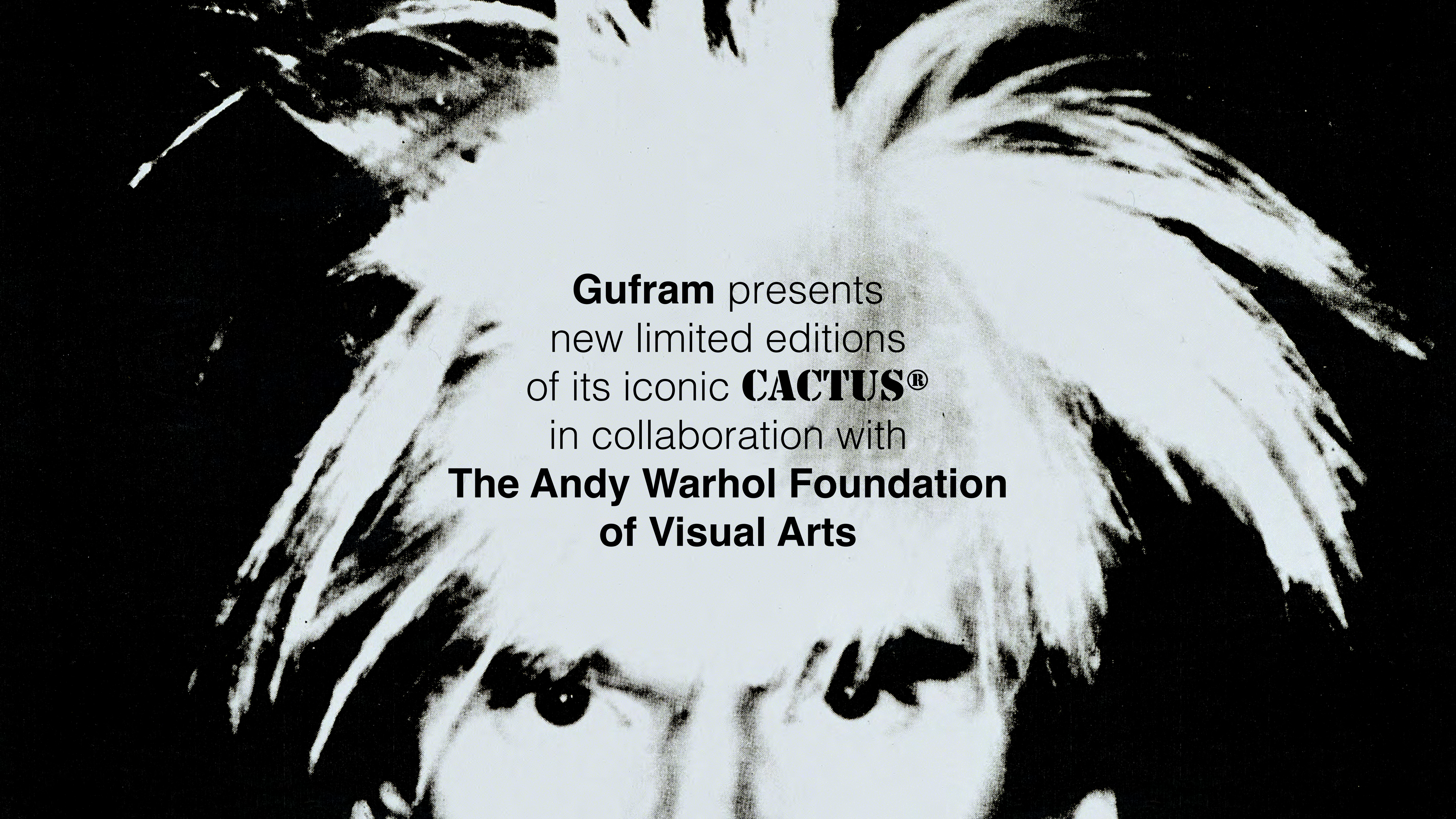


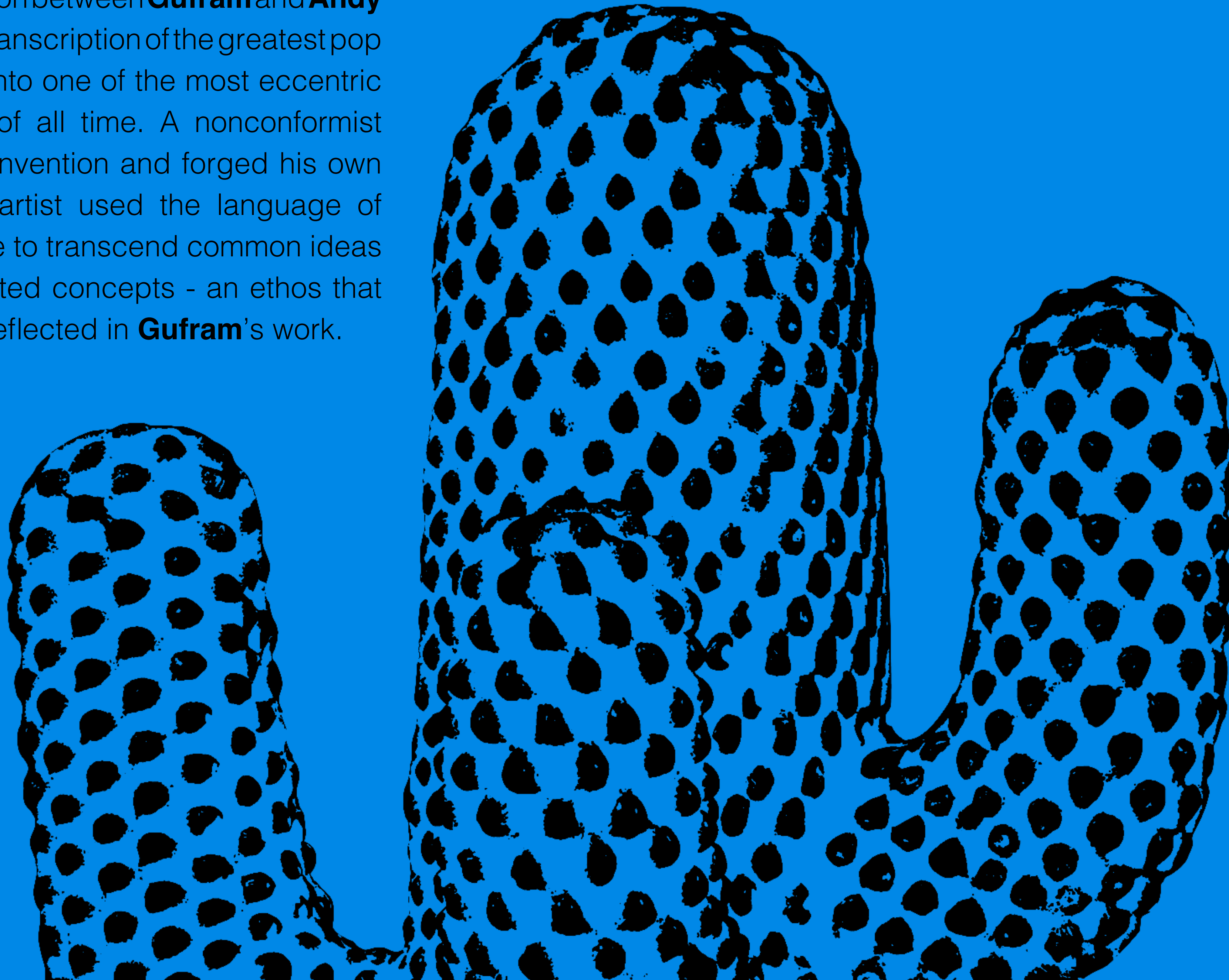


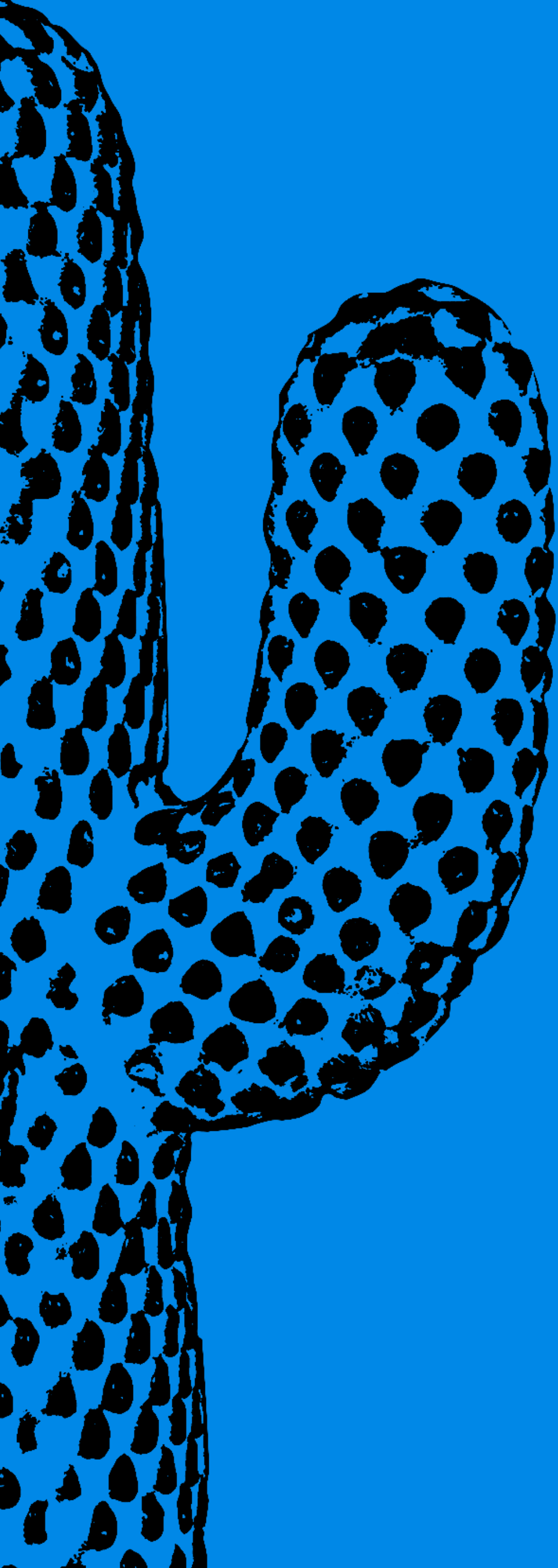
Guftram

A high-contrast, black and white portrait of a person with long, light-colored hair. The hair is voluminous and falls over the shoulders, with some strands reaching down to the chest. The person's face is partially visible, with dark, heavy-lidded eyes and a dark, possibly painted, mouth. The background is solid black, making the light-colored hair and face stand out prominently.

Gufram presents
new limited editions
of its iconic **CACTUS®**
in collaboration with
**The Andy Warhol Foundation
of Visual Arts**

The collaboration between **Gufram** and **Andy Warhol** is the transcription of the greatest pop artist's vision into one of the most eccentric design icons of all time. A nonconformist who defied convention and forged his own pathway, the artist used the language of popular culture to transcend common ideas into sophisticated concepts - an ethos that is very much reflected in **Gufram**'s work.

