

News book
2020

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N



mdf italia



Divide IT

Designed by Pitsou Kedem

Ita Progettato dall'architetto israeliano Pitsou Kedem, DivideIT, è un prodotto dinamico che si adatta ad ogni necessità e permette di dividere gli spazi di lavoro e dell'ambiente domestico, mantenendo però intatto il senso di contiguità tra stanze adiacenti e creare percezioni suggestive ed eleganti. Divide IT è un complemento che si sposta facilmente e può cambiare posizione in qualsiasi momento l'utente lo desideri.

Disponibile in due diverse dimensioni, è composto da diversi pannelli che, ruotando su un asse di 360 gradi, possono essere posizionati per controllare il passaggio della luce e del suono.

Questa rotazione consente di creare infinite possibilità di divisione, transizione e diffusione. Una soluzione semplice ma dai forti tratti identitari che, usata singolarmente o per accostamento con le altre varianti dimensionali e cromatiche, consente di creare nuovi spazi all'interno di ambienti senza ricorrere ad una separazione fissa.

En Designed by the Israeli architect Pitsou Kedem, Divide IT, it is a dynamic product that adapts to every requirement and allows you to divide working spaces and home environments. At the same time, it maintains the sense of contiguity between adjacent rooms and creates suggestive and elegant perceptions.

Divide IT is a furniture complement that moves easily and can change position at any time the user wishes. Available in two different sizes, it is composed of several panels which, rotating on an axis of 360 degrees, can be positioned to determine the passage of light and sound.

This rotation allows for endless possibilities of partition, transition, and diffusion. A simple solution, still with strong identity: used individually or in combination with other dimensional and color variations, it allows you to create new spaces within environments without resorting to a fixed separation.

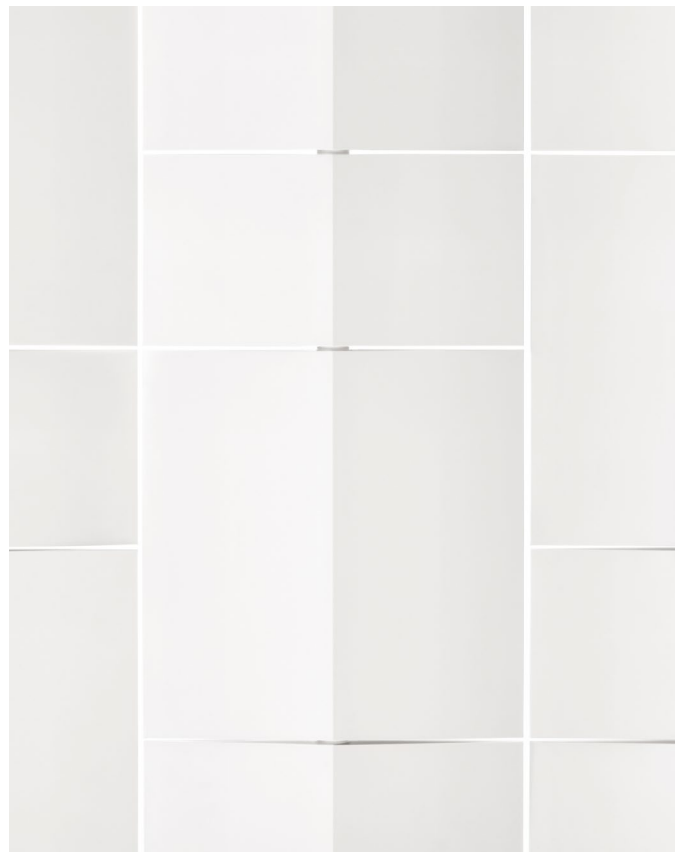
① Divide IT is always monochromatic.

