



*MDF Italia. Lightweight, transparency, brightness*

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*New projects by Dordoni, Massaud, nendo, Cazzaniga, Fattorini*

TAGS

#MDF Italia, #Dordoni, #Massaud, #Nendo, #Cazzaniga, #Fattorini

17/05/2016 - **MDF Italia** at the latest **Salone** featured a brand new image, resulting from a precise path, careful reflection and market analysis, but also from the need of renewing, to confirm the unique and exclusive identity of the company.



A change that expresses itself not just through new collaborations with new designers and the introduction of various materials and finishes, but through a different architectural mode that fully expresses the company's key values such as: lightweight, transparency, brightness and innovation. Together with the new products featuring the names of meaningful players from the national and international design - Rodolfo Dordoni, Piergiorgio Cazzaniga, Bruno Fattorini, Nendo and Jean Marie



HERON | Sideboard with doors



AIKU



SAG

Massaud – a new way of communicating to the market has debuted.



Quite a simple stand, expressly inspired to the US architecture of the 1954/'64 period and in particular to Mies Van der Rohe's Barcelona Pavillion, made of a central body dedicated to a service area, around which the product's tale is fully developed. For the first time, the company introduces the "opening" concept, intended as the will to open, in order to change and welcome the new, which means a barrier free and clean stand, fully open on four sides so that products can be seen from outside. The only present architectural element is the portal that separates the internal space from the outside, acting as a frame around the products.



The new products, though remaining faithful to the company's designing values such as the quest for simplicity, for the right balance of functionality, formal rigour and aesthetic pleasantness of the object combined with quality excellence, introduce into MDF Italia collection new and unusual materials and finishes for new tactile and visual experiences.



HERON - Rodolfo Dordoni

**HERON - Rodolfo Dordoni**

System of storage units with doors, drawers and open compartments, designed not just for the domestic environment, but also for the contract, taking into account the quality, technical performance and storage unit customisation. Heron is offered in low, medium, high storage units and in different size combinations and front fittings.



AĪKU - Jean Marie Massaud

### **AĪKU - Jean Marie Massaud**

A collection of highly comfortable chairs featuring an essential image available in six versions of bases and a wide range of finishes. Shell made from two-colour polypropylene through injection-moulding, mass pigmented with double finish; gloss outside, in black and white colours, inside with matt saffiano effect in different colours.



SAG - nendo

### **SAG - nendo**

Either stool or table, outdoor or indoor: Sag represents a polyhedral and functional complement. Its concave arc structure, thus generated, gives Sag its special soft and elastic image, but also an incredible sturdiness, capable of distributing forces and absorb loads.



TENSE material - Piergiorgio Cazzaniga

### **TENSE material - Piergiorgio Cazzaniga**

A new look for Tense table offered in three different and surprising finishes. Wood, brass, stone dress up one of MDF Italia's bestsellers within its collection, thus creating a new range typology: Tense material. Three noble and ancient materials, that have always been used by man to create furniture, here are processed with a soft brushing that highlights their material qualities. They dress up Tense, arousing new tactile and visual features and stimulating senses.



LINK1 / LINK2 - Bruno Fattorini

**LINK1 / LINK2 - Bruno Fattorini**

Link1 and Link 2 is associated with the evolution of current design concept, that goes beyond the traditional vision of pure aesthetic dimension, to be a polyhedral object in which function, simplicity, innovation and project culture are merged. Link1 and Link 2 is a simple and pure sign capable of conversing with different shapes and of aggregating fairly with different products.