

maxdesign

Sleeping *Beauty*

CATALOGUE 2024

A gentle design, without clamour,
has always characterized
our approach to projects.

Today more than ever, we draw
inspiration from a concept of
awakening a Sleeping Beauty,
made of purity and simplicity.

maxdesign

Sleeping *Beauty*

Brand Profile

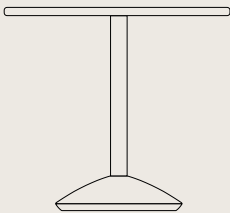
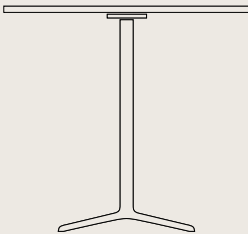
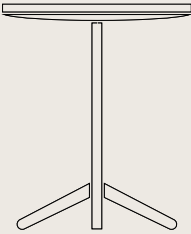
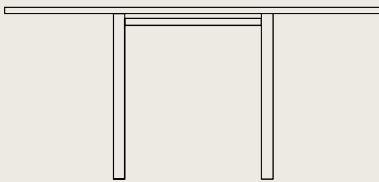
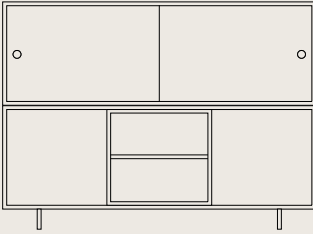
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Maxdesign is a brand committed to investigate the spatial configuration, from public spaces and offices to private houses. This manmade environment is a fast-moving system seeking for new ethics and connections. The *core* of our approach is to listen both to user's practices and designer's goals. As spaces are constantly changing, each tool has to be able to adapt

and find new expressions. Through *innovation* and research we aim to develop products to endorse customers and professionals in the realization of effective solutions and lively ecosystems. Our *purpose* is to understand what is needed and offer inspiring, versatile solutions in return. Maxdesign creates products for people and their environments.

Index

8	Category Index	
Collections	 Max DESIGN CHRISTOPH JENNI YEAR 2018	 Appia DESIGN CHRISTOPH JENNI YEAR 2014
	 Stratos DESIGN STUDIO HANNES WETTSTEIN YEAR 2011	 Ricciolina DESIGN MARCO MARAN YEAR 2000
	 So Happy DESIGN MARCO MARAN YEAR 2002	 Betty DESIGN CHRISTOPH JENNI YEAR 2013
	 Tototo DESIGN HANNES WETTSTEIN YEAR 2007	 Dino DESIGN HANNES WETTSTEIN YEAR 2008

 Baba DESIGN CHRISTOPH JENNI YEAR 2014 / 2016	 Plato DESIGN HANNES WETTSTEIN YEAR 2008
 Pic DESIGN HANNES WETTSTEIN YEAR 2010	 Offset Table DESIGN TOMÁS ALONSO YEAR 2012
	 Offset Shelf DESIGN TOMÁS ALONSO YEAR 2013
192	References
200	Finishes
I - XVI	Addendum

Category Index

Chairs



Max Chair
16



Appia Chair
48



Stratos Chair
80



Ricciolina Chair
110

Armchairs



Max Armchair
20



Appia Armchair
52



Stratos Armchair
85



So Happy
124



Tototo
116



Betinha
144

Swivel Chairs



Max Work
28



Appia Work
58



Stratos Work
M/MH
88



Dininho
156

Lounges



Stratos Lounge
92



So Happy Lounge
128



Betty
138

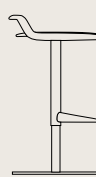


Dino
152

Stools



Max Stool
32



Appia Stool
64

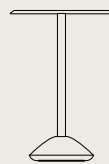


Stratos Stool
96



Ricciolina
Stool
112

Side-Tables



Baba Side-Table
162



Plato Side-Table
168



Pic
172

Tables



Baba Table
162

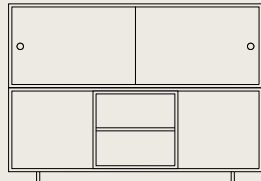


Plato Table
168



Offset Table
176

Bookshelves



Offset Shelf
186

Chairs, Armchairs,
Swivel Chairs,
Lounges and
Stools

MAX

DESIGNER
CHRISTOPH JENNI

YEAR
2018

A sort of mix and match attitude takes place in the association of components, materials and products themselves. It is an open and adaptive program driven by the search of comfort, versatility and sustainability. We look at our collection in relation to the multitude of contexts and possible combinations hidden behind needs and projects. The collection features RE MAX, an innovative material made from 40% recycled wood.



MAX FAMILY

Max Chair
Max Armchair
Max Work
Max Stool



Overview

Max Chair



Four legs stackable



Four legs RE MAX®



Sled base stackable



Four wooden legs

Max Armchair



Four metal legs



Four legs RE MAX®



Sled base



Four wooden legs

Max Work



Trestle base, swivel



Trestle base fix with castors



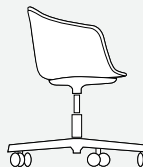
Swivel aluminum base with castors and gas lift mechanism



Trestle base, swivel



Trestle base fix with castors



Swivel aluminum base with castors and gas lift mechanism

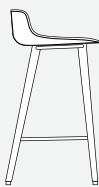
Max Stool



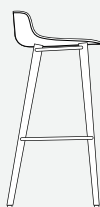
Bar stool low sled base



Bar stool high sled base



Bar stool low four wooden legs



Bar stool high four wooden legs

Max Chair



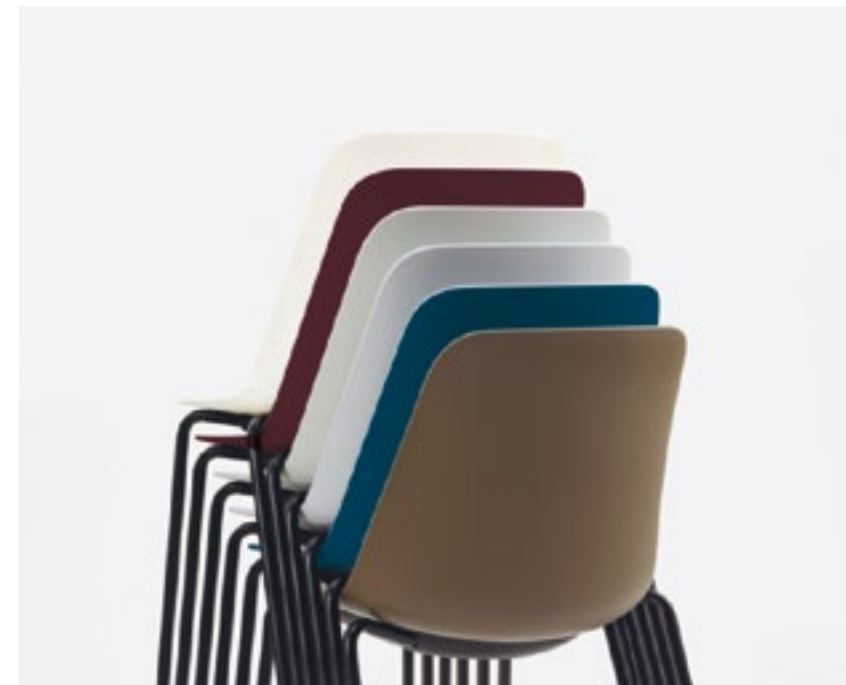
Cod. 6040
Max R56 Re-Mud + seat padding
Wood, Natural Ash

Comma



Cod. 6082
Max W60 Re-Wood Moss

Max Chair



Cod. 6010
Max® Solid Palette
Metal, RAL 9005 Black



Cod. 6010
Max R56 Re-Mud
Metal, RAL 9003 White



Cod. 6040
Max R60 Re-Essential Grey + seat padding
Wood, Natural Ash

Max Armchair



Cod. 7041
Upholstered
Wood, Dark Ash



Cod. 7530
Max R60 Re-Essential Grey + seat and back padding
Aluminum brush polished

Max Armchair



Cod. 7082
RE MAX® Blend



Cod. 7051
Upholstered
Metal, RAL 9005 Black



Cod. 7080
Max R28 Re-Water + seat padding
Max R57 Re-Off Black



Cod. 7040
Max R56 Re-Mud
Wood, Dark Ash







Max Work



Cod. 7641
Upholstered
Aluminum, RAL 9005 Black



Cod. 7530
Max R35 Re-Black Red + seat padding
Aluminum, RAL 9005 Black



Max Work



Cod. 7531
Upholstered
Aluminum, Brush polished



Cod. 6642
Max W60 Re-Wood Moss
Aluminum, RAL 9005 Black



Cod. 6630
Max R56 Re-Mud + seat padding
Aluminum, RAL 6006 Grey Olive



Cod. 7630
Max R35 Re-Black Red
+ seat and back padding
Aluminum, RAL 9002 White

Max Stool



Cod. 8360
Max R56 Re-Mud
Metal, RAL 9003 White



Cod. 8350
Max R55 Re-Silk White
Wood, Natural Ash



Max Stool



Cod. 8370
Max R35 Re-Black Red
Metal, RAL 9005 Black



Cod. 8370
Max R55 Silk White
Chrome



Cod. 8350
Max R56 Re-Mud
Wood, Natural Ash



Color Plan

Max Chair and Max Armchair

RE MAX® SOLID (PP)

Shell



Max R55
Re-Silk White



Max R28
Re-Water



Max R60
Re-Essential Grey



Max R58
Re-Blue Marlin



Max R56
Re-Mud




Max R35
Re-Black Red



Max R57
Re-Off Black

Padding upholstered:
Fabric
Leather
Eco-leather

Frame



Max R28
Re-Water



Max R57
Re-Off Black

RE MAX® BLEND (PP + RECYCLED WOOD)

Shell



Max W52
Re-Wood Birch



Max W51
Re-Wood Virgin



Max W53
Re-Wood Bark



Max W60
Re-Wood Moss

Padding upholstered:
Fabric
Leather
Eco-leather

Frame



Max W52
Re-Wood Birch



Max W51
Re-Wood Virgin



Max W53
Re-Wood Bark



Max W60
Re-Wood Moss

MORE AVAILABLE FRAMES: FOUR LEGS, SLED BASE

Metal




Chrome



RAL 9003
White



RAL 9005
Black



RAL 7046
Tele Grey 2



RAL 6006
Grey Olive



RAL 3007
Black Red

Wood




Natural Ash



Dark Ash

Foot mounting bracket



RAL 9003
White



RAL 9005
Black

38

Dimensions

Max Chair and Max Armchair

Four legs stackable



Four legs RE MAX® Solid



Four legs RE MAX® Blend



Sled base



Four wooden legs



Four legs Metal



Four legs RE MAX® Solid



Four legs RE MAX® Blend



Sled base



Four wooden legs



SLEEPING BEAUTY

39

Color Plan

Max Work

RE MAX® SOLID (PP)

Shell



Max R55
Re-Silk White



Max R28
Re-Water



Max R60
Re-Essential Grey



Max R58
Re-Blue Marlin



Max R56
Re-Mud



Max R35
Re-Black Red



Max R57
Re-Off Black

Padding
upholstered:
Fabric
Leather
Eco-leather

RE MAX® BLEND (PP + RECYCLED WOOD)

