107658

SECOND SKIN

A product family for Situér Milano

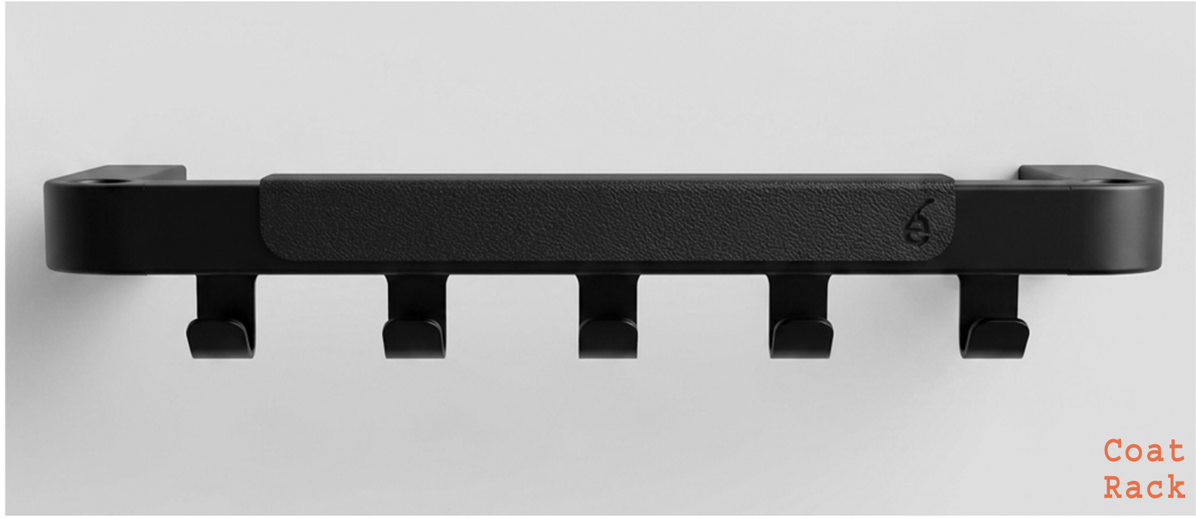
THE CONCEPT



Drinks Trolley



Napkin Holder



Coat Rack

Any collection that aspires to join an existing system faces the same question:

How to add its own voice without breaking the chorus?

Second Skin answers this not through form, but through ***surface***. The collection does not propose a new formal language for Situér – it proposes a new way of looking at what the brand has already built: its square tubing, its folded sheet metal, its color palette.

Three objects:

A **Drinks Trolley, a Coat Rack, and a Napkin Holder** – share a single design gesture: taking an existing color from the catalogue and unfolding it into ***two finishes, glossy and rough***, so that light itself reveals a contrast where the eye expects continuity.



Design philosophy: compatibility as value

The starting point is not an isolated object, but an open system.

Every piece in this family ***is designed to speak with Situér's current catalogue***: it shares scale, shares constructive logic, shares materiality. A drinks trolley can sit beside an existing table from the brand; a coat rack can take the place of another without generating visual friction.

The collection does not aim to impose itself as a closed line, but to integrate as a natural extension of the ***Situér universe***, expanding its possible combinations without betraying its identity.



The color system: one color, two temperatures

The collection's most distinctive decision lies not in form, ***but in the skin of the objects***. The palette strictly respects Situér's existing colors: no tone outside the brand's system is introduced. What is intervened upon is the finish.
Each piece combines, within a single color, **two opposing surface** treatments — ***glossy and matte/textured*** — strategically distributed across the structure.

The result is a subtle but constant tension: the eye recognizes a single color, yet perceives a material discontinuity that activates attention.
Where light bounces, ***the object speaks of industrial precision***; where light is absorbed, it speaks of texture and touch.

This duality is not decorative — it is the collection's conceptual signature, and it works as a language applicable to any color in the Situer catalogue, present or future.

DRINKS TROLLY







Drinks Trolley

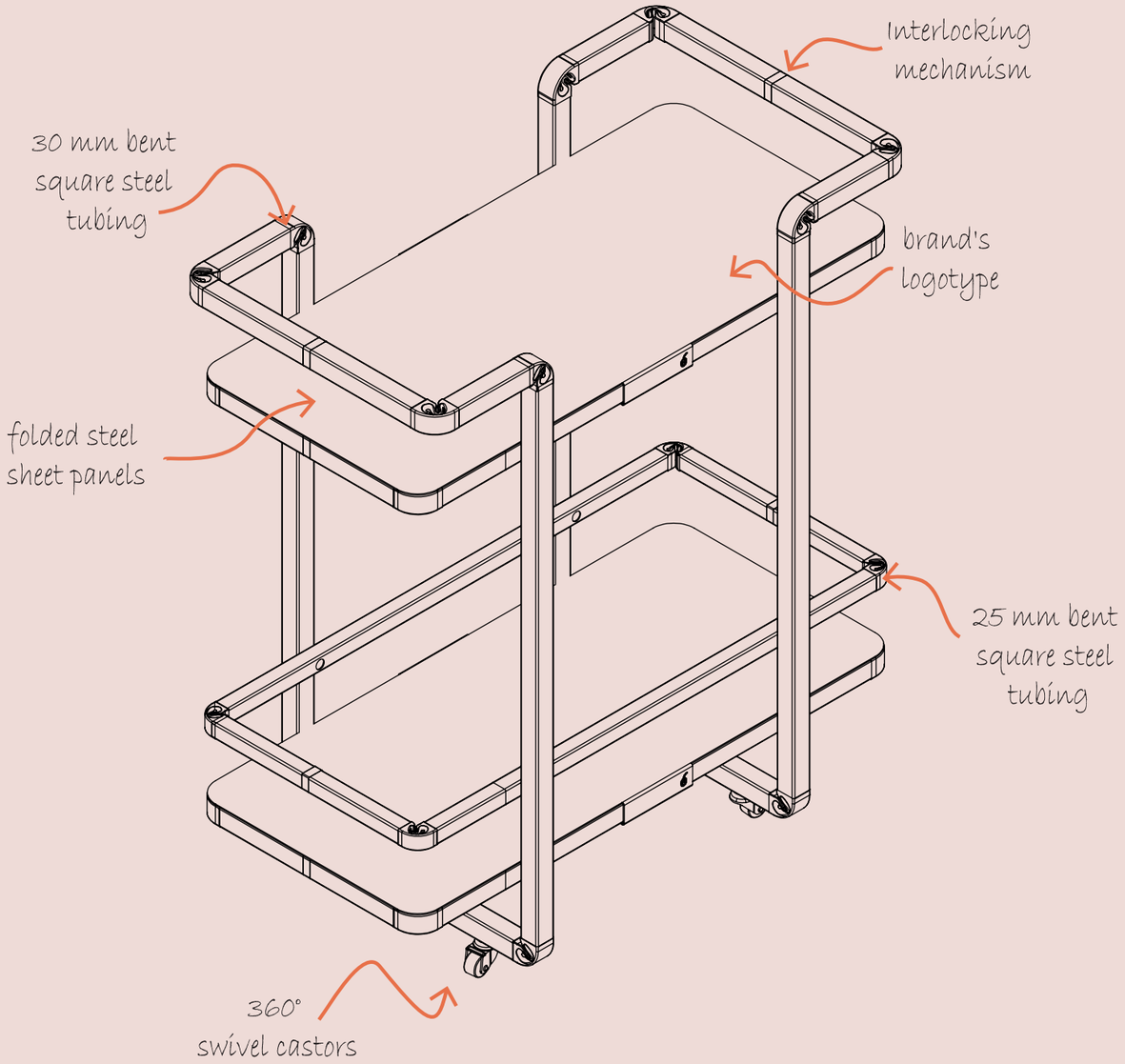
Some objects are designed for a place, and some are designed for any place.

