



Ultra— fragola

since 1970

Poltrona
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www.poltrona.it

designer

Ettore Sottsass jr

description

Ultrafragola is a highly evocative item. Powerful in its name, thanks to the force of the prefix “Ultra”. Sensual, thanks to its characteristic intense pink colour, its shape that is a tribute to the female figure, with insistent repetition of soft curves that seem to expand infinitely.

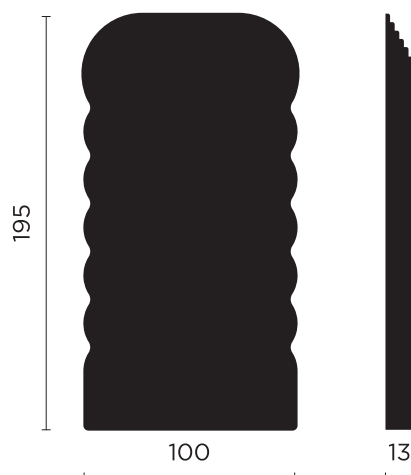
Designed by Ettore Sottsass jr. in 1970, as part of the Mobili Grigi project, Ultrafragola is the only piece of that series that Poltrona has continued producing without a break from 1970 to now. In the year it was designed, Ultrafragola was the protagonist of an iconic shooting presentation, today its magnetism is so strong that one cannot help taking a picture of oneself framed in its luminous waves.

