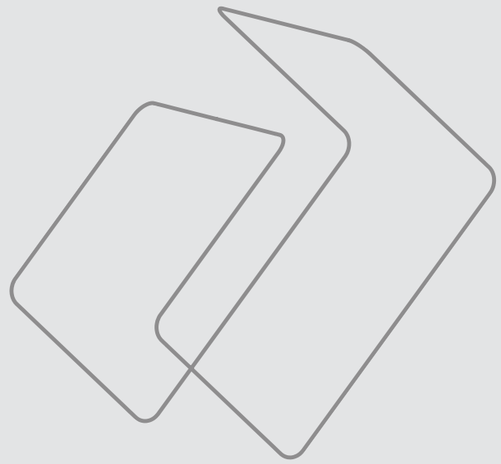
105416



THE ENDLESS FOLD
COLLECTION

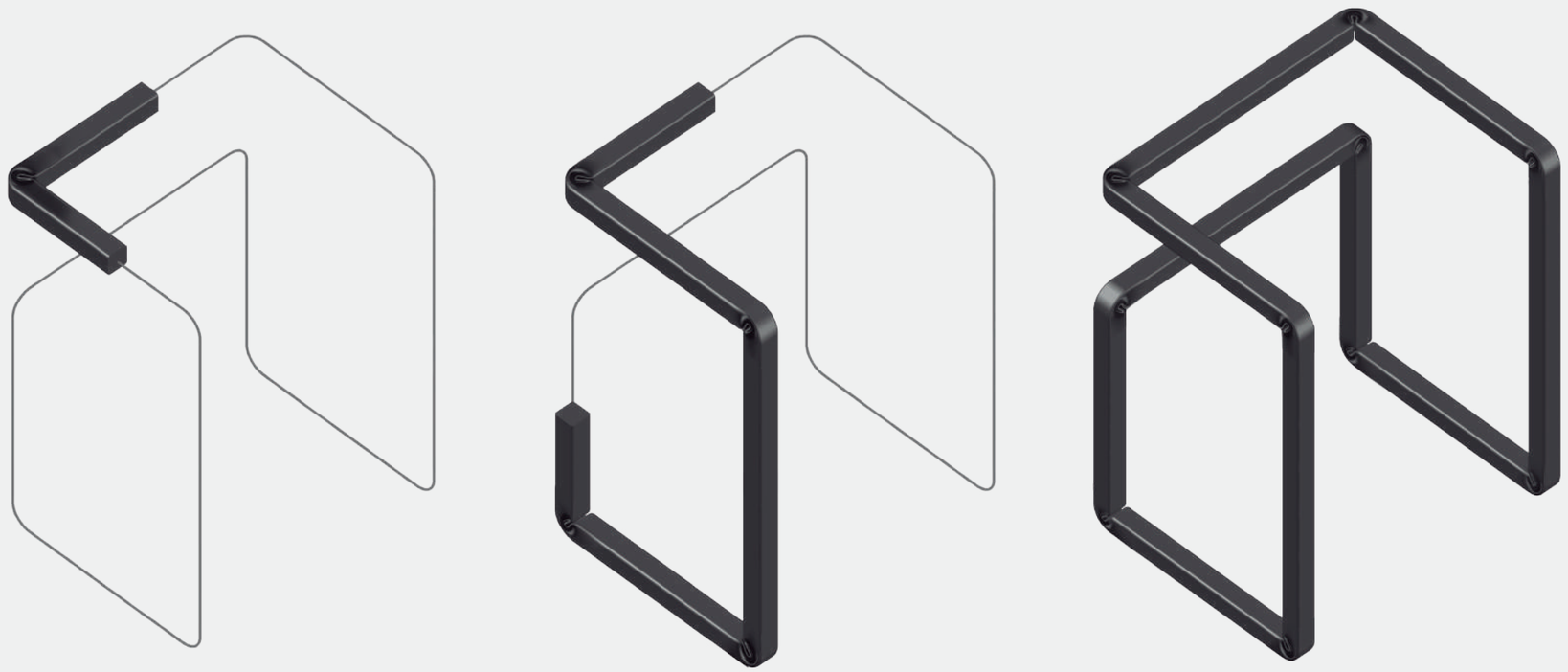


Born from Situér Milano’s characteristic fold.

