different modules made of polyurethane foam - a corner one, one with backrest and a chaise-longue and by a pouf/footrest that can meet any composition need. With Softcrete Ross Lovegrove defines a new tautology: soft as concrete. Please make yourselves at home.

2007

SOFTCRETE

Ross Lovegrove

central



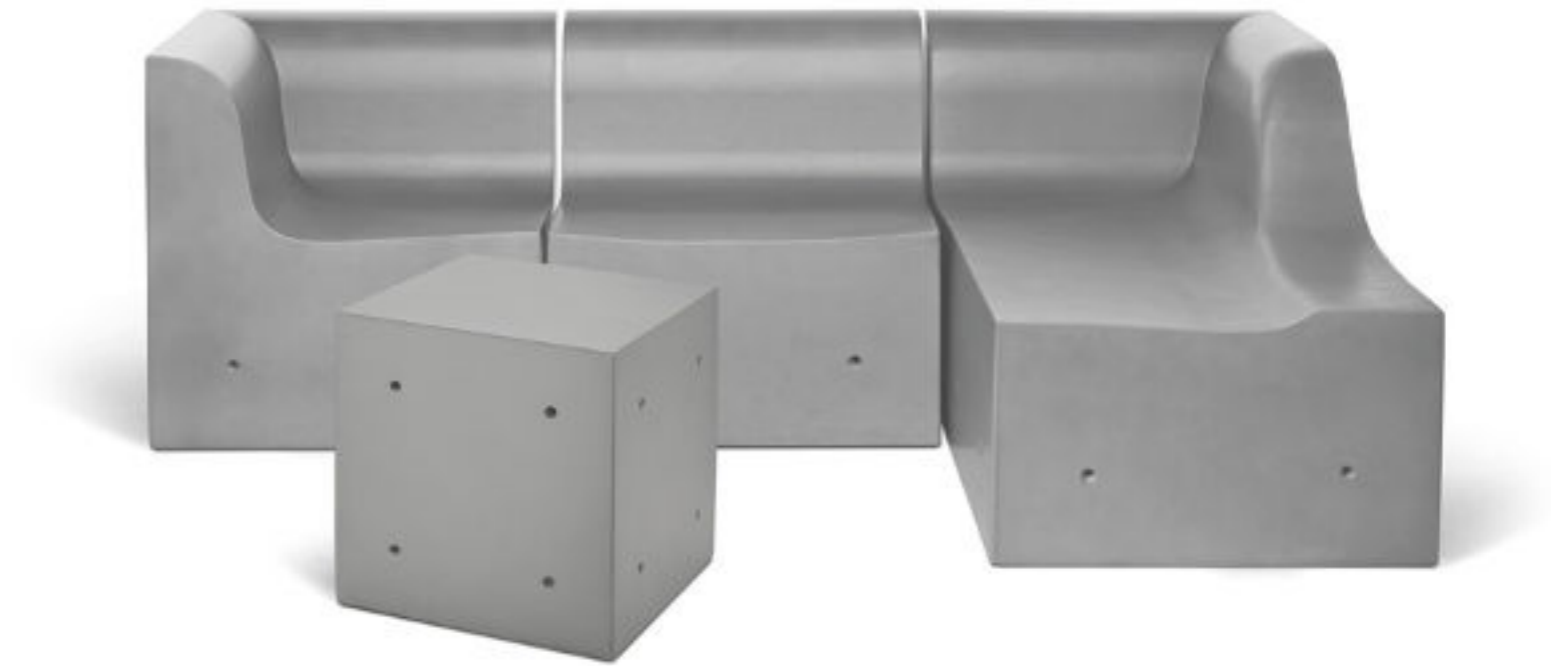
angular



chaise-longue



cube

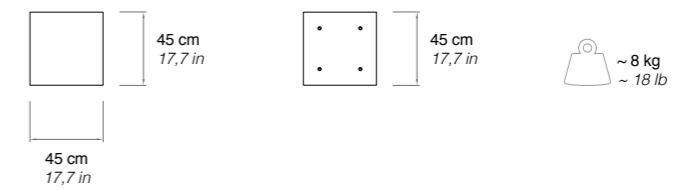
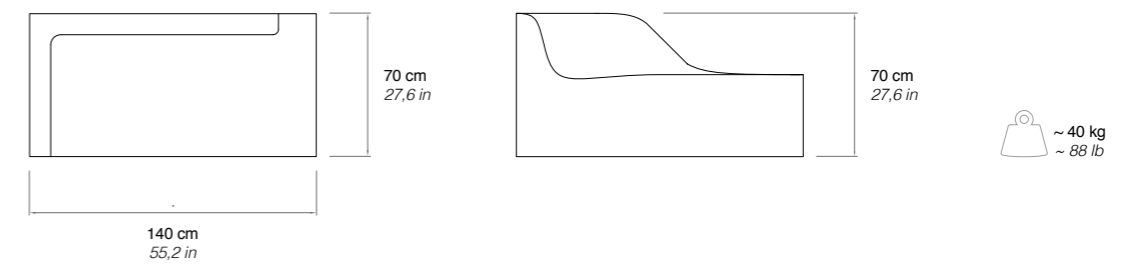
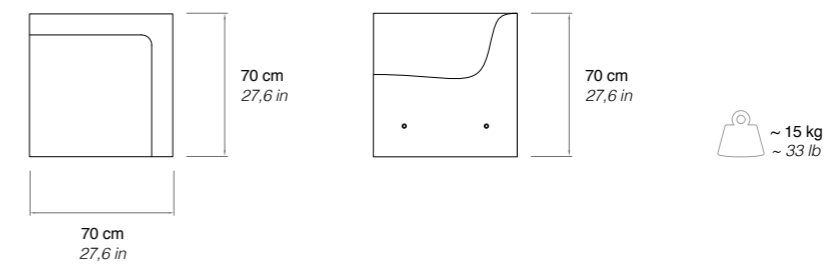
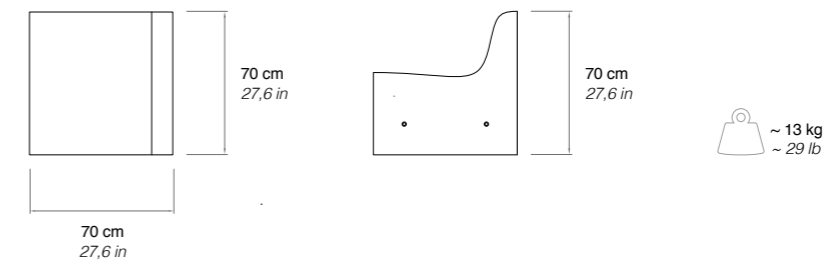