Shell



Max W52
Re-Wood Birch



Max W51
Re-Wood Virgin



Max W53
Re-Wood Bark



Max W60
Re-Wood Moss

Padding
upholstered:
Fabric
Leather
Eco-leather

Frame



Max W52
Re-Wood Birch



Max W51
Re-Wood Virgin



Max W53
Re-Wood Bark



Max W60
Re-Wood Moss

FRAME

Aluminum



Brush
Polished



RAL 9002
White



RAL 9005
Black



RAL 7046
Tele Grey 2



RAL 6006
Grey Olive



RAL 3009
Oxido Red



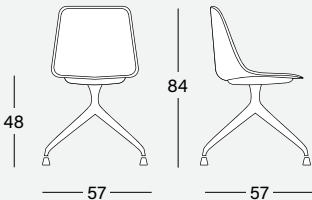
RAL 3007
Black Red

Dimensions

Max Work

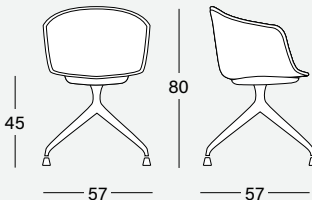
Chairs

Trestle base, swivel

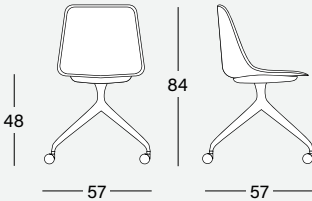


Armchairs

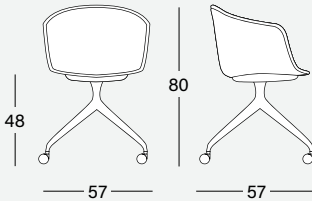
Trestle base, swivel



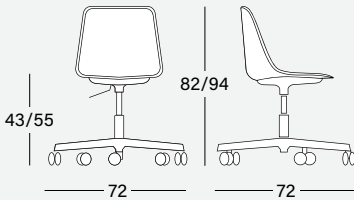
Trestle fix base with castors



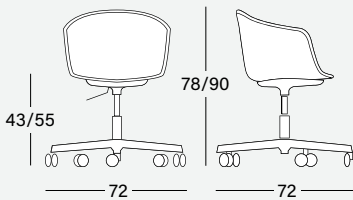
Trestle fix base with castors



Swivel aluminum base with castors
and gas lift mechanism



Swivel aluminum base with castors
and gas lift mechanism



Color Plan

Max Stool

SHELL

RE MAX® Solid (PP)



Max R55
Re-Silk White



Max R60
Re-Essential Grey



Max R56
Re-Mud



Max R35
Re-Black Red



Max R57
Re-Off Black

Upholstered:
Fabric
Leather
Eco-leather

FRAME

Metal



Chrome



RAL 9003
White



RAL 9005
Black

Wood



Natural Ash

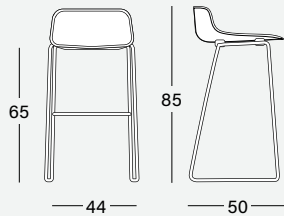


Dark Ash

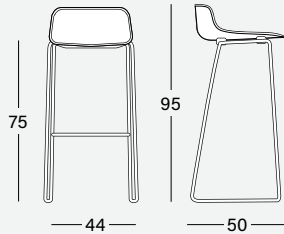
Dimensions

Max Stool

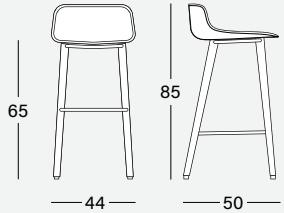
Bar stool low sled base



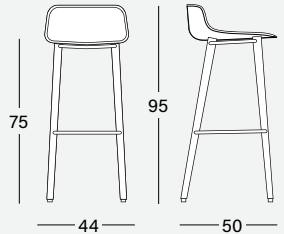
Bar stool high sled base



Bar stool low four wooden legs



Bar stool high four wooden legs



APPIA

DESIGNER
CHRISTOPH JENNI

YEAR
2014, 2016, 2018

An homogeneous line, heterogeneous in its multipurpose solutions. Appia is essential, long-lasting, comfortable and ergonomic. A constant research on materials and knowledge of technologies emphasize functionality and its aesthetic significance. A full recyclable die cast aluminum frame provides lightness and defines a robust as well as minimal design.

APPIA FAMILY

Appia Chair *Appia Work*
Appia Armchair *Appia Stool*



Appia Overview

Appia Chair



Four legs stackable



Upholstered

Appia Armchair



Four legs stackable with armrests



Upholstered with armrests

Appia Work



Trestle base swivel

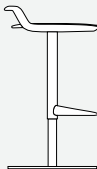


Trestle base with castors fix



Swivel aluminum base with castors and gas lift mechanism

Appia Stool



Bar stool

Appia Chair



Cod. 5031
Upholstered
Aluminum, Brush polished



Cod. 5020
Natural Oak
Aluminum, RAL 9002 White



Appia Chair



Cod. 5010
Max R36 Re-Off White
Aluminum, RAL 9002 White



Cod. 5031
Upholstered
Aluminum, RAL 3009 Oxido Red



Cod. 5031
Upholstered
Aluminum, RAL 9005 Black



Cod. 5020
Natural Oak
Aluminum, RAL 3009 Oxido Red

Appia Armchair



Cod. 5120
Black Oak
Aluminum, Brush Polished



Cod. 5120
Wood Oak
Aluminum Frame

Appia Armchair



Cod. 5120
Oxido Red Oak
Aluminum, RAL 3009 Oxido Red



Cod. 5120
Mud Oak
Aluminum, RAL 6006 Grey Olive



Cod. 5041
Upholstered
Aluminum, Brush polished



Cod. 5120
Natural Oak
Aluminum, RAL 9002 White





Appia Work



Cod. 5151
Upholstered
Aluminum, RAL 9005 Black
Aluminum, RAL 9005 Black



Cod. 5171
Upholstered
Aluminum, RAL 3009 Oxido Red

Appia Work



Cod. 5161
Upholstered
Aluminum, Brush Polished
Aluminum, Brush Polished



Cod. 5171
Upholstered
Aluminum, RAL 6006 Grey Olive
Aluminum, RAL 6006 Grey Olive



Cod. 5171
Upholstered
Aluminum, RAL 9005 Black
Aluminum, RAL 9005 Black



Cod. 5151
Upholstered
Aluminum, RAL 9002 White
Aluminum, RAL 9002 White



Appia Work - Supercolor



Cod. 5161
Upholstered
Aluminum, SuperLemon
Aluminum, RAL 9005 Black



Cod. 5161
Upholstered
Aluminum, SuperSunset
Aluminum, RAL 9005 Black



Cod. 5161
Upholstered
Aluminum, SuperSky
Aluminum, RAL 9005 Black



Cod. 5161
Upholstered
Aluminum, SuperGrass
Aluminum, RAL 9005 Black

Appia Stool



Cod. 5320
Aluminum, brush polished
Metal, RAL 9005 Black
Stainless steel

Enlighting



Cod. 5321
Aluminum, Brush polished
Metal, Chrome
Stainless steel



Cod. 5321
Aluminum, Brush polished
Metal RAL 9005 Black
Stainless steel



Cod. 5320
Aluminum, Brush polished
Metal RAL 9002 White
Stainless steel



Color Plan

Appia Chair and Appia Armchair

SHELL

Wood



Natural Oak



Canaletto Oak



Black Oak



Grey Oak



Mud Oak



Oxido Red Oak



Black Red Oak

RE MAX® Solid



Max R36
Re-Off White



Max R60
Re-Essential Grey



Max R56
Re-Mud



RAL 3009
Oxido Red



Max R35
Re-Black Red



Max R57
Re-Off Black

Upholstered:
Fabric
Leather
Eco-leather

FRAME

Aluminum



Brush
Polished



Brush
Matt



RAL 9002
White



RAL 9005
Black



RAL 7046
Tele Grey 2



RAL 6006
Grey Olive



RAL 3009
Oxido Red

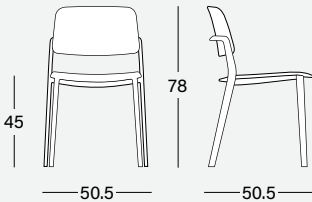


RAL 3007
Black Red

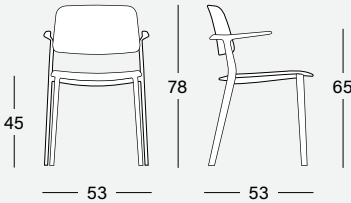
Dimensions

Appia Chair and Appia Armchair

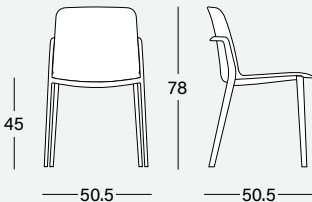
Four legs stackable



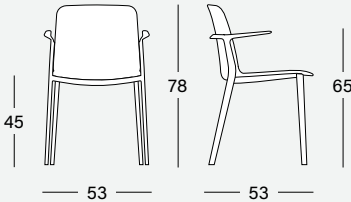
Four legs stackable with armrests



Upholstered without armrests



Upholstered without armrests



Color Plan

Appia Work

SHELL

Upholstered:
Fabric
Leather
Eco-leather

FRAME + ARMRESTS

Aluminum base, armrests



Brush
Polished



RAL 9002
White



RAL 9005
Black



RAL 7046
Tele Grey 2



RAL 6006
Grey Olive




RAL 3009
Oxido Red



RAL 3007
Black Red


Gas lift (Metal)




RAL 9005
Black

SUPER COLOURS FRAME + ARMRESTS


Aluminum base, plate



Brush
Polished




RAL 9002
White




RAL 9005
Black


Aluminum Super Colours armrests




SuperLemon



SuperGrass




SuperSky



SuperSunset

Gas lift (Metal)

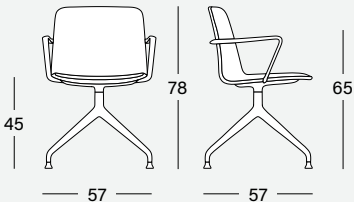


RAL 9005
Black

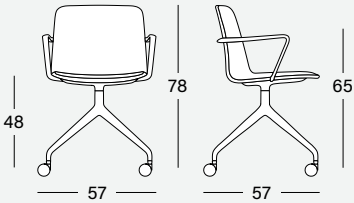
Dimensions

Appia Work

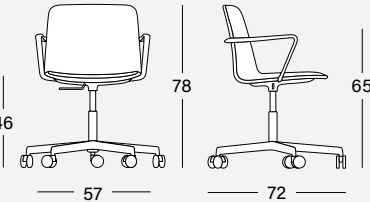
Trestle base with armrests, swivel



Trestle base with castors and armrests, fix



Swivel aluminum base with castors and gas lift mechanism with armrests



Color Plan

Appia Stool

SHELL

Wood



Natural Oak



Canaletto Oak



Black Oak



Grey Oak



Mud Oak



Oxido Red Oak



Black Red Oak

Upholstered:
Fabric
Leather
Eco-leather

FRAME

Aluminum



Brush
Polished



RAL 9002
White



RAL 9005
Black

COLUMN

Metal



RAL 9002
White



RAL 9005
Black

FOOTREST

Aluminum



Brush
Polished



RAL 9002
White



RAL 9005
Black

BASE

Aluminum

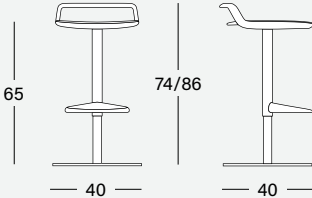


Stainless

Dimensions

Appia Stool

Bar stool



STRATOS

DESIGNER
STUDIO HANNES WETTSTEIN

YEAR
2011, 2014

Inspired by Italian automotive design, Stratos is based on perfect geometries that create its characteristic multi-faceted shape. This aesthetic peculiarity together with the variety of colors and upholsteries, reflects also on its functionality and versatility. Stratos is suitable for the most varied situations, modern and at the same time classic, both private and public.

