

mdf italia



Story about a chair.



Flow

mdf italia

ten
years

flow /fləʊ/ *n* **1** To move freely and continuously within a closed system: *blood flows to all parts of the body.*

2 To proceed or be produced smoothly, continuously and naturally: *conversation flowed freely throughout the meal.*

3 (of the sea tide) to come in; to rise: *The tide began to flow, covering our footprints.*

Flow started out in 2009 as a project to design a chair. A versatile, comfortable, iconic chair. Over the past ten years Flow has evolved into a product family that covers the whole spectrum of possible seats, and each member is designed taking the utmost care not to change the original qualities building its identity. The designing author Jean Marie Massaud knowingly reveals his clear intention not to offer a final solution, but rather to grant each and everyone the possibility of flexibly making your own choice according to your style and needs. It is an open project that flows across the multiple possible interpretations of those who wish to possess one. Its ergonomic shape makes Flow a comfortable seat when sitting long hours at a table, the shell's natural colors depict Flow as casual and homey, and its distinctive design enhances its performance in the contract sector. Over the years Flow has been increasingly appreciated and recognized, and that is why the project has opened up to new interpretations and innovative transformations.

In 2014 Flow Slim came to life with the aim of optimizing the comfort that, owing to its cozy shape, has turned it into the living room protagonist of your reading hours. Its curvy lines are able to provide a warm touch even to the most rigorous office setting. Flow Stool and Flow Pouf supplement the product range with their minimal seats. In 2017 Flow Eco exploited an innovative technology polymer made of different types of wood fibers to raise renewed awareness on the environment. In 2018 the Flow Slim Color has taken on a color palette defined by Jean-Marie Massaud as the "natural color of Japan": a unique combination of simplicity and sophistication.

Today Flow Textile has become a new, entirely upholstered chair that can accommodate any fabric, color or graphics.

The year 2019 presents Flow 10th, the project created to celebrate the 10th anniversary of the Flow collection. Its blurred and transparent base conjures the illusion of a volume floating in space.

Flow is a highly responsive furnishing resulting from the natural synthesis of a long lasting pondering process aimed at pursuing genuine comfort and great technical quality, coupled with the skills and expertise from our labs. The shell is available in 10 different models ranging from plain seats to one comfy cushion, to sartorial quality covers in 250 fabrics to be mixed and matched with 16 different types of legs and materials. The quality of materials and the crafty manufacture ensures durability to this object that generously let your identity become its own.

Flow succeeds in expressing its scope of use through the widespread network of potential situations that is intimately connected to people's everyday life and matching the familiar routine with extraordinary expression of an iconic object. And the eyes smoothly flow on its soft lines.

Flow. Ten years

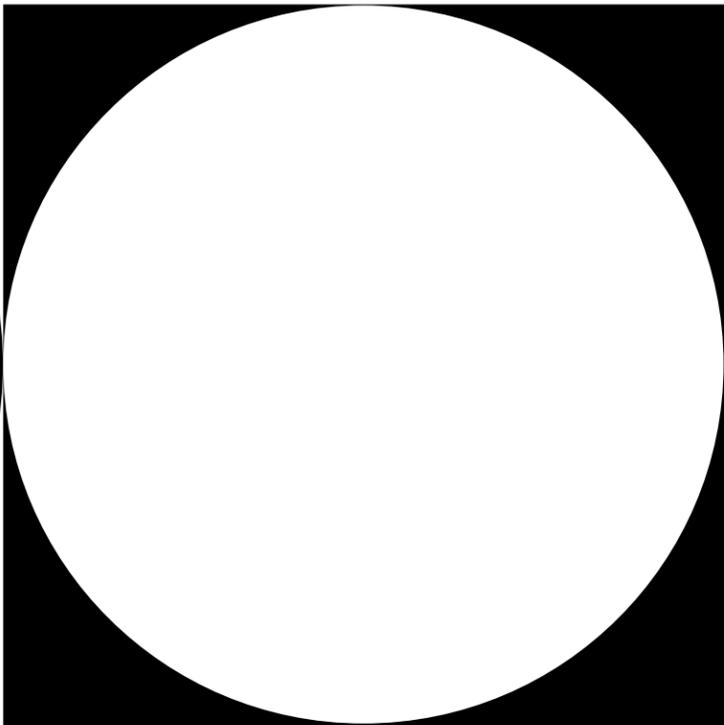
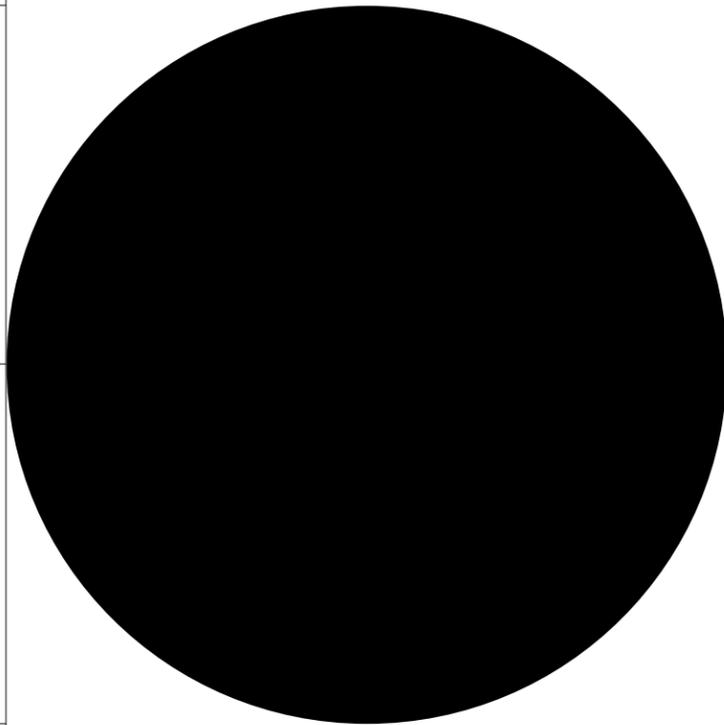




Flow Slim | graphite grey lem 4 legged | parigi fabric
Flow Chair | white fixed 5 point star



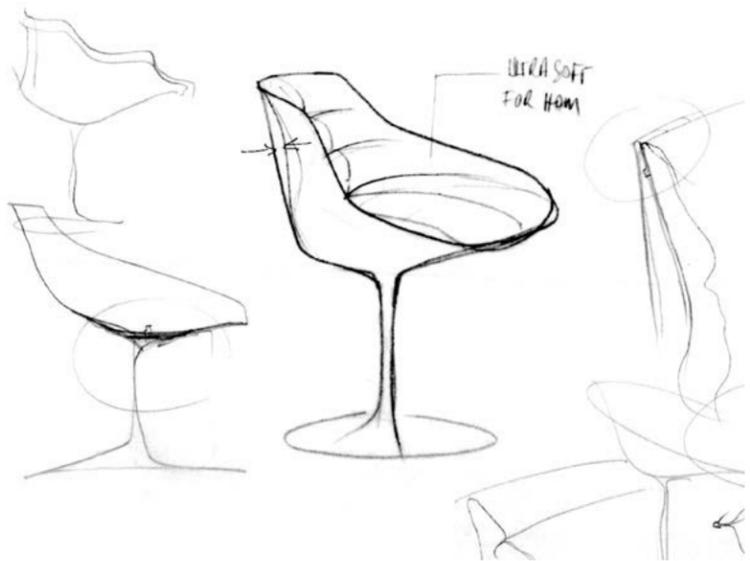
Front		Side			
Front with pad		Front padded			
4L	SL	L4L	VN4LS	F5PS	
				5PSC	
White			Black		





Flow Chair Color | white central leg | summer fabric
Flow Chair Color | 4 legged natural oak