typology

Mirror/lamp

dimension

100 × 13 × 195[h] cm





materials

Vacuum—formed
opaline acrylic frame

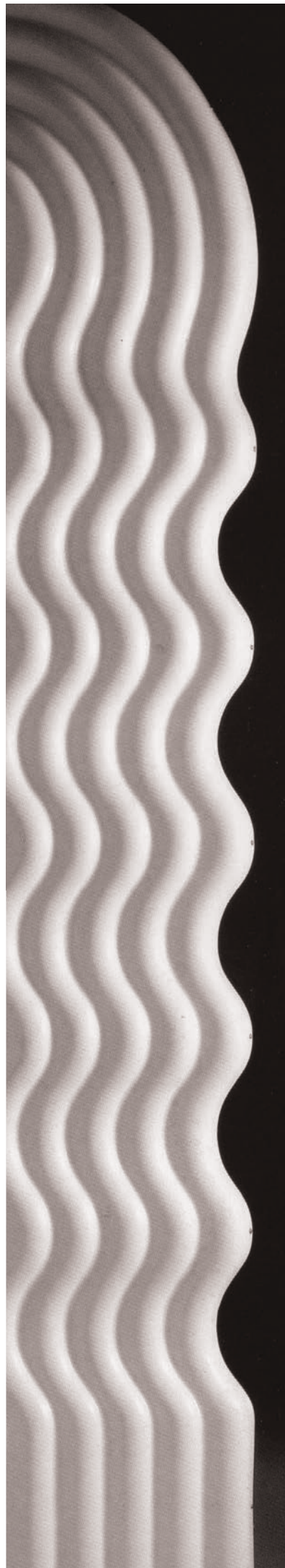
colors