→ Technical details

The kit of castors is available only for hard floors.		
Two modules screen L60 D30 H187	Three modules screen L90 D30 H187	
Frame		



2

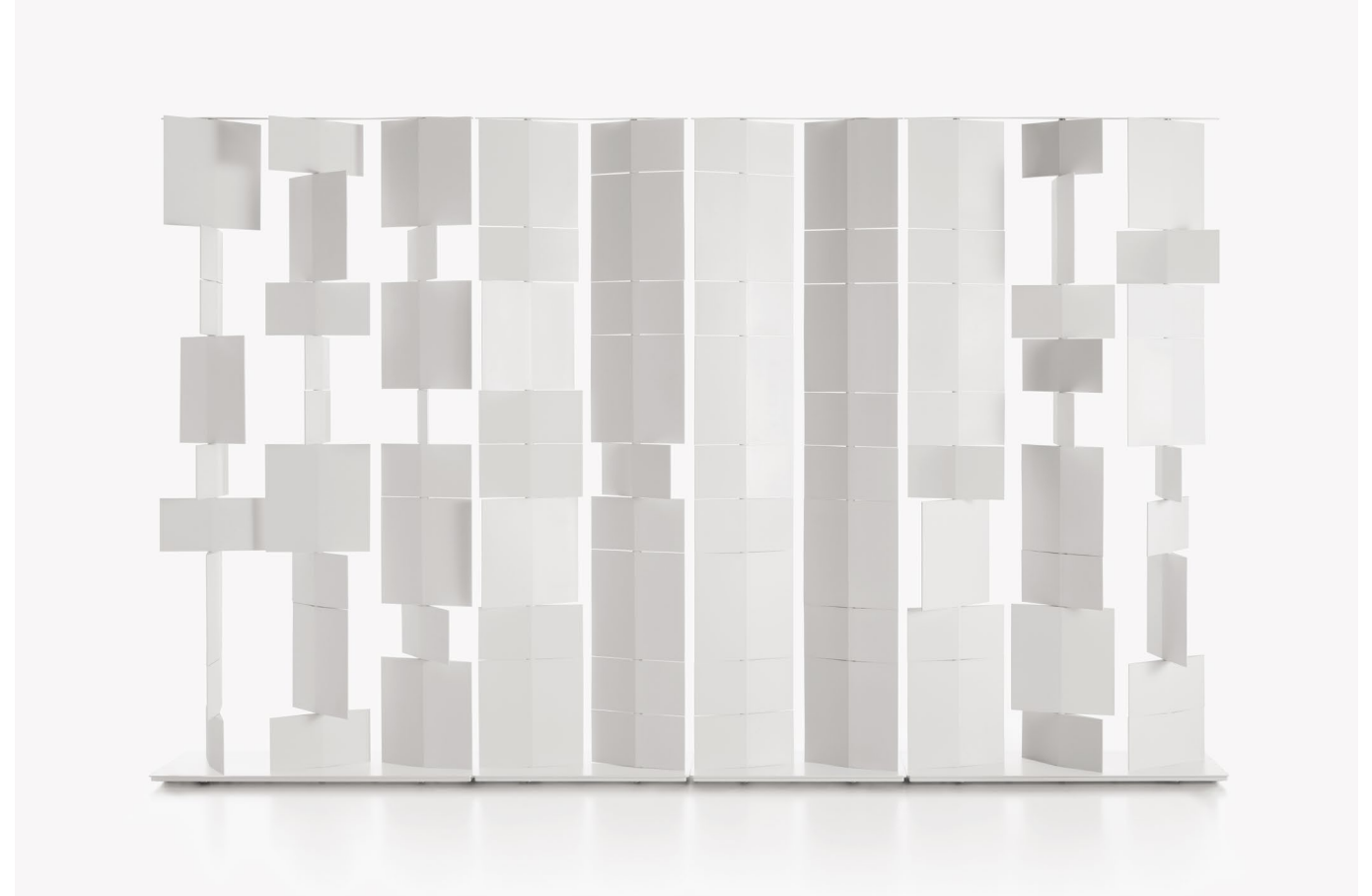


3

- 2 The swivel panels can be rotated by 360°.
- 3 Made in integral polyurethane painted in the mould, they come in two sizes.
- 4 Each divider element is available in two different sizes, W90 and W60.
- 5 Which can be arranged or placed to form attractive large-sized configurations.



4



5

Neil Leather

Ita Elegante, leggera, sofisticata: Neil Leather è la naturale evoluzione di Neil, seduta icona di essenzialità nata dalla mano di Jean Marie Massaud nel 2018.

Il concept riprende per alcuni aspetti la forma classica e i tratti "storici" del periodo Bauhaus: telai molto semplici in tubolare, sedile e schienale in cuoio teso.

