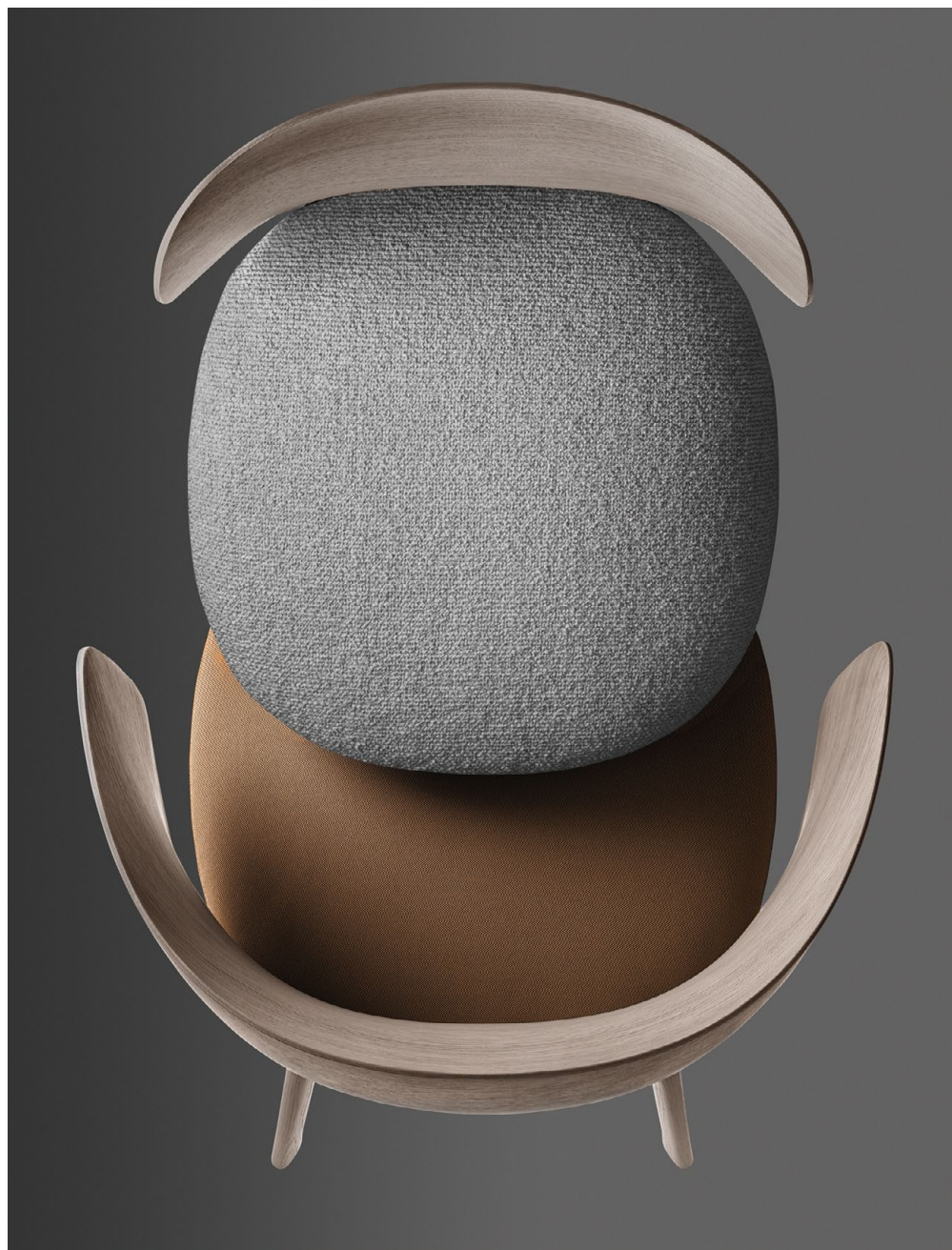
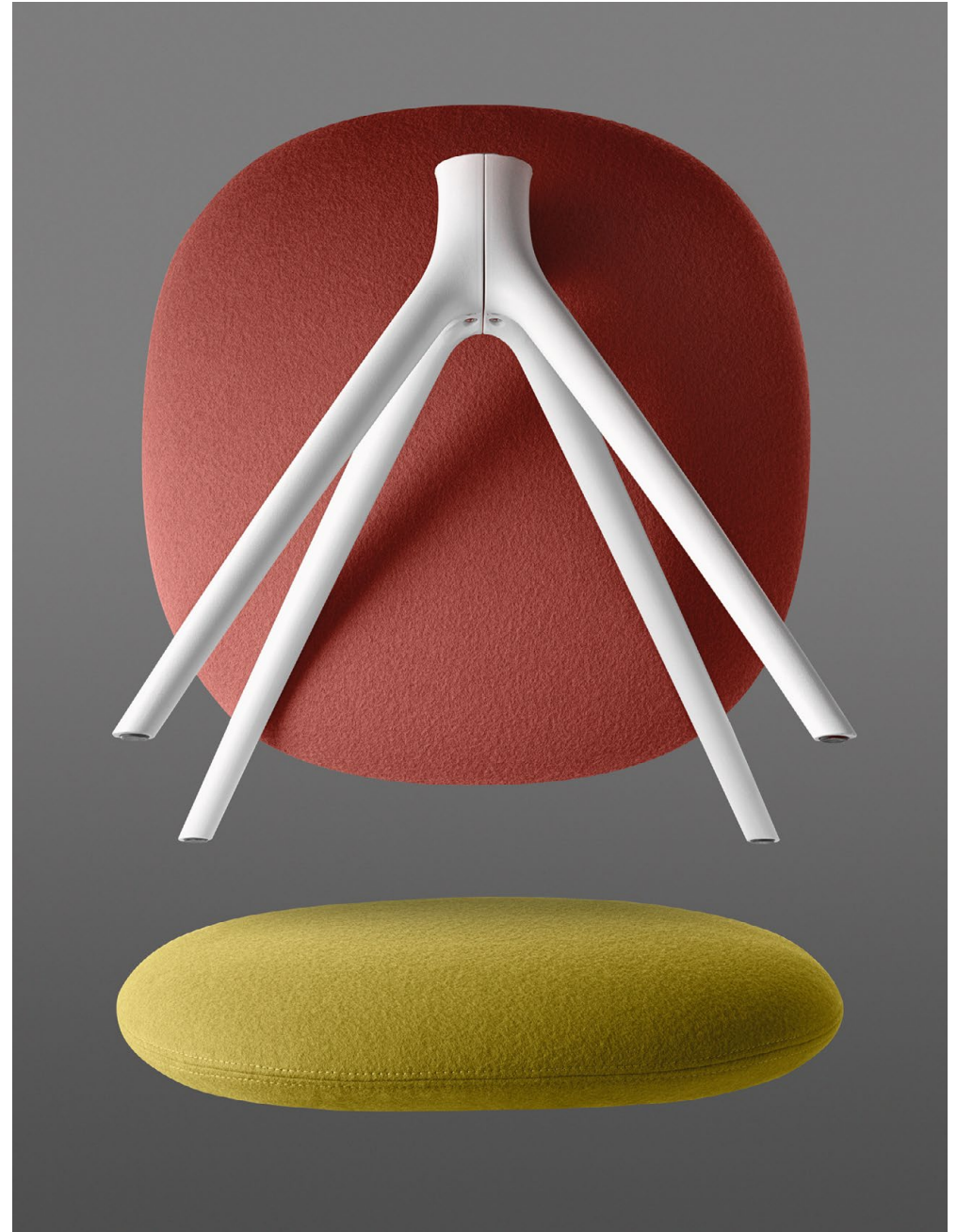
