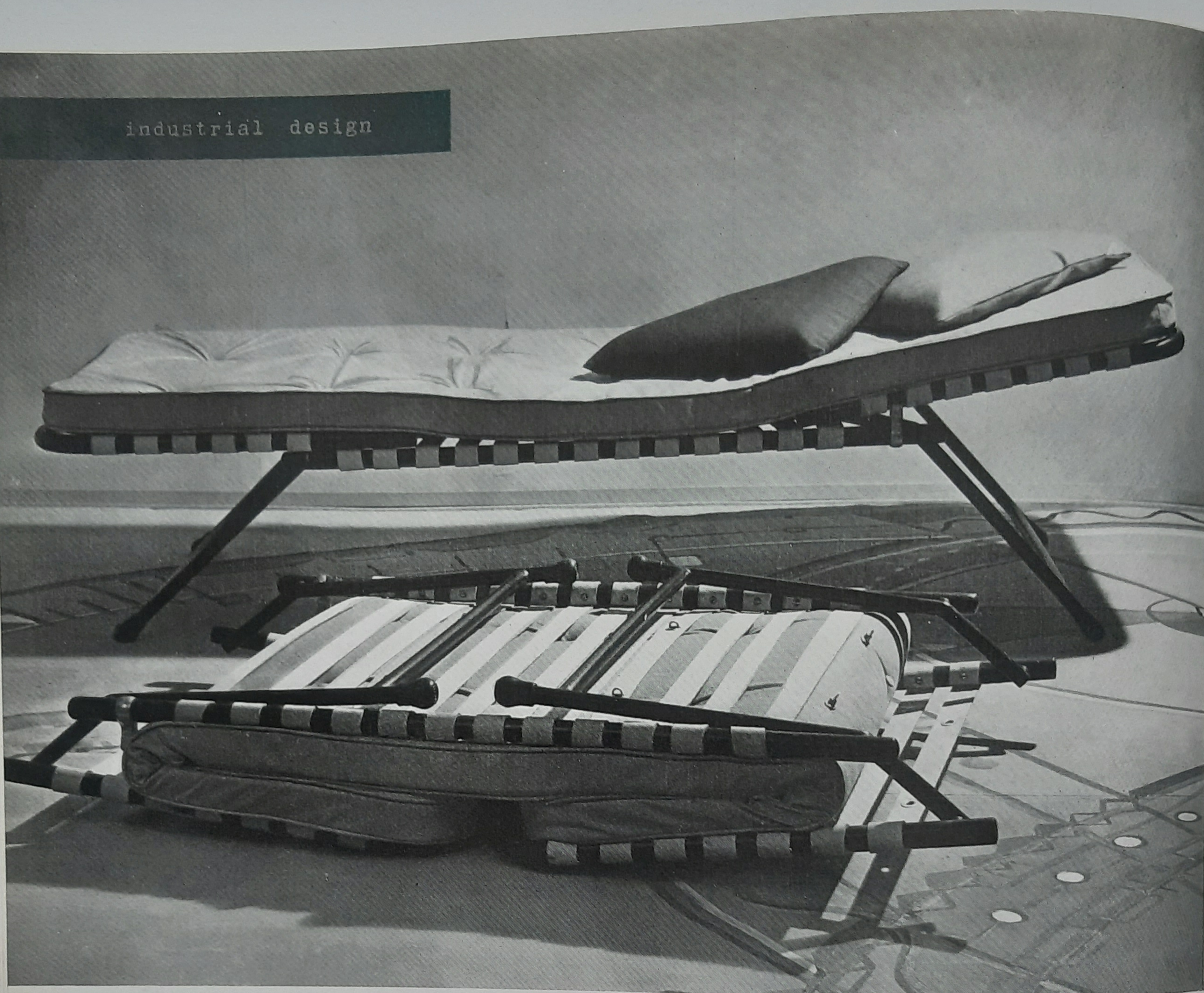
