ORDER NUMBER: 110506

TRATTO

TERRAVIVA

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MILANO

MANIFESTO



TRATTO
A new dimension of open forms and open living.

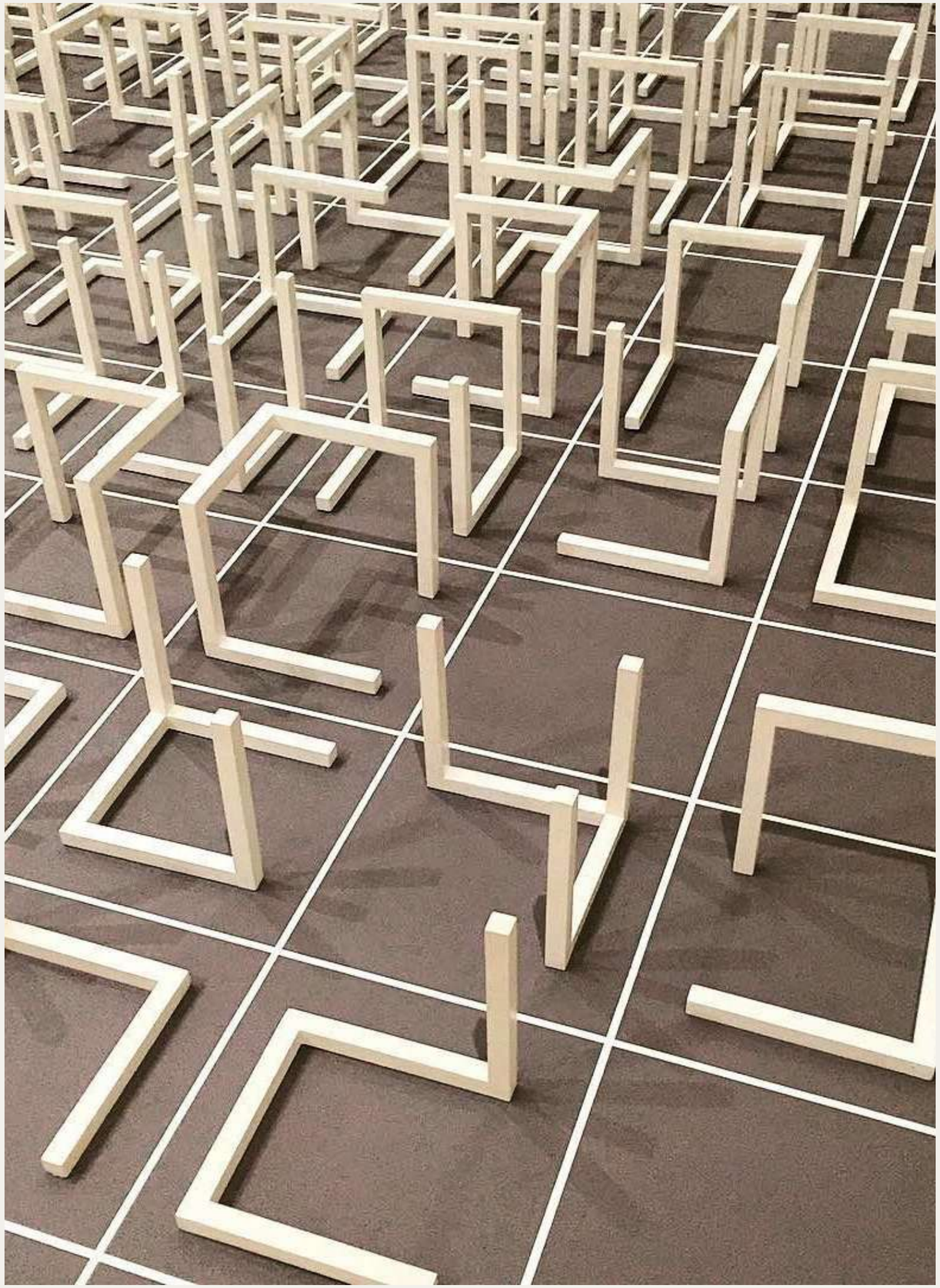
TRATTO is a modular system born from a simple gesture:
a line that changes direction.

A single bend becomes a repeatable element, capable of defining structure, support and function.

Through repetition, rotation and combination, the same gesture generates a family of objects that inhabits the wall as an open composition.

TRATTO is both object and framework:
a system that remains open, adaptable and never unfinished.





THE OBJECT AS AN ENVIROMENTAL SCULPTURE
Sol Lewitt

The outline of the work is undefined in Sol LeWitt's sculptures. The object is never fully realized, because it shifts the meaning of the work toward the outside of the object itself.

TRATTO takes inspiration from Sol LeWitt's exploration of line, repetition and spatial relationships.

Rather than defining a complete volume, the line suggests the presence of an object through its outline.

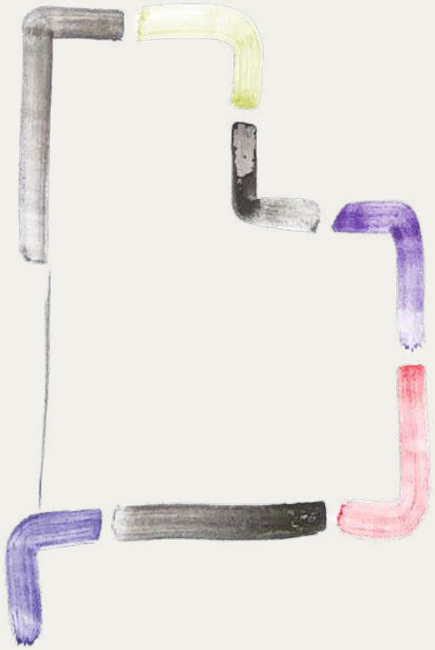
The result is deliberately open:
a structure that occupies space without completely filling it.

