

**Press Office**

Milan Design Week  
April 14<sup>th</sup>-19<sup>th</sup>, 2010  
Fiera Milan, Rho  
Hall 6 / Stand D51

## **PLUST Collection OUT/OR**

Having dealt with the project "Plasticism" in 2009, research on forms of sustainability, PLUST Collection presents the International Furniture Fair - Milan Design Week, a collection that allows you to enjoy the taste of classic everyday actions. A new series that with pure simplicity redefine and features indoor and outdoor environments, starting from the root of the concept of furniture.

Accessories, chairs, tables and vases, archetypes of a natural landscape that is invoked through the form and function. Elements that evoke natural subjects, mushrooms, dewdrops, flowers and leaves are reborn, contaminated and reinterpreted in a contemporary way.

Odoardo Fioravanti, with Armillaria, starts from a common root from which re-produces different forms that perform individual functions. The name is Armillaria, common mushroom found in forests, this project represents a reflection on these vegetable forms, their structure, their phenomenology. The stool and the table that make up the series, dynamically tell the stories of birth and growth.

Emmanuel Babled with Drop creates a versatile vase with simple lines that embraces all types of plants, simultaneously standing out its shape. It is suitable for indoor and outdoor, available also version with light

Direct inspiration from nature for Leaf and Flower by Emo Design. Two polyethylene rods that serve as large oversized yet stylized flowers, decidedly contemporary. They offer many possibilities for color combinations, leading to productions of effect or enhance domestic spaces with a creative touch.

JVLT/JoeVelluto with E. Antonello present: Simple Chair and Simple Table. Two projects that affirm their presence in a discreet way, and, as the name suggests, declare their simplicity through their usage. The stackable solid chair becomes an everyday object beyond time and place, and the table completes the development of a comfortable environment, and, thanks to the detachable legs, allows new color solutions.

Through the introduction of a closure plan, T Ball by Alberto Brogliato, takes a variety of functions resulting in new opportunities for systems usage. Used as a coffee table, pouf or container, is particularly suitable for matching with the Gumball armchair.

Valerio Sommella with Trim, evokes iconography the shape of a tree, this bright object by imposing size, is ideal for settings and suitable for different use situations in both domestic and public spaces, both indoors and outdoors.

Designer Alberto Fabbian with Wood-Stock, takes us to the discovery of a product that is altogether a chair, a stool and a game. Two materials in stark contrast: polyethylene, resistant and suitable for outdoor situations, coupled with wood, used in the detachable legs that adds heat to the object, making it highly suitable for both domestic situations or public spaces. A single-session plan, coupled with various measures of the legs, can become a chair, a stool or a nice game that evokes the iconographic image of a horse.

The products are LDPE (low density polyethylene) and produced with the technology of rotomoulding.

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