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-FOR A REASON OF URGENCY WE WRITE YOU IN ITALIAN LANGUAGE , BUT WE ARE SURE THAT MISS TUCCI CAN EASILY TRANSLATE OUR LETTER-

-WE ENCLOSE THE ENGLISH TRANSLATION OF OUR RELATION(ALREADY WITH YOU IN ITALIAN LANGUAGE)-
IN THE NEXT DAYS YOU WILL RECEIVE ALSO THE ENGLISH TRANSLATION ABOUT A 'MOBILE Environment'--

your text translated.

The Review Committee has read your letter and has the following remarks to make, which we set out in paragraph form to address each point separately.

- a) - In response to your question (1), they felt that the question of whether to actually present in physical form a "privacy-space", or a "bathroom" is entirely up to you. However, it would be very interesting to show the possibility of having either one in your solution; this might be presented by means of the TV screen, or by means of drawings or texts, etc. (see Design Program: Exhibition Considerations).
- b) - As far as question (2) is concerned, we understand that there may not be room to capitalize on the roof surface you created; the Review Committee only feels it is a pity to make this surface and not to use it.
- c) - As far as any other resolution of the problem stated in the Design Program, the Review Committee feels that such decisions should come from you, the designer, and that it would be out of place for the Committee to do more than suggest or observe possibilities.
- d) - With due respect to this last point c), we would like to observe that any light-sound show superimposed on your proposal runs two risks: i) - the risk of producing an effect which will not answer the basic question of solving the problems of the domestic environment, as elaborated in the Design Program and Background Reading; ii)- the risk of producing a quantity of light and sound which will emanate from

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ESPRESSO

June 25, 1971

Mr. Joe Colombo
Via Argellati 30/B
20143 Milano, Italy

Dear Mr. Colombo:

Thank you for your letter of June 19, 1971, and for having your text translated.

The Review Committee has read your letter and has the following remarks to make, which we set out in paragraph form to address each point separately.

- a) - In response to your question (1), they felt that the question of whether to actually present in physical form a "privacy-space", or a "bathroom" is entirely up to you. However, it would be very interesting to show the possibility of having either one in your solution; this might be presented by means of the TV screen, or by means of drawings or texts, etc. (see Design Program: Exhibition Considerations).
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your environment and will spread through the Exhibition Gallery, interfering with and disturbing the other 5 environments which must be shown in the same room. Therefore, any considerations of light should not be cosmetic, a la night club, but domestic.

We hope these remarks have clarified your questions. I will be in Italy starting around July 15, so that I must request you to proceed with the Design as you think would be best; we will meet as soon as I arrive to discuss the latest detailed developments.

Cordialmente,

Emilio Ambasz
Curator of Design

EA:cm

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Milano, 19 giugno 1971

THE MUSEUM OF MODERN ART
Department of Architecture & design
11 West, 53 Street
NEW YORK, N.Y. 10019
tel. 956-6100

Abbiamo ricevuto oggi la Vostra lettera del 13/6 che abbiamo letto con molto piacere ma che, al tempo stesso, mi ha un po' spaventato poichè mi chiedete per il 30 giugno tutta una elaborazione della mia proposta.

Purtroppo è materialmente ed umanamente impossibile fare ciò che mi chiedete in così breve tempo, anche considerando che ho in corso molti altri importanti lavori. Per Voi sono disposto a lavorare anche la notte ma è necessario che mi concediate del tempo.

Dalla Vostra lettera apprendo che Mr. Ambaz verrà a Milano ai primi di luglio e per tale data potrei preparare uno sviluppo del progetto tenendo presente i Vostri suggerimenti, ma dovrò assolutamente discutere con Mr. Ambaz quando sarà a Milano per potere poi, entro 10 giorni, completare i disegni definitivi ed inviarveli. Se potete farmi visita a Milano nei giorni: 1, 2, 3 di luglio oppure nei giorni 9, 10, 11, 12 (tra il 3 ed il 9 luglio sarò in Germania) sarò in grado di spedirVi i disegni definitivi inderogabilmente entro il 20 luglio.