THE GESTURE





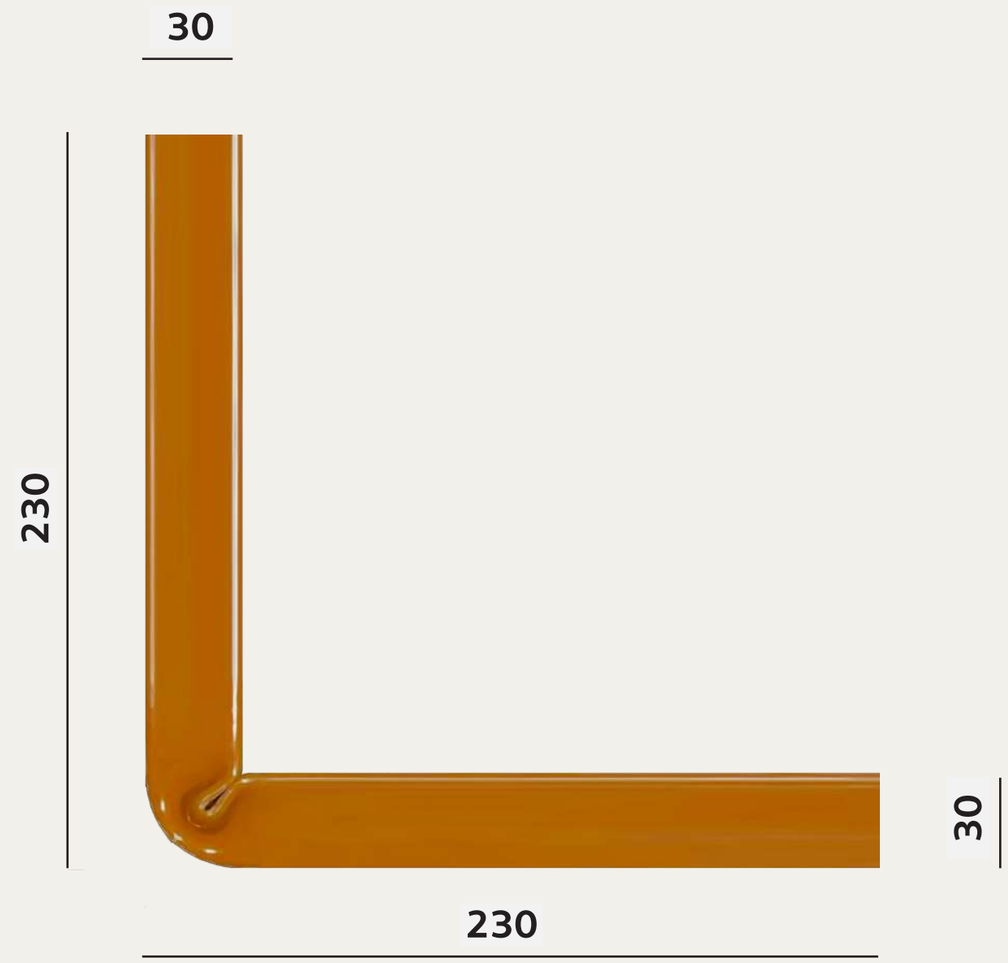




Open Form, Infinite Possibilities

Shape and reshape the space while maintaining a coherent aesthetic. Here is where the inspiration came from: playfulness through rigid forms, the freedom to move within the space, and the creation of imaginative voids. Is this composition a pattern, a labyrinth, a mysterious language, or is it the next step in new living?

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ONE BEND DEFINES THE MODULE.

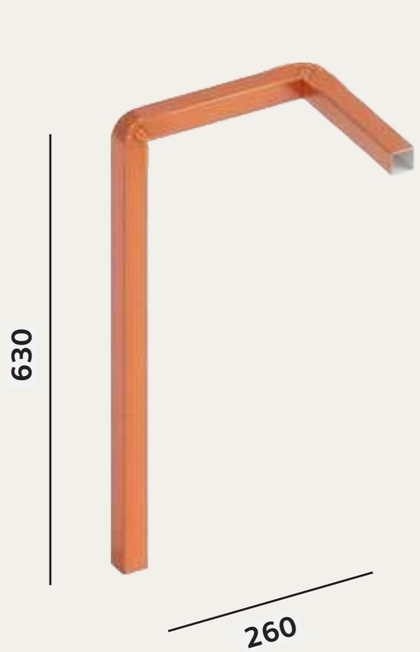
The gesture takes form as a single bent element.

Its geometry is defined by one constant radius, one section and a set of repeatable dimensions.

The module is the basic building block of TRATTO: simple enough to repeat, flexible enough to transform.

TRATTO

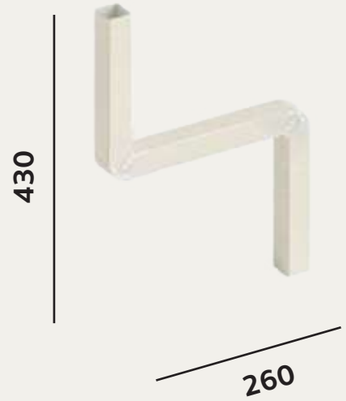
A.



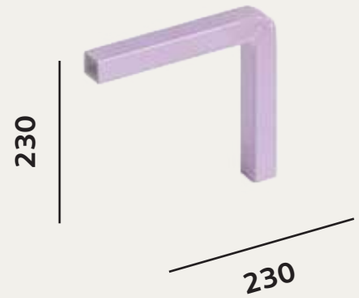
B.



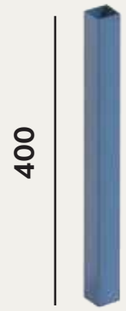
C.



D.



E.



ONE MODULE. DIFFERENT DIRECTIONS.

The same module can be repeated, rotated, mirrored and combined.

Its variations create a simple geometric grammar that allows the system to grow without losing its identity.

The rules remain constant.
The configurations change.

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MIX, MATCH, MULTIPLY.
The grammar becomes a system.

By combining a limited number of elements, TRATTO creates
configurations of different scale, proportion and function.

The wall becomes a field of possibilities:
objects can stand alone, interact or become part of a larger composition.

