

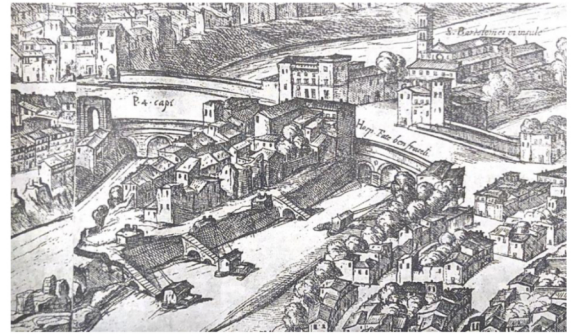
l'isola

RADICALE



Berk Sarıgöllü

what is L'Isola Radicale?



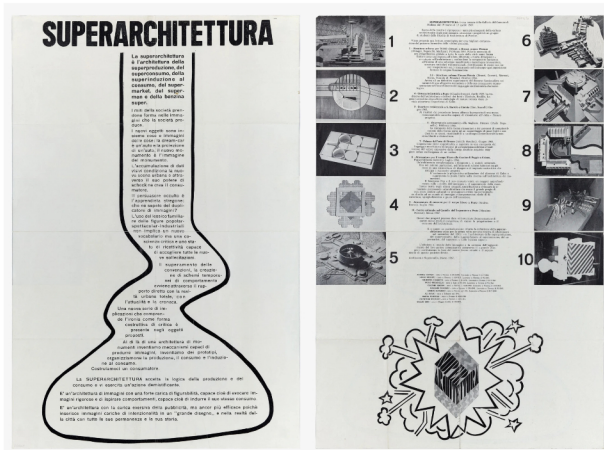
L'Isola Radicale is an exhibition concept that aims to question the place of design in the world of art by creating a temporary sculpture park on Isola Tiberina with a selection of Italian Radical Design furnitures to emphasize how an industrial product can be seen as an aesthetic object, a work of art and at the same time can fulfill its function. The exhibition will take place in a public space and will be open to public use in all forms. In this exhibition, the audience will experience the exhibited works in an unusual way. The visitors will sit, lay, rest, lean on the furnitures the way they are designed for. Even though the designs will be exhibited as valuable works of art, they will be used as urban furnitures in accordance with the nature of design. The choice of venue for this exhibition is not random, on the contrary, it is a key part that complements the displayed content in many ways. The location of the Isola Tiberina will strengthen the public openness of the exhibition by attracting attention from many places around the river. The sculpture-like appearances and bold colors of the furnitures on the lower elevation will catch the eyes of people both visiting Isola Tiberina and also people walking around. This will enable the exhibition to advertise itself naturally. On the other hand, there is also a philosophical bond between the content and the space. Isola Tiberina is a small island in the middle of Rome that stands against the stream of the Tiber River. Although it is physically integrated with the city, this small piece of land is separate and sometimes excluded. The geographical isolation of the island has made a transit area and sometimes even a dissenting place throughout history. With these features, Isola Tiberina, precisely allows us to establish an interesting connection with the Italian Radical Design movement, which was born in Italy in the late 1960s and created a revolutionary stance against the accepted understanding of design.

The radical design movement was an exit in the world of architecture and industrial design that shook the rules, challenged the status quo, and redefined design in terms of art and functionality. Designers and design collectives such as Ettore Sottsass, Archizoom, Studio 65, Superstudio have challenged traditional ways of thinking in many areas from product design to urban planning. The extravagant design decisions especially in furniture design make those products immediately stand out among others which are tending towards monotony by applying the accepted design principles of the era. Therefore, many objects designed in this particular movement can also be accepted as sculptures or monuments rather than industrial products. However, the essence of the Radical Design was not only a experimental opposition, but also a social and political criticism. In this regard, Isola Tiberina as a free standing place in the middle of Rome gives a reference to the "in exile" situation of the designers of the Radical Design movement. Radical designers have consciously chosen to stay out of the ongoing system in industrial design and architecture, breaking away from academic institutions, market expectations and the rational world of modernism by creating an alternative design language. Isola Tiberina has also existed in a similar contrast as a space that preserves its identity. Nonetheless, the myth about the creation of the island offers another interesting metaphor which can be related to the movement. According to the myth, the Romans after overthrowing one of the most unpopular kings of Rome, Lucius Tarquinius Superbus, threw his belongings into the Tiber. It is said that he had so many belongings that the river could not carry them all away and the mud that accumulated around his belongings gradually led to the formation of the island. If seen without considering the legitimacy of the sides of the stories, the Radical Design movement was also built on the discarded features of design such as ambitious forms, colors and materials that were outside of the general acceptance and design rules of the period. In that sense, the features of Italian Radical Design resemble the things that are thrown into the river but somehow formed a unity and became alive. And now they are standing on the island representing free-thinking and resistance.