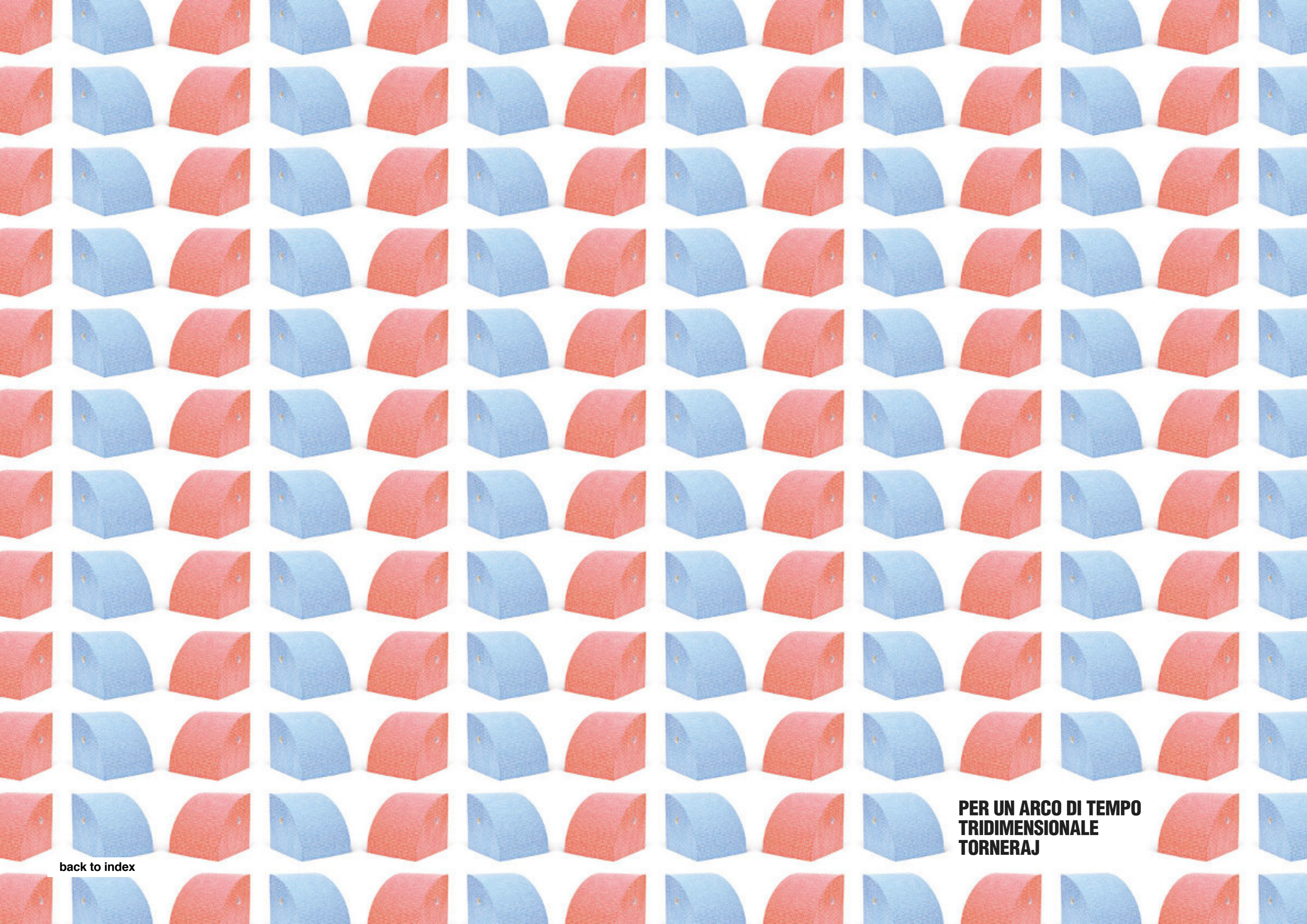


DID YOU KNOW?

- Even if it is perfectly similar to concrete, it is soft and comfortable
- Realized of polyurethane, it overrules the typically cold cement effect
- It is a homage to Brutalist architecture and to the projects by Tadao Ando
- Its name is its essence: Soft means - well, soft - Crete is for Concrete (cement)
- Its modules are soft and easily combinable, so that they can create different compositions
- The Guflac® finish protects it from the weather, and so it is perfect also outdoors
- The project stems from a drawing by Ross Lovegrove for the restaurant Marimoto in New York



**Modular couch of soft polyurethane, finished by hand with Guflac® Ultra.
Suitable also for outdoor use.**



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**PER UN ARCO DI TEMPO
TRIDIMENSIONALE
TORNERAJ**

TORNERAJ

Torneraj is a seat with a revolutionary spirit. Designed by Giorgio Ceretti, Pietro Derossi and Riccardo Rossi at the end of the Sixties, it is one of the symbols of Gufram's "outside the box" spirit. As a matter of fact, Torneraj is a seat that rebels against impositions, in full radical design spirit: it tries to oppose one's weight and always goes back to its initial shape - you squash it and it comes back - and opposes the idea of the perennial novelty in things. Torneraj is an object that seeks tear and wear; we need to use it to discover its real essence, its deepest meaning. As a matter of fact, the repetitive use of Torneraj will create cracks on the surface of the seat, which will give it added value with the passing of time.

The elementary geometry shapes (a fourth of a cylinder), together with the surface's primary colours (the background is a light white chequered weave), make Torneraj an almost archetypical shape, a primordial model. Even if it does not look like an armchair, it is transformed into a seat by the weight of one's body, thus playing on the ambiguity form-function, which has always been one of Gufram's distinctive traits.

Torneraj is a piece realized in polyurethane foam covered with Guflac®, the special and unique finish patented by Gufram that enables to make polyurethane look like leather, while maintaining its flexibility and softness. The hole in the centre of the backrest makes it easier for it to bear the weight of the body and go back to its original configuration; at the same time it works as a handle, so that the seat can be transported with ease, thus highlighting its free and nomadic spirit.

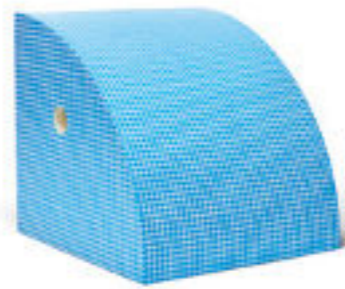
And it is exactly to celebrate the revolutionary charge of this piece, which is part of MoMA's collection, that Gufram has decided to restart the production of Torneraj, thus giving homage to its distinguishing spirit against-the-tide.