Forte competenza nella lavorazione del rivestimento in cuoio, 100% made in Italy, sinonimo di qualità e di grande "abilità" del nostro settore manifatturiero; viene realizzato a mano e confezionato come una borsa in cuoio.

Un prodotto che unisce design e artigianato tradizionale, capace di inserirsi in contesti diversi, dal più classico al più moderno e contemporaneo.

Designed by Jean Marie Massaud

En Elegant, light and sophisticated: Neil Leather is the natural evolution of Neil, the icon of essential style created in 2018 by Jean Marie Massaud.

The concept for this chair borrows some aspects of the classic form and "historical" characteristics of the Bauhaus period: very simple tubular frames with seat and backrest in taut saddle-hide.

The exquisitely crafted saddle-hide upholstery, 100% made in Italy, is a symbol of the quality and exceptional competence of our manufacturing sector. This product is hand made with the same level of care as is used for leather handbags.

Design and traditional craftsmanship combine in this product, which can be used in different settings, from the most classic to the most modern and contemporary.



3



4

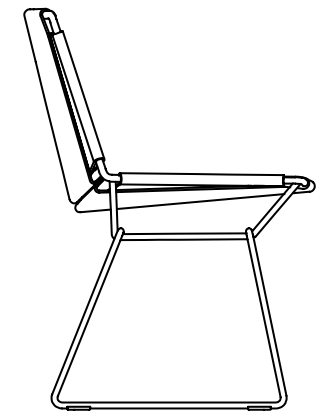
- 1 The structure is made in steel wire and available in a glossy galvanic finish in black chrome.
- 2
- 3 The thick full grain saddle-hide is simply stretched taut between the parts of the structure.
- 4

→ Technical details

The saddle-hide upholstery is not removable. This product is only destined for indoor use.



L50 D58 H80
seat H45



1



2



Random Wood

Designed by Neuland Industriedesign

Ita L'iconica libreria Random si rinnova e la gamma tipologica accoglie nuove finiture in essenza. Le due varianti dimensionali, denominate 2C e 3C, rendono Random flessibile ed adattabile a tutti gli spazi abitativi e alle differenti esigenze del mercato.

Una nuova finitura in noce canaletto, raffinata e ricercata, veste l'iconica libreria Random nella versione 2C-3C. Un'elegante tessitura con venature più scure esalta la naturale bellezza del legno, e conferisce un'atmosfera calda e accogliente agli ambienti in cui viene inserita.

Grazie al suo carattere senza tempo, la nuova Random Wood 2C-3C si adatta armoniosamente ad ogni contesto e stile abitativo, dal più classico al più moderno caratterizzando ogni interior con personalità.

En The iconic Random bookcase is widening its range and welcoming new wood finishes. The two-dimensional variants, named 2C and 3C, make Random flexible and adaptable to all spaces in a home and to different market demands.

A new refined Canaletto walnut finish dresses the iconic Random bookcase in the 2C-3C version. An elegant texture with darker veins enhances the natural beauty of the wood, giving a warm and welcoming atmosphere to the environments in which it is installed.

Thanks to its timeless character, the new Random wood 2C-3C adapts harmoniously to any context and style, from the most classic to the most modern, characterizing every interior with personality.



1 Bookcase made with 6 mm thick panels of medium density fiberwood in canaletto walnut finis.

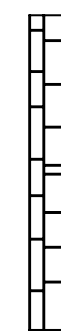
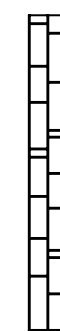
→ Technical details

For safety reasons, it is highly recommended to fix the unit to the wall.



Random 2C
L35.8 D25 H217

Random 3C
L46.4 D25 H217



Frame



1



2

20.Venti Home Light

Designed by 967ARCH

Ita 20.Venti Home e Home Light sono le nuove varianti dell'iconica famiglia 20.Venti, caratterizzate da un utilizzo prettamente domestico, dal design lineare e identificativo, proprio del "DNA" di MDF Italia.

20.Venti Home e Home Light trasmettono perfettamente l'orientamento al lavoro dinamico e condiviso, ma all'occorrenza decisamente indipendente dei nostri giorni. Un'attitudine adottata anche in casa, luogo in cui oramai, da qualche anno, si creano spazi per l'home office, veri e propri corner attivi dove operare continuamente o "a spot".