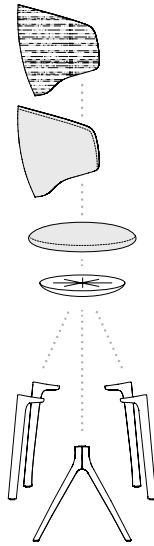
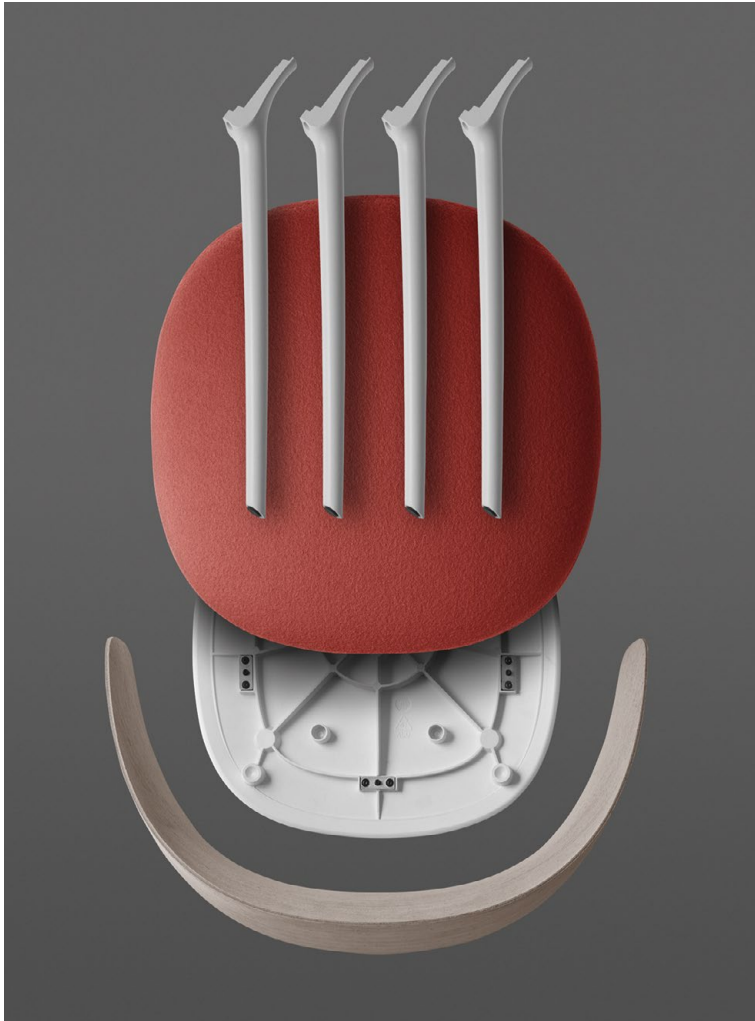


