Situér Milano

110237

IN PIEGA

A gesture, new situations

Residential collection



Not a new origin.
A new interpretation.

IN PIEGA takes the formal language that characterizes Situér Milano as its starting point and reinterprets it in a new dimension—one that is more domestic, softer, and closer to the everyday gestures of living.



ORIGIN



LANGUAGE



EVOLUTION

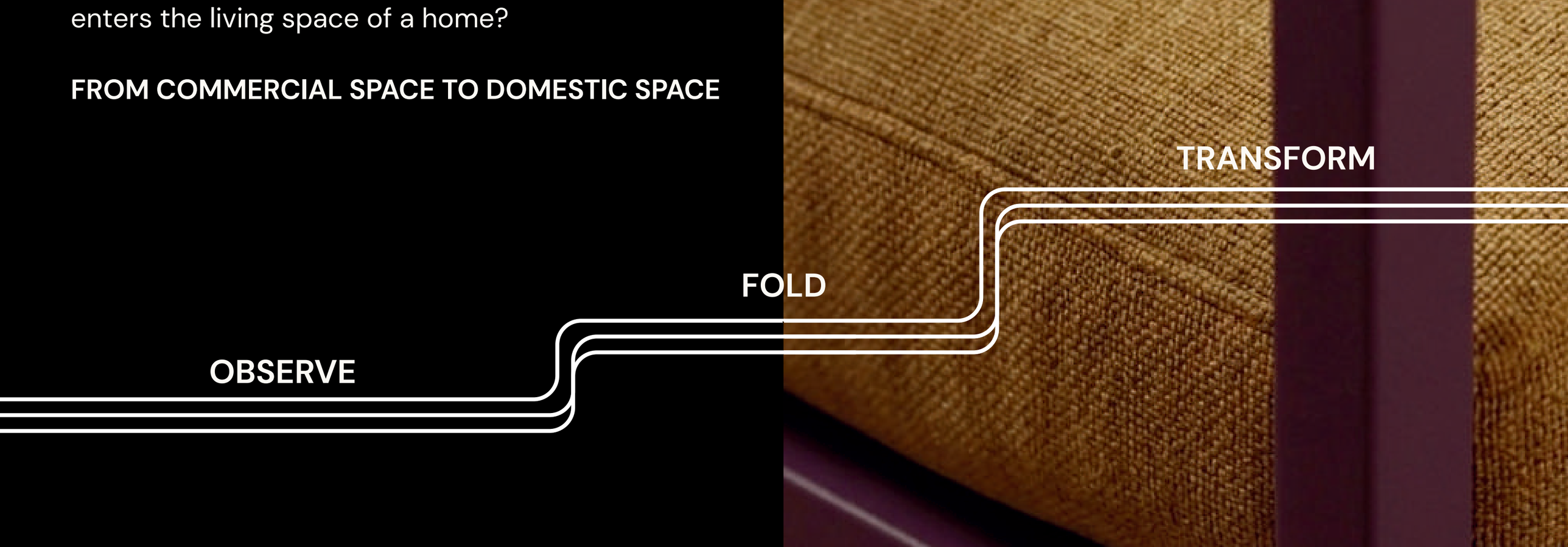
The fold as a starting point.

Every project in the collection stems from a question: what can a simple fold create when it enters the living space of a home?

FROM COMMERCIAL SPACE TO DOMESTIC SPACE

IN PIEGA stems from a desire to explore a new direction: bringing an industrial design language, characterized by tubular forms, bends, and connections, into the home environment.

The creative process begins with a familiar gesture and tests it within a new context—one that is more intimate, personal, and rooted in everyday life.



IN - PIEGA

ONE NAME. TWO DIRECTIONS. A SINGLE GESTURE.

IN

TO PLACE

The act of situating, bringing an object into the residential space and making it part of the experience of dwelling.

PIEGA

TO MAKE

A distinctive technical gesture by the brand that transforms the tubular element and creates the form.

IN - PIEGA

The fold enters the domestic space.

SITUATING THE FORM. INHABITING THE GESTURE.

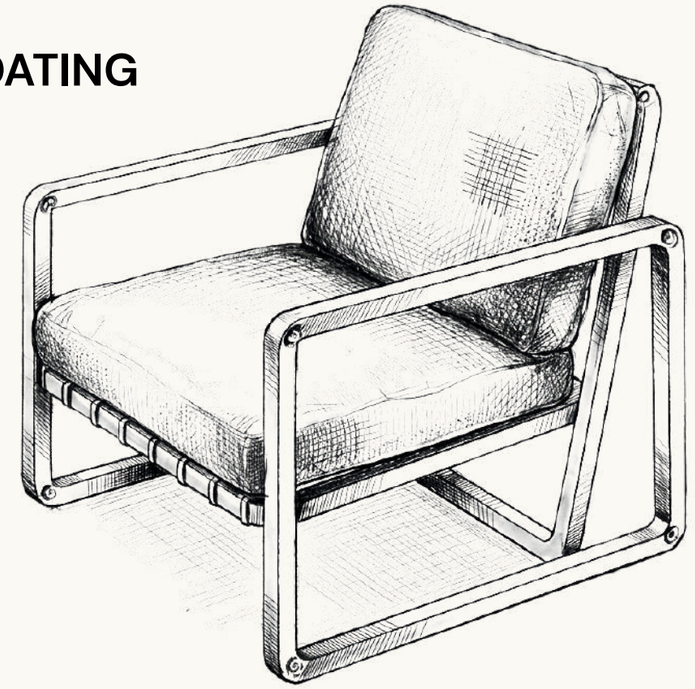
What can a fold become?