1968

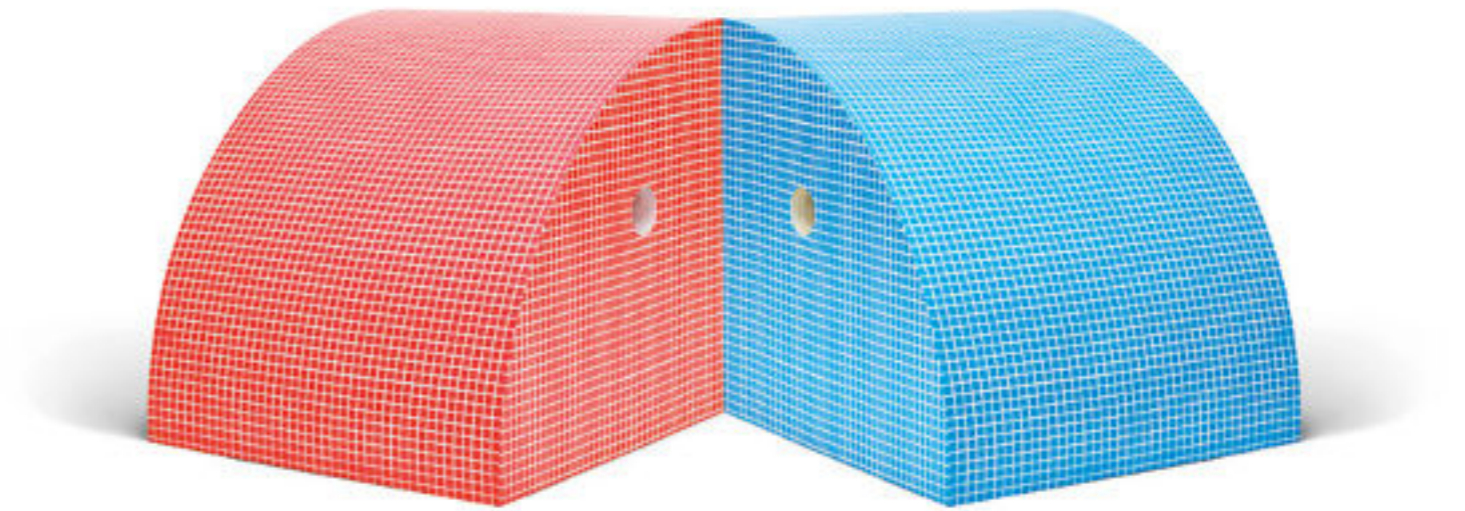
TORNERAJ

Ceretti / Derossi / Rosso

azzurro



rosso





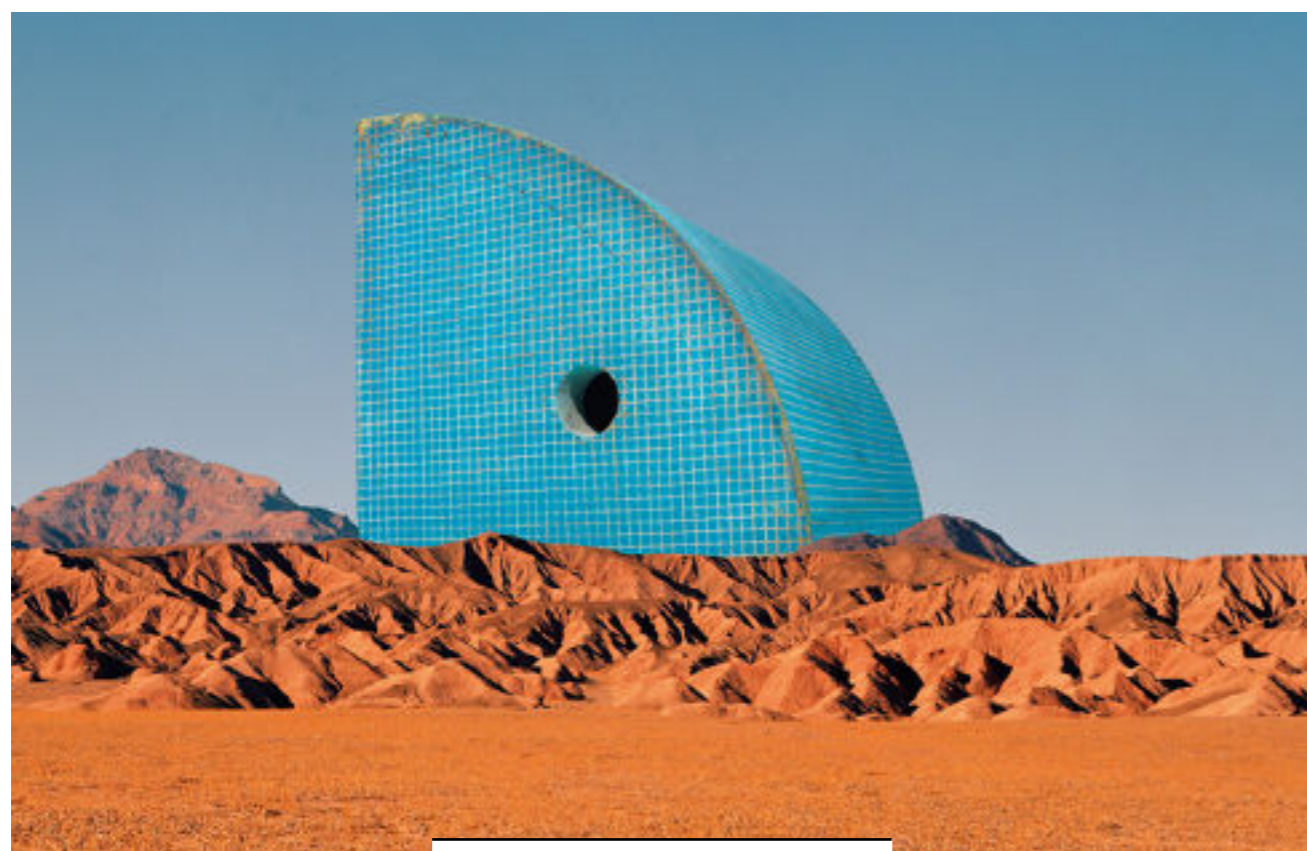
The Rock Furniture - Castello di Rivoli, Turin - 2002



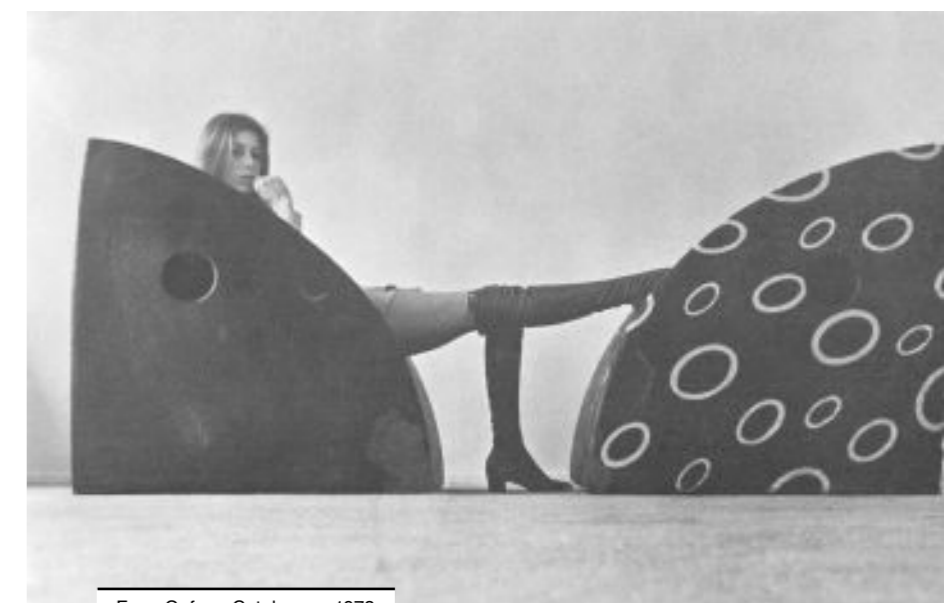
From Gufram Catalogue - 1973



From Gufram Multipli Catalogue - Galleria TOT - 1984



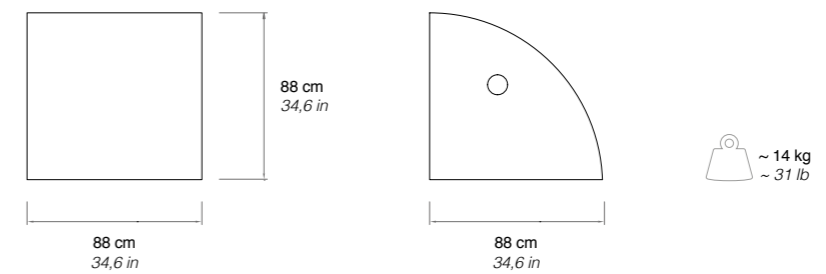
1968 by TOILETPAPER, Deste Foundation - 2013



From Gufram Catalogue - 1972

DID YOU KNOW?

- It is part of the permanent collection at MoMA in New York
- In America it is known as "You'll Come Back", which is the literal translation of "tornerai"
- The hole in the backrest works as a discharge for the weight of the body, as well as a handle to move it around the room
- The chequered pattern, typical of radical design, represents infinity
- In the folly of radical design years, we remember spotted and zebra striped pieces
- The surface, with tear and wear, will have cracks, which will add value to it



Seat in soft polyurethane, hand finished with Guflac®.



**BLOW AWAY
YOUR FEAR OF WATER**

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BLOW

To decontextualize one of the most classic and celebrated interior design types. To rethink the classical frameworks of Le Corbusier and Van der Rohe in order to reinterpret the daybed in a contemporary key in light of the teachings of radical design. It could be the perfect pop chaise longue for your situationist shrink. And maybe it might even work to help you overcome the fear of water.

Blows recalls the reassuring and archetypal shapes of the air mattress of the seventies, and brings within domestic spaces the taste of a vacations that can last even all year long.

Supported by four essential legs of stainless steel, the structure is made of polyurethane foam. For the upholstery Waterborn was used, an innovative cloth made thanks to modern technology that makes it possible to save 70% of the water and 35% of CO² when compared to normal microfiber cloths. The fabric is hand sewn on polyurethane, so as to give the illusion of an inflatable mattress. You won't feel the earth under your feet anymore, but an ocean of relax in which to lose and lightly abandon yourselves - even fall asleep without the risk of being carried away by the current. Home is your safe harbour; Blow is your exclusive and privileged berth, let alone it does not pollute, needs no maintenance and has no running costs. Bye-bye, yacht - and welcome Blow into my dreams.

