

LAFFANOUR

GALERIE DOWNTOWN/PARIS

THE ITALIAN DESIGN : A RADICAL TURBULENCE

EXHIBITION FROM MAY 16TH TO JUNE 22ND 2019



Press Contact: FAVORI - 233, rue Saint Honoré 75001 Paris - T +33 1 42 71 20 46
Grégoire Marot - Nadia Banian nadia@favoriparis.com

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Italian design during the post-war era was marked by a significant change from the inter-war period. A whole generation of young creators (designers, architects, graphic designers, etc.) who appeared in the 1960s understood that world transformation could not be picked up in universities, art or architecture schools but through the formation of creative groups destined to change the way things were approached.

Everyday life, objects and space were perceived in different, often playful ways. The focus turned to reinventing forms and functions and explaining the new way of perceiving them.

The colours, shapes and the initial aspect of the piece of the furniture, were redesigned and sometimes derided by designers like Gaetano Pesce, Ettore Sottsass or groups like Superstudio and Archizoom.

It was an approach which was radically different from what was practiced in the past and the trend continued up until the 1980s and 1990s.

From this innovative hub of young creators, it is worth presenting some of the key actors of this period who had a different approach to design and who changed things in their own way: Gio Ponti, Carlo Mollino, Joe Colombo and Gino Sarfatti.

After various exhibitions organised by the Downtown Gallery about the presentation and rediscovery of DESIGN: Japanese design ('Made in Japan') and Brazilian design ('Tropicalism'), the gallery is now honored to present an important period of Italian design.

A selection of pieces by all these designers will be presented at the gallery during this exhibition.

Opening on Thursday, May 16th 2019 from 6:00 pm
Laffanour Galerie Downtown / Paris
18, rue de Seine - 75006 Paris
www.galeriedowntown.com

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ETTORE SOTTASS (1917-2007)



Ettore Sottsass (1917-2007)
« Superbox », Ca. 1968
Ed. Poltronova
Dimensions : H. 66,5 x 31,4 (square) in.

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GAETANO PESCE



Gaetano Pesce
« Dalila Due » armchair, 1981
Hard polyurethane epoxy completion
'Airport' lamp, 1986

Polychrome flexible urethane lamp, metal, lead and electrical system

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Laffanour / Galerie Downtown, Paris

Galerie Downtown - François Laffanour specializes in furniture by European and American masters of design - most of them architects - of the 20th century. For the past twenty five years, the gallery has organized thematic and monographic exhibitions on designers such as Jean Prouvé, Charles and Ray Eames, Carlo Mollino and Charlotte Perriand. Shortly after the Second World War, this generation of designers brought a new concept to the art of furnishing, dictated by a need for freedom and functionality - a new « art de vivre » in a time of technological and scientific advances - creating for the first time forms that were pure and without ornament. Galerie Downtown owns and works also with the Galerie Steph Simon archives. Steph Simon was the producer of Charlotte Perriand, Jean Prouvé, Serge Mouille, Georges Jouve as well as Isamu Noguchi furniture, from 1956 to 1974. Since 2004, galerie Downtown has the exclusive rights for the Ron Arad's Furniture in France.

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