



mdf italia



Story about a table.

Tense

ten
years

mdf italia



tense¹ /tens/ *adj* Stretched tightly: *a tense wire*.
From **tension** /'tɛnʃ(ə)n/ *n* The state of being stretched tight or the extent to which something is stretched tight:
The tension of a string, cable, etc is how much it is being stretched. Adjust the tension of a violin string.

The product's name readily reveals two of its qualities: one is purely architectural whereas the other is rather ethereal. Both of them, intrinsically connected, are the expression of its design. In designing Tense for MDF Italia in 2009, Piergiorgio and Michele Cazzaniga operated the semantic reduction of a table to its very archetype: 4 vertical legs and 1 top. The designers explain how Tense intended to overcome the methods employed so far to maintain unaltered the structural characteristics of the product regardless of its size and scale. The main purpose was to reach an extremely large top surface. The top is the result of a painstaking research and several experimentations; it conceals a highly sophisticated core that leverages internal tension to reach a large size while preserving maximum stability with a minimal thickness of 35 mm. Form and function are the identity converge in this object. Its exact and absolute design enables Tense to accommodate very different shapes and presences, and generate creative tension from the unexpected relationships with its surroundings. Tense can adapt to any potential use, it hangs in between the memories of something that has already been experienced and the imagination of whatever may happen next.

In 2016 the project developed into "Tense Material" by introducing new material finishings that stress the sensorial traits of the environment where it stands. The original characteristics of raw materials are kept unchanged, thus allowing possible visual and tactile deviations on its surface, marks of the material's authenticity and witness of the craft that makes the product unique.

Some of them are purely natural, intense and warm finishings, like natural oak, natural walnut or carbonised oak, achieved by the wood's tannins reacting and producing a natural burning that generates a carbonised effect on the surface. Such noble materials require the care of expert craftsmen: the rigor of brass is softened by superficial brushing, a blend of natural and industrial materials can artificially reproduce the sedimentation process of sandstones in a river, and marble dust powder is skillfully mixed to a binder and manually spread all over the surface.

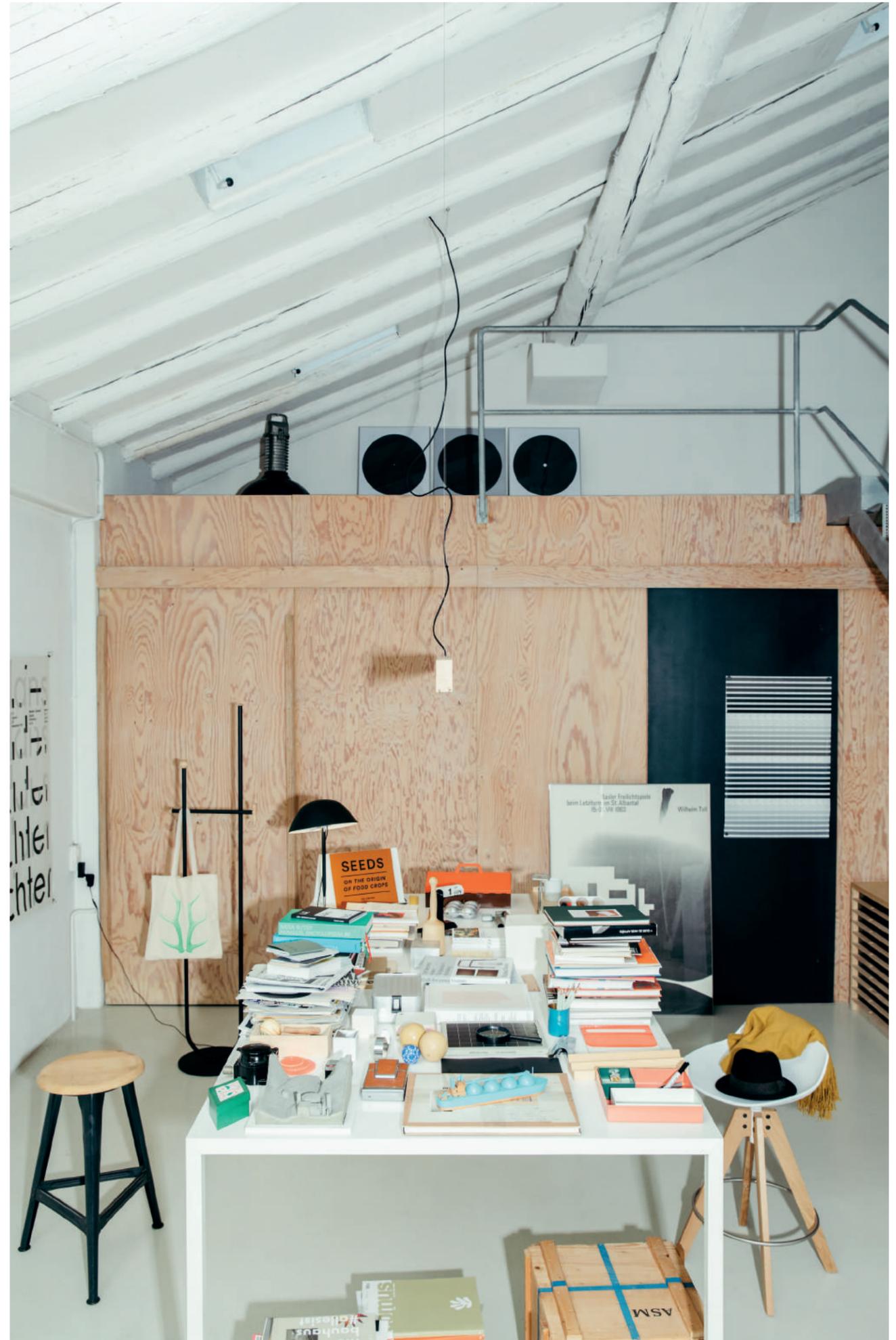
In 2018 processes combining highly sophisticated materials and artistic work have given rise to Tense Intarsia with its dark marble dust powder surface entirely crossed by an irregular and rhythmic composition of contrasting lines.

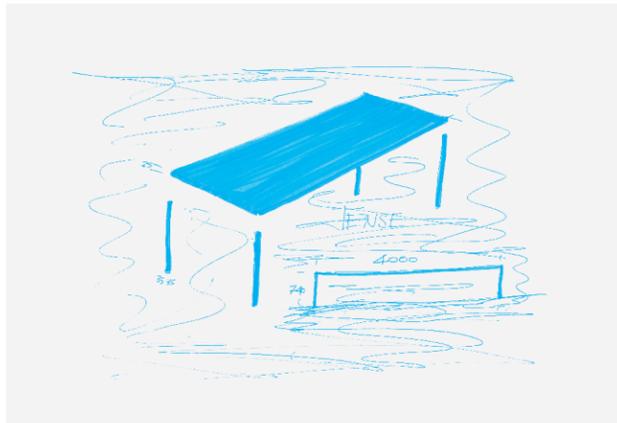
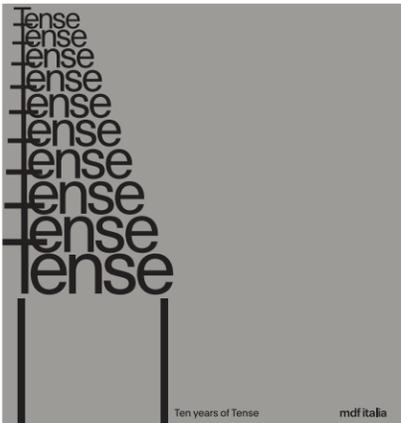
Today in 2019 the experimental nature of research on materials is at the foundation of Tense Diamond, the innovative finishing obtained through a two-step manufacturing process and layering based on a specific, hand spread, colored cement resin. The combination of the rough surface with the superficial polyester finishing on multiple layers generates an original magnifying glass effect that enhances the red color and its depth. The inspiration of Chinese lacquer is coupled with large surfaces and the original concept is overcome by a significant and innovative glossy final result. This is the story so far: Tense is available in 5 heights, 12 finishings, 36 sizes and over 1'500 possible combinations. 1 thickness.





Tense high table | H90 | white solid surface
 Flow stool | H65 | VN 4 legged natural oak

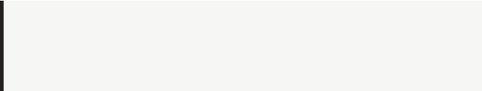




Black | Matt Fenix

White | Solid Surface

Medium Grey | Matt Fenix

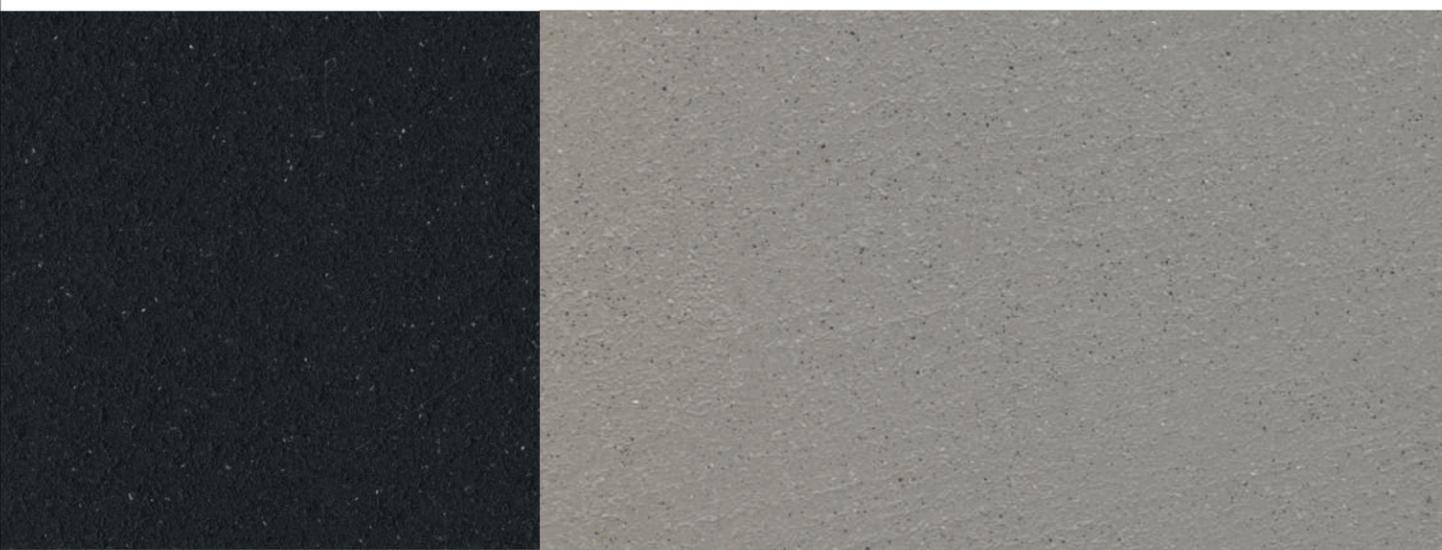
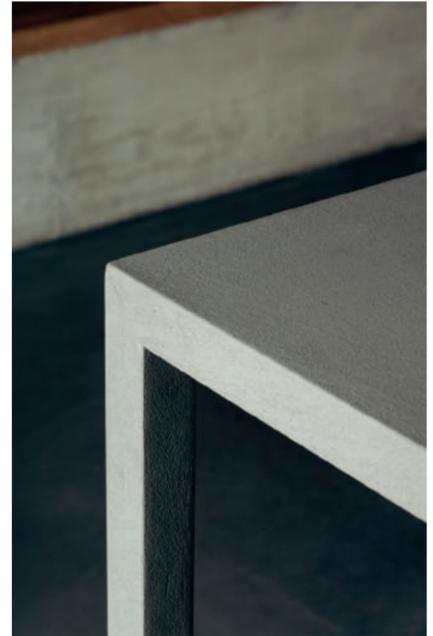




