



# Safari

*since 1967*

**Poltrona**  
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## designer

Archizoom Associati

## description

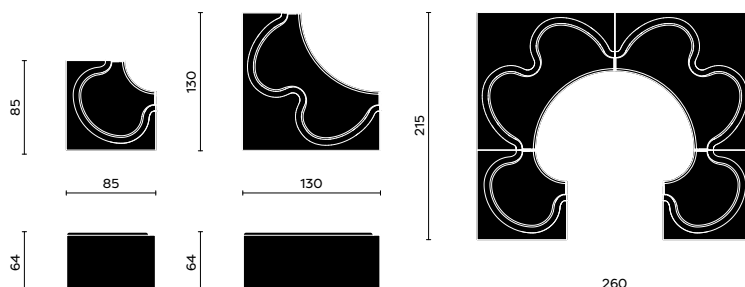
The Safari sofa is a multiple seat with the profile of the backrest shaped like a series of waves, one gathers in the central void, accessed through an opening, as in a sort of tribal ritual. The piece of furniture consists of four pieces of two different types (two armchair modules and two sofa modules). The Safari sofa was put into production for the first time by Poltrona in 1968. The experimental fibreglass technique was used for the structure. For the seat and backrest upholstery, Archizoom chose a printed animal pattern fabric with a Leopard print. The same pattern is used for the polyurethane foam rug placed between the seats. The choice of the leopard pattern was a cultured reference to the work *Bedroom ensemble* (1963) by Claes Oldenburg, master of English Pop Art, and his subsequent *Leopard chair*, but also to a Kitsch taste adopted by the group in polemic with the need to make form follow function. It is part of the permanent collection of prestigious museums including the Centre Pompidou and the Museum of Fine Arts in Montreal.

## typology

Sofa

## dimension

85/130[l] x 85/130[w] x 64[h] cm





## materials

Frame in white  
fibreglass, padding in  
polyurethane foam,  
covering in faux fur  
with leopard animal  
pattern, rug in  
polyurethane foam  
covered in faux fur with  
leopard animal pattern

## colours

Frame:

White



Black

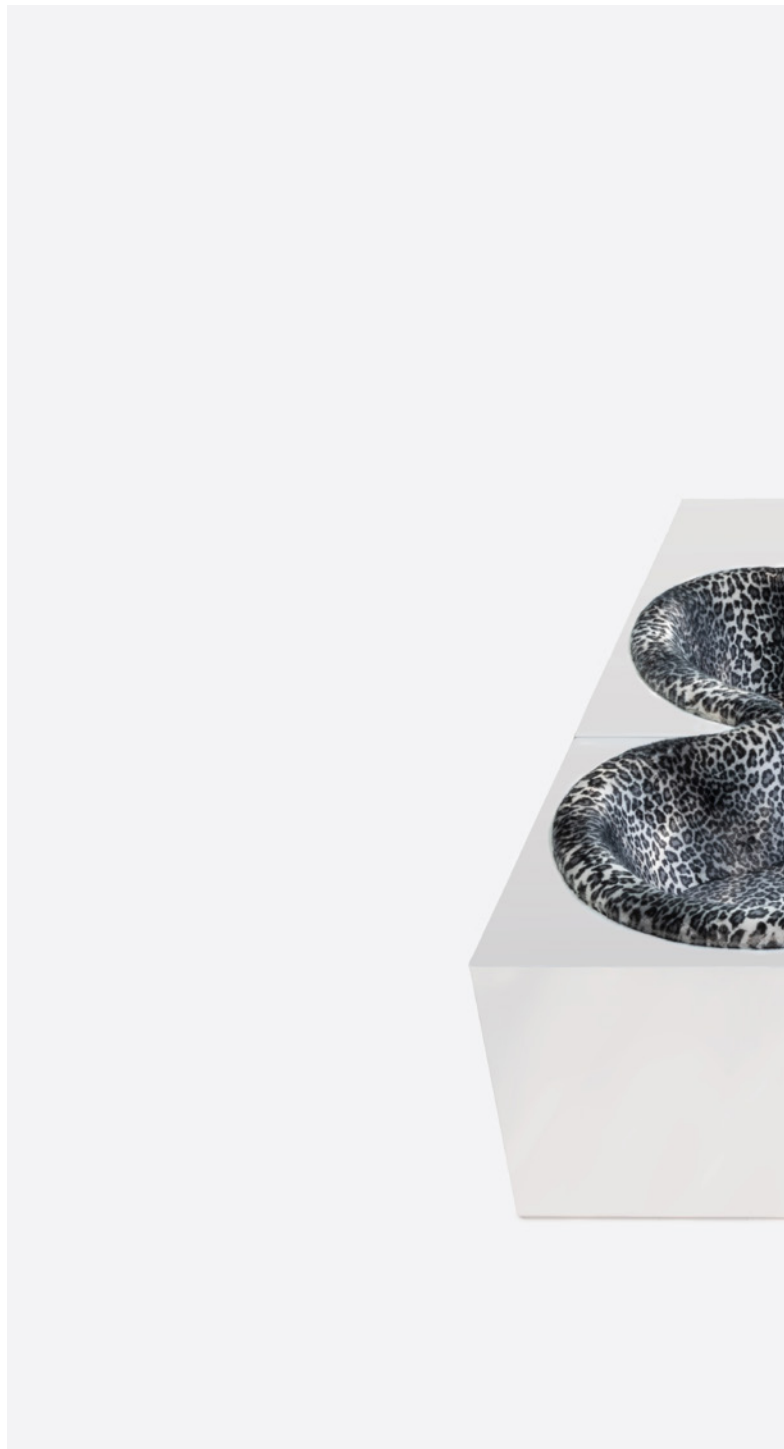


Covering:

Spotted grey



Spotted yellow











Ph. Serena Eller





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↘ *Serre Torrigiani, Florence. 2022*



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↴ *Serre Torrigiani, Florence. 2022*



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↵ *Serre Torrigiani, Florence. 2022*



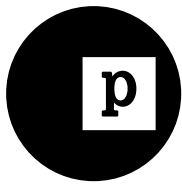


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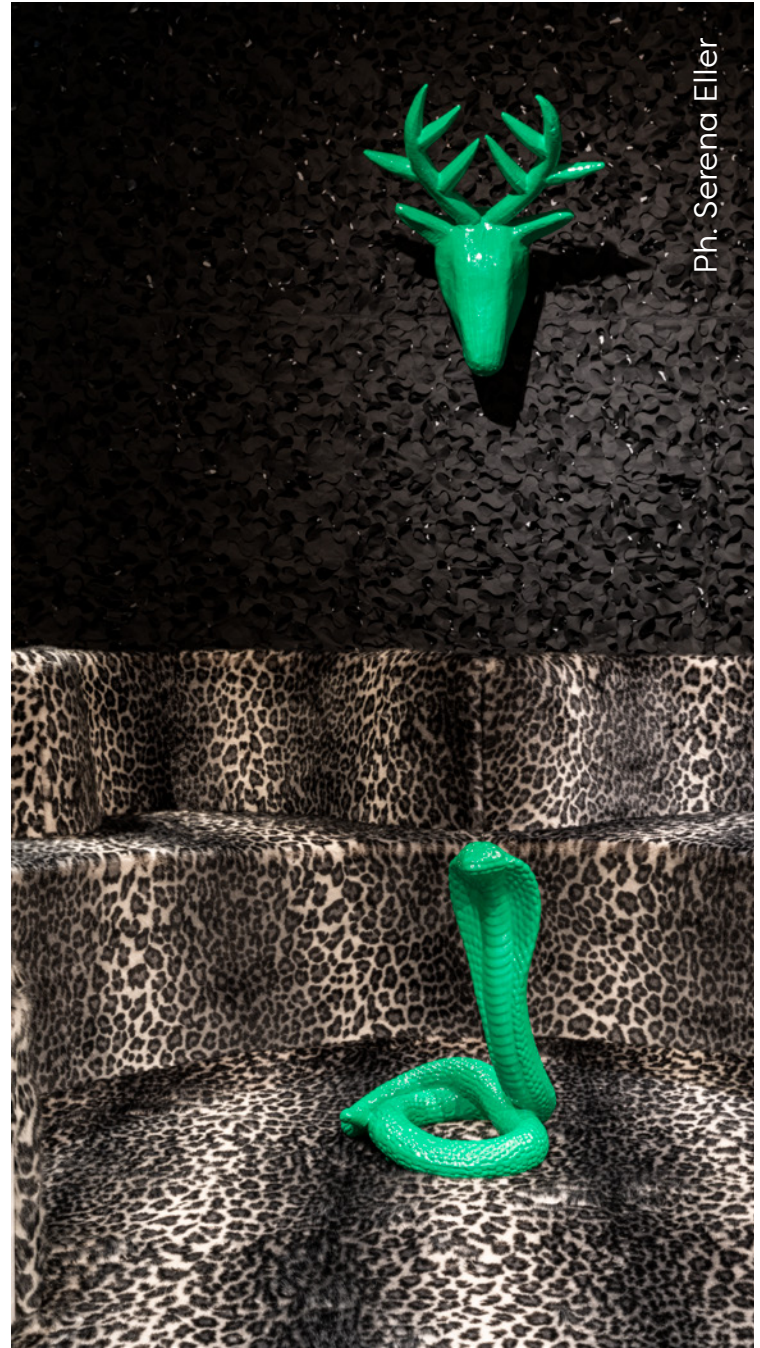
↴ *Afro-Tyrolean Kitsch, Fondazione Sozzani Milano. 2022*