THE COLLECTION

TRATTO



TRATTO_MINI
Wall Mirror + Shelf



TRATTO_MIRROR
Wall Mirror + Hanging Bar

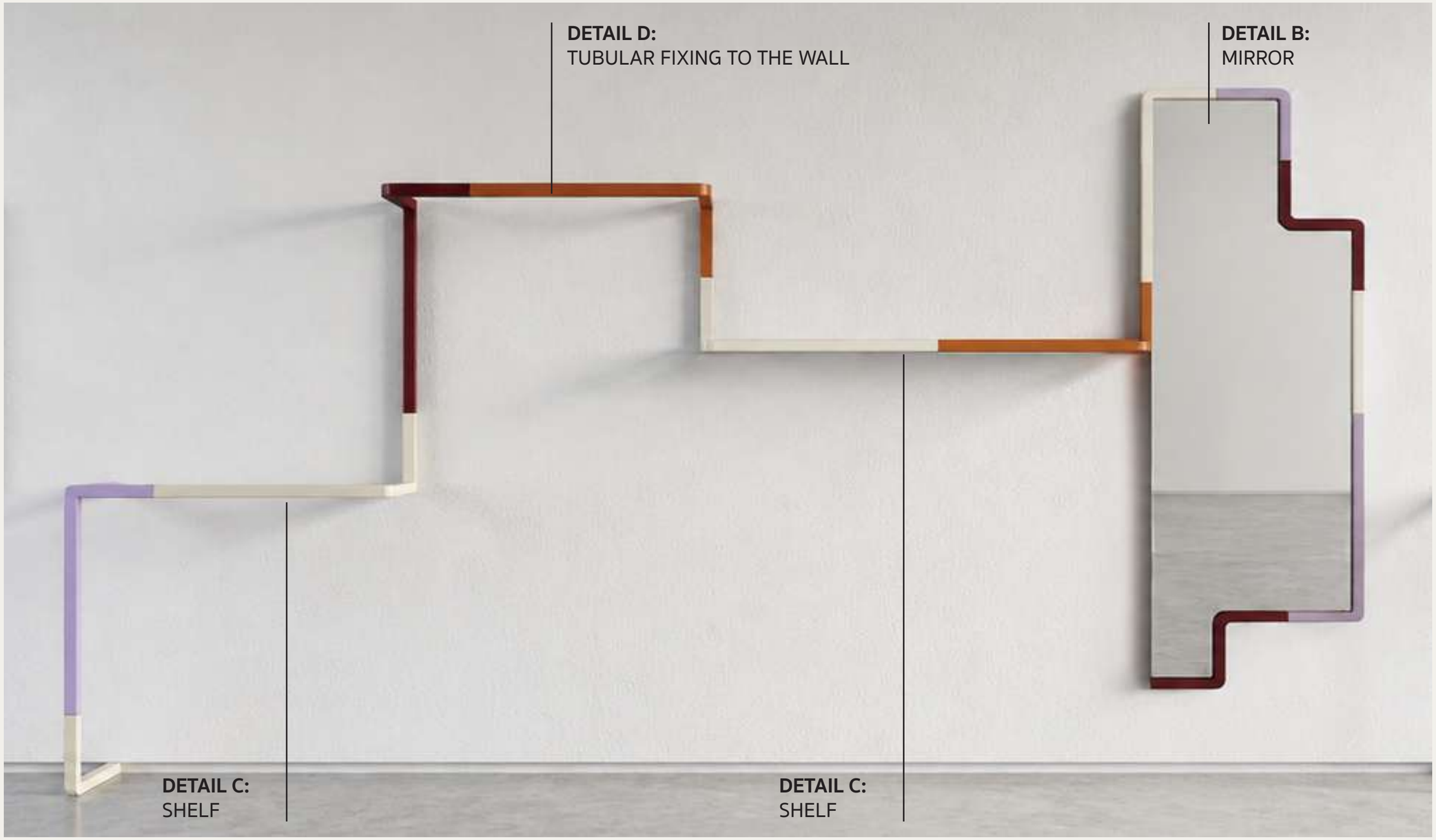


TRATTO_SHELF
Shelf + Lamp



TRATTO_CONSOLLE
Console + Lamp

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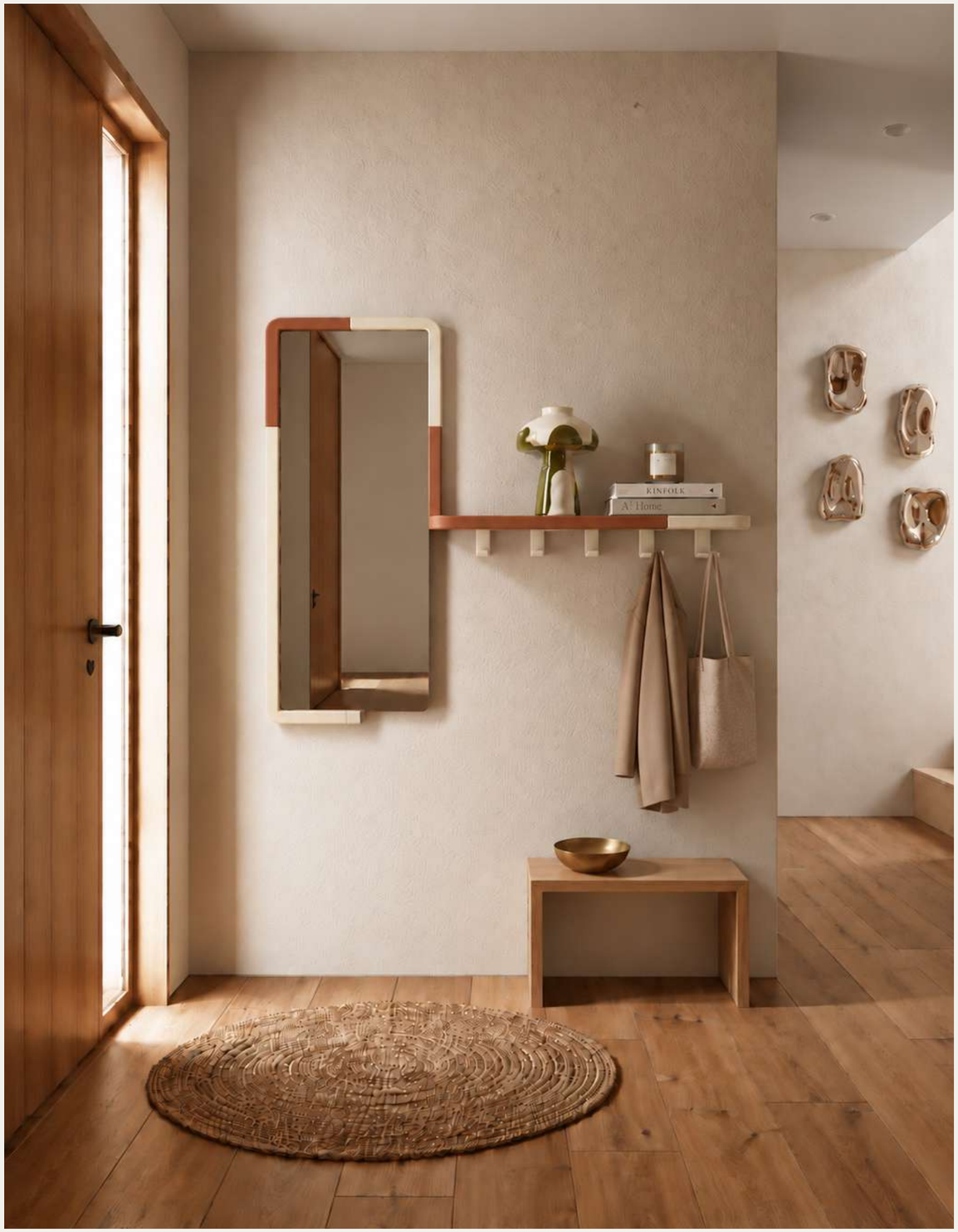


