



PRATONE
1971
Ceretti / Derossi / Rosso
LIMITED EDITION



NORDIC PRATONE
2016
Ceretti / Derossi / Rosso
SPECIAL EDITION 50°

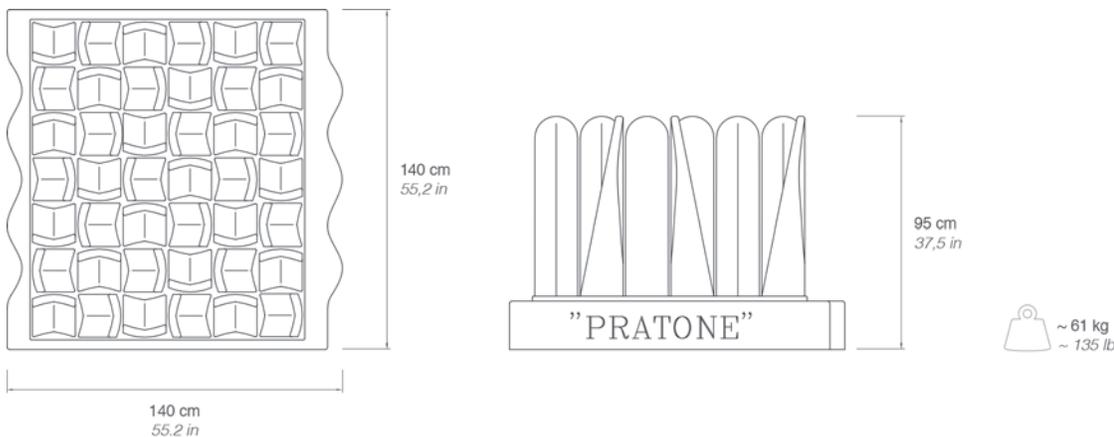


pratone ceretti derossi rosso

Pratone represents an irreverent design idea; light years away from the usual types of middle-class interior design of the 70', it has then become a point of reference in the history of design. Long green stalks among which we can sink and lie, it is an unconventional seat, a chaise longue outside tradition values, a portion of garden deliberately out of proportion. Although having been conceived with a precise inclination towards serial composition - so much so that it can be integrated to recreate a whole carefree green field within the home walls - Pratone is in all respects a radical project - an icon of the anti-design cultural revolution. It is an object for single or collective rest - temporary, unstable, always to be conquered due to the elasticity of the material. Starting from two opposite mysteries - the grass as biological reference, and the material for industrial production as artificial presence - this seat finds its place among the formal research aimed to free people from some of the conditionings of their habitual behavior. In 2016 Gufram presents his first and last scandinavian product: The Nordic Pratone, with a limited edition production of 50 pieces, makes its contribution to the series of special projects from Gufram for the occasion of its fiftieth birthday.

materials:

Polyurethane foam with Guflac®.



orange skin

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