Salone
del Mobile.
Milano

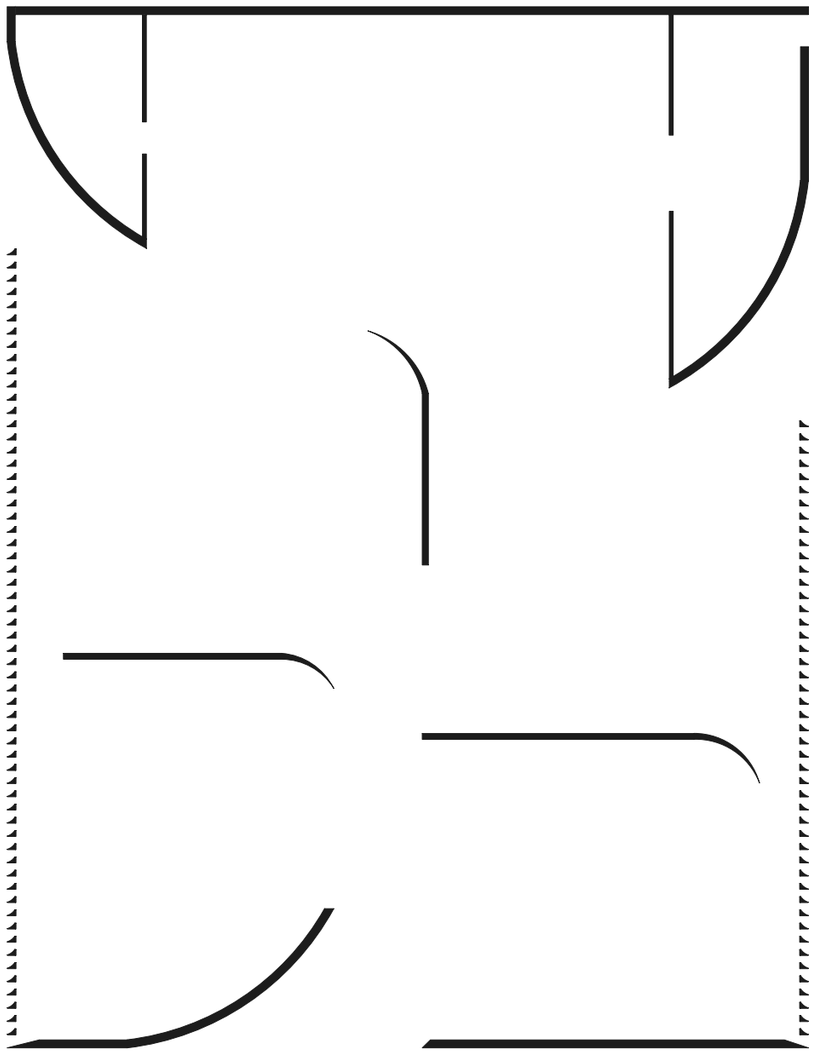
Milano
Design
Week

mdf italia

Mi | 22

Un ambiente accogliente, predominato da linee morbide e fluide che avvolgono lo spazio e definiscono una nuova dimensione.

A welcoming environment, dominated by soft, flowing lines that envelop the space and define a new dimension.



Fondata nel 1992 da Bruno Fattorini, e dal 2008 proprietà dalla Holding della famiglia Cassina, MDF Italia giunge quest'anno al suo trentesimo compleanno: un'occasione per guardarsi indietro e riscoprire i valori essenziali dell'azienda che ha fondato la sua evoluzione su innovazione, rottura degli stereotipi e capacità di arrivare a una sintesi formale quale punto d'incontro tra sperimentazione tecnologica e ricerca estetica. Al cuore del know-how aziendale c'è infatti la ricerca sui materiali, interpreti d'inedite possibilità progettuali e ingredienti fondamentali di un design fondato sulla sottrazione come cifra stilistica.

In ottica di consolidamento dell'immagine sofisticata adottata dall'azienda negli ultimi due anni e in continuità con il progetto creativo, la collaborazione con Pitsou Kedem si rinnova con lo sviluppo dello stand in occasione del Salone del Mobile 2022, così come il sodalizio con il duo creativo Meda-Quincoces e Cameranesi Pompili. Il risultato è un ambiente dinamico e ispirazionale che richiama il concetto architettonico del corporate showroom e guida il visitatore in un percorso visivo-sensoriale, alla scoperta delle novità 2022.