Universal ——— collection

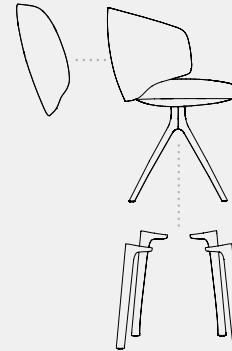




Universal — collection



Designed by
Jean Marie Massaud



Universal collection is the name of the new family of seats designed by Jean Marie Massaud for MDF Italia, which stands out for its impeccably elegant lines and extraordinary ergonomics. In the chair or armchair version - with wooden backrest or fully upholstered - the three dimensional backrest is the focal point of the seat; it consists of two curved elements pressed from a mechanical mould, then coupled and assembled, with a procedure that echoes the refined savoir-faire of the luthier. The concept was developed from a study on the curving of the wood which led to the definition of an innovative, now patented technology in which industrial design and craftsmanship merge. This system, in addition to producing a unique design, also ensures an unprecedented level of comfort and first class ergonomics.

The design takes its name, above all, from the disc of the seat, the beating heart of the piece, designed to accommodate different types of bases and backrests, so lending itself over time to the development of an infinite variety of possible configurations. Presented in this initial phase with legs in solid wood (with two finishes) or in die-cast aluminium (in three colours), the seat can be customised also thanks to the many combinations of textiles available, proving the perfect creative synthesis of functionality and fine aesthetics.

Si chiama Universal collection la nuova famiglia di sedute di Jean Marie Massaud per MDF Italia, che si connota per un'impeccabile eleganza delle linee e la straordinaria ergonomia. La seduta declinata nella versione sedia o poltroncina, con schienale in legno o completamente imbottita, fa proprio dello schienale tridimensionale il suo punto di forza; è ottenuto infatti a partire da due elementi curvi prodotti da uno stampo meccanico, successivamente accoppiati e assemblati, con un procedimento che rievoca il raffinato savoir-faire del liutaio. Il concept è stato sviluppato a partire da una ricerca sulla curvatura del legno che ha portato alla messa a punto di una tecnologia innovativa, ora brevettata, dove design industriale e artigianato s'incontrano. Questo sistema, oltre a dare vita a un design unico, garantisce un comfort e un'ergonomia senza precedenti. A dare il nome al progetto è tuttavia il piattello della seduta, cuore pulsante della struttura, che è stato predisposto per poter accogliere diverse tipologie di basamenti e di schienali permettendo così di sviluppare nel tempo infinite possibilità di configurazioni. Presentata in questa prima fase con gambe in legno massello (in due finiture) o in alluminio pressofuso (in tre colori), la seduta è personalizzabile anche grazie a molteplici combinazioni tessili ed è la perfetta sintesi creativa tra funzione ed estetica.