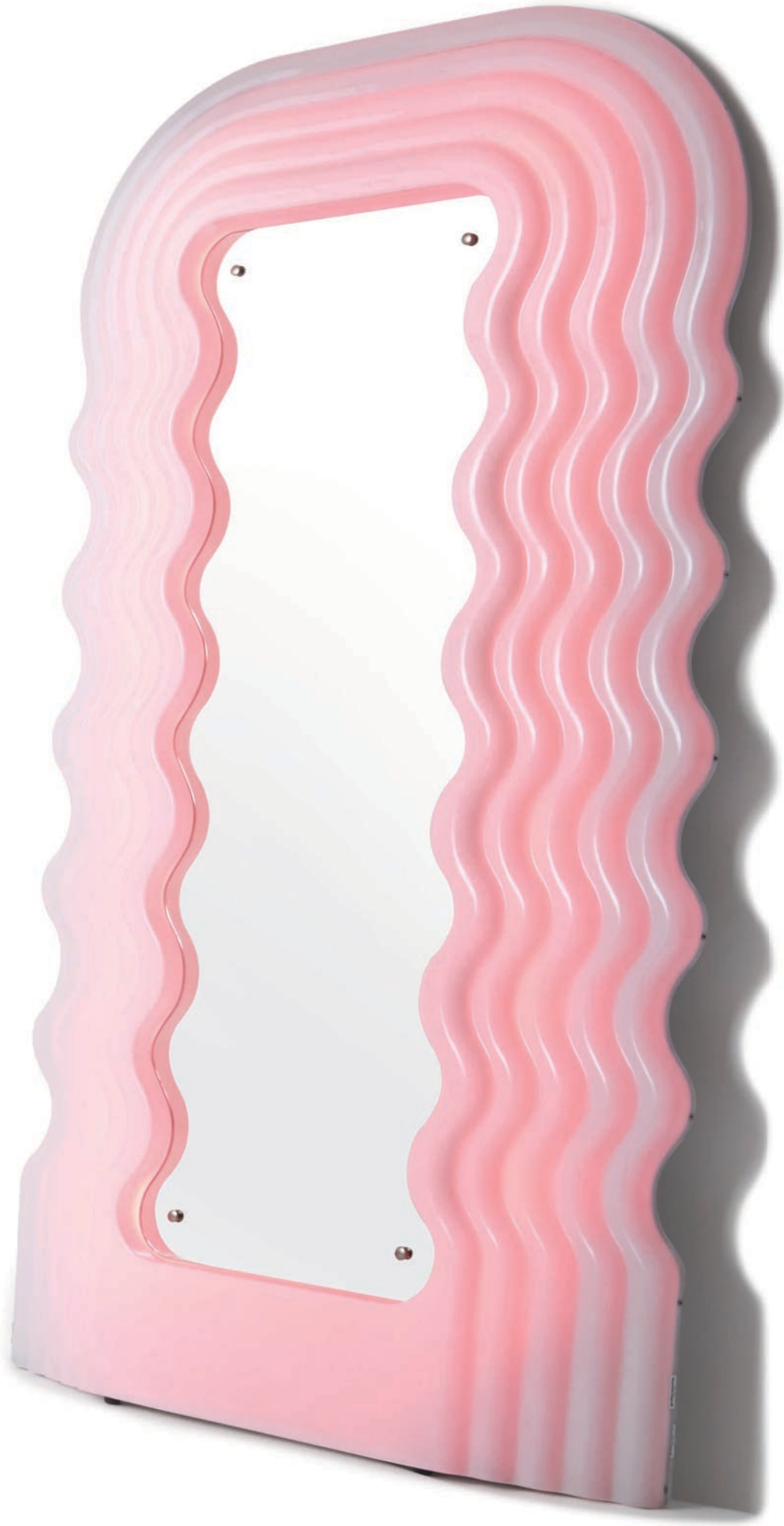
White opaline,
pink LED or neon light

[OFF] white frame



[ON] pink light





Ultrafragola



↴ *The Student Hotel, Florence. 2020*