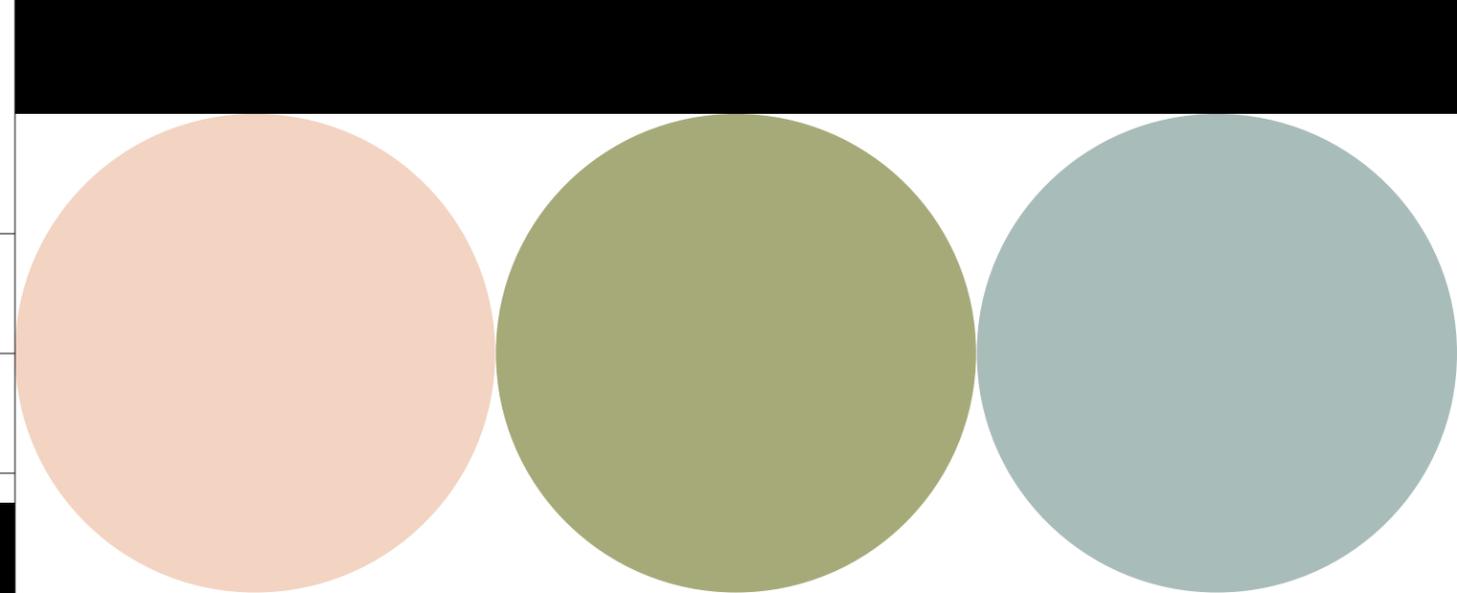
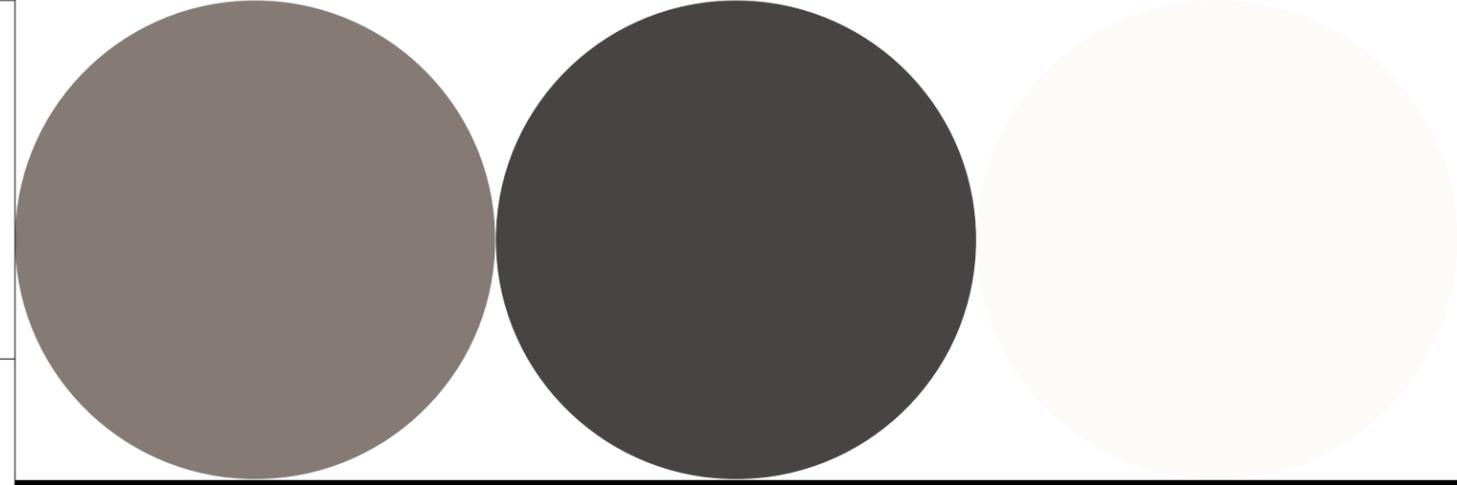
Chair color



Flow. Ten years



Front		Side			
Front with pad		Front padded			
CL	VN4LO	4LO	4LC	4LOC	
Powder pink	Green	Avioblu	White	Mud	Leadgrey Black

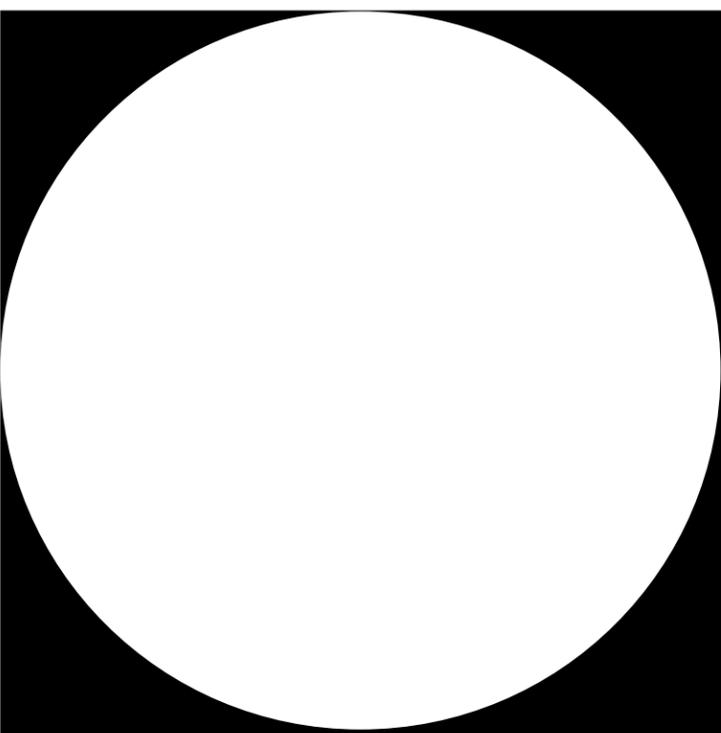
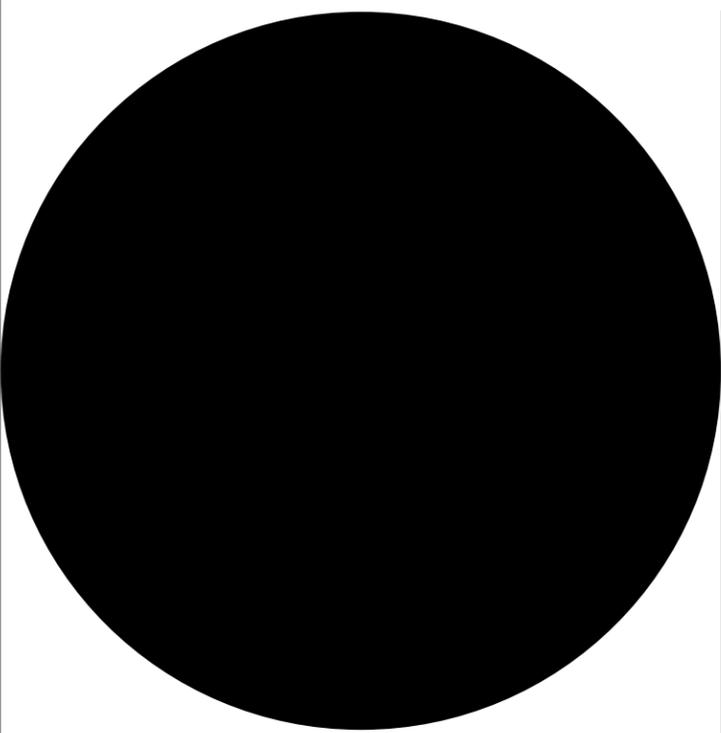