2015

BLOW

Emanuele Magini

navy



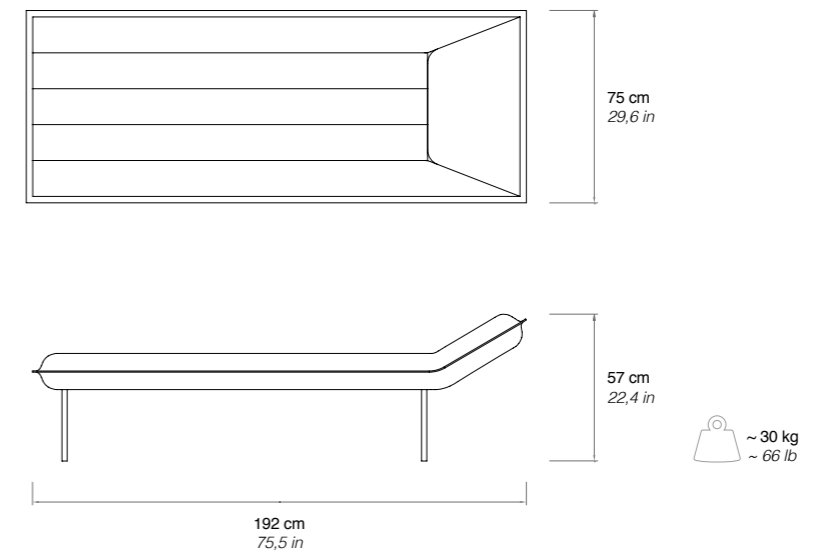
army



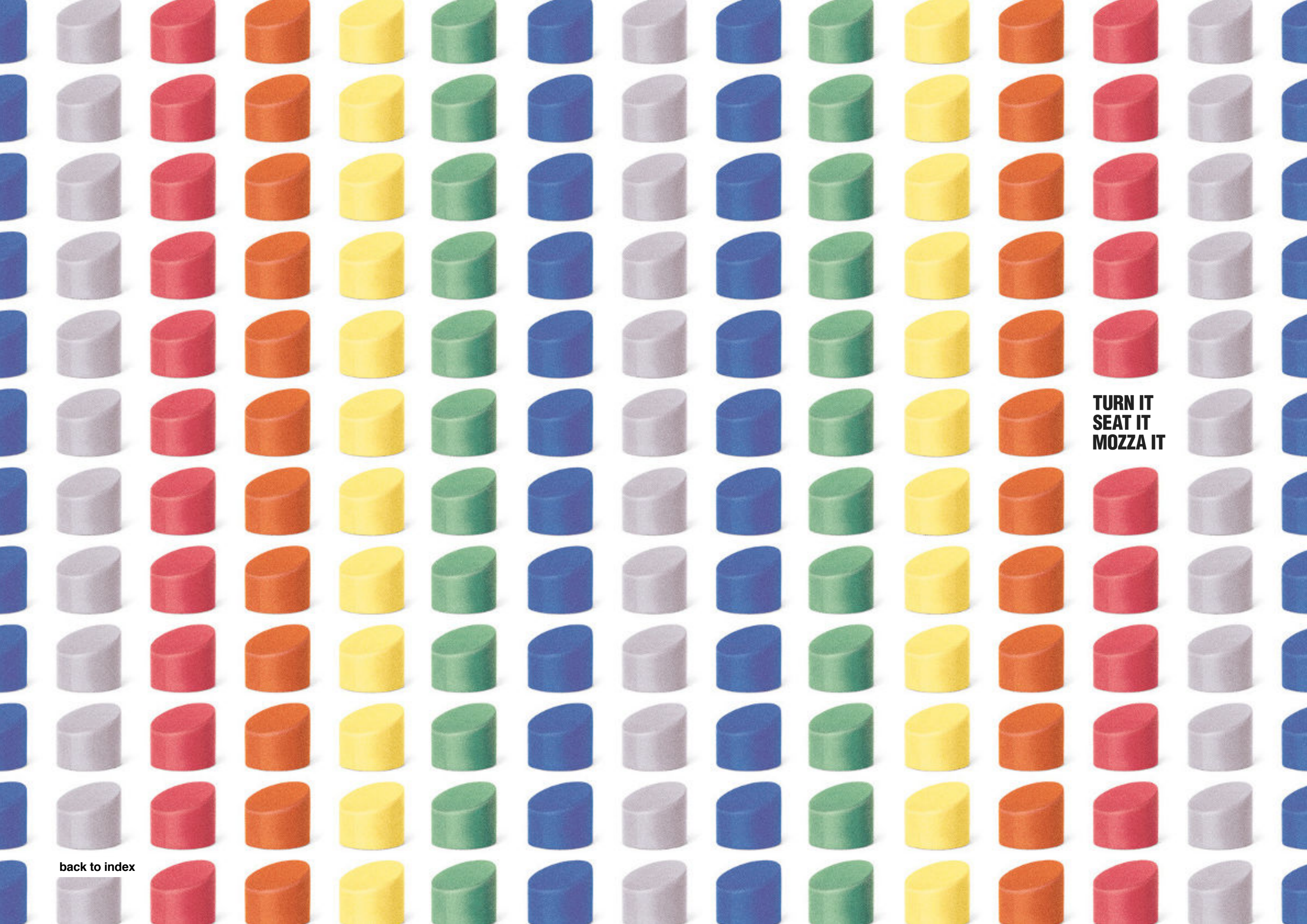


DID YOU KNOW?

- It was inspired by the typical two-colour beach airbeds of the 1970's
- You don't need to inflate it. It is a veritable upholstered bed made of polyurethane
- It desecrates the traditional daybed celebrated by Van der Rohe and Le Corbusier
- The upholstery is produced by using 70% less water than with the traditional method
- The "inflated" effect is achieved by manually sewing the cloth covering
- It was on display at the Galleria Carla Sozzani within the exhibit "50 years of design against the tide"



**Day-bed of soft polyurethane upholstered with fabric.
Stainless steel legs.**



**TURN IT
SEAT IT
MOZZA IT**

MOZZA

Designed in 1968 by Giuseppe Raimondi, Mozza maintains the same vibrant revolutionary appeal and ability to adapt to countless living needs. Rendered in its present edition in a sexier and slimmer form, Mozza is an upturned truncated and athwart-cut cone on which it would seem impossible to sit. By lying back on its sloping surface of sort polyurethane, though, its structure gives in to body weight until it acquires the shape of a chair with back- and armrests. It's simple but original structural magic that makes it one of a kind. Mozza's external mass misleads you. Thanks to its lightness, this seat becomes a nomadic and versatile object in the living landscape. The primary seat for the sitting-room at home or the perfect service armchair in the sophisticated and elegant halls of design hotels, Mozza combines the international contemporary style with the characters of the Italian radical design, highlighted by the variety of its contemporary and pop upholstery colours.

1968

MOZZA

Giuseppe Raimondi

yellow



orange



red



blue



green

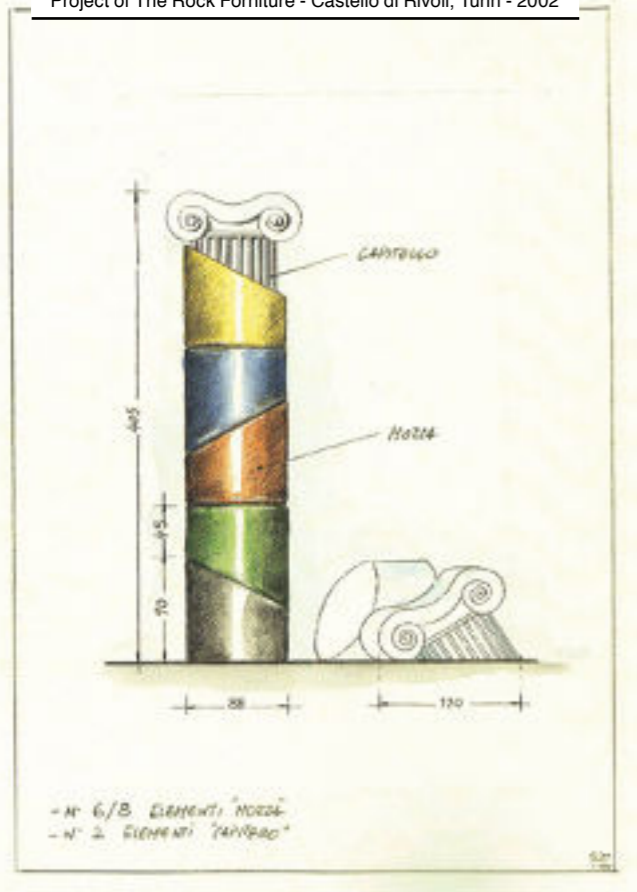


grey





Project of The Rock Furniture - Castello di Rivoli, Turin - 2002

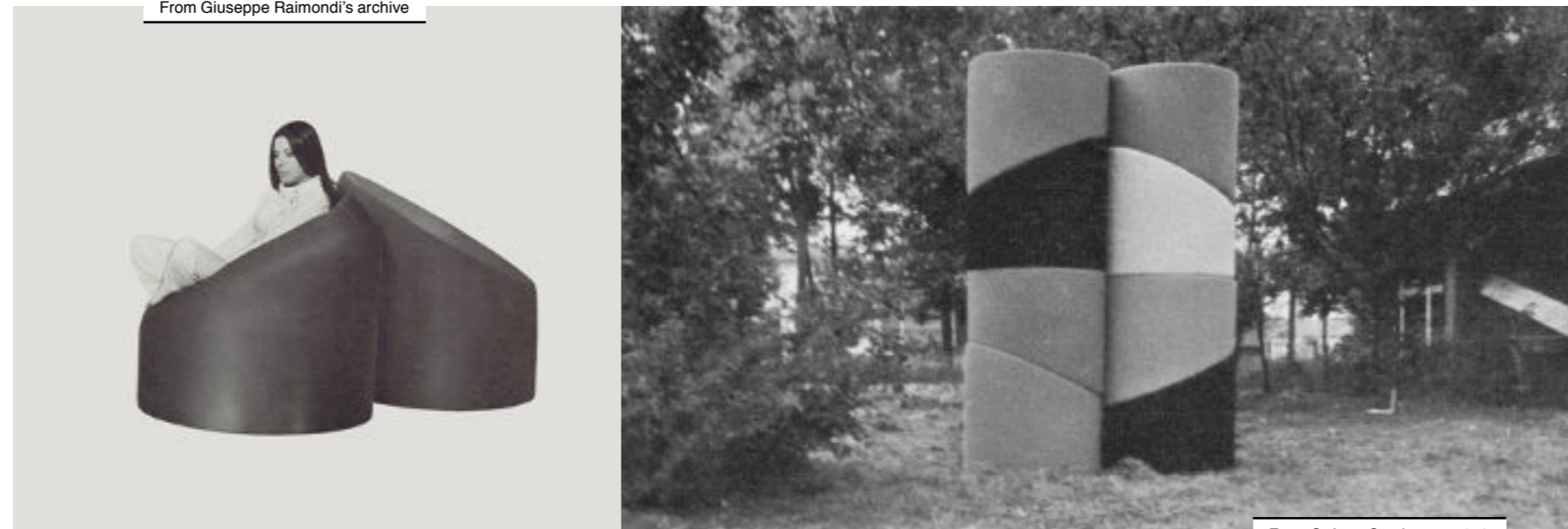


The Rock Furniture - Castello di Rivoli, Turin - 2002



From Gufram Catalogue - 1973

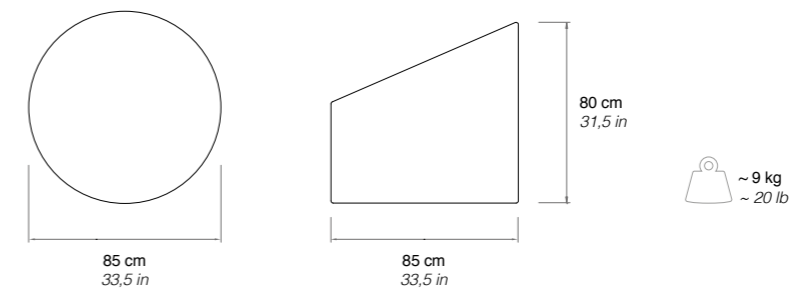
From Giuseppe Raimondi's archive



From Gufram Catalogue - 1973

DID YOU KNOW?

