

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

RELEASE NO. 56

ITALY: THE NEW DOMESTIC LANDSCAPE

Competition

Director: Emilio Ambasz

May 26, 1972 - September 11, 1972

Designer: Studio Tecnico G. Mari
Gianantonio Mari and collaborators

These proposals are by the two prize winners in the competition for young designers held by the Museum for the exhibition (not built).

G. Mari's group proposed a very carefully worked out wall and floor system composed of interchangeable modular elements. The wall elements serve as table, closet, kitchen, containers, wardrobes, dividers, etc. The floor elements are composed in certain instances of flexible blocks, which when reversed expose soft cushions that can be combined to form seats or beds and, in other cases, serve also as a pipe space for air and drainage services.

Designer: 9999
G. Birelli, C. Caldini, F. Fiumi, P. Galli

9999 is a group of young Florentine designers. Inhabitants of a city turned museum, heirs of a very sophisticated culture and of an agricultural industry, they find themselves, like many other Florentine groups, the dwellers of a territory frozen for architectural-action. Their design conception proposes a domestic environment turned garden: arcadia reformulated, a place in which to enjoy all the pleasures of the senses and the mind. In a square field, the center is a column of air where one rests without touching. The periphery is a vegetable garden.