Tense working table | H73 | white solid surface
Flow Chair Color | white central leg
Flow Stool | H44 | white VN 4 legged steel
Flow Pouf | H48 | VN 4 legged bleached oak | perth fabric



Tense low table | H35 | medium grey matt fenix



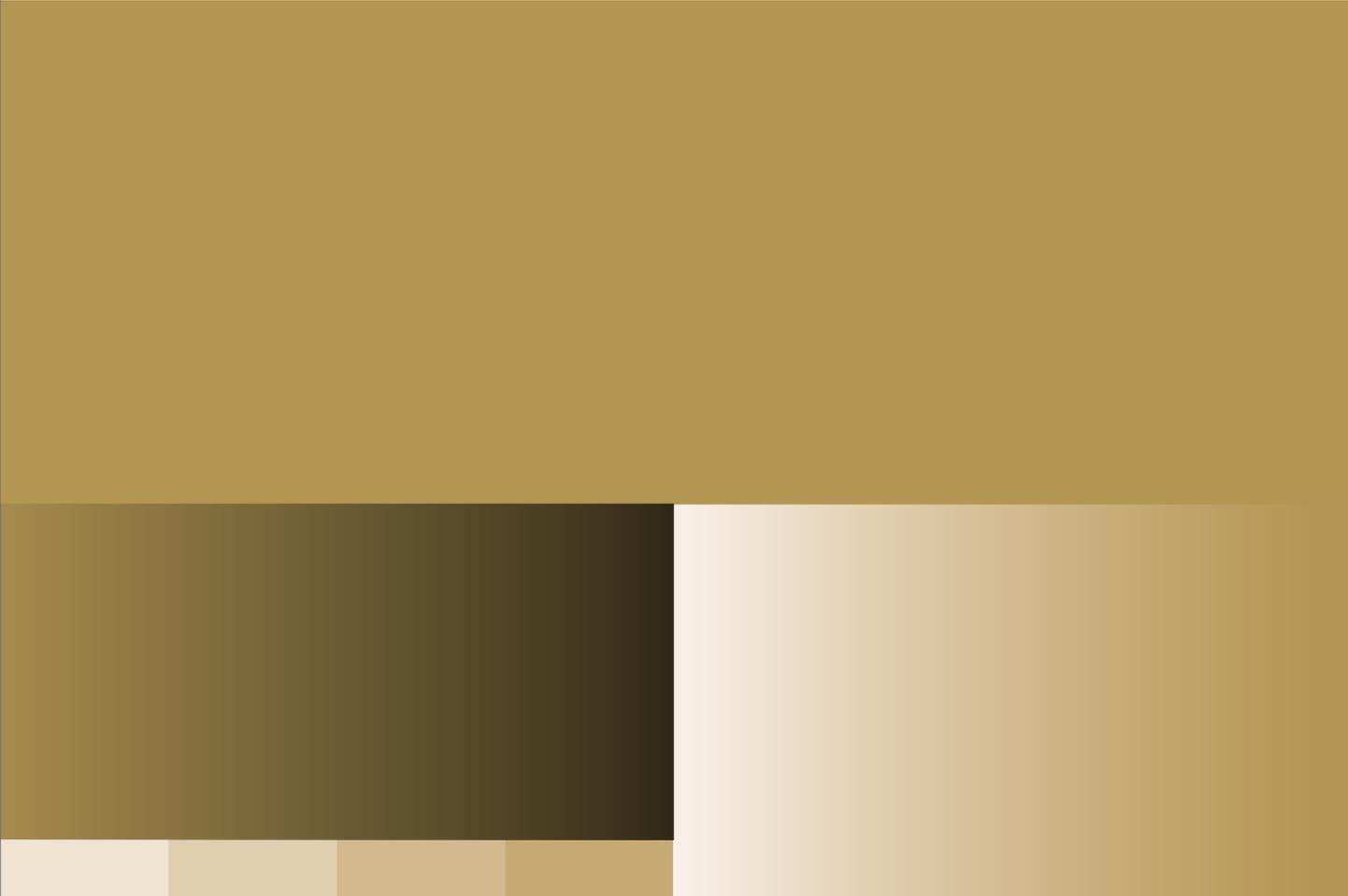
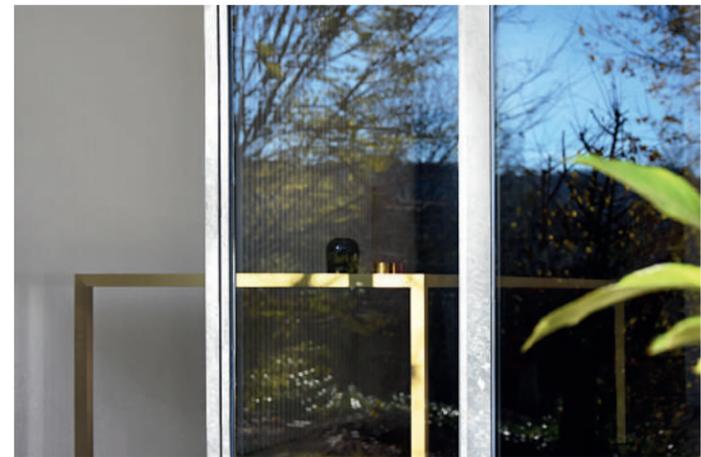
Reconstructed marble black ebony

Reconstructed stone

Reconstructed marble white carrara



Tense dining table | H73 | reconstructed stone
Flow Chair & Slim Color | 4 legged natural oak





Tense dining table | H73 | brass
Super_Position | bichromatic boosshelf



Fine wood | National walnut

Wood | Natural oak

Carbon | Carbonised oak wood



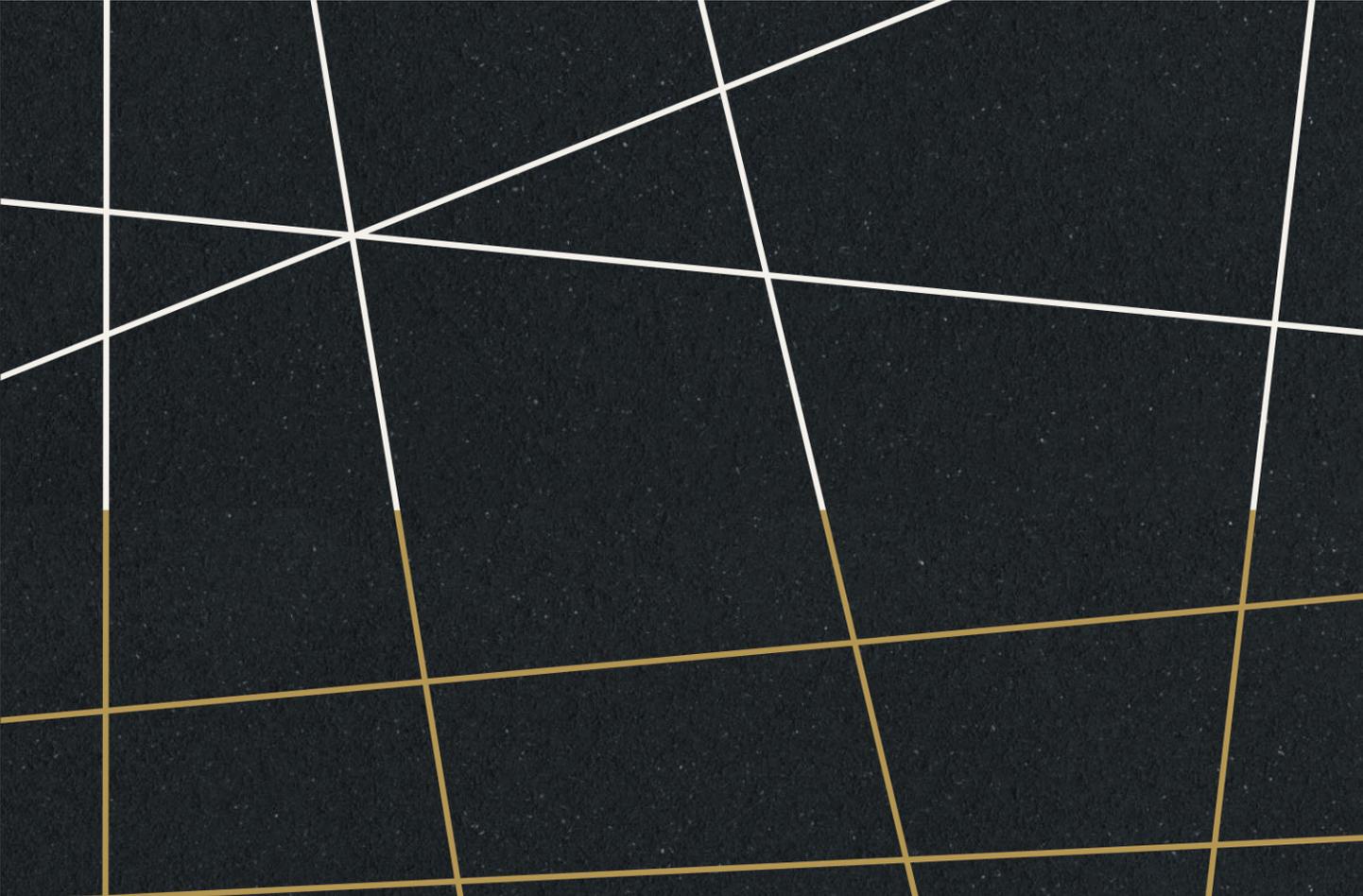
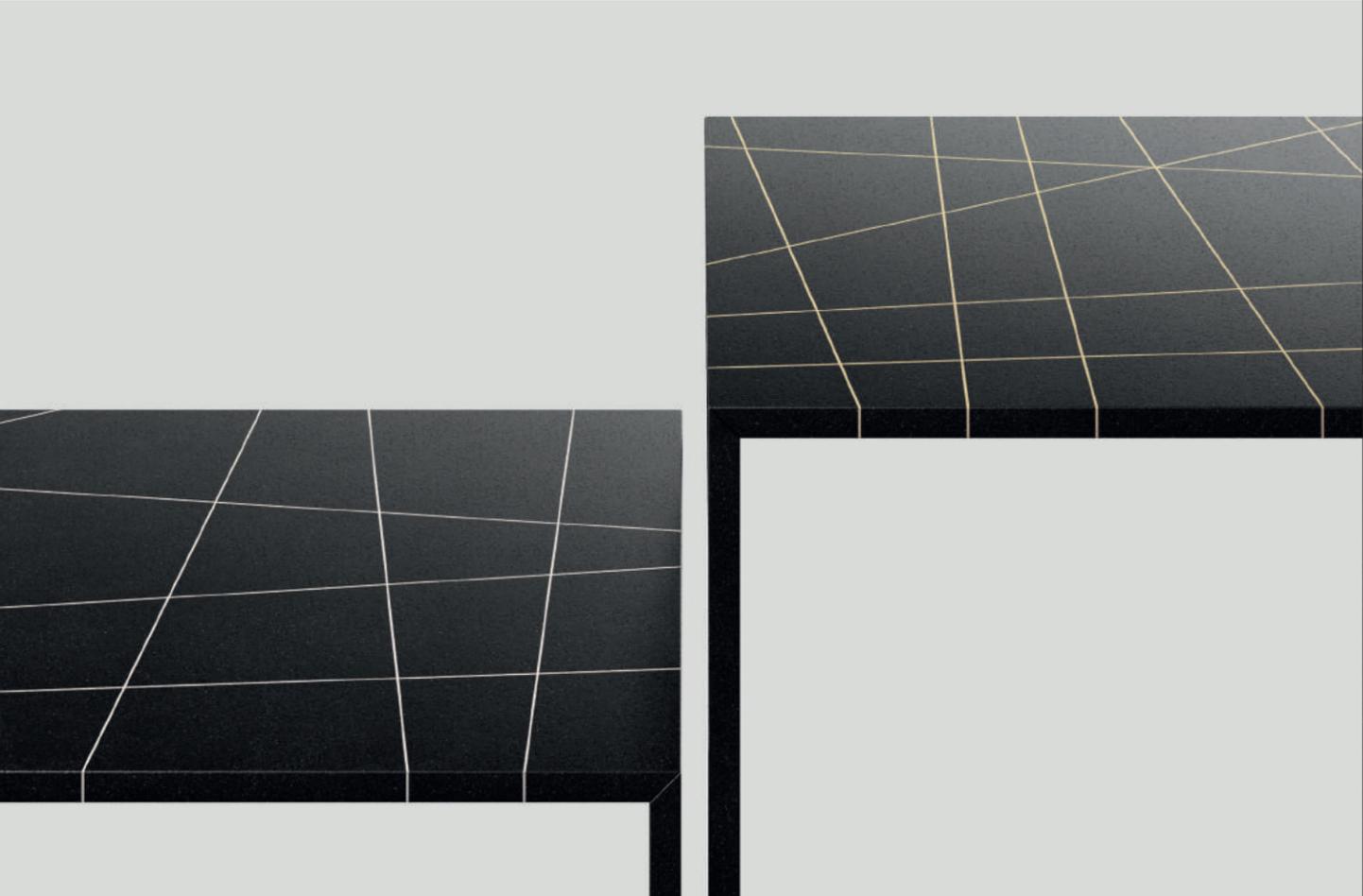
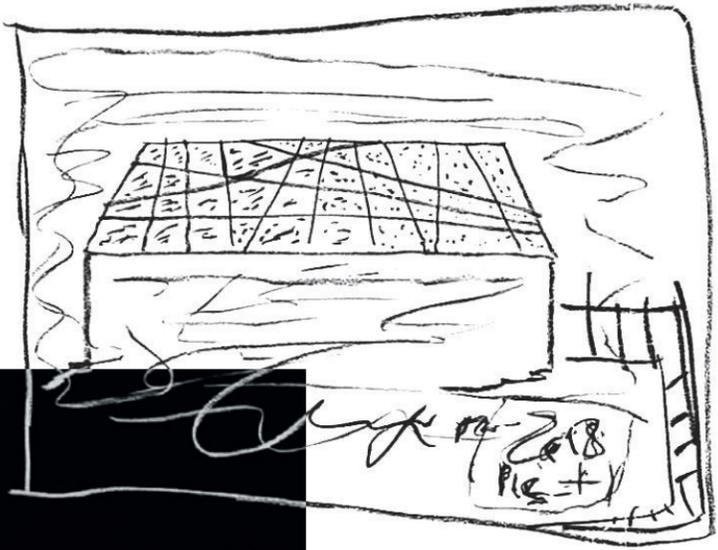