Flow Chair Color | avio blue central leg
Flow Chair Color | VN 4 legged natural oak



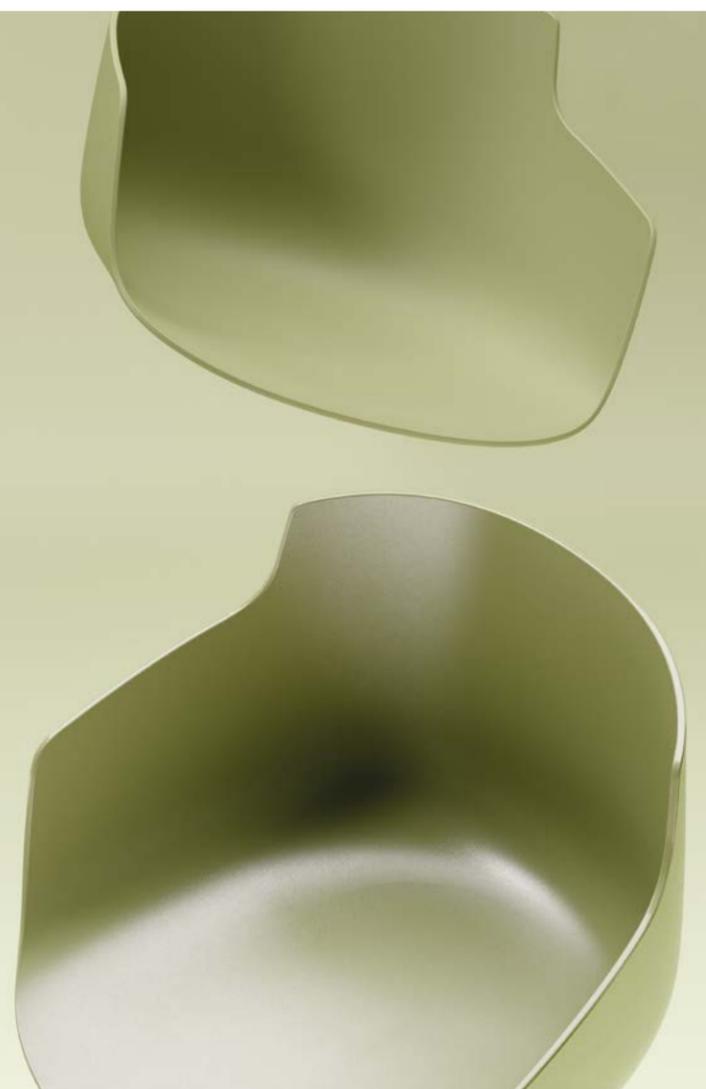
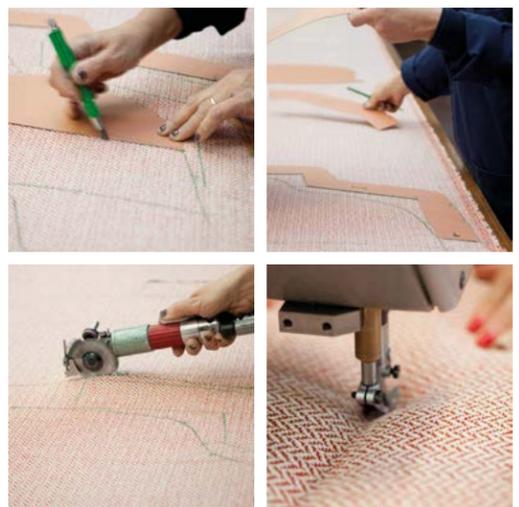
Front		Front with pad		
Front padded		Front XL padded		
4L 	SL 	L4L 	VN4LS 	F5PS
			5PSC 	
White		Black		



