

mdf italia

Thought forms.

mdf italia

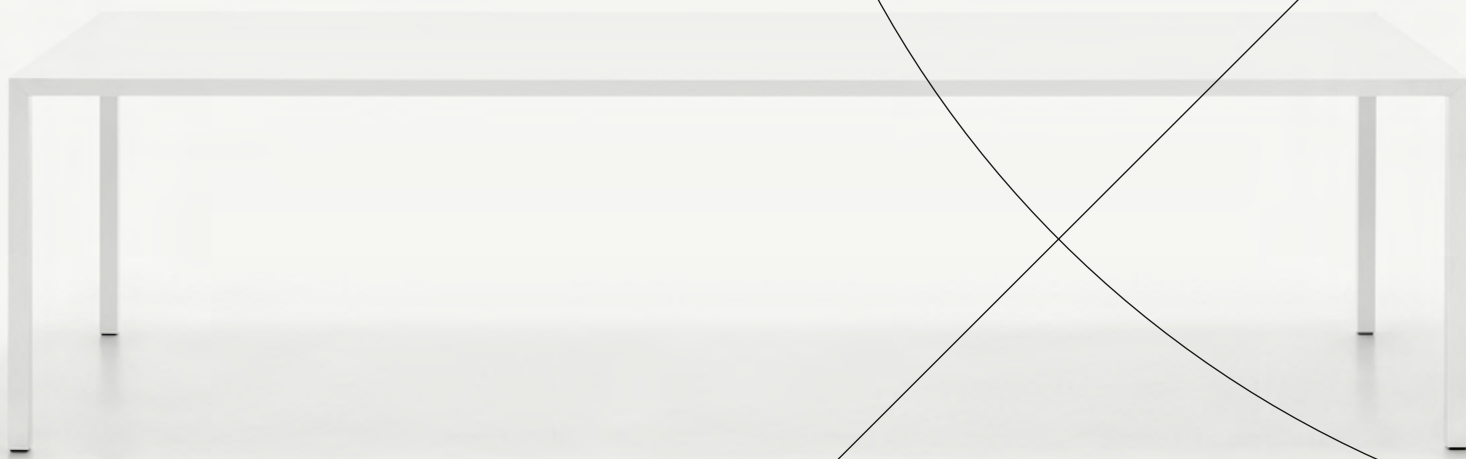


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Thought forms.

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For MDF Italia, design is about shaping matter with ideas. More than simple products, the results of this process are thought forms.



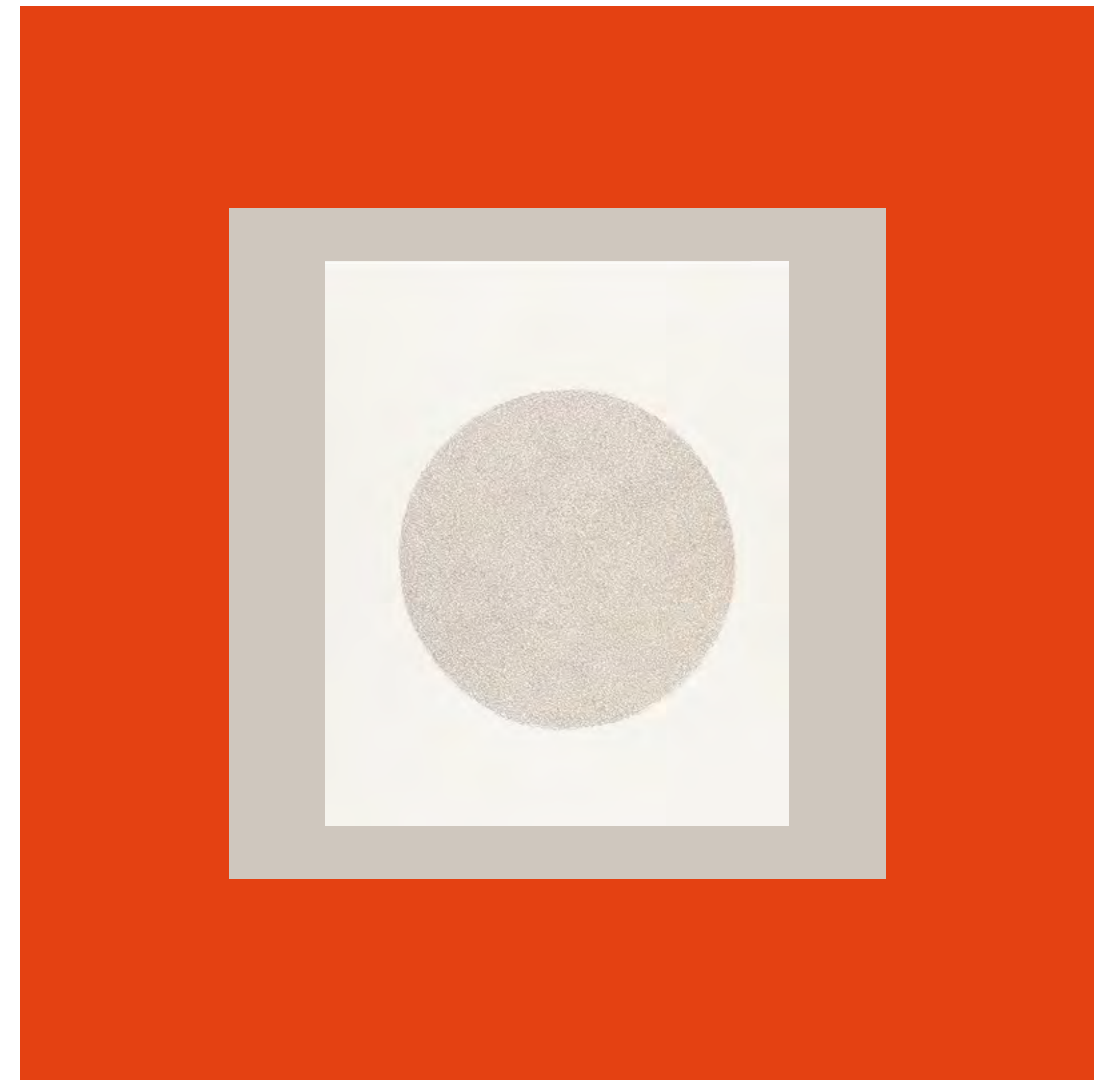
Thought forms.