The Second Skin Drinks Trolley belongs to the second category: its austere, precise geometry allows it to dissolve into a contemporary living room, a design-forward bar, or a summer terrace with equal ease.

It doesn't seek formal protagonism,
but availability — an object that **adapts to whatever room** receives it, and that, thanks to the colour palette it shares with the rest of the Situér catalogue, speaks fluently with any other piece from the brand, present or future.

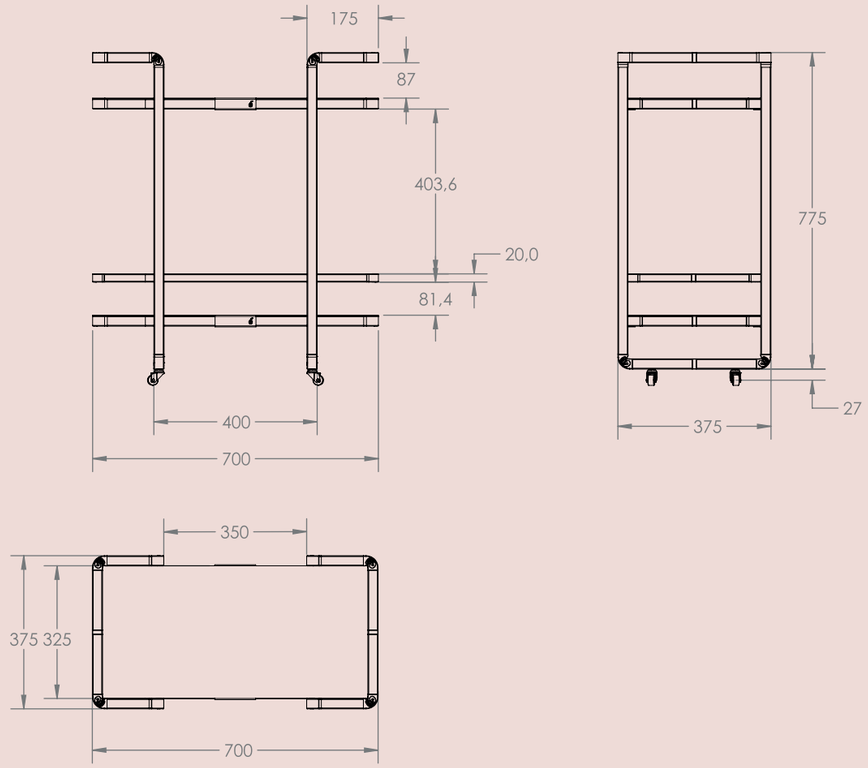


DRINKS TROLLY



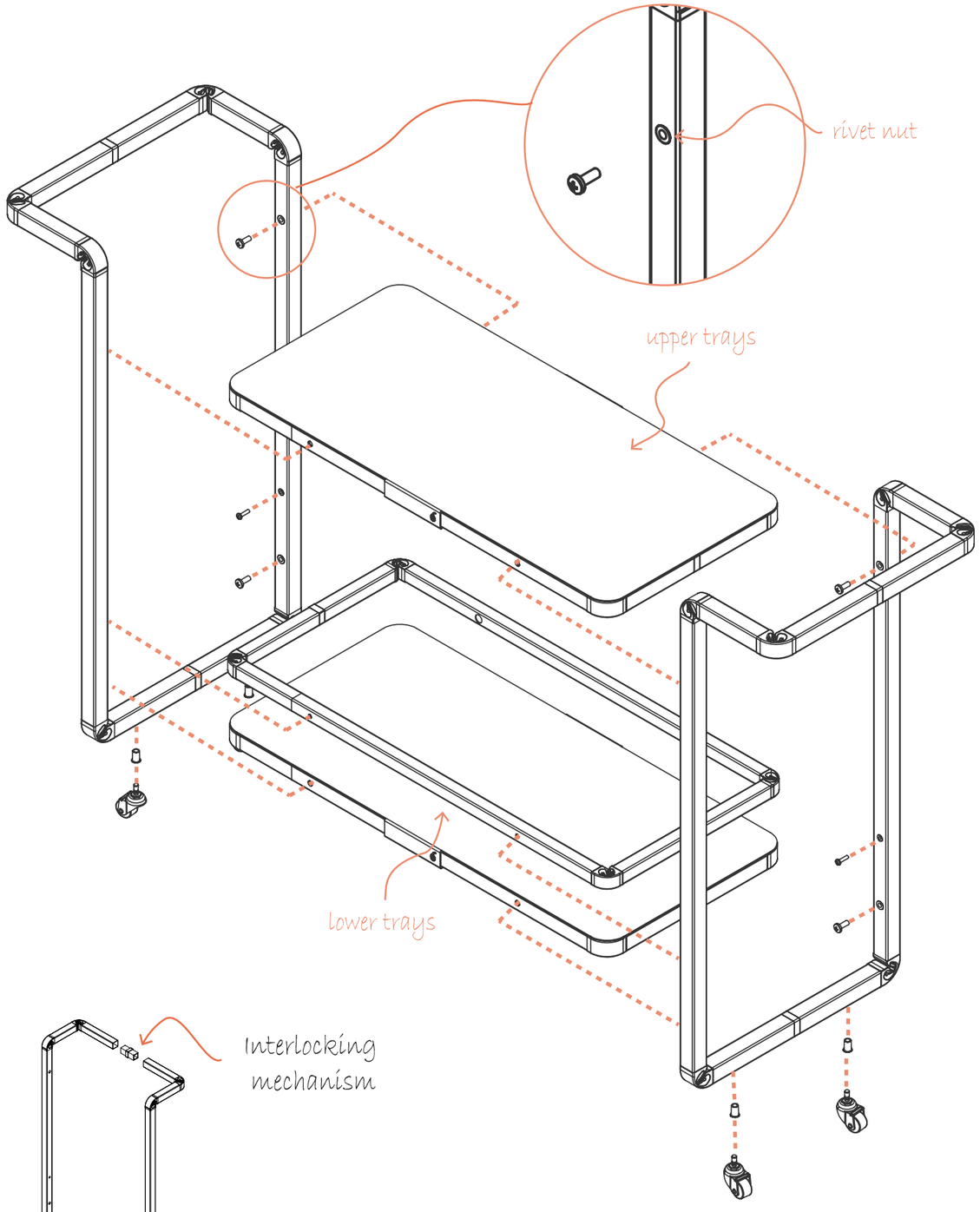
The construction follows a logic of structural honesty: every joint ***is made through interlocking and hardware***, with not a single point of welding anywhere in the piece.
This decision is not merely aesthetic — it is entirely productive.

The piece was designed to reach the user either fully assembled or flat-packed, ready for simple, fast assembly with no special tools, ***saving space and packaging*** throughout the entire distribution chain.



general measures (mm)

Structurally, the trolley is built from ***30 mm and 25 mm bent square steel tubing with a 1.6 mm wall thickness.*** Mounted onto this structure are two folded steel sheet panels, 2 mm thick, that form the — each pierced with a cut-out that reveals, in negative, the brand's logotype: a discreet signature, meant to be discovered through everyday use rather than announced at first glance.



The surface finish is resolved in ***electrostatic paint*** (powder coating), and it's here that the trolley expresses the collection's central concept most clearly.

The tubing receives a smooth glossy finish; the sheet metal, a textured, matte one.

The result is a single colour family unfolded into two temperatures of light: where the tubing reflects with industrial precision, the sheet metal absorbs and holds the gaze with a tactile warmth. That deliberate tension between gloss and texture — ***two skins coexisting within a single colour*** — is the material signature of the whole collection, and here it reads with particular clarity through the contrast between structure and surface.

The object is completed by ***four 360° swivel castors***, granting it full mobility within the domestic space; one of them includes a locking mechanism, allowing the trolley to be fixed firmly in place whenever the occasion calls for it. An object ***designed to move***, and to stay still when it needs to.