Ho invece buone notizie per Voi poichè sono stato alla ERCO (Germania) ed ho visto delle possibilità incredibili di illuminazione (effetti di colore, effetti cinetici, effetti di polarizzazione, effetti stroboscopici, con programmazione elettronica e possibilità di integrazione luce-audio). Sono rimasto d'accordo con il loro direttore che

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la ERCO è a completa disposizione del Museum of Modern Art e mia per fare tutto ciò che desideriamo ed anche per sovvenzionarci con una ragionevole cifra.

Inoltre qui in Italia le Ditte ELCO e SORMANI sono disposte a collaborare e a sovvenzionarci il denaro necessario; mi metterò in contatto anche con l'ANIC per avere la loro conferma di finanziamento, quindi non abbiamo alcun problema dal punto di vista finanziario anzi credo di avere denaro in più di ciò che ci necessita, sufficiente anche, se Voi lo desiderate, per la roulotte (in questo caso ci sarebbero altre Ditte che verrebbero ad aumentare la cifra a nostra disposizione).

Onde accelerare i tempi Vi pregherei di rispondere al più presto alle seguenti domande:

1) All'esposizione, volete realizzare la soluzione di environment con bagno oppure la soluzione con spazi-privacy? (Poiché entrambi non è possibile dato lo spazio assegnato) Naturalmente nel film che proietteremo potremo illustrare al pubblico entrambe le soluzioni, sia quella esposta che quella non esposta.

2) Non ho capito chiaramente a proposito del 'roof surface'. Voi proponete la parte superiore del blocco adibita a 'jardin-terrasse' ma voglio farVi notare che in realtà abbiamo solamente 30/40 cm. in altezza e credo sia assurdo per un terrazzo o giardino.

Inoltre tutti gli impianti di ventilazione, riscaldamento, aria condizionata, impianto elettrico nonché tutti i meccanismi per le proiezioni, gli effetti audio-visivi, cinetici, stereo ecc. sono inseriti sulla parte superiore del blocco, proprio dove vorreste fare il giardino terrazza (naturalmente questo non potevate saperlo poiché attraverso i disegni di massima non potevate comprendere questi particolari).

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Per tutto il resto non esiste alcun problema ed è ovvio che Vi preoccupiate poichè in un progetto di massima come quello che Vi ho presentato non sono considerati i particolari. Comunque Vi conforto immediatamente nel dirVi che lo 'storage' sarà organizzato in maniera particolare in modo da contenere il massimo possibile nel minor volume, sarà ordinato secondo una programmazione per la rapida ricerca dei diversi contenuti agevolata da segnaletica ed anche attraverso una distribuzione che permetta di avere tutto a portata di mano, di poter fare disordine ed al tempo stesso nascondere il disordine (un po' sul genere della mia nuova abitazione). Inoltre, la dinamicità del blocco, che dovrebbe essere come dite Voi 'a kind of Chinese box', la potrete ben comprendere all presentazione dei disegni definitivi, poichè non era possibile nei disegni di massima disegnarla. Infatti il blocco è integrato da elementi come bracci telescopici che fuori-escono sul cui terminale sono inserite delle lampade orientabili, piani supplementari estraibili, ed i contenitori stessi, aprendo il blocco, fuoriescono. Il blocco diventerà un po' come una piovra, con mille tentacoli che appaiono e spariscono nel blocco stesso, quasi come una macchina pulsante.

Se avete qualche altra esigenza particolare fatemelo sapere al più presto e così pure Vi prego di confermarci se il programma può essere da Voi accettato con le scadenze sopra dette.

Se per Voi non è un problema Vi chiederei di rispondermi con un telegramma/lettera onde non perdere tempo poichè ogni giorno che perdiamo può compromettere il risultato finale.

Ringraziando invio i miei più cordiali saluti.

Joe C. Colombo



Joe Colombo disegno industriale architettura 20143 milano via filippo argelati 30 B tel. 8474334

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I have translated your very interesting file.

I'm very glad to note that your proposals are very similar to the theories I'm elaborating since 1954

(Domus, December 1955 - Lotus 1955 - Realizzazioni della Triennale di Milano 1954). In fact since then

to now-a-days I have always tried to realize habitats (rooms) even experimental ones, in which space is no

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longer a simple static one, that is divided in many little rooms with different functions.

The new kind of space that I propose is a dynamic space, that is realized through a dimension space-time.