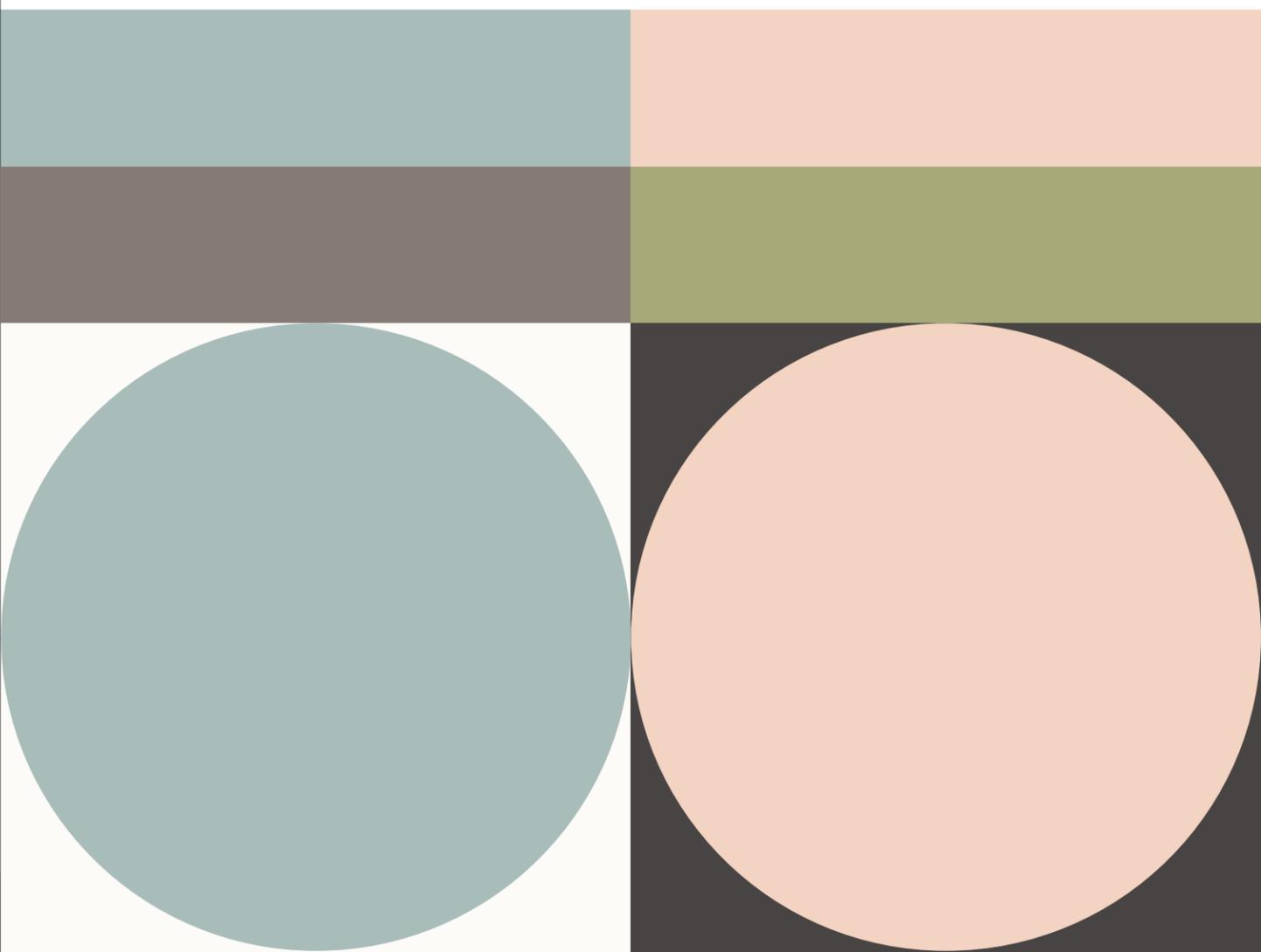
Slim color



Flow. Ten years

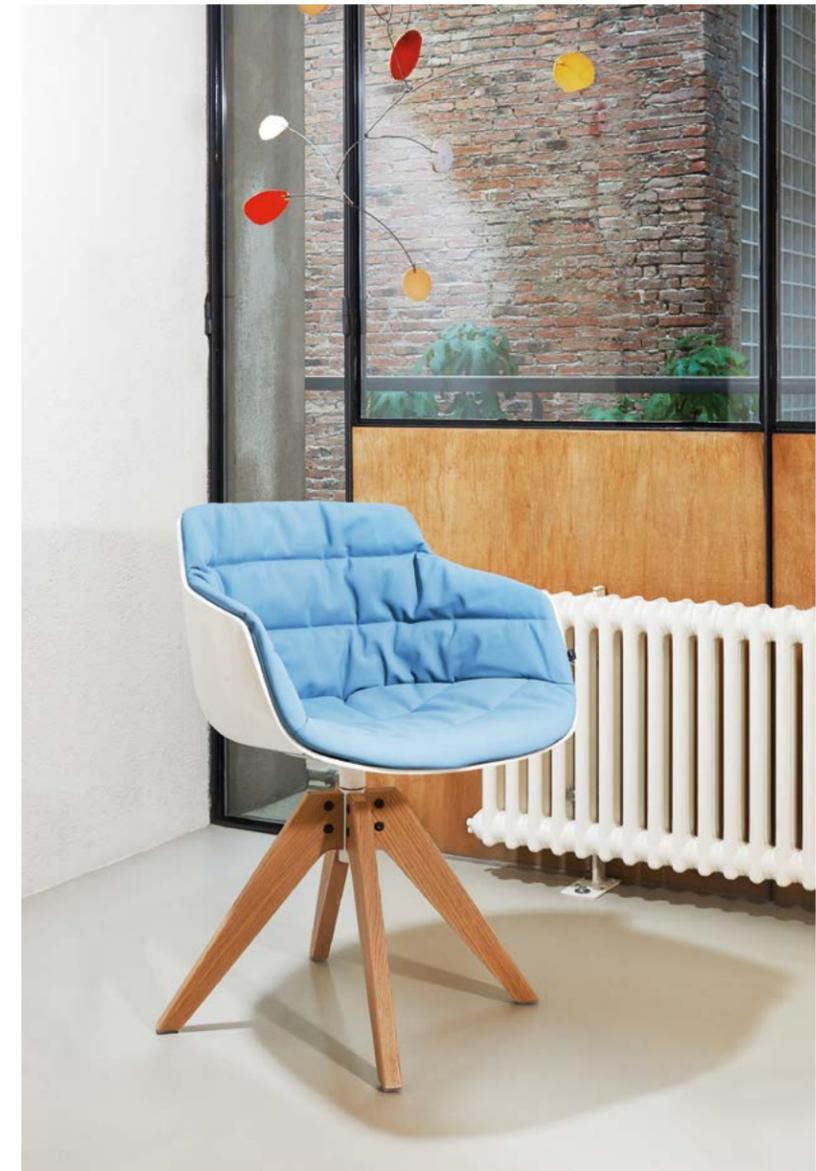


Front		Front with pad			
Front padded		Front XL padded			
CL	VN4LO	4LO	4LC	4LOC	
Powder pink	Green	Avioblu	White	Mud	Leadgrey Black





Flow Slim Color | collection
Flow Slim Color | 4 legged bleached oak cross | monaco fabric



Flow Slim Color | VN 4 legged natural oak | Londra fabric

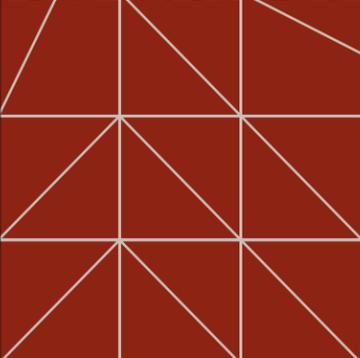
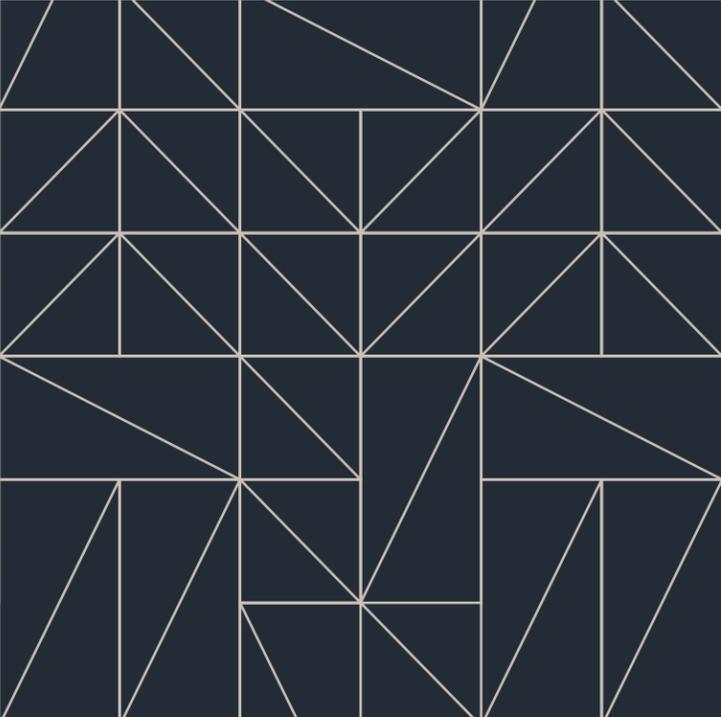
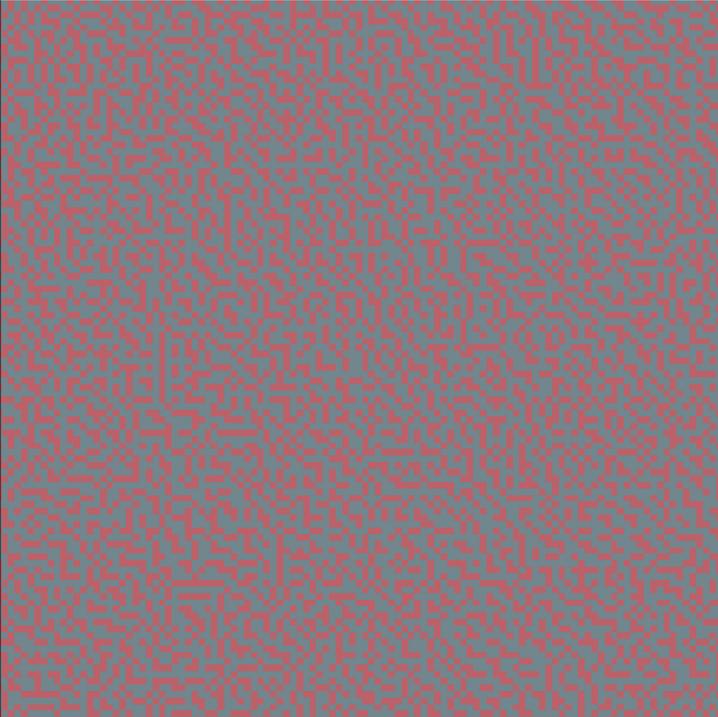


