

# The Museum of Modern Art

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

RELEASE NO. 36

ITALY: THE NEW DOMESTIC LANDSCAPE

Design as Postulation

Director: Emilio Ambasz

Mobile Environment

May 26, 1972 - September 11, 1972

Designer: Mario Bellini.

Collaborators: Dario Bellini, Francesco Binfaré, Giorgio Origlia.

Collaborator for technical development: Centro Cassina.

Patron: Cassina, C&B Italia, with the participation of Citròen.

Bellini believes that present day cars are uncomfortable spaces where strapped-in people cannot fully enjoy the sensorial pleasure of movement in open space. Moreover he is skeptical of present day trailers which, though designed for mobility, nevertheless neglect to develop that aspect of the design in exchange for a "home-sweet-home" on four wheels. His prototype measuring about 8 feet by 20, is in reality a transparent box made of steel and glass, with a roof and walls which can ascend from a traveling height of four feet to a usable height of seven feet. When this occurs, most of the driver's paraphernalia becomes hidden and the Kar-a-Sutra becomes a place with no fixed position where a family can rearrange specially designed form-conserving cushions in any manner and pattern they choose. It has no bath or kitchen, for it does not attempt to be anything else than an exploration capsule which could be rented at the sea or in the mountains once one has arrived there, Bellini hopes, by means of public transportation. His design, therefore, also implies a clear urban concept, reserving for the car the role of connector between city points and assigning the service of public transportation between cities to public means.

Material: steel (body), rubber fabric over polyurethane infill (cushions)

Color-animated film for TV: visual idea by: Mario Bellini  
Francesco Binfaré  
Davide Mosconi  
Giorgio Origlia

directed by: Davide Mosconi

Photo credits: Castelli