Our vocation has always been to create objects that not only become icons but will also succeed in defining the canon of contemporary design.

- We believe that design must reflect the surrounding context and the complexities of today's world. From the outset in 1992, together with our designers and craftspeople, we have placed this idea at the forefront of our work.
- A number of distinctive features have made us both unique and identifiable: formal simplicity, volumetric lightness, long-lasting design and innovative use of materials.
- We have taken up the challenge of bringing together contrasting forces: minimalism and emotion, synthesis and narrative, function and wonder. We are pioneers in finding new ways of envisaging space.

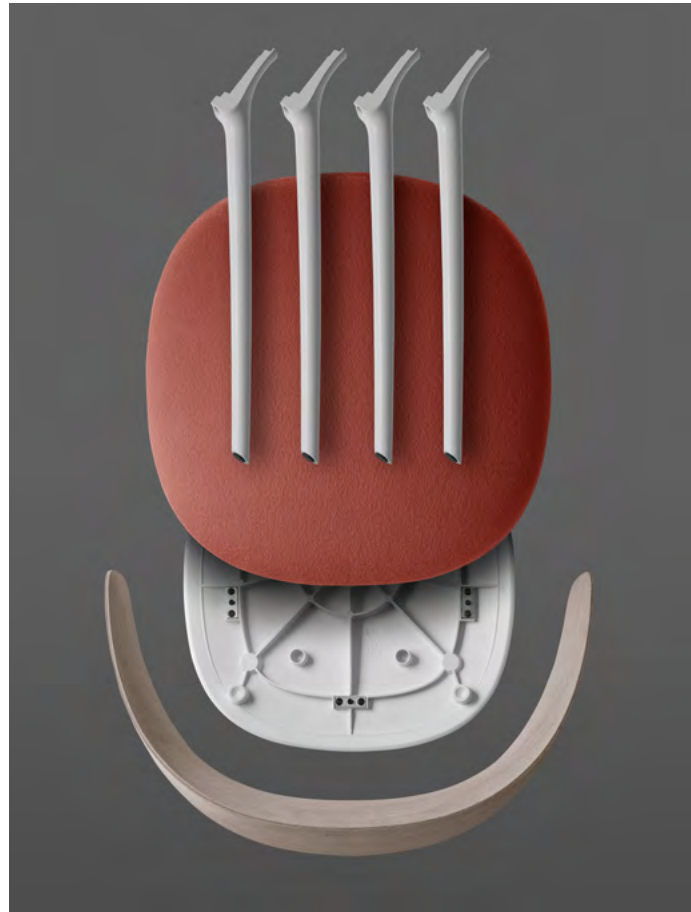


Abstract shapes and objects,
From the MDF Italia showroom 2021.



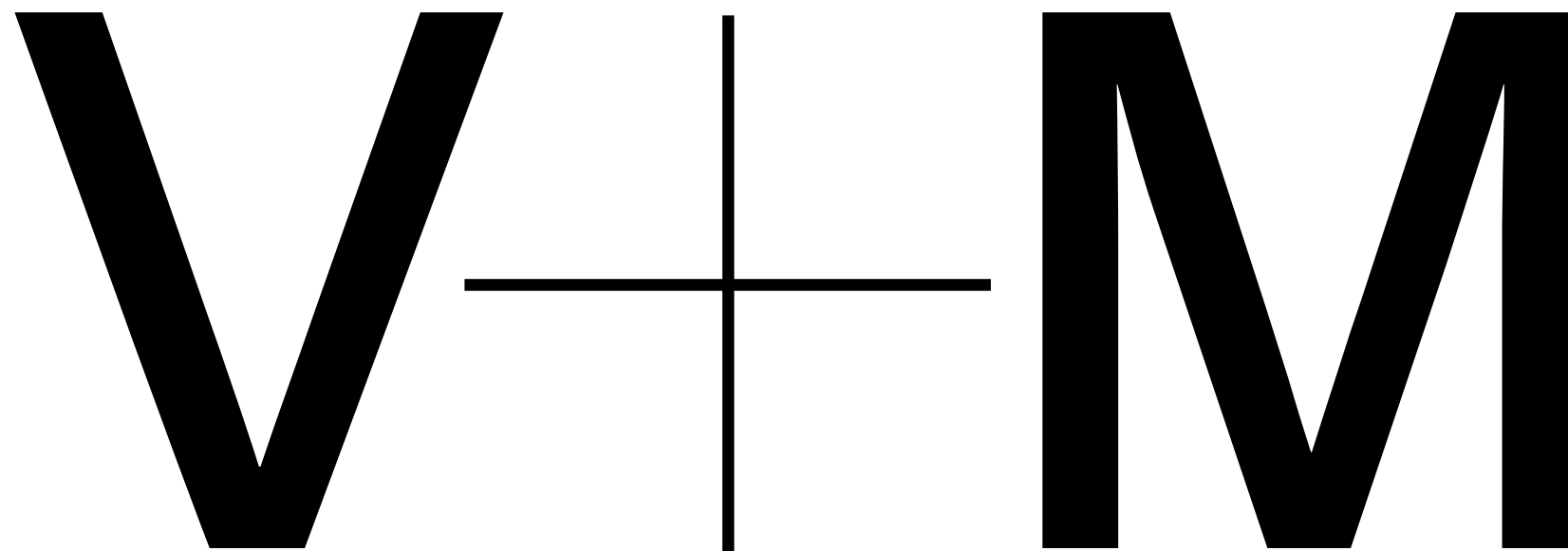
Vision

We safeguard and value the intrinsic quality of every space through design.



