

Paul Smith

PSYCHEDELIC CACTUS

2016

Drocco / Mello + PAUL SMITH

LIMITED EDITION

## psychedelic cactus drocco mello + paul smith

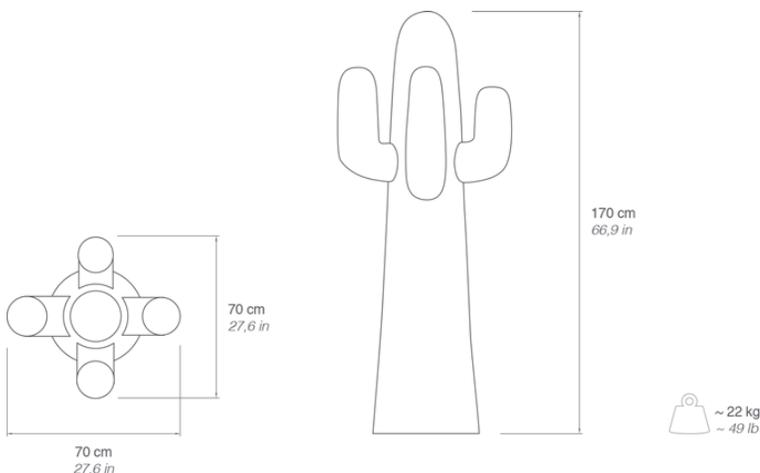
Available in a limited edition of just 169, the Gufram & Paul Smith Psychedelic Cactus combines Gufram's irreverent coat hanger with the unmistakable colourful pattern of Paul Smith. The ironic totem, embodying the typical grit, determination, fantasy and humour of the '70s, becomes Psychedelic thanks to the blending of bright hues that characterize the use of colour by Paul Smith, one of Britain's foremost designers. Paul Smith explains: "It's a joy to work with Gufram. One of my favourite exhibitions of all time was 'Italy: The New Domestic Landscape' in 1972 in New York's Museum of Modern Art. Included in the many wonderful things on display were products from Gufram. Since then my affection for the products has never waned over the years and so I was delighted to have been asked to collaborate on their famous Cactus". "Gufram and Paul Smith are two dimensions descending from the 70s", said Charley Veza, Global Creative Orchestrator at Gufram. "If they had been geographically closer, they would have already met back then. The strength of this project lies in the fusion between two different worlds: Sir Paul Smith did not merely cover a cactus with colours, but he re-imagined and transformed it by drawing inspiration from the hallucinogenic vibes of that crazy time period. The outcome is psychedelic, a creativity peyote".

Paul Smith

PAUL SMITH® is a trademark of Paul Smith Group Holdings Ltd.

materials:

Polyurethane foam with Guflac®.



orange skin

223 west erie street,  
chicago, il., 60610  
t: 312 335 1033 f: 312 335 1025  
info@orangeskin.com  
www.orangeskin.com