- It's one of the first projects by Gufram - born at the beginning of its activity
- It was designed by the first Artistic Director of the brand - Giuseppe Raimondi
- Mozza's sloping plane becomes soft when weight is set on it, and it allows you to comfortably sink in it
- Mozza de-constructs the traditional armchair concept
- Realized of soft polyurethane, it perfectly welcomes rest and relaxation
- It is lightweight, and thus naturally nomadic in the domestic space



**Seat of soft polyurethane upholstered with fabric.
More colours available upon request.**



**RELAX 'N' RIDE THE
COMFY WAVE OF ALVAR**

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ALVAR

Sitting on the ground, but ready to be moved elsewhere, Alvar is a chaise-longue of structural polyurethane foam that preserves the lightness and versatility of the Sixties. After 40 years it has certainly matured in spirit, but deep in its soul it keeps its hippie attitude alive. Conceived in the years of radical design, Alvar is one of the first products with which Gufram faced the challenge to produce modern furniture as opposed to the status quo of those in the manneristic style. Alvar is evidence of how successfully that confrontation, which had begun in 1968, has now finally ended in favour of products like these, which were already then dynamic and fresh and had organic lines, free from expected frills.

Its naturally ergonomic shape makes it a comfortable decor item which is at the same time an aesthetic statement, as highlighted by the numerous colours in the catalogue.

Alvar was designed by Gufram's first art director, Giuseppe Raimondi, who laid the project foundations of the brand that is still inspired by its products today.

1966
ALVAR
Giuseppe Raimondi

yellow



orange



red



blue



green

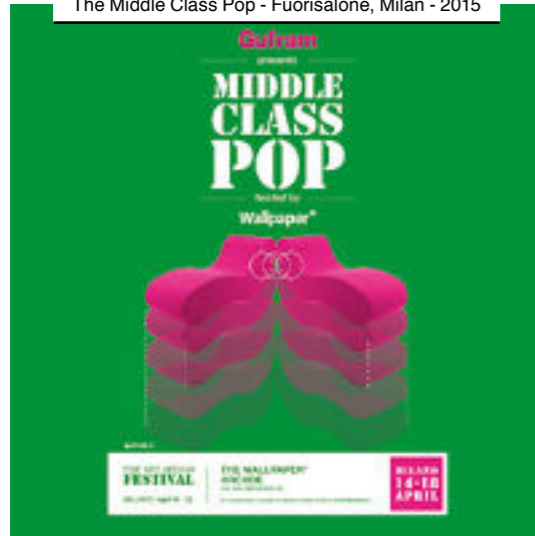


grey





The Middle Class Pop - Fuorisalone, Milan - 2015



From Gufram Catalogue - 2008



From Gufram Multipli Catalogue - Galleria TOT - 1984



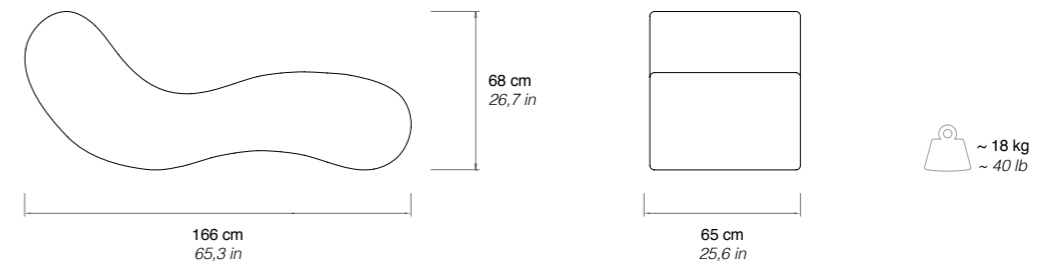
Alvarina - From Gufram Catalogue - 2008



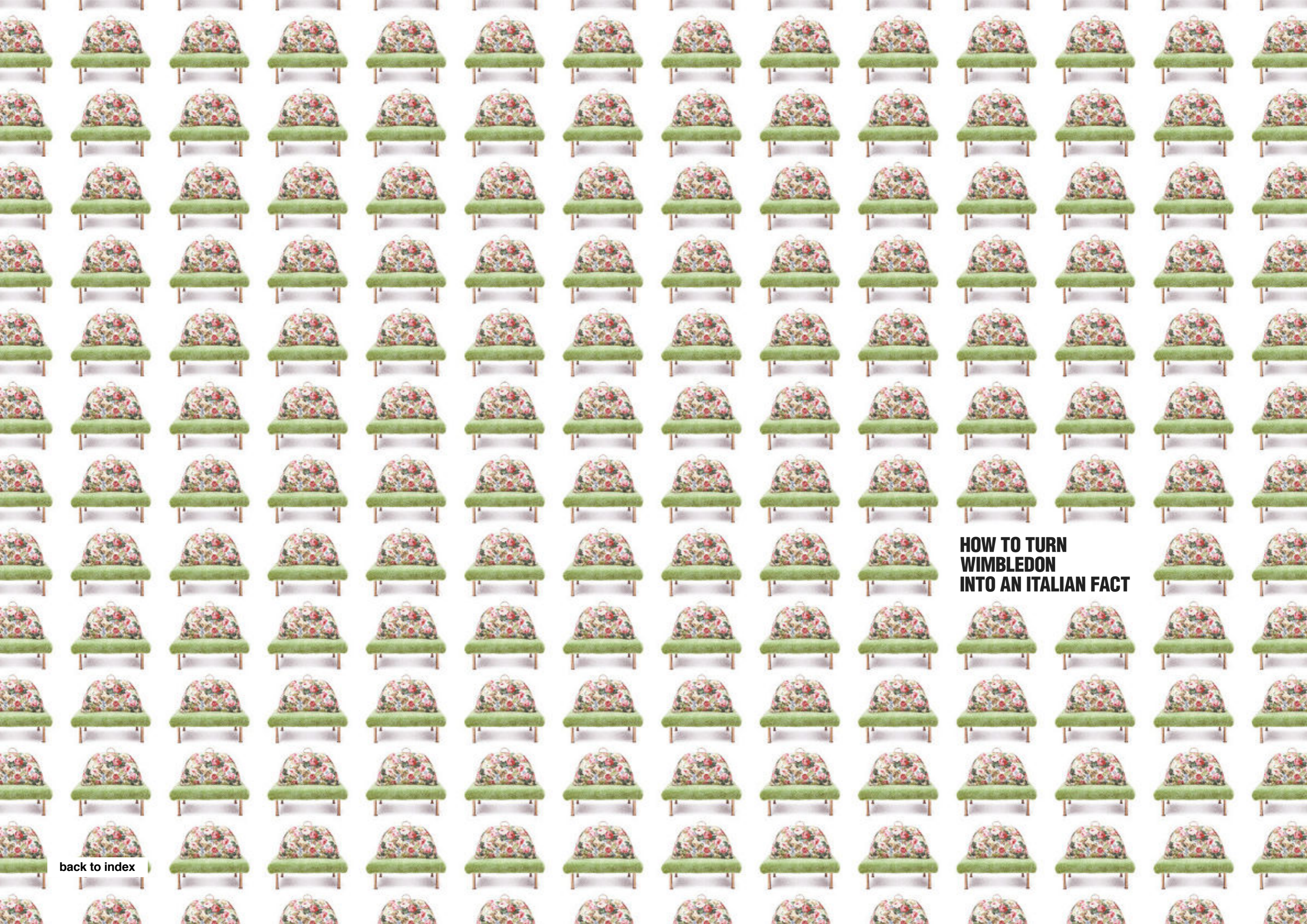
Gufram on the Rocks - Galleria Carla Sozzani, Milan - 2016

DID YOU KNOW?