TRATTO_MEGA
Console + Hanger + Wall Mirror + Shelf

A larger configuration brings several functions together:
hanging, displaying and reflecting.

The same modular language scales up to become an architectural element within the room.

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TRATTO_MINI
Wall Mirror + Shelf
combined with TRATTO_HOOKS





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DYNAMIC LIVING

Two configurations, one language.

TRATTO combines storage, display and light into a continuous spatial gesture.



TRATTO_MIRROR
Wall Mirror + Hanging Bar

TRATTO_SHELF
Shelf + Lamp

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DYNAMIC LIVING

From furniture to light, the same modular principle adapts to different domestic functions.

The system changes function without changing language.



TRATTO_CONSOLLE
Console + Lamp

TRATTO_SHELF
Shelf



RETAIL AS A NARRATIVE PATH

In retail environments, the system becomes part of the spatial experience.

Repeated and connected at different scales, TRATTO can define display areas, hanging rails and mirrors while guiding movement through the space.

Furniture becomes architecture. The wall becomes a continuous narrative.

Colors and finishes can be customized following brand's image.

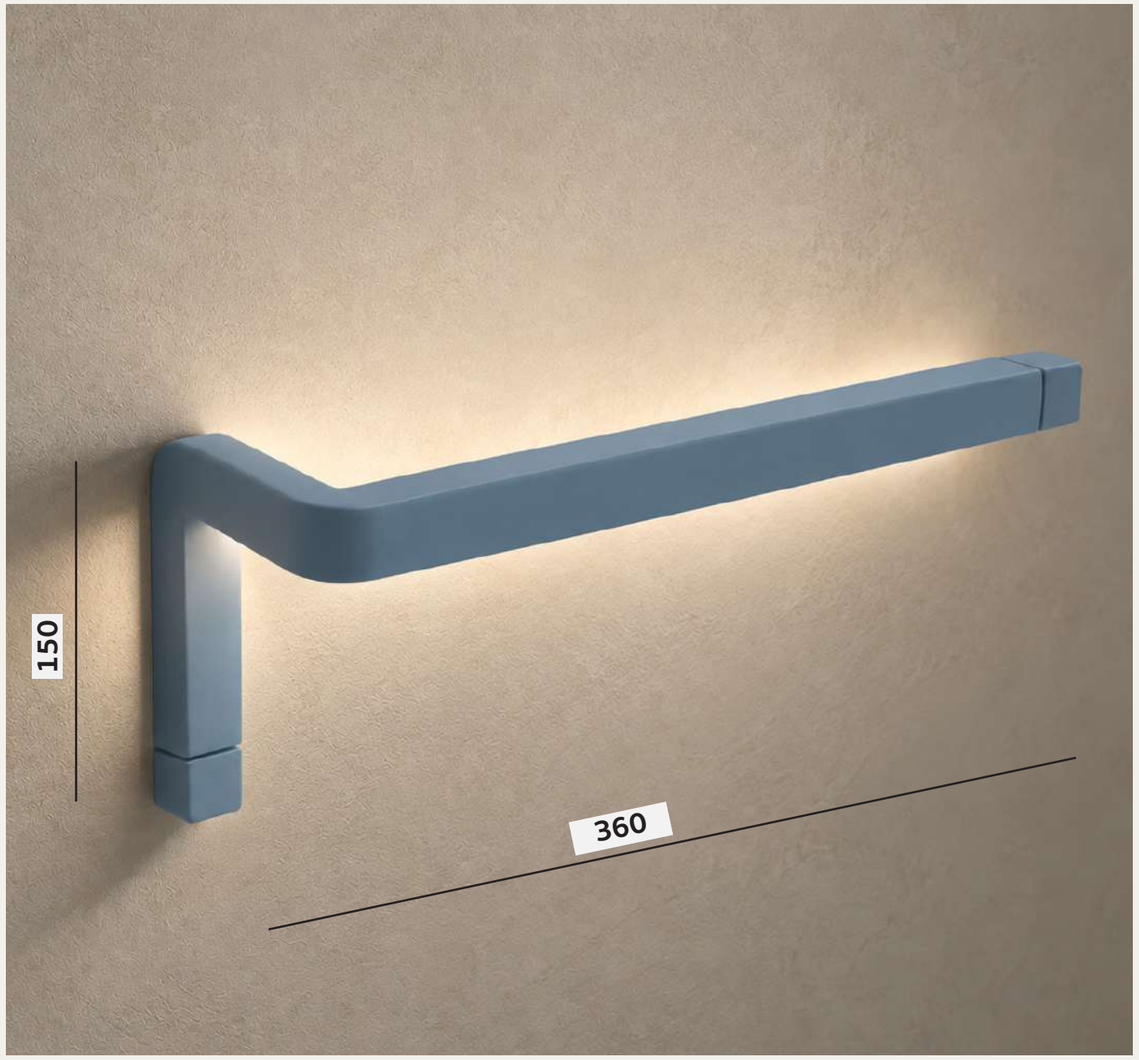
TRATTO_MEGA
Console + Hanger + Wall Mirror + Shelf

LIGHT BECOMES PART OF THE GESTURE.