Founded in 1992 by Bruno Fattorini and owned by the holding company of the Cassina family since 2008, this year, MDF Italia is turning thirty: an occasion to look back and rediscover its essential values for the company, which has based its evolution on innovation, breaking stereotypes and the ability to achieve a combination of forms in which hi-tech R&D meets aesthetic innovation. And indeed, the company's know-how is centred around its in-depth research on the materials used. These interpret the many unprecedented conceptual possibilities and are the key ingredients of a design style founded on the notion that less is more.

With the aim of consolidating the sophisticated image adopted by the company in the last two years and in continuity with the creative project, the collaboration with Pitsou Kedem is renewed now in the development of the stand on the occasion of the Salone del Mobile 2022, as well as the partnership with the creative duo Meda-Quincoces and Cameranesi Pompili. The result is a dynamic and inspirational environment that recalls the architectural concept of the corporate showroom, guiding the visitor in a visual-sensorial journey, discovering the novelties of 2022.

L'intero progetto è caratterizzato dall'uso di finiture materiche, che diventano una tela contro la quale è esposta e valorizzata la collezione MDF Italia.
The entire project is characterized by the employment of materic finishes, which become a canvas against which the MDF Italia collection is displayed and enhanced.

Salone del Mobile.Milnao. Plan Layout

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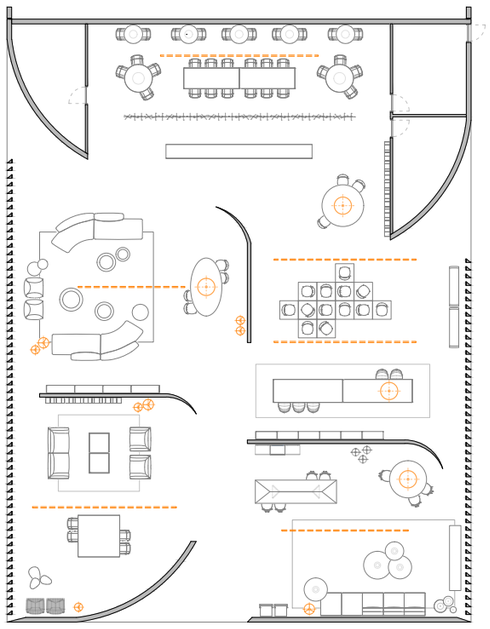
Salone del Mobile.Milano

Event

Milan
Italy

Architecture
Pitsou Kedem
Mood and set-up
Francesco Meda, David Lopez Quincoces
Styling
Cameranesi Pompili
Photos
Thomas Pagani
Products
Arpa sofa system, Cosy Curve, Cosy Island, Divide IT, Flow Leather chair, Flow low table, Fossil low table, Fuji pouf, Le Banc, Mia armchair, Minima 3.0 system, Neil Leather chair, Neil Textile chair, Neil Twist armchair, Neil Twist chair, Neil Twist stool, NVL Table, Offset table, Random Wood bookcase, Universal collection



