

## Gufram presents Radiant Cactus at Ordovas

Gufram, the most pop and irreverent design brand, teams up with Ordovas to present, during Frieze Art London, a limited edition of the iconic Cactus with a photoluminescent finish.



PHOTOGRAPHY  
**Mike Bruce**

PUBLISHED  
**03 October 2017**

LOCATION  
**London**

SHARE



On the occasion of Frieze Week in London, Gufram teams up with [Ordovas](#) for the exhibition "Marilyn, Flowers, Lips, Gun, Mirror, Cactus". Until 16 December 2017 the gallery on London's Savile Row, hosts the ultimate exhibition on Pop Art including major works by [Andy Warhol](#), [Roy Lichtenstein](#) and Tom Wesselmann together with the specially commissioned Radiant Cactus, a limited edition of Gufram's iconic *Cactus* in a new photoluminescent finish. This particular paint allows the piece to be charged with light, which glows in the dark.



Cactus, designed by Guido Drocco and Franco Mello in 1972, is one of the most iconic pieces in [Gufram's](#) catalogue; a functional sculpture exhibited in the most prestigious art and design museums around the world, it is the subject of uncountable, free and often equivocal interpretations. Made in flexible polyurethane, it is soft and thornless. This hall tree with four cantilevered arms is almost as tall as a person, and looks like an ironic totem that personifies the grit, imagination, and humour of design in the 70s. Able to gather all the attention upon itself, it frees itself from functionalism at all costs, because it can fulfil its function or be used as an ornamental element.



**Exhibition:** "Marilyn, Flowers, Lips, Gun, Mirror, Cactus" **Duration:** until 16 December 2017 **Place:** Ordovas Art **Address:** 25 Savile Row, London