



Super onda

since 1967

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designer

Archizoom Associati

description

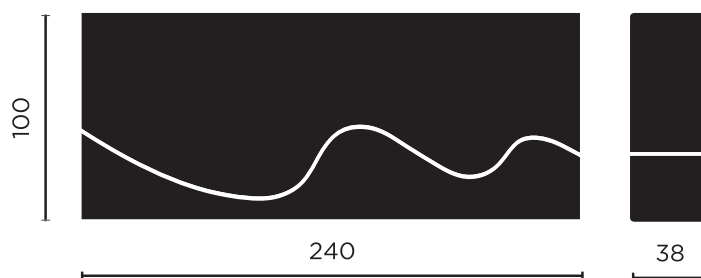
Designed in 1966 by the Florentine Radical group Archizoom, this was the first sofa without a conventional frame. It is composed of two waves made from a polyurethane block cut into two parts with an S-shaped incision, which can be interlocked and stacked to produce different configurations. The lightness and modular design permit a range of various uses: Superonda can be a sofa, a bed or a chaise longue. Like many of the pieces designed by the Archizoom group, it challenges bourgeois conventions, stimulating the creativity and fantasy of the user. The shiny leatherette cover in the basic colors of white, black and red accentuates the pop image.

typology

Sofa

dimension

240 × 100 × 38[h] cm





materials

Cut from a block of polyurethane and covered in shiny leatherette



colors

White/red/black shiny leatherette

White



Red



Black





Superonda



↘ *The Student Hotel, Florence. 2020*



Ph. Pietro Savorelli

↙ *The Student Hotel, Florence. 2020*

↴ *Superduper Hats, Florence. 2020*



Ph. Pietro Savorelli



Ph. Pietro Savorelli



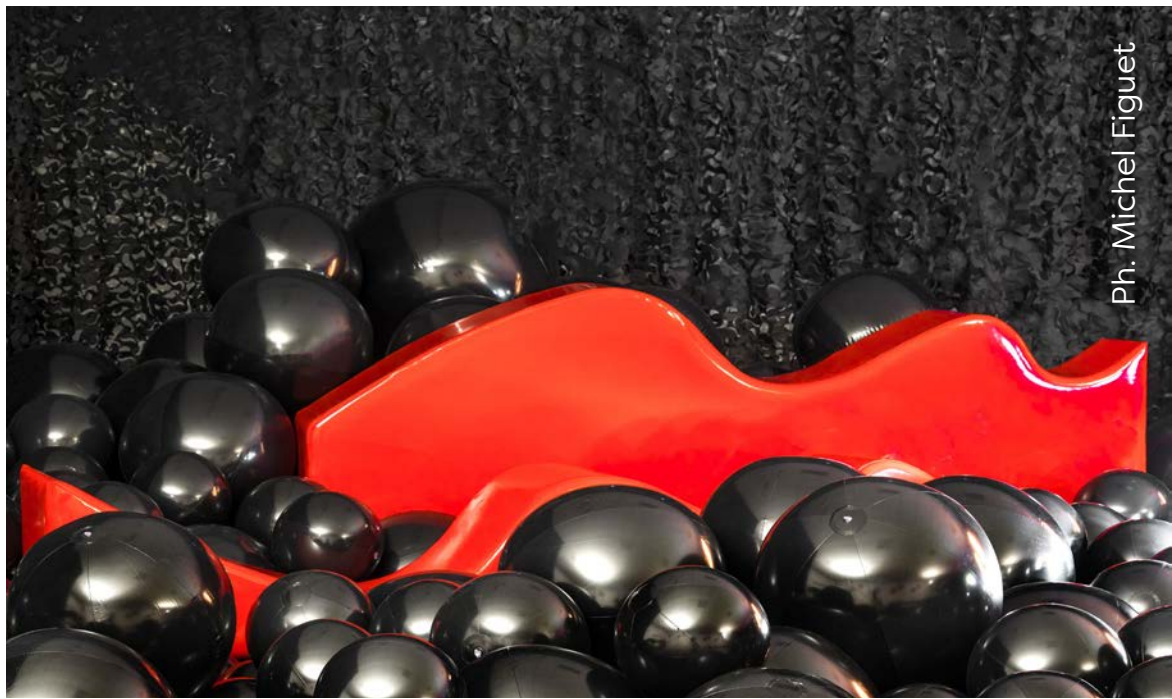
Ph. Pietro Savorelli



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↵ *Superduper Hats, Florence. 2020*

↵ *The Student Hotel, Florence. 2020*



Ph. Michel Figuet

a museum cult

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

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

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



Ph. Lucio Ghilardi

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



Ph. Dario Lasagni



Ph. Sandra Larochelle

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

↷ *Triennale Design Museum permanent collection, Milan.*



Ph. Gianluca di Iola



↴ *Original wooden prototype, 1966.*



Ph. Cristiano Toraldo di Francia

made in Italy
since 1967

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

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

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



*Poltronova factory,
Agliaana.
1967—2020*



made in Italy
since 1968



↳ Archizoom Associati with Superonda, Villa Strozzi Garden. 1966



Ph. Dario Bartolini



Ph. Dario Bartolini

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

Andrea Branzi



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