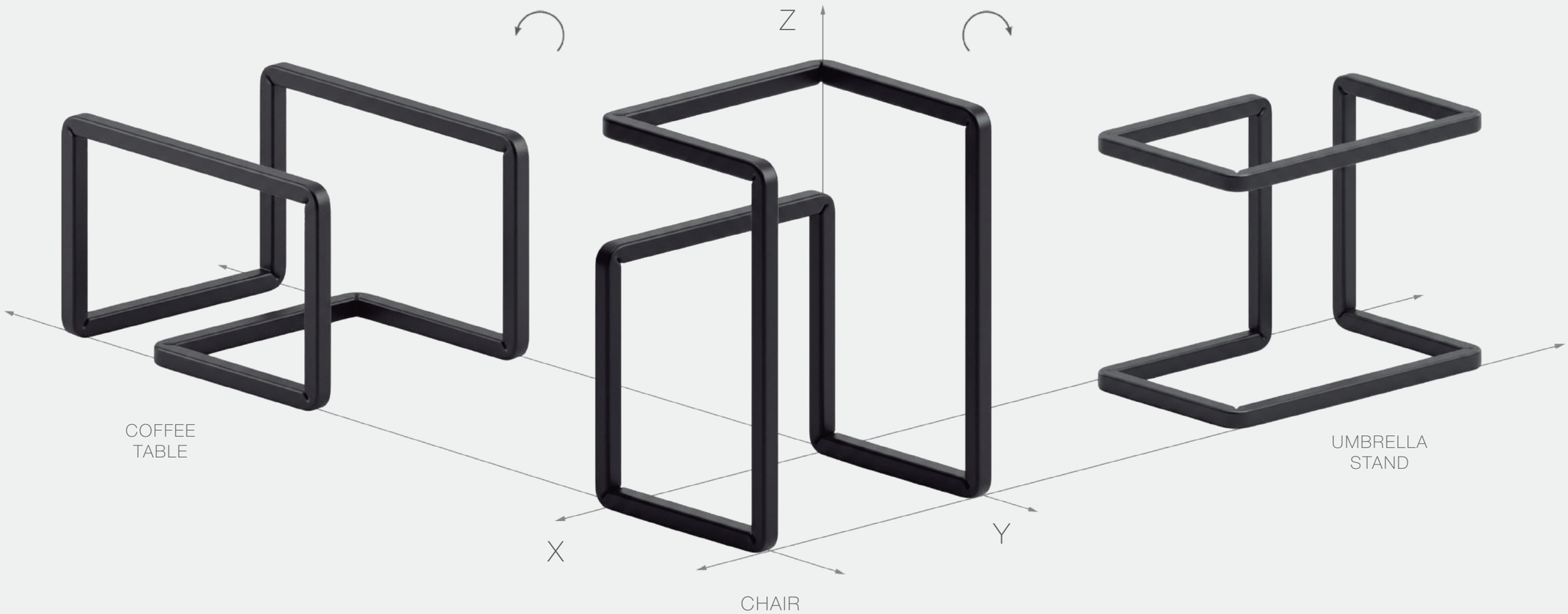
A gesture extending beyond a single view.

The fold displaced through space.

Expanded to reveal every angle,
transforming the gesture into a **continuous structure.**



One structure, endless objects.



Rotated around three spatial axes,
generating different functional typologies.