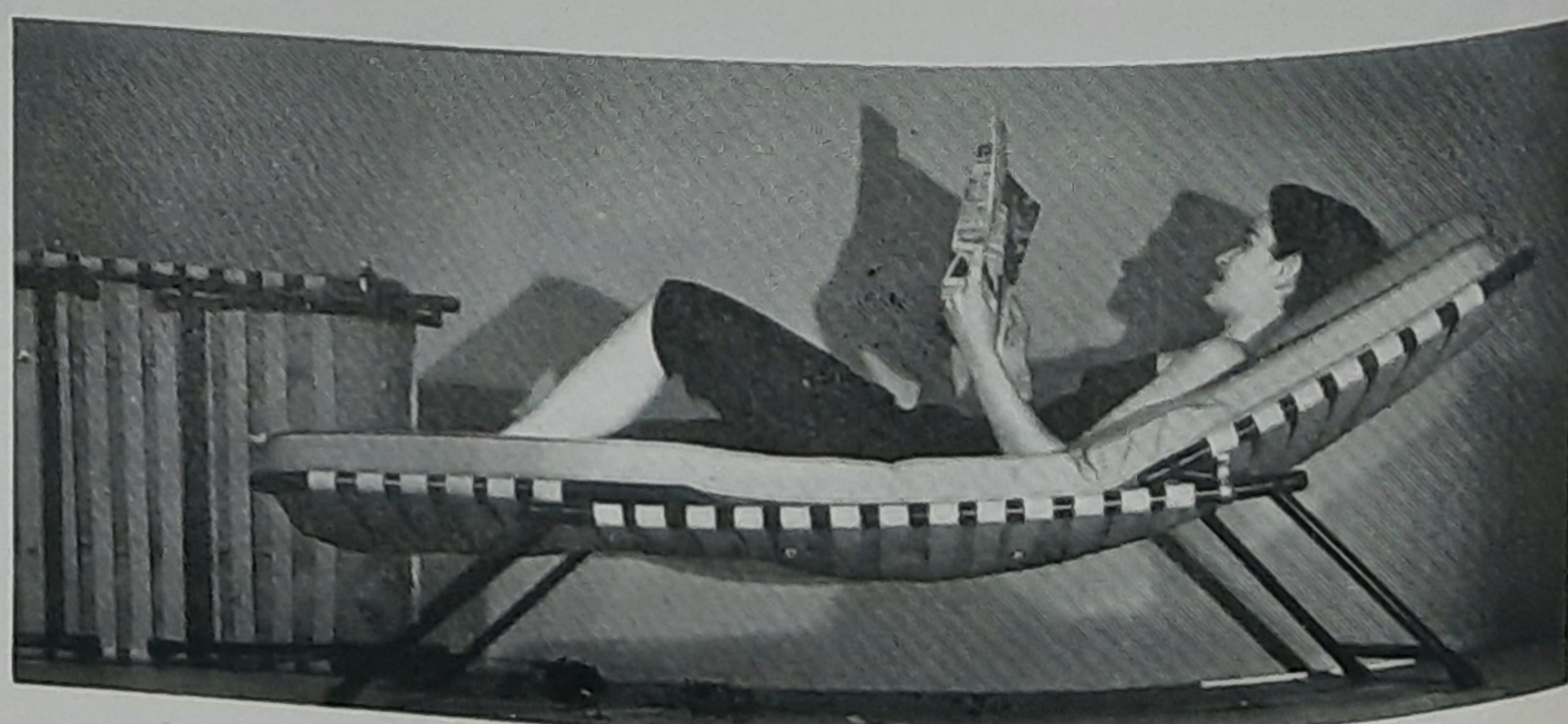


