

# Poliform

## Time, Light, Space



Attempts are often made to build a philosophy around furniture, while it is much rarer to look for the substance without which furniture has no life: its soul.

This is what Poliform asked Paolo Roversi to do in the book *Time, Light, Space*, in which the famous photographer interpreted the fifty year history of the Italian company that has managed to bring the historical artisan tradition of Brianza into modern times.

The book, published by Rizzoli, is the story depicted in images of a unique way of living, founded from the evolution of an artisan company in 1970 and which has grown to become a benchmark for contemporary furniture, spreading the culture of know-how and Italian design excellency all over the world.

The title of the book mentions time, light and space: these are the founding elements of photography and design, their essence. This is not coincidental. The search for an absolute synthesis, for radical simplicity is, in fact, what unites the work of Paolo Roversi, one of the most eminent Italian artists and author of images that have now entered the history of photography, and the driving force behind the planning of Giovanni Anzani, Aldo Spinelli and Alberto Spinelli in their constant re-interpretation of the living space.

But *Time, Light, Space* is nothing like a catalogue: it is more a genuine journey into the world of Poliform that condenses years of innovation, challenges and encounters into the images of its products. They say that seeing oneself through the eyes of another is one of the most difficult things to do. After 50 years, Poliform has decided to do just that, recounting its timeless values - love for work, respect for quality and dedication to excellence - in the universal language of photography.

The book will be distributed as of the 29th of September through the international Rizzoli New York book store network.

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## About Paolo Roversi



Paolo Roversi is a photographer best known for his striking, intimate portraiture and classical visual language. His photographs occupy a realm between the past and present, resulting in imagery that feels at once progressive and familiar.

Roversi's interest in photography began at an early age during a trip to Spain, prompting him to build a darkroom for printing his black and white photographs. He began his professional career in 1970 with photojournalism assignments, but soon shifted his focus to fashion. After a period assisting Laurence Sackman, Roversi started shooting his own fashion editorials and advertising campaigns, the resulting catalogue of which over the years has made him one of the industry's preeminent image-makers. In the early 1980s he added large-format Polaroid photography to his practice, a medium that continues to enhance his trademark style.

Roversi is widely regarded fashion and portrait photographer and has documented all the most famous models and movie stars. His photographs have been published internationally in magazines such as Vogue, W Magazine and Vanity Fair. He has collaborated with leading fashion and beauty houses, creating images for brands from Comme des Garçons, Dior and Guerlain to Armani, Chanel, and Lancôme.

During his 40-year career as a photographer, Roversi has published several, including *Angeli*, *Libretto*, *Nudi*, *Studio* and *Secrets* and his work has been exhibited at galleries and museums around the world.