From the first dynamic furniture I drew between 1953 and 1954 and then realized (mini-kitchen, cooki-center, containers etc.), I'm passed to a global solution of

the space with real true systems ('Programmable system to live' designed in 1956, realized by Pisanotti, presented to Triennale in 1958 and to Musée des Beaux Arts in 1959).

Another example of these proposals of global solution, designed in 1957, is 'Top I' which resolves the space

in 1959.

Another example of these proposals of global solution, designed in 1957, is 'Top I' which resolves the space

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PREMISE

I have translated your very interesting file.

I'm very glad to note that your proposal are very similar to the theories I'm elaborating since 1964 (Domus, December 1965- Lotus 1965 - Realizzazioni della Triennale of Milan 1964). In fact since then to now-a-days I have always tried to realize ambients (rooms) even experimental ones, in which space is no longer a classic-static one, that is divided in many little rooms with different functions.

The new kind of space that I propose is a dynamic space, that is realized through a dimension space-time. From the first dynamic furniture I drew between 1962 and 1964 and then realized (mini-kitchen, combi-center, containers etc.), I'm passed to a global solution of the space with real true systems ('Programmable system to live' designed in 1966, realized by Rinascente, presented to Triennale in 1968 and to Museo del Louvre of Paris in 1969).

Another example of these proposals of global solution, designed in 1967, is 'Box 1' which resolves the space

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ANALYSIS

for a single person and, successively, in 1969

'Visiona 1'.

This last design, realized with a prototype, had been committed by Bayer with propaganda and scenographic intents and I have transformed it, as far as it was possible, in a true experimentation.

The fundamental idea on which all the planning was based, was to test some machines (only from a functional point of view) to live in.

As you can see, I have already examined your proposals and I'm already gone on with new proposals in connection with same experiences of research and certain works in team, to which I have attended with futurologists, ergonomists, sociologists etc.).

Feeding

Hygiene

Contacts and social relations

Integration in congenial spheres

Work

Shelter from external conditions

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ANALYSIS

At this point we can foresee a new program for a to-morrow that, surely, will not be far from future reality and that will certainly reflect an advancement and will be the point we hope to arrive. The operative field of our research takes advantage from an analysis of the actual living functions and from the relative ceremonies, quite as you are looking to.

Therefore it will be very easy for us to make you proposals which can meet your demands and that will be resolute proposals for the problem of living in the way in which it is representing coherently our most advanced reality and that, as we said before, could develop in future.

Functions we point out are very similar to yours, i.

e. :

Feeding

Hygiene

Contacts and social relation

Integration in congenial sphere

Work

Shelter from external conditions

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meeting of the family group
 night rest
 public respect and distinction of social level
 entertainment and amusement
 privacy

Feeding, divisible in preparation and consumption
 of foods, has been very reduced in these last years,
 therefore we can propose two solutions:

- a) elimination of the kitchen and integration of
 its function in other spaces
- b) reduction of the same room to essential dimensions

This can be ascribed to a higher number of women
 who works outside, to the increase of costs of the
 rooms, to the re-organization of work-times, to the
 improvement in the conservation of foods.

Moreover we must consider that the 'cerimony of eating'
 is changed, as everyone is now accustomed to
 self-service, to eat in a plane, in a train etc.
 All is going toward a mass restoration, that ratio-

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ning collective feeding, can perhaps offer a valid future solution to the defence of hunger in the world.

Hygiene, on the contrary, requires an always bigger attention, therefore it occurs: a) developed number of services, b) to enlarge them and integrate them with places destined to health and care of the person.

To-day man does not move himself then he needs gymnastic cares and also the increased medium level needs more exigences of presentability and therefore a solution to these problems could be obtained transforming bath-room in a therapeutic rest room with the introduction of new equipments.

The integration in a congenial sphere (i.e. report between man and place) can be satisfied with creation of places which can be transformed to permit an integration between man and room, integration which can be favoured by accessory elements as lights, colours etc. We try to obtain a rational habitat, a functional one

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through particular effects having a psychic function.

To this solution we can arrive recovering the concept of theatre and inserting it in the habitat. To do this, we invert the concept of theatre which will no longer be an esthetic performance for itself, but will become functional performance in connection with exigences of fruition.

Through the theatre, meant as medium, it is possible to offer a narrative and a communication able to create a show, through our theatre, on the contrary, it will be possible to create several atmospheres. We shall choose these atmosphere from time to time and they will serve to complete functions of living and to reach global excellent solutions in the various moments of living.