The TRATTO lamp extends the modular language into lighting.

Available in horizontal and vertical configurations, the same bent element becomes a compact architectural light.

Two orientations.
One gesture.



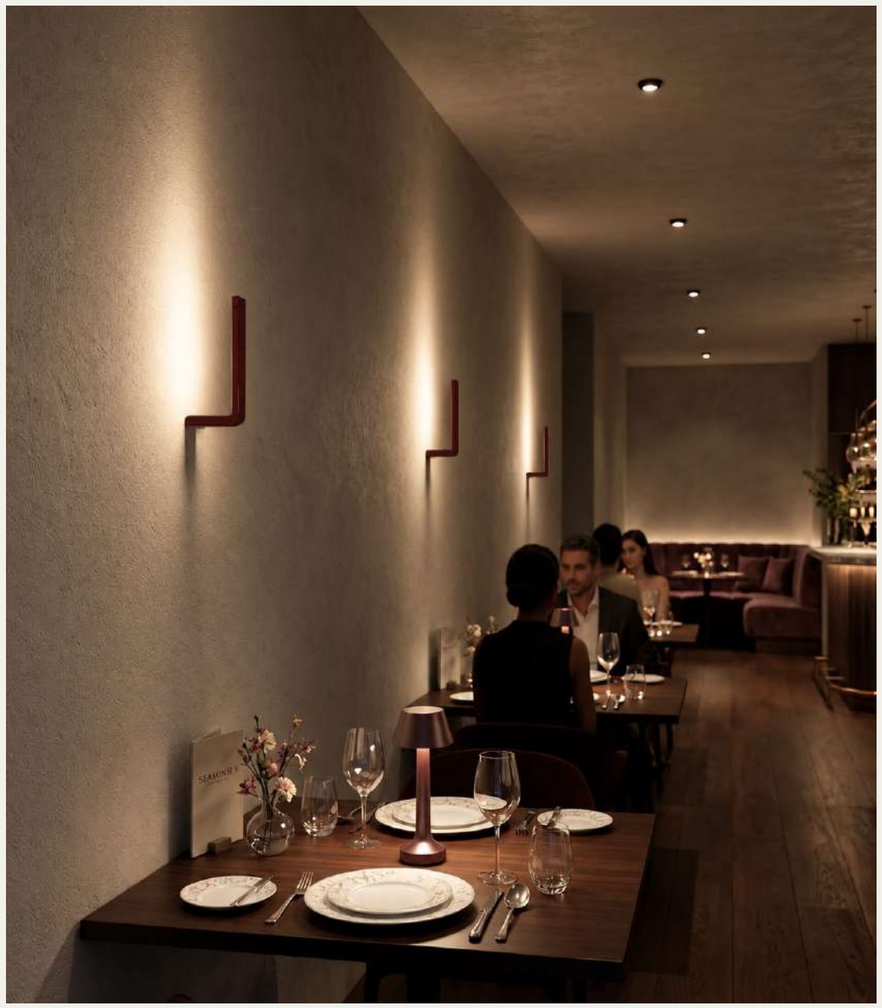
TRATTO_LAMP
VERTICAL MOUNTED



TRATTO_LAMP
HORIZONTAL MOUNTED





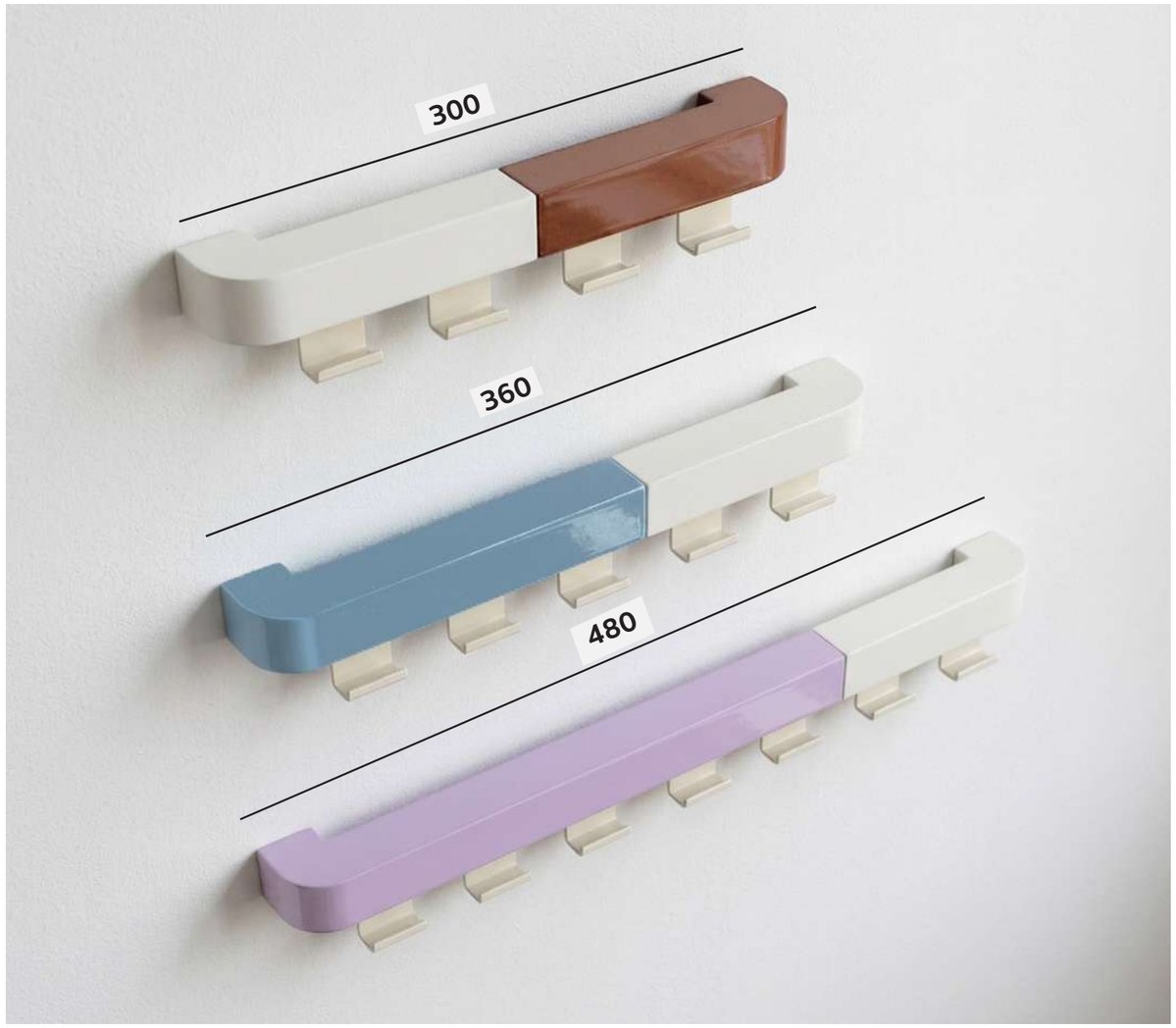


TRATTO_LAMP
VERTICAL MOUNTED

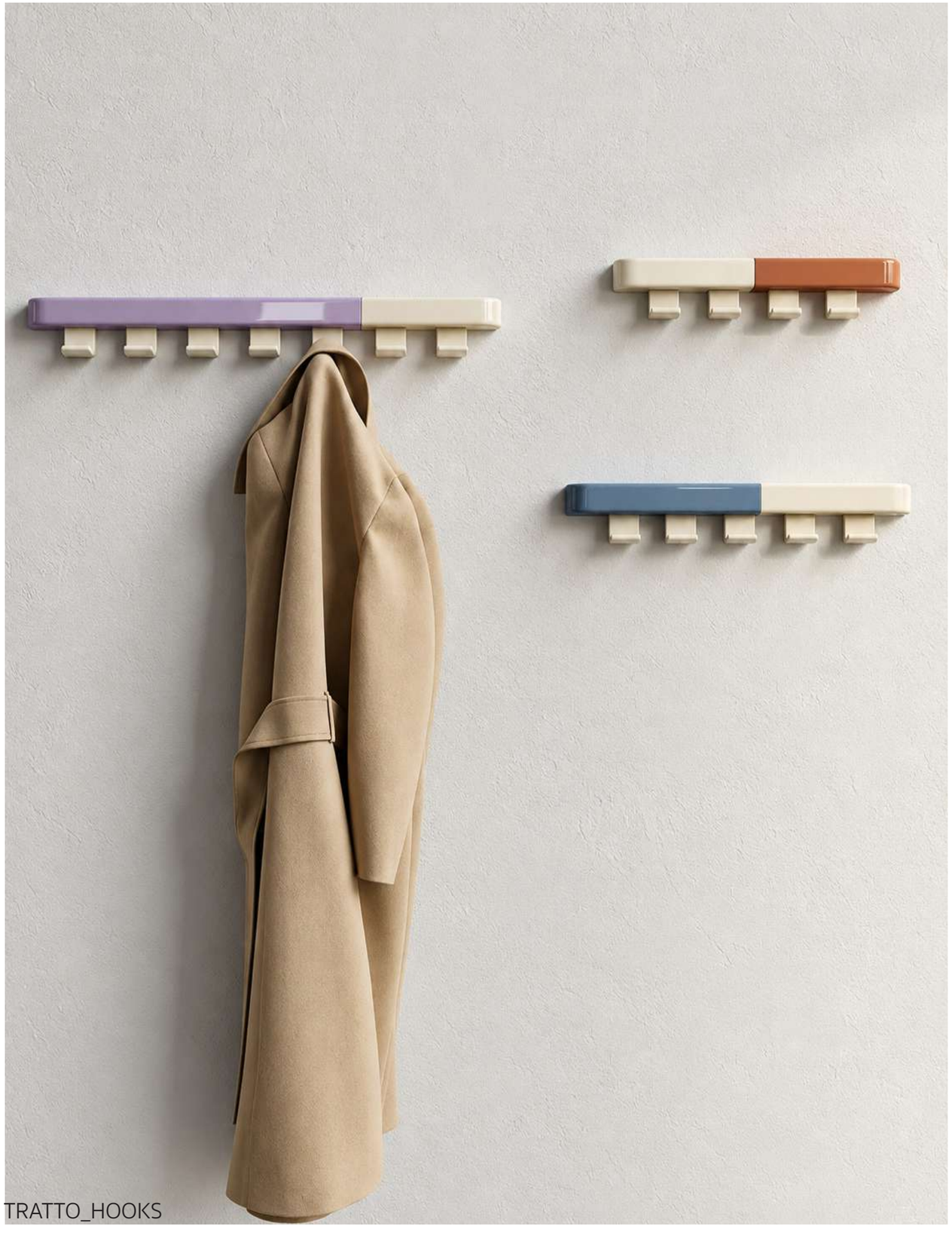
THE SMALLEST EXPRESSION OF THE SYSTEM.

The hook translates the TRATTO gesture into a compact accessory.

A simple repeated element becomes a functional pattern for everyday storage.







TRATTO_HOOKS



MATERIAL PALETTE



The system is defined by three finishes designed to create subtle contrasts between light, colour and texture.

Glossy enhances colour and reflects light, adding depth and a more vibrant character.
Matte creates a softer, architectural expression, reducing reflections and emphasizing the geometry.
Soft Touch introduces a tactile, velvety surface, adding warmth and a sense of intimacy to the system.

Together, the three finishes give the modules a distinct visual and tactile identity while maintaining a coherent material language.different