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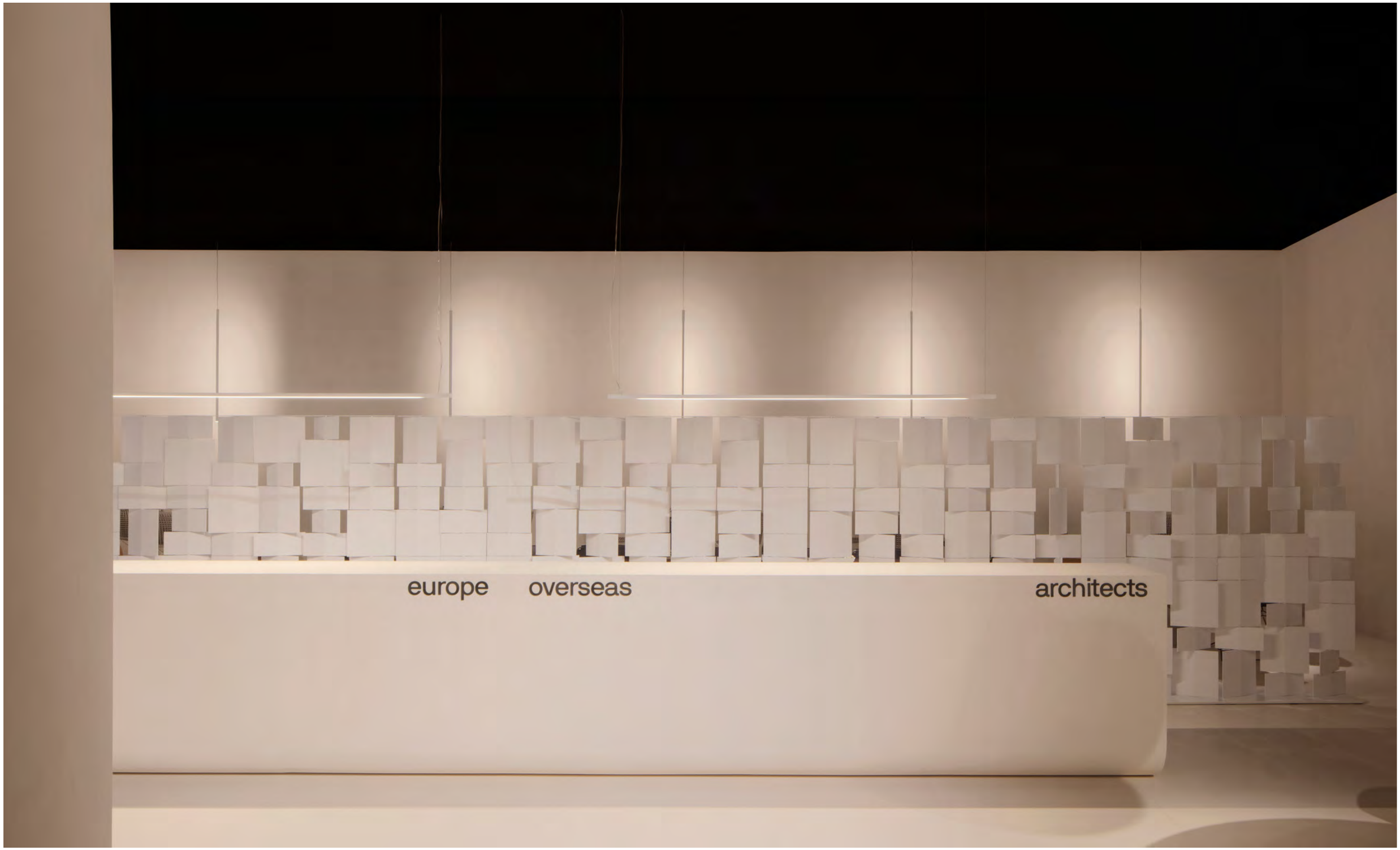


DIvide IT - Pitsou Kedem

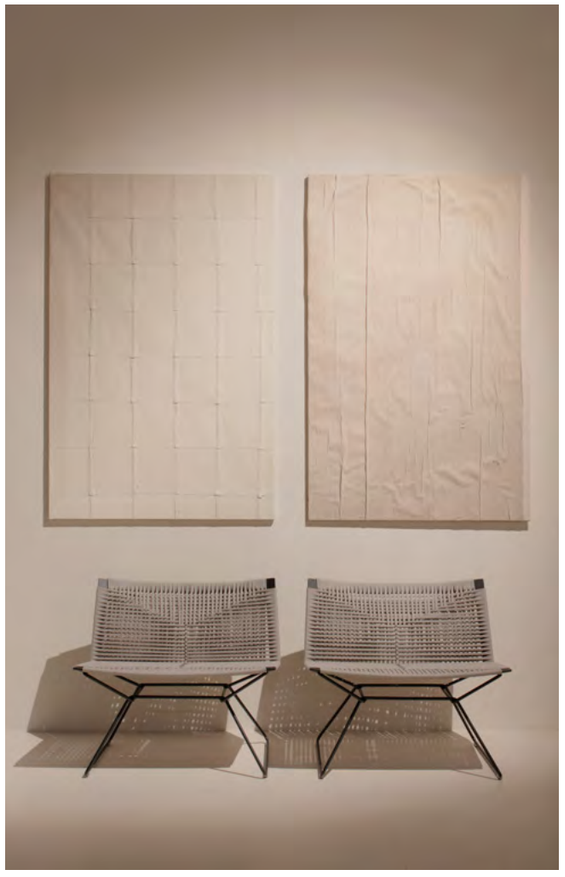
Divide IT - Pitsou Kedem, Universal collection - Jean marie Massaud, NVL Table - Jean nouvel Design