STRATOS FAMILY

Stratos *Chair*
Stratos *Armchair*
Stratos *Work*

Stratos *M, MH*
Stratos *Lounge*
Stratos *Stool*



Stratos Overview

Stratos Chair



Four legs stackable



Sled base



Four legs



Four wooden legs



Vertically stackable with ganging device

Stratos Armchair



Four legs stackable with armrests



Sled base with armrests

Stratos Stool



Bar stool low



Bar stool high



Bar stool high wooden legs

Stratos Work



Trestle base, swivel



Trestle base with castors, fix



Swivel base with castors



Swivel base with castors and armrests

Stratos Lounge



Swivel base



Swivel base with armrests



Swivel base



Swivel base with armrests



Swivel base



Sled base

Stratos Chair



Cod. 1040
Max 133 Mineral Water + seat padding
Wood, Natural Oak



Cod. 1010
Polypropylene Palette
Metal, Chrome

Stratos Chair



Cod. 1060
Max 133 Mineral Water + seat padding
Metal, RAL 9005 Black



Cod. 1050
Max 136 Off-White + seat padding
Metal, Chrome



Cod. 1070
Polypropylene Palette
Metal, Chrome



Stratos Armchair



Cod. 1111
Upholstered
Metal, Chrome



Cod. 1110
Max 136 Off-White + seat padding
Metal, Chrome

Stratos Work



Cod. 1630
Max 114 Black + seat padding
Metal, RAL 9005 Black



Cod. 1531
Upholstered
Aluminum, RAL 9005 Black

Cod. 1641
Upholstered
Aluminum, RAL 9005 Black

Stratos *M/MH*



Cod. SM02
Upholstered - Aluminum, RAL 9005 Black
Aluminum, RAL 9005 Black



Cod. SH02
Upholstered - Aluminum, Brush polished
Aluminum, Brush polished

Stratos M/MH



Cod. SH02
Upholstered
Aluminum, Brush polished
Aluminum, Brush polished



Cod. SM02
Upholstered
Aluminum, Brush polished
Aluminum, Brush polished



Cod. SH02
Upholstered
Aluminum, Brush polished
Aluminum, Brush polished



Cod. SH02
Upholstered
Aluminum, RAL 9005 Black
Aluminum, RAL 9005 Black



Stratos Lounge



Cod. SL03
Upholstered
Metal, RAL 9005 Black



Cod. SL01
Upholstered
Aluminum, Brush polished



Stratos Lounge



Cod. SL01
Upholstered
Aluminum, Brush polished



Cod. SL03
Upholstered
Metal, Chromed



Cod. SL01
Upholstered
Aluminum, RAL 9002 White



Cod. SL01
Upholstered
Aluminum, RAL 9005 Black

Stratos Stool



Cod. 1311
Upholstered - Metal, Chrome



Cod. 1310
Max 133 Mineral Water + seat padding
Metal, RAL 9005 Black

Cod. 1320
Max 114 Black + seat padding
Metal, RAL 9003 White



Stratos Stool



Cod. 1311
Upholstered
Metal, Chrome



Cod. 1340
Max 133 Mineral Water + seat padding
Wood, Natural Oak




Cod. 1320
Max 136 Off-White
Metal, Chrome

Color Plan


Stratos Chair and Stratos Armchair

SHELL


Polypropylene




Max 136
Off-White




Max 127
Skin




Max 128
Water




Max 133
Mineral Water




Max 123
Yellow



Max 143
Night Green




Max 124
Red




Max 114
Black

FRAME


Metal



Chrome




RAL 9003
White




RAL 9005
Black

Wood



Natural Oak

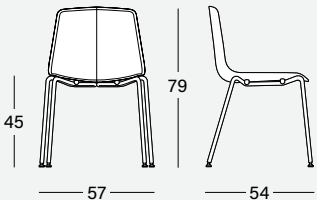


Dark Oak

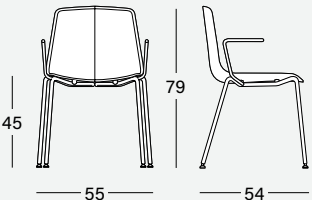
Dimensions

Stratos Chair and Stratos Armchair

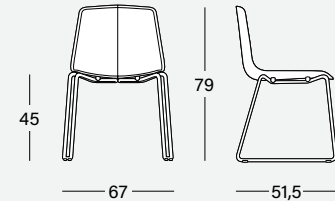
Four legs stackable



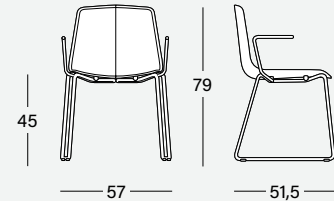
Four legs stackable with armrests



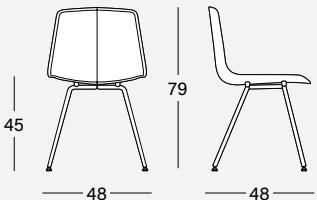
Sled base stackable



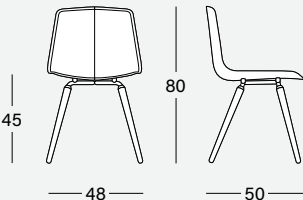
Sled base stackable with armrests



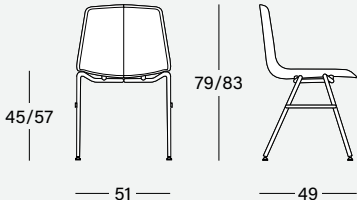
Four legs



Four wooden legs



Vertically stackable with ganging device



Color Plan

Stratos M, MH and Lounge

SHELL

Upholstered:
Fabric
Leather
Eco-leather

FRAME + ARMRESTS

Aluminum



Brush
Polished



RAL 9002
White



RAL 9005
Black



RAL 7046
Tele Grey 2



RAL 6006
Grey Olive



RAL 3009
Oxido Red



RAL 3007
Black Red

Column (Metal)

RAL 9005
Black

RAL 9002
White

RAL 9005
Black

RAL 9005
Black

RAL 9005
Black

RAL 9005
Black

RAL 9005
Black

FRAME

Metal



Chrome



RAL 9003
White

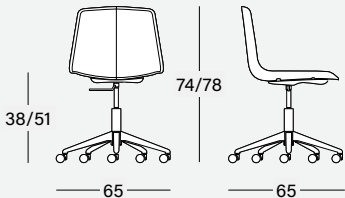


RAL 9005
Black

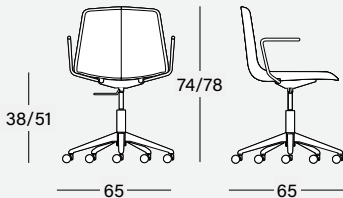
Dimensions

Stratos M, MH and Lounge

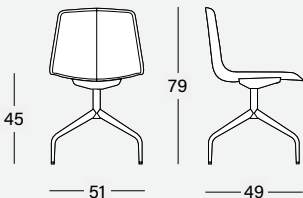
Swivel aluminum base with castors
and gas lift mechanism



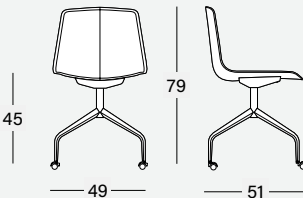
Swivel aluminum base with castors
and gas lift mechanism with armrests



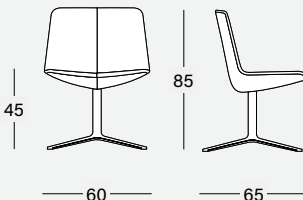
Trestle base, swivel



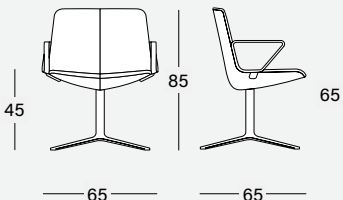
Trestle base with castors, fix



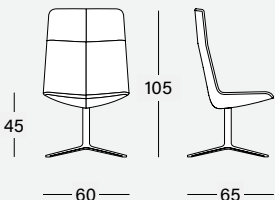
Swivel base



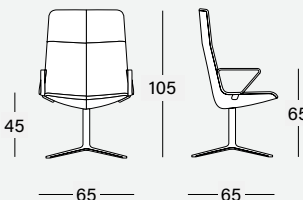
Swivel base with armrests



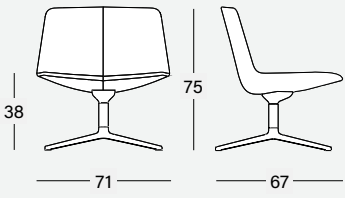
Swivel base



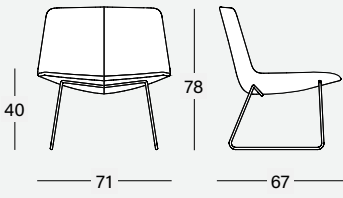
Swivel base with armrests



Swivel base



Sled base











Color Plan

Stratos Stool




SHELL

Polypropylene



							
Max 136 Off-White	Max 127 Skin	Max 128 Water	Max 133 Mineral Water	Max 123 Yellow	Max 143 Night Green	Max 124 Red	Max 114 Black

FRAME

Metal

		
Chrome	RAL 9003 White	RAL 9005 Black

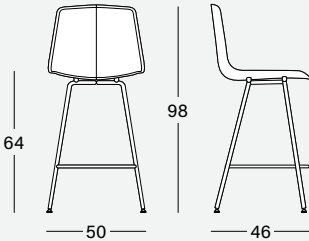
Wood

	
Natural Oak	Dark Oak

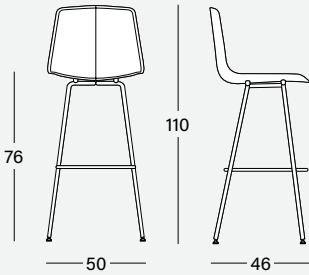
Dimensions

Stratos Stool

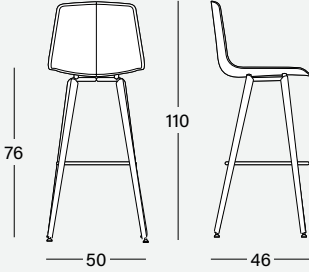
Bar stool low



Bar stool high



Bar stool high wooden legs



RICCIOLINA

DESIGNER
STUDIO MARCO MARAN

YEAR
2000

The unique curved connection between seat and back, along with a large range of finishes, colours and accessories, lend Ricciolina elegance, flexibility and ergonomic comfort. These characteristics make it a chair suitable for the most diverse situations and requirements, in homes or restaurants, from home office to corporate.