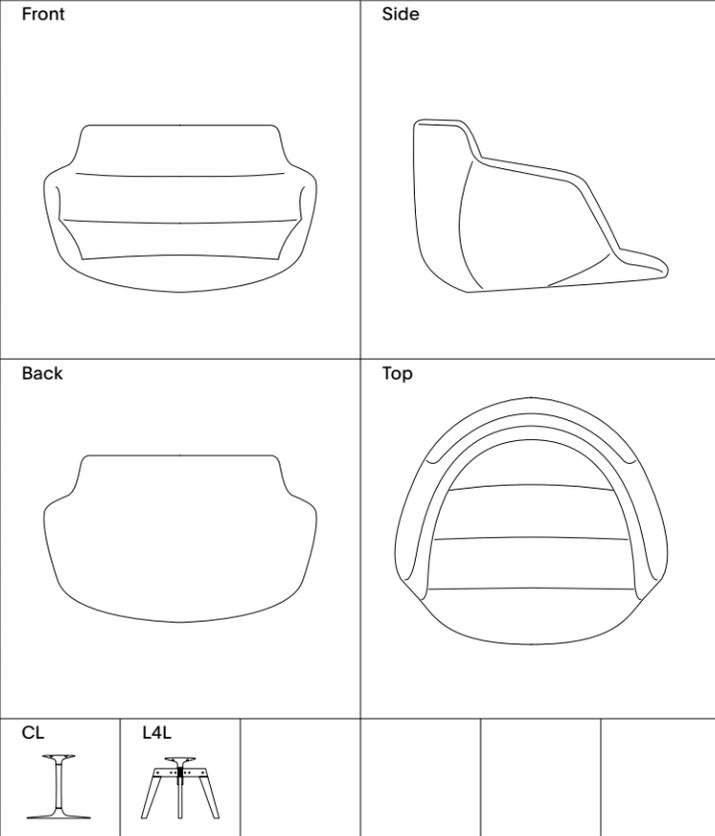
N
News



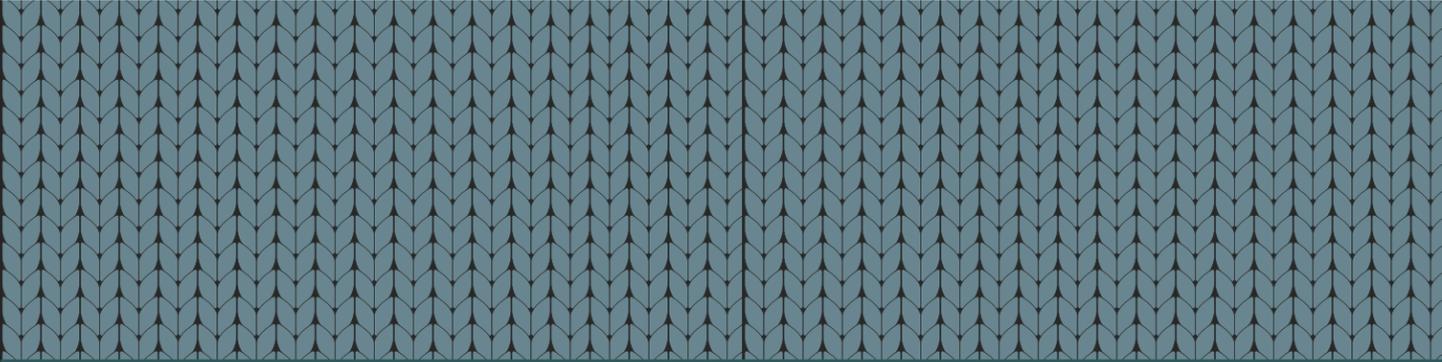
Front Chair		Side Chair		
Front Slim		Side Slim		
CL	VN4LS	VN4LO	4LO	4LC/4LOC

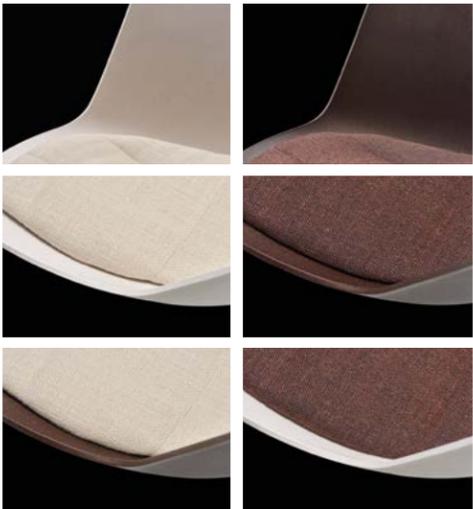
Cover:	Aloha Balla Cady Divina Divina ^{Melange} Dune Fall Grid Maia	Menfi Monaco Monometry Natura Parigi Perth Sand Summer Tanis	Tika Timpi Tody William Winter York
--------	---	--	--





Cover:	Balla Divina Divina ^{Melange} Dune Grid Leather Londrar Monaco Monometry	Nabuk Natura Parigi Perth Portofino Sand Spring Suave Summer	Tika Timpi Todi Winter York
--------	---	--	---





Front		Side	
Back		Top	
VN4LO 	4LO 	Eco materials 	
Beechwood		Coconut	

The finishes of the shells are made of non-fossil raw materials that are, especially, renewable: beechwood fibre for its light version and coconut fibre for its dark version.



