



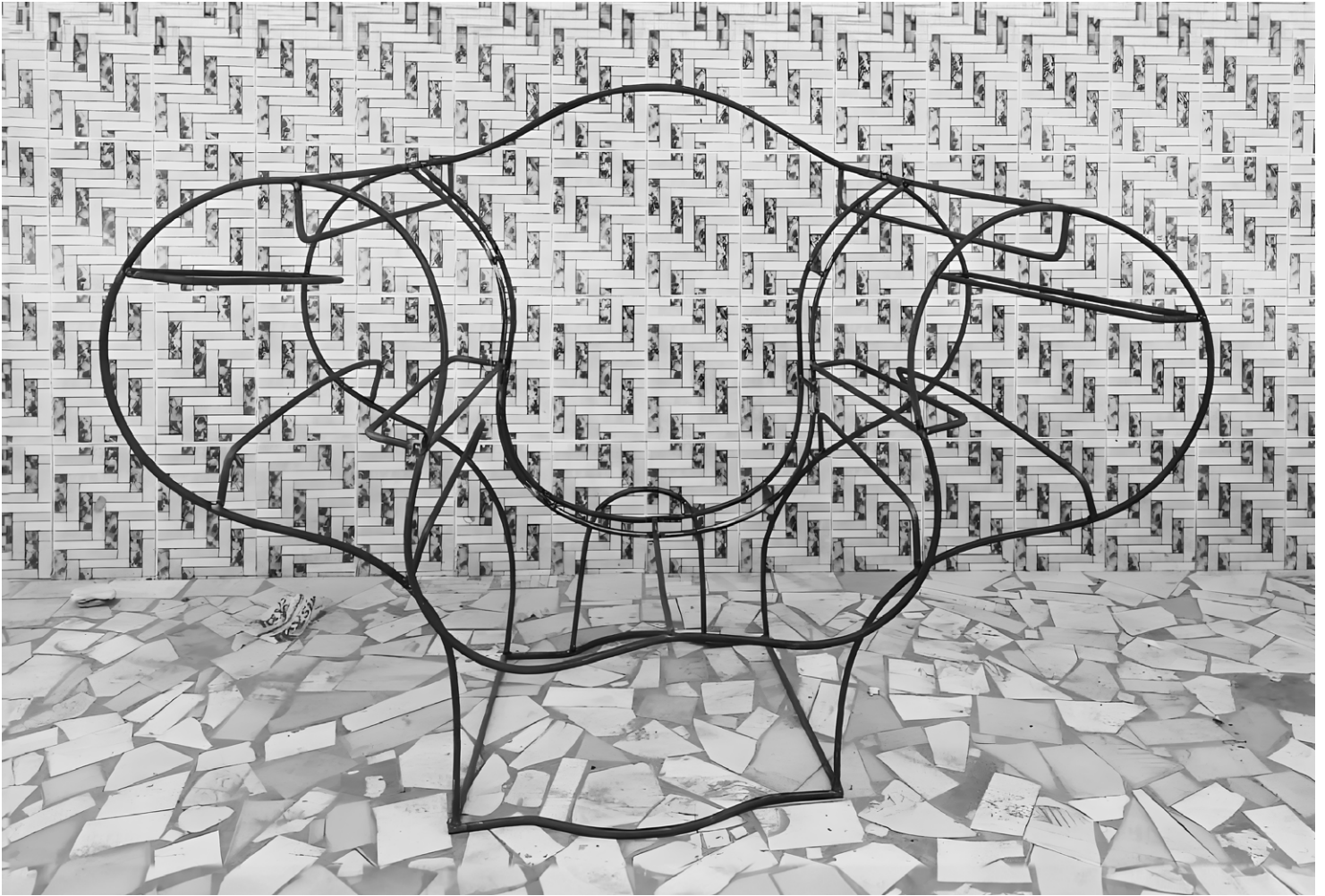
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RON ARAD
BIG EASY MADE IN AFRICA #3

RELEASE YEAR	2023
MATERIALS	IRON RODS AND SHEETS, WELDED, CLEAR LACQUERED
DIMENSIONS	L133 W88 H94 CM
WEIGHT	55 KG
EDITION	UNIQUE PIECE







Big Easy Made in Africa

The Big Easy Made in Africa is the latest example of Ron Arad's boundless imagination and intuition combining his iconic design with a new yet nostalgic aesthetic.