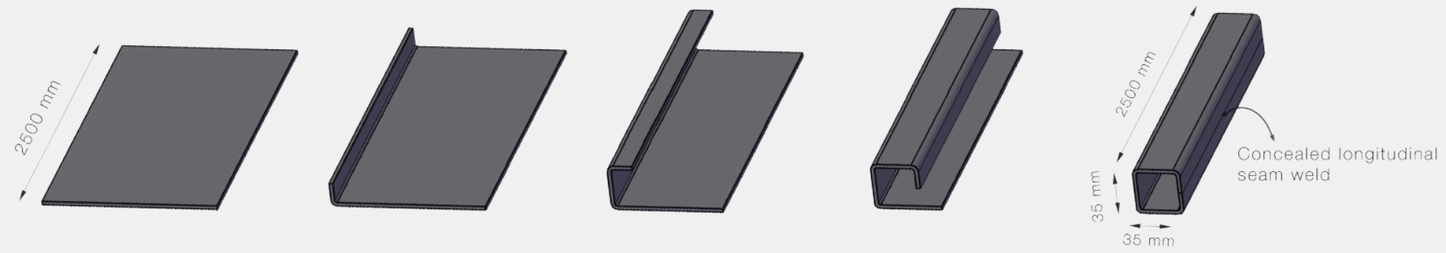
THE ENDLESS FOLD

COLLECTION

One profile. One process.

A. PROFILE GENERATION

Generated from a single 2500mm long, 3 mm cold-rolled steel sheet, folded into a continuous 35 × 35 mm closed profile through three sequential 90° bends and a concealed longitudinal weld.



01 Laser-Cut Blank → 02 Bend 01 → 03 Bend 02 → 04 Bend 03 → 05 **Closed Steel Profile**

SAE 1010/1018 cold-rolled steel
3 mm sheet thickness
2500 mm length

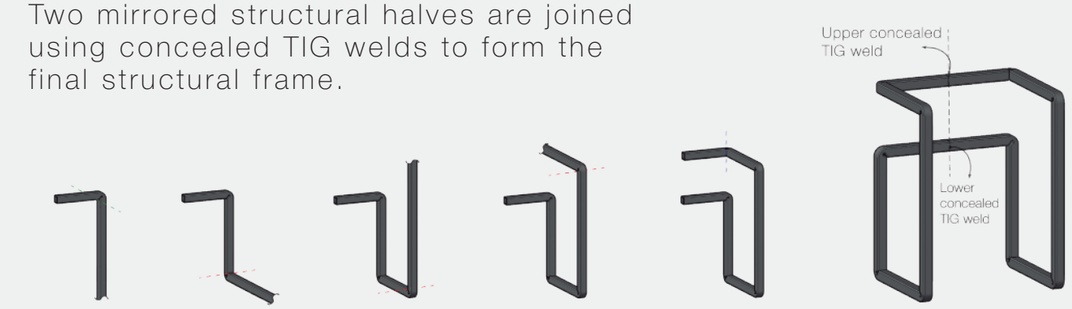
All bends: 90° - Internal radius 2 mm - External radius 5 mm

35 × 35 mm
closed section.

B. STRUCTURE GENERATION

A continuous closed steel profile is shaped through a controlled sequence of 90° spatial bends about multiple axes, generating Situér Milano's characteristic folds.

Two mirrored structural halves are joined using concealed TIG welds to form the final structural frame.