This is the reason we introduce lights, projections, audio-effects, perfums etc.

(see also voice 'entertainments and amusement')

Moreover it is very important to exploit flexibility

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of habitat to enable to pass from privacy and viceversa creating true places for personal privacy, as man, soaked in the dynamic caos of our days, needs always more privacy, for thinking and escaping reality to judge it from a new point of view.

A solution to social relations and contacts will be proposals of a global monospace different in the characteristics of sub-groups (relatives, sons, grand-parents etc.).

Such habitat-monospaces will be in connection one among the other, even leaving to the group and sub-groups a full autonomy of organization.

In fact through flexibility and polifunctionality of the internal structural elements we can realize close terms of independance required by everyone , as we had already spoken, and even to let the creation of new rooms more suitable to external social reports and which can be, in this way, truly spontaneous and voluntary ones.

It is important to this connection to note the conti-

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nuous possibility to alternate the report of group and the possibility of retire .

As far as work is concerned it is interesting to note, according to futurologists, the development of audio-optic communications which will avoid to persons displacements from their home to the working place and then also the displacements of students who will develop their studies at home through video-boxes. For these reasons we think it will be possible to develop ,joined to the habitat, the working place which, for obvious reasons, will be never melted with it, but next to it. This speech, however, will be only for those works which do not need the phisical presence in the working place.

Moreover even domestic work will suffer further reductions with the growing use of automation and electronic.

In that sense we can foresee for home needs also the introduction of other sources of energy, surer and economics ones, as for instance compress air workable even for domestic appliances and for other automatism as, even, the adoption of fluidic systems.

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Integration of the more advanced theories can be worked by man at home as for instance the use, in the performance we spoke of, of laser light to obtain tridimensional effects.

The screen for external conditions is a technical problem which, owing to actual conditions of living, has taken the way of a protection towards all negative factors deriving from technologic evolution: noise, atmospheric pollution etc.

Technologic process, responsible of those harmful agents, give us, on the other hand, instruments for defending ourselves through new materials and their proceedings of application, unless that, optimistically speaking, residencial centres will be built again in the middle of verdant-zones and that distances, according to futurologists expectations, will be annulled with audio-optic communications (as we have already said). Such situation, actually in a phase of development, enables, together with a modern theory of planning, to arrive to cells to live realized with always more advan

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ced technologies for habitat, always more sinthetized and economic ones, enabling their continuous multiplication to supply to everybody the necessary screen.

The meeting of family can be made in several ways, first of all, however, we must define what mean for family, in fact the actual social crisis is nothing else than the statement of a radical transformation already existing determined by crisis of familiar and religious traditional scheme.

In a future not so far we can foresee also the possibility of new models of family which, according to the more adavanced hypothesis, will apply to the 'group' not excluding perhaps a model of advanced tribal kind. The most evident tendence is of eliminating all conventions and 'tabu' and as consequence exploding a mythe of wasting objects representatives of prestige, taste, style etc.

It will derive also the upsetting of 'consumistic' concept that unlike to a production of objects which undergo the obsolescence of fashion and are thrown away still being efficient, will avail itself with the produc-

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tion of object for which it will be programmed the consumption, that is, they will be thrown away when they are really exhausted. It will derive as conclusion, a very economic speech.

In the meantime the technologic progress too will put in crisis the consumistic production pointing, on the contrary on global solutions which are more in suitable to a true production series.

The preponderant economy in the choice of the space, of house and of equipment, will undergo to variations and will determine modifications in the way of living, therefore we must think, since now, to flexible schemes suitable to every predetermined situation both collective and individual one.

Night rest can be satisfied by the same solution of overlapped spaces already described as quite its exigences in terms of time are alternative to other exigences of living.

In fact, night rest, being a portion of day time for man's disposal, does not need a space having a continuous life, therefore we will not have a night room with very little dimensions, but, on the contrary, spaces

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having in structures for the night which can be transformed or disappear during the day in order to have always satisfactory and unsimilar dimensions according to the will of the users.