RICCIOLINA FAMILY

Ricciolina Ricciolina *Stool*



Ricciolina Overview

Ricciolina Chair



Four legs

Ricciolina Stool



Bar stool low



Bar stool high

Ricciolina chair



Cod. 3010
Max 114 Black
Metal, Chrome



Proportionate

Cod. 3010
Polypropylene Palette
Metal, Chrome

Ricciolina Stool/



Cod. 3320
Max 136 Off-White
Metal, Chrome



Cod. 3310
Max 103 Graphite
Metal, RAL 9005 Black

Color Plan

Ricciolina Chair and Ricciolina Stool

SHELL

Polypropylene



Max 136
Off-White



Max 103
Graphite



Max 114
Black



Max 124
Red

Upholstered:
Fabric
Leather
Eco-leather

FRAME

Metal



Chrome



RAL 9003
White

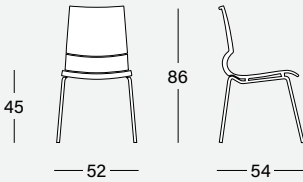


RAL 9005
Black

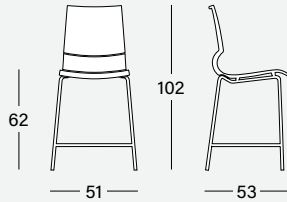
Dimensions

Ricciolina Chair and Ricciolina Stool

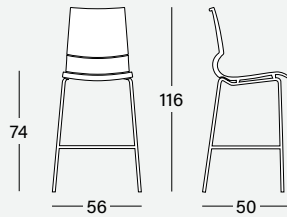
Four legs



Bar stool low



Bar stool high



TOTOTO

DESIGNER
HANNES WETTSTEIN

YEAR
2007

Particularly suitable for outdoor use thanks to its characteristic drain hole, Tototo is an easily stackable monoblock armchair. The sides and back are designed to show part of the seat, lending it a sinuous and elegant shape.



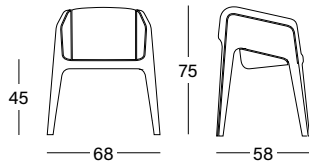
TOTOTO FAMILY

Tototo



Overview and dimensions

Tototo Armchair



Color Plan

Tototo Armchair

SHELL

Polypropylene



Max 146
Almond Green



Max 148
Off Blue

SO HAPPY

DESIGNER
MARCO MARAN

YEAR
2002, 2011

The seat and back of this chair join to trace a smile. So Happy fits the image of a cheerful and enjoyable home, made even more evocative by the many color and covering combinations, which allow for personalization of every type of setting.



SO HAPPY FAMILY

So Happy
So Happy *Lounge*



So Happy Overview

So Happy Armchair



Four legs



Fix central base

So Happy Lounge - Always fully upholstered



Fix central base

So Happy



Cod. 4020
Max 136 Off-White
Metal RAL 9003 White



Cod. 4020
Upholstered
Metal, RAL 3009 Oxido Red

Cod. 4020
Upholstered
Metal, RAL 9003 White

So Happy



Cod. 4011
Upholstered
RAL 9003 White



Cod. 4010
Polypropylene Palette
Metal, Chrome



Cod. 4020
Max 114 Black
Metal, RAL 9005 Black



Cod. 4021
Upholstered
Metal, RAL 3009 Oxido Red



Cod. 4020
Max 136 Off-White + seat padding
Metal, RAL 9003 White

So Happy Lounge



Cod. H031
Upholstered
Metal Chrome



Cod. H031
Max Upholstered
Metal, RAL 3009 Oxido Red

So Happy Lounge



Cod. H031
Upholstered
Metal, RAL 9003 White



Cod. H031
Upholstered



Cod. H031
Max 136 Off-White
Metal, 9003 White



Color Plan

So Happy and So Happy Lounge

ARMCHAIR SHELL

Polypropylene

Max 101
White

Max 118
Warm Grey

Max 124
Red

Max 122
Tangerine

Max 134
Sky Blue

Max 114
Black

LOUNGE SHELL

Upholstered:
Fabric
Leather
Eco-leather

FRAME

Metal

Chrome

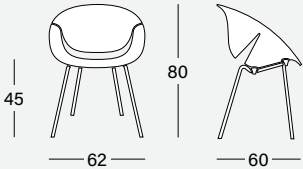
RAL 9003
White

RAL 9005
Black

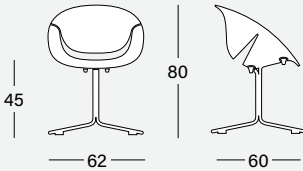
Dimensions

So Happy and So Happy Lounge

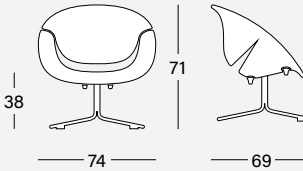
Armchair Four legs



Armchair Fix central base



Lounge Fix central base



BETTY

DESIGNER
CHRISTOPH JENNI

YEAR
2013, 2016

A family made of 4 strong characters, that give their best used as a whole. A high-back and a low-back armchair, a small armchair and an ottoman: the multiple possibilities of this family of products make them the perfect choice for every type of project and space vision, from residential to commercial.



BETTY FAMILY

Betty
Betinha



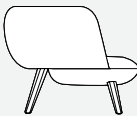
Overview

Betty and Betinha

Betty Armchair



Armchair with head-rest



Armchair



Ottoman

Betinha Armchair



Small armchair

Betty



Cod. B020
Upholstered
Wood Natural Ash

Graceful



Cod. B010/B030
Upholstered
Wood Dark Ash

Betty



Cod. B010
Upholstered
Wood Dark Ash



Cod. B020
Upholstered
Wood Dark Ash



Cod. B020
Upholstered
Wood Natural Ash



Cod. B010
Upholstered
Wood Dark Ash





Betinha



Cod. B040
Upholstered
Wood Natural Ash

Positive



Cod. B040
Upholstered
Wood Natural Ash

Betinha



Cod. B040
Upholstered
Wood Natural Ash



Cod. B040
Upholstered
Wood Natural Oak



Cod. B040
Upholstered
Wood Dark Oak



Color Plan

Betty and Betinha

SHELL

Upholstered:
Fabric
Leather
Eco-leather

FRAME BETTY

Wood



Natural Ash



Dark Ash

FRAME BETINHA

Wood



Natural Oak

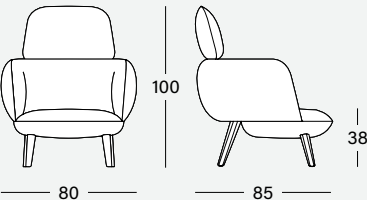


Dark Oak

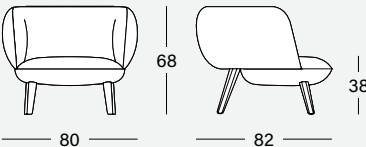
Dimensions

Betty and Betinha

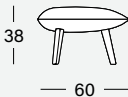
Betty Lounge with headrest



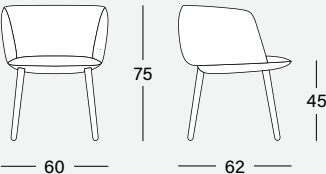
Betty Lounge



Betty Ottoman



Betinha Armchair



DINO

DESIGNER
HANNES WETTSTEIN, STUDIO HANNES WETTSTEIN

YEAR
2008, 2010

Dino owes its particularity to the deep back, with its volume creating a pleasant distance from the surrounding space. The softness of the padding and its generous size infuse a relaxing sensation.



DINO FAMILY

Dino
Dininho

Dino



Cod. D011
Upholstered
Metal, RAL 9005 Black
Aluminum, RAL 9005 Black

Welcoming



Cod. D011
Upholstered
Metal, RAL 3007 Black Red
Aluminum, RAL 3007 Black Red

Dino



Cod. D011
Upholstered
Metal, RAL 9003 White
Aluminum, RAL 9003 White



Cod. D011
Upholstered
Metal, RAL 9005 Black
Aluminum, RAL 9005 Black



Cod. D011
Upholstered
Metal, RAL 9003 White
Aluminum, RAL 9003 White



Dininho



Cod. D021
Upholstered
Metal, RAL 9005 Black
Aluminum, RAL 9005 Black



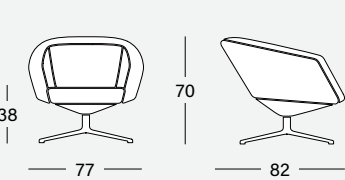
Cod. D021
Upholstered
Metal, RAL 3007 Black Red
Aluminum, RAL 3007 Black Red



Overview and dimensions

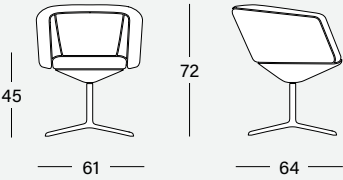
Dino and Dininho

Dino Armchair



Armchair with swivel base

Dininho Armchair



Small armchair with swivel base

Color Plan

Dino and Dininho

SHELL FABRIC

- Fabric
- Leather
- Eco-leather

FRAME

Aluminum



Brush
Polished



RAL 9003
White



RAL 3007
Black Red



RAL 9005
Black

Metal



Chrome



RAL 9003
White



RAL 9005
Black

Tables and Side-Tables

Baba



Cod. BA20
Metal, RAL 9005 Black
Concrete, Natural

Direct



Cod. BA00/BA20/ B010
Top Wood/Metal
Column Metal
Concrete, Natural



Baba Table and Side-Table



Cod. BA20
Metal, RAL 3009 Oxido Red
Concrete, Oxido Red



Cod. BA20 / BA15
Wood, Oxido Red / Wood, Walnut Ash
Metal, RAL 3009 Oxido Red
Concrete, Oxido Red



Cod. BA15
Wood, Walnut Ash
Metal, RAL 7044 Silk Grey
Concrete, Natural



Cod. BA10
Metal, RAL 9003 White
Concrete, Natural

Color Plan

Baba Side-Table and Baba Table

TOP BABA BA00, BA15, BA25

Wood



Dark Ash



Natural Ash



Walnut Ash



Grey Ash



Oxido Red Ash

TOP BABA BA20, BA10

Metal



RAL 9003
White



RAL 9005
Black



RAL 7044
Silk Grey



RAL 6006
Grey Olive



RAL 3009
Oxido Red



RAL 1005
Honey Yellow

FRAME

Metal



RAL 9003
White



RAL 9005
Black



RAL 7044
Silk Grey



RAL 6006
Grey Olive



RAL 3009
Oxido Red



RAL 1005
Honey Yellow

BASE

Concrete



Natural



Black



Oxido Red

Overview

Baba Side-Table and Baba Table

Baba Side-Table



Side-table Height 60 cm



Side-table Height 40 cm

Baba Table

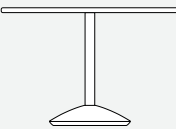
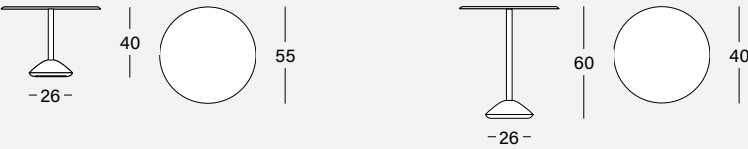