1.



2.



3.

4-legged bleached oak base and backrest.
 Chair fabric: Anima col.33
 1. Armchair fabric: Hero col.481

2. 4-legged brown oak base. Chair fabric: Anima col.71
 4-point-star base. Chair fabric: Etis col. 32
 3. 4-legged bleached oak base and backrest.
 Armchair fabric: Etis col.16



The concept focuses on respect for the environment: each component of the seat can be disassembled to facilitate proper recycling.

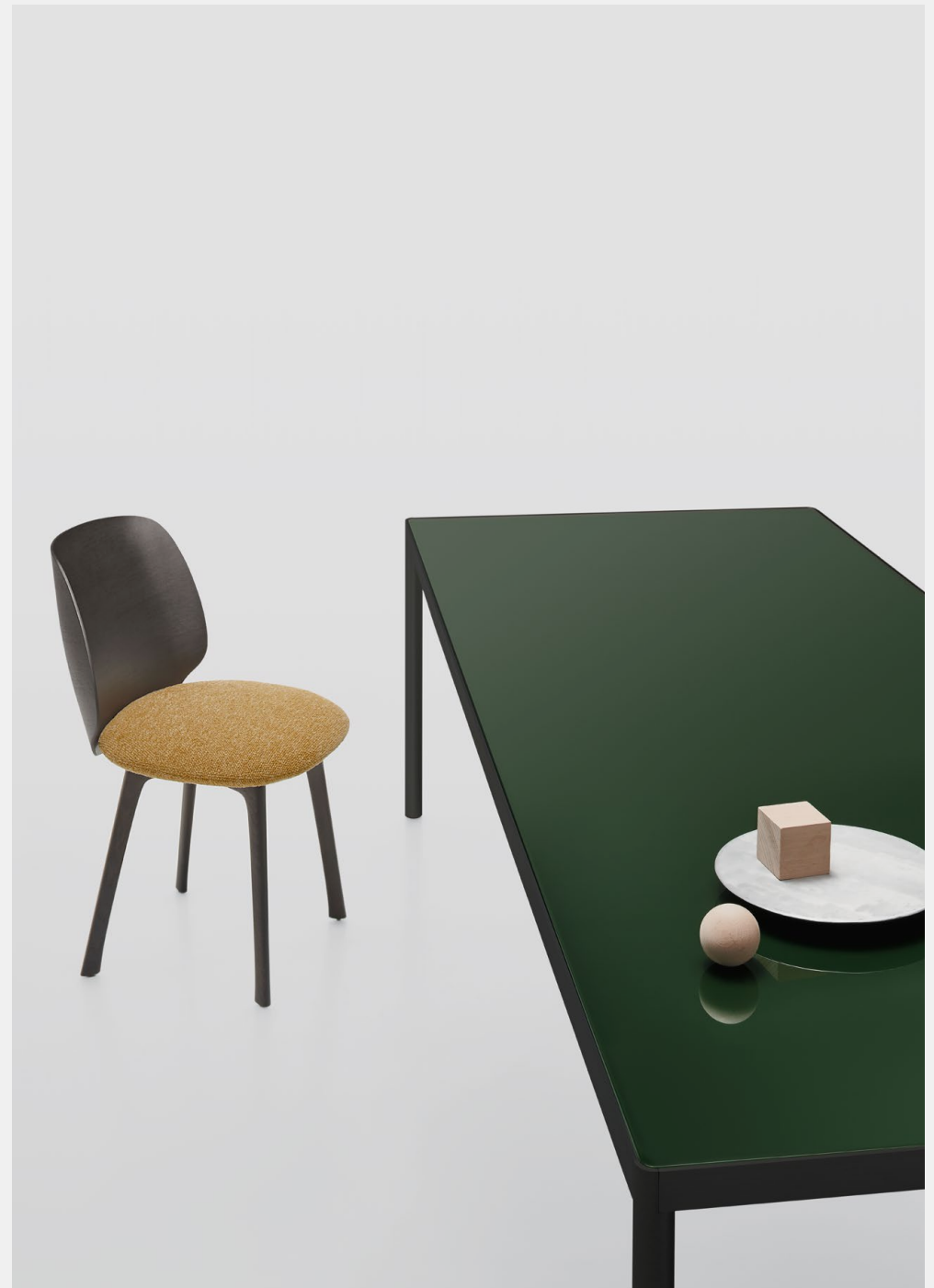


2.