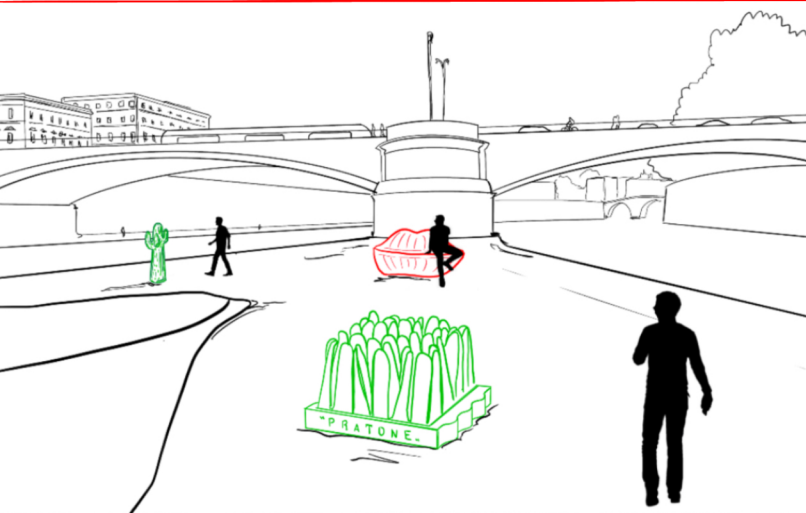
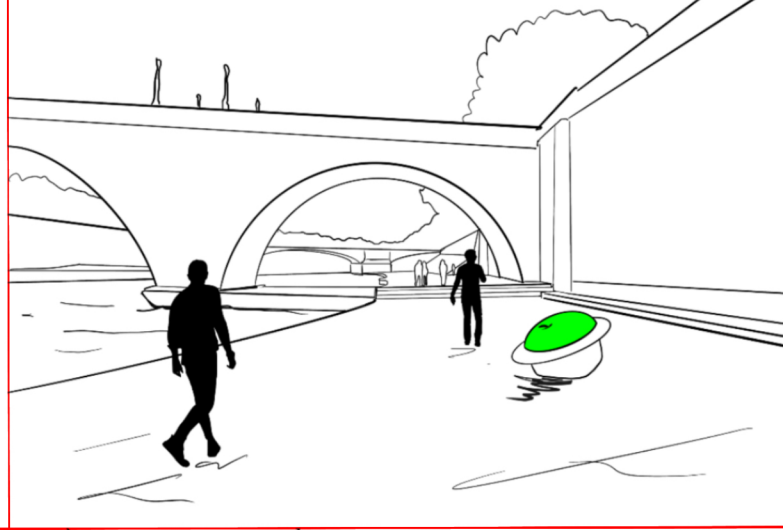
what is Italian Radical Design?

Italian Radical Design is a design movement that reached its peak at the end of the 1960's and the beginning of the 1970's in Italy and is one of the most important avant-garde movements in the history of design. It started in 1966 with the manifesto and exhibition Superarchitettura in Pistoia. It culminated, roughly, in 1972 with the seminal show Italy: The New Domestic Landscape at New York's Museum of Modern Art. Within those six years dozens of studios and independent designers such as Archizoom, Superstudio, and Studio 65 produced era-defining architecture, furnishing, and products that combined the ethos of Pop Art with the systems of mass production, creating visual hybrids that fused youth culture, consumer culture, and rebellion. By using manifestos, unconventional design vocabulary, transdisciplinary working methods and utopian design ideas, exponents of Radical Design were protesting against functionalism and the established taste in design and architecture. Thus, they showed that designers and architects must not only be seen as service providers in a commercial context but that they can also actively and critically engage in social and political matters.