After working with the artisans of M'Afrique for his Modou Collection and seeing them work metal rods into the silhouettes of his work, Ron saw something authentic in the way they shaped it, something you could not simulate. What he describes as "the will of the artist" makes contact with the "will of the material" and its unpredictable nature, creating pieces that reminded him of his early years as a sculptor, characterised by a distinct "raw" aesthetic, honest and genuine. Onto the empty silhouette of the Big Easy Made in Africa, coloured sheets of salvaged metal are laid where the body makes contact with the object: the seat, the backrest and the armrests, leaving parts of its "skeleton" exposed to the eye. Lastly, the assembled piece is finely lacquered, protecting it and exalting all the finer details of its manufacture; small bends in the metal play with the light, reflecting it like a carefully-cut jewel.

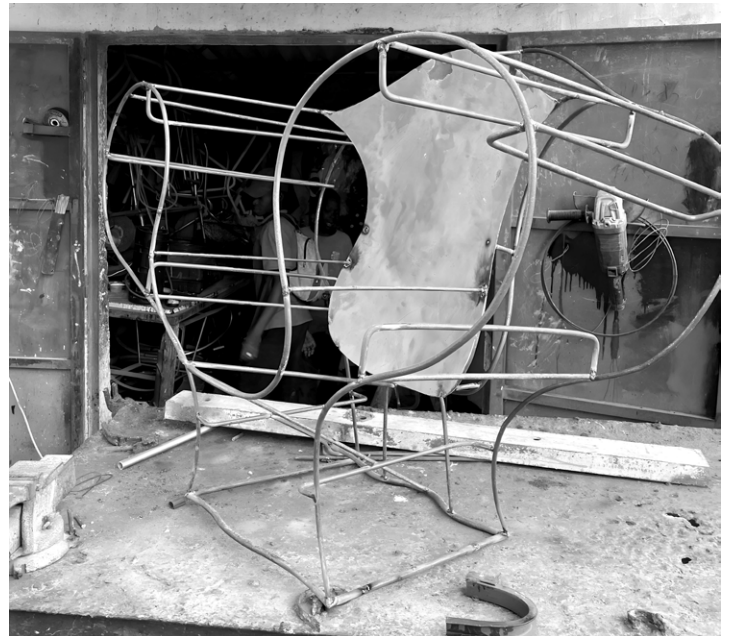




Photo credit: Alessandro Paderni

Ron Arad

BIO

Born in Tel Aviv, Israel in 1951, Ron Arad has defiantly placed himself on the edge between sculpture, architecture, and industrial design since the 80's, with a never-ending creative process capable of mixing artisanal techniques and advanced industrial technology.

From 1994 to 1999 he established the Ron Arad Studio, design and production unit in Como, Italy. Ron Arad was awarded the Royal Designer for Industry (RDI) in recognition of his 'sustained excellence in aesthetic and efficient design for industry' in 2002, and was awarded the London Design Medal in 2011. He was professor of Design at the Hochschule in Vienna from 1994 to 1997, and later Professor of Design Products at the Royal College of Art in London up until 2009, when he was made Professor Emeritus. In 2013 he was elected as a Royal Academician by the Royal Academy of Art in London.

His expressionistic use of metals like steel and aluminium, upon meeting with Moroso, was translated into morphological experiments in the field of upholstery, which in turn brought to life products that have become design icons like Spring Collection (1991) and Misfits (2007).

Many of his works have been exhibited in the permanent collections of the Centre Georges-Pompidou in Paris, the Metropolitan Museum of Art in New York, the Victoria and Albert Museum in London and the Vitra Design Museum in Germany.

**The Moroso
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