



Gufram

The “Piper Chair” by Derossi is back in a new limited edition issued by Gufram for Artissima 2017.

Starting on Thursday 8 February 2018, the famous **Piper Chair** designed by Pietro Derossi for the Piper Club in Torino, a true part of Italian design history, will once again be available in a **limited edition** thanks to the collaboration between **Artissima**, the International Fair of Contemporary Art of Torino, **Gufram**, an Italian company known all over the world for having gotten past the limits of industrial design, and **Pamono**, the e-commerce platform specialising in vintage and contemporary design objects.

The chair – accurately reproduced in the context of the project of Artissima 2017 “*PIPER. Learning at the Discotheque*” – will be offered online at a price of 1600€, with an exclusive series of original colours: powder pink and blue, May green and cadmium orange.

For the latest edition of the Fair Gufram, in collaboration with Archivio Derossi, reissued the seats of the Piper Club, based on the original drawings, while precisely recreating the range of colours thanks to study of period photographs and carefully conserved samples. The *Piper Chair* is made with a shell in layered fiberglass on a cubical wooden base featuring a central band in the same colour as the seat.

This special project of Artissima 2017 paid tribute to one of the most experimental situations in Torino in the 1960s: the Piper Club, which from 1966 to 1969 represented the gathering place for the most innovative and radical research in the visual arts, design and architecture, as well as music, graphic design and the performing arts, welcoming outstanding figures like Alighiero Boetti, Piero Gilardi, Gianni Piacentino, Mario & Marisa Merz, and Michelangelo Pistoletto, among others.

During the days of the latest edition of the Fair, the Oval contained a reconstruction of the Piper Club, as the site of an innovative programme of talks coordinated by Paola Nicolin for “the classroom”, involving artists, critics and curators in a series of reflections on the disco as an alternative place of learning.

Artissima confirms its role as a cultural player ready to interact and engage with the promoters of excellence of the Piedmont area such as Gufram. The production of the *Piper Chair*, one of the first creations of the company, is an homage to the historic ties with Derossi, Ceretti and Rosso, and the outstanding role played by the company during the 1960s and 1970s in Torino, offering architects, artists and designers total freedom for experimentation.

The next edition of Artissima will be held from 1 to 4 November 2018.

1 November: press presentation, preview, opening.

2-4 November: open to the public.



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