industrial design

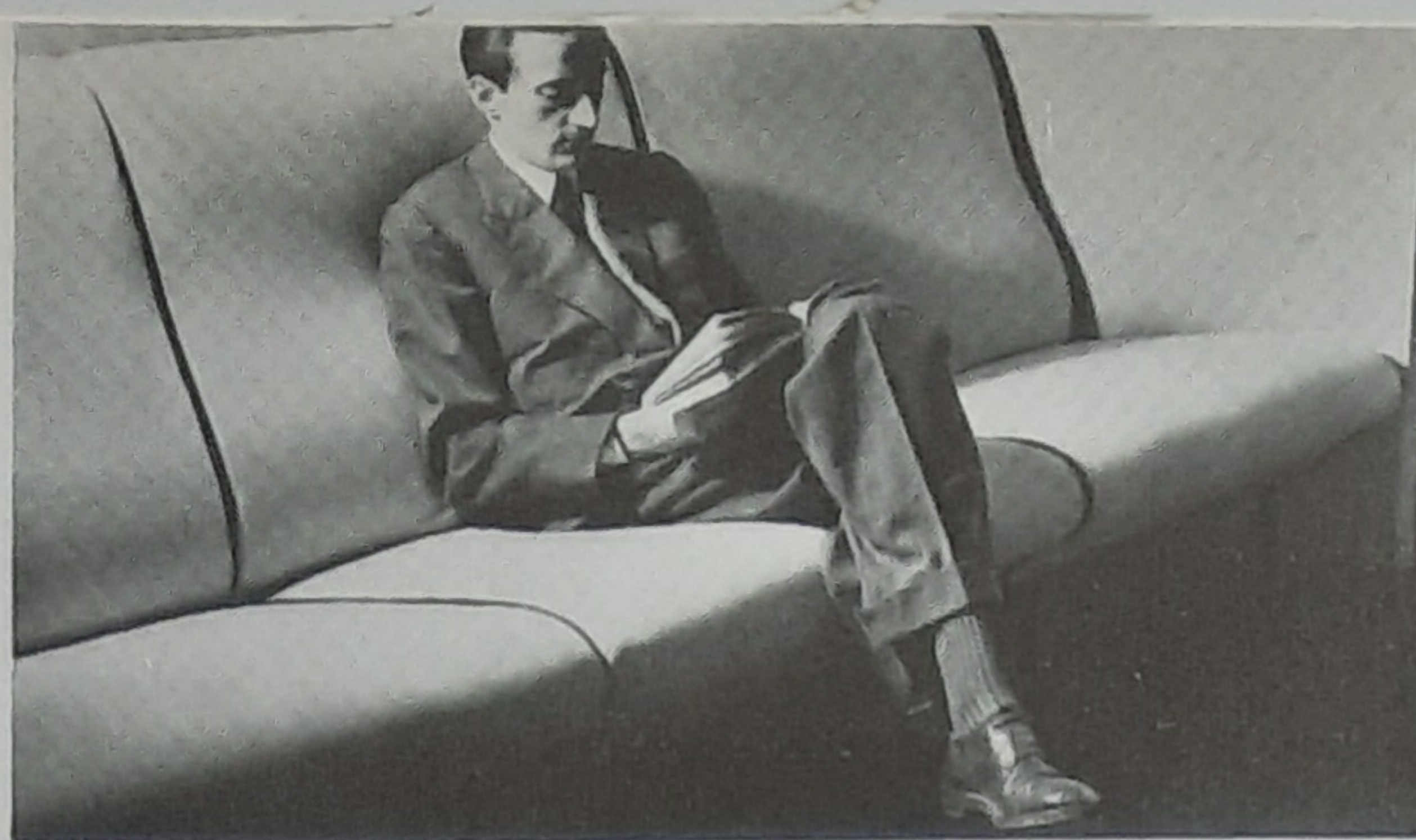


Marco Zanuso experiments with air: new and better uses for foam rubber



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- 1 No old-time folding cot, its slim mattress beautifully upholstered in vinylite, it serves for lounging, or in a pinch, sleeping, displaying sculpted black legs, gleaming brass braces.
- 2 Springy webs and a foam pad add comfort to a handsome, adjustable outdoor lounge.
- 3 Foam-rubber back of the thickly-cushioned body-cradling sofa is softer than the seat.
- 4 In identical frame dimensions, you fit chair to buyer by varying foam depth, density.
- 5 Orson Welles is glaring at a folding door whose foam innards kill sound. Cover is vinylite.