Tense dining table | H73 | natural oak wood



Tense dining table | H73 | carbonised oak wood
Flow Slim Color | 4 legged brown oak cross





Reconstructed marble black ebony

Intarsia | Reconstructed marble white carrara

Intarsia | Reconstructed brass



Extragloss red

5 heights, 12 finishings
36 sizes and over 1'500 combinations

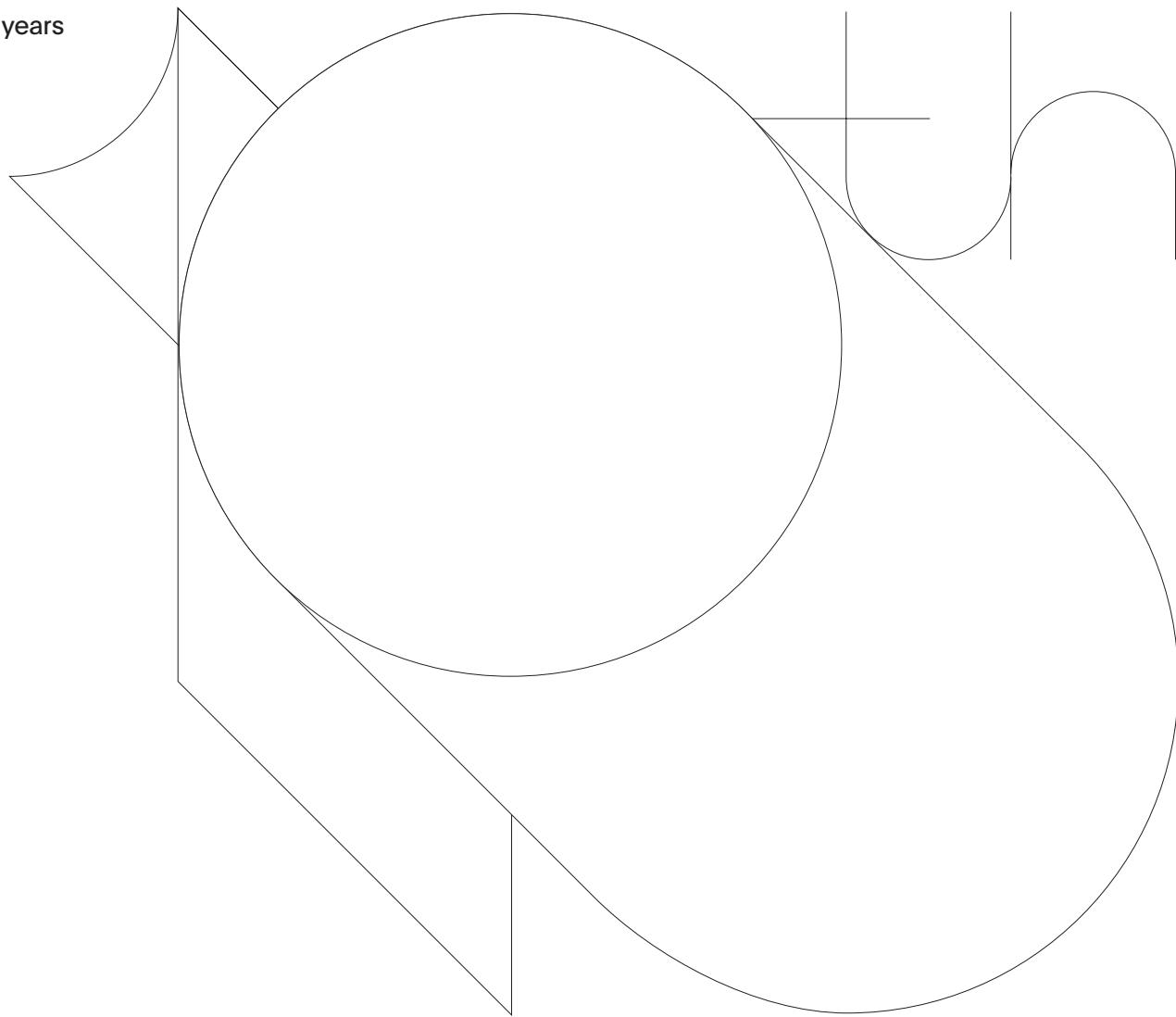
1 thickness

...configure yours



Bar high table					H 110
Console high table					H 90
Dining table					H 73
Bench, coffee table					H 45
Low table					H 35

Tense. Ten years



Design and concept

CCRZ

Text

**Communication
& Marketing, MDF Italia
Ludovica Niero, CCRZ**

Photo

Mattia Balsamini
pp. 3,4,5,8,9,10,11,13,14,15,19,22,23

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pp. 16,20,24,25,29

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pp. 6,20,21,26,28

Vittoria Fragapane
pp.17,20

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pp. 7,12,17,27

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Story about a chair.



Flow

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flow /fləʊ/ *n* **1** To move freely and continuously within a closed system: *blood flows to all parts of the body.*

2 To proceed or be produced smoothly, continuously and naturally: *conversation flowed freely throughout the meal.*

3 (of the sea tide) to come in; to rise: *The tide began to flow, covering our footprints.*

Flow started out in 2009 as a project to design a chair. A versatile, comfortable, iconic chair. Over the past ten years Flow has evolved into a product family that covers the whole spectrum of possible seats, and each member is designed taking the utmost care not to change the original qualities building its identity. The designing author Jean Marie Massaud knowingly reveals his clear intention not to offer a final solution, but rather to grant each and everyone the possibility of flexibly making your own choice according to your style and needs. It is an open project that flows across the multiple possible interpretations of those who wish to possess one. Its ergonomic shape makes Flow a comfortable seat when sitting long hours at a table, the shell's natural colors depict Flow as casual and homey, and its distinctive design enhances its performance in the contract sector. Over the years Flow has been increasingly appreciated and recognized, and that is why the project has opened up to new interpretations and innovative transformations.

In 2014 Flow Slim came to life with the aim of optimizing the comfort that, owing to its cozy shape, has turned it into the living room protagonist of your reading hours. Its curvy lines are able to provide a warm touch even to the most rigorous office setting. Flow Stool and Flow Pouf supplement the product range with their minimal seats. In 2017 Flow Eco exploited an innovative technology polymer made of different types of wood fibers to raise renewed awareness on the environment. In 2018 the Flow Slim Color has taken on a color palette defined by Jean-Marie Massaud as the "natural color of Japan": a unique combination of simplicity and sophistication.

Today Flow Textile has become a new, entirely upholstered chair that can accommodate any fabric, color or graphics.

The year 2019 presents Flow 10th, the project created to celebrate the 10th anniversary of the Flow collection. Its blurred and transparent base conjures the illusion of a volume floating in space.

Flow is a highly responsive furnishing resulting from the natural synthesis of a long lasting pondering process aimed at pursuing genuine comfort and great technical quality, coupled with the skills and expertise from our labs. The shell is available in 10 different models ranging from plain seats to one comfy cushion, to sartorial quality covers in 250 fabrics to be mixed and matched with 16 different types of legs and materials. The quality of materials and the crafty manufacture ensures durability to this object that generously let your identity become its own.

Flow succeeds in expressing its scope of use through the widespread network of potential situations that is intimately connected to people's everyday life and matching the familiar routine with extraordinary expression of an iconic object. And the eyes smoothly flow on its soft lines.

Flow. Ten years

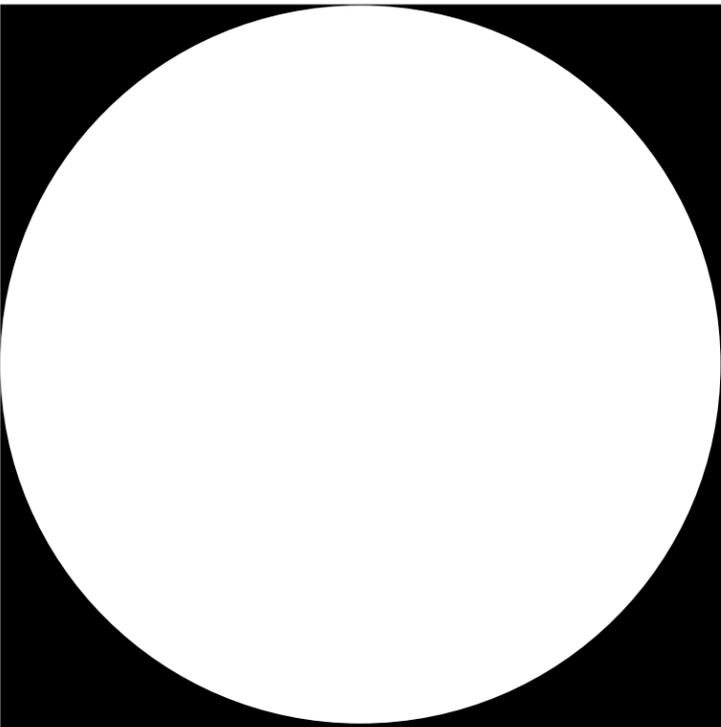
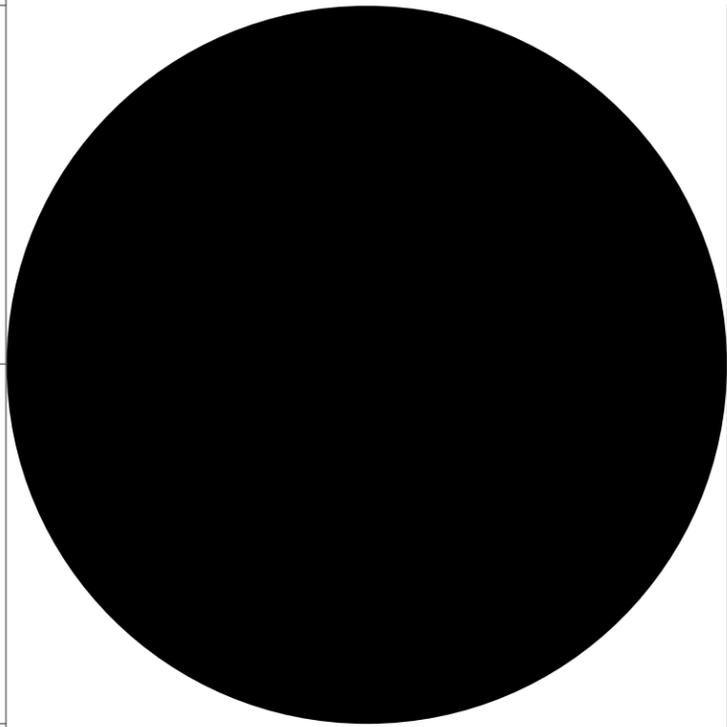