Table Height 74 cm

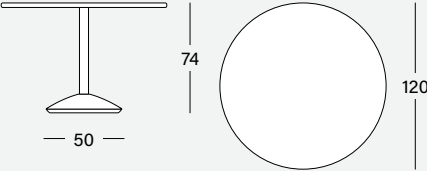
Dimensions

Baba Side-Table and Baba Table

Baba Side-Table



Baba Table



Plato



Plato Table and Side-Table



Cod. P010, P011
MDF 001 White
Aluminum, RAL 9002 White



Cod. P010, P011
MDF 014 Black
Aluminum, RAL 9005 Black



Cod. P060
Natural Oak
Aluminum, RAL 9002 White



Cod. P060
Black Oak
Aluminum, RAL 9005 Black

Color Plan

Plato Side-Table and Plato Table

TOP

Wood



White Oak



Natural Oak



Black Oak

MDF



MDF 001
White



MDF 014
Black

FRAME

Aluminum



Brush
Polished



RAL 9002
White



RAL 9005
Black



RAL 7046
Tele Grey 2



RAL 6006
Grey Olive

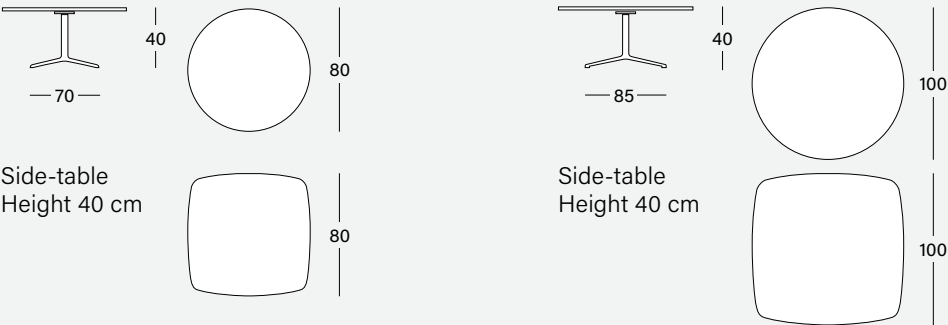


RAL 3009
Oxido Red

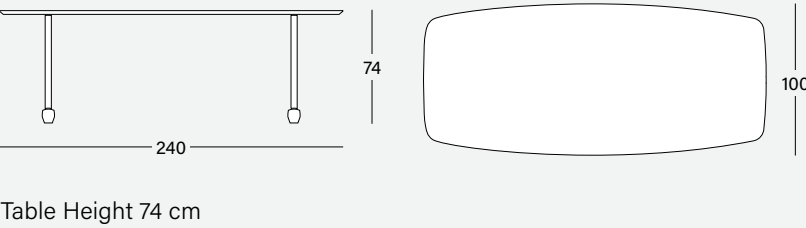
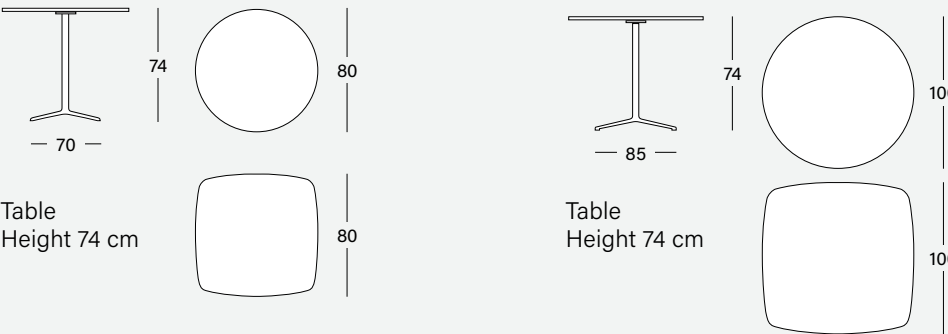
Overview and dimensions

Plato Side-Table and Plato Table

Plato Side-Table



Plato Table



Pic



Cod. PI20
Metal, RAL 9005 Black

Balanced



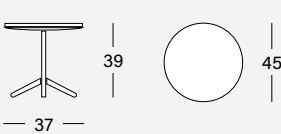
Cod. PI10/PI20
Metal, RAL/NCS colors



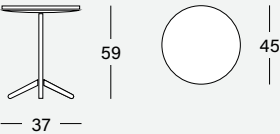
Overview and dimensions

Pic

Side-Table



Side-table Height 40 cm



Side-table Height 60 cm

Color Plan

Pic

FRAME (TOP AND COLUMN)

Metal



RAL 9003
Signal White



RAL 9005
Black



RAL 7044
Silk Grey



RAL 6006
Grey Olive



RAL 3009
Oxido Red



RAL 3007
Black Red



RAL 1005
Honey Yellow

Offset Table



Cod. OF02 Natural Ash / Aluminum, NCS S 2000 N Grey / Wood, Natural Ash
Cod. OF40 Task light RAL 9005 Black
Cod. OF51 Tray NCS S 1565 G Green

Offset Table



Cod. OF16 Natural Ash / Aluminum, NCS S 2000 N Grey
Cod. OF41 Table light NCS S 2000 N Grey
Cod. OF60 Table Divider NCS S 2000 N Grey



Cod. OF19 Black Ash / RAL 9005 Black
Cod. OF41 Table light RAL 9003 White



Cod. OF03 Black Ash
Wood, Black Ash



Color Plan

Offset Table

WOODEN TOP AND LEGS

Wood



White Ash



Natural Ash



Black Ash

ACCESSORIES AND ALUMINUM LEGS

Aluminum



RAL 9003
White



RAL 9005
Black



S2005 Y90R
Skin



NCS S 2000 N
Grey



NCS S 0530 G
Mint



NCS S 1565 G
Green



NCSS 2570 R
Red



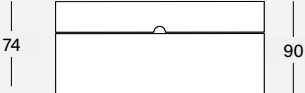
NCS S 0580 Y90R
Fluo Red

Overview and dimensions

Offset Table



OF01-03
180 × 90 cm



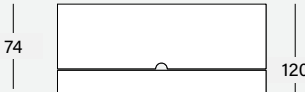
180

74

90



OF04-06
180 × 120 cm



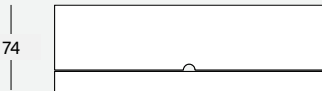
180

74

120



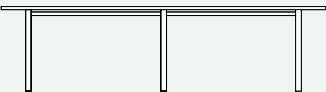
OF10-12
240 × 120 cm



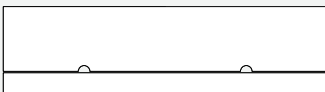
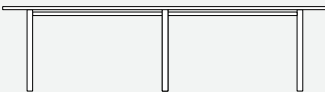
240

74

120



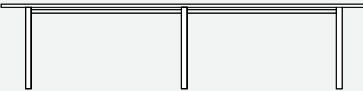
OF13-15
320 × 120 cm



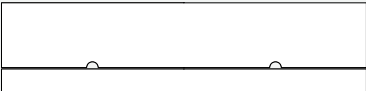
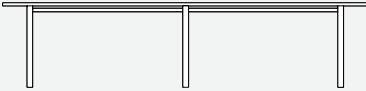
320

74

120



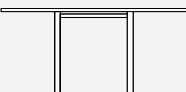
OF16-18
400 × 120 cm



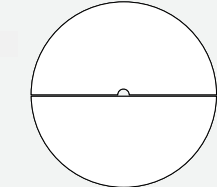
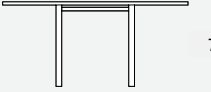
400

74

120



OF19-21
Ø 160 cm



74

160

Bookshelves

OFFSET SHELF

DESIGNER
TOMÁS ALONSO

YEAR
2013

The Offset shelving system is not only visually and conceptually connected with the Offset table, but also has a multiple functionality of its own. This modular shelving system with various possibilities may be used either as an office unit or as a home sideboard.



Offset Shelf



Offset Shelf



Cod. OS03 Aluminum, RAL 9005 Black / Wood, Natural Ash
Cod. OS28 Bidding element with 2 under-feet Natural Ash



Cod. OS01 Aluminum, NCS S 2000 N Grey
Cod. OS04 NCS S 2000 N Grey / Box Wood, Natural Ash
Cod. OS03 Aluminum, NCS S 2000 N Grey / NCS S 0530 G Mint
Cod. OS28 Bidding element with 2 under-feet Natural Ash



Cod. OS01 Aluminum, RAL 9005 Black
Cod. OS22 Divider Natural Ash
Cod. OS03 Aluminum, RAL 9005 Black
NCS S 2570 R Red / NCS S 0530 G Mint
Cod. OS28 Bidding element with 2 under-feet Natural Ash



Color Plan

Offset Shelf

FRAME

Aluminum



RAL 9003
White



RAL 9005
Black



NCS S 2000 N
Grey

BACK PANEL

Wood



Natural Ash

SLIDING DOORS

Wood



Natural Ash



RAL 9003
White



RAL 9005
Black

Aluminum



RAL 9003
White



RAL 9005
Black



S2005 Y90R
Skin



NCS S 2000 N
Grey



NCS S 0530 G
Mint



NCS S 1565 G
Green



NCS S 2570 R
Red



NCS S 0580 Y90R
Fluo Red

ACCESSORIES

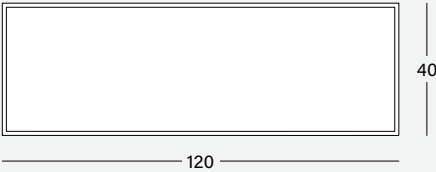
Wood



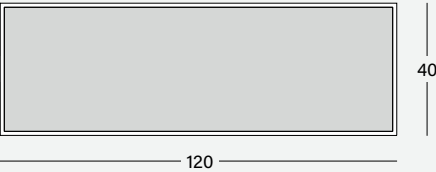
Natural Ash

Overview and dimensions

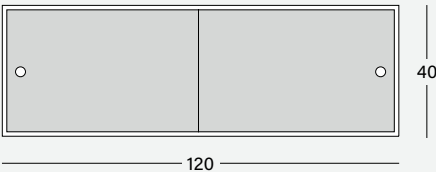
Offset Shelf



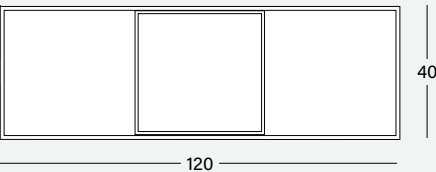
OS01
Basic element



OS02
Basic element with back panel



OS03
Basic element with back panel
+ sliding doors



OS04
Basic element + box

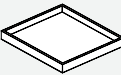


OS05
Basic element + box with shelf

Accessories and feet



OS22
Divider



OS23
Tray



OS24
Shelf



OS27
Binding element



OS28
Binding element
with 2 under-feet

References

Max



SANO SANO
Napoli (Italy)
Usage: Restaurant
Architect: Studio Minimo



Max



BCA TOWER
Jakarta (Indonesia)
Usage: Offices
Photos credits: pm_mulyadi





EDY'S RESTAURANT
St. Moritz (Switzerland)
Usage: Restaurant/Bar
Architect: Nader Interior GmbH Zurich (CH)
Photos credits: Dolores Rupa



LEVY RESTAURANTS AND EXCEL
London UK
Usage: Restaurants/Bar
Architect: SHH ARCHITECTURE & INTERIOR DESIGN
Photos credits: Alastair Lever



PARKER'S RESTAURANT
Umm Al Emarat Park, Abu Dhabi, Dubai (EAU)
Usage: Restaurants/Bar
Architect: H2R Design
Photos credits: Compass project management



GUCCI SPACE
Taipei
Usage: Offices



ÄGERIBAD AG
Oerägeri (Switzerland)
Usage: Wellness
Architect: Scheitlin Syfrig Architekten AG
Photos credits: Ben Huggler



FERRAGAMO UFFICI
Osmannoro (Firenze, Italy)
Usage: Offices



DE CASTELLI
Crocetta del Montello (Treviso, Italy)
Usage: Restaurant
Product: Appia, Betty
Photos credits: Alberto Parise



DECOLAR.COM HQ
São Paulo (Brazil)
Usage: Offices
Products: Appia Work, Appia, Stratos, Betty, Dino, Pic
Architect: Pitá Arquitetura

Stratos



DECOLAR.COM HQ

São Paulo (Brazil)
Usage: Offices
Products: Stratos, Betty, Dino, Pic
Architect: Pitá Arquitetura



A&C CONTACT CENTRE SÃO PAULO

São Paulo (Brazil)
Usage: Offices
Architect: Arealis Brasil
Photos credits: Ruy Teixeira



IBA INDIGENOUS BUSINESS AUSTRALIA

Sidney (Australia)
Usage: Offices
Architect: IA Design
Photos credits: IA Design



DIBP DEPARTAMENT OF IMMIGRATION AND BORDERS PROTECTION


Adelaide (Australia)
Usage: Offices
Architect: IA Design
Photos credits: IA Design