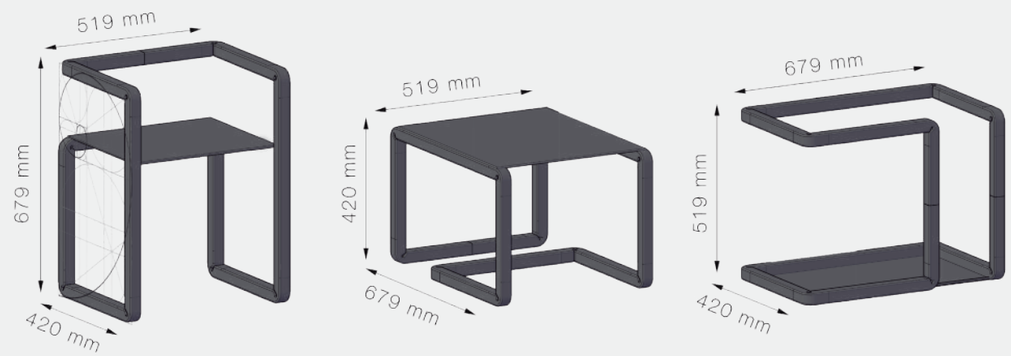
01 Spatial Bend 01 — Axis Y
02 Spatial Bend 02 — Axis X
03 Spatial Bend 03 — Axis X
04 Spatial Bend 04 — Axis X
05 Spatial Bend 05 — Axis Z
Structural Half
06 **Final Structural Frame**
Two mirrored structural halves joined by concealed TIG welds.

All spatial bends: 90° - External radius 35 mm

C. DIMENSIONAL SYSTEM

A shared dimensional system governs the entire collection, starting with the ergonomics of the chair.

519 mm - 420 mm - 679 mm



CHAIR COFFEE TABLE UMBRELLA STAND

Overall proportional relationships informed by the golden ratio.

Endless possibilities.

D. SHARED DNA

- One structural profile
- One geometric logic
- One proportional system

E. INDUSTRIAL SCALABILITY

- Reduced part count
- Standardized production workflow
- Minimal waste generation

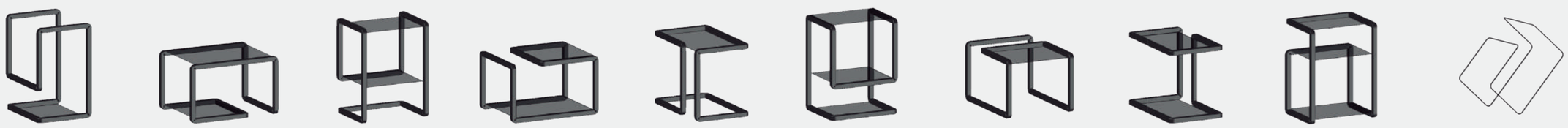
F. FINISH

- Polyester Powder Coating
- Fine Matte Texture
- Reference Finish:
  Dark Graphite

  Available in custom RAL colours and finishes.

G. COLLECTION EXPANSION

A single structural language generates an expandable family of objects without altering the manufacturing logic.



VALET STAND | COFFEE TABLE II | WALL SHELF | MAGAZINE RACK | SIDE TABLE | RACK RETAIL | BENCH | MODULAR RACK | BOOKCASE | More to unfold...



The Endless Fold

Chair

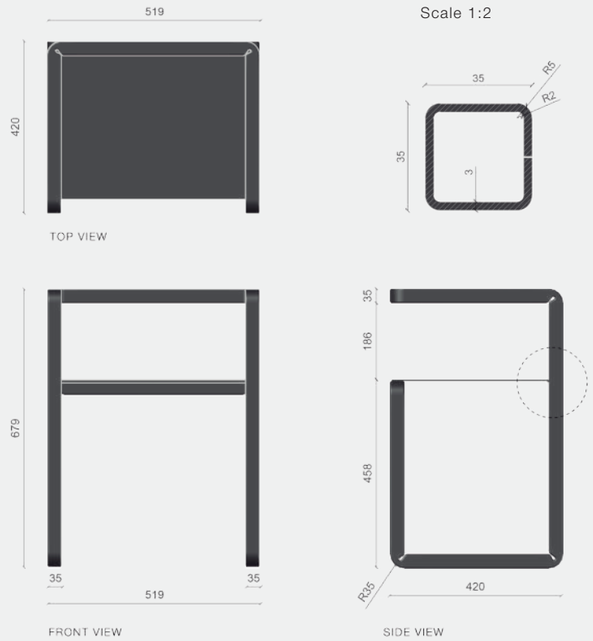
A precise balance between structure and proportion defines the chair. The restrained composition achieves visual lightness without compromising stability, resulting in an object that feels both precise and effortless.