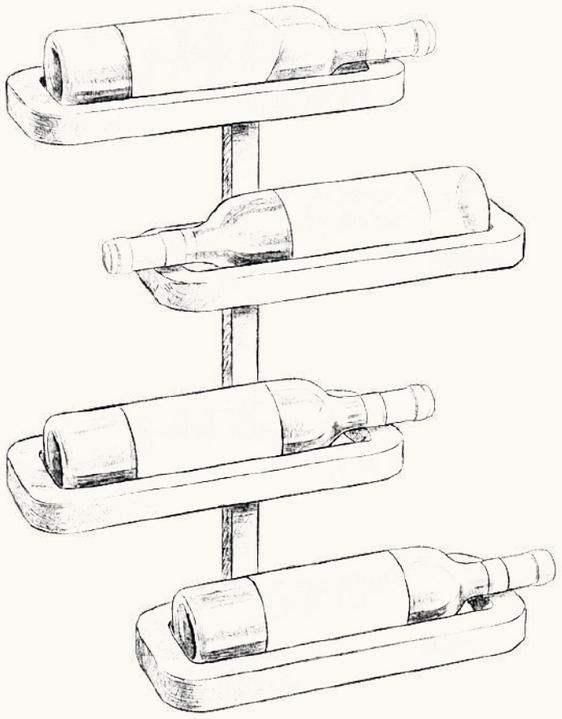
A fold is not merely a change of direction. It is a gesture capable of generating different functions while maintaining a unified identity.

With **IN PIEGA**, the evolution of Situér Milano enters the residential realm: industrial metal transforms into objects designed for the home, accompanying daily routines and creating new scenarios.

The same construction logic thus takes on three roles: accommodating, organizing, and illuminating.

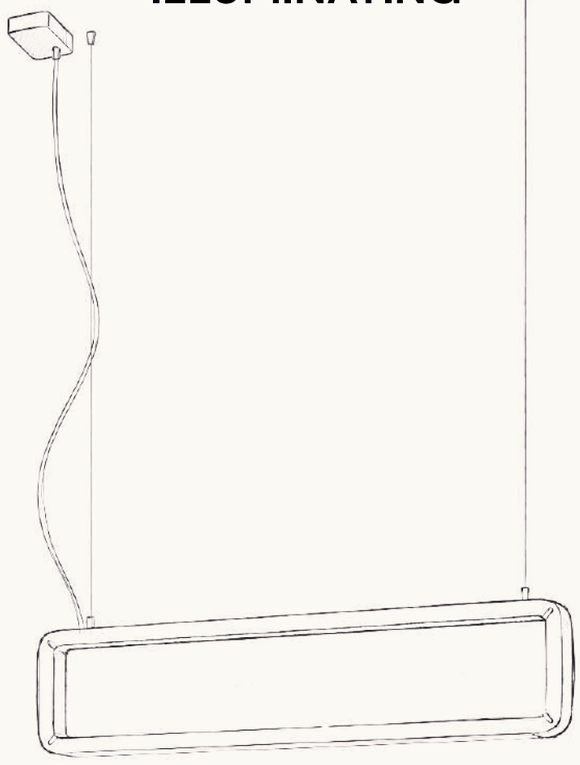
ACCOMODATING





ORGANIZING

ILLUMINATING



When industrial language enters the home.

The structure evolves from a technical, functional element into part of the everyday experience: it supports, delineates, organizes, and defines space.

The precision of metal meets a more intimate dimension defined by comfort, proportions, and a relationship with the body.

The fold thus becomes the meeting point between structural precision and domestic sensibility.

PRECISION // BALANCE // SOFTNESS



A gesture, new situations.

The distinctive technical gesture of the fold transcends the industrial context to explore new possibilities within the home environment.

With **IN PIEGA**, the tubular element becomes a structure, the structure becomes an object, and the object creates a new way of living.



Three objects, same origin.

IN PIEGA takes shape through three objects designed for the residential environment. While differing in function and use, they share a common language: tubular forms, folds, and a structure that expresses the material itself. Each element interprets a daily gesture and creates a new living scenario.

01. IN PIEGA/LOUNGE

To acomodate. A structure that supports the body and creates comfort.



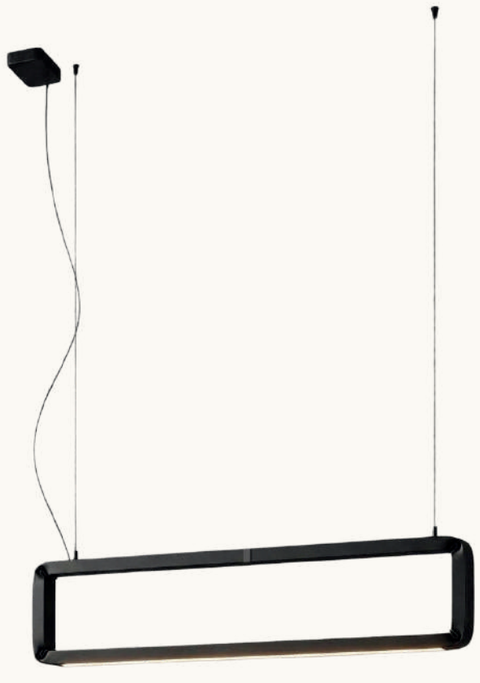


02. IN PIEGA/BOTTLE

To organize. An object that accompanies domestic conviviality.

