

For Immediate Release

Ettore Sottsass, Gaetano Pesce, Shiro Kuramata: 1950s – 1970s
Friedman Benda at TEFAF Maastricht
Booth 627
March 5 - 15, 2020



From left to right: Gaetano Pesce, *Arca Desk*, 1972
Ettore Sottsass, *Lava (FF no. 116)*, 1957
Shiro Kuramata, *Furniture with Drawers Armchair*, designed 1967

New York, NY (January 11, 2020) -- For Friedman Benda's inaugural participation at TEFAF Maastricht 2020, the gallery is pleased to present an overview of early key furniture and objects by Ettore Sottsass, Gaetano Pesce, and Shiro Kuramata. Through pivotal works rarely seen in public from the late 1950s to the early 1970s, the exhibition illustrates how these three seminal designers shaped our understanding of design and drastically expanded the reach of the contemporary design field. This will be the first in-depth survey to showcase the three pioneers' critical years side by side, illuminating the historical significance of their catalytic and pervasive influence.

Throughout his career spanning six decades, **Ettore Sottsass** produced a provocative body of work, including architecture, furniture, industrial design, glass, ceramics, paintings, photography, and scholarship. From the late 1950s to the late 1960s, Sottsass experimented extensively and produced important ceramic works, such as the *Ceramiche di Lava* (1957) and *Tondi* (1959). This presentation marks the public debut of the *Storage Partition* (1965), a large-scale architectural element from Sottsass's interior commission for the Tufarelli residence in Capri.

The late 1960s and the early 1970s was a seminal period for **Gaetano Pesce**, whose multidisciplinary practice encompasses architecture, urban planning, interior design, and industrial design. Rarely seen works such as the iconic *Moloch Floor Lamp* (1971) and the *Arca Table* (1972) will be featured. Juxtaposed with Sottsass' monumental *Storage Partition*, Pesce's *Carenza Wardrobe* (1972) came from his first interior commission and remained in the same private collection for nearly five decades.

Shiro Kuramata is known for his revolutionary vision for furniture and interiors, his contribution to the global design culture, and his decade-long collaborations with notable top designers such as Issey Miyake. This presentation features a set of oak dining chairs (1975-76) and an early example of *Armchair with Drawers* (1967), all included in architect Tadao Ando's acclaimed Soseikan Yamaguchi House (1974-75) in Hyogo, Japan. These works provide a dialogue between two masters of two disciplines.

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About Friedman Benda

Friedman Benda is a platform to identify and advance key narratives that intersect contemporary design, craft, architecture, visual and conceptual art, and cutting-edge technological research. Spanning five continents and four generations, Friedman Benda represents a roster of seminal established and emerging designers, as well as historically significant estates. Since 2007, the gallery's exhibitions, publications and collaborations with institutions have played a vital role in the development of the contemporary design market and scholarship. For further information please visit www.friedmanbenda.com

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