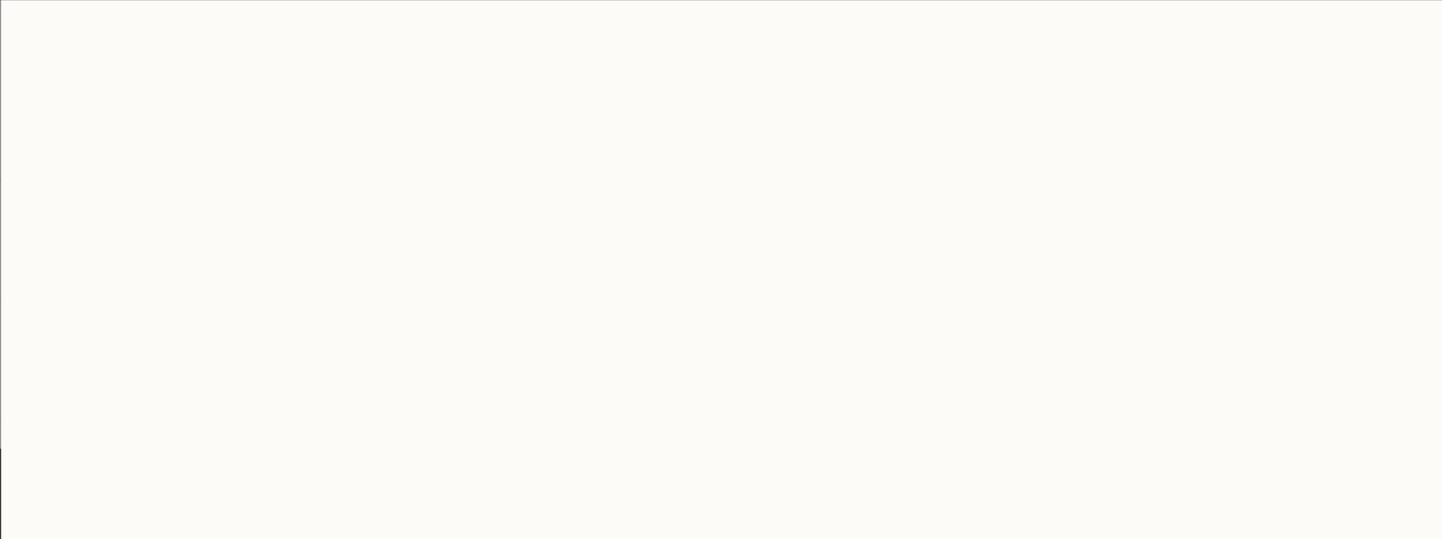
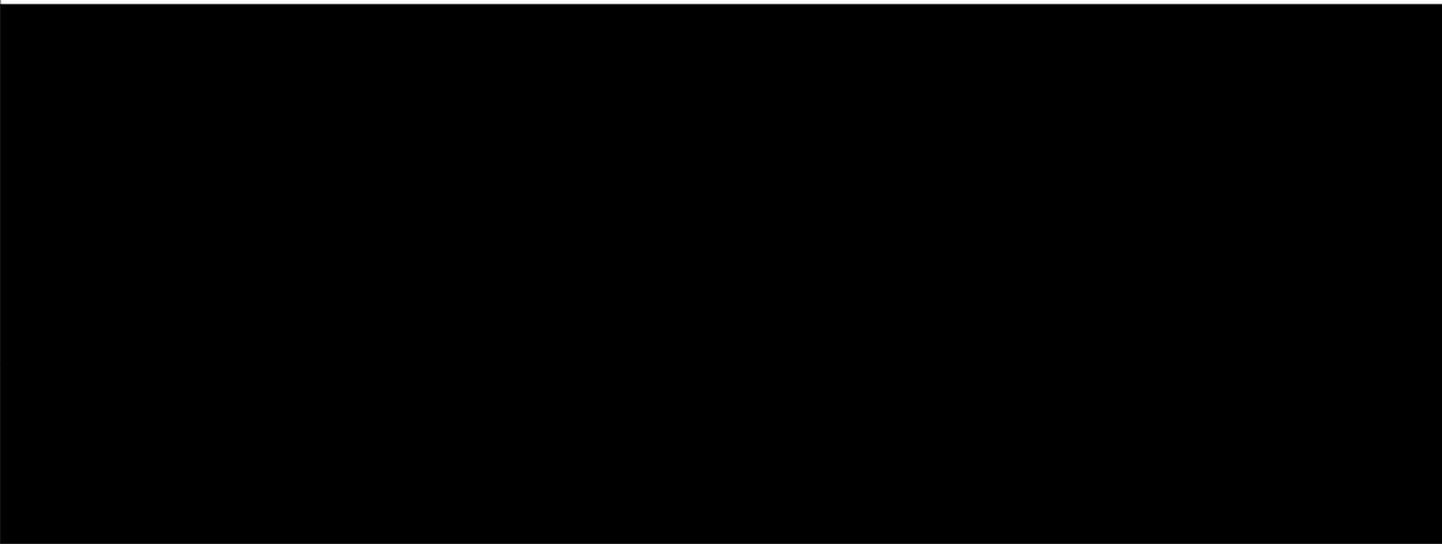
Stool



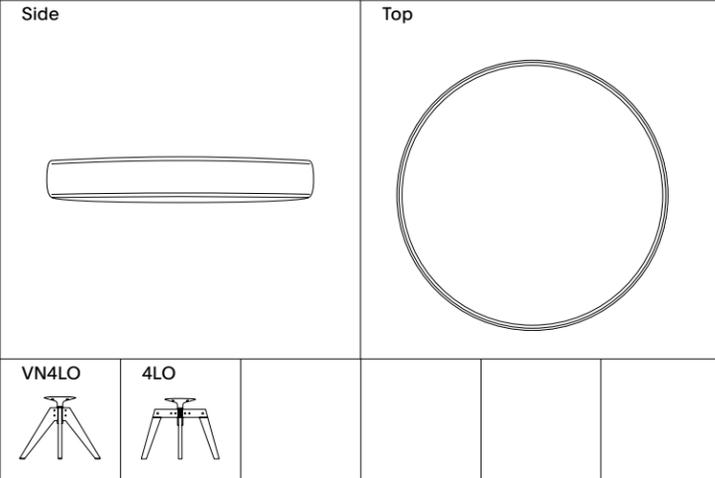
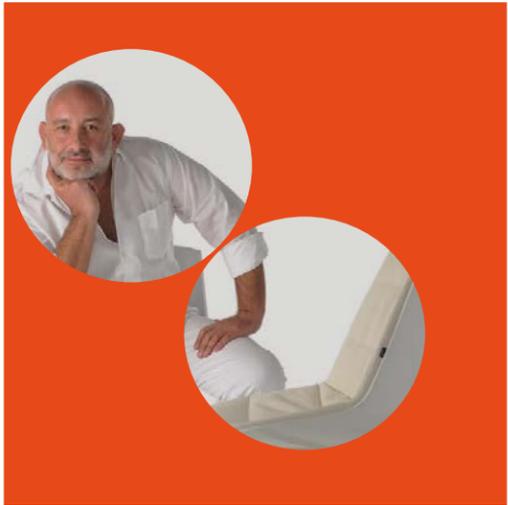
Flow. Ten years



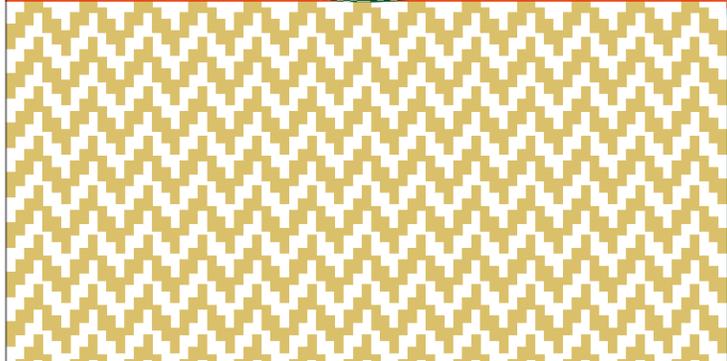
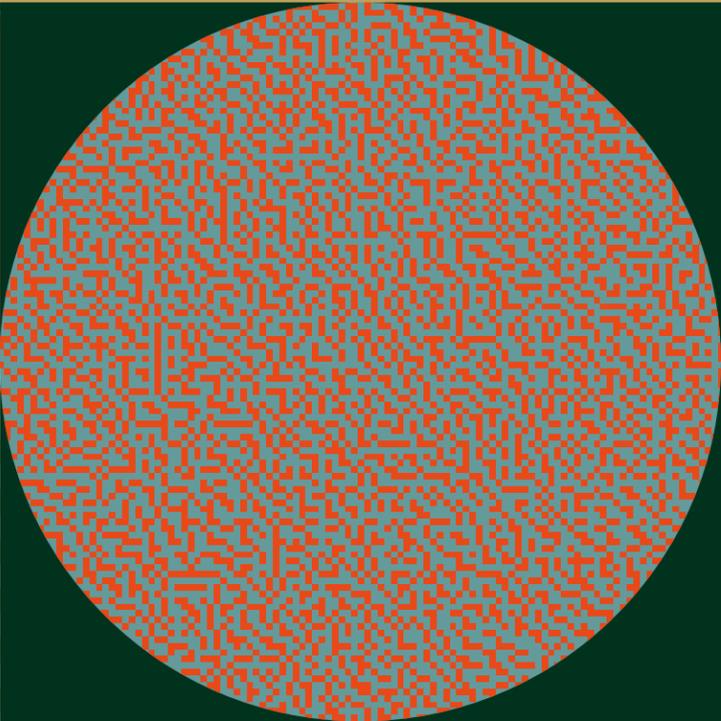
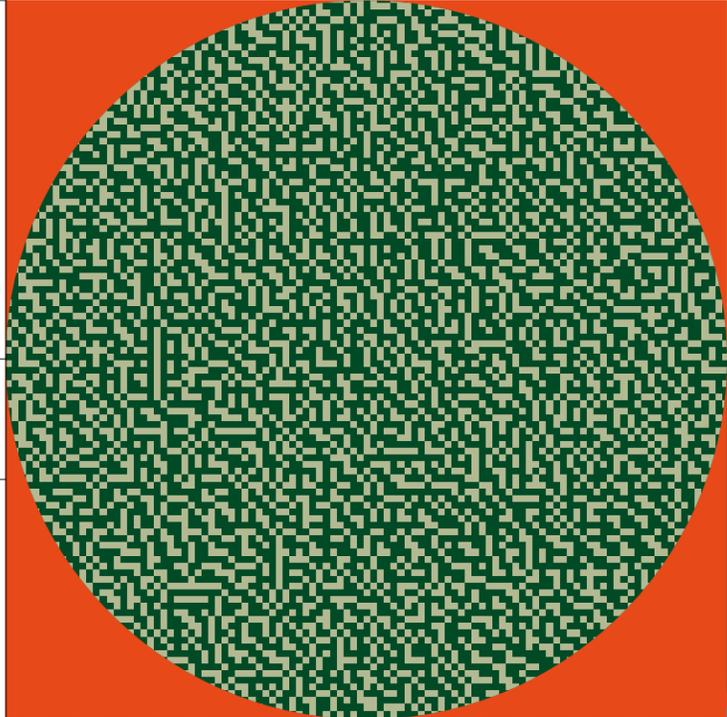
Front		Side	
Back		Top	
SL H44 H65 H78		L4L H44	
VN4LO H44 H65 H78		VN4LS H44 H65 H78	
White		Black	