COAT RACK



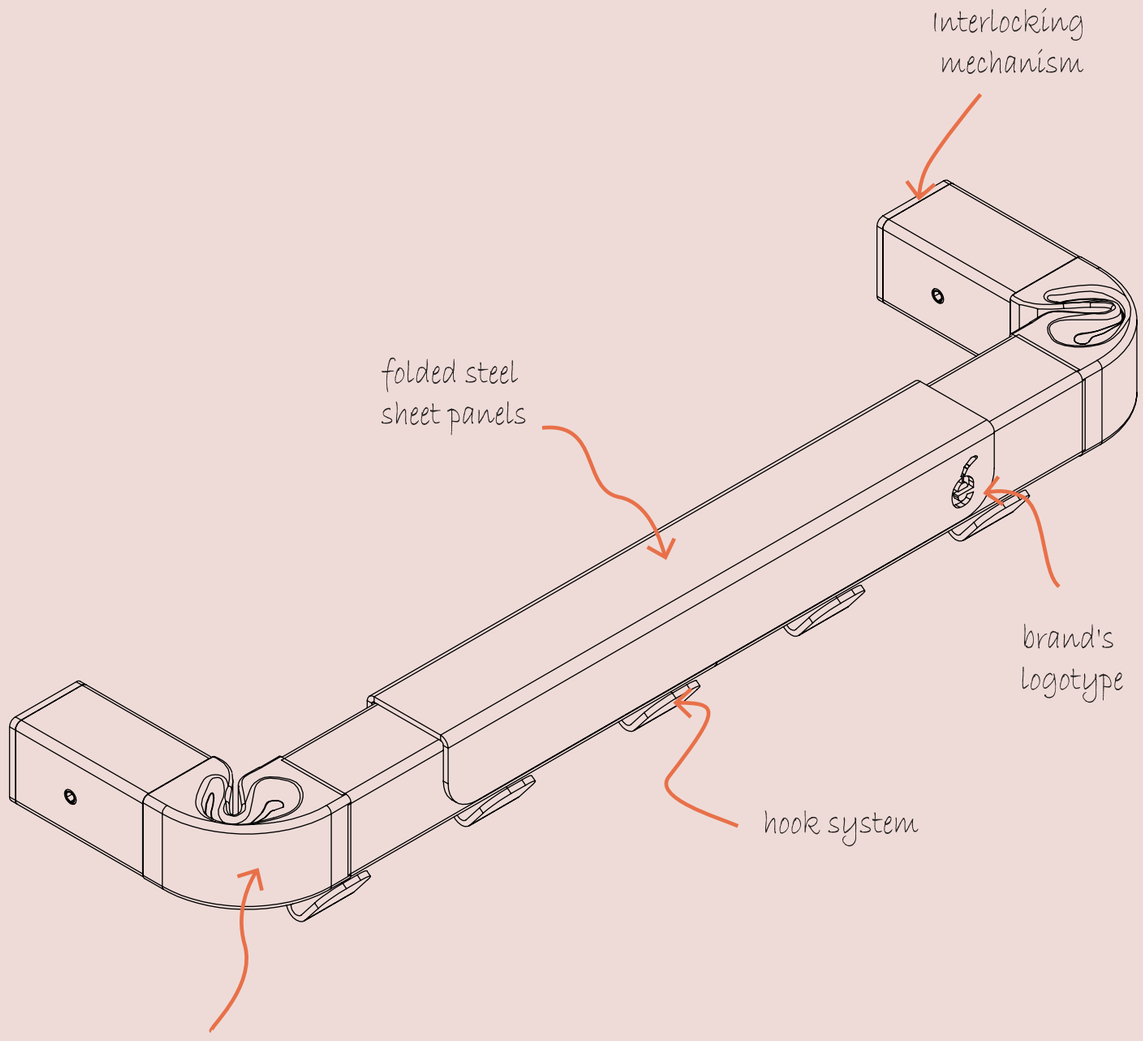




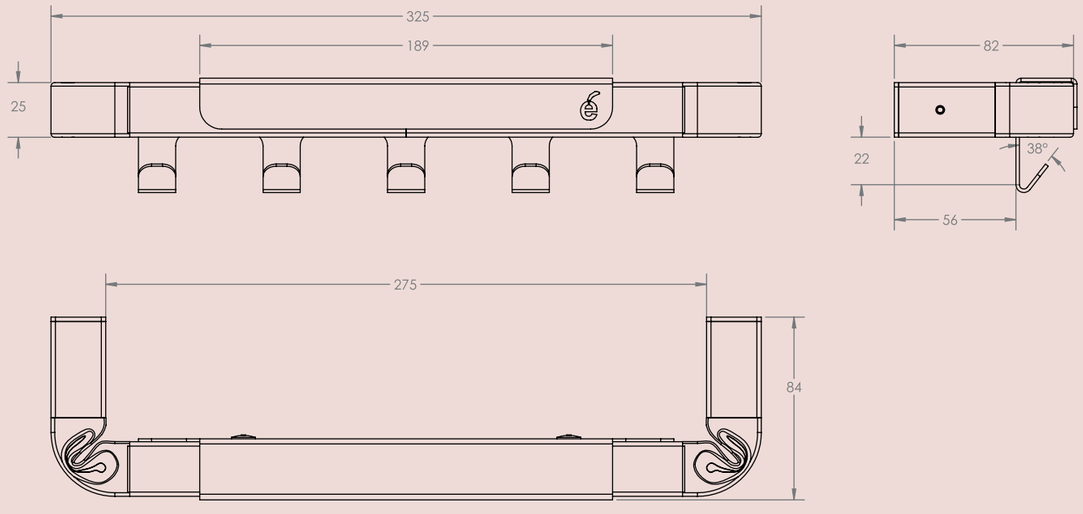
The Second Skin ***Coat Rack*** translates the same constructive and conceptual logic of the trolley into a vertical typology, with an economy of means that borders on the sculptural.

The surface finish ***combines a smooth, glossy*** electrostatic paint on the tubing with ***a textured, matte finish*** on the sheet metal, generating that same tension of gloss and texture the collection proposes as its distinctive signature — ***the sensation of two skins*** coexisting