03. IN PIEGA/LIGHT

To illuminate. A structure that defines the atmosphere and character of the space.





FOLD AT 90* // SOFT SURFACE // CONTINUOUS FORM

The fold that receive.

The **IN PIEGA – LOUNGE** stems from an interpretation of the fold as a gesture of embrace.

Tubular metal forms a continuous structure, defining the object's profile and supporting the body.
Industrial material meets soft padding and surfaces, creating a balance between structural precision and domestic comfort.

An object designed for residential settings, where the structure becomes an experience.

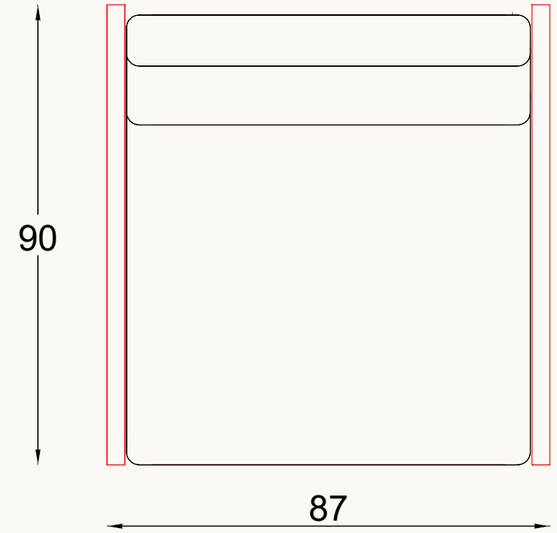
Precision meets comfort.

In the **armchair**, the metal structure is not a hidden element, but rather the object's visual and structural principle.

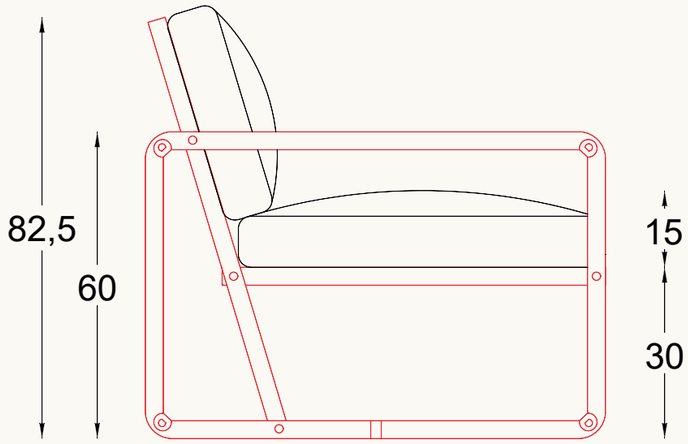
The frame establishes the rhythm of the lines and defines the seating space. The contrast between the tubular structure and the upholstery creates a balance between industrial precision and domestic comfort.

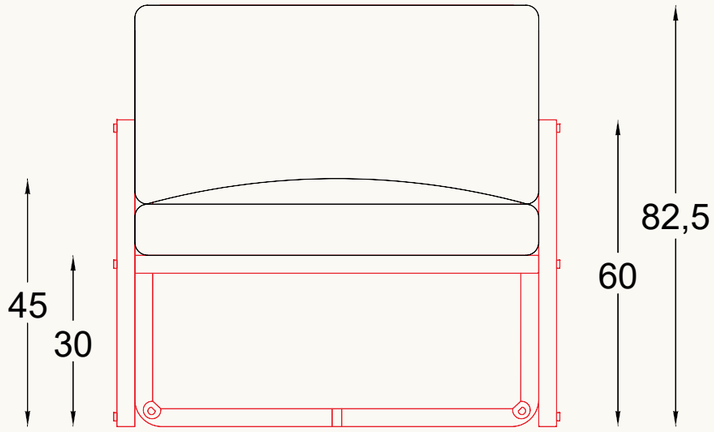
- **SQUARE-SECTION TUBING 35x35 mm**
- **FASTENING SCREWS (TBEI TYPE)**
- **PADDING**

