



The original work of Ettore Sottsass, the “Picasso of the design world” who led postmodernism are unveiled for the first time in Korea

The Page Gallery presents <Humanism>

- Founder of “Memphis”, a design group that dominated the 1980s and is still loved today
- Aiming sensory design that adds human emotion and humor, breaking away from functionalism
- Opportunity to see original works owned by the Ettore Sottsass Foundation in Milan, Italy
- 20 colorful masterpieces brought from artist’s life from the 1960s to the 2000s



[Ettore Sottsass, Storage partition from the Tufarelli Residence, Capri, Italy, 1965, Walnut, formica, and acrylic on canvas, 293 x 399 x 45 cm / Courtesy of The Page Gallery]

Seoul, 1 September, 2022 - The Page Gallery is pleased to present <Humanism>, the first solo exhibition in Korea by Ettore Sottsass, a world-renowned Italian architect and designer who marked a new era in the design world by leading postmodernism in the 1980s, until October 19, 2022 at the East hall.

Ettore Sottsass is a representative of the Italian Anti Design movement that arose as a movement against functionalism in the late 1970s, and aimed sensory and interesting design that broke away from the existing functionalism. His designs had a great influence on the young artists of the Memphis Group, and later led the postmodern design movement that dominated the 1980s. Through this, he was the one who put Italian art as well as industrial design into the world class.

Ettore Sottsass, who believed that design should be experienced in everyday life for a freer and more affluent lifestyle, embodied design as an art closely connected to our lives, with humans always at the center of it. In <Humanism>, works using various media such as a portable typewriter, cabinets, lighting, vases, and a large partition are displayed to illuminate his overall career spanning over

60 years. Although he mainly used bright colors and manmade materials such as plastics in pieces during the Memphis desing movement of the 1980s, his early works in the 1960s introduced in this exhibition were made of natural materials like walnut and terracotta. The ceramics were important medium for exploring forms and color combination in his early works. and some of which would recur in later designs. In this sense, vases made of glass and aluminum are also showcased in this exhibition.

Ettore Sottsass often said that the main goal of his work is to give people the tools to counteract loneliness and unhappiness. So, he was famous for his playful, witty, and quirky designs. In this exhibition, "Valentine" in 1969 which is considered today as a milestone in 20th century design is also unveiled. This iconic typewriter was designed for Olivetti company, for which Sottsass served as a design consultant, and it is a work that shows the characteristics of Sottsass, which breaks away from the functionality of the product and approaches the realm of art. It is a coveted object of Sottsass that goes beyond ergonomics and develop empathy with a product.

This exhibition, which is divided into four spaces, starts with works from the 2000s to works from the 1960s, giving audience the pleasure. From primitive and formatively huge objects in which the architect's DNA is completely embedded in the work, objects with a decorative and colorful expression gradually welcome the audience. In particular, the historical significance was highlighted while Amoire Superbox of his 1960s work was exhibited at the Centre Pompidou last year. In Seoul, this exhibition is expected to be a good opportunity to appreciate the Ettore Sottsass's original work better before founding the Memphis Group.

An official from Ettore Sottsass Foundation in Milan said, "Sottsass was one of the very rare artists who redefined his discipline and foresaw major shifts in society's sensibilities. His influence is still felt on young artists and designers today. Korea's art world is very sophisticated and has had exposure to the vision of many of the world's most important artists, architects and designers. It is a privilege to be able to show an important chapter in Sottsass' 60 years career."

In addition, his largest object, "Storage partition from the Tufarelli Residence, Capri, Italy" will be exhibited at The Page Gallery's booth at KIAF Seoul 2022, the largest art fair in Korea to be held within the exhibition period.

<Humanism> will be held until October 19th at the Eest hall of The Page Gallery, and can be viewed for free.

* * *

The Page Gallery

Founded in 2011, The Page Gallery has established itself as a representative gallery in Korea that mediates contemporary art from Korea and other countries with the public. The gallery concentrates on exhibitions of representative Korean artists such as Myoung-Young Choi, Tschoonsu Kim, Jeom Soo Na, while continuously planning on exhibitions of foreign artists, who are active to communicate with the audience through novel and experimental planned exhibitions.

In the EAST composition of the gallery, 3.3m height or more large-scale works can be digested, and in the WEST hall, it can accommodate various types of exhibitions from large scale to small scale simultaneously.

The Page Gallery
G205 Galleria Foret, 32-14 Seoulsup 2-gil, Seongdong-gu, Seoul, Korea
Phone: 02-3447-0049

Media Contact:

The Page Gallery

T: +82 2 3447 0049

E: info@thepage-gallery.com

PR Agency

CRED

Crystal Lee

T: +82 2 6959 6647 / +82 10 4853 1121

E: crystal.lee@cred.co.kr

Misun Ha

T: +82 2 6959 6647 / +82 10 2327 8403

E: misun.ha@cred.co.kr