within a single colour surface, visible here in the relationship between the vertical column and the hooks that extend from it.

COAT RACK



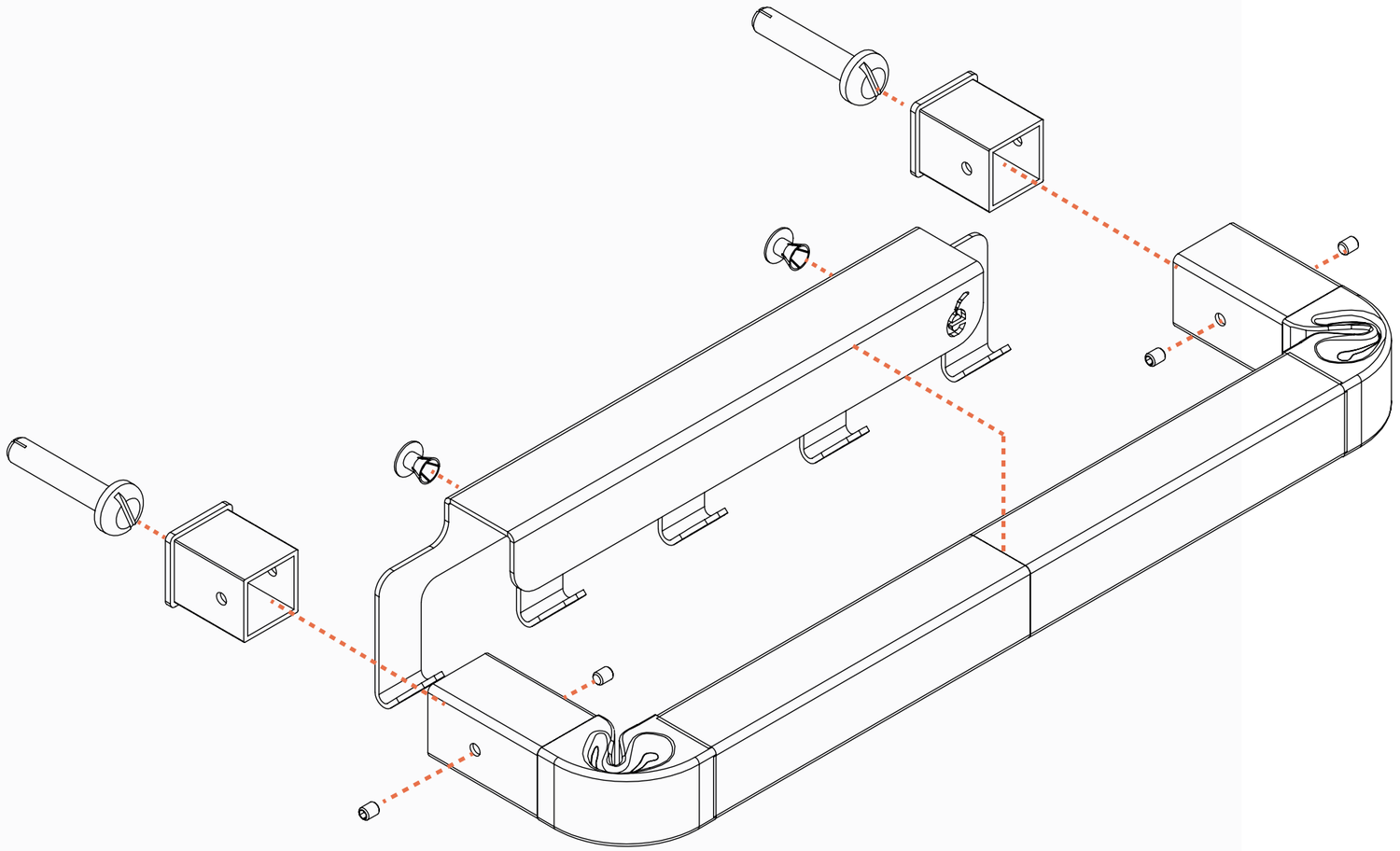
Its column is built from ***folded steel tubing***, 25 mm to a side and 1.6 mm thick, onto which — serving as both top cap and hook system — a single piece of folded steel sheet, 2 mm thick, is mounted. It is on this same sheet that the brand's logotype reappears, this time on the front of the object, with the same subtlety that defines the whole family: present, but never imposed.



