



# Ultra— fragola

*since 1970*

**Poltrona**  
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## designer

Ettore Sottsass jr.

## description

Ultrafragola mirrorlamp, with its sinuous profile that suggests long wavy hair, belongs to the “The grey furniture” series of complete bedroom and living room furnishings designed by Ettore Sottsass for Poltrona and presented at the third edition of Eurodomus in 1970. With the exception of Ultrafragola, the models never got beyond the prototype phase.

«As for the lights that are coming out of “The grey furniture”, don't tombs always have a trembling light to illuminate the blue of the spirits wandering in the valley of dust? Don't submarines have a trembling green light in their belly? The lights anyway are supposed to come out from the fibreglass bodies, like the ever-glowing of the breast's white skin, like the ever-glowing of the penis red head in pornographic nights, something of this kind: I mean something like the Japanese lights of the glow worm that are turning the nights into matter. Could anything be more ridiculous?» [Ettore Sottsass jr., 1970]

## typology

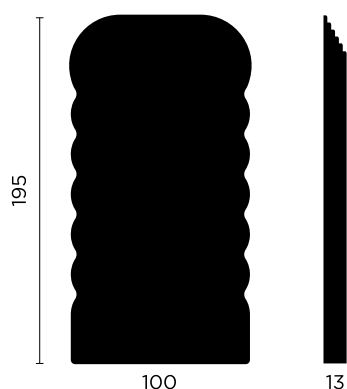
Mirror/lamp

## dimension

100 × 13 × 195[h] cm

## weight

34 kg





materials

Vacuum-formed  
opaline PETG, mirror,  
LED lighting.

colors

White opaline frame,  
pink LED light.