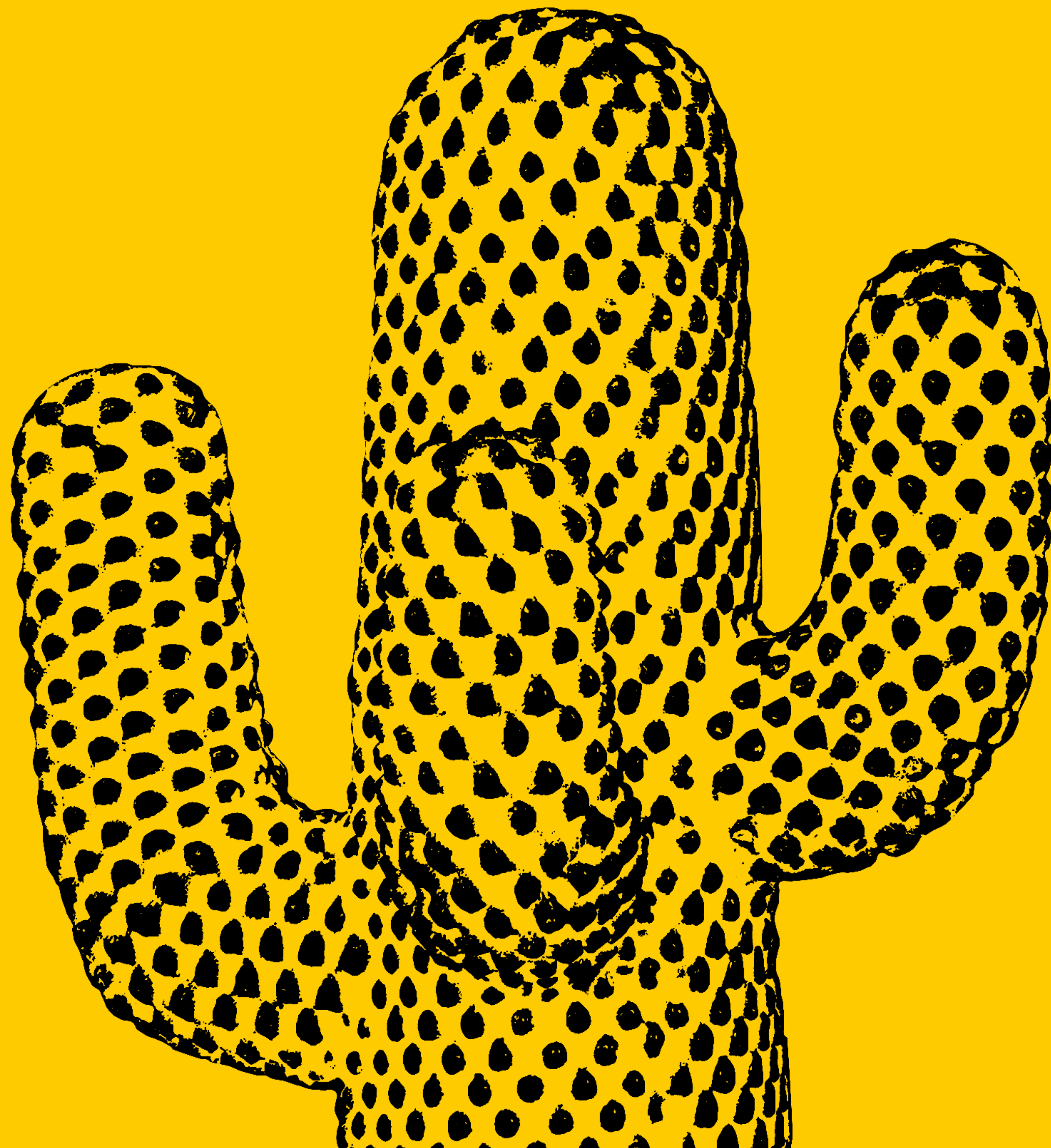




“The Foundation is delighted to collaborate on this unique project which celebrates Warhol’s continued influence on contemporary culture.”

States Michael Dayton Hermann, Director of Licensing, Marketing and Sales
at the The Andy Warhol Foundation for Visual Arts, Inc.

“Gufram’s unique creative vision unexpectedly transformed Warhol’s iconic silkscreen technique into three dimensions.”

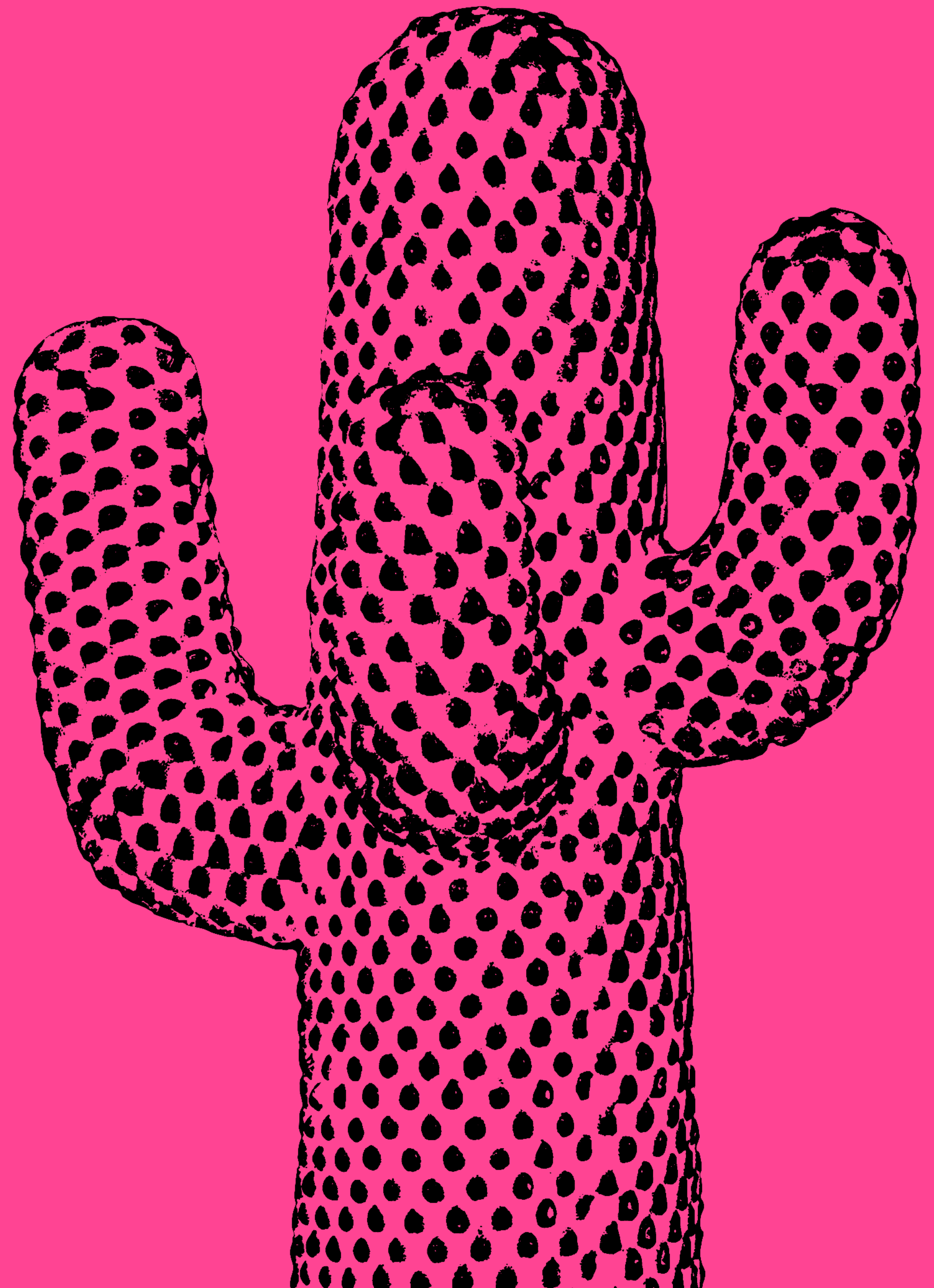


Just like the other **CACTUS®** versions, the **ANDY WARHOL x Gufram** edition, presented on the 50 year anniversary of the world-recognised hall tree, is made from the original 1972 mould, and sculpted and hand finished by specialised artisans, making each piece unique. The 2,165 polyurethane bosses (give or take a few) that characterise the surface are then painted with Guflac®, Gufram's patented paint that makes the surface look like leather, while still allowing it to remain flexible and soft.