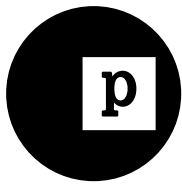
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↵ *Afro-Tyrolean Kitsch, Fondazione Sozzani Milano. 2022*

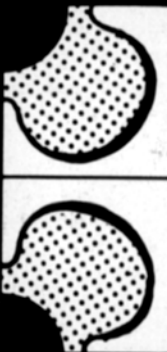
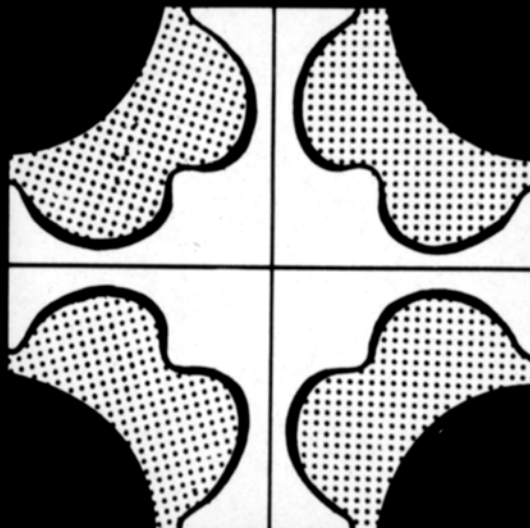
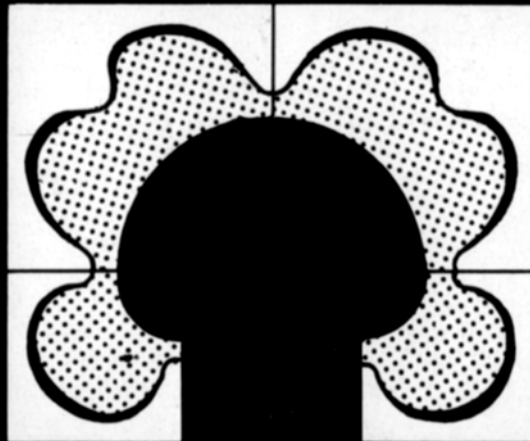




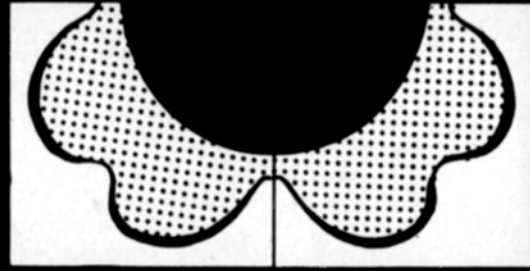
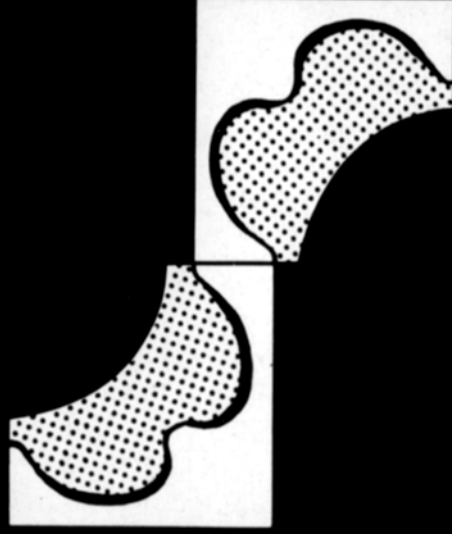
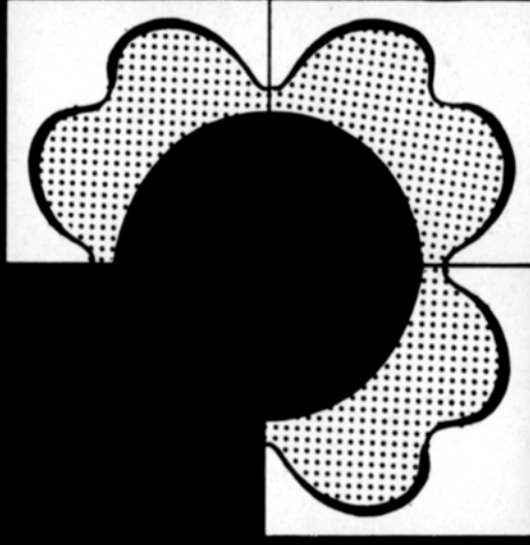
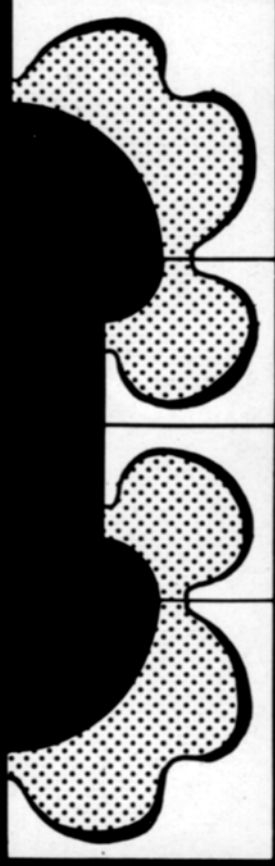
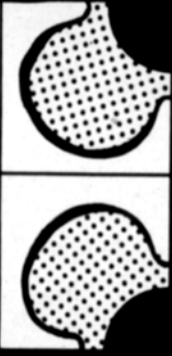