PLAN

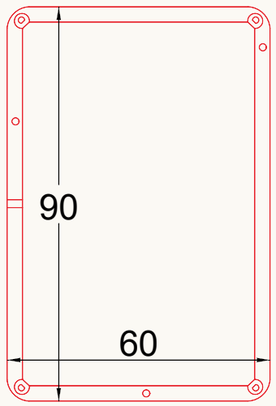


ELEVATIONS

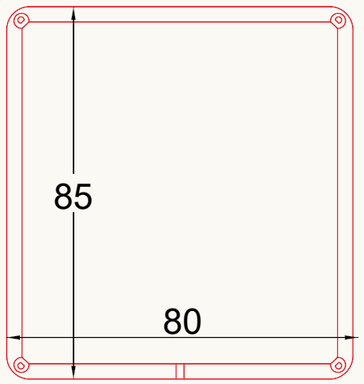




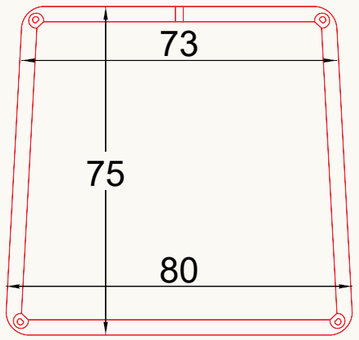
PARTS



Armrests x2



Backrest x1



Sitting x1

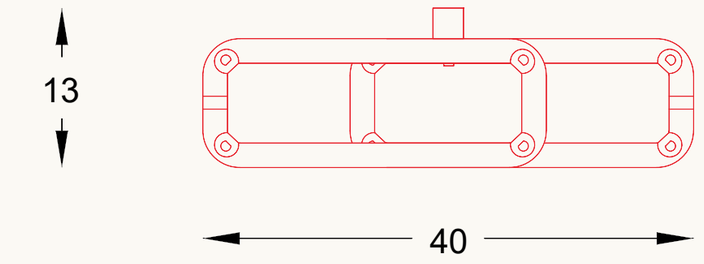
05 / IN PIEGA - BOTTLE

The fold that organizes.

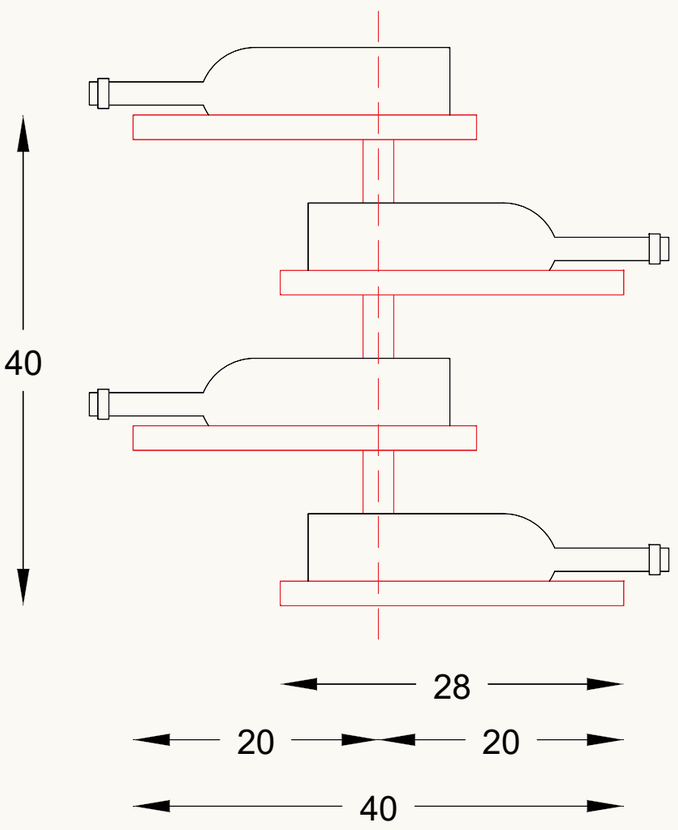
In this **bottle rack**, the fold becomes a device for organizing and holding items. The tubular metal forms a minimalist structure capable of supporting bottles and integrating them into the spatial composition. The object interprets everyday actions—selecting, storing, sharing—and transforms them into an architectural presence.

