Superstudio
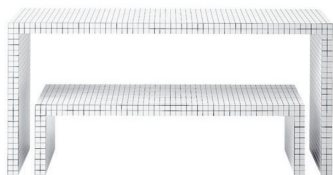

Superstudio 1970 (Courtesy: Archivio Superstudio, Firenze)

Superstudio was a group of architects formed in December 1966 in Florence by two architecture graduates (Adolfo Natalini and Cristiano di Francia). Maybe because they wouldn't have any chance in post-war Italy to find work in their field they started to be disappointed with Modernism which was the main concept in architecture and design since the 1920s. By their time it was flooding the design world and suspected to be assimilating local cultures to one single International Style.

But how were they supposed to criticize the rationalistic theories of Le Corbusier or the modernistic International Style and oppose the arrogance of industrialism? The solution was to not work as architects but as artists!

And so they began to create works which conveyed the message they wanted the world to understand: Modernism is absurd. Out of this came collages like "Monumento Continuo" a vision of an all-encompassing urbanization. A structure with a black grid on white surface that was supposed to depict the modernistic wish to amplify standard models to a global scale. A negative utopia.
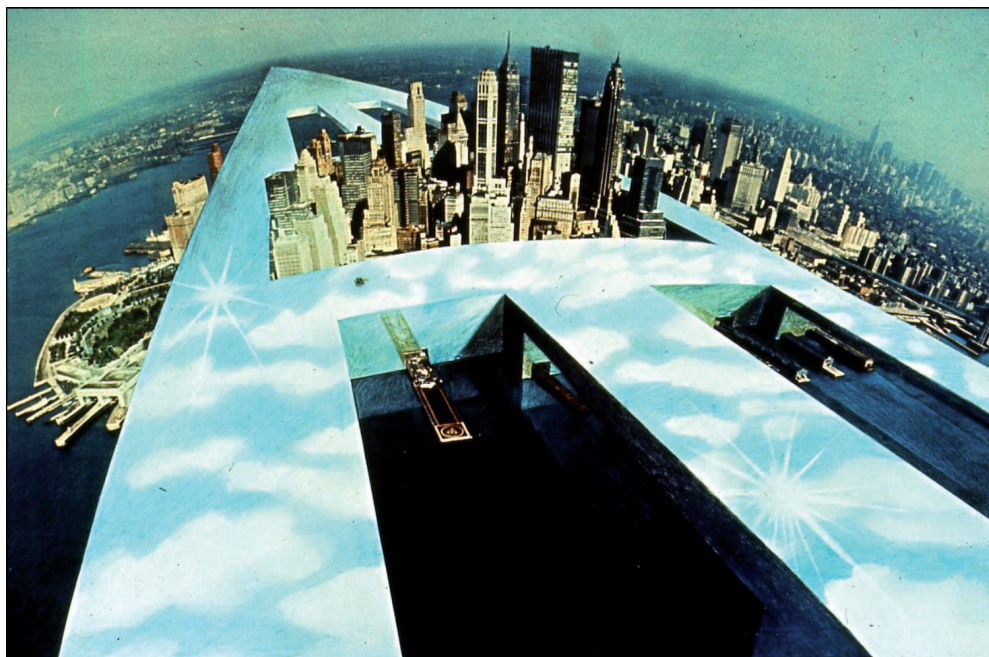
Opposing pop culture in the field of design they created a series of objects called "Quaderna" which were supposed to contrast the characteristic curvy forms and flashy colors with their white, neutral color and clear grid structure. After having the height of their success at the exibithion "Italy: The New Domestic Landscape" at the Museum of Modern Art in 1972 the group disbanded in 1978. There are some rumors going around that by then they had finally found work as architects or in the academic field. -.-
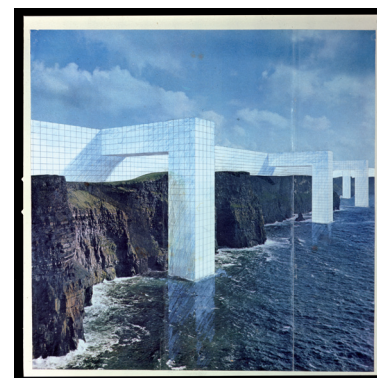
Txt: Enzo Scavone

'Il Monumento Continuo - New New York', Superstudio 1969 (Courtesy: Archivio Superstudio, Firenze)

Superstudio is
A. Natalini,
C. Toraldo di Francia,
R. Magris,
G. P. Frassinelli,
A. Magris,
A. Poli (1970-72).

'checkered Quaderna.', Superstudio 1969 (Courtesy: Archivio Superstudio, Firenze)

'Il Monumento Continuo - Sulla costa rocciosa',
Superstudio 1969 (Courtesy: Archivio Superstudio, Firenze)