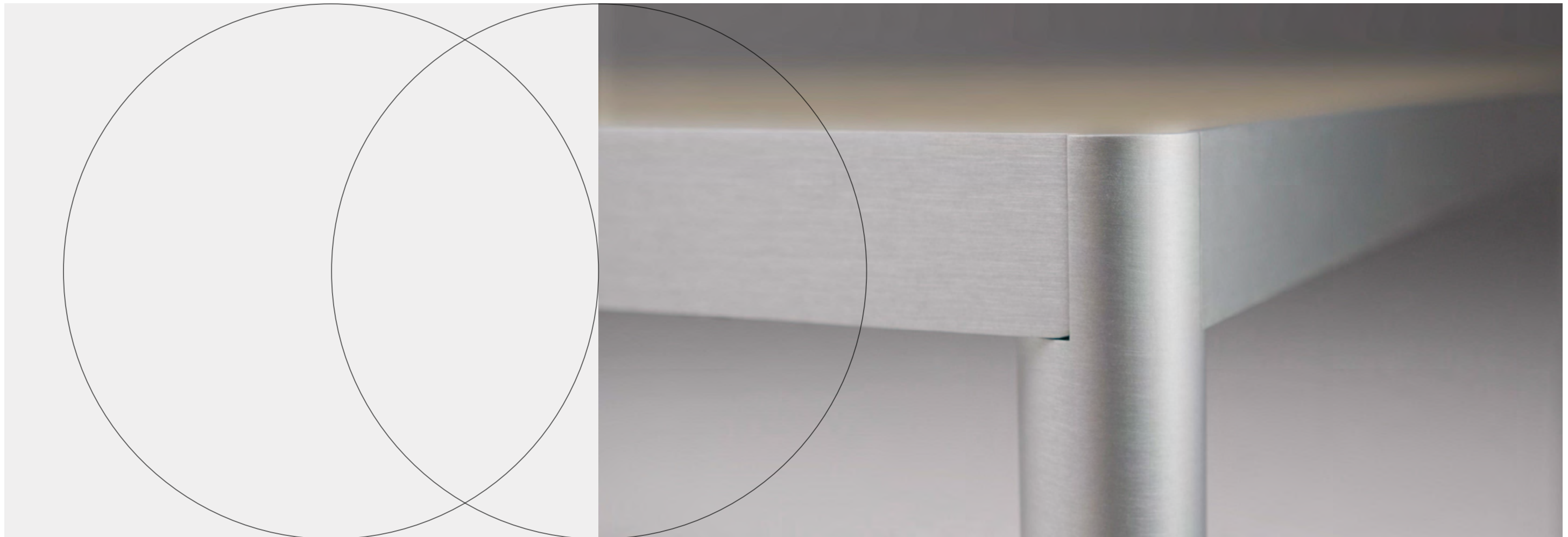
Mission

We create and produce designer items and furnishings in the pursuit of excellence. They embody a quest for the essential and ensure that each space — domestic, work or hospitality — becomes unique.



Our philosophy is inspired by simplicity. Everything we do is the fruit of a dialectic eliminating all traces of the superfluous in order to encapsulate, in a single gesture, the maximum meaning.

Simplicity



Challenge

Every decision we take is dictated by the desire to push ourselves to the limit and beyond what is considered possible, to challenge the standards of the market and society as a whole. This approach gives rise to ideas, products and solutions that cannot be easily categorised and stimulate debate in contemporary design.