- **SQUARE-SECTION TUBING USED FOR SHELF 20x20 mm**
- **SQUARE-SECTION TUBING USED FOR SUPPORT 25X25 mm**

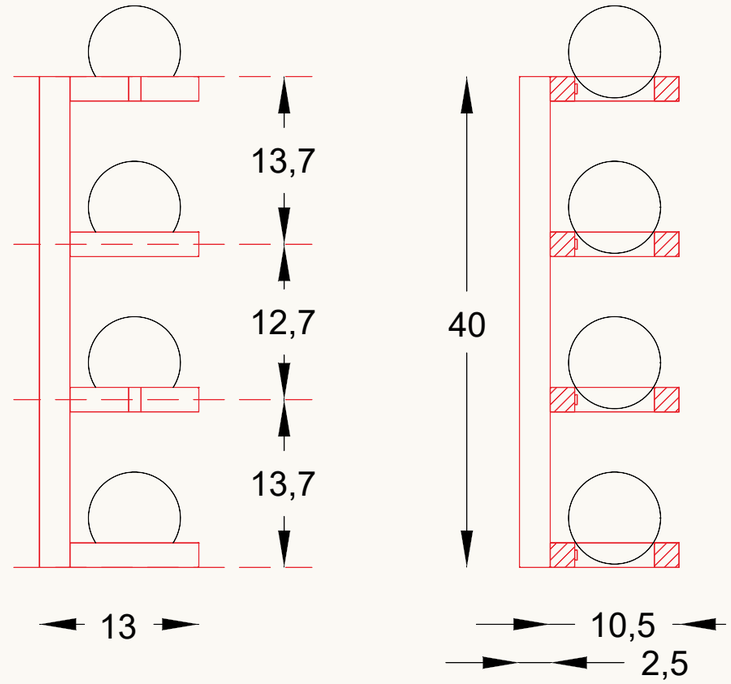
PLAN



ELEVATIONS

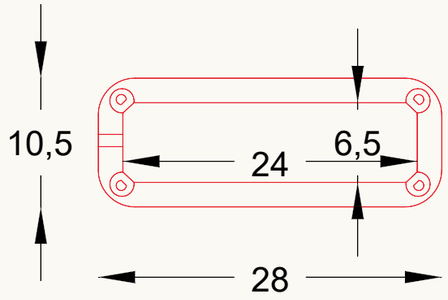


SECTION

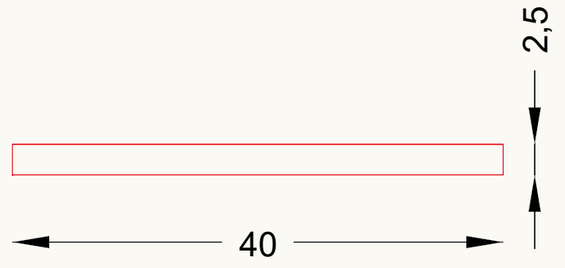


CONTAINING IS ALSO ABOUT STAGING CONVIVIALITY.

PARTS



Shelf x4



Support x1

06 / IN PIEGA – LIGHT

The fold that illuminates.

In this **suspension lamp**, the fold becomes a gesture capable of directing light and defining space.

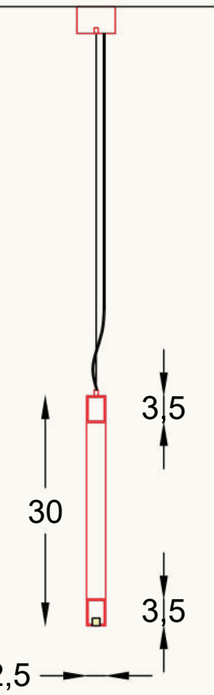
The tubular metal creates an essential presence, where the structure supports and organizes the lighting system. The light softens the industrial material and introduces a new perceptual dimension defined by atmosphere, proportions, and shadows.

Designed for residential settings, the lamp interprets technique as an element capable of shaping the identity of a space.

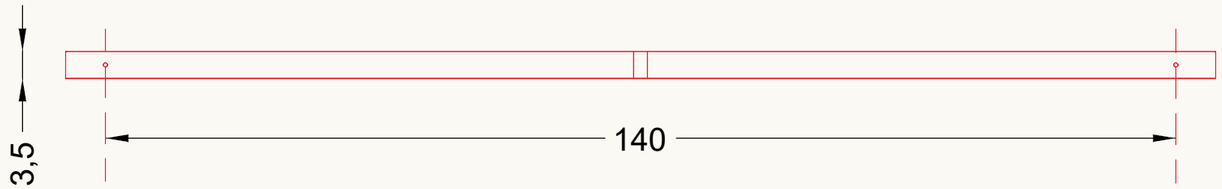
ELEVATIONS



SECTION



PLAN



Main specifications

Square-section tubing: 35X25 mm
Mounting: Suspension
Environments: Indoor location
Light source: type LED
Light sources included: Yes
Ceiling rose: Yes

Lighting type: Direct
CCT (K): 2700
CRI> 95
Dimmable: Yes
Dimmable type: push/DALI

A structure that transforms light into atmosphere.

A COMMON GRAMMAR.

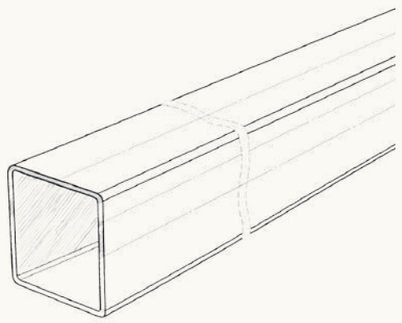
THE FORM CHANGES. THE LANGUAGE REMAINS.

The armchair, bottle holder, and lamp stem from different functions yet share the same design language.

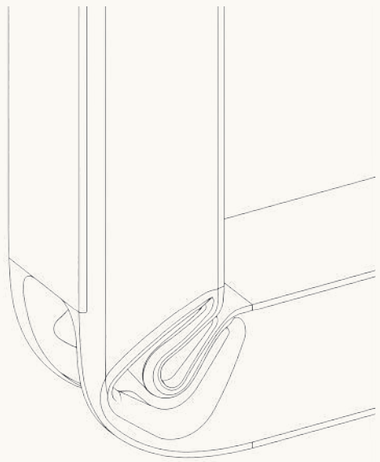
Square-section tubing, the bend, and the connections create a cohesive system, recognizable in every element of the collection.

IN PIEGA is a family of objects: diverse in function, united by the same construction logic.