“The collaboration between Gufram and Andy Warhol feels so right that it’s almost absurd that it has never happened before! Finally the pop art genius encountered CACTUS®, the most pop design icon.”

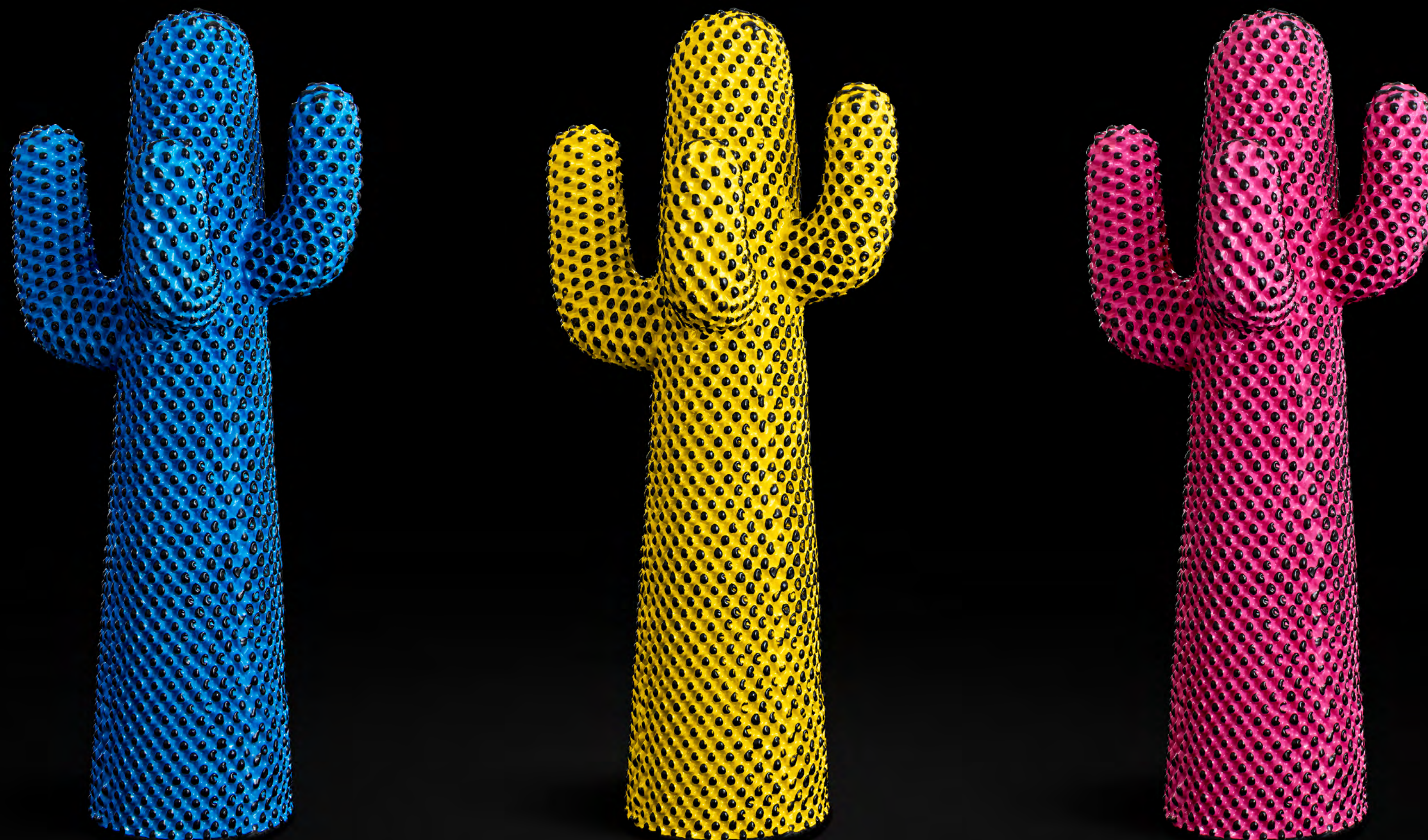
We started off imagining how Warhol could have depicted the **CACTUS®** and then we created the 3D version by working with a trio of typically Warhol colors and highlighting their tips with black, just as in one of the artist’s screenprints. Three different **CACTUS®** were born, each completely finished by hand by **Gufram**’s artisans, thus making every piece unique. The more I look at them the more I imagine Andy entering the **Gufram** lab in 1970s in Turin and exiting with a product just like this one... or maybe not!”

states Charley Vezza of **Gufram**





The new limited edition of **CACTUS®**, prickly, full of character and definitely a headturner, is a celebration of the values by which the Foundation stands: supporting works that are challenging in nature, promoting freedom of artistic expression, and valuing experimental artistic practice. Just as Warhol's creative vision knew no boundaries and continues to inspire each new generation of creatives, at the same time the **CACTUS®** is also a confirmation of **Gufram**'s avant-garde mindset, its desire to push the limits of industrial design, its nonconformist experimentation linked to aesthetic, technological and material research, and its **Radical Design** spirit.