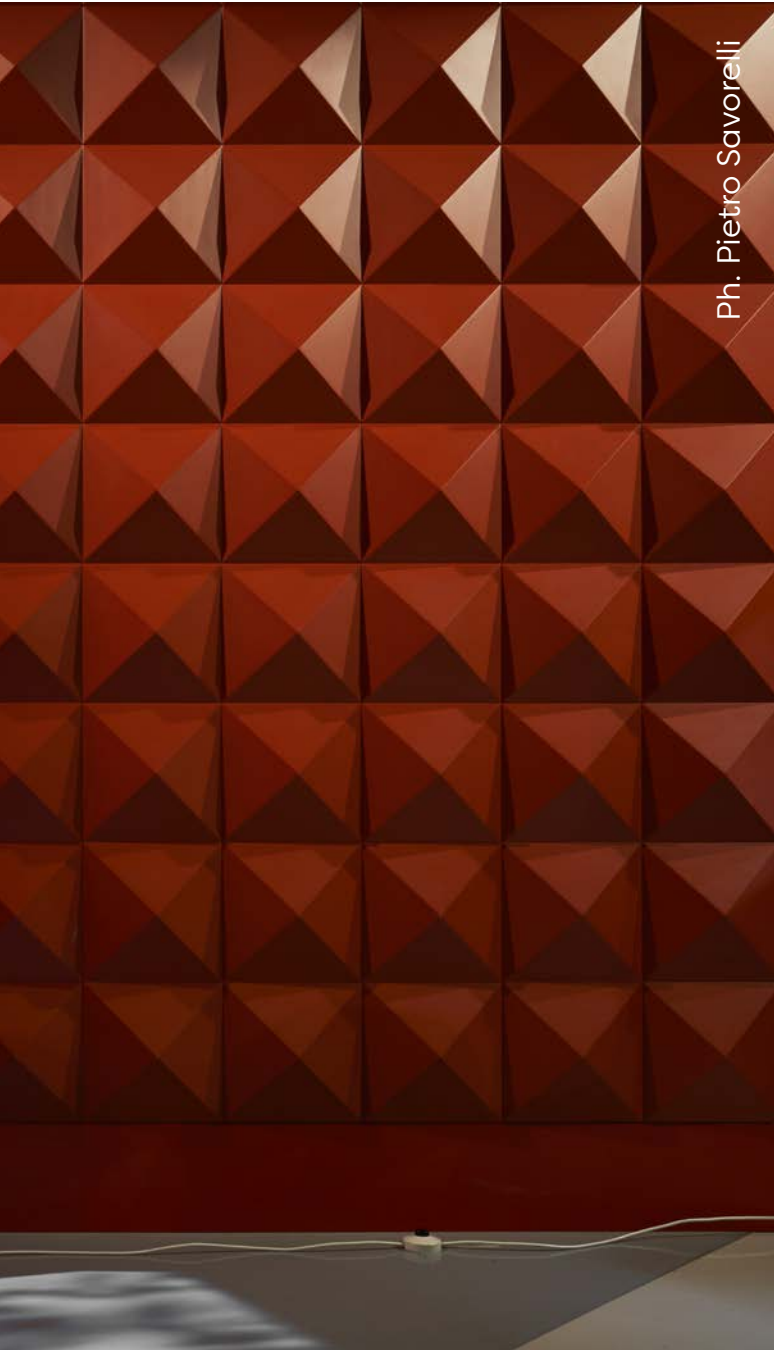
Ph. Pietro Savorelli

↴ *The Student Hotel, Florence. 2020*

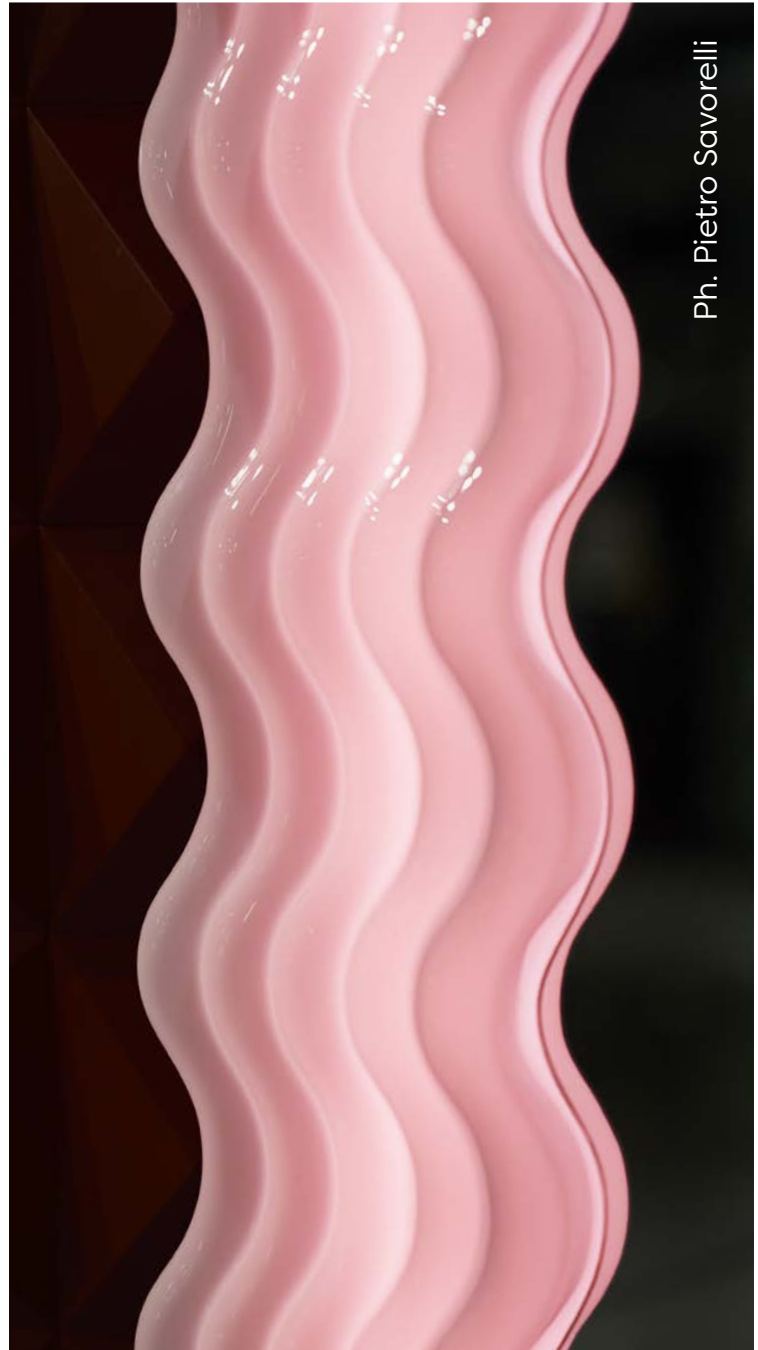


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↴ *The Student Hotel, Florence. 2020*



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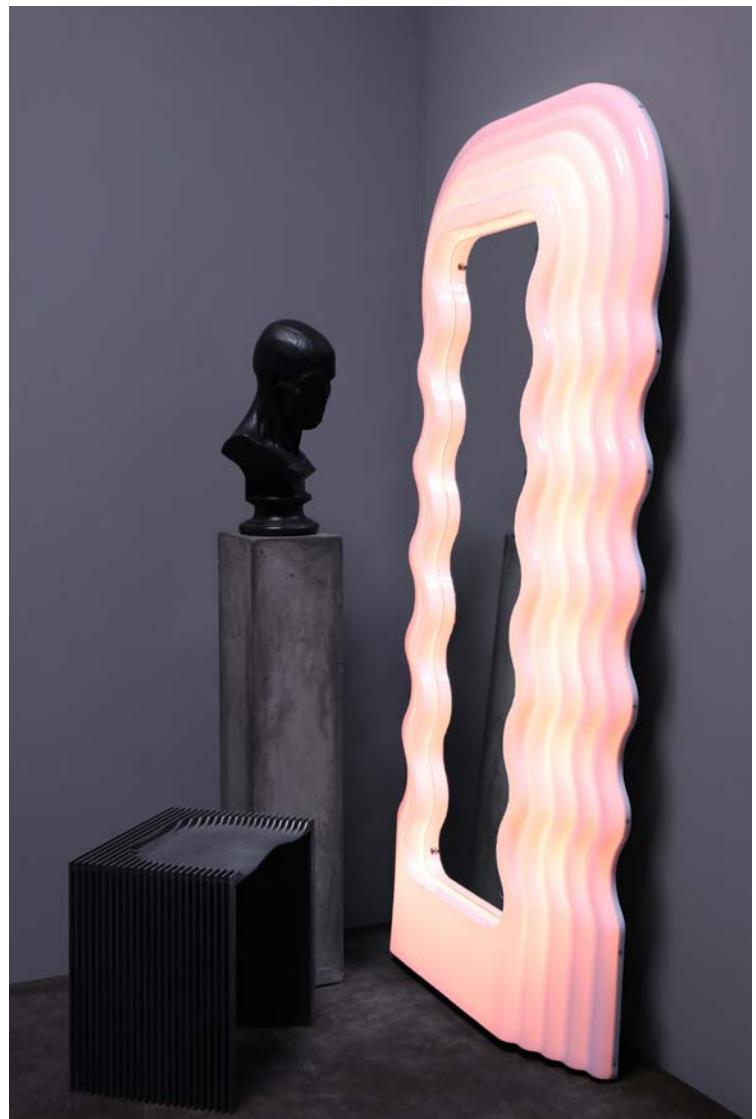
Ph. Pietro Savorelli