general measures (mm)

Installation was designed around the ***end user's experience***: the coat rack is fixed to the wall with just two screws, a deliberately minimal mounting system.

To ensure that this minimal gesture doesn't come at the cost of precision, each unit includes — alongside the assembly instructions — ***a drilling template***, guaranteeing exact wall placement without the user needing to take any additional measurements.





NAPKIN HOLDER





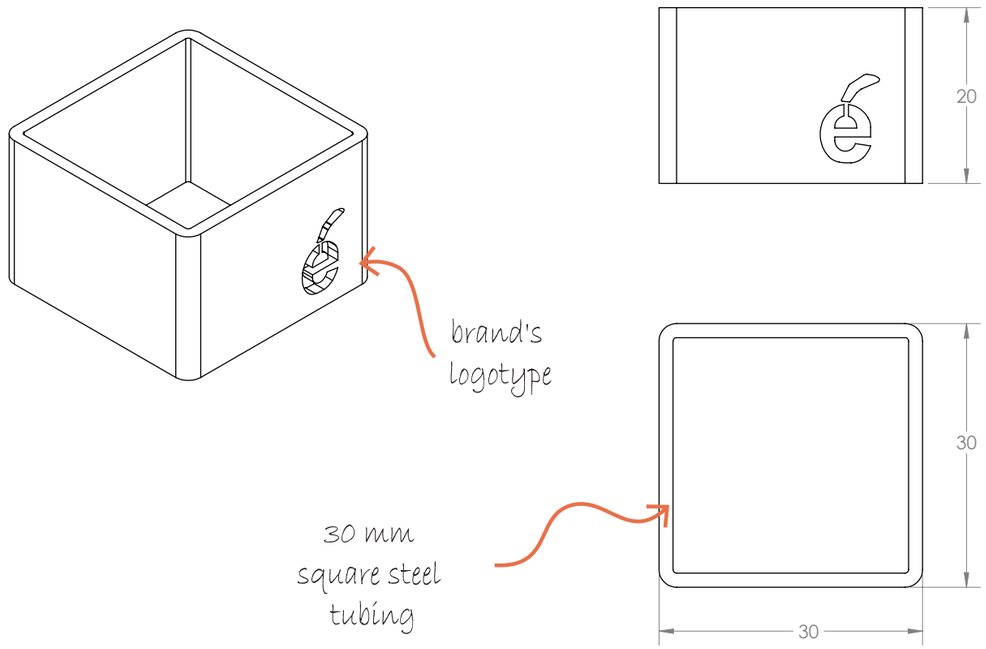
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If the trolley and the coat rack unfold the Second Skin concept at a considerable domestic scale, the NAPKIN HOLDER condenses it into *its most minimal — and perhaps most eloquent — expression.*

It is a simple object, but a deeply considered one: it takes ***the hardest***, most structural material in the Situér catalogue — steel tubing — and turns it, through a single cut, *into an elegant, quiet, precise tabletop piece.*

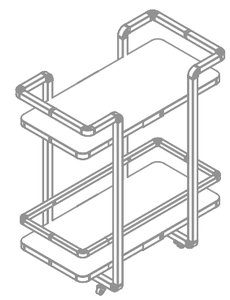




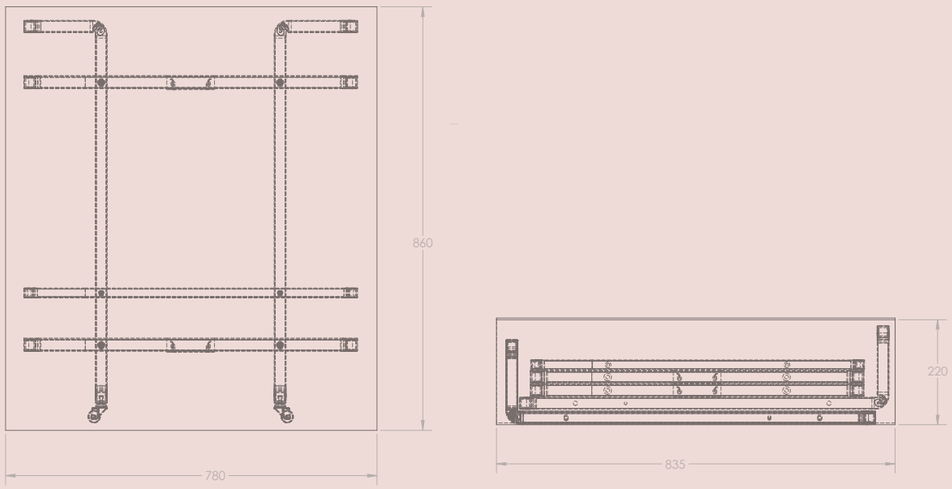
Its construction could not be ***more austere***: a single piece of 30 mm tubing, cut to size and finished with the same electrostatic paint that unifies the whole family.
Here too the brand's logotype appears, laser-cut with the same subtlety as on the coat rack – a mark of belonging rather than an advertising logo.