Random Wood - Neuland Industriedesign, Universal collection - Jean marie Massaud, NVL Table - Jean nouvel Design

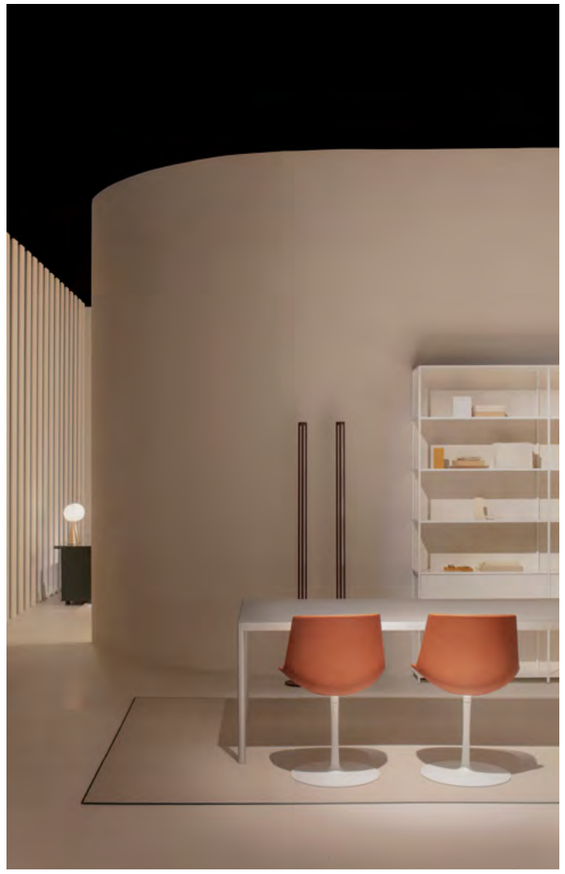
Universal collection - Jean marie Massaud

Universal collection - Jean marie Massaud

Neil Twist armchair - Jean Marie Massaud



Flow Leather chair - Jean Marie Massaud, Offset table - Q&M, Minima 3.0 - by Metrica Designer Bruno Fattorini



Flow Leather chair - Jean Marie Massaud, Offset table - Q&M, Minima 3.0 - by Metrica Designer Bruno Fattorini

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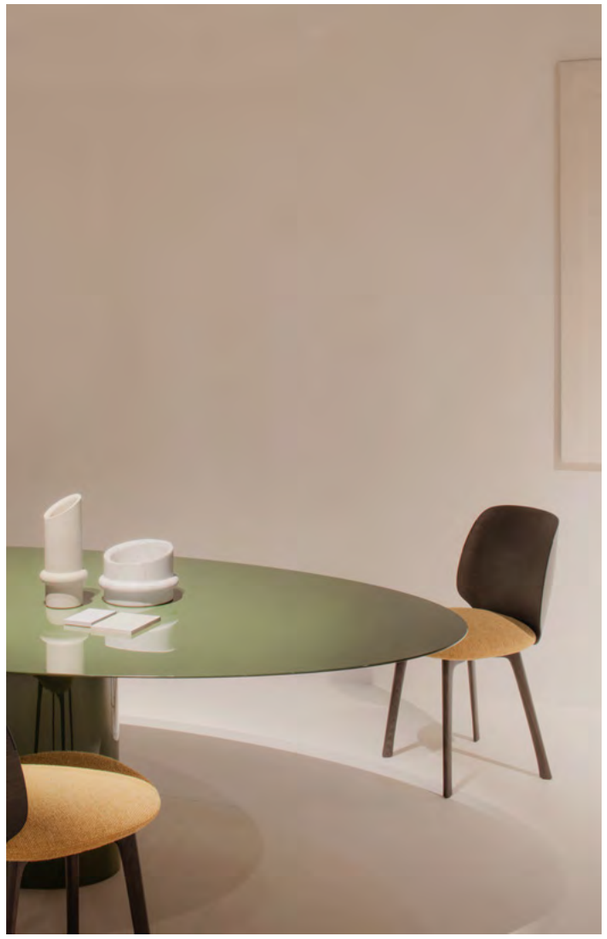
NVL Table - Jean Nouvel Design, Universal collection - Jean Marie Massaud