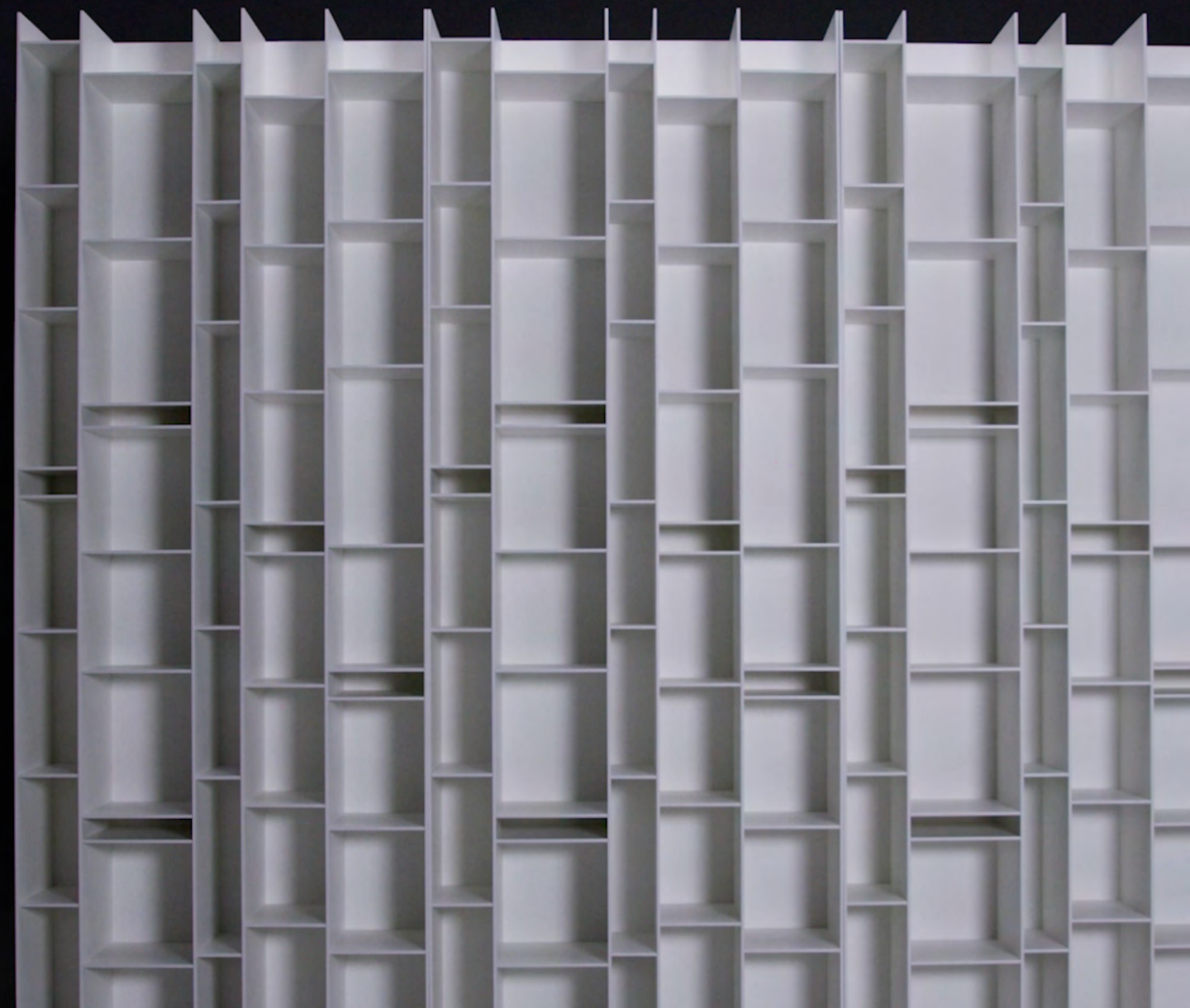
Synthesis is part of our design method, a work of continuous subtraction: of materials, elements, thought. The resulting creations are characterised by lightness of form and compositional harmony.



