

Museum  
für Gestaltung  
Zürich  
Freundeskreis

Edition 2024, 2nd series



Oliviero Toscani, Le Bambole, B&B, 1972

**Oliviero Toscani**

**Fine-art print**

**Satin/Oyster photo paper, 2024**

**Signed on print**

**Edition of 20**

**24 x 36 cm**

**Frame 38.5 x 49.5 cm [h x w]**

**Black ash, museum glass UV92**

**CHF 700 / CHF 560 (members), framed**

**CHF 550 / CHF 440 (members), unframed**

**Available at the museums and in the eShop**

**In 1972, furniture-maker B&B Italia launched “Le Bambole,” the first seating furniture on the market that was “not upholstered in fabric, but built in fabric,” according to its designer, Mario Bellini. For its advertising debut, Toscani asked the model Donna Jordan to pose provocatively on the sofa. Along with Grace Jones and Jerry Hall, Jordan was considered one of the few supermodels of the 1970s. With her “vintage” style and eccentric personality, she inspired designers including Yves Saint Laurent, whose legendary 1971 “Libération” collection reinterpreted forties fashion. Toscani first met Donna Jordan at Andy Warhol’s Factory. The three sometimes formed a “ménage à trois,” and Toscani hired “the new Marilyn Monroe” for numerous photo shoots and ad campaigns. Jordan (b. 1950) is still a successful model today, for example gracing the cover of Vogue Italia in September 2020.**