

NEWS

MOMA exhibit points to Italy's design direction

Audio/visual effects animate eleven environments—
180 objects are shown in specially designed containers

We're headed for living in more sparsely furnished interiors with far less clutter where a few pieces perform many functions if the new show at The Museum of Modern Art in New York is indicative of universal design trends. The Museum finds its newest exhibit the most ambitious design show ever and has scheduled it to run from May 26 through September 11.

All-Italian, it is titled "Italy: The New Domestic Landscape," and is directed and installed by Emelio Ambasz, Curator of Design in the Museum's Department of Architecture and Design. It turns on both visually and audibly.

Each of the eleven commissioned environments, intended for permanent and mobile homes, occupies a 16-foot area in the Museum galleries. There is a telescoping house by Zanuso-Sapper; an aluminum mobile house by Rosselli; and a mirrored underground Superstudio of virtually empty space where life-supporting substances are piped in through tubes while TV films supply the view. Gae Aulenti has devised molded plastic elements which can be combined to form architectural multi-purpose environments. Mario Bellini has conceived of living within an expanding, glass-walled "exploration" car; and La Pietra's environment bridges pro-design and counter-design proposals. Gaetano Pesce's dwelling is an underground room, the remains of a year 2000 house found in the year 3000.

The 180 interior furnishings objects, produced in Italy during the last decade by more than 100 designers, include a number which have appeared previously in INTERIORS. At the Museum they are exhibited on

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"Collina" ceramic vase in four sections. Designed by Sergio Asti; made by Knoll.

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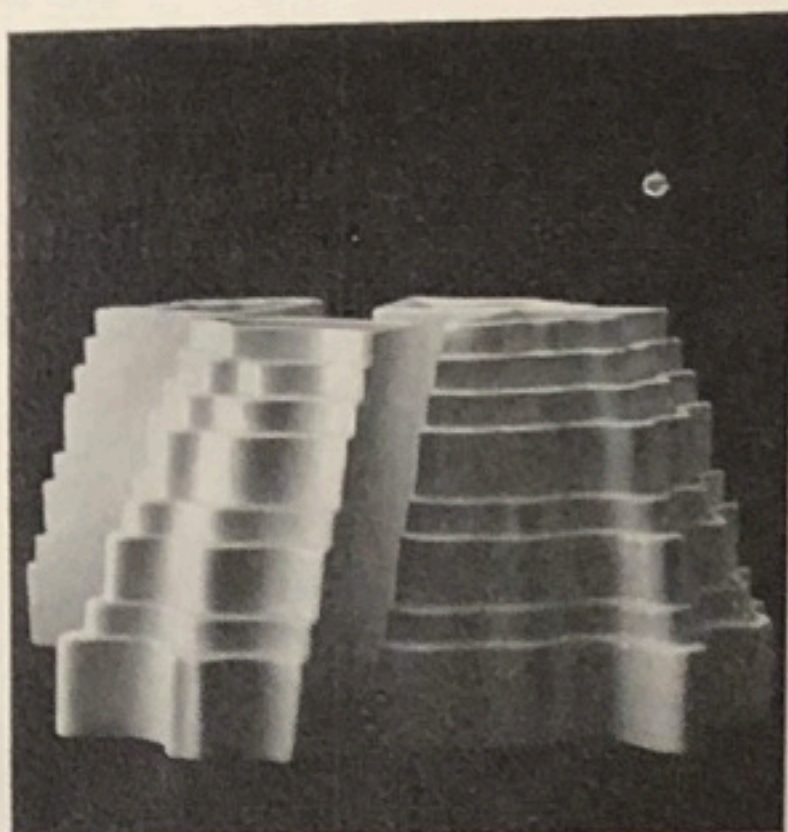
"Pipistrello" adjustable lamp (1966) by Gae Aulenti with lacquered aluminum base, telescopic stainless steel shaft, perspex shade. Manufactured by Martinelli-Luce.

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One arrangement of four curved quarters of ABS plastic, combinable into low tables, shelves, or benches. Designed (1969) by Rodolfo Bonetto; manufactured by Bornini.

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Stacking shelves of wood designed by Ugo La Pietra (1970); manufactured by Poggi.



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upper and lower terraces in special containers designed by Mr. Ambasz. The majority are colorful, utilizing the new hard and soft synthetic materials and advanced molding techniques. At random many are familiar, such as: Joe Colombo's "Poker" table . . . the "Arco" floor lamp by Achille and Piergiacomo Castiglioni . . . Vico Magistretti's "Selene" stacking chair and "Giunone" floor lamp . . . and the "Sacco" bean bag chair—the original—by Gatti, Teodoro and Paolini.

Curator Ambasz (born in Argentina) finds Italy not only the dominant product design force in the world today but evincing some of the concerns of all industrial societies . . . sort of a micro-model where all phases of contemporary design are explored and represented by diverse and sometimes opposite approaches . . . showing a wide range of conflicting theories about the present state of design activity, its relation to the building industry and to urban development, as well as a growing distrust of objects of consumption.

An illustrated book about the exhibition is being published by

the Museum. Edited by Mr. Ambasz, it will include a series of historical essays and critical analyses of Italian design written by major Italian critics and historians.

Support of the show in Italy has been enthusiastic and widespread throughout the country. Under the sponsorship of the Ministry of Foreign Trade, the Italian Institute of Foreign Trade, and the Gruppo ENI, contributions have come from ANIC and Lanerossi (companies of Gruppo ENI), Fiat, Olivetti, Anonima Castelli, Alitalia, and Abet Print. A large number of Italian industries also collaborated.

5 "Boomerang" lounge chair (1966) by Rodolfo Bonetto in polyurethane with two chromed plastic joints. Flexform is the manufacturer.

6 Joe Colombo's "Poker" card table (1968) of laminated wood and steel, demountable legs. Manufactured by Zanotta.

7 Prototype of demountable armchair (1970) by Sergio Mazza and Giuliana Gramigna. ABS plastic, polyurethane filling, metal joints. Ciconova is the manufacturer.

8 "Jarama" chair (1969) and table of fiberglass, designed by Alberto Rosselli, made by Saporiti.



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