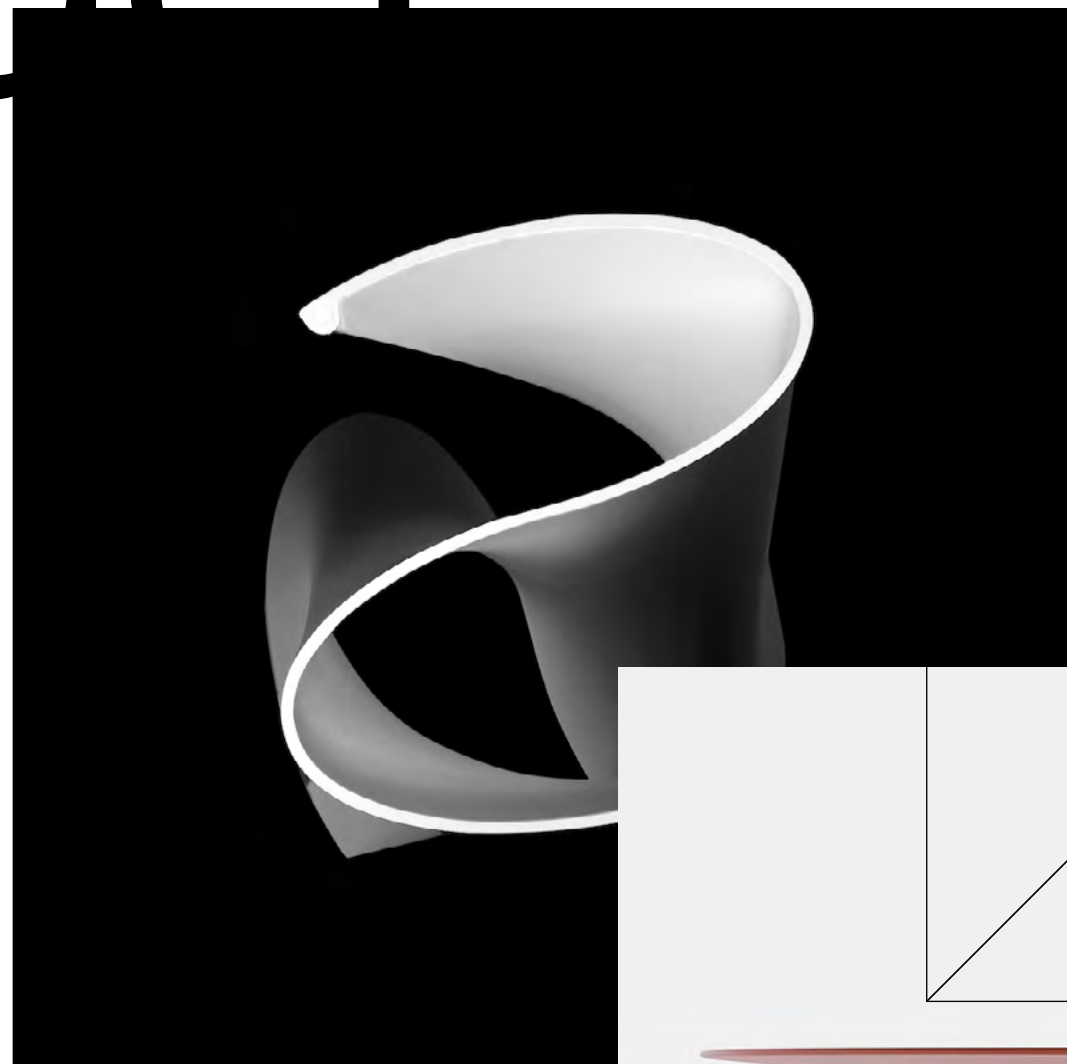
Lightness

We believe in the necessity of evolving in a harmonious and controlled way. This is reflected in a dynamic sign, which tends towards a compositional balance and the creation of aesthetic and design canons destined to be replicated over time.

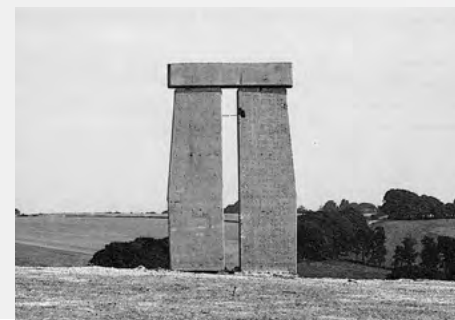
Rhythm



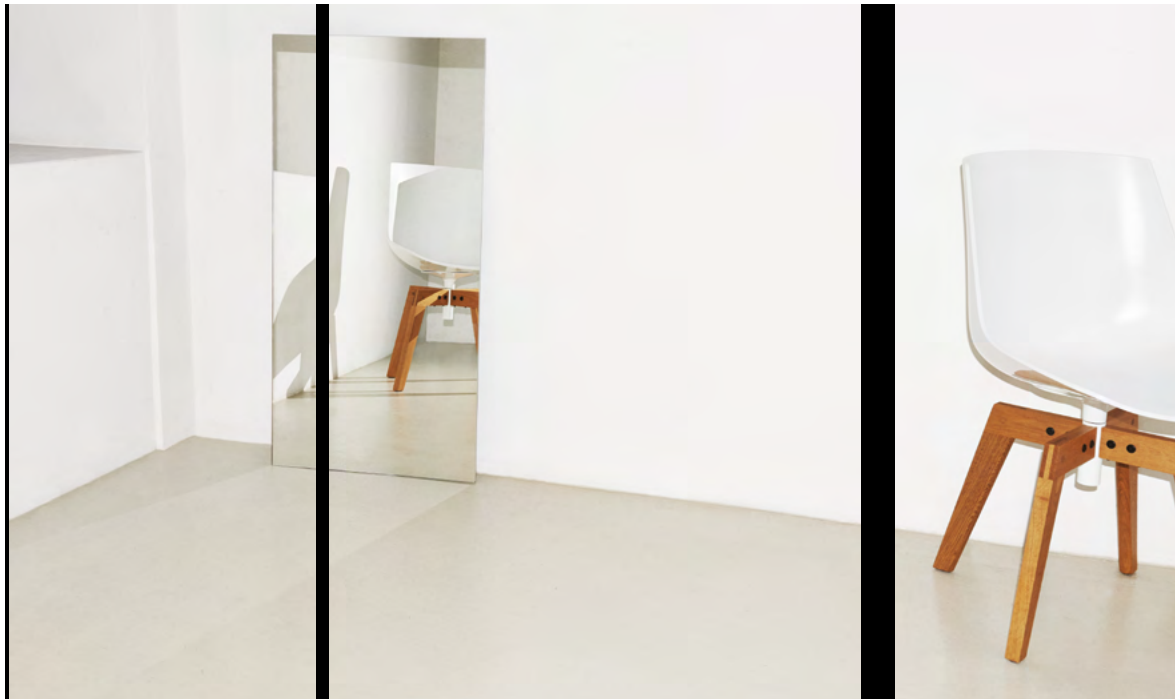
Wonder



Design must not limit itself to decoration or problem solving, but rather produce a reaction of wonder in the beholder. That's why we conceive and realise products that exceed expectations and amaze our clients.



Time



We aspire to interpret the past, live the present and anticipate the future. To this end we combine undying ideas and create timeless products, fashioned in such a way as to last and be enjoyed, once passed on, another life.



The story of MDF Italia begins in 1992, when Bruno Fattorini, first economist, then designer and art director, founded the company based on his profound knowledge of culture and aesthetics, rapidly transforming it into one of the most interesting and innovative design companies in Italy.

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Company profile

since 1992.

Back in the early 1990s minimalism, from a niche movement, began to inspire a certain kind of creativity and thought. MDF Italia interpreted this in its own way, more as addition rather than subtraction, in a research work that expressed a radically new way of doing things. Aluminium, hitherto a material used for workspaces, entered the domestic sphere; the products were essential but their apparent simplicity concealed an avant-garde technology and a profound thought process. Before long recognition and awards arrived, with pieces such as the Minima and Random bookcases, the Le Banc bench and the Tense table becoming new design icons.



1992

Bruno Fattorini sets up MDF Italia.

1995

The LIM collection introduces the use of aluminium, a material from the industrial world, into the home.

1998

Fattorini designs Minima, a bookcase system composed of three basic elements: shelves, uprights and storage. Honourable mention at the 13th ADI Compasso d'Oro industrial design awards.