- It's one of the the first projects by Gufram - born at the beginning of its activity
- It was designed by the first Artistic Director of the brand - Giuseppe Raimondi
- Alvar amplifies comfort thanks to its shape, which is naturally ergonomic
- Realized in soft polyurethane, it perfectly welcomes rest and relaxation
- It is lightweight and thus naturally nomadic in the domestic space



**Seat of soft polyurethane upholstered with fabric.
More colours and fabric available upon request.**



**HOW TO TURN
WIMBLEDON
INTO AN ITALIAN FACT**

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WIMBLEDON

A square meter of English-style lawn comes into your house and becomes an armchair with a decidedly English taste in a pop key.

Wimbledon recalls the most classical atmosphere of British decor with a contemporary and amusing twist, which is as unexpected and "out-of-the-box" as it is typical Gufram.

Already with its name does this armchair state its intentions: the seat is upholstered with soft green premium eco-fur that recalls the lawn of the most famous tennis court in the world; on the seat is a sinuous and ergonomic backrest upholstered with floral fabric, like those that characterize the sitting rooms of the English countryside. What is particular about this backrest is that it has a handle, so that it can be moved freely in different positions; moreover it has no constraint because it is attached to the seat through a brush that creates friction so as to tightly anchor the two elements.

Wimbledon is a small modular and adaptable couch, a decor which is an ironic and hyperbolic statement, and is at the same time ergonomic and comfortable; it is the revolutionary reinterpretation of the most bourgeois English establishment.

1974

WIMBLEDON

Ceretti / Derossi / Rosso





Gufram

TOILETPAPER

The TOILETPAPER collection presents the reckless works imagined by the creative duo - the artist Maurizio Cattelan and the photographer Pierpaolo Ferrari. Called to collaborate with their pictures by The New York Times, Vogue and Le Monde and after having realized several setups in prestigious cultural institutions like the Beyeler Foundation and the Palays de Tokyo, Cattelan and Ferrari translate for Gufram their iconoclast aesthetics into Interior Design items and accessories that are produced in limited or special editions.



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SOAP

Dirt builds up on furniture.

Touch, handle, stroke and caress, lean on it and touch again with your hands, your clothes - imagine how much dirt sneaks on and settles on furniture. What about then the dust, mites and other bacteria that can't wait to assault recliners, couches, tables, ottomans and cushions, and all the hidden corners in the house? What to do? First of all, you should always wash your hands and take off your shoes. Maybe use felt pads on your feet. Sure, if we could wash the home like we wash our hands, it would be much simpler and faster. A little running water, a little rubbing with soap, and everything would become clean, fresh and fragrant in the wink of an eye. It would mean freedom to every homemaker, a panacea for all desperate housewives, the perfect substitute for the hordes of housekeepers who patrol every day every cleft of our sitting rooms, bathrooms and kitchens. Gufram has been looking for a tangible answer to this age-old problem, and finally TOILETPAPER came in with the solution. Maurizio Cattelan and Pierpaolo Ferrari have invented Soap, the universal detergent to be used in the whole house. For a very large house. A large bar of soap. Finally now everything can be cleaned in a fast and easy way: shelves and ledges, clefts and angles, ornaments, large closets and small couches. Everything clean - an extraordinary thing indeed.

There remains just one big mystery: Who is the person with such a mandible as to be able to bite the bar of soap? A 77cm wide bite is no joke at all!!!

2014

SOAP

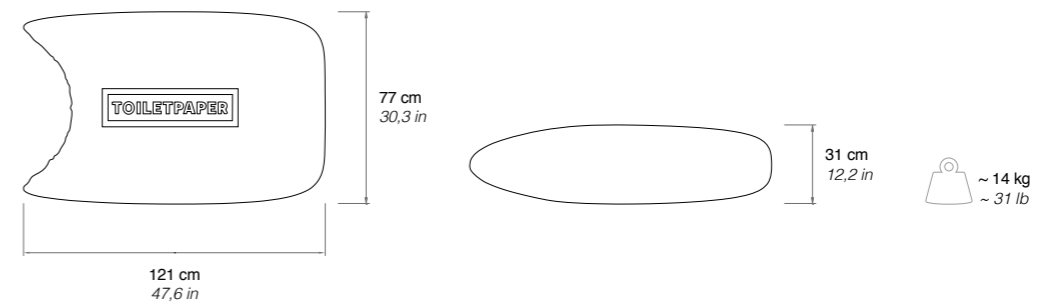
TOILETPAPER

Limited Edition 1 / 300

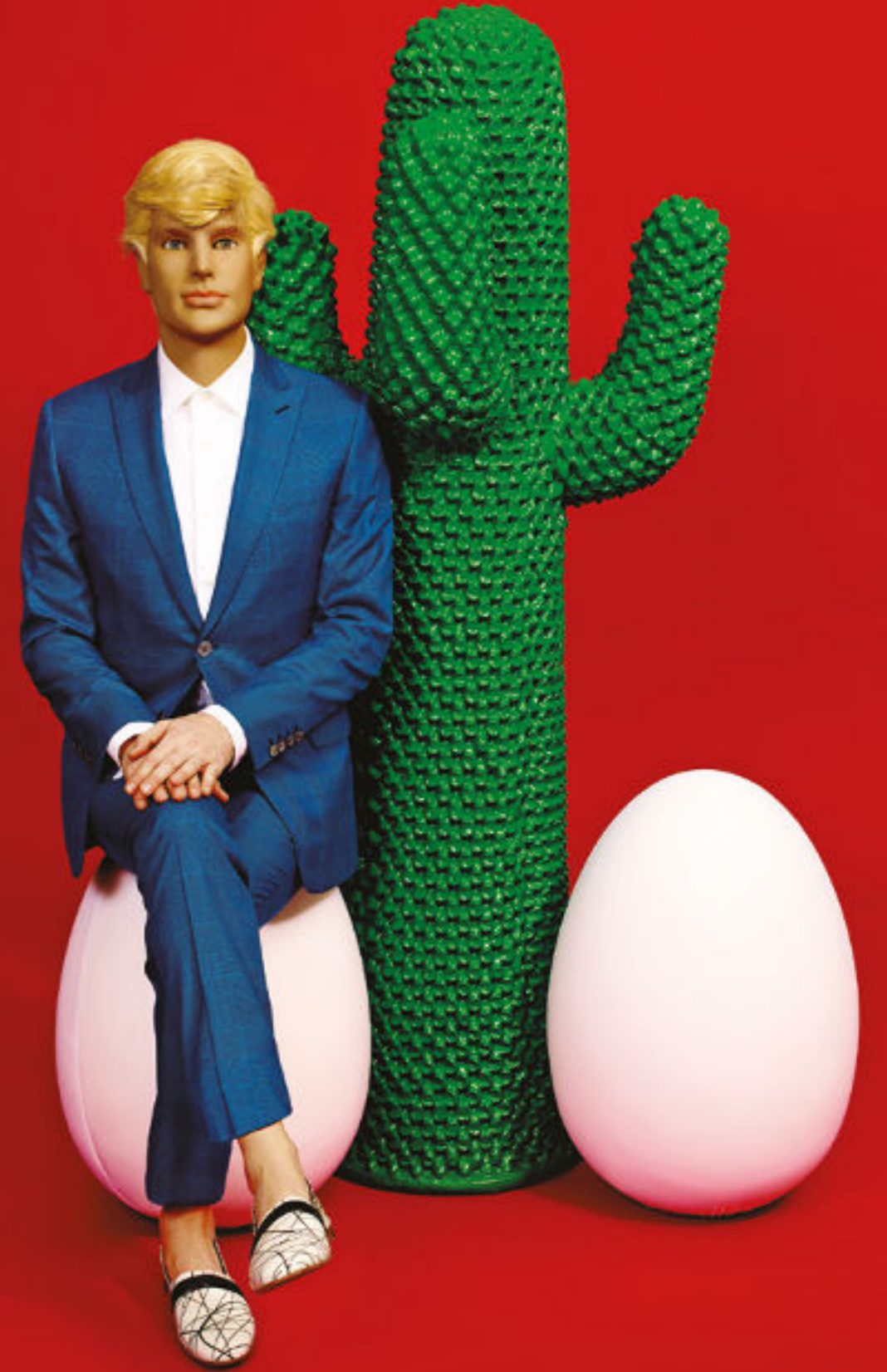


DID YOU KNOW?