Flow Slim | graphite grey lem 4 legged | parigi fabric
Flow Chair | white fixed 5 point star



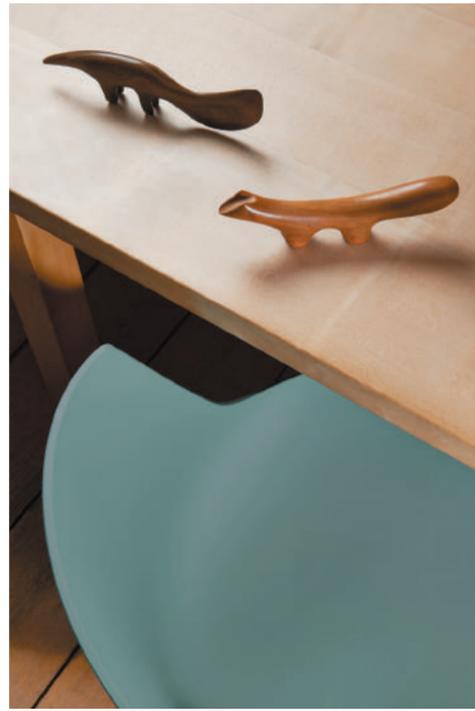
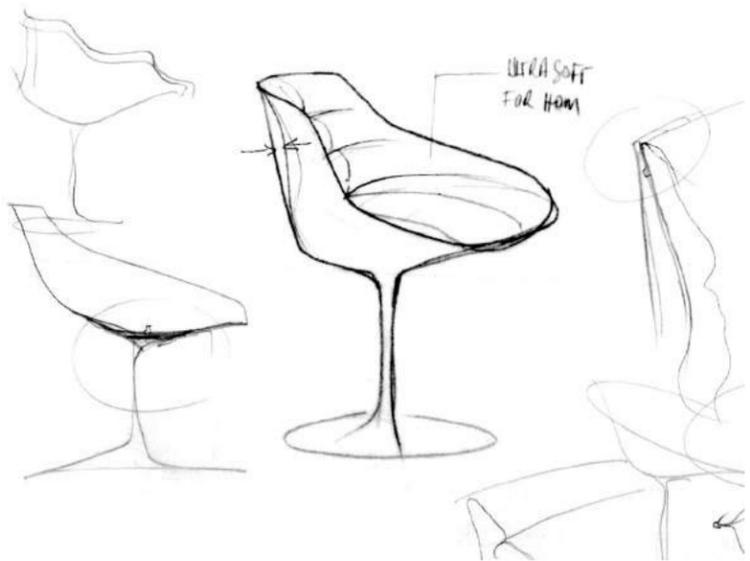
Front		Side			
Front with pad		Front padded			
4L	SL	L4L	VN4LS	F5PS	
				5PSC	
White			Black		





Flow Chair Color | white central leg | summer fabric
Flow Chair Color | 4 legged natural oak

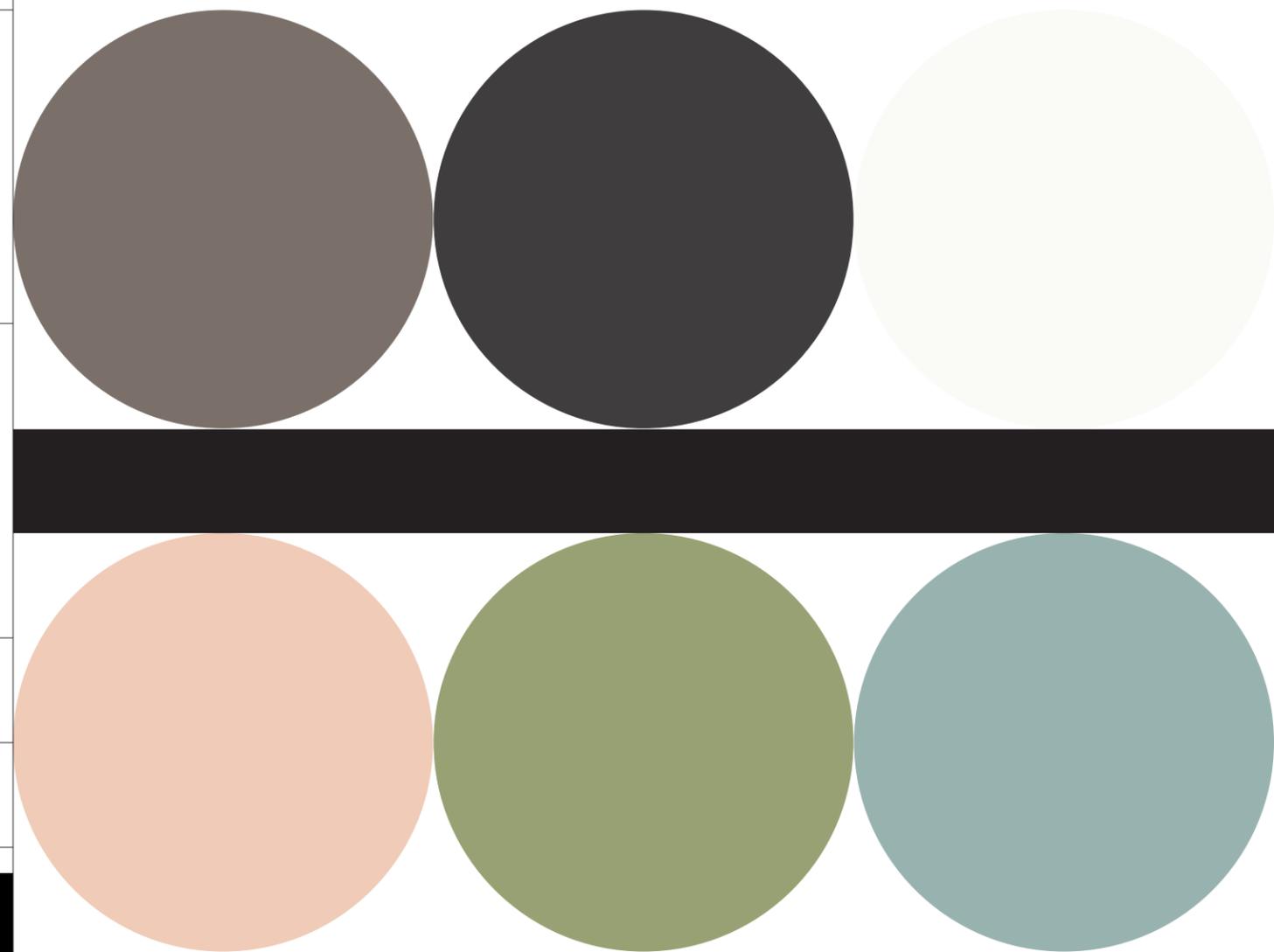
Chair color



Flow. Ten years



Front		Side			
Front with pad		Front padded			
CL	VN4LO	4LO	4LC	4LOC	
Powder pink	Green	Avioblu	White	Mud	Leadgrey Black



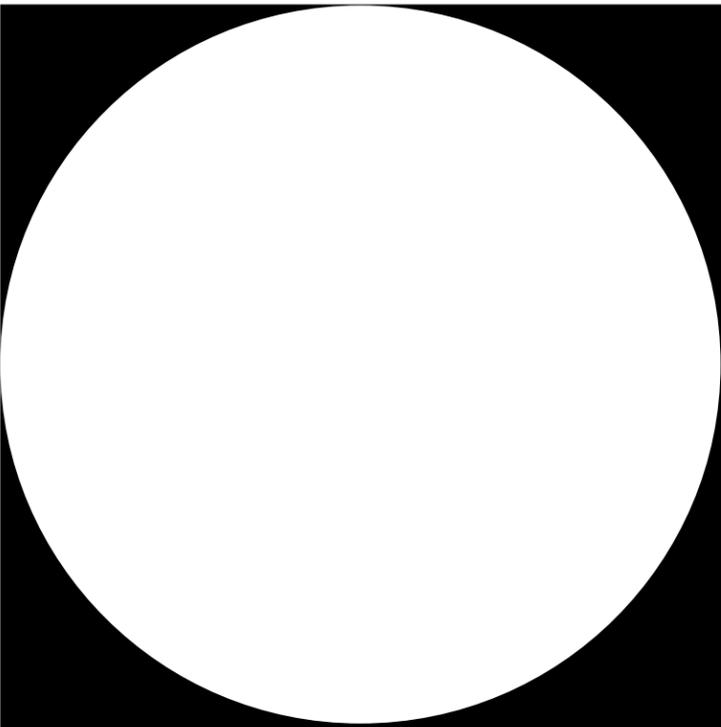
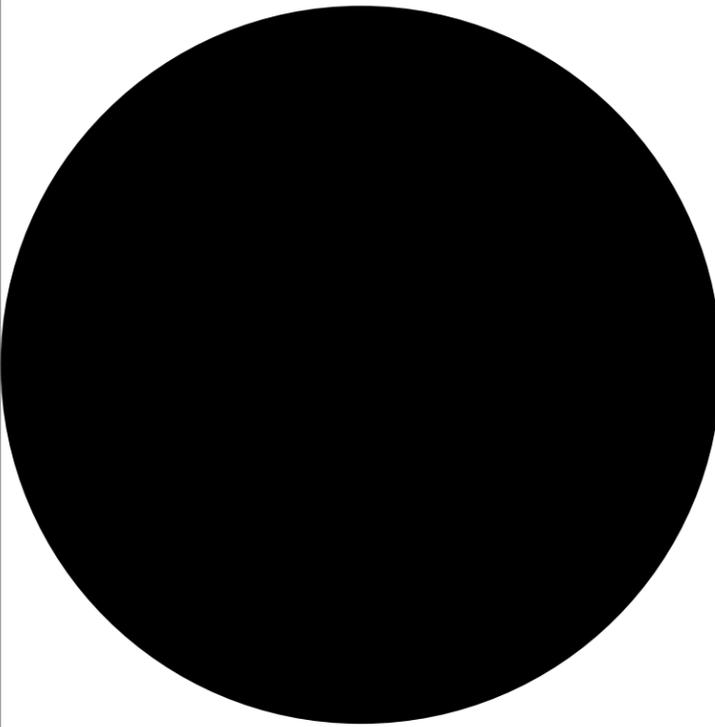