NVL Table - Jean Nouvel Design, Universal collection - Jean Marie Massaud

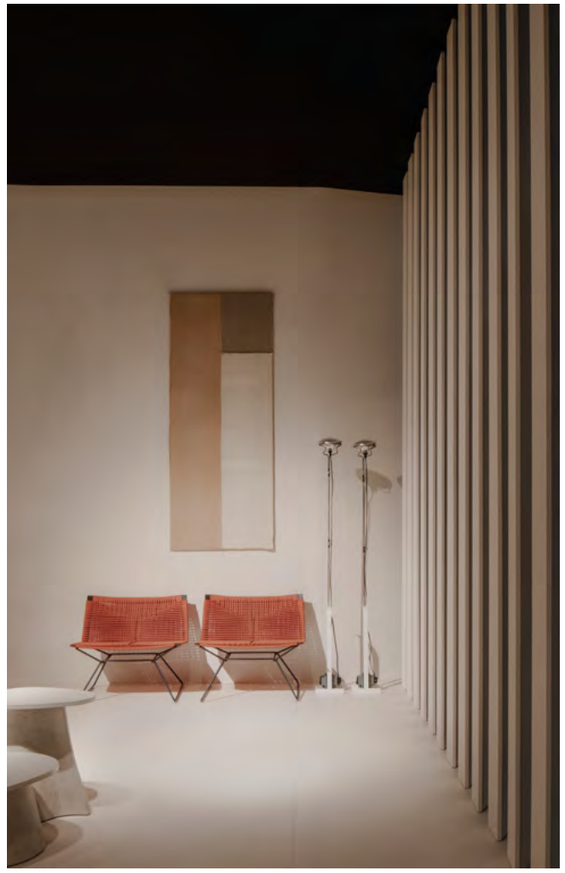
NVL Table - Jean Nouvel Design, Universal collection - Jean Marie Massaud, Cosy Curve - Francesco Rota

Cosy Curve and Cosy Island - Francesco Rota, Fuji pouf - Francesco Rota, Mia armchair - Francesco Bettoni, Flow Low Table - Jean Marie Massaud

Cosy Curve - Francesco Rota, Flow Low Table - Jean Marie Massaud, Minima 3.0 - Metrica design Bruno Fattorini

Cosy Curve - Francesco Rota, Fuji pouf - Francesco Rota, Mia armchair - Francesco Bettoni, Flow Low Table - Jean Marie Massaud

Offset table - Q&M, Neil Twist chair - Jean Marie Massaud



Offset table - Q&M, Neil Twist chair and armchair - Jean Marie Massaud, Fossil low table - Xavier Lust

Fossil low table - Xavier Lust

Arpa sofa system - Ramón Esteve Estudio, Random Wood - Neuland Industriedesign

Arpa sofa system - Ramón Esteve Estudio, Random Wood - Neuland Industriedesign

Offset table - Q&M, Neil Leather and Textile - Jean Marie Massaud, Divide IT - Pitsou Kedem

Dall’incontro del design essenziale di MDF Italia con l’alta sartorialità di Jacob Cohën, nasce Neil Denim, la nuova versione in jeans della iconica seduta di Jean Marie Massaud. Una sedia che celebra la costante ricerca dei materiali e lo spirito innovatore che da sempre contraddistingue MDF Italia, questa volta in finitura denim. Un materiale, quest’ultimo, esaltato dalla semplicità delle linee, ed eletto a vero protagonista di questa nuova versione.

The essential design of MDF Italia meets the exquisite craftsmanship of Jacob Cohën in Neil Denim, the new denim edition of the iconic chair by Jean Marie Massaud. A product that celebrates the constant research performed on materials and the innovative spirit that has always distinguished MDF Italia, this time in a denim finish. The material is enhanced by the simplicity of the lines and elected as the true protagonist of this new version.

