

Flow Collection

Jean Marie Massaud

2024

The Flow collection by MDF Italia, designed to harmonize with style in domestic settings, offices, and communities, is a unique balance between impressive aesthetics and exceptional comfort.

The 2024 version of this project is based on five key principles: simplification, comfort, contemporaneity, iconicity, and sustainability.

The renewed typological proposal is distinguished by a careful analysis of the simplification of variants and the emphasis on the concept of collection, which ranges from Chair to Armchair, including Stool and Pouf.

The Flow seating offers two shell designs, Chair and Armchair, with a wide range of finishes, fabrics, and materials, which can be combined with five bases to generate a wide range of commercial possibilities.

Significant effort has been dedicated to improving comfort, both perceived and visual, with particular attention to the fully upholstered version and with front upholstered.

The new colour palette focuses on four shades, exclusive in the matt version: white, lead grey, terracotta, and light grey, simplifying the understanding and variety of the collection.

The product's enhancement develops through different phases, from replacing **polycarbonate with the ECO-SUSTAINABLE formula** to the restyling of the two iconic wooden bases, which maintain their original distinctive trait while taking on more contemporary forms. Furthermore, a new simple and entry-level four-legged base has been introduced.

MDF Italia further distinguishes itself for its unequivocal commitment to environmental sustainability, emphasizing the desire to use exclusively wood comes from sustainably managed forests and eco-sustainable materials. This choice reflects the company's responsible approach to the environment, ensuring that each product embodies the utmost respect for natural resources.



BIO-CIRCULAR RESOURCES

UNLIKE MECHANICAL RECYCLATES OBTAINED FROM THE REPROCESSING OF EXISTING PLASTICS, THE NEW POLYCARBONATE EMPLOYS THE CHEMICAL RECYCLING PROCESS. UP TO 73% OF ITS BASE CHEMISTRY COMES FROM RENEWABLE SOURCES RATHER THAN FOSSIL RESOURCES. THE PRODUCTION PROCESS IS IDENTICAL TO THAT OF VIRGIN POLYCARBONATE BUT USES RECYCLED RAW MATERIAL. THIS ENSURES A TRANSPARENT PRODUCT WITH THE SAME CHEMICAL-PHYSICAL CHARACTERISTICS AS THE VIRGIN MATERIAL AND A VERY LOW ENVIRONMENTAL IMPACT (EQUIVALENT CO₂). THIS PROCESS, COMPARED TO MECHANICAL RECYCLING, STANDS OUT FOR ITS VIRTUOSITY AND ENVIRONMENTAL RESPECT.



recycled
polycarbonate



Flow Collection

Chair and Armchair, 4 shell variants:

1. Unupholstered

The shell made of eco-sustainable polycarbonate, obtained by injection molding, is matt painted in white, lead grey, terracotta, and light grey colours. Considering the nature of the shell, this product is suitable for indoor use only.

Optional accessory: upholstered PAD, made with polyurethane and polyester wadding, and with quilting that is thermally bonded to the fabric. This special manufacturing technique endows the texture patterns and the padding with a three-dimensional look, while ensuring quality and durability over time. The upholstery covering cannot be removed.

2. Front upholstered

The polycarbonate shell is completed with padding. The thermoformed and padded countershell is completed with a quilted polyurethane and polyester wadding mattress. The comfort is improved by increasing the density of the polyurethane and the quality of the wadding. The padded versions can be made in fabric or leather and are removable with the possibility of additional covering.

3. Fully upholstered

Shell composed of a thermoformed and padded countershell with a small pad made of quilted polyurethane and polyester wadding at the front, and upholstery with zips in the lower part of the chair.

The upholstery is made of removable fabric or leather, which can be supplemented with additional upholstery. The fully upholstered shell cannot be used without upholstery or partially upholstered (only countershell).

4. Fixed leather cover

Injection moulded polycarbonate shell, cold foam shaped on the load-bearing frame. The leather cover is not removable and covers the armchair completely.

Every armchair can be personalized thanks to two different types of leather (Nuvola and Anilina), alternating parts in smooth leather on the inside and microperforated leather on the outside of the body and matching stitching.

Nuvola leather: rigorous and versatile, smooth grain leather upholstery with mineral tanning, featuring full and intense colours.

- N.B.1: Nuvola leather available for all colour options in a fire-resistant version according to the standards UNI 9175 and BS 5852 crib 5, with a minimum order of 25 pcs.
- N.B.2: Nuvola leather available, in addition to the colour options in the price list, in 120 colours for minimum orders of 25 pcs (for colour).

Anilina leather: luxurious and sophisticated, top-quality upholstery, full grain, pure anilina, with a soft and silky hand; distinctive for its natural tanning, the leather demonstrates all of its material and its innumerable shades.