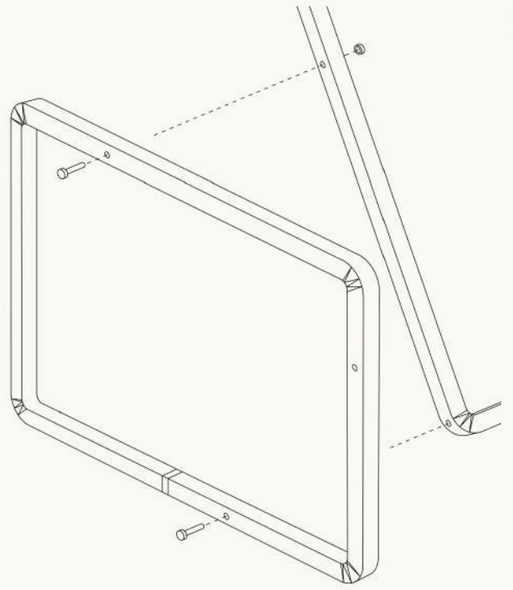
SQUARE-SECTION TUBING



FOLD



CONNECTIONS



FUNCTION

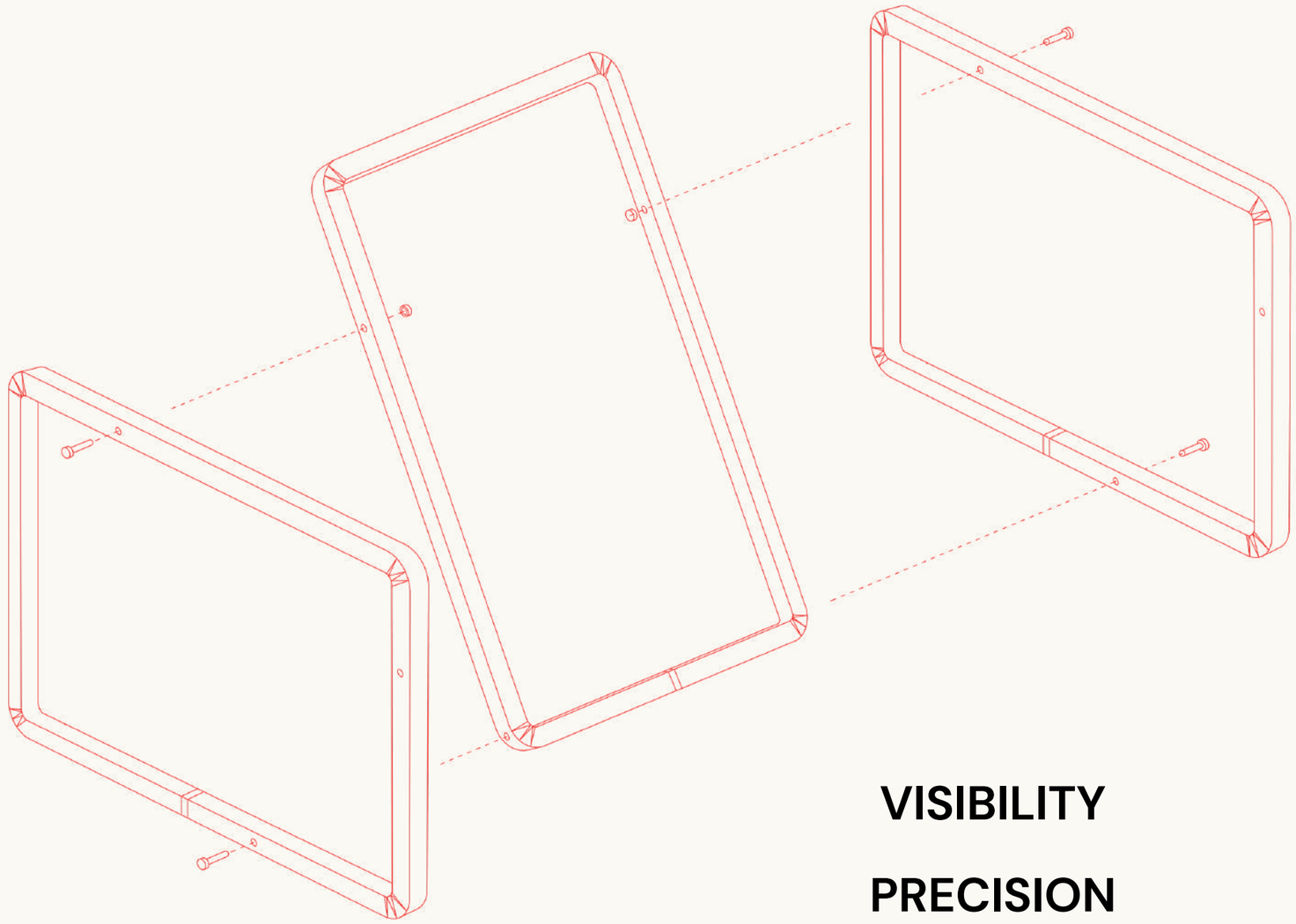


Connection as an expressive element.

Connection is an integral part of the design.

Cold assembly, achieved using screws and joints, keeps the relationship between components visible and reveals the object’s construction. Each component of the object arrives ready for assembly. To create the rectangular shape, the two ends of the tubular section are joined and covered by a connector matching the color and material of the chosen finish.

In the **IN PIEGA** collection, every connection becomes a distinctive feature: a detail that speaks to the material, the process, and the potential for disassembly, reassembly, and transformation.