Finishes

Woods


OAK




White Oak




Natural Oak




Black Oak




Canaletto




Black Red Oak




Dark Oak




Black Oak



Grey Oak




Mud Oak




Oxido Red Oak


ASH




White Ash




Natural Ash




Black Ash




Dark Ash



Walnut Ash




Grey Ash




Oxido Red Ash

MDF




MDF 001
White




MDF 014
Black

Plastics


RE MAX® SOLID (RECYCLED PP) + 100% RECYCLED POLYESTER AND POLYPROPYLENE




Max R60
Re-Essential Grey




Max R56
Re-Mud




Max R58
Re-Blue Marlin




RAL 3009
Oxido Red




Max R35
Re-Black Red




Max 101
White




Max R55
Re-Silk White




Max R36 or Max 136
Re-Off White or Off White




Max R28 or Max 128
Re-Water or Water




Max R57 or Max 114
Re-Off Black or Black




Max 127
Skin




Max 133
Mineral Water




Max 134
Sky Blue




Max 118
Warm Grey




Max 103
Graphite




Max 123
Yellow




Max 143
Night Green




Max 122
Tangerine



Max 124
Red



Max 146
Almond Green



Max 148
Off Blue

RE MAX® BLEND (RECYCLED PP + WOOD) + 100% RECYCLED POLYESTER



Max W52
Re-Wood Birch



Max W51
Re-Wood Virgin




Max W53
Re-Wood Bark




Max W60
Re-Wood Moss

Metals


ALUMINUM




Brush
Polished




Brush
Matt




Chrome




RAL 9002
White




RAL 9003
White




RAL 9005
Black




RAL 7046
Tele Grey 2




RAL 6006
Grey Olive




RAL 3009
Oxido Red




RAL 3007
Black Red




RAL 7044
Silk Grey




RAL 1005
Honey Yellow




SuperLemon




SuperGrass




SuperSky




SuperSunset




S2005 Y90R
Skin




NCS S 2000 N
Grey




NCS S 0530 G
Mint



NCS S 1565 G
Green




NCSS 2570 R
Red



NCS S 0580 Y90R
Fluo Red


STELL




Stainless stell

Other materials


CONCRETE



Natural



Black



Oxido Red

Fabrics



FABRIC
CAT. A
Fidivi One
8532



GENERAL FEATURES	
DESCRIPTION	Knitted fabric, 100% Recycled Polyester from bottles
COMPOSITION	100% Polyester Recycled
WEIGHT	525 g/lm – 350 g/lm
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	100.000 Rubs
FASTNESS TO LIGHT	6 (blue scale)
FASTNESS TO RUBBING	4/5 (grey scale)



FABRIC
CAT. A
Fidivi King L Kat
8011

GENERAL FEATURES	
DESCRIPTION	Soft melange fabric in two colour tone
COMPOSITION	100% Polyesther Trade Mark Trevira CS
WEIGHT	390g/ml – 280g/m²
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	80.000 Rubs
FASTNESS TO LIGHT	6 (blue scale)
FASTNESS TO RUBBING	4/5 (grey scale)



FABRIC
CAT. A
Fidivi King Flex
4066

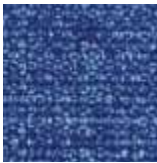
GENERAL FEATURES	
DESCRIPTION	Jacquard sablè fabric with elastic structure in two and three-coloured items. 52 colorways.
COMPOSITION	100% Polyester Trevira CS
WEIGHT	420 g/ml - 300 g/m²
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	100.000 Rubs
FASTNESS TO LIGHT	6 (blue scale)
FASTNESS TO RUBBING	4/5 (grey scale)

Fabrics



FABRIC
CAT. B
Gabriel Atlantic
63056

GENERAL FEATURES	
DESIGNER	Inger Mosholt Nielsen
COMPOSITION	100% Polyester
MECHANICAL PROPERTIES	
ENDURANCE	110,000 Martindale
FASTNESS TO LIGHT	5-7



FABRIC
CAT. B
Gabriel Medley
66009

GENERAL FEATURES	
DESIGNER	Mette Krebs Petersen
COMPOSITION	100% Polyester
MECHANICAL PROPERTIES	
ENDURANCE	75,000 Martindale
FASTNESS TO LIGHT	5-7



FABRIC
CAT. C
Kvadrat Floyd
663

GENERAL FEATURES	
DESIGNER	Åsa Pärson
COMPOSITION	45% New wool worsted, 50% Polyester, 5% Nylon
WEIGHT	370 g/lin.m
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	50.000 Martindale
FASTNESS TO LIGHT	6-7 (ISO1-8)
FASTNESS TO RUBBING	4 (ISO 1-5)

Fabrics



FABRIC
CAT. C

Kvadrat Hint

347

GENERAL FEATURES	
DESIGNER	Giulio Rodolfo
COMPOSITION	76% PVC - 22% PES - 2% PU
WEIGHT	300 g/lin.m
SUSTAINABILITY	Reduced environmental impact
MECHANICAL PROPERTIES	
FASTNESS TO LIGHT	5



FABRIC
CAT. D

Kvadrat Canvas 2

154

GENERAL FEATURES	
DESIGNER	Giulio Rodolfo
COMPOSITION	90% New wool worsted, 10% Nylon
WEIGHT	480 g/lin.m
SUSTAINABILITY	Label Ecolabel UE “The Flower”
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	100.000 Martindale
FASTNESS TO LIGHT	5-7 (ISO)
PILLING	4 (EN ISO)



FABRIC
CAT. D

Kvadrat Field 2

182

GENERAL FEATURES	
DESIGNER	Giulio Rodolfo
COMPOSITION	100% Trevira CS
WEIGHT	430 g/lin.m
SUSTAINABILITY	Reduced impact
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	100.000 Martindale
FASTNESS TO LIGHT	6-7 (ISO)
PILLING	4 (EN ISO)

Fabrics




FABRIC
CAT. D

Kvadrat Melange
Nap

791

GENERAL FEATURES	
DESIGNER	Akira Minagawa
COMPOSITION	97% New wool worsted, 3% Nylon
WEIGHT	440 g/lin.m
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	60.000 Martindale
FASTNESS TO LIGHT	8 (ISO)
PILLING	3 (EN ISO)



FABRIC
CAT. D

Kvadrat Re-Wool

768

GENERAL FEATURES	
DESIGNER	Margrethe Odgaard
COMPOSITION	45% Recycled wool, 45% New wool worsted, 10% Nylon
WEIGHT	510 g/lin.m
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	50.000 Martindale
FASTNESS TO LIGHT	5-7 (ISO)
PILLING	4 (EN ISO)

Fabrics



FABRIC
CAT. D
Kvadrat Remix 3
183

GENERAL FEATURES	
DESIGNER	Giulio Rodolfo
COMPOSITION	90% New wool worsted, 10% Nylon
WEIGHT	415 g/lin.m
SUSTAINABILITY	Label Ecolabel UE “The Flower”
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	100.000 Martindale
FASTNESS TO LIGHT	5-7 (ISO)
PILLING	4 (EN ISO)



FABRIC
CAT. E
Kvadrat Divina 3
154

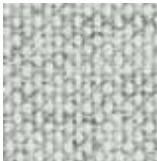
GENERAL FEATURES	
DESIGNER	F. Sködt
COMPOSITION	100% New wool
WEIGHT	840 g/lin.m
SUSTAINABILITY	Natural fibers
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	45.000 Martindale
FASTNESS TO LIGHT	5-7 (ISO)
PILLING	3 (EN ISO)



FABRIC
CAT. E
Kvadrat Divina MD
353

GENERAL FEATURES	
DESIGNER	F. Sködt
COMPOSITION	100% New wool
WEIGHT	840 g/lin.m
SUSTAINABILITY	Natural fibers
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	45.000 Martindale
FASTNESS TO LIGHT	5-7 (ISO)
PILLING	3 (EN ISO)

Fabrics



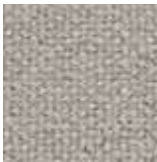
FABRIC
CAT. E
Kvadrat Hallingdal 65
110

GENERAL FEATURES	
DESIGNER	N. Ditzel
COMPOSITION	70% New wool / 30% Viscose
WEIGHT	795 g/lin.m
SUSTAINABILITY	Label Ecolabel UE “The Flower”
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	100.000 Martindale
FASTNESS TO LIGHT	5-7 (ISO)
PILLING	3 (EN ISO)



FABRIC
CAT. E
Kvadrat Steelcut Trio 3
105

GENERAL FEATURES	
DESIGNER	F. Dijkmeijer, G. Ridolfo
COMPOSITION	90% New wool, 10% Nylon
WEIGHT	770 g/lin.m
SUSTAINABILITY	Label Ecolabel UE “The Flower”
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	100.000 Martindale
FASTNESS TO LIGHT	5-7 (ISO)
PILLING	4 (EN ISO)



FABRIC
CAT. E
Kvadrat Tonus 4
240

GENERAL FEATURES	
DESIGNER	N. Koppel
COMPOSITION	90% New wool, 10% Helanca
WEIGHT	665 g/lin.m
SUSTAINABILITY	Natural fibers/Sustainable resource
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	100.000 Martindale
FASTNESS TO LIGHT	5-7 (ISO)
PILLING	3 (EN ISO)

Fabrics




FABRIC
CAT. E

Kvadrat Coda 2

0362

GENERAL FEATURES	
DESIGNER	Norway Says
COMPOSITION	90% new wool 10% nylon
WEIGHT	860 g/lin.m
SUSTAINABILITY	Greenguard Gold, HPD, EPD
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	100.000 Martindale
FASTNESS TO LIGHT	6 (ISO 105-B02)
PILLING	4 (ISO 1-5)




FABRIC
CAT. E

Kvadrat Vidar 4

0633

GENERAL FEATURES	
DESIGNER	Fanny Aronsen
COMPOSITION	94% new wool 6% nylon
WEIGHT	770 g/lin.m
SUSTAINABILITY	EU Ecolabel, Greenguard Gold, HPD, EPD
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	100.000 Martindale
FASTNESS TO LIGHT	7 (ISO 105-B02)
PILLING	4 (ISO 1-5)

Leather



LEATHER
CAT. F

Dani Panama

5320

DESCRIPTION
Leather is a material deriving from the skin of the animal, which has become rotproof, after the tanning process. Leather has highly resistance but especially hygienic features, especially suitable for the production of many objects of common use.

EcoLeather



ECOLEATHER
CAT. A

Flukso Secret

1006

GENERAL FEATURES	
DESCRIPTION	Flame retardant coated fabric by Flukso®
COMPOSITION	76% PVC - 22% PES - 2% PU
WEIGHT	540+/- 10g/m²
MECHANICAL PROPERTIES	
ABRASION RESISTANCE	60.000 Rubs
FASTNESS TO LIGHT	6/7 (blue scale)
FASTNESS TO RUBBING	4/5 (grey scale)

Addendum

Poetry by maxdesign

Each visionary architectural construction is based on an important design research: in our case, it begins by building solid foundations to support the poetry of design.

This is what we are aiming to do, a real re-foundation to give new light and lifeblood to a brand that has a product history of great value.

We are excited about this path that we have traced starting from our new headquarter that from January '24 hosts all our resources and will hopefully shape our vision.

As soon as we enter in the new building we find ourselves in a up-to-date, functional, welcoming place: we thought of it above all as an inclusive and exchange hub in which creativity and humanity are mixed to create products, relationships and projects that will be the future poetry of Maxdesign.



