



Superon- da Special

*since 1967
edition 2017*

Poltrona
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designer

Archizoom Associati

description

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

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

typology

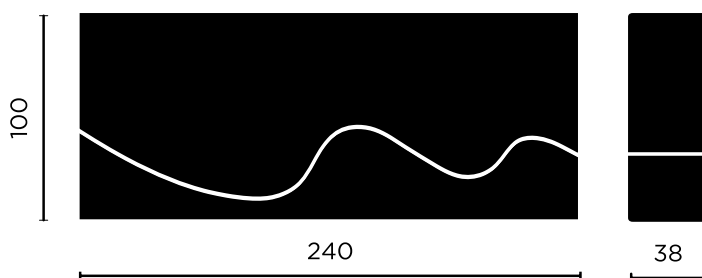
Dynamic sofa

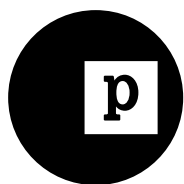
dimension

240 × 100 × 36[h] cm

weight

34 kg





materials

structure

Cut from a block of
polyurethane

covering

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



colors

Pois

by Cristina Morozzi
per Massimo Morozzi



No—Stop

by Gilberto Corretti



Spots

by Paolo Deganello



Stripes

by Andrea Branzi



Dressing

by Dario Bartolini
per Lucia Bartolini



Babele Decoded

by Dario Bartolini





**Superonda
Special**



↗ *Superonda Special Campaign, Florence. 2020*

Ph. Pietro Savorelli



Ph. Pietro Savorelli

**Superonda
Special**



↘ Africano, Cluster Palazzo Brancaccio, Rome. 2021



Ph. Serena Eller

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Ph. Serena Eller



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↘ *Contemporary Cluster, Rome. 2020*



↗ *The Student Hotel, Florence. 2020*



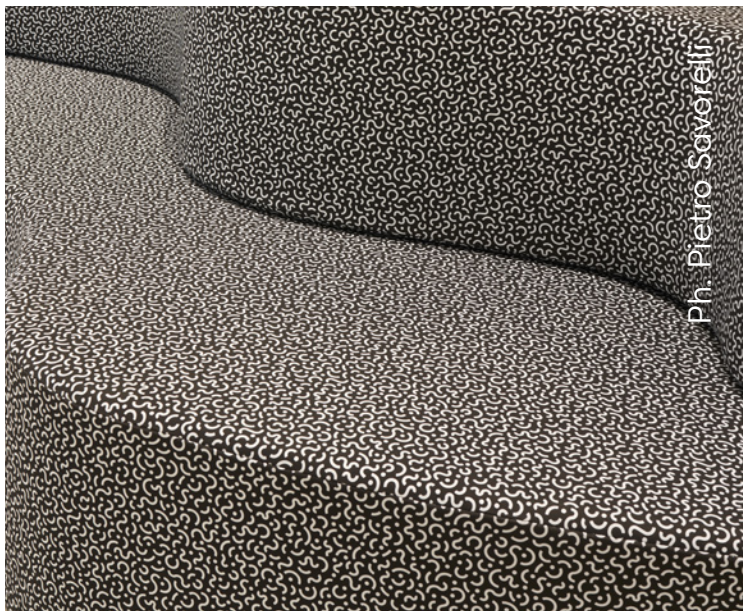
Ph. Pietro Savorelli



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↵ *The Student Hotel, Florence. 2020*

↵ *The Student Hotel, Florence. 2020*



↴ *Original wooden prototype, 1966.*



Ph. Cristiano Toraldo di Francia

**made in Italy
since 1967**

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

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

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



↯ *Poltronova factory, Agliana. 1967—2020*



made in Italy
since 1967



↗ 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

**Superonda
Special**



**Triennale Design
Week 2018**

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

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

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



Ph. Donatello D'Angelo



Ph. Donatello D'Angelo

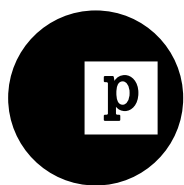
↗ Poltrona Superonda Special, Triennale Design Week, Milano. 2018



Ph. Guido Morozzi

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

**Superonda
Special**



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