VISIBILITY

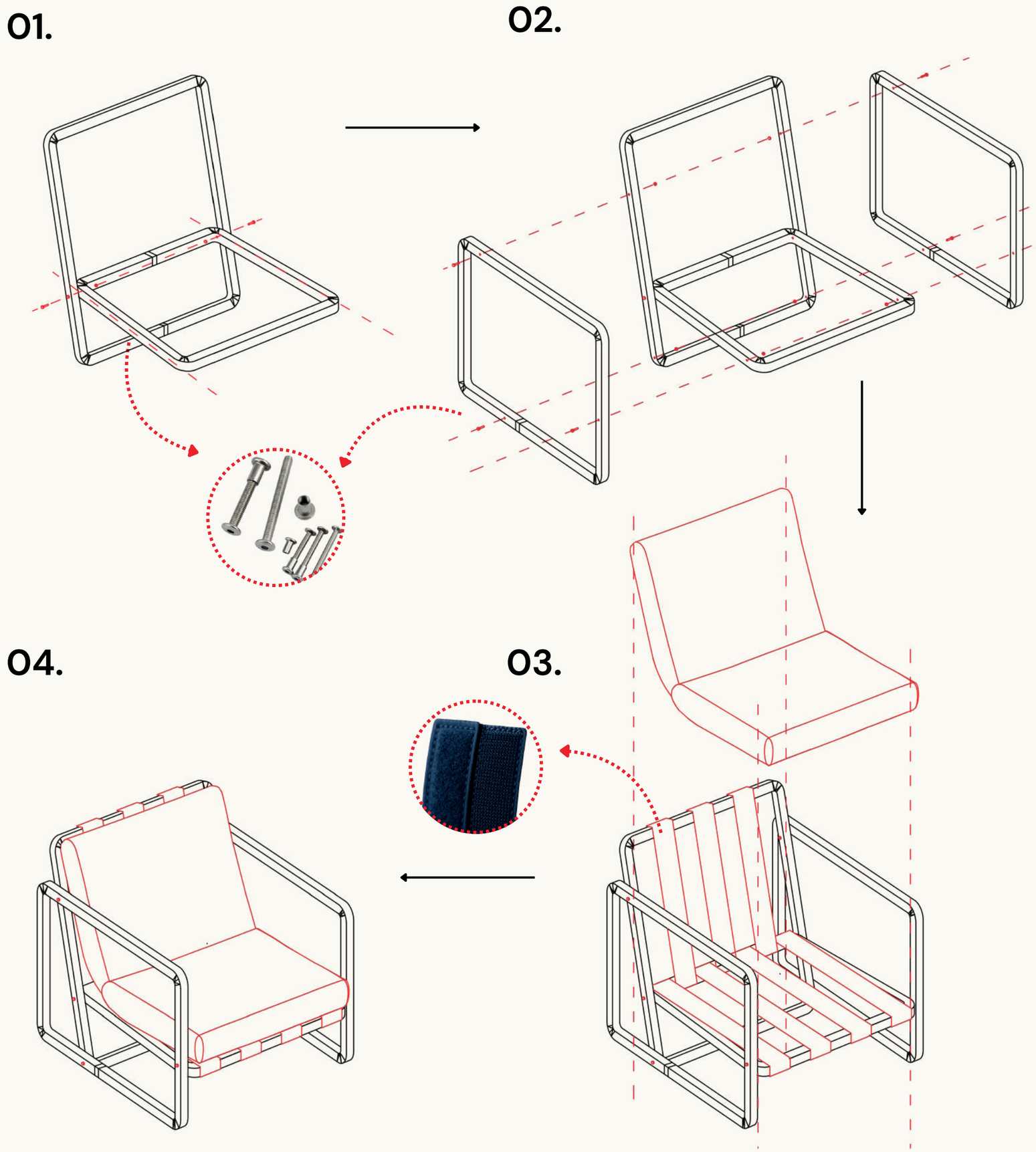
PRECISION

MODULARITY

IN PIEGA LOUNGE

The **IN PIEGA – LOUNGE** is assembled using button-head Allen screws (TBEI) paired with female-threaded sleeve nuts on the opposite side. The two components screw into one another at the center of the tubular sections, leaving only the two identical button heads visible on the outer sides. This assembly method was chosen to balance the visibility of the connection with aesthetic appeal.

Fabric strips—matching the material and color of the upholstery—will be used to support the cushions; these are easily attached using a hook-and-loop fastening system.

