

PAUL RAND: THE ART OF DESIGN



Auction

13 September 2018
noon ct

Wright

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JOE COLOMBO

Early Bobby 3 portable storage system

Bieffeplast | Italy, 1969 | molded plastic
29 h × 17 w × 16½ d in (74 × 43 × 42 cm)

This early model was used by Paul Rand in his studio to organize drawing supplies.

Molded signature to lower shelf: [Joe Colombo]. Signed with molded manufacturer's mark to underside: [Boby Produzione Bieffeplast Padova].

Literature: *Paul Rand: Modernist Design*, Nunoo-Quarcoo, pg. 355 illustrates this example in situ

Estimate: \$200–300

Result: \$1,375

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