



Boby

Modular and versatile, the **Boby** by Italian designer Joe Colombo (1930-1941), is a compact organization system completely in ABS. As is usual with Joe Colombo's creations, the ideas of customization and multifunctionality take shape in this array of trays, bins and wheels, enhancing its modular nature. The use of colorful ABS is the result of the designer's experimentation with plastic materials and techniques, an extension of his worldviews, where he believed the house of the future would be a fluid space, taking advantage of different materials and interchangeable systems. Initially created as a drawing table, the Bobby was first produced, with the addition of wheels, in 1970 by Bieffeplast (ITA), and it remains in production now, by B-Line (ITA).

Author·s	Joe Colombo
Year of creation	1970
Year of edition	1971
Editor	Bieffeplast
Typology	Container, Cart
Materials	ABS
Colors	Yellow
Dimensions	74 x 41.5 x 41.5 cm

Inventory number PLAS.0696

Status Exhibited