As the collection's main piece, the chair's dimensions — 519 × 420 × 679mm — establish the proportional system that carries through every other object in the collection.

A. DIMENSIONAL DRAWINGS

Scale 1:15

519 Width I 420 Depth I 679 Height I 460 Seat height

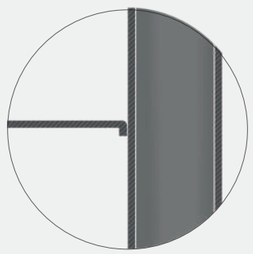


PROFILE SECTION

Scale 1:2

B. SEAT CONSTRUCTION

- SAE 1010 / 1018 steel
- 3 mm folded sheet
- Folded front edge
- Concealed TIG weld
- Flush structural integration



Concealed TIG Weld Detail
Hidden within the folded seat edge.







The Endless Fold

Coffee Table

Through a horizontal rotation of the structural frame, a new functional typology emerges.

A folded sheet provides the supporting surface, extending the same continuous gesture into a coffee table.

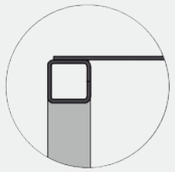
DIMENSIONAL DRAWINGS

Scale 1:15

679 Width I 519 Depth I 420 Height

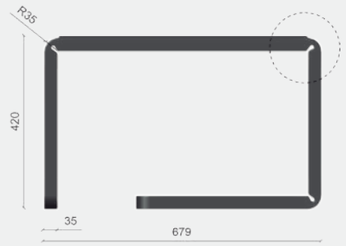


TOP VIEW

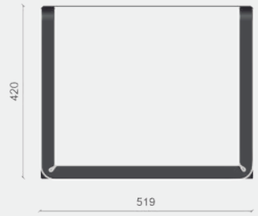


Concealed TIG Weld Detail

Concealed underside TIG weld securing tabletop to structural frame.



FRONT VIEW



SIDE VIEW

The Endless Fold

Umbrella Stand

Defined by its vertical expression, the umbrella stand results from another rotation of the structural frame.

A folded sheet is positioned within the lower structure to retain water from wet umbrellas, integrating function into the continuous geometric gesture.

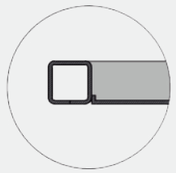
DIMENSIONAL DRAWINGS

Scale 1:15

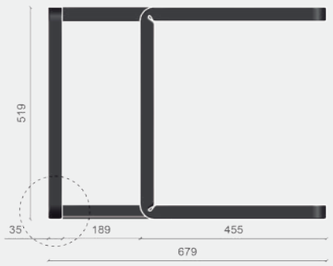
679 Width I 420 Depth I 519 Height



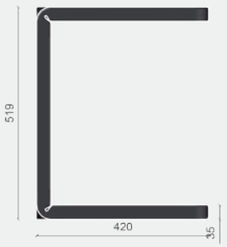
TOP VIEW



Concealed TIG Weld Detail
Concealed underside TIG weld securing the folded water-retention tray to the structural frame.



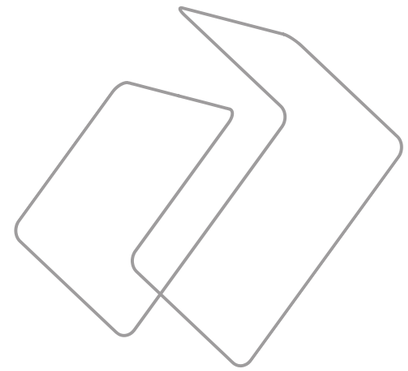
FRONT VIEW



SIDE VIEW







Endless...