COLORS

RAL 2000

RAL DESIGN
310 70 25

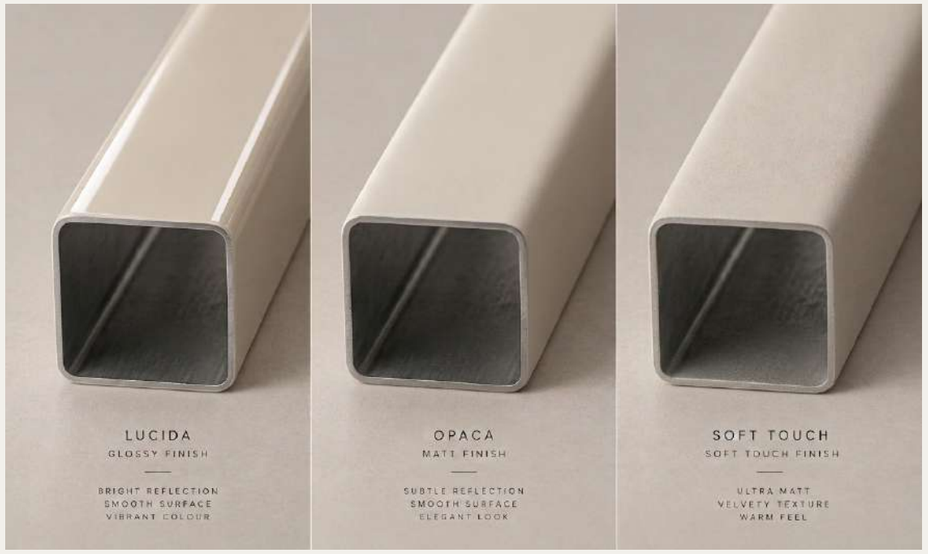
RAL 5024

RAL 8023

RAL 3005

RAL 1013

FINISHES



ONE GESTURE, ENDLESS COMBINATIONS



The system extends beyond the wall.
By combining, rotating and reconfiguring the same modules, TRATTO can evolve into new typologies and spatial configurations, adapting its language to different functions and environments.

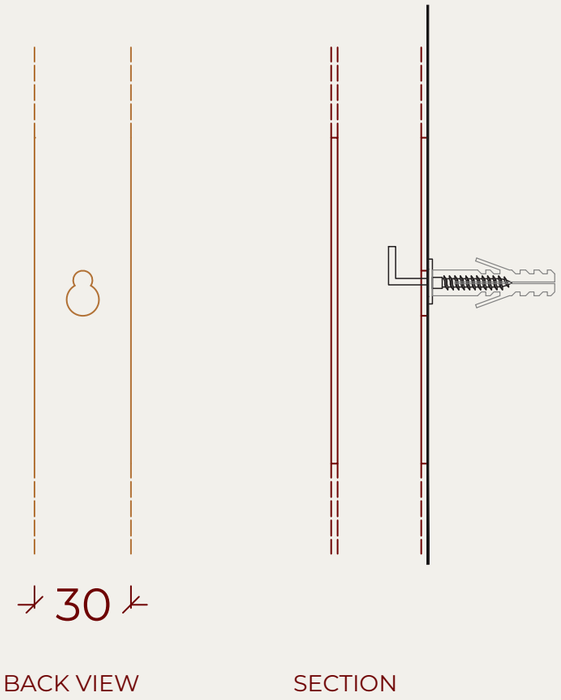
The modular principle is not limited to wall-mounted elements: the same gesture can move into the room and become a freestanding object, such as a table, while maintaining the identity and coherence of the collection.