- It is the real representation of one the most distinctive images of TOILETPAPER
- The bite is the imprint of the mouth of Maurizio Cattelan's fiancée
- It's the first soap bar that does not get consumed by water, and so it is also perfect for outdoor use
- It is a very good cleaning product for large indoor surfaces, suitable for the maniacs of cleanliness
- You wouldn't say it, but it's a pouf. Also a pouf
- It was on display at the Galerie des Galeries in Paris and at the Fondation Beyeler in Basel



**Low table of soft polyurethane, finished by hand with Guflac® Ultra.
Suitable also for outdoor use.**



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GOD

Maurizio Cattelan's irreverent genius and photographer Pierpaolo Ferrari's aesthetic virtuosity have celebrated Cactus by Drocco and Mello through TOILETPAPER, their editorial project.

Born for a photo shooting realized for the Deste Foundation, God is a pagan idol arisen from the union of Cactus with the eggs of La Cova. Originally a divertissement by TOILETPAPER, God has become a real and internationally acclaimed product in Gufram's catalogue: it is part of the permanent collection of the Deste Foundation, on exhibit at the Fondation Beyeler and the Galeries Lafayette, and was the protagonist on the cover of the magazine TOILETPAPER and Wallpaper*.

Because of its crazy and captivating looks it was transformed into a gigantic inflatable sculpture that sailed through the canals in Venice during the Biennale Arte in 2015. God summarizes all the characteristics of Gufram's DNA: the softness of the polyurethane Cactus and the eggs are made of; the workmanship expressed through Cactus painting, which is made with Guflac® - the special paint created by the brand that covers polyurethane and makes it look like leather, while preserving its softness; the irony coming from the unexpected union of two objects that create something new and out-of-the-box.

2013

GOD

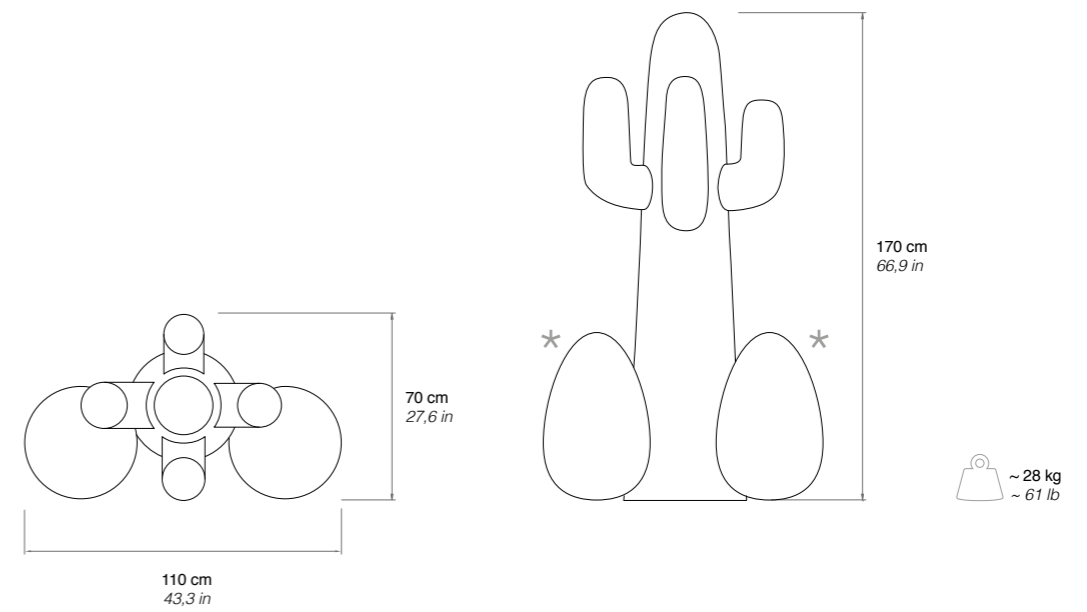
Drocco / Mello + TOILETPAPER

Limited Edition 1 / 100



DID YOU KNOW?

- It was created for a photo of the Radical Design Collection catalogue by Dennis Dakis Jannou
- The first item is in the collection of the DESTE foundation
- It was the protagonist of a famous cover of the magazine TOILETPAPER
- The prestigious magazine Wallpaper dedicated the cover of a special insert to it
- A 6mt inflatable version floated on the canals in Venice during the inauguration of the Biennale in 2015
- GOD has been on display at the Beyeler Foundation in Basel and the Palais de Tokyo in Paris



Coat stand made of soft polyurethane, finished by hand with Guflac®.
***Detachable eggs of soft polyurethane, upholstered with fabric.**



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THE
END



THE END

The End is an ironic epitaph created by Maurizio Cattelan and Pierpaolo Ferrari to declare the "end" of the brand Gufram as well as to suggest a new beginning. For its noir and desecrating look it is the image that Cattelan chose for his autobiography. The funereal look of this sculpture-decor is tempered by the softness of the polyurethane it is made of: in perfect Gufram tradition, nothing is as it looks.

The End comes, just like a tombstone, from a process of sculpture and rough-hewing of the single elements of polyurethane foam by expert artisans. The finish in "true-fake" marble is realized with Guflac®, the particular paint patented by Gufram that makes it possible to make polyurethane look like leather while maintaining its flexibility and softness; for this reason each tombstone is different from another.

To the version of "true-fake" granite - obtained through dripping paint in 4 different colours - one of "true-fake" Carrara Marble with golden writing was added to celebrate the brand's 50th birthday.

The End is the only funeral element which is part of international collections, like at the Deste Foundation and is sold in some of the most exclusive stores and cultural institutions, like the bookshop at MoMA in New York.

2016

THE END 1516

TOILETPAPER

Limited Edition 1 / 500



2014

THE END

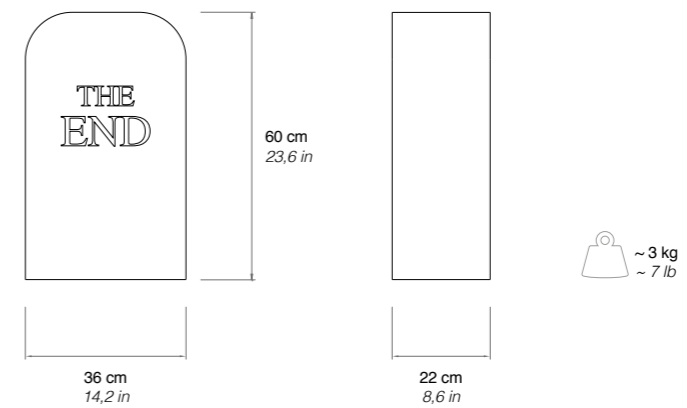
TOILETPAPER

Limited Edition 1 / 1000



DID YOU KNOW?

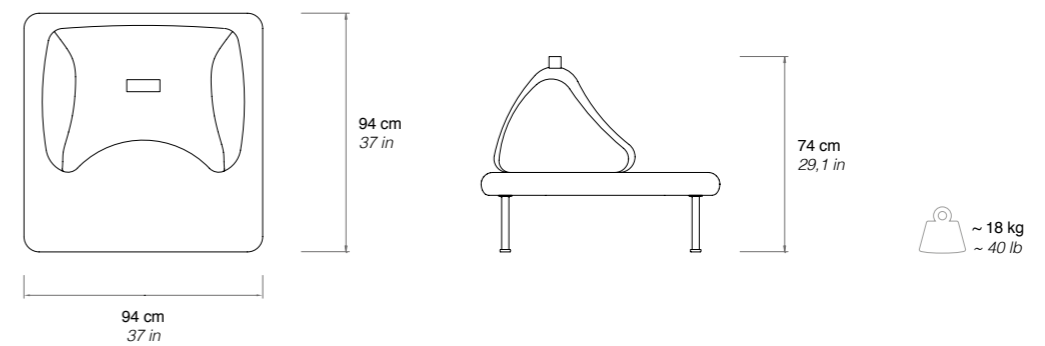
- It is the only existing soft tombstone
- It was on the cover of Maurizio Cattelan's biography
- It is part of the DESTE foundation collection
- It comes from a block of polyurethane, rough-hewn and cut by hand
- On the occasion of the brand's 50th birthday 500 pieces of "true faux" Carrara marble with gold engravings were made
- It is sold in some of the most important museum shops in the world, like the MOMA in New York and the Pinault Foundation
- Each The End is different from another




Seat of soft polyurethane, finished and decorated with Gufnac®.

DID YOU KNOW?

- The seat represents exactly 1 sq.m. piece of lawn of the Wimbledon tennis court
- For the first advertising campaign real tennis players from a circle in Turin were hired
- It is a de-structured seat with a backrest which is free from restraints



**Seat of soft polyurethane upholstered with printed fabric and premium eco-fur.
Stainless steel legs.**

MOSCHINO

Gufram

Being the creators of a universally recognisable style and language inevitably leads you to have a multidisciplinary ability for dialogue. When two clearly unconventional Italian brands like Gufram and Moschino meet it's love at first sight. The result of this intense passion is a collection of masterpieces that are out of the ordinary, where fashion's sartorial quality espouses the vanguard and functionality of design.



