



Plust Collection

Furniture design inspired by wind

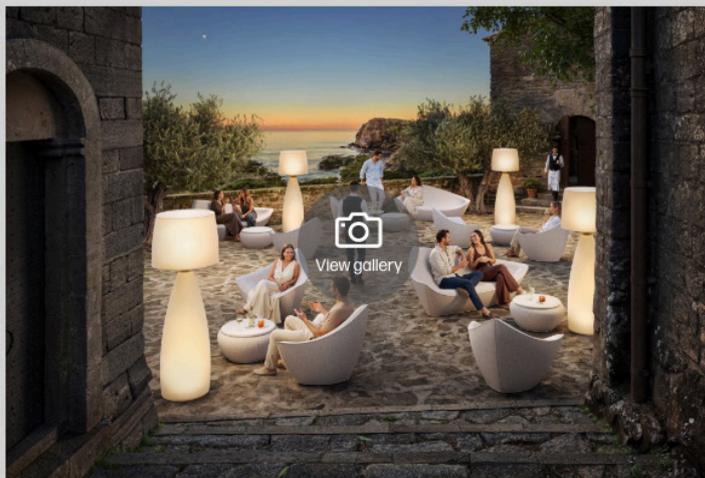
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The Vela outdoor system by Plust Collection draws inspiration from the force of the wind, shaping sculptural seating and lighting into welcoming, expressive forms designed to engage in dialogue with any setting.

The sail - its delicate balance of forces, wind tension made visible in matter and set into motion - has long inspired both design and architecture. Sometimes explored through its physical principles and translated into the engineering of thin-shell structures such as the CNIT in Paris or Turin's Palazzo a Vela; at other times embraced as an aesthetic metaphor, embodied in the taut, weightless lines of buildings like David Chipperfield's Veles e Vents overlooking the sea in Valencia.





That same tensile energy finds a sculptural expression in Vela, the outdoor furniture system by Plust Collection, designed by Art Directors BrogliatoTraverso. The Vela Armchair and Sofa feature organic, enveloping forms conceived to engage in dialogue with a wide range of styles and settings. Equally suited to contract environments—hotels, resorts, restaurants and lounges—as to residential contexts, they are complemented by the Vela Coffee Table. Designed as a natural extension of the seating pieces, it incorporates concealed storage to preserve visual clarity within the space.

The collection's identity is both distinct and inherently interactive. Matte surfaces and a curated color palette - Lava, Grain, Pietra, Creta and White Light - act as protagonists in this dialogue. Technical details such as an integrated drainage hole underscore its authentic outdoor character and long-term durability.

Defining the entire system is a continuous joining line that traces the volumes of each Vela piece, uniting their surfaces. Evoking the presence of a raised seam, this detail introduces a refined contrast: its glossy finish cuts across the matte textures it traverses, articulating the collection's compositional logic.

The motif becomes even more expressive in the Vela Lamp. Here, the classic floor lamp with shade is reinterpreted - almost as if a table lamp had been scaled up - its surfaces seemingly curved by the wind itself. The connecting line becomes a visual perimeter, a profile that works in concert with a brass band linking stem and shade, shaping a timeless silhouette.

When specified in the same White Light finish as the lamp, the Armchair, Sofa and Coffee Table can also be transformed into luminous elements through a dedicated lighting kit, creating evocative outdoor landscapes animated by sculptural bodies of light.



Materiality lies at the heart of the Vela project. The interplay of matte and gloss, the nuanced color palette and, above all, the tactile quality of the surfaces elevate these outdoor furnishings beyond temporary supports, turning them into spaces to inhabit.

This achievement reflects the research-driven ethos of Plust Collection, the design brand founded by Euro3plast in 2006 after over three decades of manufacturing plastic products for home and garden. Today, Plust's portfolio spans the entire outdoor spectrum – from seating and lighting to accessories and modular systems – guided by a consistent pursuit of innovation and excellence. From the use of rotational molding, which enables the creation of large-scale yet lightweight and durable objects, to the integration of production waste into the material lifecycle: the textured Decor surfaces combine high-quality plastic powder with selected recycled fragments, while the Ground finishes come entirely from internally reprocessed production waste, handled by specialized partners.

These are tangible signs of how dialogue is built, beginning with an encounter with the environment and culminating in an engagement with the spaces of everyday life, to be shaped and transformed just as the wind shapes a sail.

Collezione: Vela **Brand:** Plust Collection **Sito web:** www.plust.it