Designers



Hannes Wettstein

Hannes Wettstein was one of the most innovative and influential designers of Switzerland. His background alone did not follow a standard pattern: born in 1958, Wettstein completed an apprenticeship as a structural engineering draughtsman and then trained himself as a designer and architect. Technology transfer from design resistant fields, years of scientific work on an idea or a material and a fine sense of brand quality Hannes Wettstein shape a world in which he sought to comprehend the essence of things that surrounded him. Pure, unspectacular, functional design was the stamp of his lights and furniture. Again and

again he reverted to sleek form and classic modern lines. These suited his vision of the world and society in that, even before his time, he knew that only self-evident design can be enduring. Hannes Wettstein designed elegant and perfect objects for daily use that maintained their identity and remained timeless even in the changing flow of fashion. Also in room design he created archetypes: complete and sensitive solutions for specific locations, interior fittings or set designs. The comprehensive way in which he helped designed the world lives on today in the company he founded in 1991, Studio Hannes Wettstein.

Pure, unspectacular, functional design was the stamp of his lights and furniture. Again and again he returned to sleek form and classic modern lines.



Products designed by Hannes Wettstein

2008
Dino

2008
Plato

2008
Plato Side

2010
Dininho

2011
Stratos

2011
Stratos MH

2014
Stratos M



He works with several leading companies of the design and participates in national and international exhibitions.

**Products designed
by Marco Maran**

2000
Ricciolina

2002
So Happy

2011
So Happy lounge



Marco Maran

Born in Siena in 1963, for many of his projects receives awards and prizes: first prize at competition Young & Design 1995 with the chair Sinué. Second prize at competition Young & Design 1996 with the design Zip.

The International Prize 1997 Grandesign Award and 1997 IIDA Product Design Achievement Awards with the project Chiacchiera. In 2003 he wins the GOOD DESIGN Award of Chicago with the So Happy and in the 2004 in occasion of the

SIDIM Montreal, wins the first prize with So Happy and Nuda & Cruda. In 2005 with the X3 chair wins the Catas award for most innovative chair. In 2006 he wins the GOOD DESIGN Award of Tokyo with Ricciolina and So Happy.

In 2006 the project Body to Body is selected for ADI DESIGN INDEX. In 2008 he wins the GOOD DESIGN Award of Chicago with the Body to Body and the International Award 2008 with the project Grandesign Lovely.

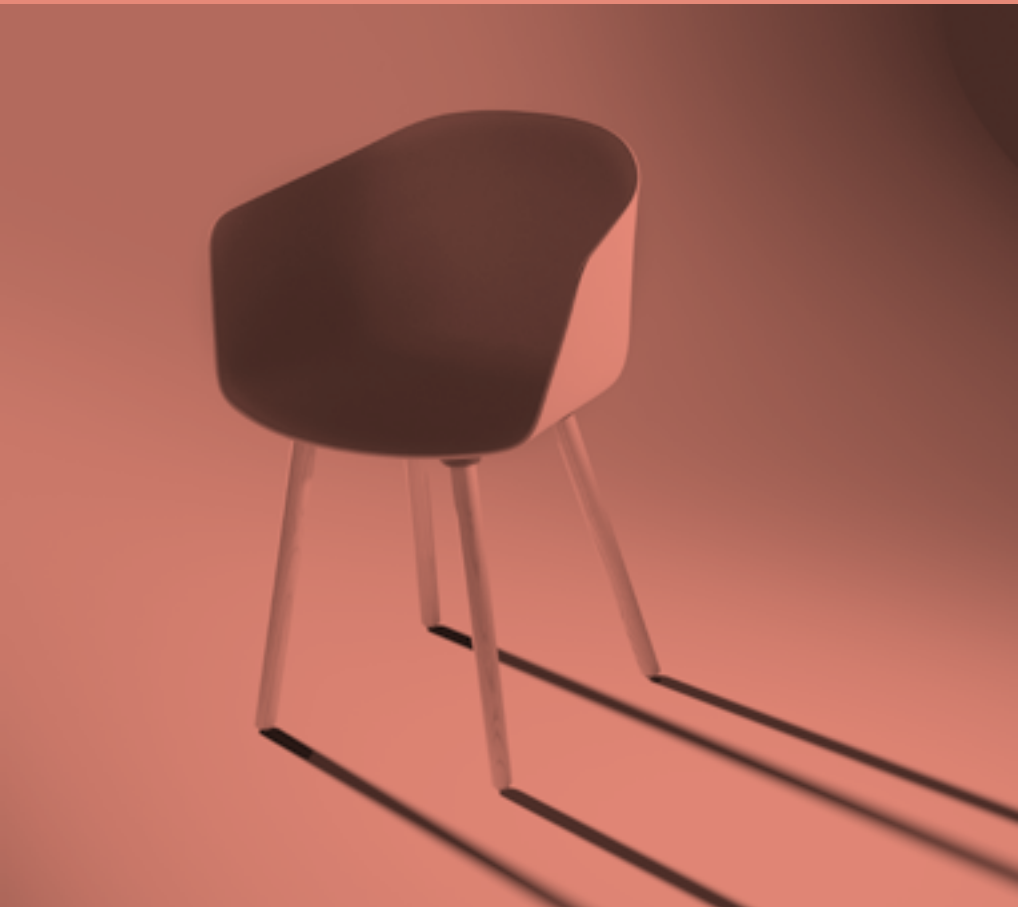
The design of Marco Maran is the result of a research, synthesis and improvement of the idea.



Christoph Jenni

Christoph describes his work as a synthesis of his Brazilian heritage and Swiss education, combined with the acribic an formally calm experience he made while working for Hannes Wettstein.

Christoph Jenni was born in 1976 in Rio de Janeiro, Brazil , as the son of Swiss immigrants. After moving to Switzerland, he studied industrial design at FHNW in Aarau. Until 2010, he was a furniture designer at Studio Hannes Wettstein in Zürich, before opening his own studio in Aarau. Christoph describes his work as a synthesis of his Brazilian heritage and Swiss education, combined with the acribic an formally calm experience he made while working for Hannes Wettstein.



Products designed by Christoph Jenni

2013
Betty

2014/16
Baba

2016
Appia Work

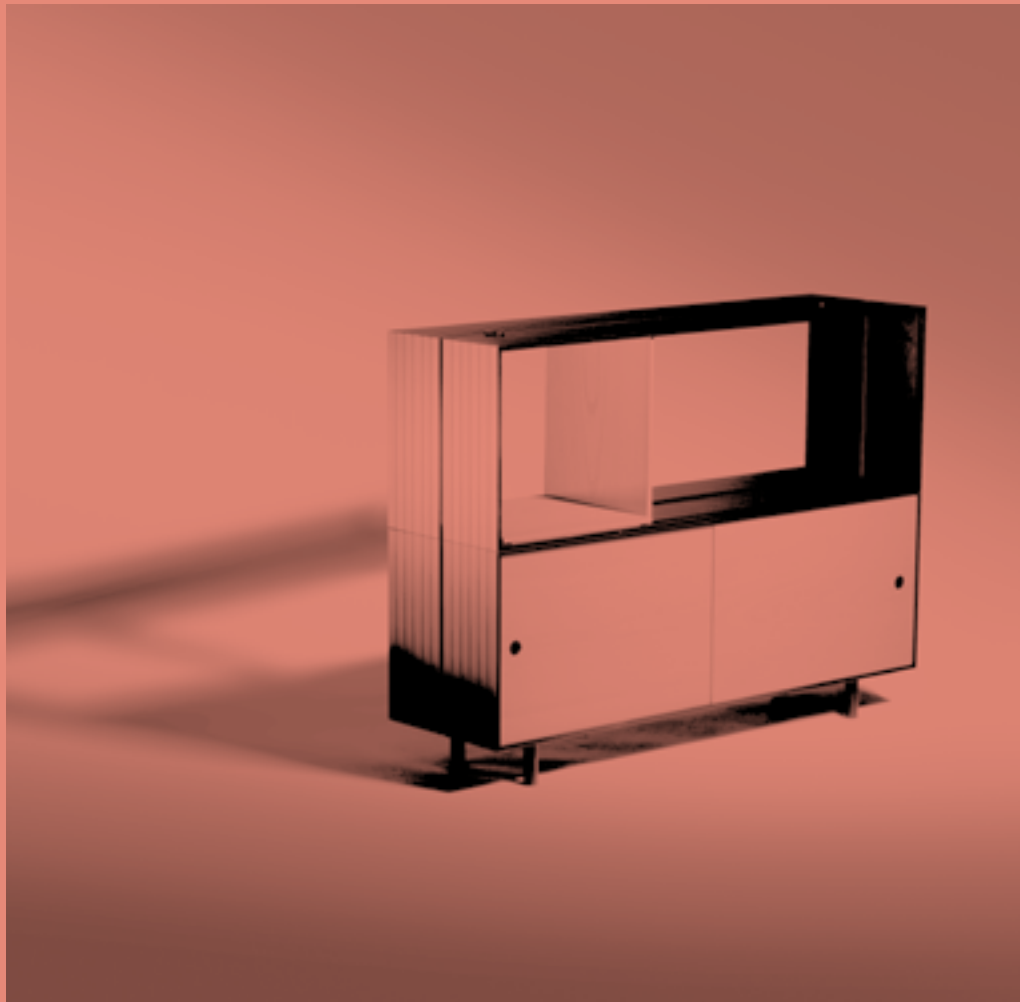
2018
Max

2014
Appia

2014/16
Baba side

2016
Betinha





Tomàs Alonso

He is interested in the relationship we have with objects and how these objects relate to us and other things around us.



He experiments with different materials to maximize their properties and discover new ways of creating structures.

Products designed by Tomàs Alonso

2012
Offset table

2013
Offset shelf



Tomàs Alonso has been traveling since the age of 19 to pursue his career as a designer. He has lived, studied, and worked in the USA, Italy, and Australia before moving to London to complete an MA at the Royal College of Art. In 2006 he co-founded the design collective OKAYstudio with 5 other recent graduates from the RCA. His work has been widely published and

exhibited, from the Design Museum, Aram Gallery, and Whitechapel Gallery in London to exhibitions in Italy, Spain, France, Canada, Japan. He has been recently included in the permanent collection of the Design Museum in London. He has also received numerous international awards including the First prize in the Promosedia International Design Competition 2008 with

his chair No.7 His practice is based in Stoke Newington, North East London, alongside the activities of the collective his work specialises in furniture, product, lighting, interior and exhibition design. He combines his research and commercial design work with occasional teaching and workshops; most recently he has been teaching the product design Master course at ÉCAL

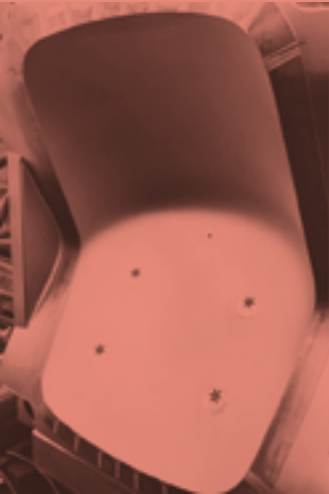
in Lausanne, Switzerland. There is a strong human influence in Tomás' work. He is interested in the relationship we have with objects and how these objects relate to us and other things around us. He also experiments with different materials to make the most of their properties to find new ways to create structure.

Making of



Maxdesign’s commitment to ensure the highest quality is reflected in research, product development, innovation and investments in new technologies.

Thanks to an Italian network of dedicated and expert partners, we can ensure the best performance in processes and the lowest impact of materials.