But it is in its sales format that the napkin holder reveals its conceptual intelligence: it is sold as a ***set of 6 pieces***, ***three in the glossy finish and three in the textured matte finish.***
On the table, this combination reproduces in miniature the tension of gloss and texture that defines the entire collection – ***two skins, one colour***, now multiplied and placed in direct dialogue with one another every time the table is set.
It is the smallest object in the family, and also the one that best distills its idea:

the difference isn't in the form – it's in how the light chooses to tell it.







SHIPPING BOX

As previously mentioned, the bar cart can be delivered to the user either fully assembled or in a flat-pack format for self-assembly.This logistical duality is not a minor detail, but a design **decision with a triple impact:**

Environmental sustainability: Flat packaging drastically reduces the volume of each unit by 45%. Transporting less air means optimizing cargo space. This directly translates into a reduction of the carbon footprint throughout the global distribution chain.

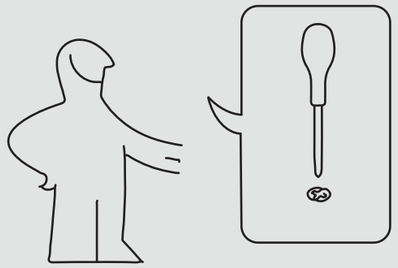
Logistical efficiency: Package optimization streamlines warehouse storage and allows for more efficient, cost-effective shipping. This eliminates the hidden costs associated with traditional furniture transport.

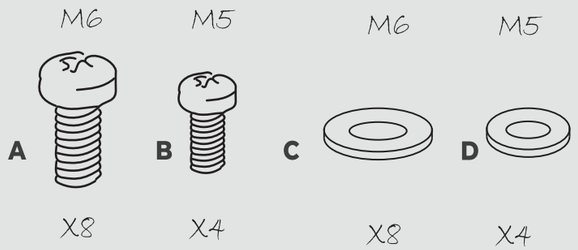
User experience: The assembly process invites the user into a direct, tactile interaction with the components. By assembling the tubes and metal sheets using interlocking joints and hardware, the user does not merely consume the object.
They also decode its structural logic and become an active participant in the design narrative.



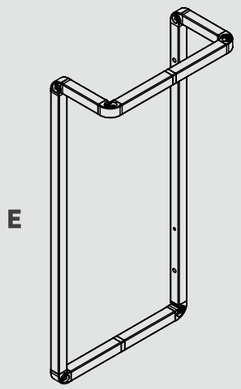
USER EXPERIENCE

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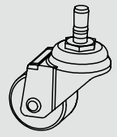