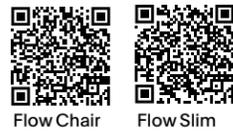
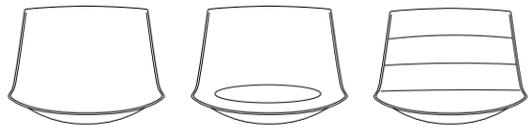
- | | | | |
|--------|---|--|---|
| Cover: | Alchemy
Aloha
Balla
Cady
Divina
Divina ^{Melange}
Dune
Fall
Frank
Grid | Leather
Londra
Menfi
Monaco
Monometry
Nabuk
Natura
Parigi
Perth
Portofino | Sand
Spring
Suave
Tika
Timpi
Todi
William
York |
|--------|---|--|---|



16 bases, 10 shells, 7 colors,
250 fabrics more
than 120'000 configurations
...Configure yours

Shell

P. 6, P. 10
Chair and chair color
L53 D54 H80.5 cm



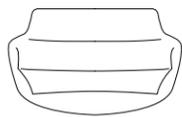
P. 14, P. 16
Slim and slim color
L55 D53.1 H76.4 cm



P. 22
Textile
L53 D54 H80.5 / L55 D53.1 H76.4 cm



P. 24
Armchair
L60 D56 H78 cm



P. 26
Eco
L56 D56 H80.5 cm



P. 28
Stool
L52 D48 H44 / H65 / H78 cm



P. 32
Pouf
L56 D56 / L54 D54
H48 cm



Colors

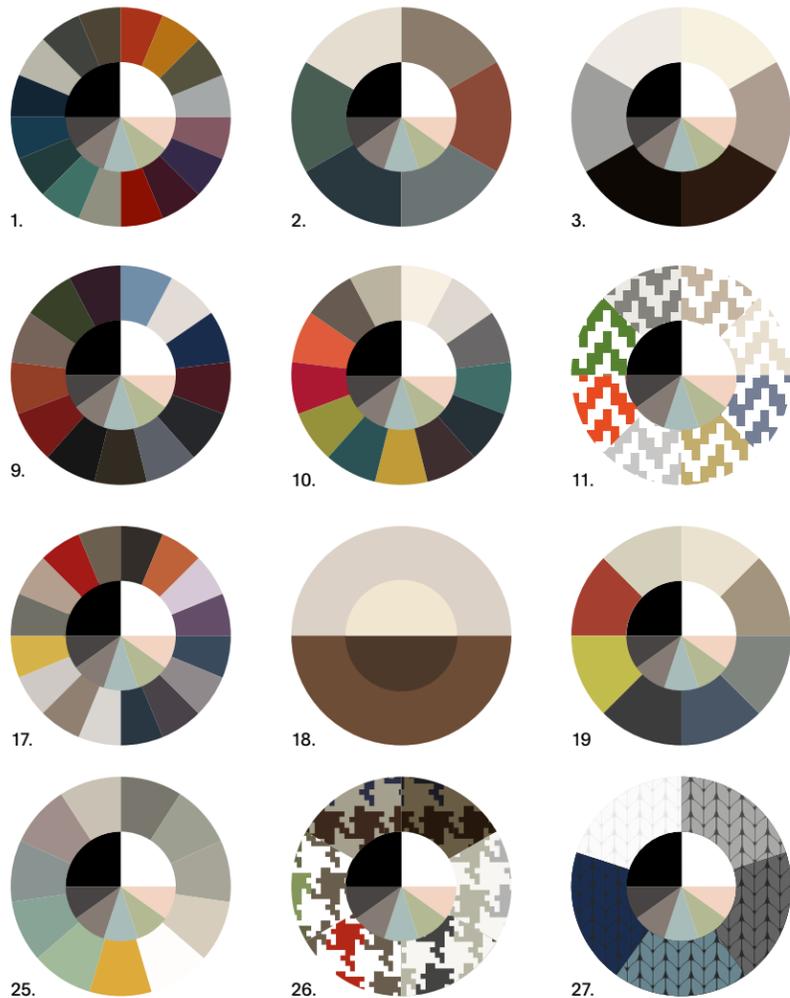
Shell



White
Black
Powder pink
Green
Avio blue
Mud
Lead grey

Fabrics

1. Alchemy
2. Aloha
3. Cady
4. Divina
5. Divina melange
6. Dune
7. Fall
8. Frank
9. Londra
10. Menfi
11. Monaco
12. Nabuk
13. Natura
14. Parigi
15. Leather
16. Perth
17. Portofino
18. Ramj Eco only
19. Sand
20. Spring
21. Suave
22. Summer
23. Tanis
24. Tika
25. Todi
26. William
27. Winter
28. York New
29. Grid New
30. Balla New
31. Timpj New
32. Monometry New