En 20.Venti Home and Home Light are the newest options of the iconic 20.Venti family, created mainly for the domestic environment and distinctive for its linear and original design, qualities in line with the "DNA" of MDF Italia.

20.Venti Home and Home Light perfectly expresses the present trend to dynamic and shared job. A job that, if necessary, may become highly independent. An attitude also adopted at home, where, for a few years, home office spaces have been created, i.e. real active corners to work either continuously or temporarily.



3

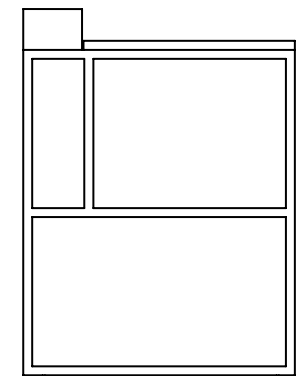
- 1 The home working desk is equipped with an aluminum opening for cable management.
- 2 Steel frame and legs, section 2 x 2 cm, painted with epoxy powder.
- 3

→ Technical details

A steel cable collection spring, available in the colours black and white, is available as optional accessory.



H81.5
D60 L120



Structure X053	X100	X101
Top X075	X095	X097



NVL Table

Designed by Jean Nouvel Design

Ita Un tavolo monomaterico, dalle linee contemporanee, connotato da una forte personalità. NVL Table è il secondo progetto, dopo Super_Position, firmato dal designer francese Jean Nouvel per MDF Italia e che ne prende letteralmente il nome.

I caratteri distintivi della sua architettura si manifestano pienamente in questo tavolo ed esaltano gli elementi stilistici che da sempre contraddistinguono il lavoro di Jean Nouvel: forme geometriche pure, leggerezza formale, graficità, rigore.

La semplicità delle forme dialoga armoniosamente con la solidità del materiale in un gioco di contrasti: il piano del tavolo appare sottile e leggero e sembra galleggiare sopra il basamento.

Il sostegno centrale è composto da due volumi che si assottigliano verso l'alto e che creano due basi simmetriche a sostegno del top, richiamando così il principio del trilito, una struttura formata da due elementi verticali e un terzo appoggiato orizzontalmente.

En A table made from only one material with contemporary lines that convey strong personality. NVL Table is the second project, after Super_Position, created by the French designer Jean Nouvel for MDF Italia and that takes the name literally.


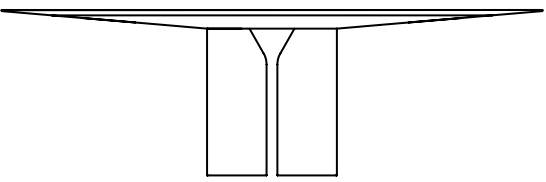
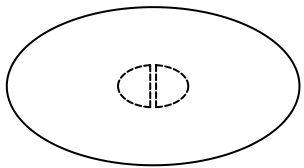
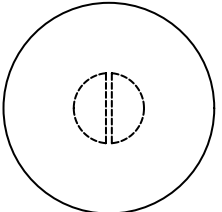
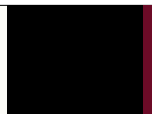

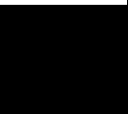

The distinctive traits of its architecture manifest fully in this table to highlight stylistic elements that have always distinguished the works of Jean Nouvel: pure geometric shapes, formal lightness, graphic marks, and rigour.

The simplicity of the shapes plays harmoniously on the contrast with the solidity of the material: the table top appears thin and light and seems to float above the base.

The central support consists of two volumes that are tapered on the upper part to create two symmetrical bases that support the top. The effect recalls a triliton, a structure formed from two vertical elements and a third positioned horizontally on top.

1 A mono-material table, with contemporary lines and characterized by a strong personality.

→ Technical details

Coral red is a special colour in 2020.			
			
Oval Table L200 D120 H74 L250 D130 H74		Round Table Ø150 H74 Ø180 H74	
			
Frame X042			
		X111	X120 X084



2 The bases, undertop flange and top are always monochromatic.

3 Each table mounts bases of different sizes and types, and a round model in the diameters 150 or 180 cm.

4 The central support is composed of two volumes that thin upwards.



Design and concept

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Photo

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Made and Printed in Italy

Milan, Italy

2020 October

MDF Italia Srl Società Unipersonale

Headquarters

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22066 Mariano Comense (CO)

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