

PRO

*A rounded*

*monoline*

*display*

*typeface*

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# TUBE CHAIR

Throughout the 1960s and 70s, **Joe Colombo** created furniture that could be adapted to a variety of uses and shapes according to the need of the user.

One of the most versatile and ingenious designs developed is his *Tube Chair*.



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# Croog Pro

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Rgh

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Croog Pro Light

Croog Pro Regular

**Croog Pro Bold**

**Croog Pro Black**

*Croog Pro Lt Italic*

*Croog Pro Italic*

***Croog Pro Bd Italic***

***Croog Pro Blk Ital***

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DESIGNER:  
Ramiz Guseynov

DESIGN YEAR:  
2018

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**Croog Pro** is a rounded geometric monoline typeface, built in four weights with true italics. Squarish in proportions, monoline letterforms gain more readability by having short rounded serifs and terminals. The typeface is ideal for use in display sizes, though is quite legible in text.

**Croog Pro** is released as OpenType fonts with extended glyph amounts which enabled support of more Latin languages as well as Cyrillic languages.

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q  
r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 , . : ; ! ? & \$

*A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q  
r s t u v w x y z*

*1 2 3 4 5 6 7 8 9 0 , . : ; ! ? & \$*

АБВГДЕЖЗИЙКЛМН  
ОПРСТУФХЦЧШЩЫ  
ЬЬЭЮЯ  
абвгдежзийклмнопр  
стуфхцчшщыььэюя

АБВГДЕЖЗИЙКЛМН  
ОПРСТУФХЦЧШЩЫ  
ЬЬЭЮЯ  
абвгдежзийклмнопр  
стуфхцчшщыььэюя

There's far too much to take in here

TUBE CHAIR

*need of users*

ENDLESS SUMMER HOLIDAYS

Joe Colombo

SUN ROLLING HIGH

ROUND

Through the Sapphire Sky

*Keep the great and small on the endless*

ingenious designs

¶ **Joe Colombo** (1930-1971) designed “Tube Chair” in 1969. The extremely original armchair he invented – combining four hollow cylinders in PVC, foam rubber, and leather – is proof of the deeply oppositional spirit of the Milanese self-professed “anti-designer”. Like many of his fellow artists in Italy and in Europe who gathered under the Radical Design label, and drew inspiration from Pop Art and avant-gardist movements, Colombo used art to express his dissent for mainstream rationalism. ¶ The modular cylinders that make up “Tube Chair” allow the user to customize the armchair’s shape (or join more than one to invent even more imaginative configurations), adapting it to the available space. ¶ FLEXFORM sold “Tube Chair” packaged in a canvas bag similar to the ones used for sleeping bags. It definitely was a revolutionary’s armchair.

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Дизайнеры в Европе объединились под знаком «Радикальный дизайн»

*исследовать форму и содержание*

**КОЛОМБО**

ОРИГИНАЛЬНОЕ КРЕСЛО

*Пенорезина*

черпали вдохновение из поп-арта

**ЦИЛИНДР**

ОППОЗИЦИОННЫЙ ДУХ МИЛАНСКОГО «АНТИ-ДИЗАЙНА»

**ФОРМА**

**упакованный в холстяной мешок**

¶ Кресло «Тюб» (“Tube Chair”) было разработано Джо Коломбо (1930-1971) в 1969 году. Крайне оригинальное кресло—сочетание четырех полых цилиндров из ПВХ, пено-резины и кожи – является доказательством глубоко оппозиционного духа миланского самопровозглашенного «анти-дизайна». Как и многие его коллеги-дизайнеры в Италии и в Европе, которые объединились под ярлыком «Радикальный дизайн» и черпали вдохновение из поп-арта и авангардных движений, Коломбо использовал искусство, чтобы выразить свое несогласие с доминирующим функционализмом. ¶ Модульные цилиндры, которые составляют кресло, позволяют пользователю настраивать форму кресла (путем присоединения цилиндров в желаемой конфигурации), адаптируя его к реальному пространству. ¶ Фирма FLEX-FORM продавала “Tube Chair”, упакованное в холстяной мешок, подобный тем, которые использовались для спальных мешков.

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HAMBURGEFONT

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***HAMBURGEFONT***

Case Sensitive

(H) 36¢€i¿ > (H)36\$€i¿

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Small Capitals

Grotesk > GROTESK

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Capitals to Small Caps

GROTESK > GROTESK

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Lining Figures

1234567890 > 1234567890

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Old Style Figures

1234567890 > 1234567890

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Proportional Figures

1234567890 > 1234567890  
1234567890 > 1234567890

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Tabular Figures

1234567890 > 1234567890  
1234567890 > 1234567890

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Slashed Zero

0123456789 > 0123456789

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Superscript/Superior H0123456789 > H<sup>0123456789</sup>

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Subscript/Inferior H0123456789 > H<sub>0123456789</sub>

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Numerator 0123456789/ > 0<sup>123456789</sup>/

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Denominator /0123456789 > /<sub>0123456789</sub>

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Fractions 1/2 1/3 1/4 ... > ½ ⅓ ¼ ...

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Ligatures ff fi fj fl ffi ffj ffl > ff fi fj fl ffi ffj ffl

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Discretionary Ligatures ct sp st ch ck ty > c̣t ṣp ṣt c̣h c̣k ṭy  
Th Ṭh Ṭh Th Ṭh Ṭh

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Ordinals NO No A O a o > N<sup>o</sup> N<sup>o</sup> a<sup>o</sup> a<sup>o</sup> a<sup>o</sup>  
1<sup>o</sup> 2<sup>a</sup> 1<sup>A</sup> 2<sup>O</sup> 1<sup>o</sup> 2<sup>a</sup> 1<sup>a</sup> 2<sup>o</sup>

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Since the beginning of his career Colombo was most interested in living systems. His early modular container *Combi-Centre* of 1963 is an example for that. This preference for furniture systems led to designs like *Additional Living System* (1967–1968) and the chairs *Tube* (1969–1970) and *Multi* (1970), which could be assembled in various positions to get a great number of sitting positions. They reflect Colombo's main goal, variability.

Colombo's futuristic designs were integrated micro-living worlds. His ***Visiona-Living-room of the future*** was exhibited at the VISIONA-EXHIBITION of 1969. This room consisted of “***Barbella-like***” space interiors where furniture became structure elements and vice versa.



Cesare “Joe” Colombo was until 1949 educated at the ***Accademia di Belle Arti di Brera*** in Milano as a painter and after studied until 1954 Architecture at ***Politecnico di Milano University***.

Компания Joe Colombo  
произвела инновационные  
разработки для мебели,  
*светильников, стеклянной*  
*посуды, дверных ручек,*  
*будильников и наручных*  
*часов. Он создал профес-*  
*сиональную кино-камеру*  
*TRISYSTEM (1969), конди-*  
*ционер SANDY (1970), посуду*  
*для авиа-компании ALITALIA*  
*(1970), и многое другое...*



## **Croog Pro** -

A rounded geometric  
monoline typeface.

TIPOGRAFIARAMIS

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