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JACOB COHËN × mdf italia
Neil Denim by Jean Marie Massaud

Event

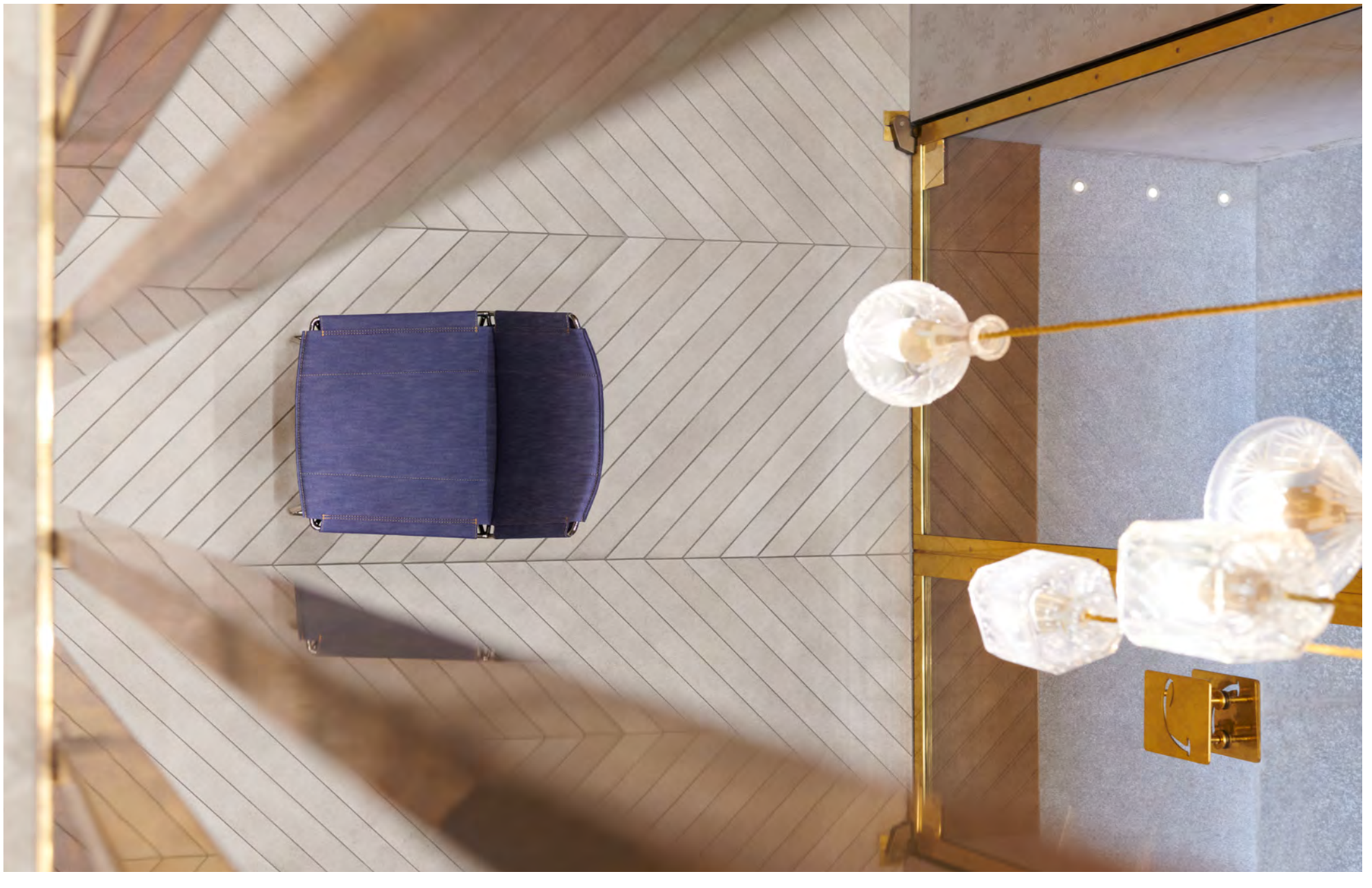
Milan
Italy

Photos
Thomas Pagani, Lorenzo Cappellini Baio
Products
Neil Denim
Partner
Jacob Cohën

JACOB COHËN
JACOB COHËN
JACOB COHËN × mdf italia

Neil Denim chair -Jean Marie Massaud

Neil Denim chair -Jean Marie Massaud



Neil Denim chair -Jean Marie Massaud

Design and concept
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Communication
& Marketing, MDF Italia
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