Public respect and distinction of social level

will no longer have the house as a prevailing thing, as, changing social conditions, which characterize them, shall also change their contents determining them and therefore house will cease to be a 'status simbol' to assume ever more its meaning of utility on a scheme of psychological functionality. For example an optimal relax will no longer be given by a comfortable easy-chair, but it will be integrated by an atmosphere and by a practicalness of fruition of the relaxing place in connection with the environment.

Entertainment and amusement will be only in part offered to the users in their own home (see voice 'integration in a congenial sphere') as we must avoid the decrease of social reports of the same users for whom will be incited free time outside habitat.

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However, there will be a selection of the entertainments to offer man in his house and it will be stimulated in other ways the amusements to put into practice out of doors.

It is clear that with this proposal we will stimulate social reports because there will diminish working times and will increase holidays and shall be increased collective relaxations.

It will remain in the house those moments of relaxation peculiar of the house itself, in fact the house which is an environment dedicated over all to the rest, should give, in a very good way, this service and therefore the equipments in connection with, shall be completed by all those 'integrations' which we have already widely described.

Privacy- Taking again the speech mentioned in voice 'integration in a congenial space' we wish to enlarge the concept in connection with privacy.

Adopting the monospaced houses we proposed, we take off the possibility of closing ourselves in a personal and remote room, in the traditional sense of the

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a recharge for the loss of human
word, however we think to integrate the structure
we have proposed (that is flessible, dinamic and,
in the connection with the dimension space-time,
pratically solves in a space all the fuctions of
habitat) with really true personal cabins as many
as are the persons who live in the habitat.

We shall create, however, a micro-habitat in a
macro-habitat where micro-habitat will be an indi-
vidual one and macro-habitat will be a collective
one.

This last one receive all the fuctions in connec-
tion with the collectivity also creating, even mo-
ments of privacy to the persons who form it, while
their micro-habitat shall have very reduced dimen-
sions because in it man will develop only those
useful and unuseful thinks which form his personal
way of living.

We could moreover, with the intervertion of experts,
think to micro-habitats as cells for recharging per-
sons not only from a psichic point of view, but even

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PROLOGUE -

a recharge for the loss of harmonic energy (it is a very recent theory tested in these days with famous organic cabins).

is necessary to do a choice between the possible hypothesis which comes out as solutions for habitat we suppose to be optimal for our actual life.

Considering the evolution indicated us by futurologists and from an attentive examination of what we need in our actual dimension, could be more than one the resolutive answers of our problem and of course we shall propose you only the one that according to our point of view could be interesting.

Without doubts the optimal solution from an human point of view, consists far more or better to hope in an expansionistic evolution of cities.

Such an evolution should bring to an integration between habitat and nature with the solution of the problem of distances solved through the audio-optic communications which do no longer require the assembling of habitats in urban agglomerates of big entity.

Interplanetary voyages without an human presence have demonstrated us how it is possible to command light vi-

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PROPOSAL -

After the analysis it is necessary to do a choice

possible to communicate without difficulties with

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between the possible ipothesis which comes out as

solutions for habitat we suppose to be optimal

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Interplantary voyages without an human presence have

demonstrated us how it is possible to command lunar vi-

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hicles from hearth and how with human presence it is possible to communicate without difficulties with great distances, however it will also be possible to command plants for automatic works through electronic terminals situated at great distance, to organize meetings, render-vous, medical visits, etc. through video-boxes.

The traffic of means of transportation will decrease better will be reduced to those workers whose specialization requires the phisic presence in the place. Even shopping could change with the diffusion of centres for the first necessities and big stores at optimal distances and also collective services for which we will do a speach apart in future.

What is now interesting for us is the living-in cell connected to a working place which ,for various reasons, will not be integrated with the house.

such a living-in cell, planned according to the town-planning dilatation above written, will recover all concepts already said in connection with necessity of our actual reality, therefore shall be planned for a production in series.

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The space in connection with this cell shall be dynamic, that is in continuous transformation to offer, in a space inferior to a conventional one, the maximum fruitfulness (see our theories of dynamic space overlapping with floating, composable, transforming elements, etc.) thing that consents a greatest economy of internal structures.

Moreover always our economic factor ratifies our proposals of a synthetic house essentially reduced, as habitat occupies very little space and leaves more space to the utilization of verdant-zones.

Its modest dimension lets a perfect insertion in the scenery for which however we shall adopt a true planning which prevents the repetition of the involutive cycle of actual cities.