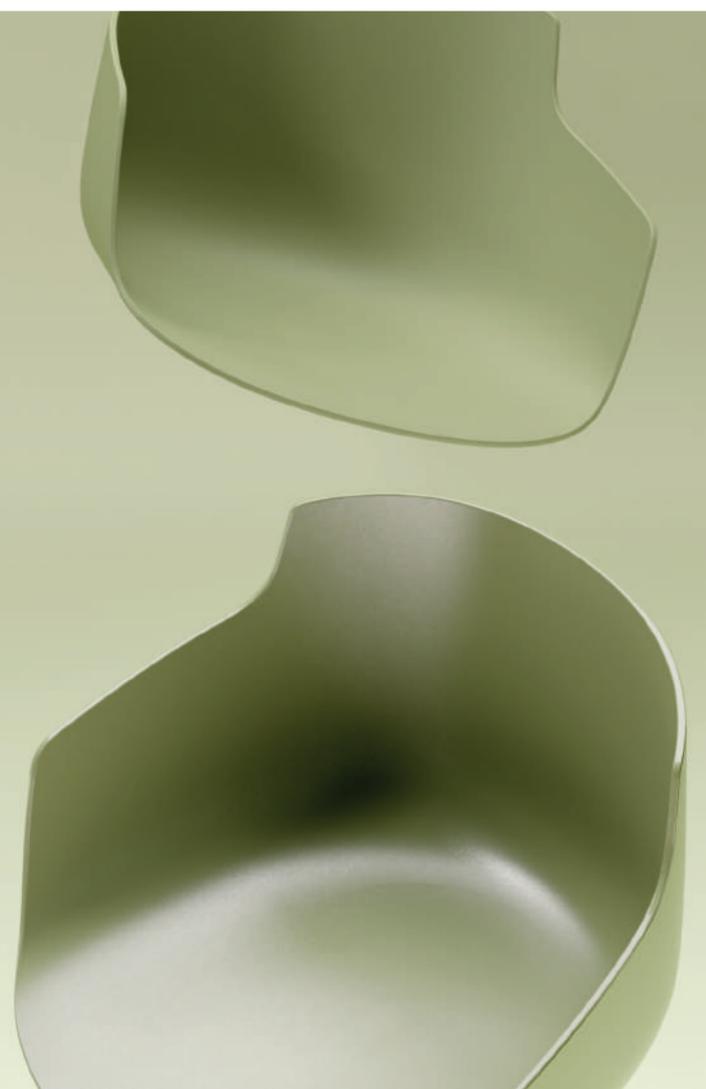
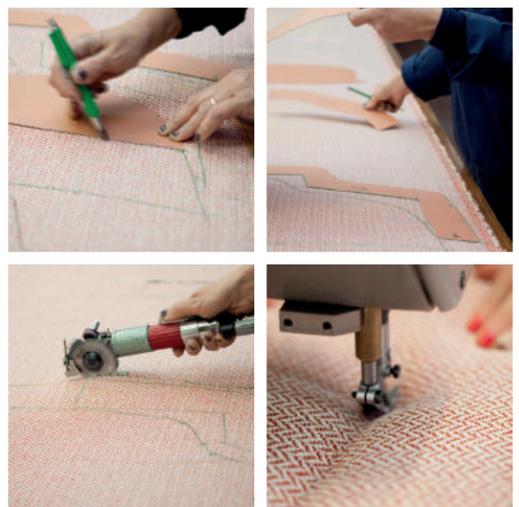
Flow Chair Color | avio blue central leg
Flow Chair Color | VN 4 legged natural oak



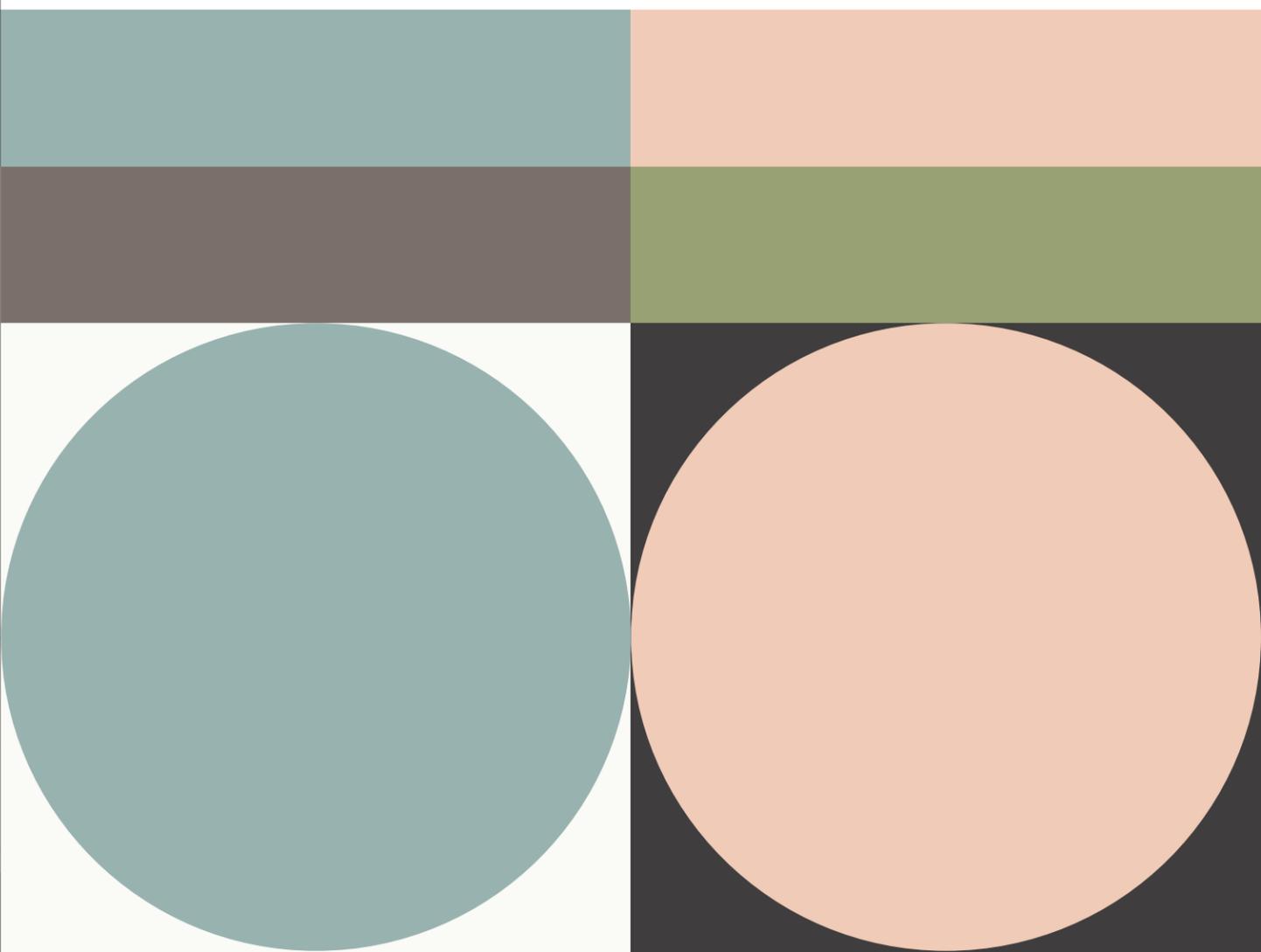
Front		Front with pad		
Front padded		Front XL padded		
4L 	SL 	L4L 	VN4LS 	F5PS
			5PSC 	

White	Black
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Front		Front with pad			
Front padded		Front XL padded			
CL	VN4LO	4LO	4LC	4LOC	
Powder pink	Green	Avioblu	White	Mud	Leadgrey Black





Flow Slim Color | collection
 Flow Slim Color | 4 legged bleached oak cross | monaco fabric

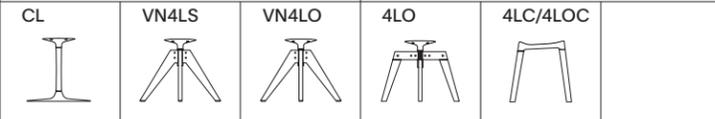
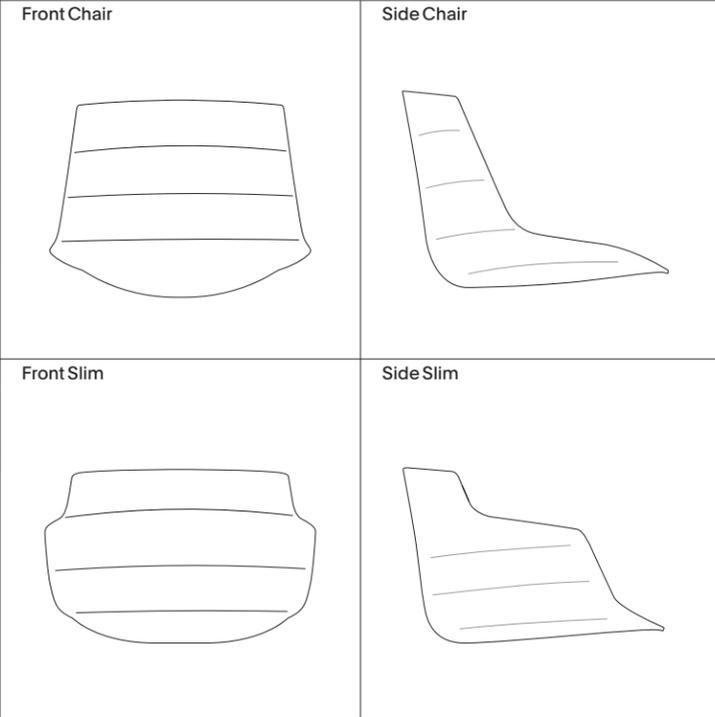




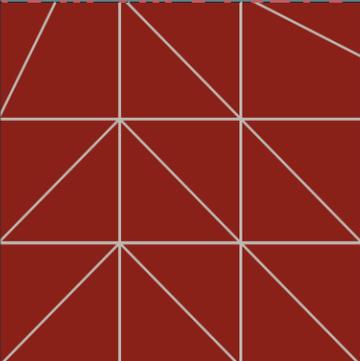
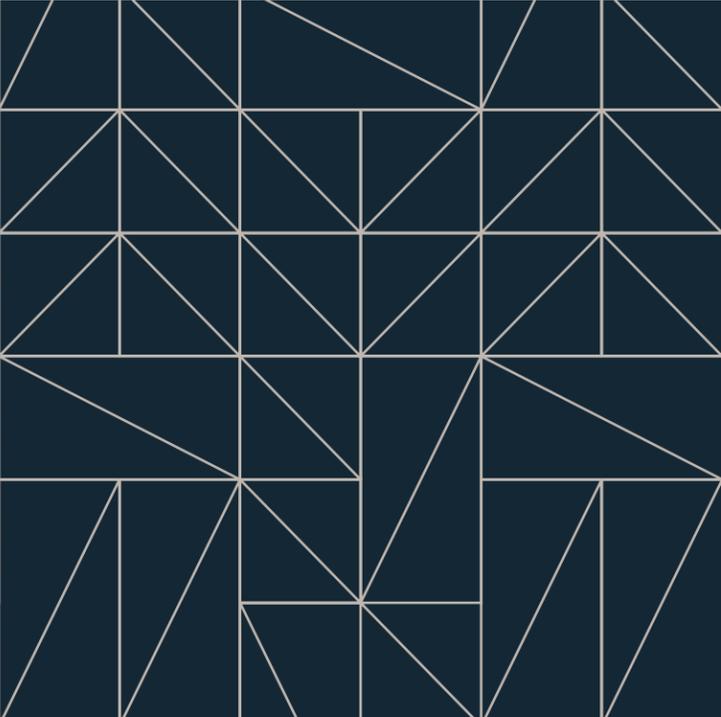
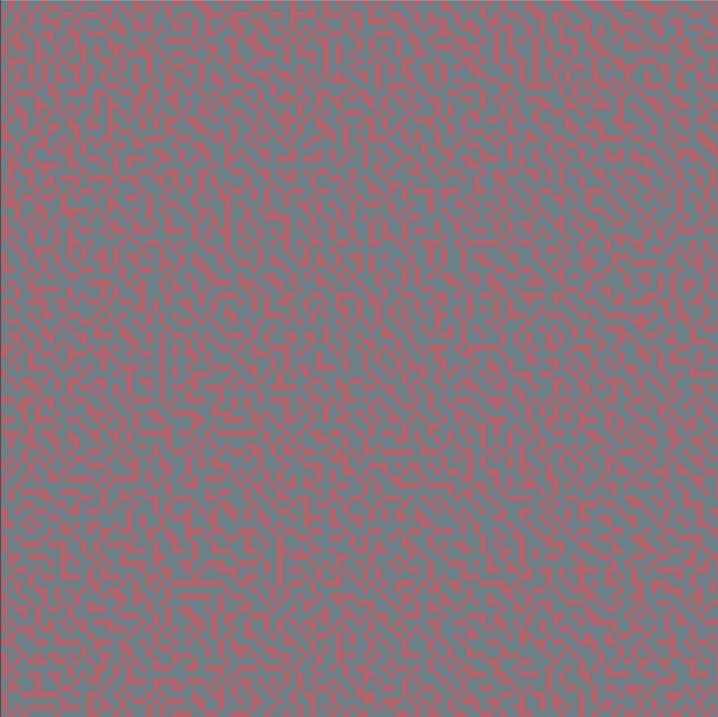
Flow Slim Color | VN 4 legged natural oak | Londra fabric