2001

Xavier Lust designs Le Banc, a bench made of curved aluminium, only 6 mm thick. It is MDF Italia's first collaboration with a foreign designer.

2004

Presentation of Lofty, a stainless steel set of chairs, by Piergiorgio Cazzaniga.

2005

Neuland Industriedesign and MDF Italia present Random, transforming the traditional bookcase from a functional storage unit to a design sculpture.

2007

The Cassina family acquires the MDF Italia trademark.

2009

Piergiorgio and Michele Cazzaniga design the Tense table, an icon of lightness and flexibility, which, thanks to its internal structure, can be extended up to 4 metres in length.

2011

The Yale sofa by Jean-Marie Massaud is awarded the Compasso d'Oro (Golden Compass).

2016

MDF Italia tasks Studio Bestetti with the renovation of their headquarters in Mariano Comense.

2019

With the acquisition of the historic brand Acerbis, MDF Italia becomes a group.

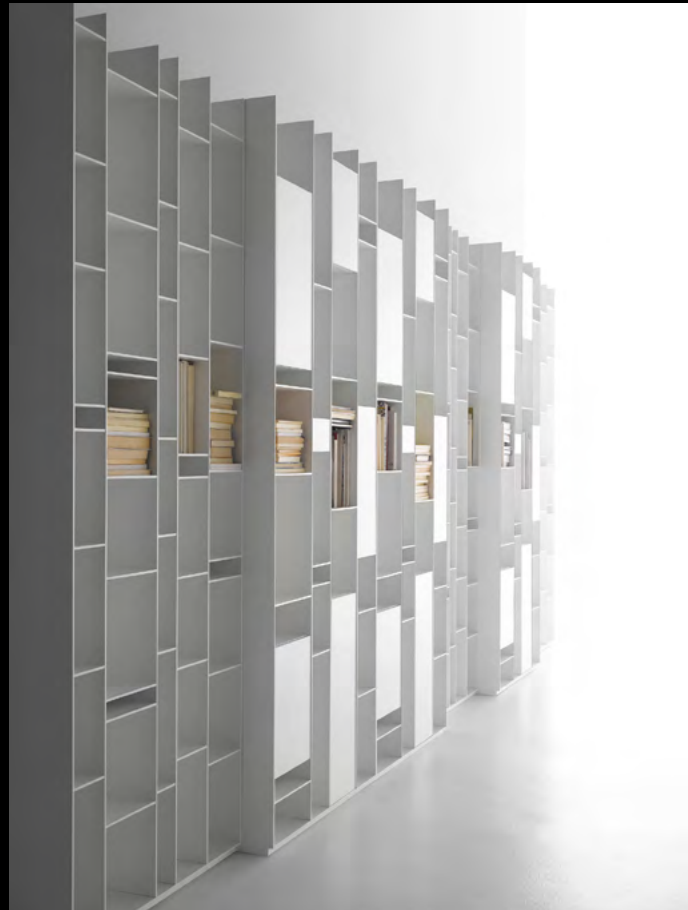
2020

NVL, the mono-material and monumental table designed by Jean Nouvel, is added to MDF Italia's collection. The studio of Israeli architect Pitsou Kedem draws up plans for the company's new exhibition space.

2022

MDF Italia presents the Principle of Lightness collection to mark the company's 30th anniversary.

Story



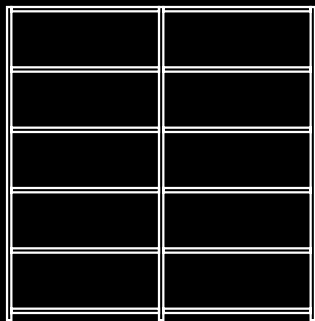
Story



On the occasion of the group’s 30th anniversary, MDF Italia launched the Capsule Collection, Principle of Lightness: a limited edition of four iconic products from the MDF Italia collection, frozen in time yet ready for a new life.



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Company profile



Story

2019 →

Acerbis

In 2019 MDF Italia acquired Acerbis, thereby becoming a group. Point of reference for design aficionados, Acerbis is an Italian company that goes back over 150 years with a catalogue of products whose modernity never ceases to dazzle. The new era is launched under the artistic direction of Francesco Meda and David Lopez Quincoces, whose Remasters Collection brings certain classical items from the past right up-to-date.