It is easy, at this point, to individualize a model of this proposal: an autonomous and complete structure having a flexible standard which is situated in the middle of habitat's space. This standard must also be transformable and elastic to solve in all the surrounding space, all during the day, several demands of fruition,

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or even divided for particular requirements of the space.

The idea of sinthetizing on one block (piece), at its turn a flexible one suitable to several spaces, instead of filling the space with single elements, brings us to a realization both productive (therefore economic) and of use (i.e. practicalness and rationalization of the space) and still more making simple the working out though the unification of the plants, of the energy sources and of automathisms.

These structure, global, autonom and self-sufficient (living cells), will be produced in several kinds to meet habitat's requirements of 1,2,3,4 persons.

The annexed designs are referred to habitat of the kind above explained for two persons with a space of about 24 mq. settled in one room with a comfortable bath. This lasi, as for your indication, could not be included in the scheme, but should be considered very wide, comfortable and divided in spaces with several functions to be used contemporaneously by all components

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of the family.

For exhibitional exigences of the stand you have dedicated us (480x480) will be excluded perimetral walls and, as we have already said, the bath. To define the fixed space and to create the normal height of rooms, we propose, as you suggested us, a base to determine too public's area.

After your okay, we shall shut the less interesting side (for example with a curtain looking like a screen) on which to project continuous performances of which we have already spoken before.

The above written solution could also be replaced with another one in which, instead of the two 'privacy cells', can be inserted a complete bath to transform all the structure in a block filled with services for a minimum habitat, for instance for a temporary habitat or for week-ends, where the characteristic of non-continuous habitat do not determine the necessity of privacy (see annexed designs).

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JUN 14 1970

FOR PROMPT SERVICE
TELEPHONE REPLY TO
MAIN OFFICE 797-3311

ZCZC RBA974 VIA ITT ROB604 MCM395 GLL166

USSP HL ITMI 052

MILANO 578 52 14 1025

LT

TF2453200

MR AMBAZ MUSEUM MODERN ART

NEWYORK

WE HAVE SENT YOU SEPARATELY TWO SIGNED COPIES OF YOUR
INVITATION LETTER STOP THE TRANSLATION OF OUR RELATION HAS BEEN
VERY LONG : WE SEND IT WITHIN FEW DAYS STOP I AM LOOKING FOR WARD
GOOD NEWS STOP MANY REGARDS TO EVERYBODY

JOE COLOMBO

COL LT TF2453200 :

NNNN

Sign two copies of this agreement to participate and abide by the terms of the enclosed
Design Program.

Looking forward to a most rewarding collaboration, I remain

Very truly yours,

Emilio Ambasz
Curator of Design
(Director of the Exhibition)

O.K.
Joe Colombo

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The Museum of Modern Art

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

Department of Architecture and Design

12 April 1971

Mr. Joe Colombo
30/e Via Argellati
Milano 20143, Italy

Dear Mr. Colombo:

It is my great pleasure to invite you to submit a preliminary design proposal for a Domestic Environment for possible inclusion in the exhibition, ITALY: THE NEW DOMESTIC LANDSCAPE, to be held at the Museum of Modern Art in the Spring of 1972.

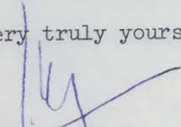
The two books enclosed, Design Program and Background Reading, form part of this invitation letter. They describe the intention and scope of the exhibition and of the environment in detail.

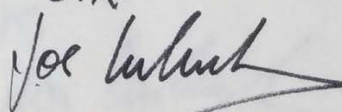
It is understood that signature of this invitation constitutes acceptance of the Rules and Conditions enclosed as Part II of the Design Program. These Rules and Conditions comprehend the paragraphs listed as: Procedure, Designer's Commitment, Rights of Ownership, Significant Dates, Later (Construction) Stages, and Presentation Documents.

The Museum of Modern Art would be very happy if you accepted this invitation. It would be greatly appreciated if you would sign two copies of this invitation letter as indication of your agreement to participate and abide by the terms of the enclosed Design Program.

Looking forward to a most rewarding collaboration, I remain

Very truly yours,


Emilio Ambasz
Curator of Design
(Director of the Exhibition)

O.K.


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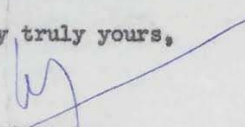
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