Eco shell



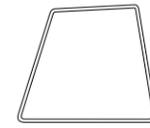
Beechwood
Coconut

Base

4L
4 Legged



SL
Sled



CL
Central leg



L4L
Lem 4 legged



VN4LS
VN 4 legged steel



VN4LO
VN 4 legged oak



VN4LM
VN 4 legged methacrylate



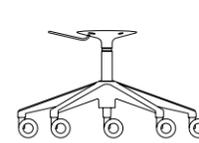
4LO
4 Legged oak



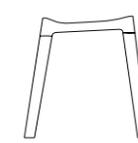
F5PS
Fixed 5 point star



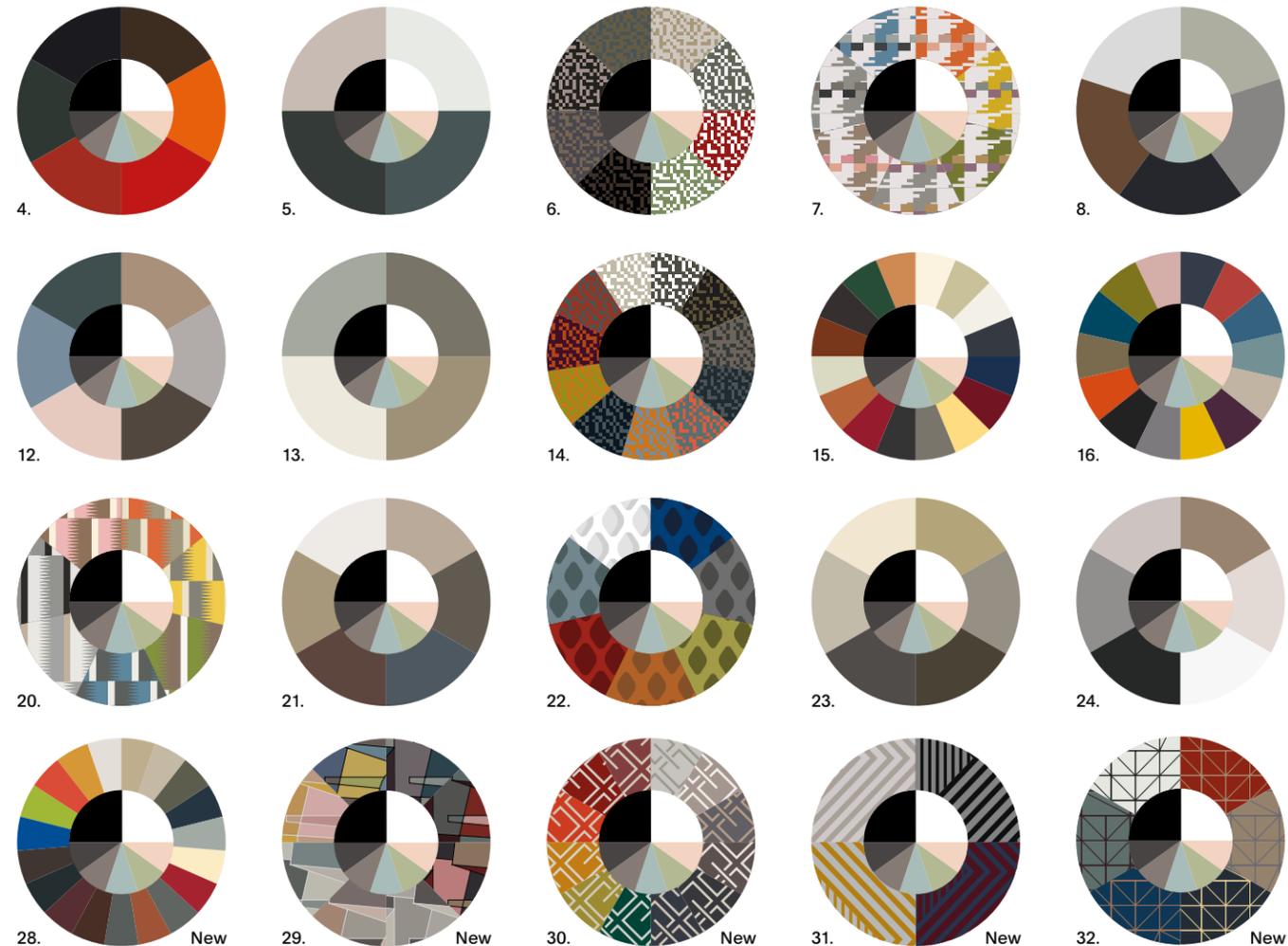
5PSC
5 point star on castors



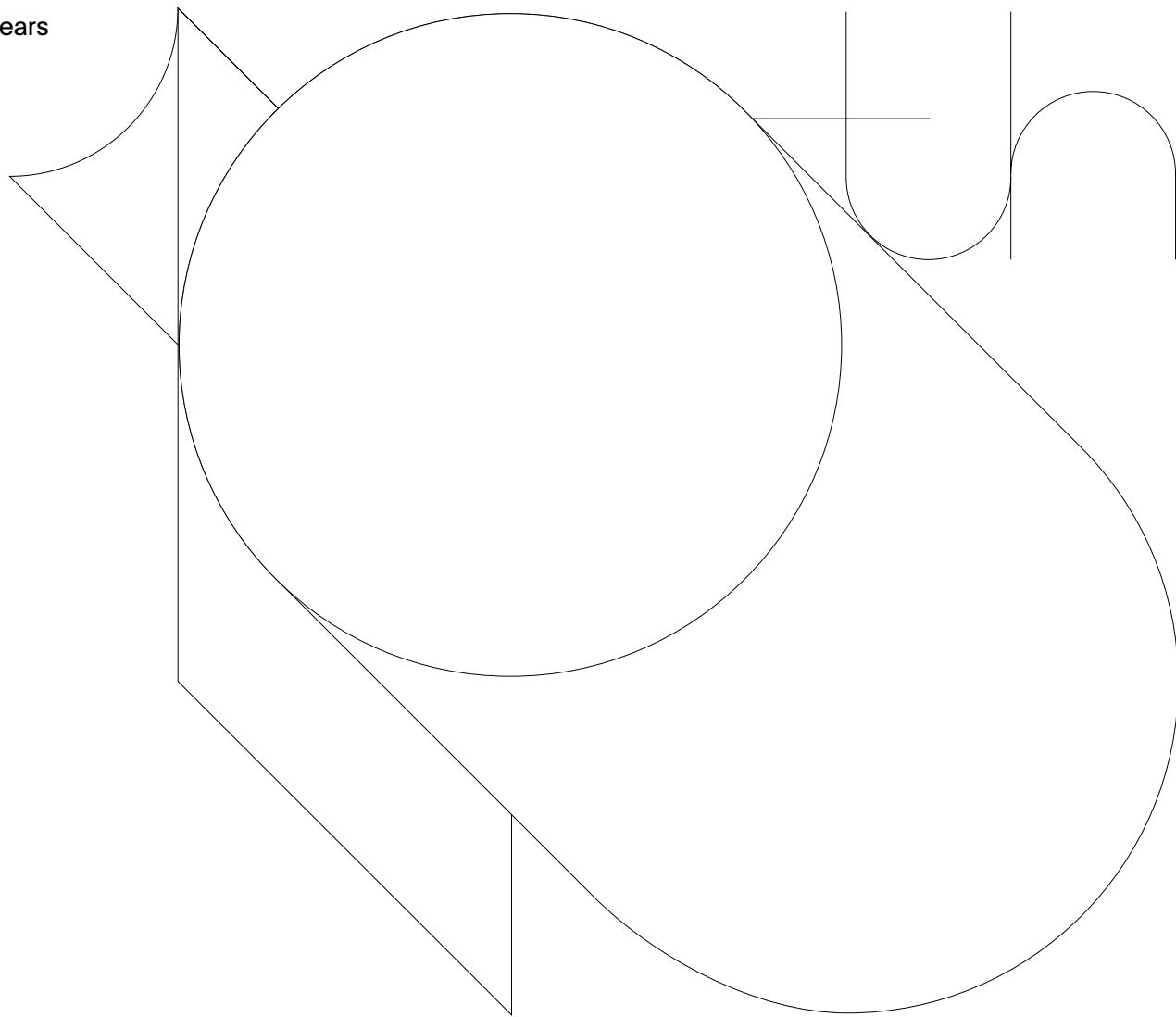
4LC
4 Legged cross



4LOC
4 Legged oak cross



Flow. Ten years



Design and concept

CCRZ

Text

Communication

& Marketing, MDF Italia

Ludovica Niero, CCRZ

Photo

Mattia Balsamini

pp. 3,13,16

Nicolas Polli

pp. 4,5,8,9,10,11,12,19,20,21,22,24, 29,30

Lorenzo Cappellini Baio

pp. 14,15,16,17,18,23,26,27, 28,32

Vittoria Fragapane

pp. 25

MDF Italia Archive

pp. 6,7,14,17,25,32,33

CGI photo

Studio 9010

Made and Printed in Italy

Navapress Milano

2019 January

3'000 copies

MDF Italia Srl Società Unipersonale

Headquarter

Via Fratelli Cervi 4/A

22066 Mariano Comense (CO)

Showroom Milano

via della Chiusa

© 2019

MDF Italia all rights reserved

MDF Italia reserves the right to change,
at any time and without prior warning,
the technical specifications of any products
illustrated in this catalogue.

www.mdffitalia.it

Follow us



mdf italia

M920099 - 0536