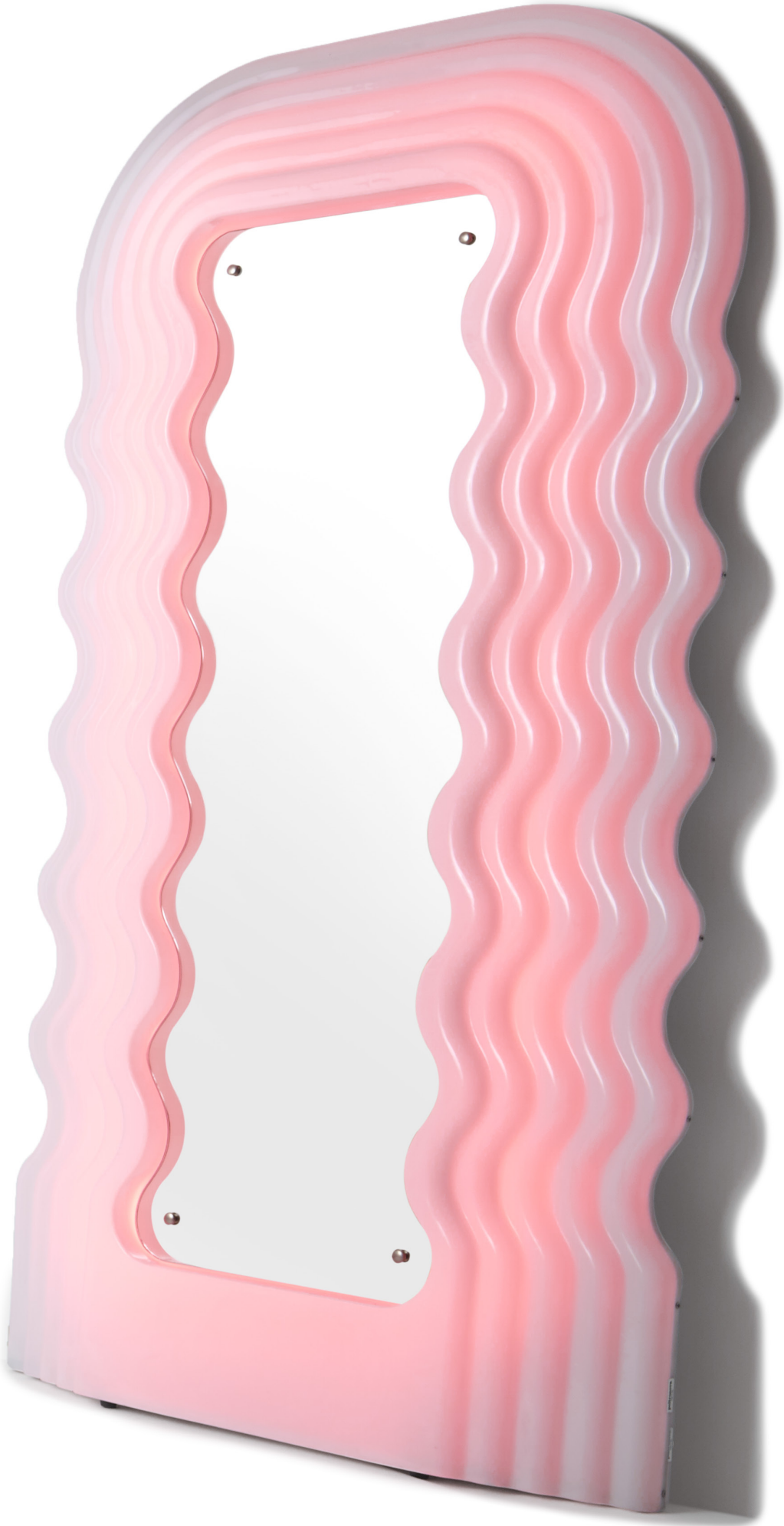
[OFF] White frame



[ON] “Ultrafragola” pink



The brightness and the  
color might be perceived  
slightly different,  
depending on the  
light, the background  
and the surrounding  
environment.



Ultrafragola



↴ Africano, Cluster Palazzo Brancaccio, Rome. 2021



Ph. Serena Eller

↴ Africano, Cluster Palazzo Brancaccio, Rome. 2021



Ph. Serena Eller

↴ Africano, Cluster Palazzo Brancaccio, Rome. 2021



Ph. Serena Eller



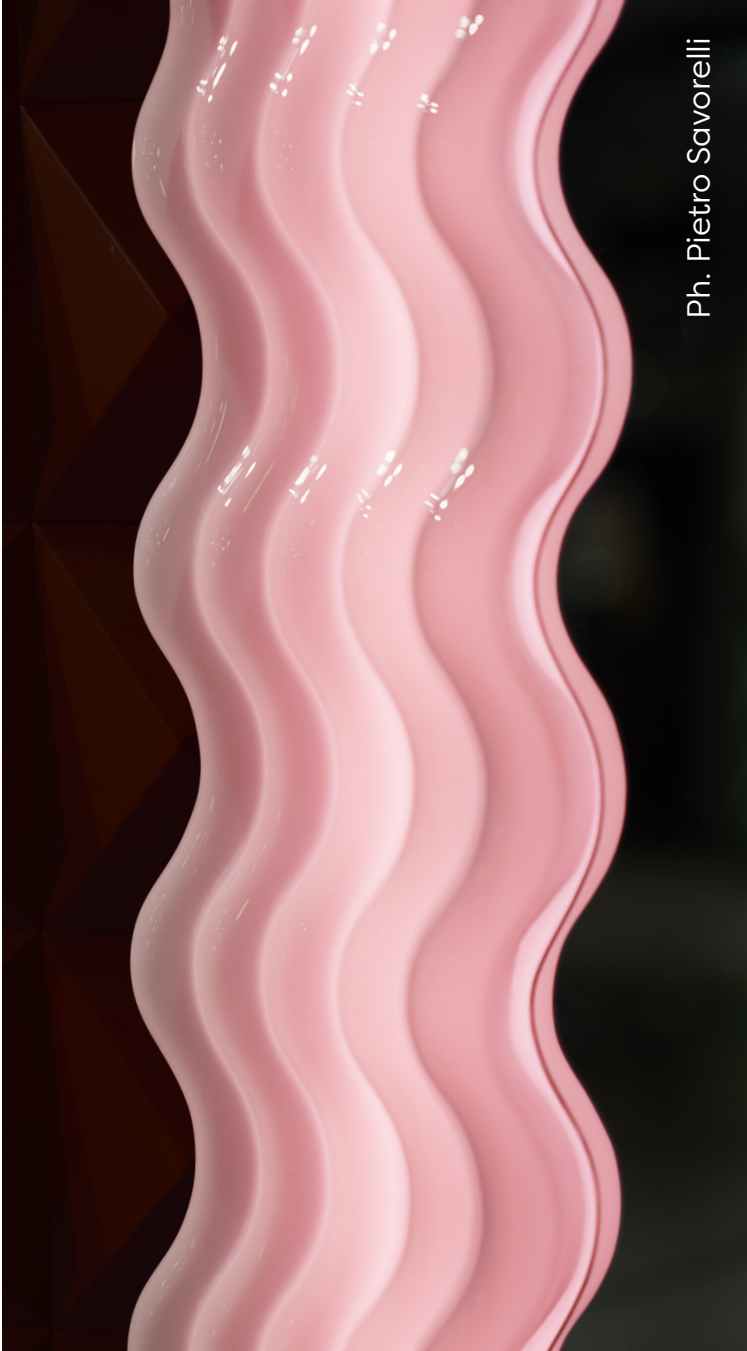


↴ *The Student Hotel, Florence. 2020*



Ph. Pietro Savorelli

↴ *The Student Hotel, Florence. 2020*



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↴ *The Student Hotel, Florence. 2020*



