



KEEPING IT IN THE FAMILY

Aram Store takes destination shopping to another level with this month's launch of a brand-new space dedicated to MDF Italia in the heart of London's Covent Garden



For over 50 years, Aram Store has stood as one of London's leading design names – a reputation that is in no small part a reflection of the relationships the company builds with the brands and designers it showcases. Take MDF Italia. Aram has long worked with the Milan-based furniture design and manufacturing company, an association that has become stronger over time – not least because of the vision and values that both brands share. Both are family-run (MDF Italia was acquired by the Cassina family in 2013), and are passionate advocates of quality and innovation in design.

The relaunch of MDF Italia at Aram Store is in many ways a natural progression of this.

From May, visitors to Aram's flagship retail space in the heart of Covent Garden will be able to browse products from MDF Italia's collections over a brand-new, 100-square-metre dedicated display area. The hand-

Like Aram, MDF Italia is passionate about championing innovation and quality in design

picked selection – curated by Aram Store – will feature a comprehensive collection of dining, lounge and storage furniture of both newly-launched and existing favourites from the MDF Italia catalogue.

Founded by designer Bruno Fattorini in 1992, MDF Italia works with some of the world's leading design names (including Rodolfo Dordoni, Jehs+Laub, Jean-Marie Massaud and Nendo) whose pieces for the company all encapsulate its trademark expression of simple, sophisticated and intelligent design.

The 'Tense Material' dining table (opposite) is a case in point. Designed by Piergiorgio and Michele Cazzaniga in 2009 and launched at the Milan Furniture Fair the following year, its pure, clean lines belie the technical innovation that allows a tabletop that is only 3.5cm thick to be manufactured to up to several metres in length without apparent additional support. The monochromatic

Opposite page 'Sign Filo' steel wire chairs by Piergiorgio Cazzaniga, £1,537 each. 'Thea' sofa by Lina Obregón & Carolina Galan, £4,610. This page, above 'Aiku' chairs by Jean-Marie Massaud, £534 each. 'Tense Material' dining table in brass by Piergiorgio and Michele Cazzaniga, £4,697. Top right 'Random' shelving by Neuland Industriedesign, £1,929. 'Sag' stool by Nendo, £298. Right 'Random' shelving and 'Thea' sofa, as before. 'S Table' dining table by Xavier Lust, £2,739. All MDF Italia at Aram Store

original is now available in three new finishes – wood, stone and brass (above) – which will surely only add to its status as a modern classic. Similarly alluring is Cazzaniga's 'Sign Filo' side chair (opposite). Launched this year, its deceptively simple profile is carefully engineered from 45 metres of steel wire in four different diameters, with every single one of the 226 points on its 16 shoulders and 12 cross-wires sealed and finished by skilled hands.

Such a complex, considered approach to what, at first glance at least, might often appear to be a model of pared-back design is characteristic of MDF Italia. Consider the 'Aiku' series of chairs (above), launched in 2016. The design, by Jean-Marie Massaud,

draws inspiration from Japanese haiku, with the three core elements of its look and finish a nod to the verse structure of the poems that inspired it. Similarly, Lina Obregón and Carolin Galan's upholstered 'Thea' seating system (opposite, top), uses different seams to reference tailoring detail, while the curved base of Nendo's 'Sag' stool (top right) appears to float lightly, almost as a piece of folded fabric, but is in fact moulded in high-density polyurethane to be highly shock-, scratch- and age-resistant.

Simple, thoughtful and as beautiful to look at as they are to use – discover all of these pieces and more at Aram Store. Aram Store, 110 Drury Lane, London WC2; aram.co.uk; 020 7557 7557

HOOKED ON CLASSICS THREE MDF ITALIA UPDATES

Neuland Industriedesign's 'Random' bookcase is being launched in new colours and modules in 2017, adding even greater flexibility and standout to what is widely seen as an icon of modern design.



2 Modular furniture isn't new, but the 'Thea' sofa (above and opposite) is further enhanced by a six-strong range of functional accessories that allows it to adapt and transform – over the course of a day or years – according to your needs.

3 An ELLE Decoration International Designer Award winner in 2008, Xavier Lust's 'S Table' has become something of a design icon – a reputation set to continue now that it's also offered with white, grey and black marble tops.