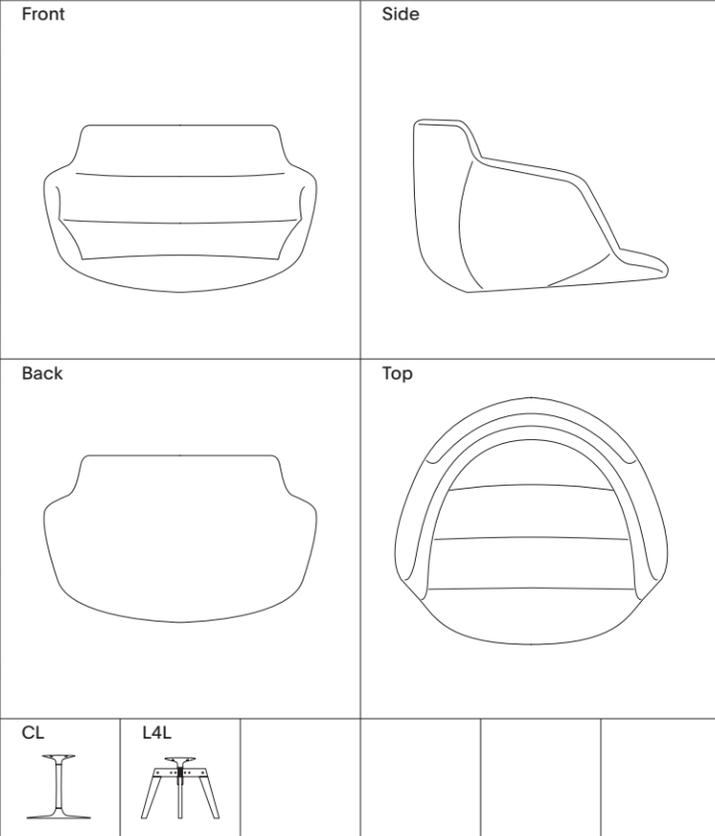


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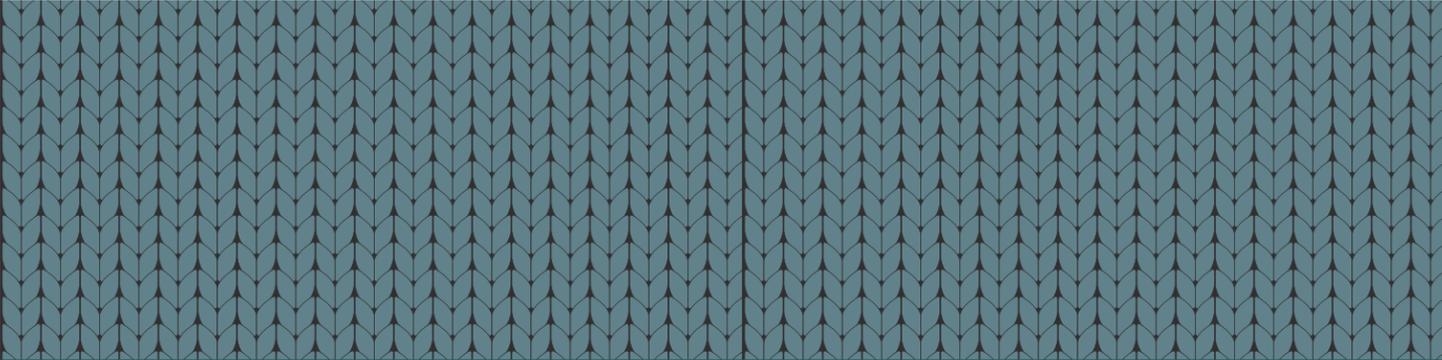


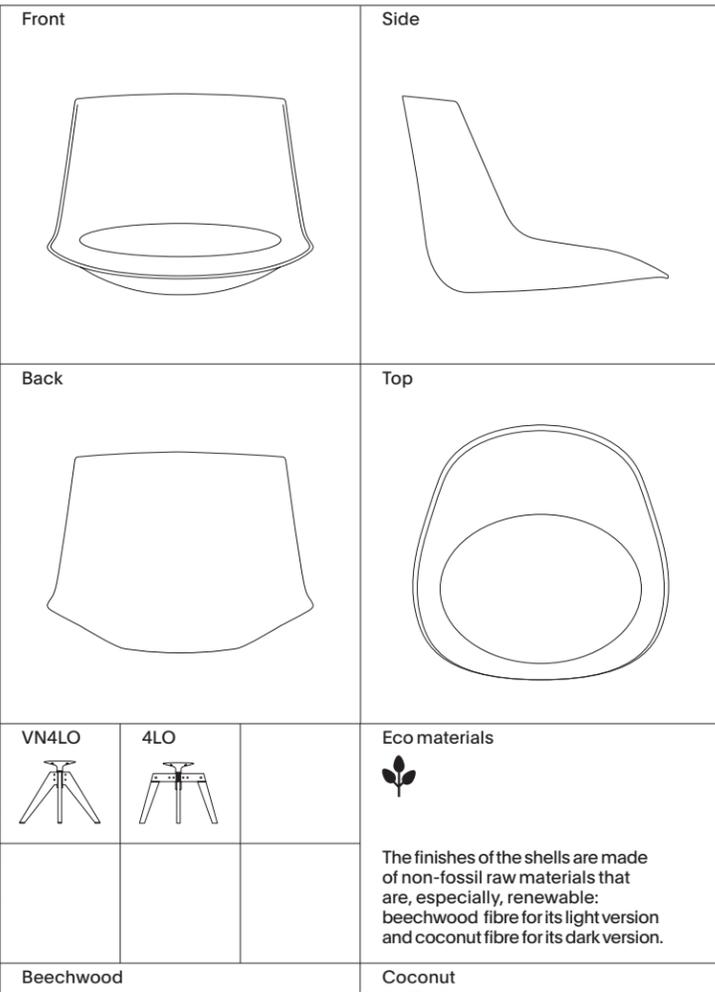
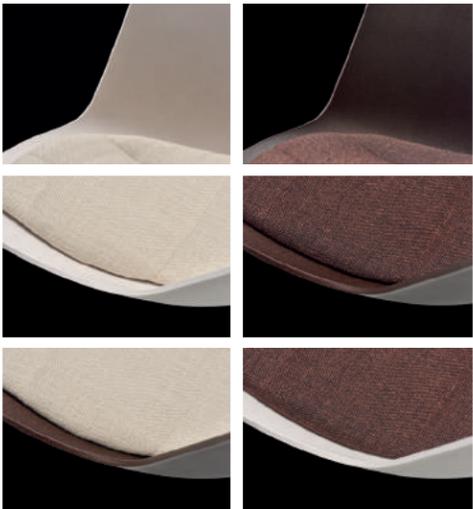
Cover:	Aloha Balla Cady Divina Divina ^{Melange} Dune Fall Grid Maia	Menfi Monaco Monometry Natura Parigi Perth Sand Summer Tanis	Tika Timpi Tody William Winter York
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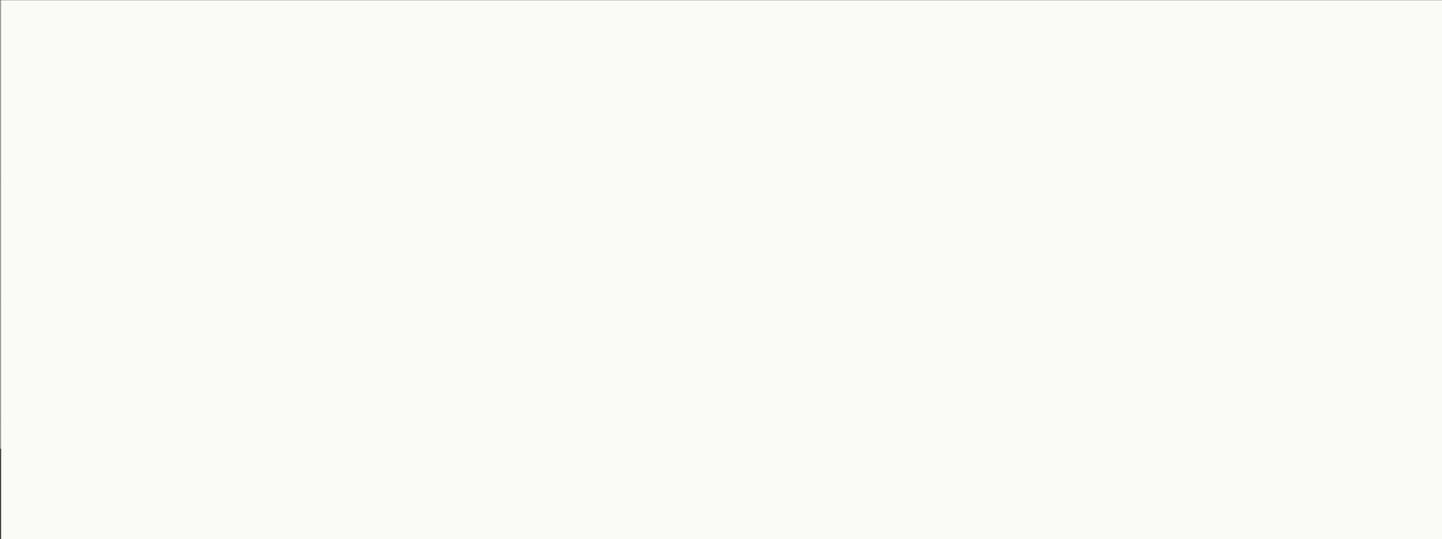
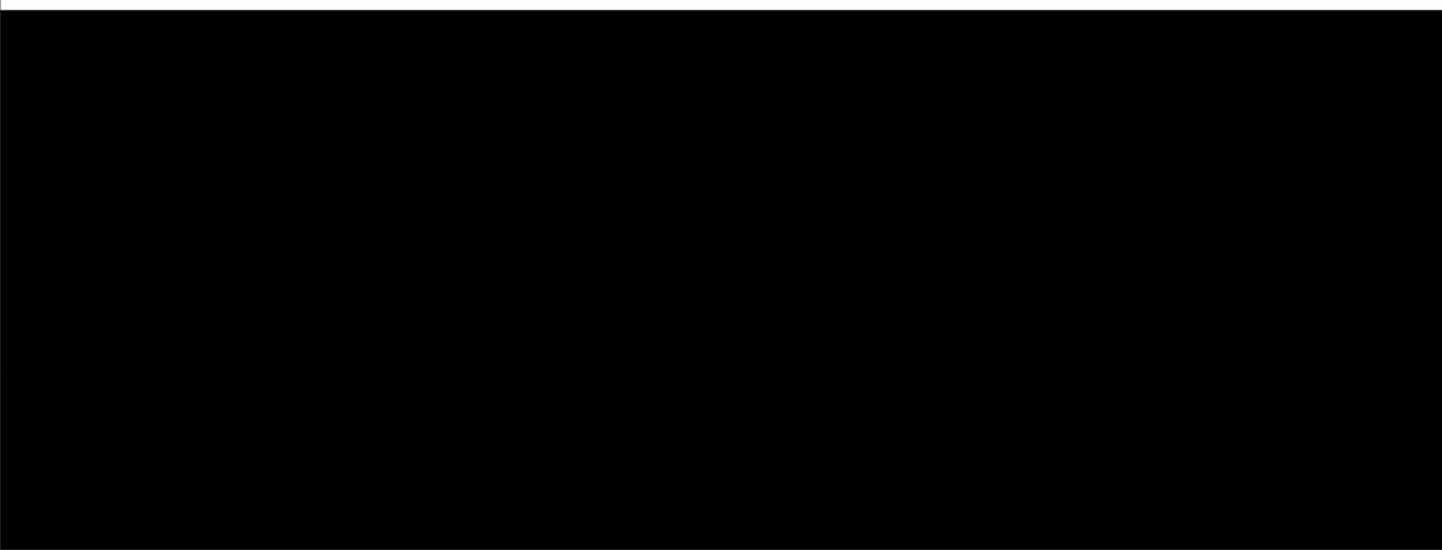
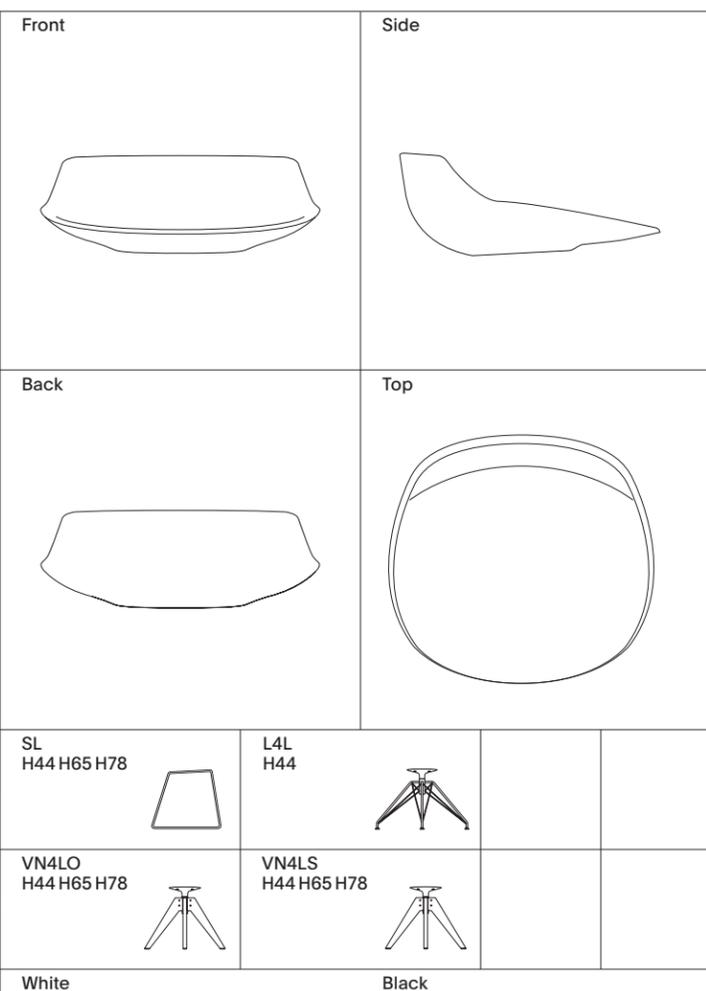
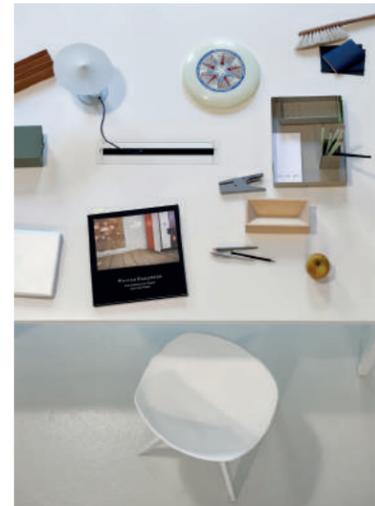
Cover:	Balla Divina Divina ^{Melange} Dune Grid Leather Londra Monaco Monometry	Nabuk Natura Parigi Perth Portofino Sand Spring Suave Summer	Tika Timpi Todi Winter York
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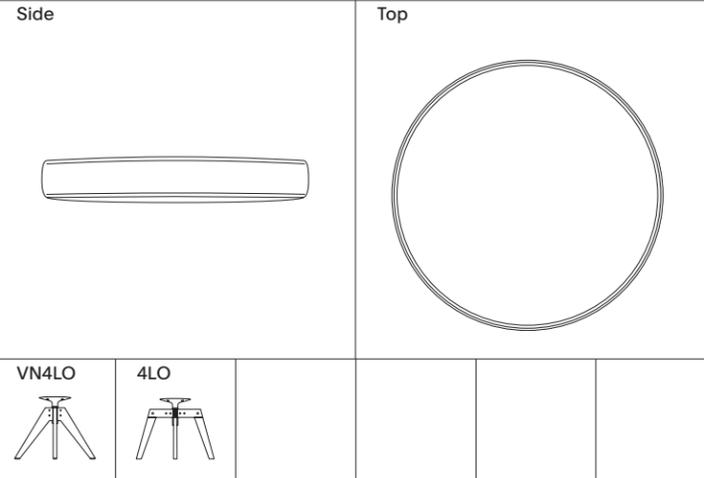
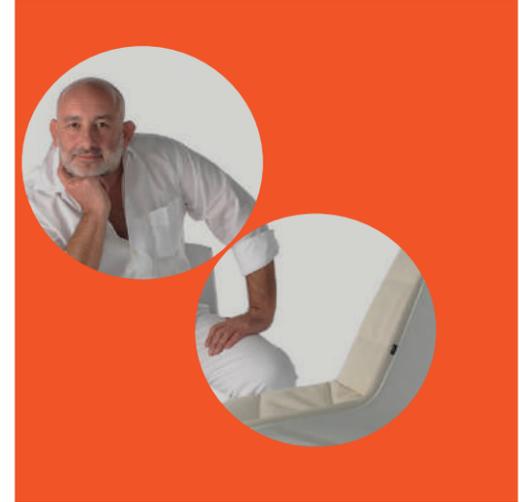
The finishes of the shells are made of non-fossil raw materials that are, especially, renewable: beechwood fibre for its light version and coconut fibre for its dark version.



