

BOBY

Designed in 1970 as a dynamic and transversal service accessory, the Boby trolley storage unit fits today's paradigms of contemporary lifestyle with surprising modernity, complying with current home/office requirements and with cultural and social nomadism.

Photography
Beppe Brancato

Styling
Martina Sanzarelli

Graphic design
Studio Temp

Texts
Barbara Gasparon

B-Line è un'azienda specializzata in arredamenti di design che, fin dagli esordi, affianca prodotti contemporanei ad evergreen del passato come il famoso Boby di Joe Colombo. Progetti concreti, trasversali e flessibili frutto di collaborazioni con designer internazionali e di produzione esclusivamente italiana.

B-Line is a company specialised in designer furnishings which, ever since its beginnings, has manufactured contemporary products along with evergreen icons from the past, such as Joe Colombo's famous Boby storage trolley. Solid, transversal and flexible designs, the result of collaborations with international designers and of an exclusively Italian production.

B



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Dentro lo spazio, oltre il tempo

Joe Colombo, il suo designer, lo aveva definito “Mobile a torre” descrivendolo come un oggetto “razionale, funzionale e funzionante.”

Progettato nel 1970 come complemento di servizio dinamico e trasversale, il carrello-contenitore Bobby aderisce con sorprendente attualità ai paradigmi del lifestyle contemporaneo, alle esigenze dell’home-office, al nomadismo culturale e sociale.

La struttura in ABS disponibile in vari colori, è composta da cassetti con apertura a ventaglio, ripiani in diverse finiture e scomparti. Il modulo montato su 5 ruote piroettanti si muove con ampia libertà ed è declinabile in diverse configurazioni con 4 soluzioni in termini di altezza.

Bobby è parte della Collezione Permanente del MoMA di New York e della Triennale di Milano e questo progetto fotografico estemporaneo e concreto è un viaggio attraverso le sue molteplici collocazioni nei diversi ambienti del quotidiano. Una dimensione molto naturale per questa icona del design italiano che, a oltre 50 anni dalla sua creazione, incarna ai massimi livelli il concept imprescindibile di versatilità e fruibilità.

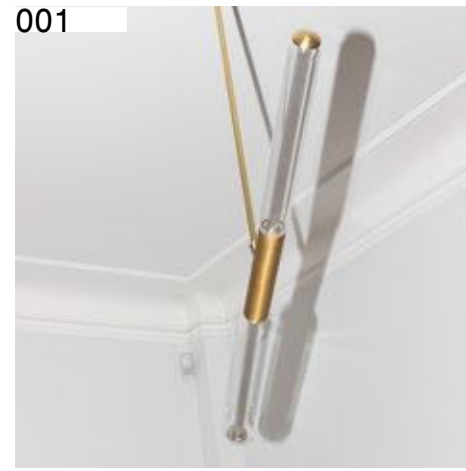
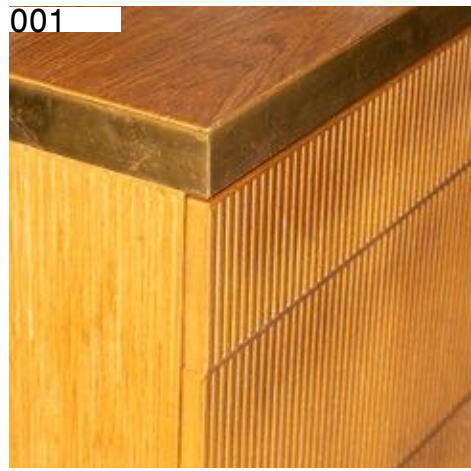
Into space, beyond time

Joe Colombo, its designer, had called it a “Tower cabinet” describing it as a “rational, functional and operative object.”

Designed in 1970 as a dynamic and transversal service accessory, the Bobby trolley storage unit fits today’s paradigms of contemporary lifestyle with surprising modernity, complying with current home/office requirements and with cultural and social nomadism.

The ABS structure, available in various colours, consists of drawers that fan open, shelves in different finishes and compartments. The module mounted on 5 casters can be easily moved and can be arranged in different configurations, with 4 solutions in terms of height.

