

Reportage

Salone del Mobile 2024

mdf italia

Milano

April 16th—21st


MDF Italia è da sempre un'azienda votata alla sperimentazione e quest'anno persegue il suo obiettivo attraverso un portfolio completamente rinnovato di designer, con cui delineare un percorso creativo all'insegna dell'innovazione.

Nello stand MDF Italia al Salone del Mobile, firmato anche quest'anno dall'architetto Pitsou Kedem, la geometria si ammorbidisce e stempera sublimandosi in tonalità soffici e luminose: un invito ad abbassare il volume dei nostri ambienti. "Nel solco tra il silenzio meditativo e la vita dinamica, si è creato il nuovo DNA di MDF Italia", spiega Kedem. "Questo trova la sua espressione in tavoli dagli angoli smussati che possono essere collegati tra loro, così come nel nuovo divano, che da piccoli elementi statici è capace di generare il movimento".

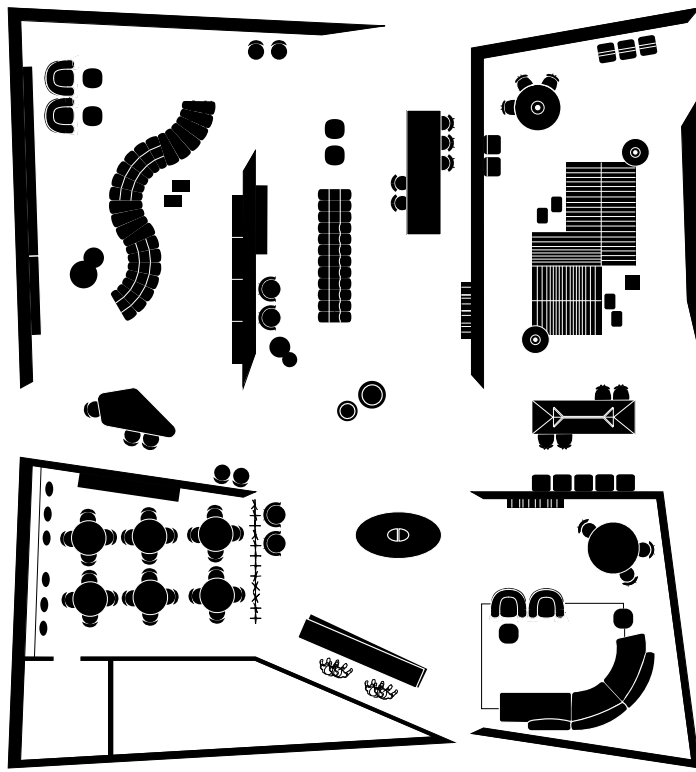
MDF Italia has always been a company devoted to experimentation, and this year it is pursuing its goal through a completely renewed portfolio of designers, with whom it will chart a creative course focused on innovation.

At the MDF Italia stand at the Salone del Mobile, designed again this year by architect Pitsou Kedem, geometry softens and dissolves, mellowing into soft, bright tones: an invitation to lower the volume in our rooms. "MDF Italia's new DNA was created in the groove between meditative silence and dynamic living," explains Kedem. "This is expressed in tables with rounded corners that can be joined together, as well as in the new sofa, which can generate movement from small, static elements."

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Event	
Milan Italy	
Architecture	Pitsou Kedem
Mood and set-up	David Lopez Quincoces, Francesco Meda
Styling	Enrico Pompili, Valentina Cameranesi
Photos	Thomas Pagani
Products	Sofas and armchairs: Array Sofa System, Cosy Curve, Fuji, Peggy armchair Furniture and system: Divide IT, Minima 3.0, Pentagramma, Random Wood Tables: Bonnet Table, NVL Table, Tense Material Heritage Coffee tables: Fossil, Rock Table Mini Chairs and stools: Cattle armchair, Duetto, Edo chair, Flow collection, Neil Leather, Press chair, Twig, Universal Armchair

↘ [watch the video](#)







Array Sofa System - Snøhetta, Pentagramma - Pitsou Kedem

















Peggy armchair - Gio Tiroto, Cosy Curve - Francesco Rota, Universal Armchair - Jean Marie Massaud



Design and concept

CCRZ

Architecture

Pitsou Kedem Architects

Mood and set-up

David Lopez Quincoces,
Francesco Meda

Styling

Enrico Pompili,
Valentina Cameranesi

Photos

Thomas Pagani

Text

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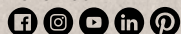
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