5 base variants that can be combined with the 4 shell variants:

1. 4-legged base, new entry-level version made of steel rod, powder-coated in white, lead grey, terracotta, and light grey colours.

NB: Monochromatic combinations for the painted shell version.

2. Height-adjustable 5-point-star base on castors, made of die-cast aluminium, powder-coated in white and lead grey; castors in the same colour of the base.

Height adjuster (41.2/51.2 cm) crafted in steel. 360° swivel.

NB: Monochromatic combinations for the painted shell version.

3. Base with central leg, made of powder-coated aluminium in white, lead grey, terracotta and light grey. 360° swivel.

NB: Monochromatic combinations for the painted shell version.

4. VN 4-legged wood base, structure in ash* with transparent lacquer, available in natural, brown, bleached, or the new canaletto walnut chromatic finish.

Powder-coated aluminium coupling device in white, lead grey, terracotta and light grey. 360° swivel.

5. 4-legged wood base, structure in ash* with transparent lacquer, available in natural, brown, bleached, or the new canaletto walnut chromatic finish.

Powder-coated aluminium coupling device in white, lead grey, terracotta and light grey. 360° swivel.

*wood comes from sustainably managed forests.

Flow Chair / Armchair finishes

Matt painted shell

F006 white X112 (B)
RAL 9016

F076 lead grey X114 (B)
Pantone Black 7C

F019 light grey X200
Pantone 16-1103 TPG / (NCS) S 3005-Y20R

F197 terracotta X201
Pantone 18-1239 TPG / (NCS) S 4040-Y70R

Base

S007 matt painted white X053
RAL 9016

S063 matt painted lead grey
PANTONE Black 7C

S018 matt painted light grey
Pantone 16-1103 TPG / (NCS) S 3005-Y20R

S151 matt painted terracotta
Pantone 18-1239 TPG / (NCS) S 4040-Y70R

S152 bleached oak stained wood

S153 natural oak stained wood

S154 brown oak stained wood

S155 canaletto walnut stained wood

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Flow Stool

The shell made of moulded polyurethane is goffered matt white or black. The polyurethane used, called TECH®, is a high-density structural material that provides great resistance to impact, scratches and aging.

Optional accessory: upholstered PAD made with polyurethane and polyester wadding, and with quilting that is thermally bonded to the fabric. This special manufacturing technique endows the texture patterns and the padding with a three-dimensional look, while ensuring quality and durability over time. The upholstery covering cannot be removed.

Basamenti

Sled base, in steel rod painted matt white or matt graphite*. The white sled base has white feet and the graphite* grey sled base has black feet.
Seat height available: 65 and 78 cm.



*REFERENCE RAL 9011, FOR THE MATT PAINTED GRAPHITE GREY X054 FINISH

VN 4-legged wood base, structure in ash* with transparent lacquer, available in natural, brown, bleached, or the new canaletto walnut chromatic finish.
Lacquered aluminium coupling device in matt white or lead grey colour. Brushed stainless steel footrest on all versions. 360° swivel.
Seat height available: 44, 65 and 78 cm.

Flow Pouf

Plywood frame covered with non-deformable polyurethane and polyester wadding. The upholstery, covering around every part of the seat, is fully removable.

Bases

VN 4-legged wood base and 4-legged wood base, structure in ash* with transparent lacquer, available in natural, brown, bleached, or the new canaletto walnut chromatic finish.
Lacquered aluminium coupling device in matt white or lead grey. Brushed stainless steel footrest on all versions. 360° swivel.
Seat height available: 48 cm.

*wood comes from sustainably managed forests.

For further information about specs, please refer to the technical section at the end of the price list (tables of materials/colours).



Flow Collection, general notes

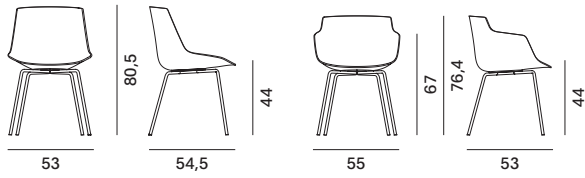
- **Anilina leather, use and maintenance**
Anilina leather naturally shows differences in finish and colour, visual irregularities, marks, shades and colour unevenness, peculiarities of a natural material of the highest quality and synonymous of its value and uniqueness. Due to its extreme naturalness, it is also more delicate and sensitive than more treated leathers: the contact with liquids, with different materials and colours, as well as the direct exposure to the sunlight and heat sources could indelibly alter the colour, while metal or sharp parts may affect the surface.
For daily cleaning, simply dust with a soft, dry cloth. For a more thorough cleaning, it is expressly recommended to use specific products for leather, avoiding the use of water, soap and any aggressive detergents.
- **Flame retardant padding**
Norms 11M, U.S.A. TB117-2021 and BS5852 are available upon request with a surcharge as of +5%. Feasibility, costs and delivery times to be verified with our Sales department. NB: the use of flame retardant polyurethanes and interliner can give a different result from the standard. For the choice of the upholstery and its feasibility according to any norms, please refer to the technical section at the end of this price list.