- 2. 4-legged brown oak base and backrest.
Armchair fabric: Anima col.12
Chair fabric: Moss col.22
- 3. 4-legged brown oak base and backrest.
Armchair fabric: Savanna col.152

- 1. 4-legged brown oak base and backrest.
Armchair fabric: Anima col.12



A project that combines sustainability, comfort and elegance.
Perfect synthesis of function and aesthetics.

Universal collection

4-point-star base or 4-legged oak base

MDF Italia Product catalogue

1.



Etis col.32 fabric



Moss col.22 fabric



Savanna col.442 fabric

2.



Etis col.16 fabric



Anima col.12 fabric



Etis col.27 fabric



Moss col.06 fabric

3.



Anima col.35 fabric



Anima col.71 fabric

4.



Savanna col.152 fabric



Etis col.17 fabric



Moss col.12 fabric



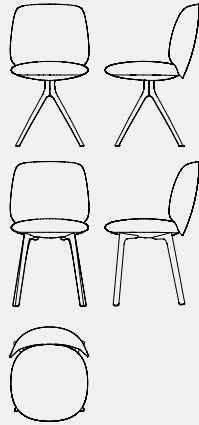
1. Chair, 4-legged oak base
2. Armchair, 4-legged oak base

3. Chair, 4-point-star base
4. Armchair, 4-point-star base

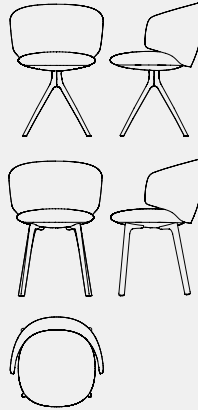
An elegant and timeless design that enhances any type of context in which the seat is inserted, whether domestic or contract.

