

MDF Italia

MDF Italia is an Italian design company, specialized in the developing and manufacturing of high-quality design furniture.

In 1992 Bruno Fattorini founded the company, which was fully acquired in 2013 by the holding group of the Cassina family, a long-standing leader in Italian design.

MDF Italia was set up with a dynamic entrepreneurial and product strategy in mind: the brand has always focused on innovative design and simplicity as core values in selecting projects and designers.

Innovation, internationality and a strong design identity are the main features of MDF Italia corporate culture.

MDF Italia's success is rooted in its ability to represent the contemporary culture, to feel and anticipate the trends and to respond to the changes in taste, as well as to the requirements of modern living.

For all these reasons, starting from 2019, the historic Italian furniture brand Acerbis became part of the MDF Italia family, with the aim of an international retail development of the group.

Interconnected in their offer, MDF Italia and Acerbis are able to explore new markets, consolidating their commercial vitality to face the constant changes in the global market.

Showroom

This scenario of change led to the need to design a new exhibition area in the MDF Italia headquarters, in Mariano Comense.

"We strongly wanted the renewal of this space to let it represent in the best way our new corporate identity, after the acquisition of the Acerbis brand, fully expressing the common values of the two brands and enhancing their collections. To reach this goal we relied on the skills of the architect Pitsou Kedem, with whom we have been co-operating since a while now. He has been able to perfectly interpret our needs" explains Roberto Cappellini, CEO of MDF Italia.

The new showroom features sinuous lines alternating with solid interactions and covers an area of 400 square meters, housing the collections of the two brands.

The interior design curated by the Israeli architect Pitsou Kedem creates a welcoming and dynamic environment, where walls and free-standing room dividers taper away in fluid and flexible lines, to guide the visitor on a visual-sensory journey, to discover the products.

"We used the sensuous and wavy form of the walls to outline spaces and at the same time to invite the visitor to move across and visit them" said architect Pitsou Kedem.

Finally, clay was used as the only finish of the architectural elements to enhance through its materiality the peculiarities of the displayed products. This setting hosts not only the MDF Italia novelties, including the new NVL table signed by Jean Nouvel Design and the reinterpretations of the brand's iconic products designed by internationally renowned designers, but also the set of the first Acerbis collection curated by the new creative direction of Francesco Meda and David Lopez Quincoces.