Story about a chair.

Flow

mdf italia

ten years
Flow is 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 technopolymer 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 Slim | graphite grey lam 4 legged | parigi fabric
Flow Chair | white fixed 5 point star
Flow. Ten years

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

Flow. Ten years

Front Side

Chair color

Front padded

Front with pad

Front padded

CL VNA LO 4LO 4LC 4LOC

Powder pink Green Aqua blue White Mud Lead grey Black
Flow Slim Color | VN 4 legged natural oak | londra fabric
Textile

Flow. Ten years

Front Chair

Side Chair

Front Slim

Side Slim

Cover:
- Aloha
- Balla
- Cadry
- Okina
- Divina
- Dune
- Fall
- Grid
- Malia
- Merid
- Monaco
- Monometry
- Parigi
- Perth
- Sand
- Summer
- Tanis
- Tika
- Timpi
- Tody
- William
- Winter
- York

4LO 4LC/4LOC
Armchair

Flow. Ten years

Front Side Top Back

Front

Side

Back

Top

Cover: Balla Divina Divina Melange Dune Grid Leather London Monaco Monometry Nabuk Natura Parigi Portofino Sand Spring Suave Summer Tika Tippi Todi Winter York
Eco materials

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.
### Cover:
- Alchemy
- Aloha
- Balla
- Cadby
- Divina
- Divina Ⅱ
- Dune
- Fali
- Frank
- Grid
- 4LO
- VN4LO

### Leather:
- Londra
- Menfi
- Monometry
- Natura
- Parigi
- Perth
- Porto
- Portofino

### Top:
- Sand
- Suave
- Tika
- Timpi
- Todd
- William
- York

### Side:
- Pouf
Shell

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

Colors

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

Fabrics

1. 2. 3.
4. 5. 6.
7. 8. 9.
10. 11.
15. 16. 17.
18. 19. 20.
21. 22. 23.
27. 28. 29.
30. 31. 32.

Flow Chair
Flow Slim

Armchair
Eco
Stool
Pouf

Chair and chair color
Slim and slim color

Textile

4L
SL
CL
L4L

VN4LS
VN4LO
VN4LM
4LO

F5PS
5PSC
4LC
4LOC

P. 6, P. 10
P. 24
P. 28
P. 32

Chair and chair color
Slim and slim color

L53 D54 H80.5 cm
L53 D54 H80.5 cm
L52 D48 H64 / H65 / H78 cm
L56 D56 H80.5 cm
L56 D56 H80.5 cm / L55 D53.1 H76.4 cm
L60 D56 H78 cm
L60 D56 H80.5 cm
L52 D48 H44 / H65 / H78 cm
L56 D56 / L54 D54 H48 cm

Armchair
Eco
Stool
Pouf

L60 D56 H78 cm
L56 D56 H80.5 cm
L53 D54 H80.5 cm / L55 D53.1 H76.4 cm
L56 D56 H80.5 cm

P. 14, P. 16
P. 22
P. 26

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