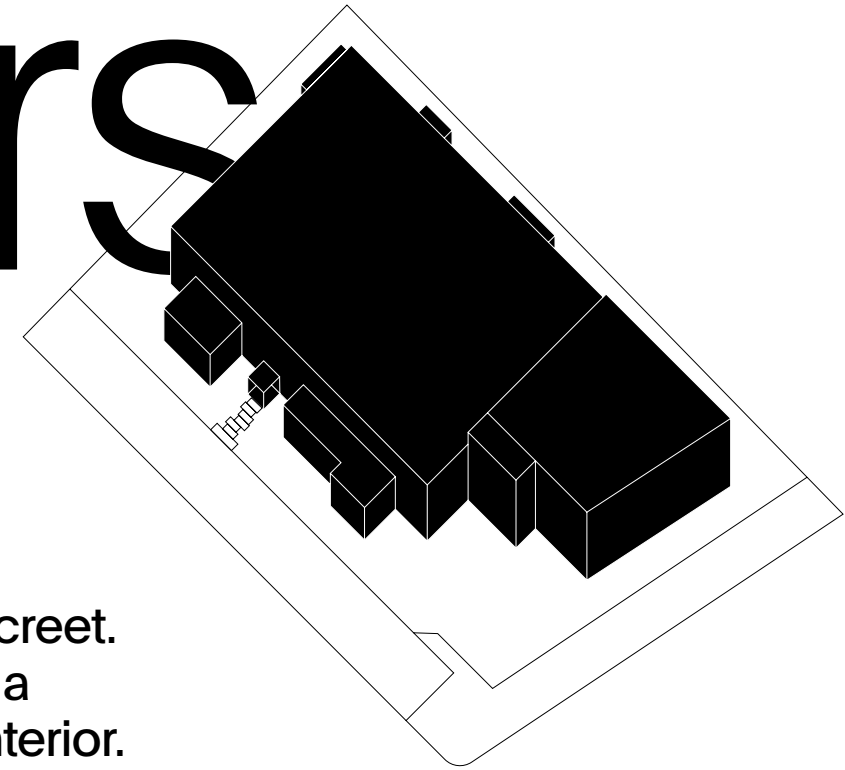
A Milanese company

The Brianza region is the historic heart of Italy's design industry, the cradle of know-how and skill Made-in-Italy, while the city of Milan, synonymous with avant-garde, vision and innovation, has attracted talent and finance like no other. MDF Italia is a Milanese design company with headquarters in Brianza.



Places and headquarters

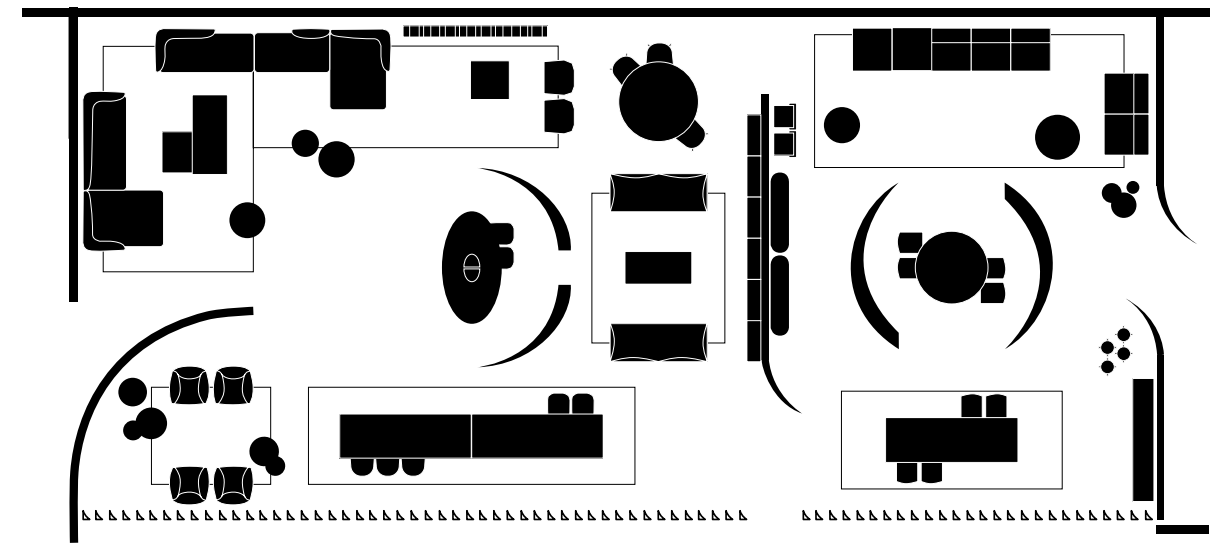
Headquarters



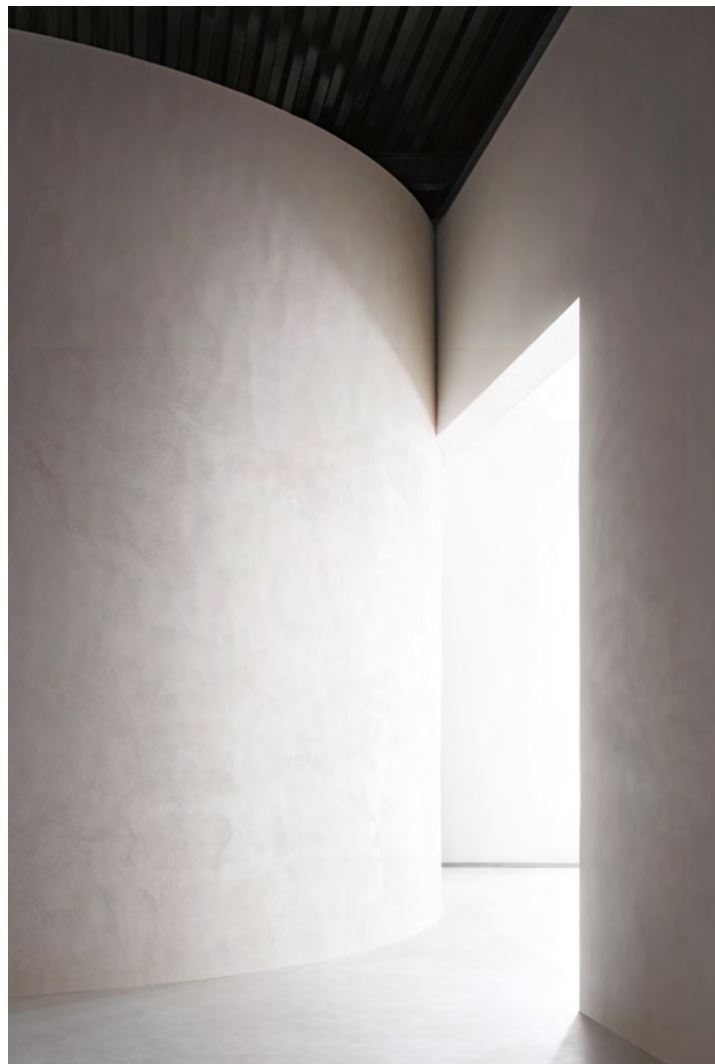
The project guidelines for the Mariano Comense base are the same as those for our products: simplicity, lightness and innovation. The architecture, designed by Studio Bestetti is calm and discreet. It provides a fluid home for work, human relationships and exhibitions. The glass panels enable a dialogue between the inside and the outside, with the surrounding nature becoming part of the interior. Bearing witness to our aesthetic manifesto, the building provides a synthesis of our values as well as of our ambitions for the future.



