

UTOPIA: LOST AND FOUND



Auction

01 April 2008
noon ct

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ETTORE SOTTASS

Essetre shelving from the Mobili Grigi series

Poltrona | Italy, 1970 | gel-coated fiberglass, lacquered wood
72 h x 35 w x 13¼ d in (183 x 89 x 34 cm)

While Artistic Director at Poltrona, Sottsass created the Mobili Grigi series, introduced at Eurodomus 3 in Milan in 1970. These are his most anti-commercial designs, where the concept of grey symbolized the antithesis of consumer appeal. The designs made a counter-cultural statement about the emerging popularity of brands. Sottsass remarked of this series, "Could anything be more ridiculous?" Approximately five examples of Mobili Grigi were produced.

Provenance: Private collection, Milan

Literature: *Ettore Sottsass Jun.: Designer, Artist, Architect*, Hoger, pg. 91

Estimate: \$40,000–50,000

Result: \$48,000

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