Bobby is part of the “MoMA Permanent Collection” in New York and of the “Triennale di Milano” and this extemporaneous and concrete photographic project is a journey through its numerous placings in the diverse environments of everyday life. A very natural dimension for this icon of Italian design which, more than 50 years since its creation, embodies, to the most demanding of levels, the indispensable concept of versatility and usability.



















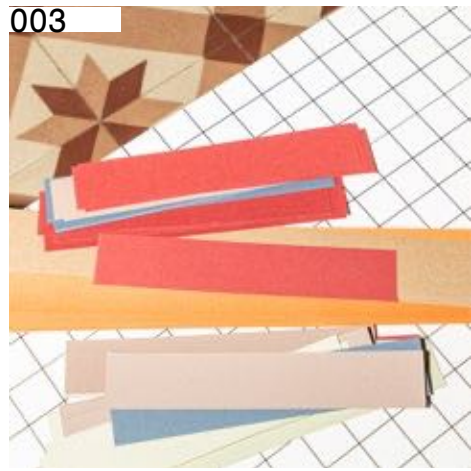






































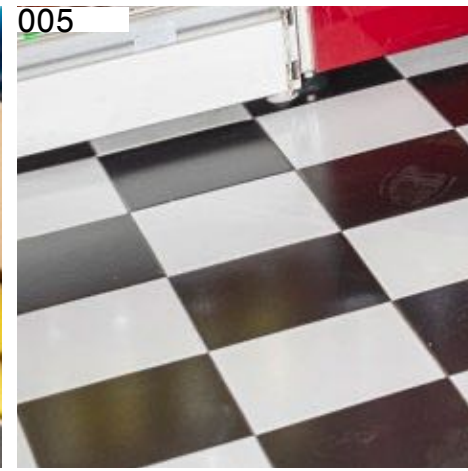
005



005

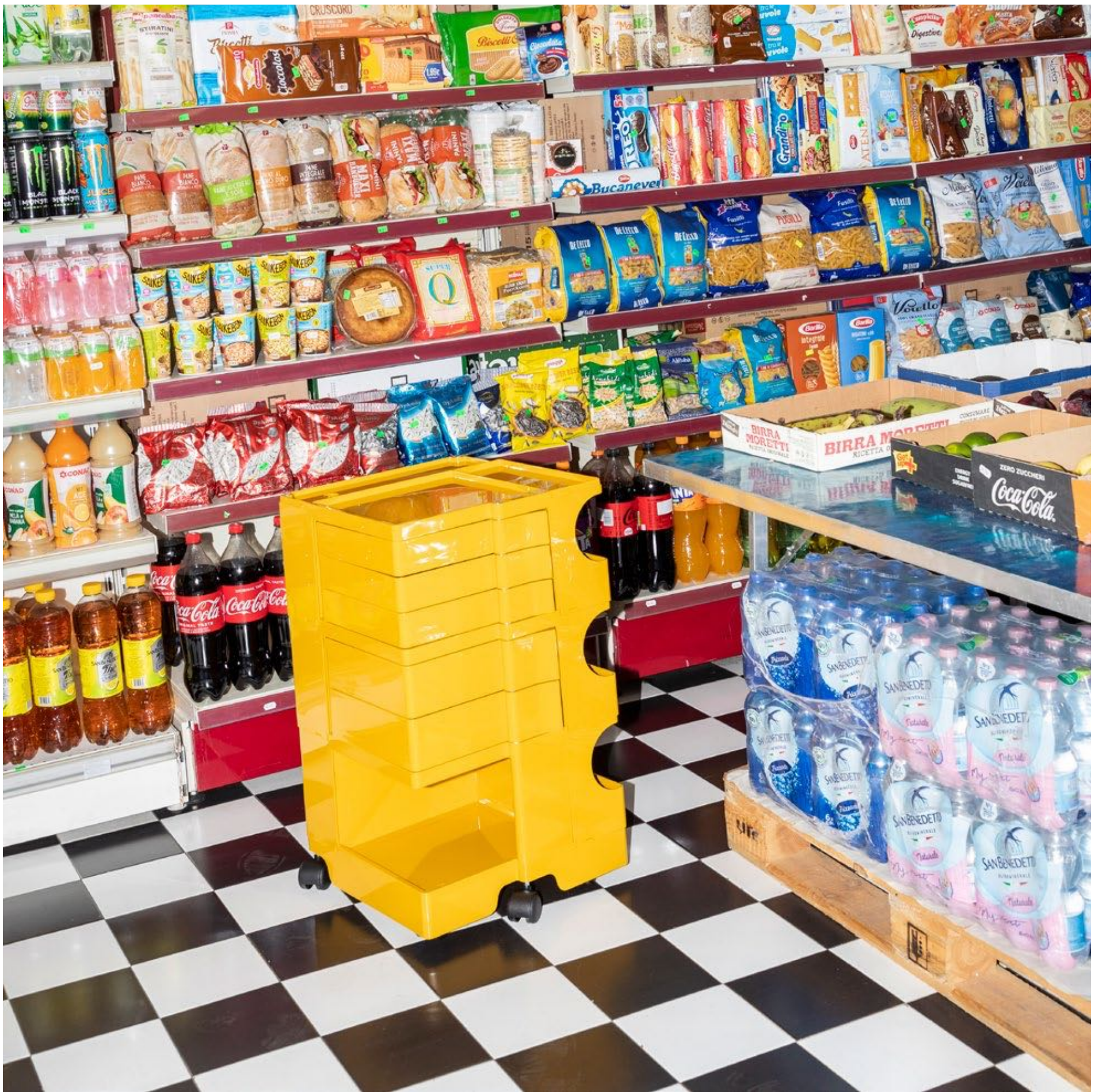


005



005









上好作品
红的, 美的

番茄口味
Tomato Flavor

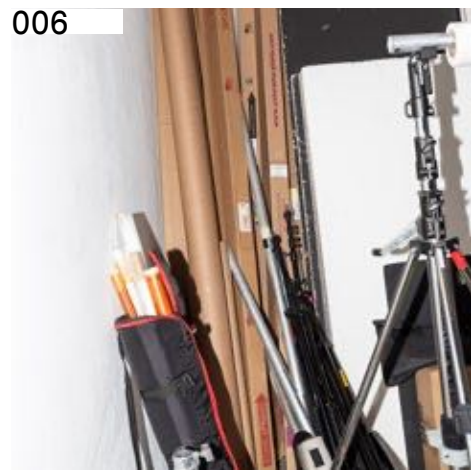
辣的, 很得

田园
Potato Chips

净含量: 50g

(0g TRANS FAT
30.0g NET WT)



























