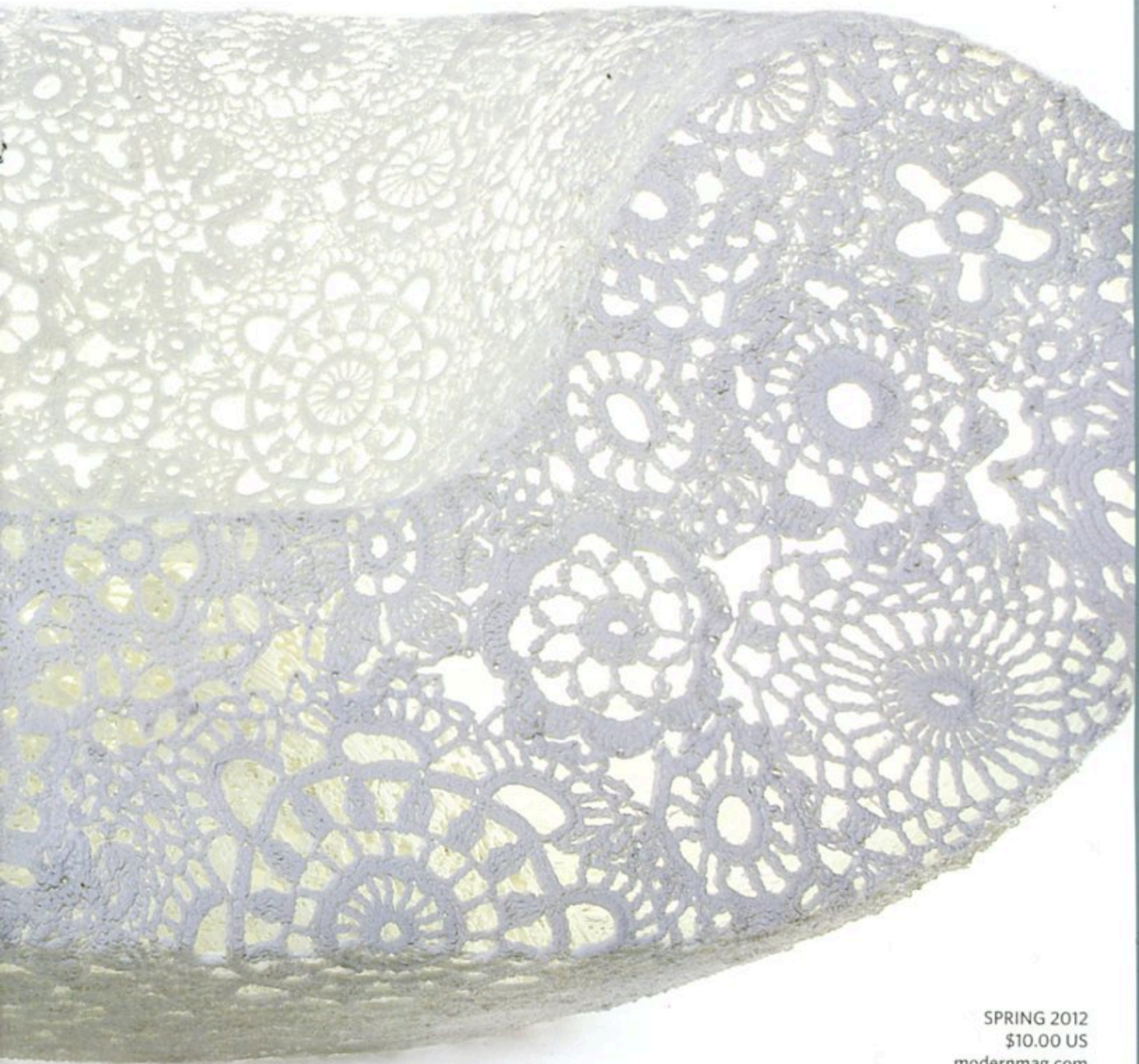


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DESIGN ARCHITECTURE DECORATIVE ARTS

*“The images of monuments and spiritual iconography Sottsass saw in India had a significant impact on his designs of the early 1970s”*

In the 1960s Ettore Sottsass began to seek alternative experiences that would reorient his design philosophy. Those experiences included travel in India, which reinforced for him the power of iconography and the connections between objects and origins. The images of monuments and spiritual iconography Sottsass saw in India had a significant impact on his designs of the early 1970s, such as *Tappeto Volante* (Flying Carpet). *Tappeto Volante* also owes a debt to pop art—a movement that interested Sottsass in terms of both its aesthetics and its mass appeal. While it functions in context with Sottsass's other designs of the period, in its intellectual underpinnings and design vocabulary, *Tappeto Volante* can also be seen as a precursor to his designs for Studio Alchymia and Memphis.

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**ETTORE SOTTASS**

TAPPETO VOLANTE (Flying Carpet)  
Manufactured by Poltronova  
Stained beechwood, stretch-jersey  
fabric, velvet, and carpeting  
1972