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MOSCHINO KISSES GUFRAM

Moschino kisses Gufram - a sensual and irreverent interior design capsule collection, realized in collaboration with most pop brand in the world of fashion: Moschino. Irony, humour, and provocation are the elements that represent the stylistic figure of the two brands that, in design as well as fashion, have been able to promote in the world the radicalness of Italian creativity and have become icons of an explosive Made in Italy energy.

Moschino kisses Gufram is made out of three new iconic products. Zipped Lips! is a special edition of the couch Bocca - designed in 1970 by Studio65 - which is contaminated by the imagination of Moschino's creative director, Jeremy Scott. It is a golden zipper that holds shut the lips of the sensual couch - made of flexible polyurethane and upholstered with fire-red fabric - that in this way takes on a fetish pop touch, which is characteristic of the personal and unpredictable mood of this fashion house. Zipped Lips! comes with two more products that see Gufram take on the use of leather for the first time, without ever renouncing its radical approach.

Biker Cabinet is a cabinet on wheels that captures the forms of the iconic Biker Bag by Moschino; it faithfully reproduces its studs, zippers, collar, and pockets. Its glass shelves can hold the most diverse objects.

High Heels are two alluring black leather and golden heel pump shoes; inside one is a padded stool; inside the other are three glass shelves: they are unexpected reinterpretations of a seat and of a display cabinet. Biker Cabinet and High Heels affirm Gufram's desire to play with dimensions, making surreal oversized items the distinctive trait of its design.

For the first time Moschino's creations become interior design objects: the two brands reiterate their innovative attitude to go beyond form-function associations with imagination and non-conformism.

2017

ZIPPED LIPS!

Studio 65 + MOSCHINO

Limited Edition 1 / 99



2017

BIKER CABINET

MOSCHINO

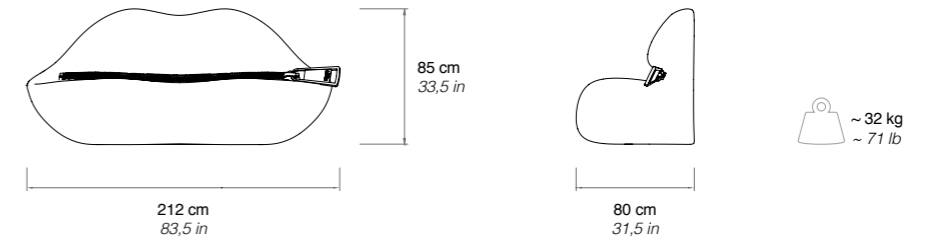


2017

HIGH HEELS

MOSCHINO

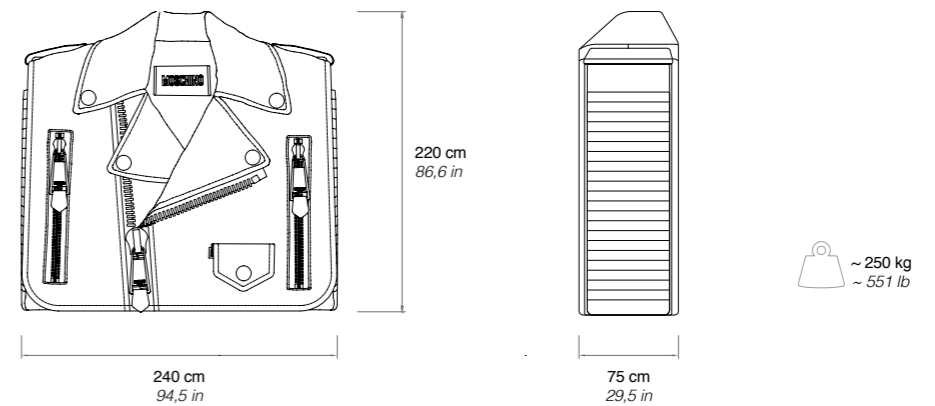




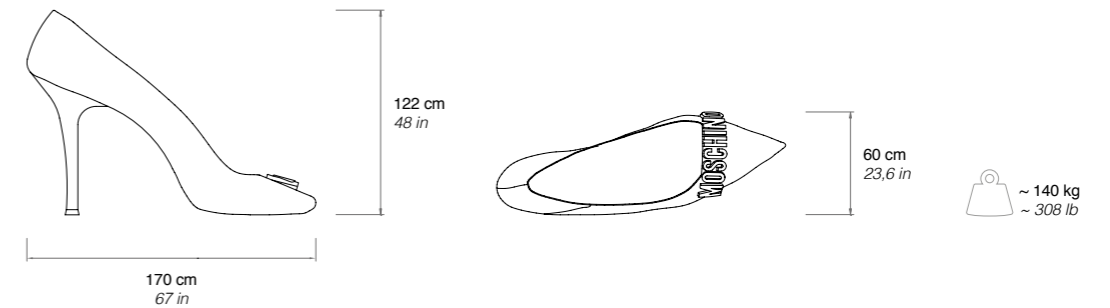
Couch in soft polyurethane upholstered in eco-leather and golden details.

DID YOU KNOW?

- For the first time, Moschino fashion objects become interior design objects
- Jeremy Scott, the brand's art director, is a great fan of Gufram's
- The bag and shoes are perfect scale reproductions of the original accessories
- It is the first time that Gufram uses leather for upholstery
- The Biker bookshelf is on wheels, so it is easy to turn it around
- The shoes are a padded stool and display cabinet



Open cabinet on wheels. Wooden structure, lacquered and hand dressed in a sartorial way in eco-leather with golden details.



Seat and display cabinet shaped like stiletto shoes. Structure in armed resin, hand upholstered in a sartorial way with eco-leather and golden details.

ITALIAN RADICAL DESIGN

THE SECRET OF A UNIQUE PRODUCTION

The challenge to produce innovative and out-of-the ordinary forms has allowed the company to refine unique its production techniques. Besides the mastery in the treatment of flexible polyurethane, Gufram has developed and patented a special finish: Guflac®- the true essence of the company's artisanal spirit. This special flexible coating makes surfaces more uniform, cohesive and elastic, through an accurate and meticulous manufacturing work, with which it is possible to realize soft and sleek forms that otherwise would be impossible to cover.

After the preparation of the polyurethane surfaces with precision tools and a first saturation phase, up to 12 Guflac® layers are applied. Any small difference in the products is a guarantee of uniqueness of every single handcrafted item. Depending on the finishing method used, Guflac®'s application may make the product suitable for outside use.

Therefore, when it is not decor lined with cloth, or parts that are realized with the use of different materials, Gufram's icons – it does not matter which collection they are a part of – are realized by sculpting flexible polyurethane foam, which is then finished by hand and hand decorated with the help of Guflac®. Examples of this mastery are the grotesque gravestone-shaped stools The End of the Toiletpaper collection and the Torneraj Functional Pop seat; among the Sculptural icons are also the legendary Cactus in all it editions, the incredible Pratone, as well as the more recent Broken Mirror, visualized by Snarkitecture.

GUFRAM IN THE MUSEUMS

Gufram's icons have been exhibited and form part of the permanent collections of the world's most important art, design and applied art museums, among which:

MOMA - Museum of Modern Art, New York (USA)
Triennale di Milano, Milan (ITALY)
MET - The Metropolitan of Art, New York (USA)
Centre George Pompidou, Paris (FRANCE)
Fondation Beyeler, Basel (SWITZERLAND)
Vitra Design Museum, Weil am Rhein (GERMANY)
Barbican Centre, London (UK)
Pinakothek der Moderne, Design Museum, München (GERMANY)
MAAS - Museum of Applied Arts and Sciences, Sydney (AUSTRALIA)
NAMOC - The National Art Museum of China, Beijing (CHINA)
Museum of Contemporary Art, Chicago (USA)
MBAM - Musée des beaux-arts de Montréal, Montréal (CANADA)
MAK - Museum für Angewandte Kunst, Wien (AUSTRIA)
Centre National des Arts Plastiques, Paris (FRANCE)
Museum für Angewandte Kunst, Frankfurt (GERMANY)
COOPER HEWITT, Smithsonian Design Museum, New York (USA)
Museum für Angewandte Kunst, Köln (GERMANY)
Musée des Arts Decoratifs, Paris (FRANCE)
Museum für Kunst und Gewerbe, Hamburg (GERMANY)
Adam Museum, Bruxelles (BELGIUM)
Denver Art Museum, Denver (USA)
MUDE - Museu do Design e da Moda, Lisboa (PORTUGAL)
Deste Foundation, Athens (GREECE)
Moderna Museet, Stockholm (SWEDEN)
Lousiana Museum, Humeblaek (DENMARK)

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