Flow Collection

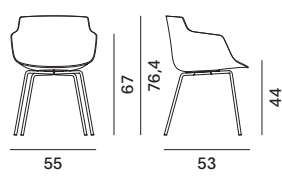
Abacus

Flow Chair

4-legged base

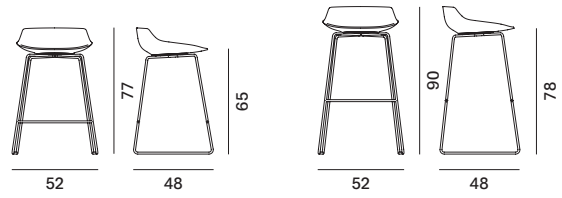


Flow Armchair

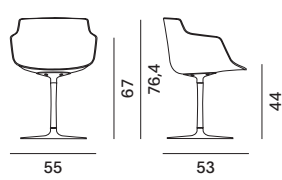
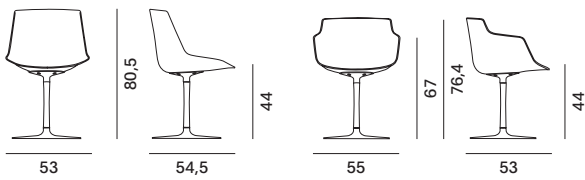


Flow Stool

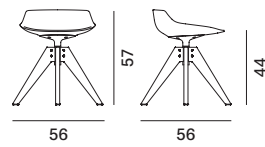
sled



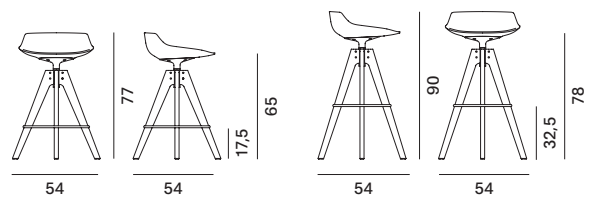
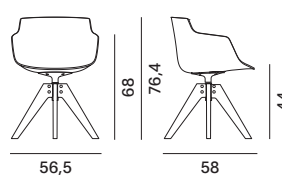
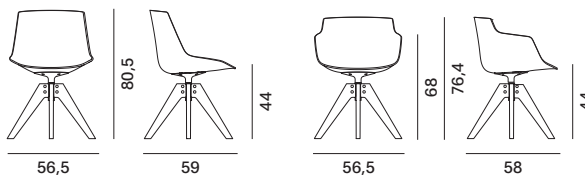
base with central leg



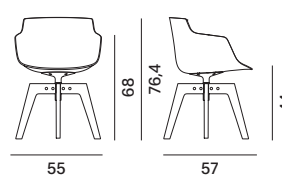
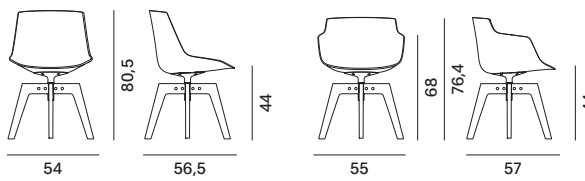
VN 4-legged wood base



VN 4-legged wood base

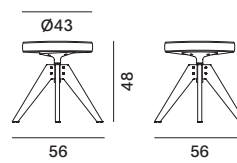


4-legged wood base

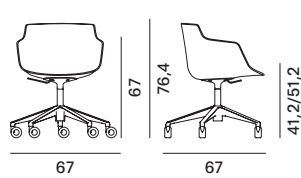
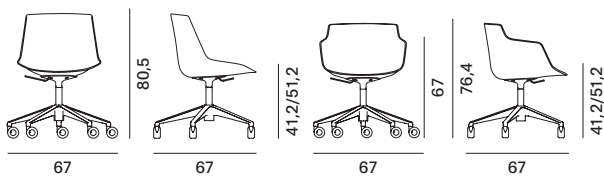


Flow Pouf

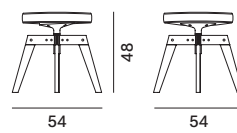
VN 4-legged wood base



height-adjustable 5-point-star base on castors



4-legged wood base



Variants



unupholstered front upholstered fully upholstered fixed leather cover