Places and headquarters



The showroom, remodelled in 2020 by the studio of Israeli architect Pitsou Kedem, is both dynamic and inviting, as a result of the interaction between solid volumes and soft filters guiding the visitor along a visual and sensory passage.



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Company profile



The lightness of design.

Product

Point, line and surface. The common denominator of all MDF Italia's products is lightness, concise forms that reflect the rigorous precision of the design. There are no casual elements in this work of subtraction: the superfluous is eliminated to reveal the meaning and soul of the objects. A lightness that is embodied, time and again, in the absolute simplicity of a table composed of four vertical legs and a horizontal surface, in the essential and unadorned contours of a chair, in the radicalism of a bookcase that revolutionises the idea of storage. In a style that remains recognisable in time and over time.



Project culture.



MDF Italia's aesthetic lies, above all, in its design methodology. In our work we seek to unveil the soul of the project, to render its substance tangible and visible. Technological and material innovation have been distinctive features, terrain of experimentation since the start. We were among the first to use Cristalplant, a lightweight cement (UHPFRC) previously used only in architecture, cement and marble on tabletops. We operate both with industrial and artisan processes depending on the final result we wish to obtain.

The luxury of ideas.

Product

We allow ourselves the luxury of ideas in the belief that there can be no project without prior thought and there are no thoughts without contamination from different perspectives. Hence our daily productive work is accompanied by ongoing research and dialogue with critics, designers and clients and with the most brilliant minds of the day. Pioneers of form destined to become icons of contemporary design, we believe in breaking the stereotypes and compositional frameworks and are open to be influenced and inspired by architecture, art and all other contemporary forms of expression.



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Company profile





Our furniture and furnishings are adaptable, capable of becoming alive and fitting in with diverse environments, thanks to their universal and timeless design. Essential, functional and flexible, they have no ambitions to dictate the aesthetics of the surrounding area by their presence, but rather respect the spirit of every space they inhabit.



The spirit of space.



Product





Press Best coverage

Press release



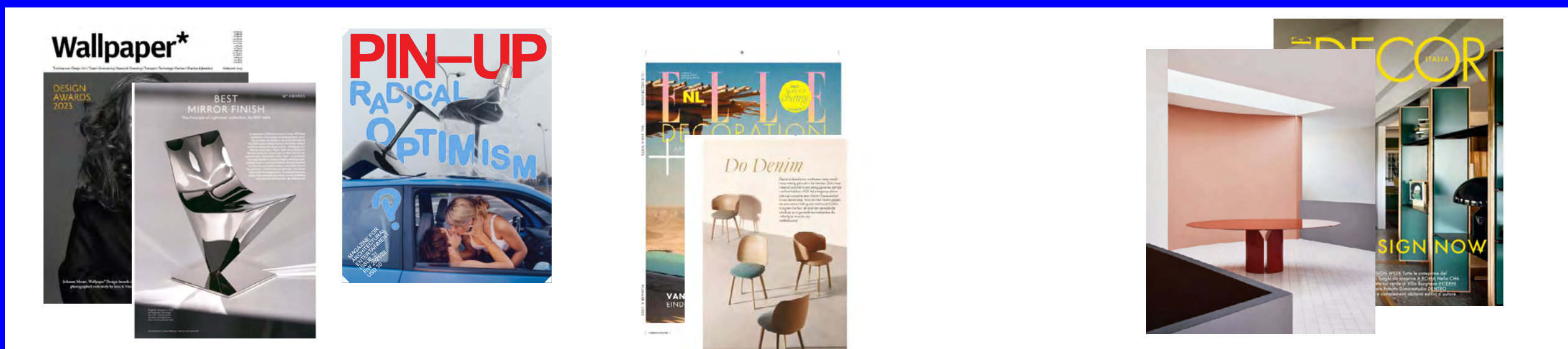
Wallpaper
UK, 2022

AD
China, 2022

Identity UAE
2022



M le Monde
France, 2022



Wallpaper
UK, 2023

Pin-Up
USA, 2022

Elle Decoration
Nederland, 2022

Elle Decor International, 2021
[NVL Table, EDIDA Design Award]

Together with designers

MDF Italia is a crucible of ideas. Ever ready to put the most creative intuitions to the test and challenge the material and design limits of furnishings and objects, the company works in tandem with the most talented Italian and international designers.

967Arch
Claudio Bellini
Francesco Bettoni
Simone Bonanni
Michele Cazzaniga
Piergiorgio Cazzaniga
Ramón Esteve
Bruno Fattorini
Irene Goldberg
Pitsou Kedem
Xavier Lust
Jean Marie Massaud
Francesco Meda
Nendo / Oki Sato
Neuland Industriedesign
Jean Nouvel
David Lopez Quincoces
Robin Rizzini
Francesco Rota
Leonardo Talarico
Victor Vasilev

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Thanks.