Raquel Cayre Dreams House, New York, 2017. ↴



Studio Oliver Gustav, Copenhagen. 2020 ↴



Bridgehampton Estate Sasha Bikoff Interior Design. ↗



Ph. Nicole Cohen

Superduper atelier, Florence. 2020 ↗



Ph. Lorenzo Ricci

Ultrafragola



a museum masterpiece

in permanent collection
at MoMa, Triennale
Design Museum,
ADAM Museum
Brussels beyond many
temporary exhibition all
over the world



↗ *Porto Design Biennale. 2019*



↗ *Paristurin.ch, Zurich. 2017*



Ph. Dario Lissaghi

↗ *Utopie Radicali. Palazzo Strozzi, Florence 2017*



↗ *Italiana at Palazzo Reale, Milan. 2018*



↗ *Adam museum permanent collection, Brussels.*



↗ *Radical Utopias. CCA, Montréal. 2018*



↗ *Saatchi gallery, London. 2019*



↗ *Milan Design Week. 2016*

Ph. Antonio Carloni

Ultrafragola



a selfie icon



↶ *Lena Dunham featured on Domino cover. 2019*

Ultrafragola in Alex Eagle's studio. 2018 ↷



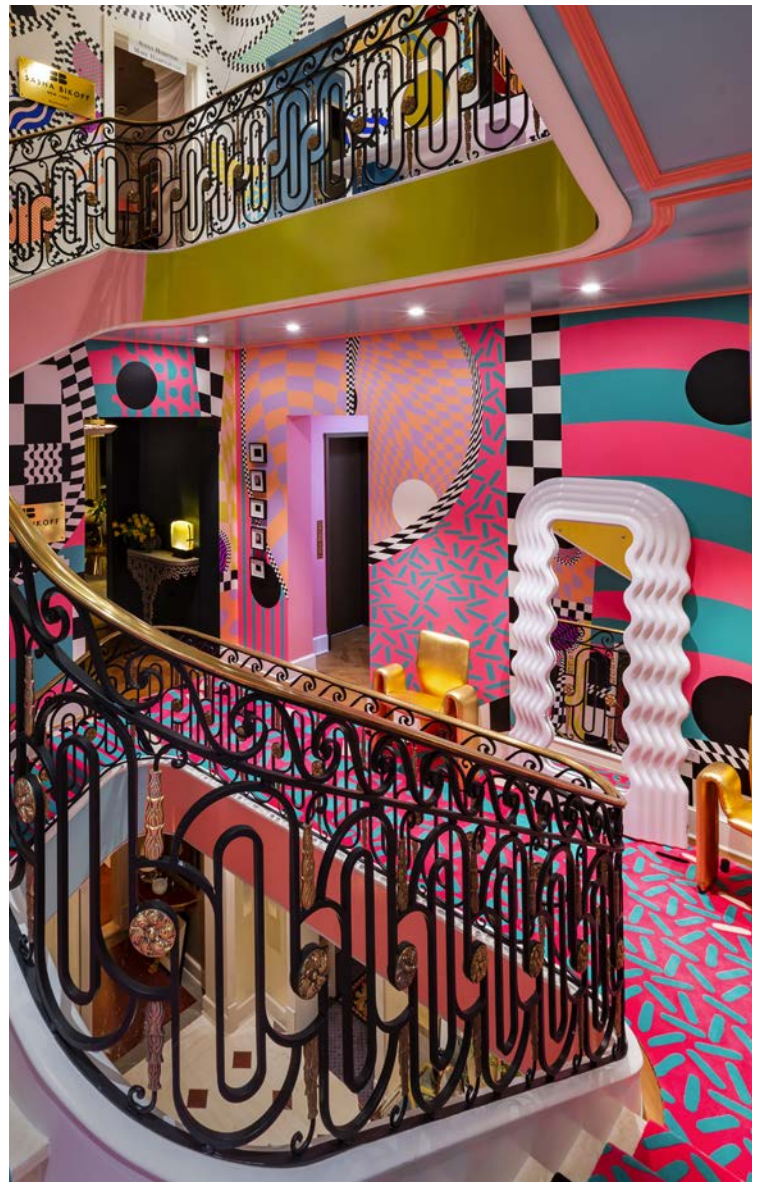


↗ Laurel Pantin (@laurelpantin).
Picture published on Instagram. 2019

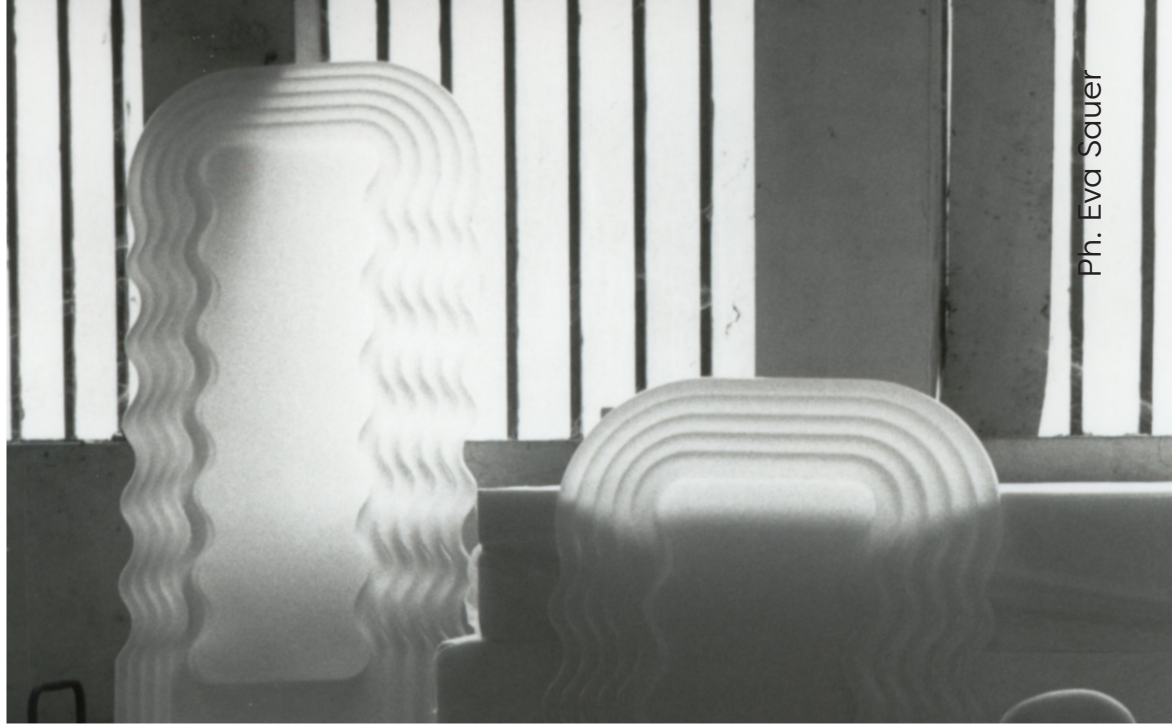
Raquel Cayre's house featured
on New York magazine. 2019 ↗