ANDY'S BLUE CACTUS®, **ANDY'S YELLOW CACTUS®** and **ANDY'S PINK CACTUS®**

each produced in a limited edition of 99 pieces, are the perfect translation
of Andy Warhol's prints into prickly design multiples.



ANDY'S BLUE CACTUS

1/99





ANDY'S YELLOW CACTUS

1/99





ANDY'S PINK CACTUS

1/99









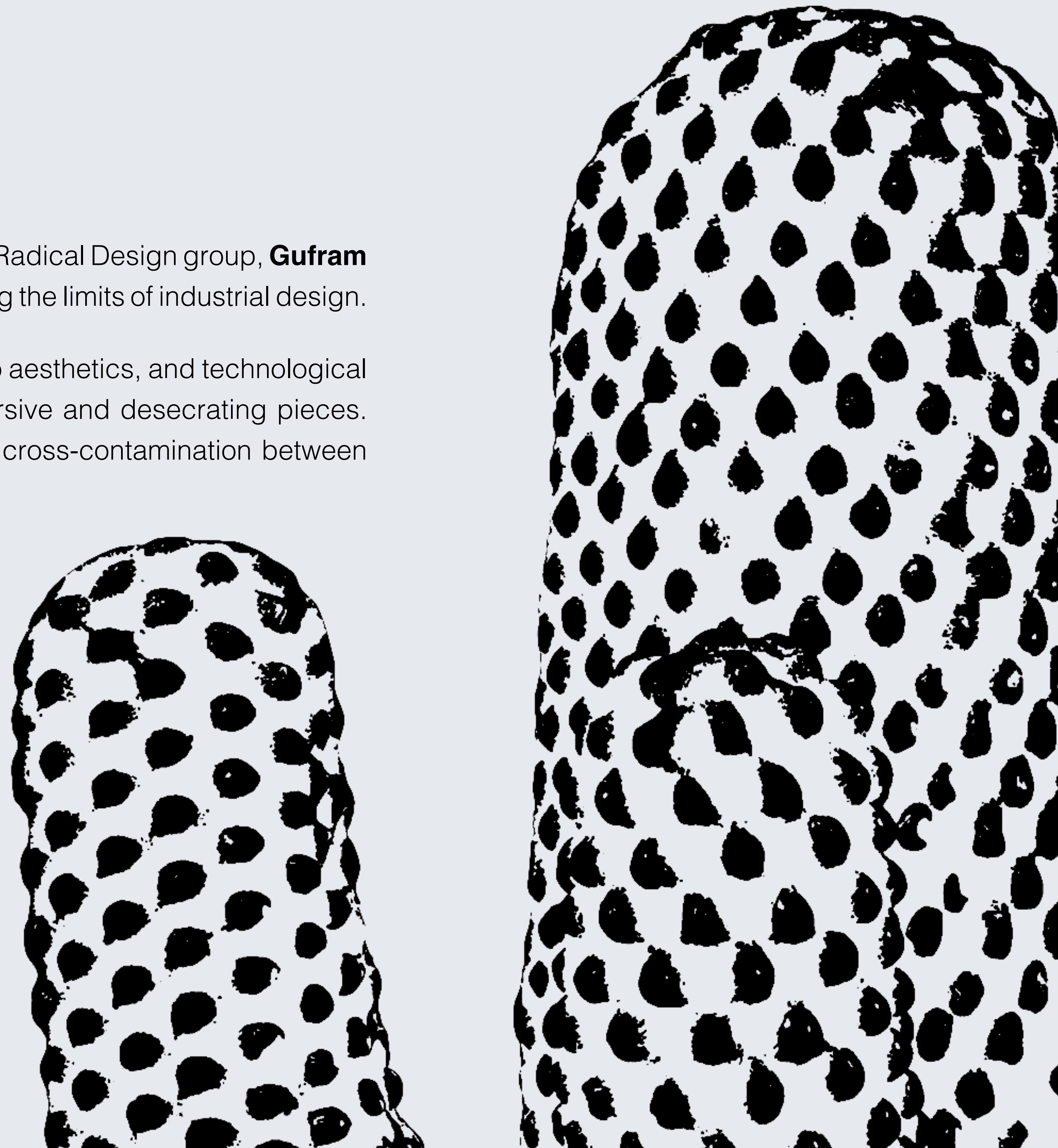
ABOUT GUFRAM

Founded in Turin in 1966 and now part of Sandra and Charley Vezza's Italian Radical Design group, **Gufram** was originally born as an artisanal entity and is now globally known for pushing the limits of industrial design.

