

Press Release

Milan Design Week 2012
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Hall 6 / Stand E33

PLUST Collection
IN/OUT
DOOR
Collection 2012

The PLUST Collection continues to define and explore the conditions of contemporary living, through furnishing elements that move about with confidence in indoor and outdoor environments. And it is precisely this binomial that has given birth to the ideas that have been followed, step by step, by the JoeVelluto (JVLT), which marked the path and evolution, through a coherent artistic management, of the PLUST Collection.

From the briefing to the selection and the graphical project, JoeVelluto (JVLT) has been able to get every area of the company involved in a project that has the single objective of realising ideas, which are transformed into functional, top quality furnishings and furnishing accessories, with contemporary lines that are often inspired by shapes that are present in nature.

The 2012 collection strongly stresses these aspects and proposes 6 new products designed by MUT Design, Alberto Brogliato, Marco Zito, Eddy Antonello and the Gentle Giants.

Gradient (design MUT Design) is a thin modular partition panel that divides, furnishes and defines spaces. The hexagonal base allows you to design a partition in environments, in a regular or fantastic way, and to create infinite compositions in form and colour.

Roaming (design Alberto Brogliato) is a portable lamp with a rechargeable LED kit, equipped with a coloured chord for transportation. A photovoltaic panel can be installed to recharge it.

Sat (design Marco Zito) is a chair with a wooden armrest that can swivel 360°, which is ideal for short stops in public spaces and for bar and relax areas.

Spot (design Eddy Antonello) is a lamp that is ideal for outdoors, which can be hung, using it as a suspended light, or on the ground for direct or indirect illumination.

Boyo e Harbo (design Gentle Giants) these are two totem vases, whose shape is reminiscent of floral elements. Combined, they evoke a field of large, out of scale flowers.

All PLUST Collection products are in LLDPE (linear low density polyethylene) and are moulded with the rotomoulding technology.

The high resolution images are available on the website
<http://www.martinagamboni.it/link/plust2012.zip>

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