↖
Making of Max

We map the journey of our product: we do not want it to have an end, but to take a new form in its circular life. We consider all the potential directions for its immediate use and future repurpose. We are fascinated by this urgent concept of extending the existence of the old to

improve the quality of life for generations to come. Mainly for this purpose two sustainable materials are the main characters of our new collection, recycled plastic and wood. A new motivating and ethic purpose conditions our range and our commitment. We choose to

adopt a sustainable attitude, aware of the possible complications related to quality, performance and durability. The collection we are introducing comprises furniture pieces each made totally from reclaimed materials.

Max in numbers

- 5**
steps of production process
- 4**
quality control phases
- 7 (mm)**
thickness of the product

- 275"**
total chair injection molding cycle
- 325"**
total armchair injection molding cycle

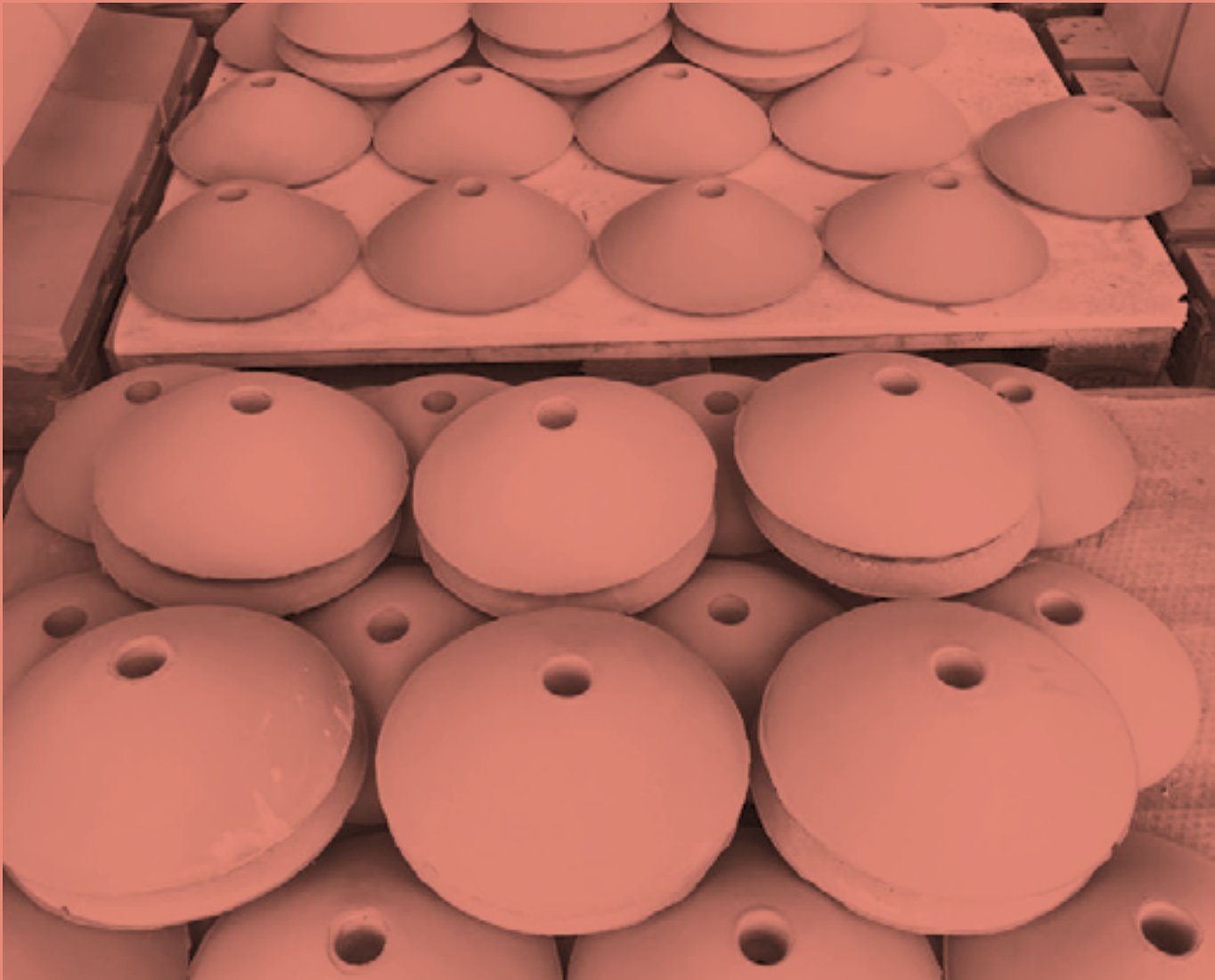
- 3.900 (gr)**
Eco-friendly Wood Max chair
- 3.700 (gr)**
Eco-friendly Plastic Max chair

- 4.550 (gr)**
Eco-friendly Wood Max armchair
- 4.350 (gr)**
Eco-friendly Plastic Max armchair

We want our products
to stimulate emotions
and feelings through their
materials and shapes.

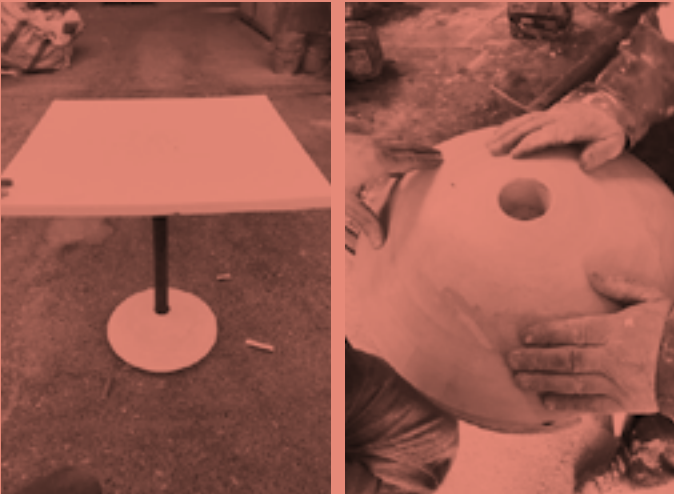
We are moving forward
in the organisation of creative
processes as the scale
of what we are designing
keeps shifting. We explore
new fundamental tools,
human values and methods
to effectively act in this
ever-changing setting.
It is not about the individual
user, it is about an ample
demanding system.
We carry through a never-
ending circular flow where

the product is just one
of the starting points.
There is a precise intention
behind each object that
regenerates and adapts
to the environment through
a wide program of flexible
solutions, open connections
and organic combinations.
It expands and reinvents
to meet a greater scheme
made of projects driven
by functional needs
and contexts of use.



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not want it to have an end, but to take a new
form in its circular life.

→
Making of Baba
concrete base





Making of Re Max®



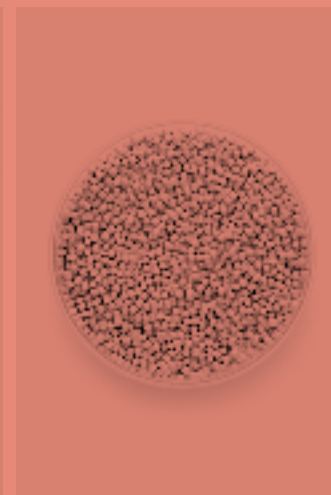
Re Max walks a circular existence in constant change.

The Re Max project is constantly evolving. It's not just a product but also the expression of the new sensibility with which we approach the entire design process, from the key concepts to the definition of the entire line. We combine functionality and aesthetics with the use of sustainable materials in order to align our qualities and skills with the growing attention towards a more

conscious lifestyle and design. The clear difference between private and work spaces is gradually disappearing. The product must be able to communicate with a variety of domestic and commercial environments such as lobbies, offices and residences.



Re Max sustainable new materials: zero waste goal

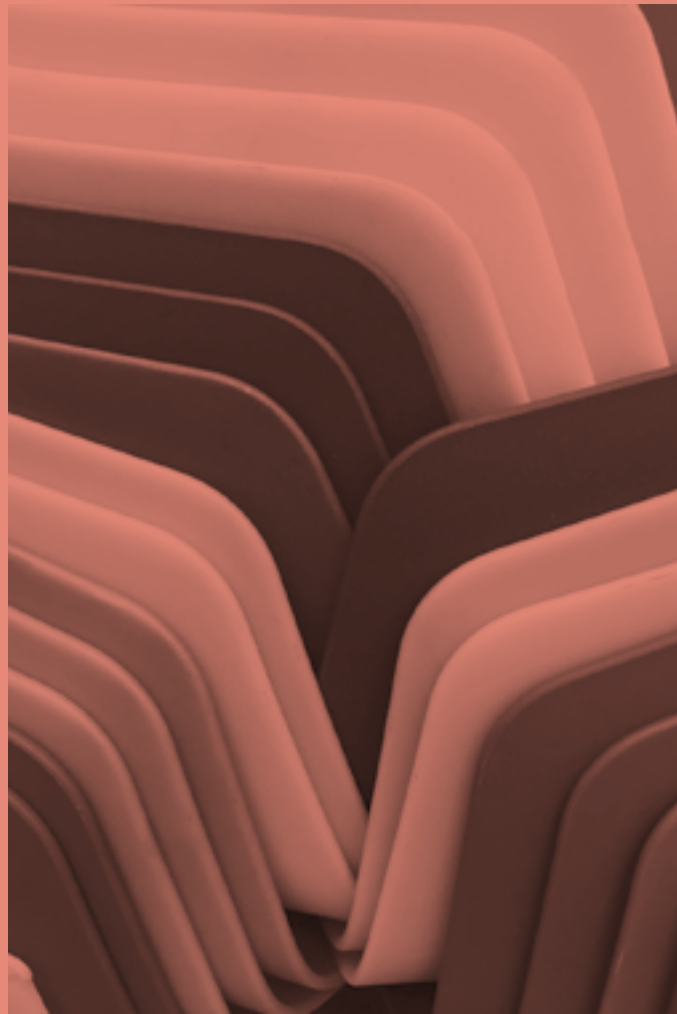
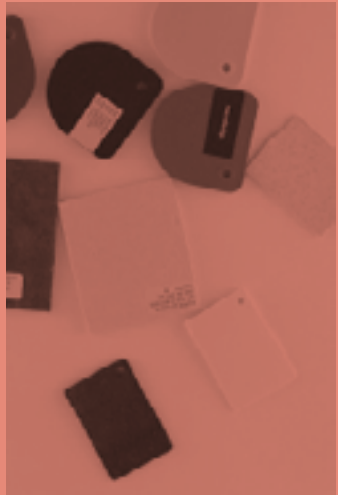


What is the origin of the Re max ingredients?

The regenerated polypropylene comes from industrial production waste mainly from the food, medical and household items sectors, wood always comes from waste, in particular from the production of chairs, tables and furniture in general.

Why can the Re Max production process be defined as circular?

First of all because at the end of the product's life all the material can be totally recycled. The Re Max project is a fundamental step in the optimization process we have undertaken: in the next 3 years we intend to reduce the purchase of virgin raw materials to a minimum, thanks to better management of waste in our production cycles.



Maxdesign creates products for people and their environments.

As far as the productive process, we want to ensure that every single step enhances the quality and the potential of these raw materials. There are some critical moments we have to consider to achieve the expected result: the drying procedure has to take place in a controlled atmosphere

to remove moisture very evenly from the raw materials; the fusion blend, where the ingredients are measured differently for the production of plastic and wood; the injection moulding, where from the molten material injected into a mould takes form the designed volume. Control of aesthetic quality: the aesthetic

is in all human senses. It is crucial to show the object's personality and to evoke positive feelings. The physical appearance is a significant detail that completes the design process and influences consumers' preference. We want our products to stimulate emotions and feelings through their materials and shapes.