Ph. Pietro Savorelli

↴ *The Student Hotel, Florence. 2020*



Ph. Pietro Savorelli

↴ *Contemporary Cluster, Rome. 2020*





↪ *Bridgehampton Estate Sasha Bikoff Interior Design.*



Ph. Nicole Cohen

↪ *Raquel Cayre Dreams House, New York. 2017*



Ph. Omer Raviv

↪ *Studio Oliver Gustav, Copenhagen. 2020*



↪ *Superduper atelier, Florence. 2020*



Ph. Lorenzo Ricci

Ultrafragola





**a museum masterpiece**

in permanent collection at MoMa, Triennale Design Museum, ADAM Museum Brussels beyond many temporary exhibition all over the world



↗ Porto Design Biennale. 2019



↗ Italiana at Palazzo Reale, Milan. 2018



↗ Adam museum permanent collection, Brussels.



↗ Radical Utopias. CCA, Montréal. 2018



Ph. Antonio Carloni

Ultrafragola



↗ Paristurin.ch, Zurich. 2017



Ph. Dario Losagni

↗ Utopie Radicali. Palazzo Strozzi, Florence 2017



↗ Saatchi gallery, London. 2019

↗ Milan Design Week. 2016





⤴️ *Lena Dunham featured on Domino cover. 2019*

a selfie icon



⤴️ *Laurel Pantin (@laurelpantin). Picture published on Instagram. 2019*

⤴️ *Raquel Cayre's house featured on New York magazine. 2019*



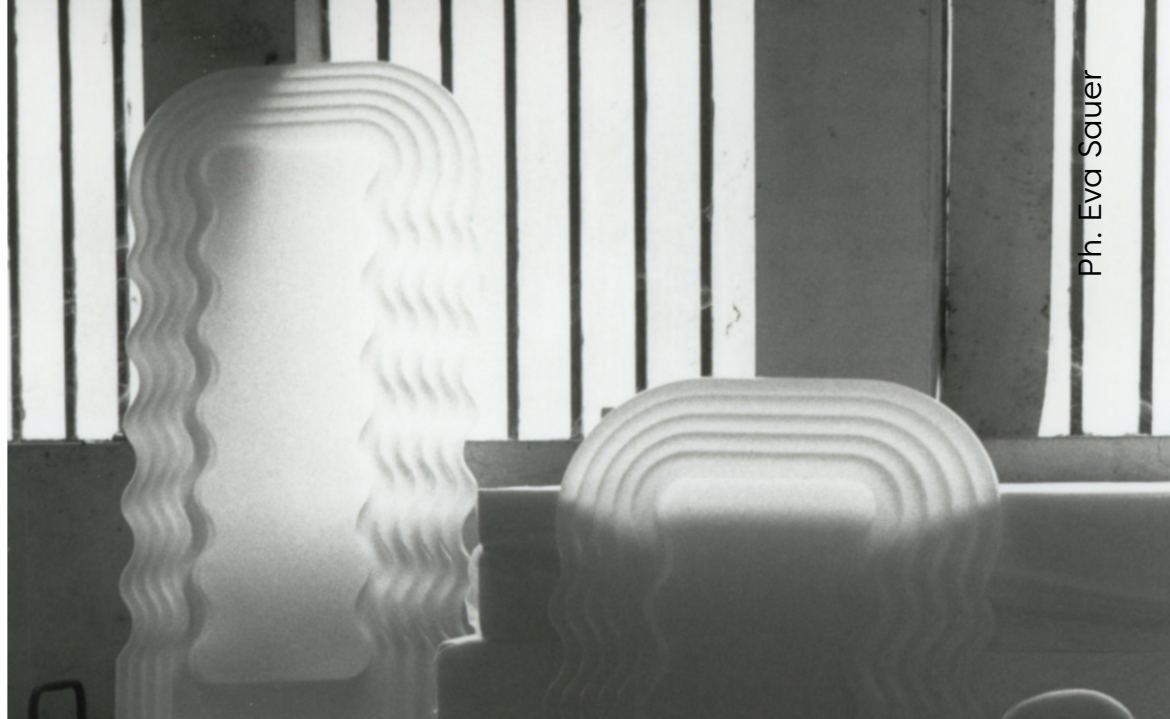
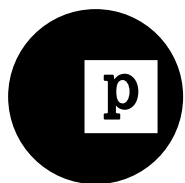
⤴️ *Kips Bay Decorator "Show House Stairway to Heaven" Sasha Bikoff Interior Design. 2018*