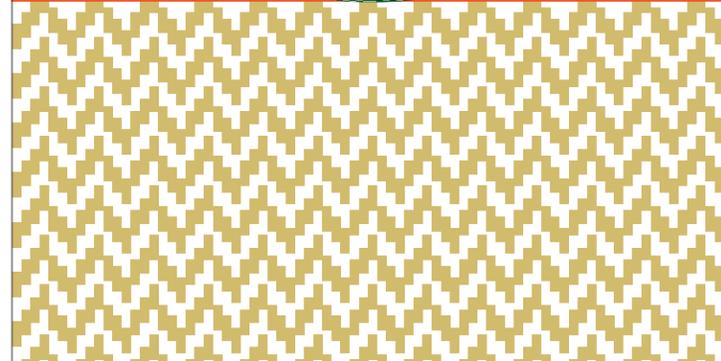
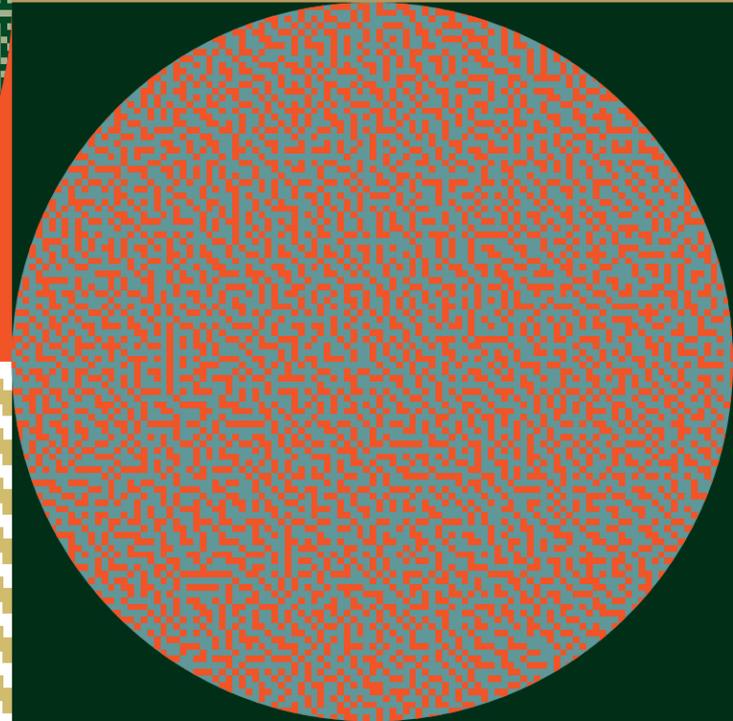
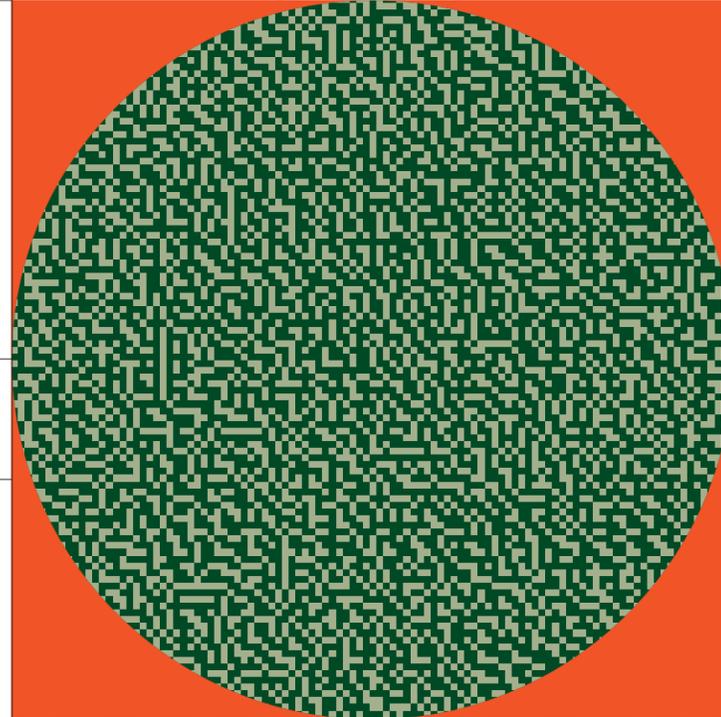




Flow Stool | white VN 4 legged steel



Cover:	Alchemy Aloha Balla Cady Divina Divina ^{Melange} Dune Fall Frank Grid	Leather Londra Menfi Monaco Monometry Nabuk Natura Parigi Perth Portofino	Sand Spring Suave Tika Timpi Todi William York
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Shell

16 bases, 10 shells, 7 colors,
250 fabrics more
than 120'000 configurations
...Configure yours

P. 6, P. 10
Chair and chair color
L53 D54 H80.5 cm



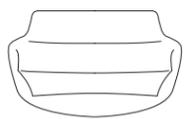
P. 14, P. 16
Slim and slim color
L55 D53.1 H76.4 cm



