



## **Press information**

### **9462 EUROPA**

Stainless-steel sofa  
Design Ron Arad 1994

A two-seater made of stainless-steel designed by the English steel artist and star designer Ron Arad.

A truncated cone, which is horizontally divided prior to being shaped, forms the basis of the seat and back. The solidity of this model, 218 cm in length and made of nickel chromium steel of a mere 1 mm thickness, derives from the planar closure of the open edges of cut.

A two-seater made of stainless steel designed by the English steel artist and star designer Ron Arad. A truncated cone, which is horizontally divided prior to being shaped, forms the basis of the seat and back. The latter are joined at only three points. The solidity of this model, 218 cm in length and made of nickel chromium steel of a mere 1 mm thickness, derives from the planar closure of the open cut edges.

Ron Arad was born in Israel in 1951. In 1973, he went to London where he studied at the Architectural Association with Peter Cook as lecturer. With regard to content and style, he developed in the early punk and neon culture. His early designs are transformations. Elements of developed industrial society and their advanced technology appear as archaeological memories of a time gone by. Materials used as well as specific working techniques are applied and alienated as though viewed from a distant future. The resulting divergence in time becomes a poetic quality.

Ron Arad has refined and developed this method, and, with the EUROPA two-seater, he has aesthetically adapted it to a new era.

"Europa" was included in the following museum:

- Museum of Modern Art, New York
- Pinakothek der Moderne, München
- Württembergisches Landesmuseum, Stuttgart, 2003
- Design Museum Gent, Belgien, 2011

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