

Press information

Visiona 1970 – Revisiting the Future

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Vitra Design Museum Gallery, Weil am Rhein

In 1970, Danish designer Verner Panton was commissioned by Bayer AG to create »Visiona 2«, a living landscape that became known as one of the most radical future living scenarios of the 20th century. Inspired by Pop Culture and Science Fiction, »Visiona 2« brought the societal transformation of the 1960s and 1970s into the private living sphere, instead of clear room divisions and conventional furniture, Panton applied colourful upholstery elements that projected a relaxed, informal lifestyle. At the centre of »Visiona 2« stood the »Phantasy Landscape«, a cave-like interior comprising organic shapes and bright colours. For the exhibition at the Vitra Design Museum, the »Phantasy Landscape« will be reconstructed in its original size, complemented by a glimpse behind the scenes of Panton's »Visiona« project. Visitors can get to know the background of this great future vision and at the same time undertake a journey through time – back to the future!