Dimensions and finishes

Chair
seat H51
L47 D57 H85



Armchair
seat H51
L56 D54 H79



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En



It

Bases



4-point-star base
X053 X122

X054

fixed or swivel
base

4-legged oak base
X075

X076

Wooden
backrests



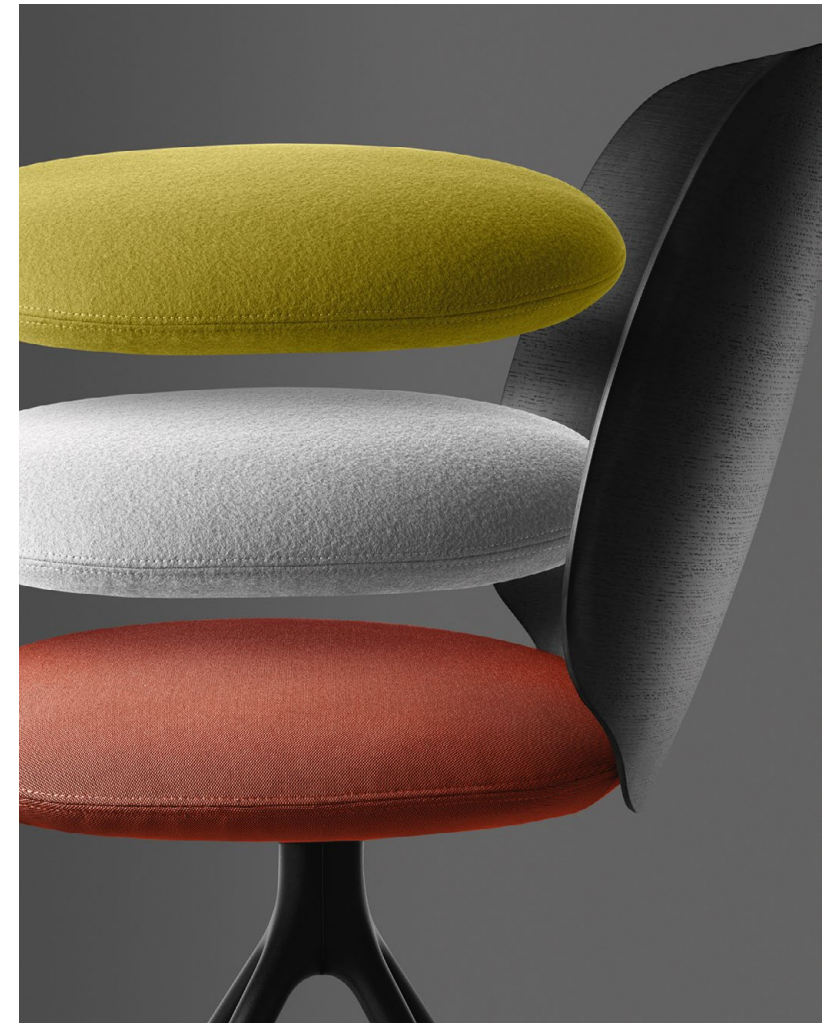
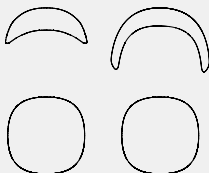
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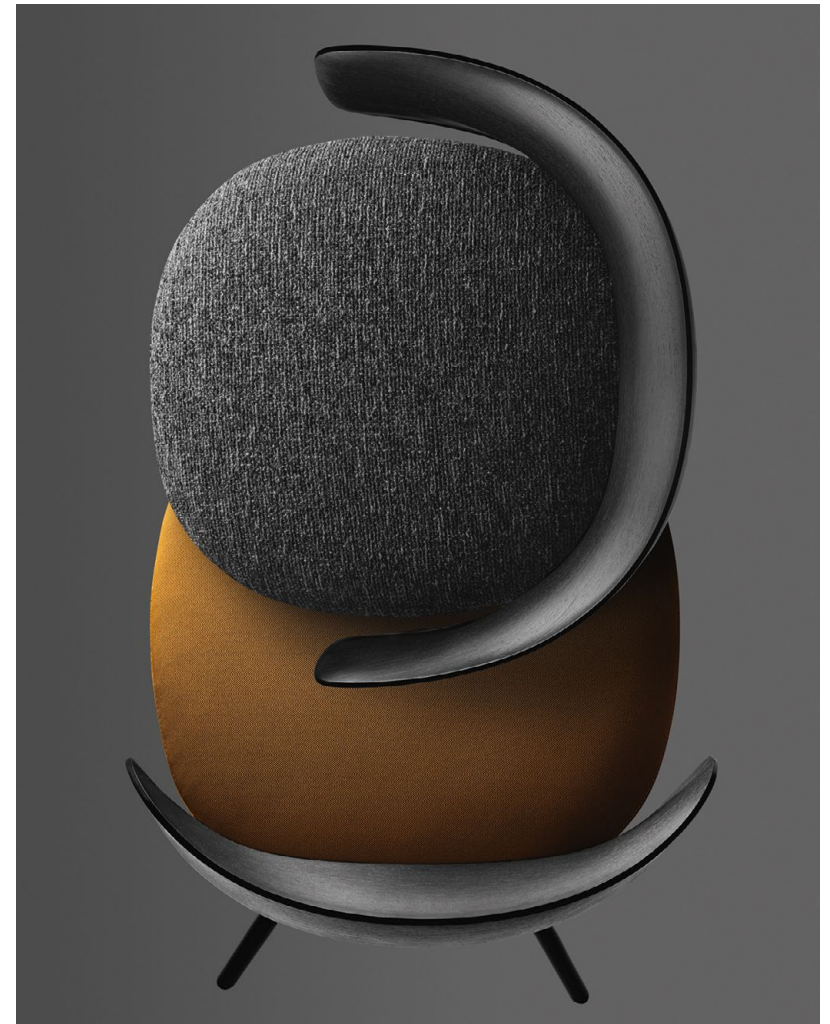
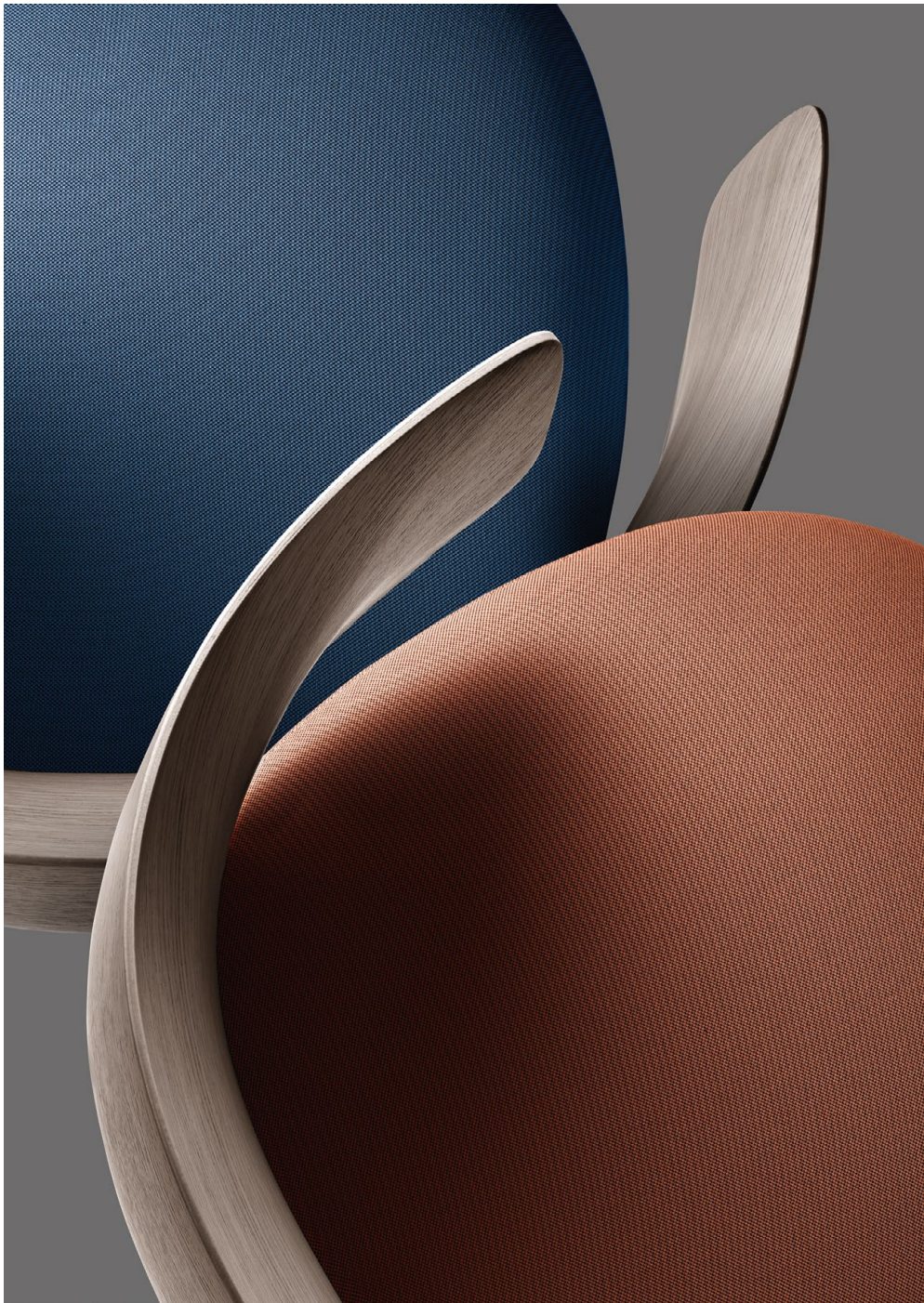
X076

The backrest with optional
bumper can be ordered
on request.
It is recommended to use
the bumper on the brown
oak finish.

Fabrics

More than available 200
colours among Moss,
Etis, Taiga, Perth, Parigi,
Anima, Savanna, Hero
fabric collection.





The still-life works of Simone Cavadini, a young Swiss photographer based in Paris, are characterised by constant artistic research aiming at exploring the contamination between image and graphics. An approach also applied to the photographic project dedicated to the Universal collection, in which essentiality and balance are expressed through a measured compositional design.

Gli still-life di Simone Cavadini, giovane fotografo di origine svizzera con base a Parigi, si contraddistinguono per la costante ricerca artistica che mira a esplorare la contaminazione tra immagine e grafica. Un approccio utilizzato anche per il progetto fotografico dedicato alla collezione Universal, in cui essenzialità ed equilibrio si esprimono attraverso un misurato disegno compositivo.



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