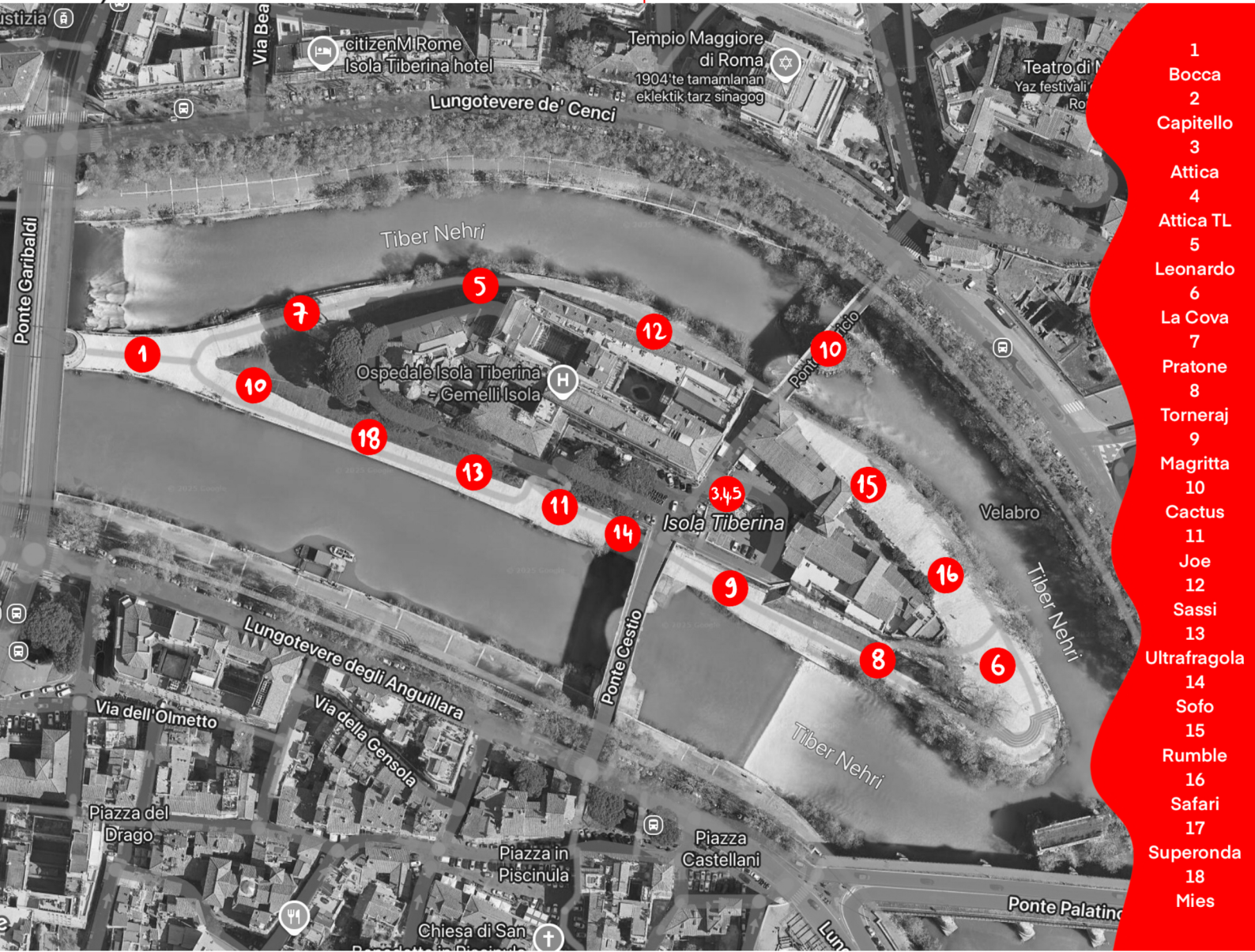
exhibited designs;



1	Bocca	Studio 65	1970	Gufram
2	Capitello	Studio 65	1971	Gufram
3	Attica	Studio 65	1972	Gufram
4	Attica TL	Studio 65	1972	Gufram
5	Leonardo	Studio 65	1969	Gufram
6	La Cova	Gianni Ruffi	1973	Gufram
7	Pratone	Giorgio Ceretti, Pietro Derossi, Riccardo Rosso	1971	Gufram
8	Torneraj	Giorgio Ceretti, Pietro Derossi, Riccardo Rosso	1968	Gufram
9	Magritta	Roberto Matta	1970	Gufram
10	Cactus	Guido Drocco, Franco Mello	1972	Gufram
11	Joe	Donato D'Urbino, Jonathan De Pas, Paolo Lomazzi	1970	Gufram
12	Sassi	Piero Gelardi	1968	Gufram
13	Ultrafragola	Ettore Sottsass	1970	Poltronova
14	Sofo	Superstudio	1968	Poltronova
15	Rumble	Gianni Pettena	1967	Poltronova
16	Safari	Archizoom Associati	1968	Poltronova
17	Superonda	Archizoom Associati	1967	Poltronova
18	Mies	Archizoom Associati	1969	Poltronova



exhibition layout



- 1 Bocca
- 2 Capitello
- 3 Attica
- 4 Attica TL
- 5 Leonardo
- 6 La Cova
- 7 Pratone
- 8 Torneraj
- 9 Magritta
- 10 Cactus
- 11 Joe
- 12 Sassi
- 13 Ultrafragola
- 14 Sofo
- 15 Rumble
- 16 Safari
- 17 Superonda
- 18 Mies