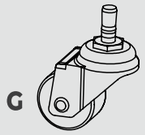
structural arm



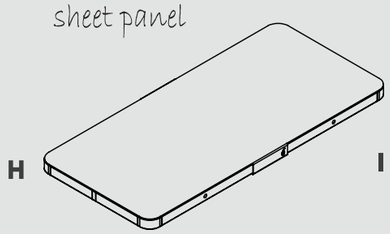
360° swivel castors



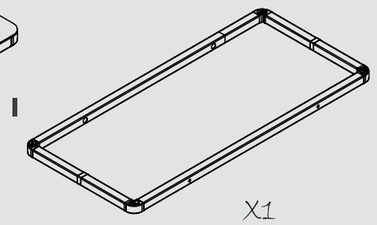
360° swivel castors with locking sistem



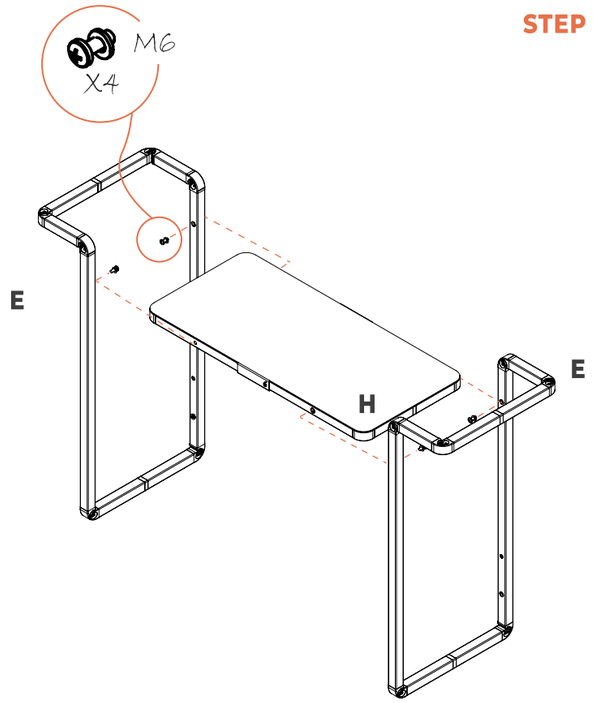
sheet panel



medium structure

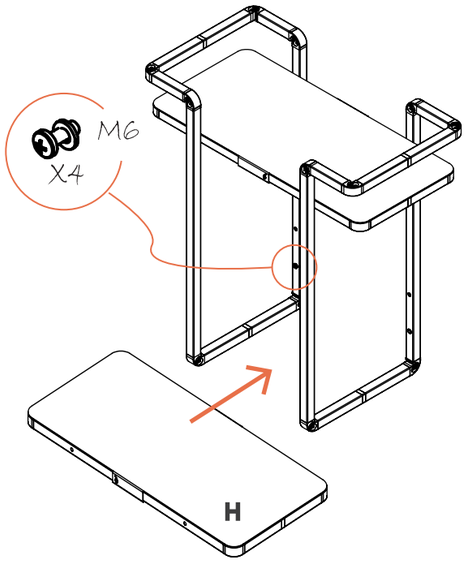


STEP 1



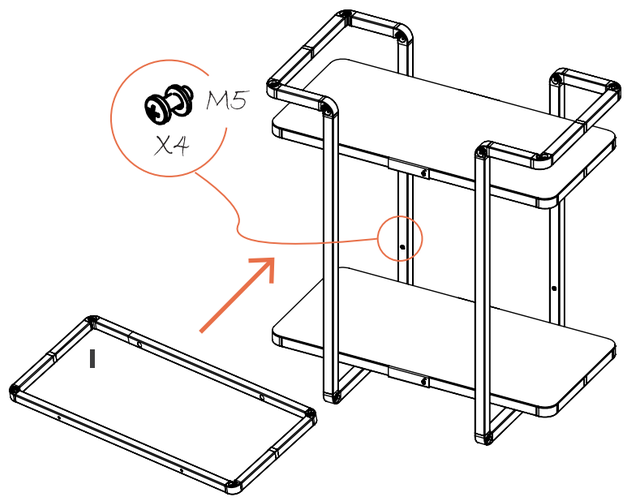
STEP 2

Repeat step 1

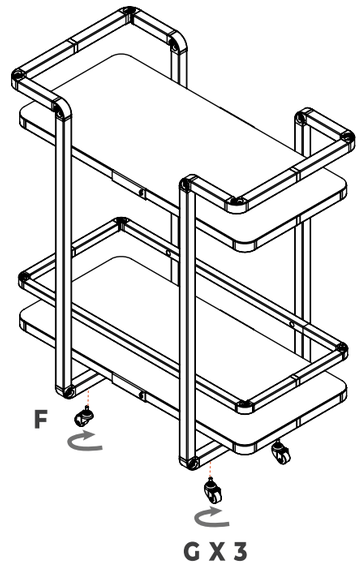


STEP 3

Repeat step 1

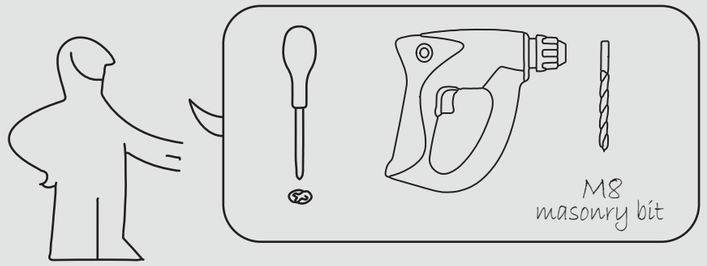