P. 22
Textile
L53 D54 H80.5 / L55 D53.1 H76.4 cm



P. 24
Armchair
L60 D56 H78 cm



P. 26
Eco
L56 D56 H80.5 cm



P. 28
Stool
L52 D48 H44 / H65 / H78 cm



P. 32
Pouf
L56 D56 / L54 D54
H48 cm



Colors

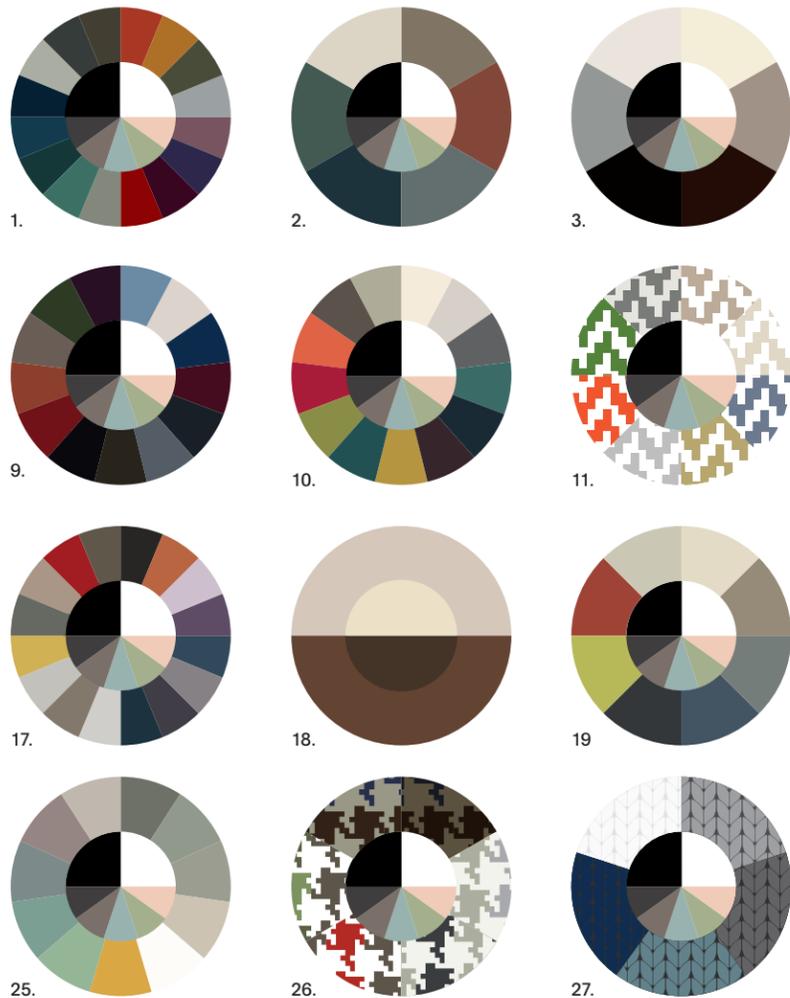
Shell



White
Black
Powder pink
Green
Avio blue
Mud
Lead grey

Fabrics

1. Alchemy
2. Aloha
3. Cady
4. Divina
5. Divina melange
6. Dune
7. Fall
8. Frank
9. Londra
10. Menfi
11. Monaco
12. Nabuk
13. Natura
14. Parigi
15. Leather
16. Perth
17. Portofino
18. Ramj Eco only
19. Sand
20. Spring
21. Suave
22. Summer
23. Tanis
24. Tika
25. Todi
26. William
27. Winter
28. York New
29. Grid New
30. Balla New
31. Timpj New
32. Monometry New



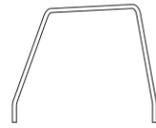
Eco shell



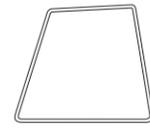
Beechwood
Coconut

Base

4L
4 Legged



SL
Sled



CL
Central leg



L4L
Lem 4 legged



VN4LS
VN 4 legged steel



VN4LO
VN 4 legged oak



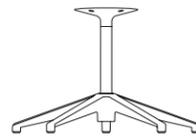
VN4LM
VN 4 legged methacrylate



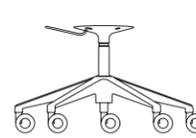
4LO
4 Legged oak



F5PS
Fixed 5 point star



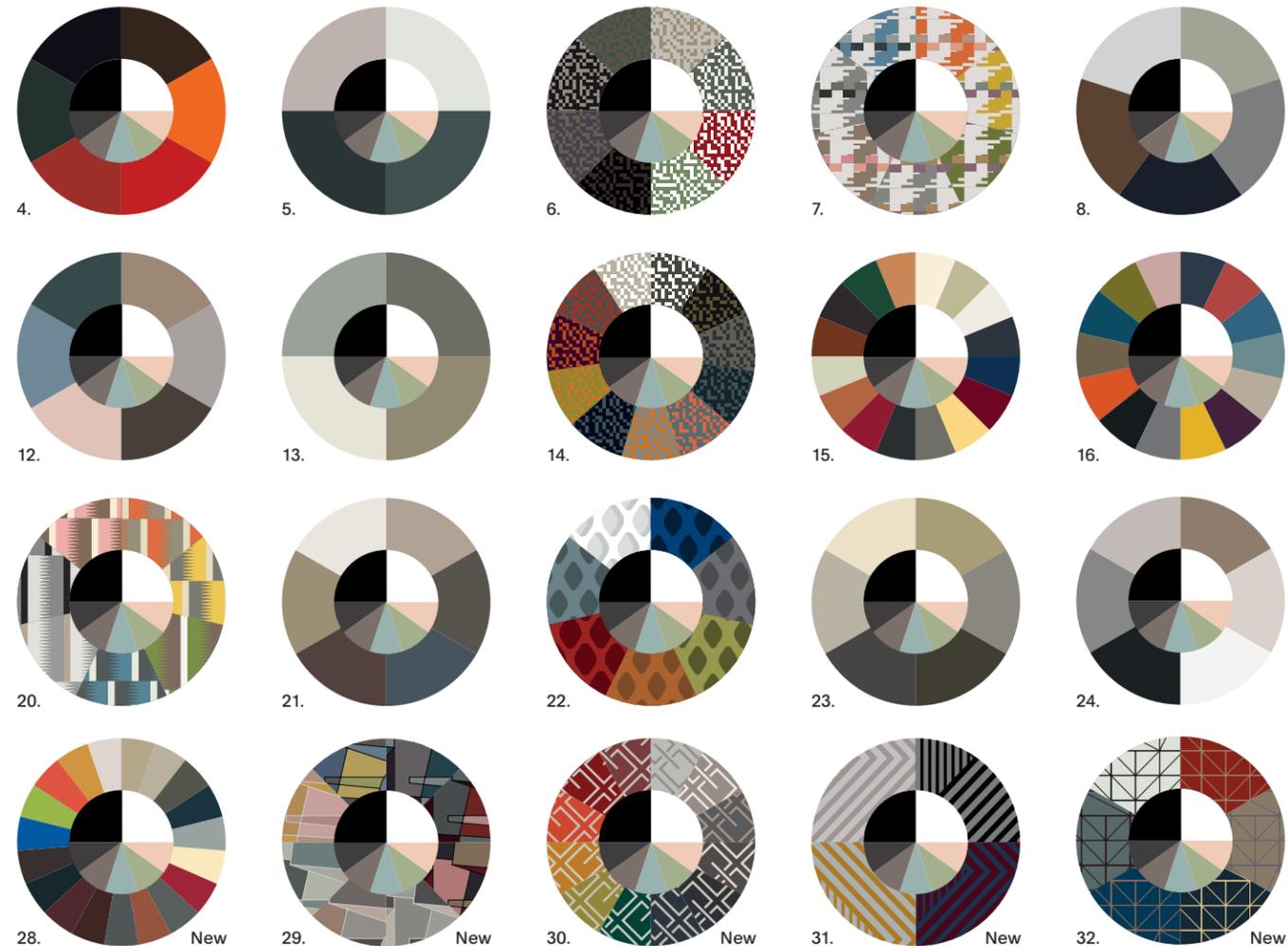
5PSC
5 point star on castors



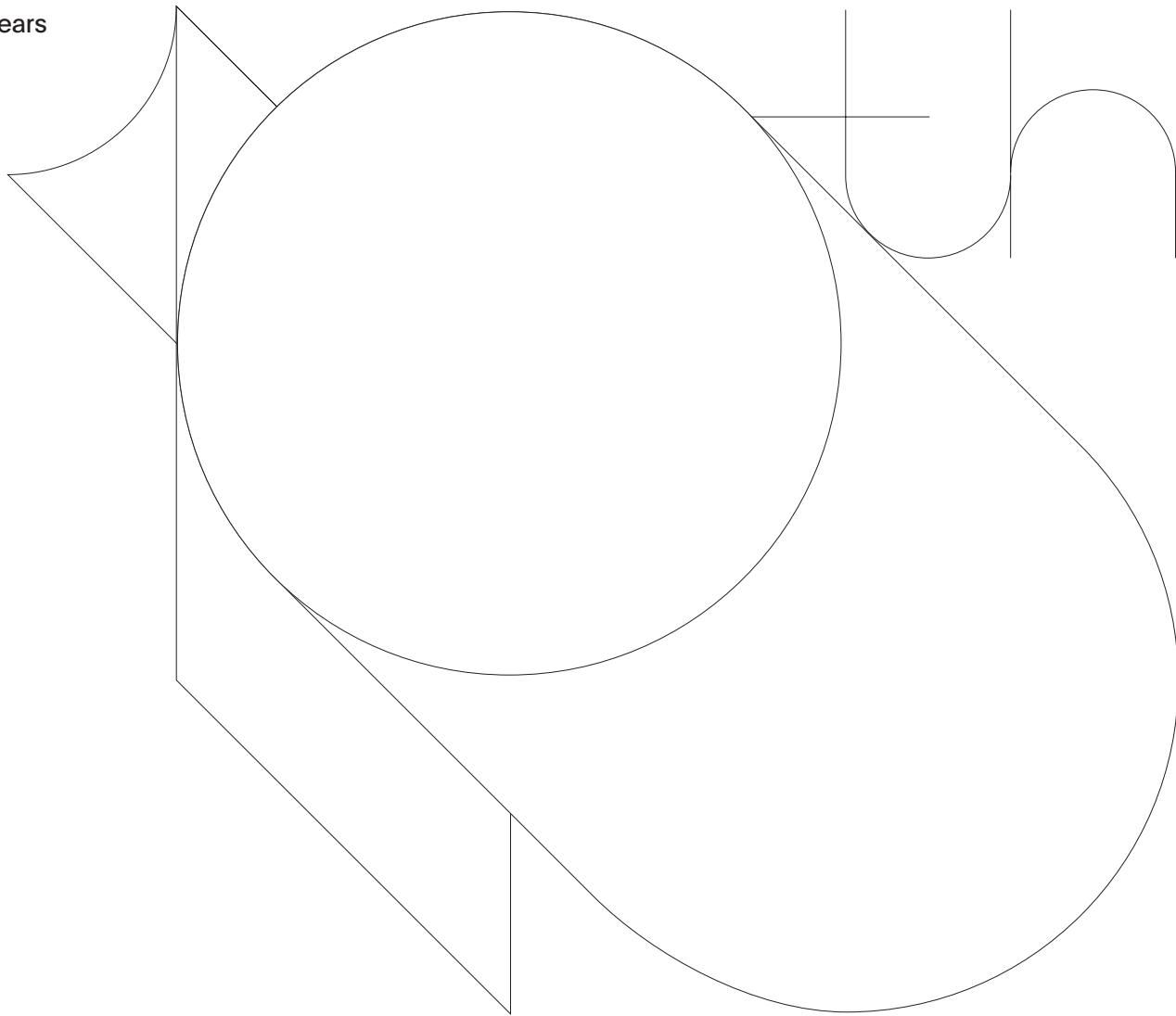
4LC
4 Legged cross



4LOC
4 Legged oak cross



Flow. Ten years



Design and concept

CCRZ

Text

Communication

& Marketing, MDF Italia

Ludovica Niero, CCRZ

Photo

Mattia Balsamini

pp. 3,13,16

Nicolas Polli

pp. 4,5,8,9,10,11,12,19,20,21,22,24, 29,30

Lorenzo Cappellini Baio

pp. 14,15,16,17,18,23,26,27, 28,32

Vittoria Fragapane

pp. 25

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