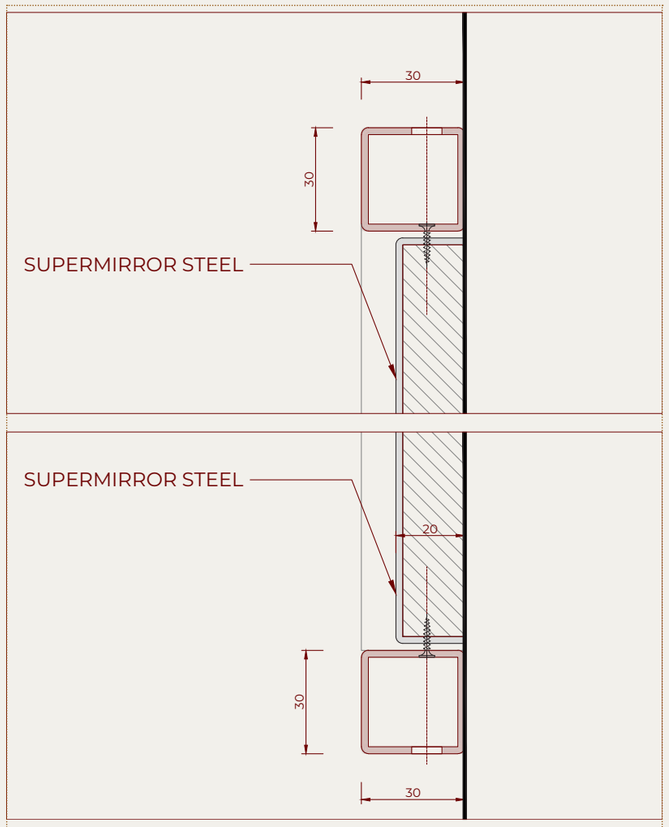
TRATTO_TABLE

TECHNICAL DETAILS

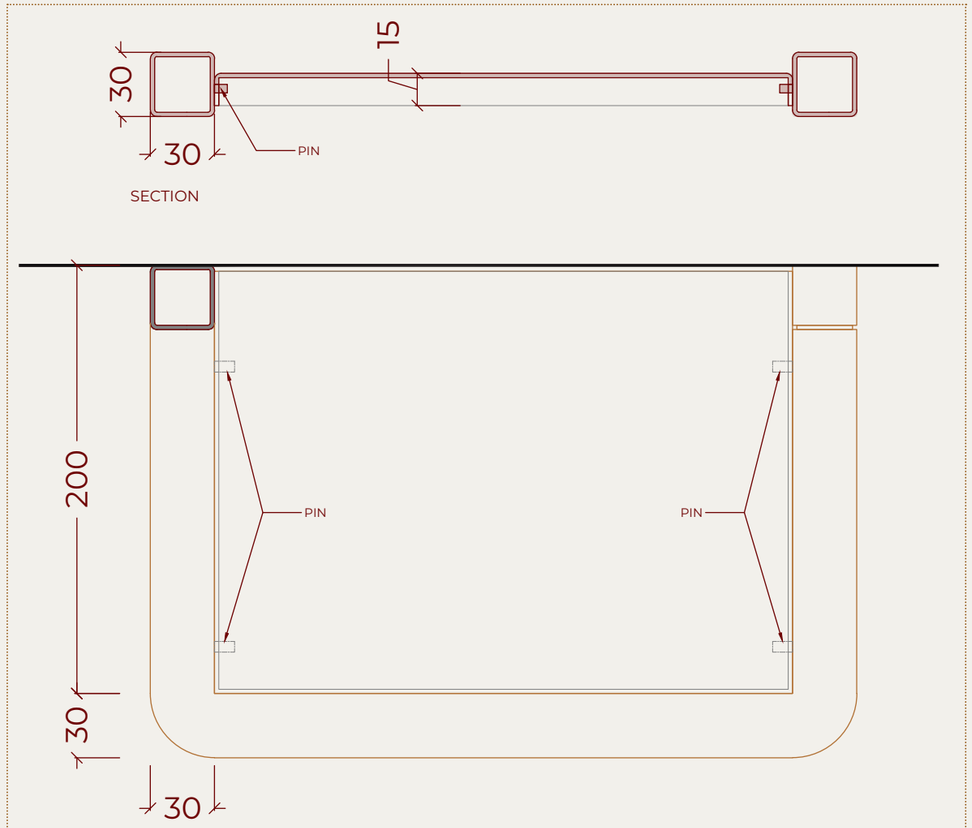
DETAIL A:
TUBULAR FIXING TO THE WALL



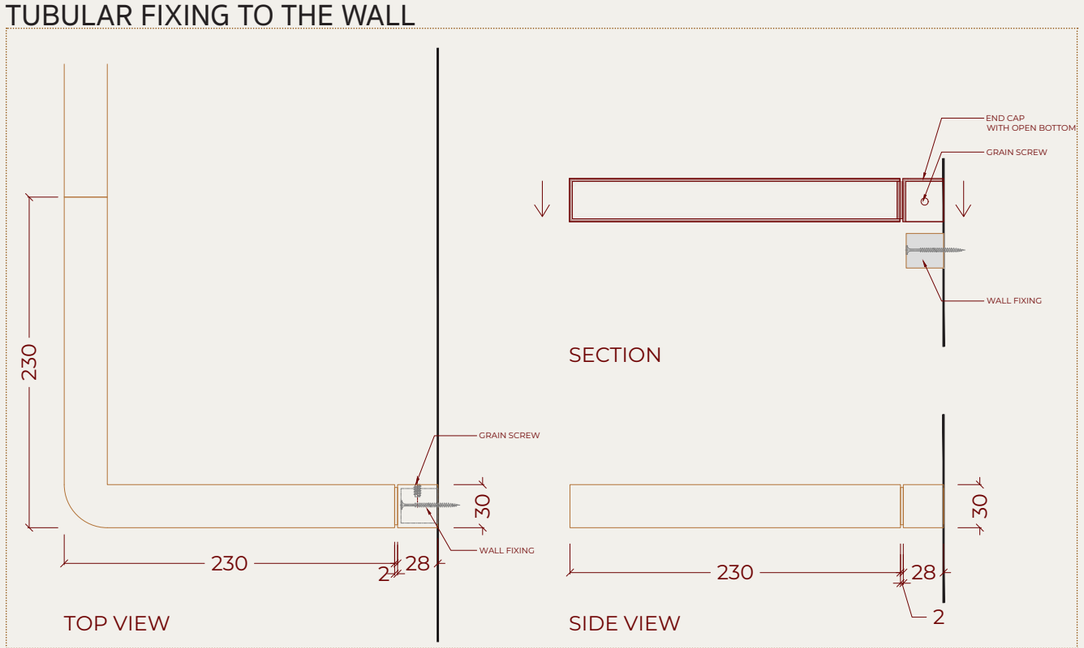
DETAIL B:
MIRROR



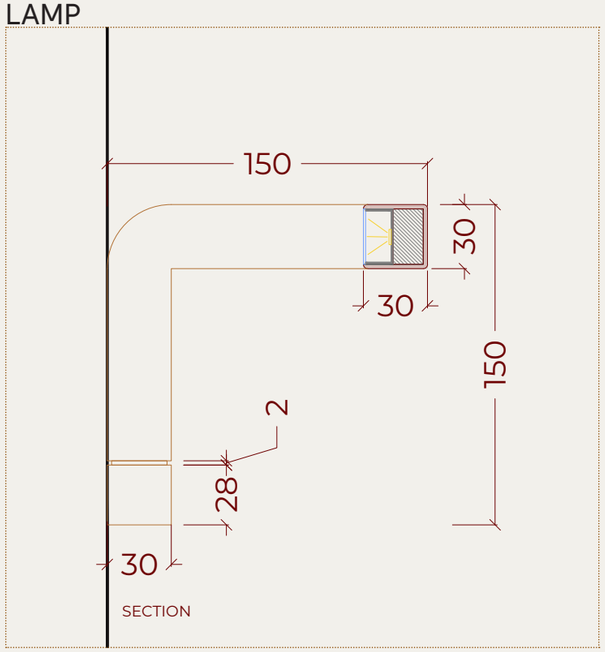
DETAIL C:
SHELF



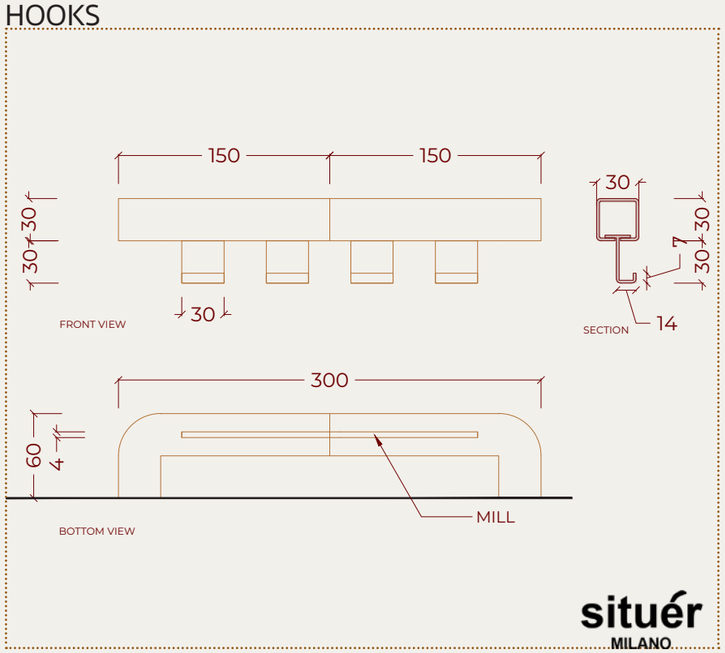
DETAIL D:
TUBULAR FIXING TO THE WALL



DETAIL E:
LAMP



DETAIL F:
HOOKS



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