⤴️ *Ultrafragola in Alex Eagle's studio. 2018*

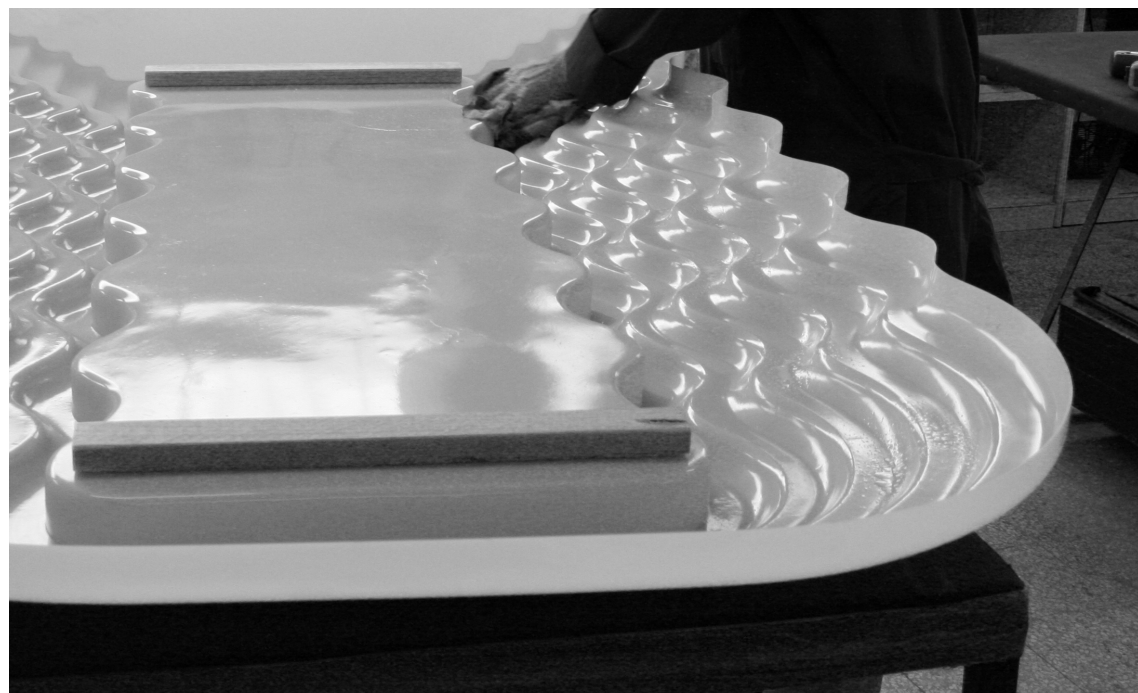


Ultrafragola





Ph. Eva Sauer



Lighting system: rgbw  
LED (120 LED /m) or  
neon.



*Poltronova factory,  
Agliana.  
1970—2020*



**Ultrafragola**

**made in Italy  
since 1970**

Each Ultrafragola piece ever produced has been thermoformed from the single original aluminium mould of 1970. Ultrafragola consists of a mirror and a thermoformed translucent plastic frame which emits a pink light. Mounting and all the plastic components are finished by hand at the company, and it's also arranged to be hung on the wall if needed. The back panel is made of fireproof forex. Also, a unique numerical code, printed at the company onto the back of the item, certifies its authenticity and its being made in Italy.





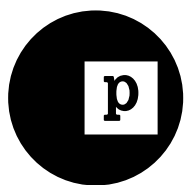
☞ *Mobili bianchi. Shooting, styling e art direction by Ettore Sottsass jr. 1970*

As for the lights that emerge from the “gray furniture”, don’t tombs always have flickering lights that brighten the sadness of spirits wandering through the valley of dust? Don’t submarines have trembling green lights in their holds?

*The lights are designed to come out of the fiberglass body, like the splendid whiteness of the skin of breasts, the glowing red of the head of a penis in the pornographic night, something of that sort – I mean something like Japanese fireflies, which transform May nights into solid matter. Could anything be more ridiculous?*

Ettore Sottsass





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