

FRIEDMAN BENDA
515 W 26TH STREET
NEW YORK NY 10001

ANDREA BRANZI: WHEN POETS RULED THE WORLD
TEFAF MAASTRICHT BOOTH 447
MAR 9 – 14 2024



Animali Domestici Chair, 1985

Quando I poeti governavano il mondo ***When poets ruled the world***

On the occasion of TEFAF Maastricht 2024, Friedman Benda is proud to present *When poets ruled the world*, an exhibition dedicated to Andrea Branzi's six decade-long career.

The Italian architect, designer and critic, Andrea Branzi was a visionary across disciplines, an intellectual and creator whose work shaped the course of design history. An essential observer of our time, Branzi's outstanding contributions offer current and future generations limitless sources of inspiration.

When poets ruled the world highlights fundamental milestones as well as lesser known, but pivotal, moments from Branzi's vast oeuvre. Chronicling the development of a methodology and visual language that guided his career, this presentation offers a rare perspective on one of the most influential figures in the design field.

Early works include *Madri* (1965), painted at a time when Branzi was forming the seminal conceptual design studio Archizoom in Florence where he was born and spent his formative university years. His contribution to the radical group Studio Alchimia is exemplified by the *Pigiama* (1979) chair, with the only other known surviving example part of the permanent collection of the Vitra Museum. The groundbreaking, and rarely available, series *Animali Domestici* (1985), which was formulated and designed in collaboration with his wife Nicoletta Morozzi, is considered to be one of the origins of contemporary design as we know it today. Cabinets from the *Tree* (2011) and *Plank* (2014) series represent a late-career synthesis of design conception. *Erme* (2021) were first exhibited at Capri's Villa San Michele contemporaneous with *Metropoli Latina*, the first time a designer presented work inside the Archaeological Park of Pompeii.

Branzi relentlessly sought to break down barriers of disciplines and to move past prevailing dogmatic views, animated by a continuous quest to ask profound questions rather than look for reductive answers. Through his prolific output of writings, drawings and objects, Branzi's practice to move past the dichotomies of fiction, philosophy and the functional has left us with a legacy that we are only starting to evaluate in historic terms.

Branzi early on anticipated the increasing connectivity of humanity through information, and the urgency for a new rapport with the surrounding world, posing the necessity of a reappraisal of humans' relationship to nature. His radical, yet poetic interpretation of the domestic space challenged the necessity of rationalized practicality and pointed the field of design towards the freedom of individuality and expression.

Friedman Benda has been representing Andrea Branzi since 2010.



Pigiama armchair, 1979



Uomo Cactus tapestry, 1982



Wall 1, 2013

About Andrea Branzi

Seminal Italian architect, designer and educator Andrea Branzi held a lifelong fascination with how humans interact with objects, and sought to reconcile design and architecture with the evolving challenges of contemporary society. As a leading theorist, Branzi contributed an analytical and academic approach to the discipline.

Born in Florence in 1938, Branzi studied at the Florence School of Architecture, receiving his degree in 1966. From 1964 to 1974, he was a founding member of the experimental group Archizoom, which envisioned the groundbreaking No-Stop-City among other projects. Branzi was a key member of Studio Alchimia, founded in 1976, and went on to associate with the Memphis Group in the early 1980s.

In the 1980s, Branzi turned away from the prevailing, highly-stylized aesthetic of postmodern design. The key expression of this new direction was his seminal *Animali Domestici* (1985-1986) series, which featured rectilinear forms intersected by unfinished logs, sticks, and wood offcuts, in an attempt to bring the artificial and natural into equilibrium.

Branzi distinguished himself as a co-founder of Domus Academy, the first international post-graduate school for design, and was a professor and chairman of the School of Interior Design at the Politecnico di Milano until 2009. He was a three-time recipient of the Compasso d'Oro, honored for individual or group effort in 1979, 1987, and 1995. In 2008, Branzi was named an Honorary Royal Designer in the United Kingdom and he received an honorary degree from La Sapienza in Rome. That same year, his work was featured in an installation at the Fondation Cartier, Paris. In 2018, Branzi was the recipient of the prestigious Rolf Schock Prize in Visual Arts by the Swedish Royal Academy of Fine Arts.