↴ Safari. Possible combinations from the Poltrona Catalogue. 1971











↪ *Poltrona, Agliana. 1968*





↴ *Poltrona, Agliana. 1968*



Ph. Dario Bartolini



Ph. Dario Bartolini

↵ *Poltrona, Agliana. 1968*



Ph. Dario Bartolini

↵ *The Student Hotel, Florence. 2020*





↘ *Poltronova Catalogue Shooting, Agliana. 1968*



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









↴ *Poltrona Catalogue Shooting, Agliana. 1968*







Ph. Dario Bartolini



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Ph. Dario Bartolini





↪ Safari advertising on Domus. 1968

31 Agliana/Pistoia/Italy  
foto 71351/2/3

## le Imperial Sofa

Imposable sofa for the most varied solutions.  
Frame in fibreglass, padding in foam rubber,  
covering in artificial leopard skin, fabric or leather.  
On request, small carpet with supports in expanded resin.

Un imperial piece  
in the dreariness of your  
domestic walls.  
A piece that is finer than you.  
A very beautiful piece  
that you would not deserve.  
Near your sitting-room!  
Near also your life!

# poltr

# Safari

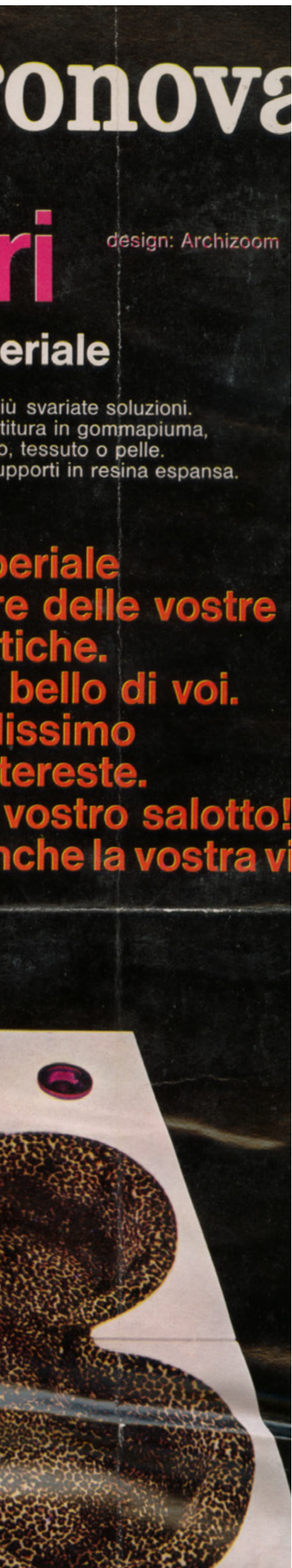
## il Divano Imp

Divano componibile per le p  
Struttura in fibreglass, imbott  
rivestimento in finto leopardo  
A richiesta, tappetino con su

Un pezzo imp  
nello squallor  
pareti domes  
Un pezzo più  
Un pezzo bell  
che non meriti  
Sgombrate il  
Sgombrate an



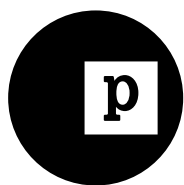




*I am very pleased fo have been picked to present these Archizoom gentlemen and their products to you because I find these products of theirs most conducive to the spreading of panic among those with vested interests in a country like ours, where things cultural and ideological are so highly organized, stratified, stereotyped and sedimentary.*

Ettore Sottsass jr.





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