

Twist by Plust: a bold outdoor sculpture transforming spaces into immersive experiences

Just as nature evolves and adapts, Twist expands and reconfigures. Designed by Alberto Brogliato and Federico Traverso, and launching at Milan Design Week 2025, this innovative modular seating sculpture is poised to seamlessly integrate into any environment.

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Cecilia is a freelance writer with an academic background in philosophy who accidentally fell into writing about design, and hasn't looked back since. She loves movies, art, and judging a book by its cover.

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Imagine a space that breathes with the rhythm of nature, where architecture blends effortlessly with the unpredictable beauty of the landscape. **Twist**, the new modular seating sculpture from **Plust Outdoor Attitude**, challenges us to rethink the very concept of outdoor furniture. Inspired by the natural world, it translates its invisible rules into a dynamic, poetic system. Just like nature itself, it evolves and adapts, offering endless possibilities for transforming any space.

Created by art directors Alberto Brogliato and Federico Traverso, Twist is a fusion of graphic precision and organic fluidity. Like a tree that changes shape with the seasons, the bench morphs to suit the needs of its environment, striking a delicate balance between architectural rigor and organic spontaneity.

This approach to design is not just an aesthetic statement—it reflects how spaces can evolve in response to human interaction. At Milan Design Week 2025, Twist brings this bold vision to life, featured both in a curated indoor exhibition and an immersive outdoor installation at the ADI Design Museum in Piazza Compasso

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d'Oro. Here, in a vast public garden-square, Twist dynamically transforms, offering visitors a tactile and interactive experience that invites them to explore its modular form in new ways.



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Plust: the evolution of Italian outdoor craftsmanship

Beyond Twist, the brand's collection spans a wide range of modern seating, tables, stools, lamps, planters, and more—each piece designed with the same ethos of creativity and functionality. Plust Outdoor Attitude represents the evolution of the established Italian manufacturer Euro3plast SpA. Drawing on this legacy, Plust explores the potential of plastic materials, transforming them into innovative, functional designs for both indoor and outdoor spaces.

Committed to material research and development, Plust collaborates with renowned designers and architects to create products that not only captivate the eye but also stand the test of time. The result is a collection of pieces built to endure the elements while offering endless customization possibilities, ensuring that each creation is both functional and aesthetically pleasing.



Creating unique configurations with just a few simple elements

Twist's ability to inhabit a space lightly, without overwhelming it, embodies the brand's philosophy of creating objects that integrate seamlessly, maintaining a delicate balance between engineering and poetry. Its modular structure bridges the geometric order of design with the freedom of open spaces. Each element of Twist integrates effortlessly into its surroundings, transforming into an organism that evolves with its context.

What truly sets Twist apart is its ability to transform from a simple square into a sculptural, three-dimensional form that bends and twists with power and purpose. While rotational-moulded plastic often evokes soft, rounded contours, Twist breaks the mold with sharp, defined geometries that blend ergonomic comfort with a bold, sculptural aesthetic.



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From orderly structures to grander, more sculptural compositions, Twist adapts to a wide range of spaces and needs. The combination of the Twist seat, bench, and box allows for the creation of single or multiple seating units, ideal for lounges, waiting areas, or public spaces. It also functions as a striking green installation or a dynamic centerpiece for retail and contract installations, offering unparalleled flexibility for designers and architects.



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A dynamic object that turns spaces into immersive experiences

Twist showcases the potential of rotational-moulded polyethylene, a material that continues to drive innovation in outdoor design. Manufactured using this advanced technique, Twist is durable, weather-resistant, and equipped with functional details like a water drain hole, ensuring long-lasting performance in even the harshest outdoor conditions. The result is a piece that embodies the finest Italian craftsmanship, blending expert design with advanced manufacturing processes. Twist stands as a testament to a new design philosophy, where design and technology converge to create unique, versatile pieces. These are not merely furniture; they are sculptures to live with—dynamic objects that transform spaces into aesthetic and functional experiences.



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At Salone del Mobile 2025, the product by Plust is showcased in Hall 18, Stand E04, as well as featured in an immersive outdoor installation at the prestigious ADI

Gallery

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