With its Radical Design spirit and its nonconformist experimentation linked to aesthetics, and technological and material research, over the years **Gufram** has created playful, subversive and desecrating pieces. Design icons that have become unique in form and value because of the cross-contamination between industrial design, artisanal creation, and imaginative flair, typical of art.

The brand's research commitment has driven the company to master the treatment of flexible polyurethane and to the development of Guflac®, a special finish patented by **Gufram** to have more uniform, cohesive and elastic surfaces through accurate and meticulous craftsmanship processes. **Gufram**'s unmistakable furniture items, such as the **BOCCA®** lips sofa, the **PRATONE®** chaise lounge and the **CACTUS®** hall tree, also known as domestic sculptures, represent an interpretation of the contact point between art and design, and are now displayed in some of the most beautiful houses and most renown museums worldwide.

[gufram.it](https://www.gufram.it)



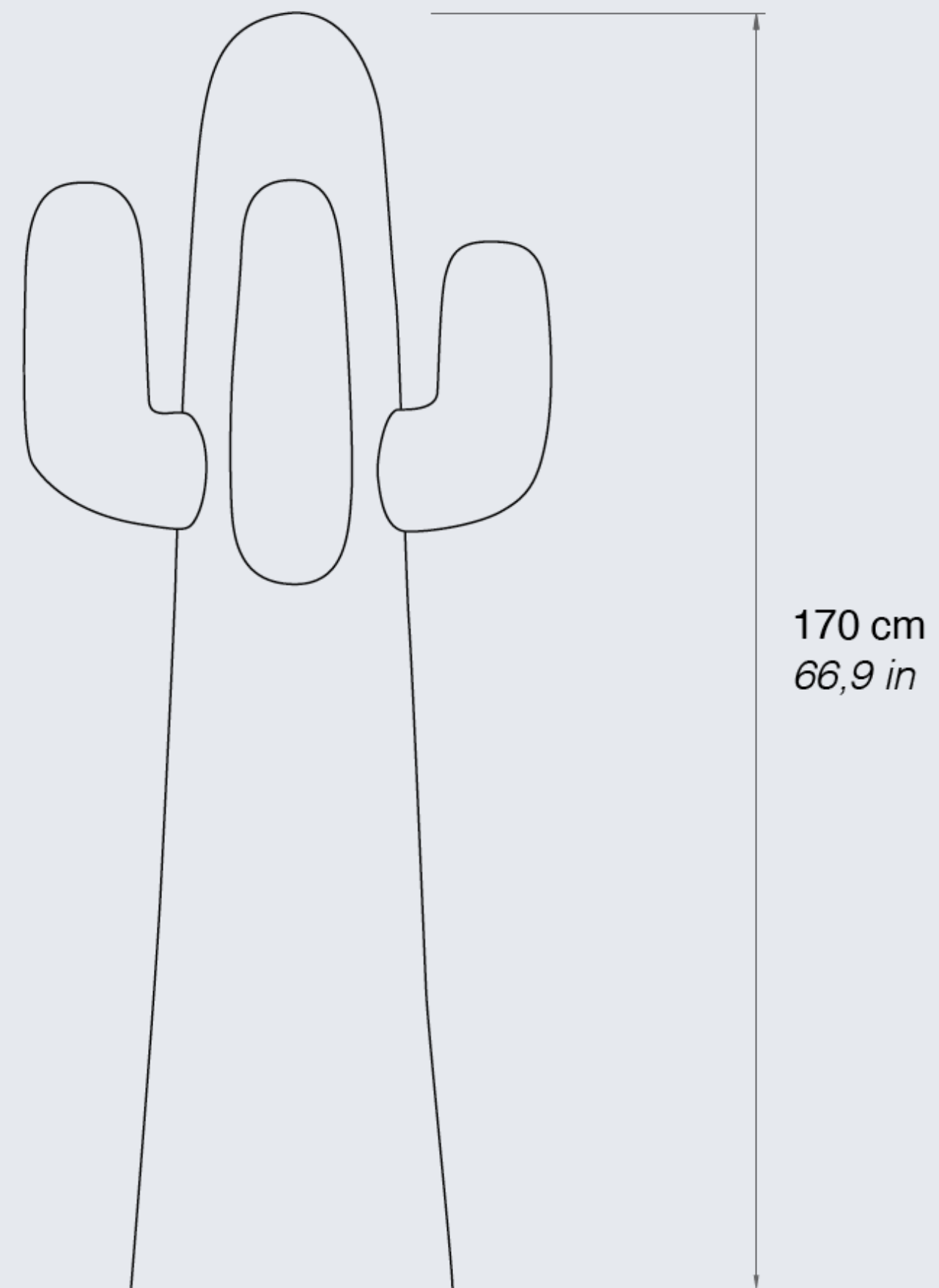