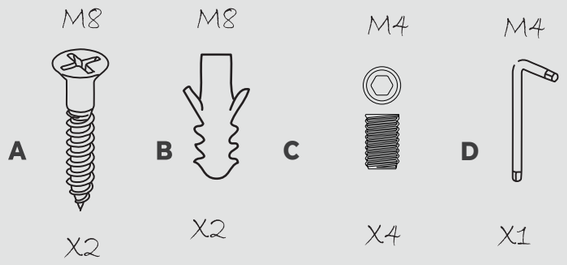
STEP 4

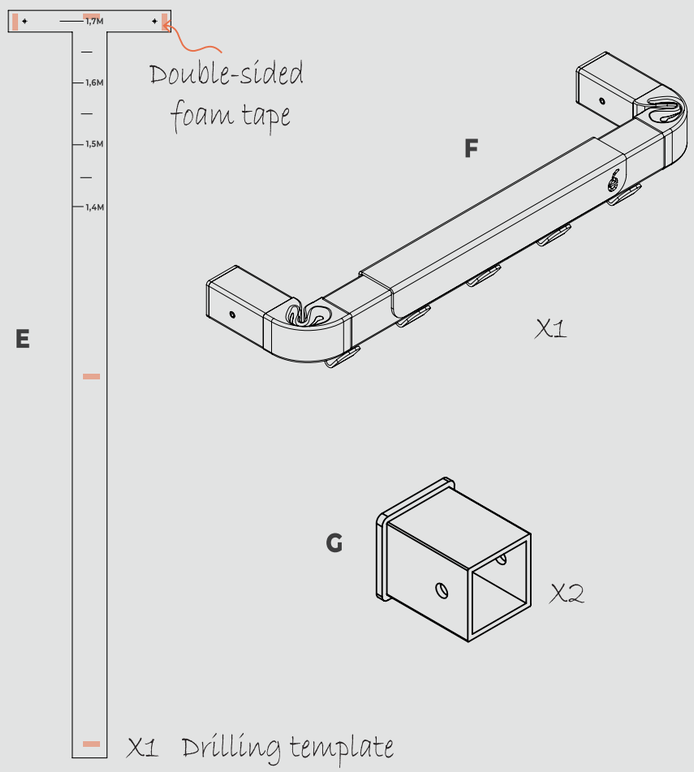


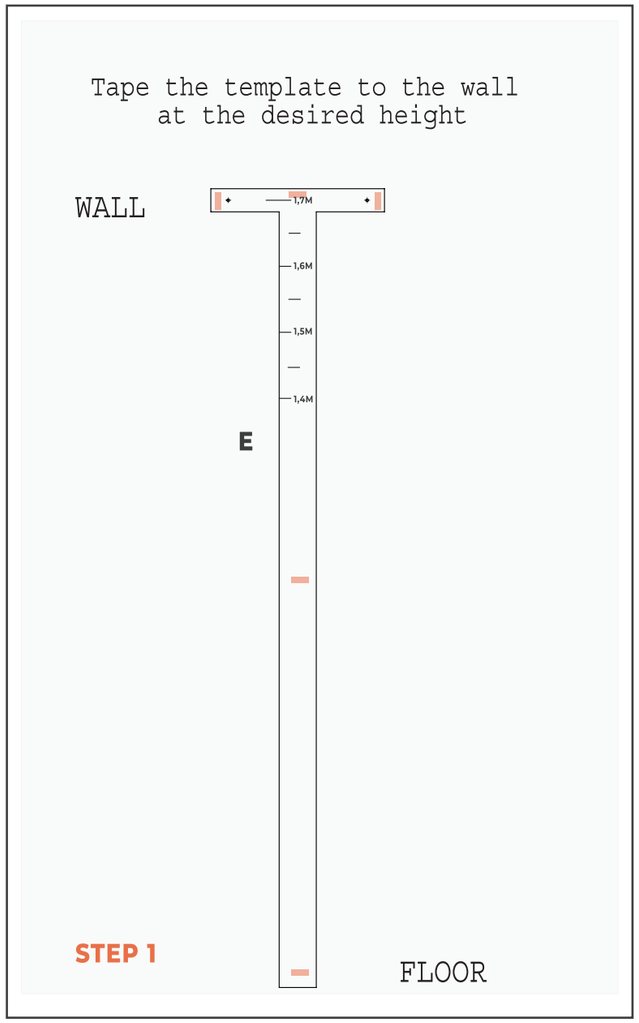
USER EXPERIENCE

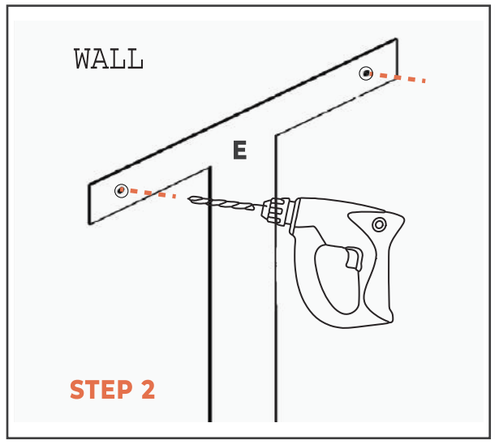
COAT RACK

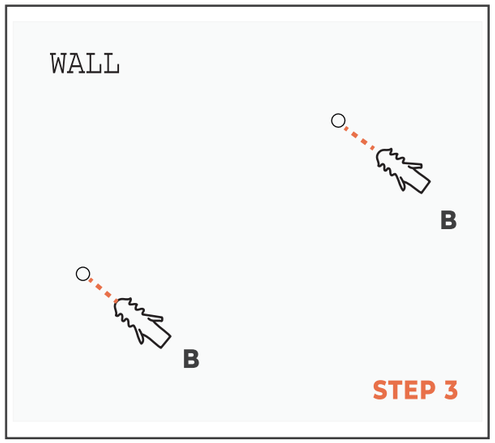


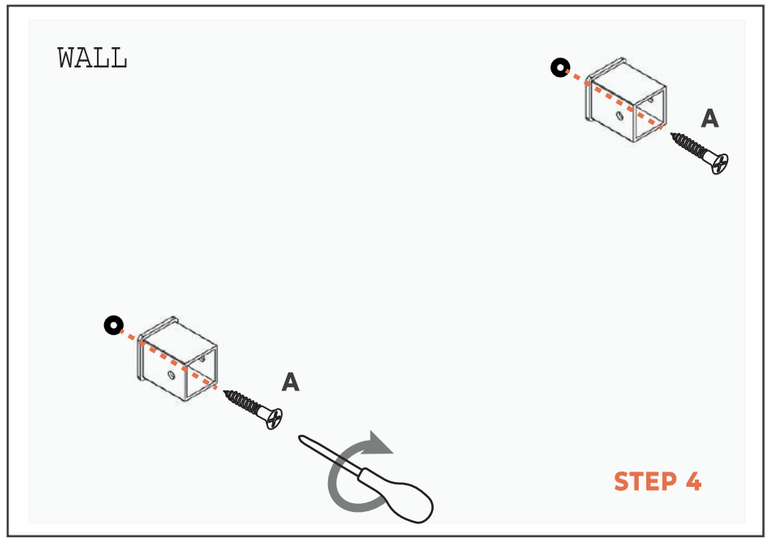


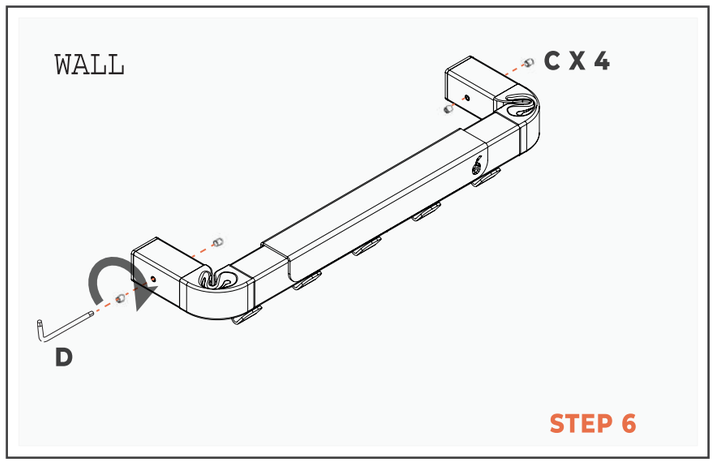


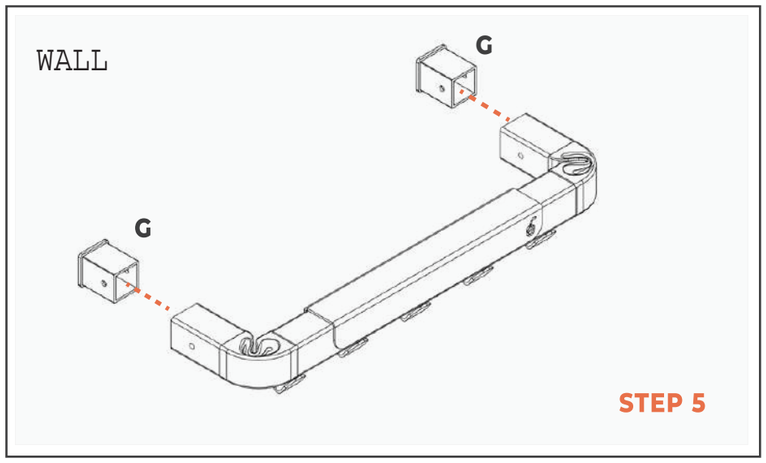




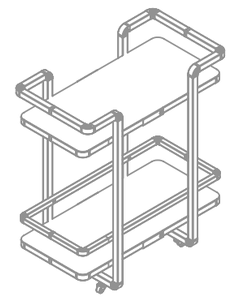








THANK YOU –



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