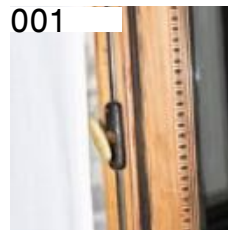
N 001

P 4—10



001 Honey

H 735 — 430×420



001 Verdigris

H 525 — 430×420



001 Bianco/
White

H 525 — 430×420



002

P 11—17



002 Tornado Grey



H 945 — 430×420





003



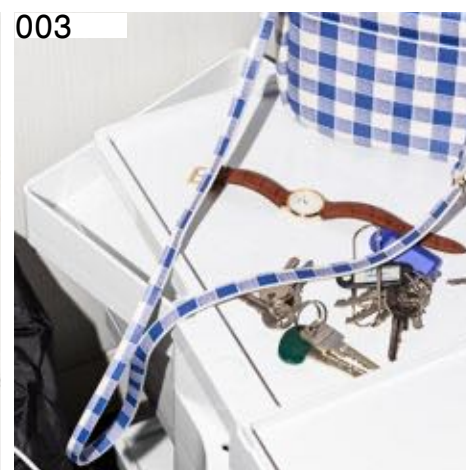
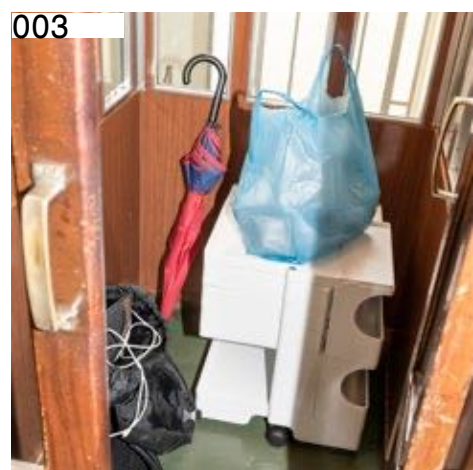
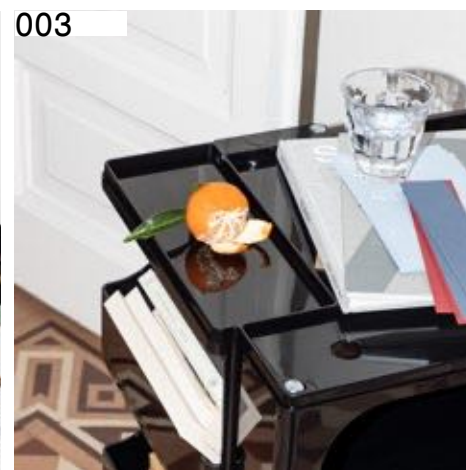
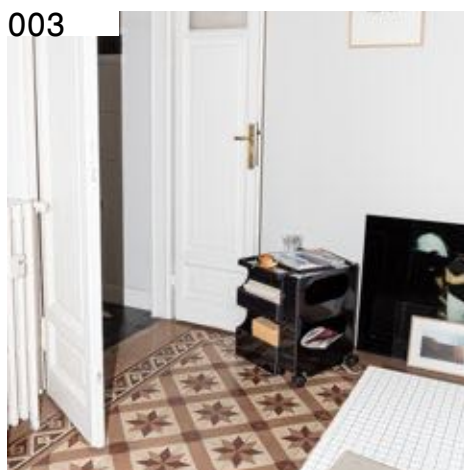
P 18—24

● Nero/
Black

○ Bianco/
White

H 525 — 430x420

H 525 — 430x420



004

P 25—31



● Cumin

● Verdigris

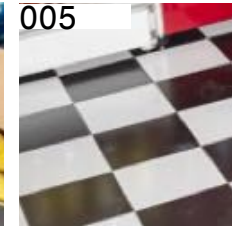
H 735 — 430x420

H 735 — 430x420



005

P 32—36



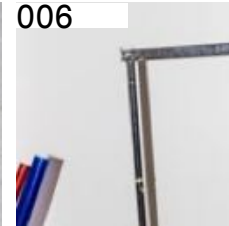
● Honey

H 735 — 430×420



006

P 37—43



● Tornado Grey

○ Bianco/White

● Honey

H 525 — 430×420

H 525 — 430×420

H 735 — 430×420



007

P 44—48



● Rosso/
Red

H 735 — 430x420 H 525 — 430x420



Misure/Sizes

H 315 — 430x420 H 525 — 430x420



H 735 — 430x420 H 945 — 430x420



Finiture ripiani in legno multistrato/Finishes of the multi-layered wood tops

● Rovere naturale/
Natural oak

Finiture ABS/Finishes of ABS

○ Bianco/
White ● Rosso/
Red ● Honey ● Cumin
● Nero/
Black ● Tornado Grey ● Verdigris

Photography
Styling
Graphic design
Texts
Translations
Colour separation

Beppe Brancato
Martina Sanzarello
Studio Temp
Barbara Gasparon
Ellepi Progetto Servizi
Creative Studio

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Via Galileo Galilei, 13/B - 35030
Sarmeola di Rubano - Padova ITALY

Tel +39 049 8978245
info@b-line.it - b-line.it
facebook.com/bline.it - instagram.com/b_line_it



001	002	003	004	005	006	007	BOBY
06-12	13-19	20-26	27-33	34-38	39-45	46-50	

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facebook.com/bline.it - instagram.com/b_line_it