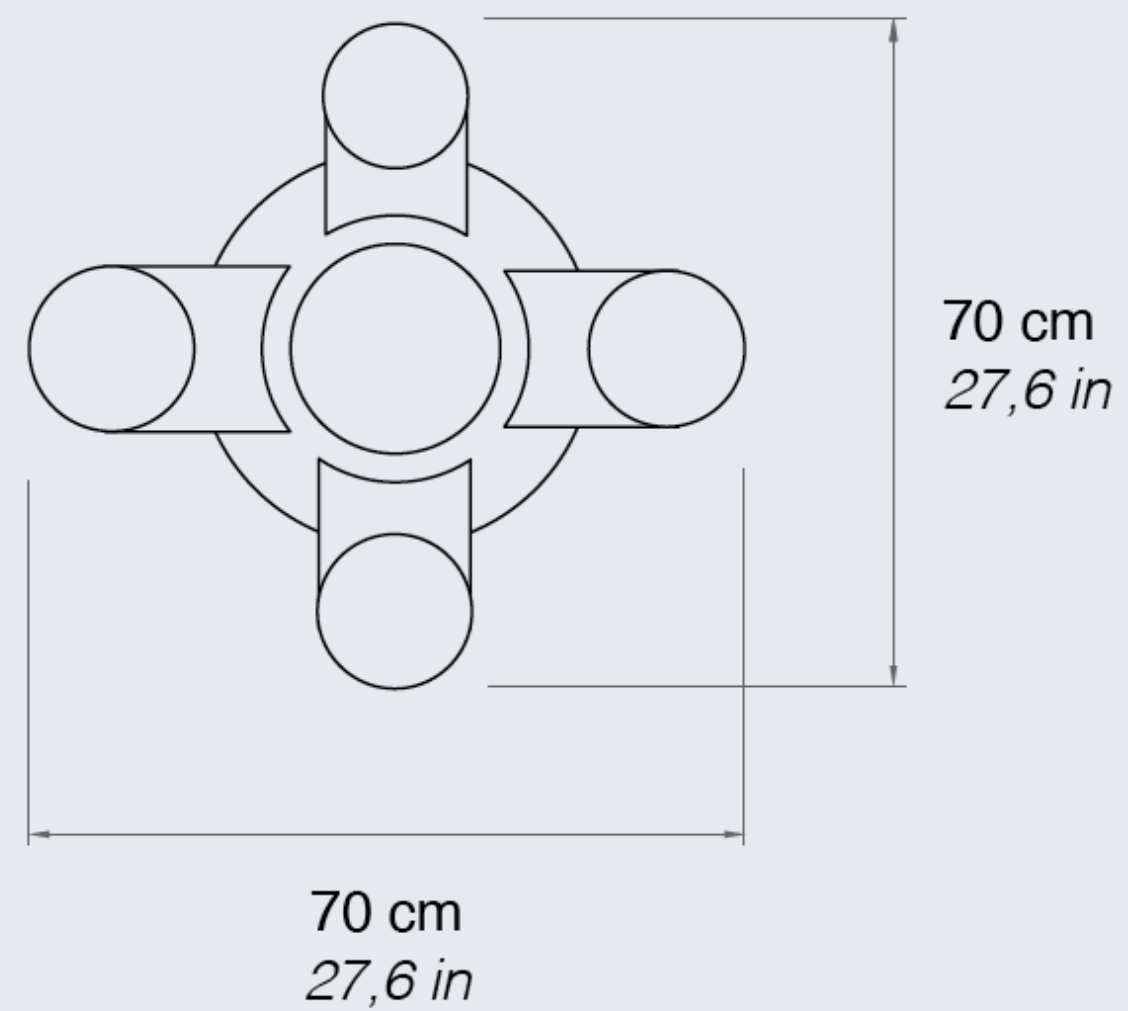


ABOUT THE ANDY WARHOL FOUNDATION FOR THE VISUAL ARTS, INC.

As the preeminent American artist of the 20th century, **Andy Warhol** challenged the world to see art differently. Since its founding in 1987, in accordance with Warhol's will, **The Andy Warhol Foundation** has established itself among the leading funders of contemporary art in the United States. The Foundation has distributed over \$250,000,000 in cash grants which support the creation, presentation and documentation of contemporary visual arts, particularly work that is experimental, under-recognized or challenging in nature. The Foundation's ongoing efforts to protect and enhance its founder's creative legacy ensure that Warhol's inventive, open-minded spirit will have a profound impact on the visual arts for generations to come. Proceeds the Foundation receives from licensing projects such as this contribute to the Foundation's endowment from which these grants are distributed.

warholfoundation.org

TECHNICAL DETAILS





Gufram

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