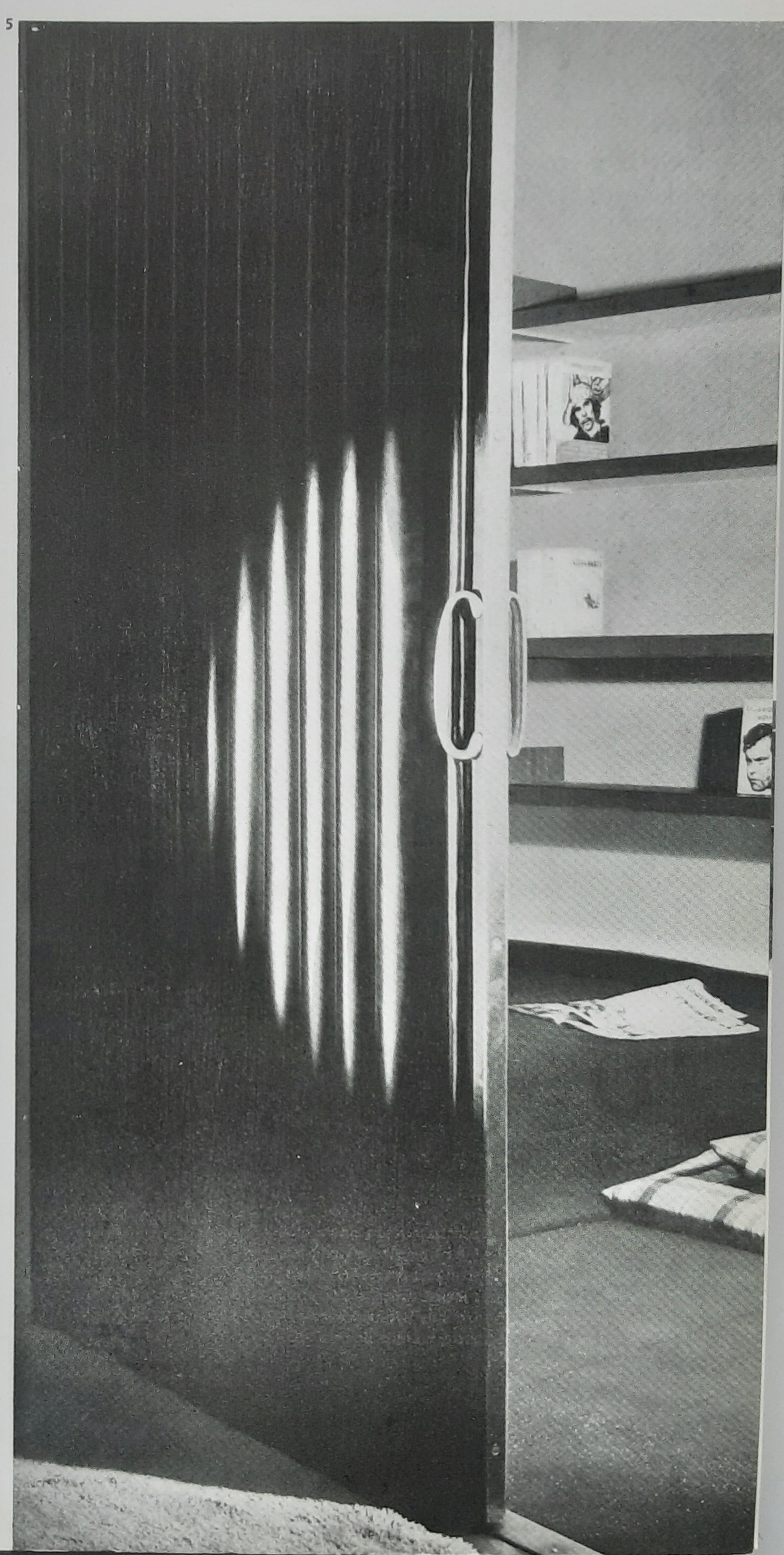
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The ease with which an architect can proceed from interior to industrial design is indicated by the record of Marco Zanuso's work. In December we published his linoleum shop—lined, walled, floored, and muraled with inlaid linoleum and rubber tile—always with dramatic effectiveness. Here again he explores the possibilities of rubber — foam rubber, his clients: Prodest-Rubber and Ar-Flex. The aims of the experiments were to establish accurate data about the ideal thicknesses and densities of foam rubber required to support and cushion the human frame; and also to develop new uses for the material.

Zanuso's suggestions include a folding lounge which can be set at the horizontal to serve as a bed, or raised at either end at a lower or a higher angle. The cot folds easily, not only because of the way Zanuso has jointed the legs and frame, but because the foam mattress is relatively thin and supple. With a stiff or hard web to hold it, so thin a mattress might not be as comfortable as it should, but Zanuso has counteracted this disadvantage by supporting the mattress on a springy ribbon web with slight "give." The outdoor lounge chair, which has an even thinner pad, uses ribbon webbing to the same purpose—achieving foam rubber comfort with great economy of the material.

The neat sofa unit is a basic shape that could be adapted for public or transportation uses as well as residential seating. Like the parlor lounge chair illustrated beside it, it offers support for a tired head, a job too few modern chairs and sofas attempt.

The advantage of lining the core of the accordion partition-door with foam rubber is that it deadens sound. And the advantage of having product research supervised by a competent architect lies in the attractiveness of the results. From the sculpting of the cot's legs to the curve of the door's handles, these samples sell themselves to the eye even before we test their functional claims.—O. G.



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photographs: torabola