Ph. Bobby DeHerty



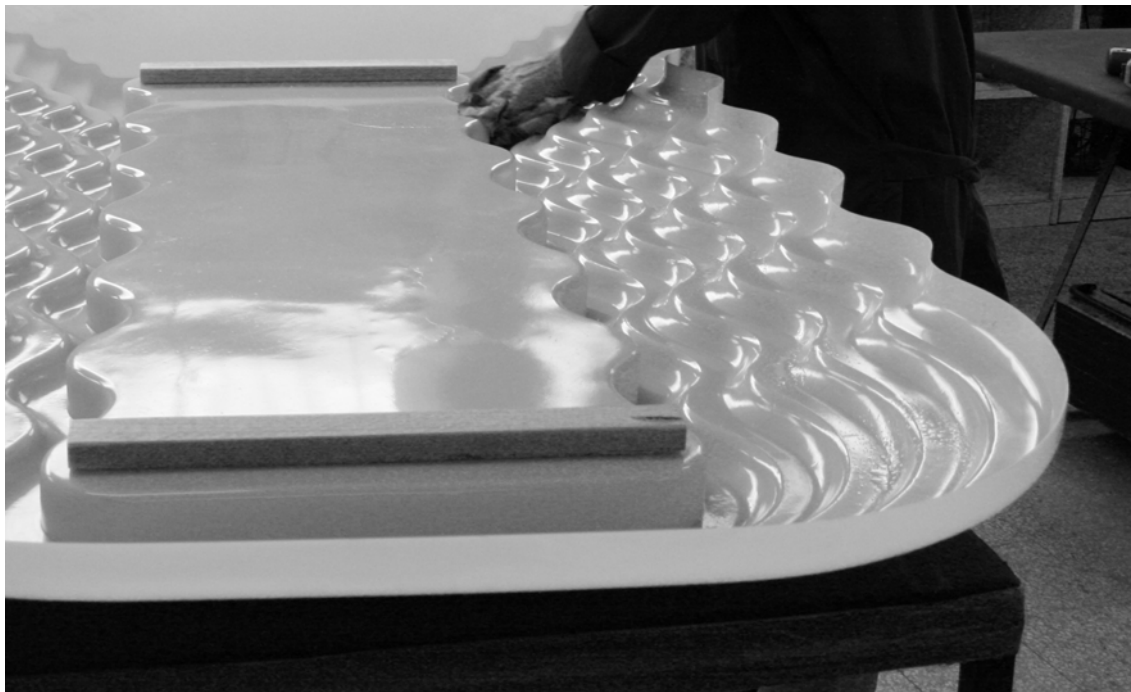
↗ Kips Bay Decorator "Show House Stairway
to Heaven" Sasha Bikoff Interior Design. 2018



Ph. Eva Sauer

made in Italy
since 1970

Each Ultrafragola piece ever produced has been thermoformed from the single original aluminium mould of 1970. Ultrafragola consists of a mirror and a thermoformed translucent plastic frame which emits a pink light. Mounting and all the plastic components are finished by hand at the company, and it's also arranged to be hung on the wall if needed. The back panel is made of fireproof forex. Also, a unique numerical code, printed at the company onto the back of the item, certifies its authenticity and its being made in Italy.



Lighting system: rgbw
LED (120 LED /m) or
neon.



*Poltronova factory,
Agliana.
1970—2020*

Ultrafragola



made in Italy
since 1970



☞ *Mobili bianchi. Shooting, styling e art direction by Ettore Sottsass jr. 1970*

As for the lights that emerge from the “gray furniture”, don’t tombs always have flickering lights that brighten the sadness of spirits wandering through the valley of dust? Don’t submarines have trembling green lights in their holds?



The lights are designed to come out of the fiberglass body, like the splendid whiteness of the skin of breasts, the glowing red of the head of a penis in the pornographic night, something of that sort – I mean something like Japanese fireflies, which transform May nights into solid matter. Could anything be more ridiculous?

Ettore Sottsass



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