Branzi's works are held in the permanent collections of the Centre Georges Pompidou, Paris, France; Centro Studi e Archivio della Comunicazione dell'Università di Parma, Italy; Cooper Hewitt, Smithsonian Design Museum, USA; Fondation Cartier pour l'art contemporain, Paris, France; Le Fonds Régional d'art contemporain (FRAC), Orleans, France; Design Museum Gent, Belgium; Metropolitan Museum of Art, USA; Museum Boijmans Van Beuningen, Rotterdam, The Netherlands; Musée des Arts décoratifs, Paris, France; Musée des Beaux-Arts, Montreal, Canada; Museo del Design Italiano, Triennale di Milano, Italy; Museum of Fine Arts, Houston, USA; Museum of Modern Art, USA; Stedelijk Museum, Amsterdam, The Netherlands; Victoria & Albert Museum, London, UK; Vitra Design Museum, Weil-am-Rhein, Germany amongst others.

Andrea Branzi passed away in October 2023.

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Andrea Branzi: When poets ruled the world

Friedman Benda | TEFAF Maastricht 2024 | Booth 447



Andrea Branzi [Italian, 1938-2023]

Erme 1, 2021

Terracotta

73 x 23.75 x 15.75 inches

185 x 60 x 40 cm



Andrea Branzi [Italian, 1938-2023]

Erme 2, 2021

Terracotta

73 x 23.75 x 15.75 inches

185 x 60 x 40 cm



Andrea Branzi [Italian, 1938-2023]

Erme 4, 2021

Terracotta

73 x 23.75 x 15.75 inches

185 x 60 x 40 cm



Andrea Branzi [Italian, 1938-2023]

Erme 6, 2021

Terracotta

73 x 23.75 x 15.75 inches

185 x 60 x 40 cm



Andrea Branzi [Italian, 1938-2023]

Erme 7, 2021

Terracotta

73 x 23.75 x 15.75 inches

185 x 60 x 40 cm



Andrea Branzi [Italian, 1938-2023]

Erme 8, 2021

Terracotta

73 x 23.75 x 15.75 inches

185 x 60 x 40 cm

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Andrea Branzi [Italian, 1938-2023] produced by Zabro, Italy
Animali Domestici Chair, 1985
Painted MDF and tree branches
35.5 x 19.75 x 21.25 inches
90 x 50 x 54 cm
Original Zabro label under seat



Andrea Branzi [Italian, 1938-2023]
Geminal Seat, 2022
Hand painted bamboo, painted aluminum
48.25 x 31.25 x 23.5 inches
123 x 79 x 60 cm
Unique, from a series of 12



Andrea Branzi [Italian, 1938-2023]
Fences, 2023
Hand painted bamboo, painted aluminum
58 3/4 x 59 x 26 3/4 inches
149 x 150 x 68 cm
Edition of 6



Andrea Branzi [Italian, 1938-2023]
Tree 1B, 2011
Birch and patinated aluminum
68 x 150 x 23.5 inches
172.7 x 381 x 59.7 cm
Edition of 12
Signed and editioned "AB 1/12"



Andrea Branzi [Italian, 1938-2023]
Wall 4, 2013
Patinated aluminum, chalk on printed canvas and wood
94.5 x 78.75 x 26.75 inches
240 x 200 x 68 cm

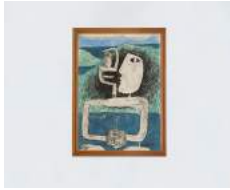


Andrea Branzi [Italian, 1938-2023]
Plank Cabinet 8, 2014
Patinated and polished aluminum, wood and spray paint
63.25 x 110.25 x 19.75 inches
161 x 280 x 50 cm
Edition of 12
Signed and editioned "AB 1/12"



Andrea Branzi [Italian, 1938-2023]
Lamp, 2014
Japanese rice paper, bamboo, marble
88 x 30 x 30 inches
224 x 76 x 76 cm
Edition of 12

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Andrea Branzi [Italian, 1938-2023]

Madri, 1965

Gesso on paper

57 x 31.25 x 9.5 inches

145 x 79.5 x 24 cm

Signed and dated: A. Branzi 1965



Andrea Branzi [Italian, 1938-2023]

Uomo Cactus tapestry, 1982

Cotton, silk, stitching

58.5 x 44.5 inches

148.6 x 113 cm

Signed and dated: Andrea Branzi 1982



Andrea Branzi [Italian, 1938-2023] produced by Studio Alchimia [Italian, est. 1976]

Pigiama Armchair, bau. haus collection, 1979

Printed cotton designed by Andrea Branzi

42 x 27 x 26 inches

106.7 x 68.6 x 66 cm

DRAWINGS



Andrea Branzi [Italian, 1938-2023]

Drawing (Untitled), 2011

Mixed media on paper

13 x 19 inches

33 x 48.3 cm

Signed and dated: Andrea Branzi 2011



Andrea Branzi [Italian, 1938-2023]

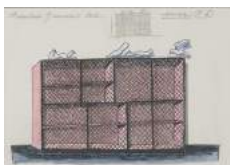
Drawing for Animals, 2013

Mixed media on paper

13 x 18 inches

33 x 45.7 cm

Signed and dated: Andrea Branzi 2013



Andrea Branzi [Italian, 1938-2023]

Drawing for Animals A6, 2012

Mixed media on paper

11.75 x 16.5 inches

29.8 x 41.9 cm

Signed, dated and titled: Andrea Branzi 2012 ANIMALS A-6



Andrea Branzi [Italian, 1938-2023]

Drawing for Plank Cabinet 3, 2014

Mixed media on paper

9.75 x 12.75 inches

24.8 x 32.4 cm

Signed and dated: Andrea Branzi 2014

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Andrea Branzi [Italian, 1938-2023]
Drawing for Plank Cabinet 3, 2014
Mixed media on paper
11.75 x 16.5 inches
29.8 x 41.9 cm
Signed, dated and titled: Andrea Branzi 2014 PLANK



Andrea Branzi [Italian, 1938-2023]
Drawing for Stones 5A, 2011
Mixed media on paper
9.75 x 13.5 inches
24.8 x 34.3 cm
Signed, titled and dated: Andrea Branzi 5-A Stones 2011



Andrea Branzi [Italian, 1938-2023]
Drawing for Stones 19A, 2011
Mixed media on paper
9.625 x 13.5 inches
24.4 x 34.3 cm
Signed, titled and dated: Andrea Branzi 19-A Stones 2011



Andrea Branzi [Italian, 1938-2023]
Drawing for Tree 2B, 2011
Mixed media on paper
9.625 x 13.5 inches
24.4 x 34.3 cm
Signed, dated and titled: Andrea Branzi Trees 2011 2B



Andrea Branzi [Italian, 1938-2023]
Drawing for Tree C2, 2011
Mixed media on paper
13 x 18 inches
33 x 45.7 cm
Signed, dated and titled: Andrea Branzi 2011 TREES C2

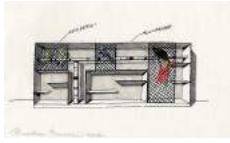


Andrea Branzi [Italian, 1938-2023]
Drawing for Tree C5, 2011
Mixed media on paper
8.25 x 11.75 inches
21 x 29.8 cm
Signed, dated and titled: Andrea Branzi 2011 Trees C-5



Andrea Branzi [Italian, 1938-2023]
Drawing for Tree D1, 2011
Mixed media on paper
13 x 19 inches
33 x 48.3 cm
Signed dated and titled on recto

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Andrea Branzi [Italian, 1938-2023]
Drawing for Trees and Animals, 2013
Mixed media on paper
13 x 18 inches
33 x 45.7 cm
Signed and dated: Andrea Branzi 2013