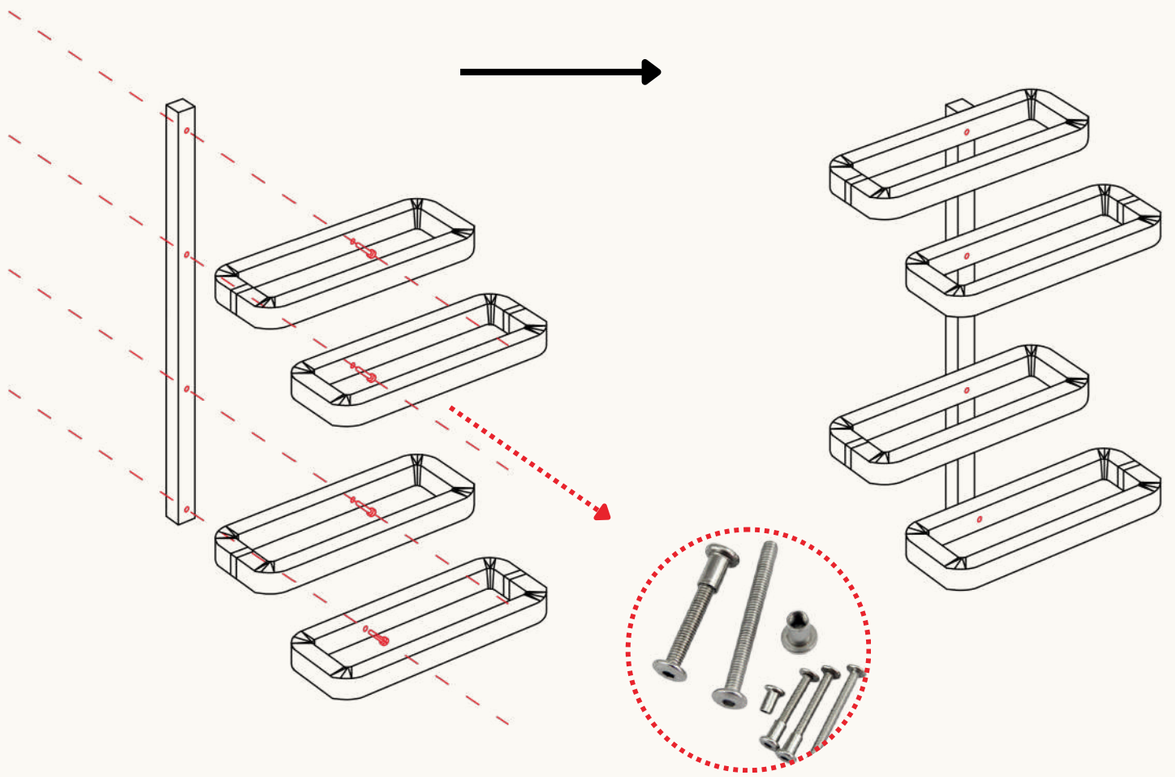


IN PIEGA BOTTLE

The **IN PIEGA – BOTTLE** uses the same system as the PIEGA – LOUNGE. The shelves are attached to the vertical support using TBEI screws. The unit can either be wall-mounted or simply placed on top of a piece of furniture.

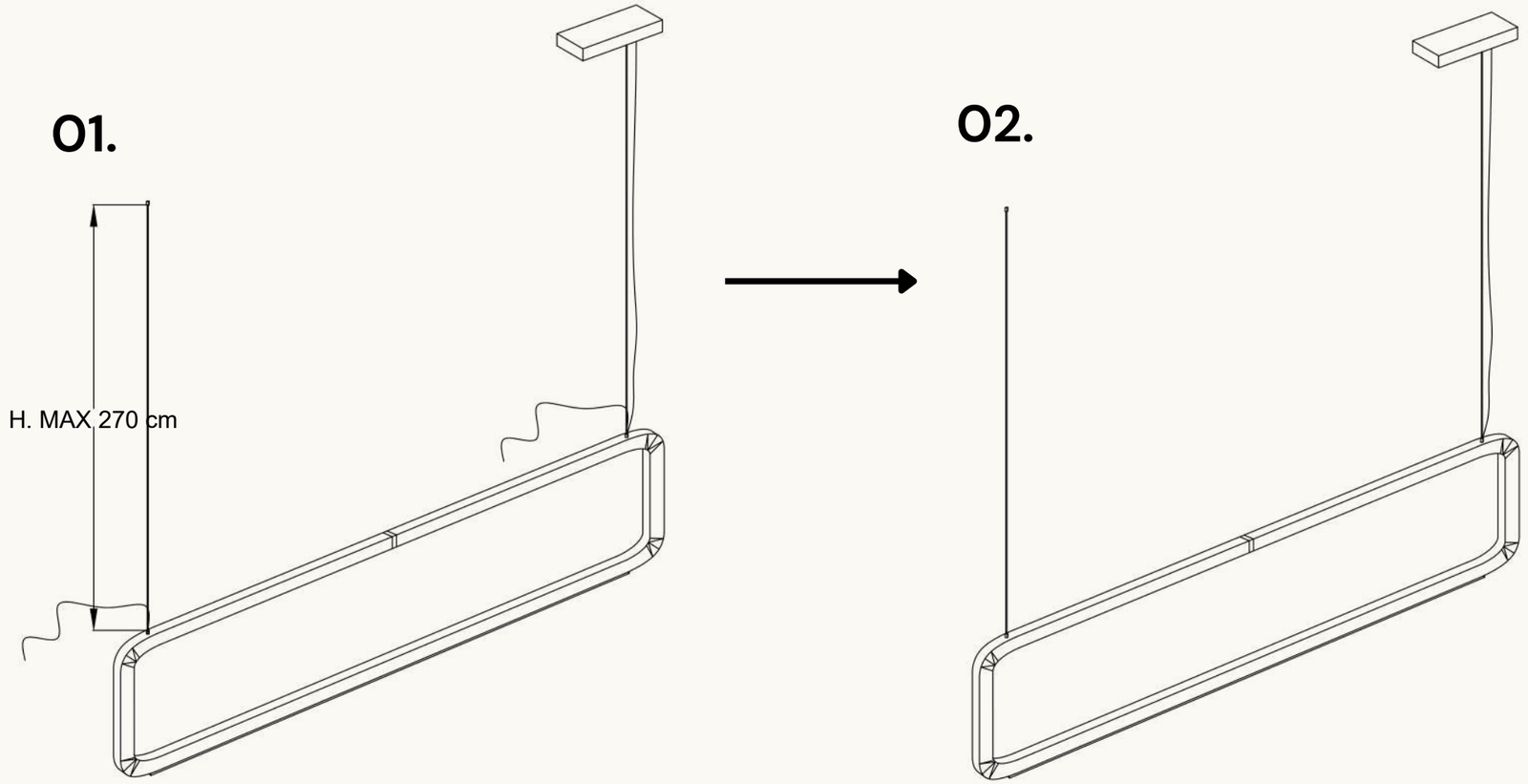
01.

02.



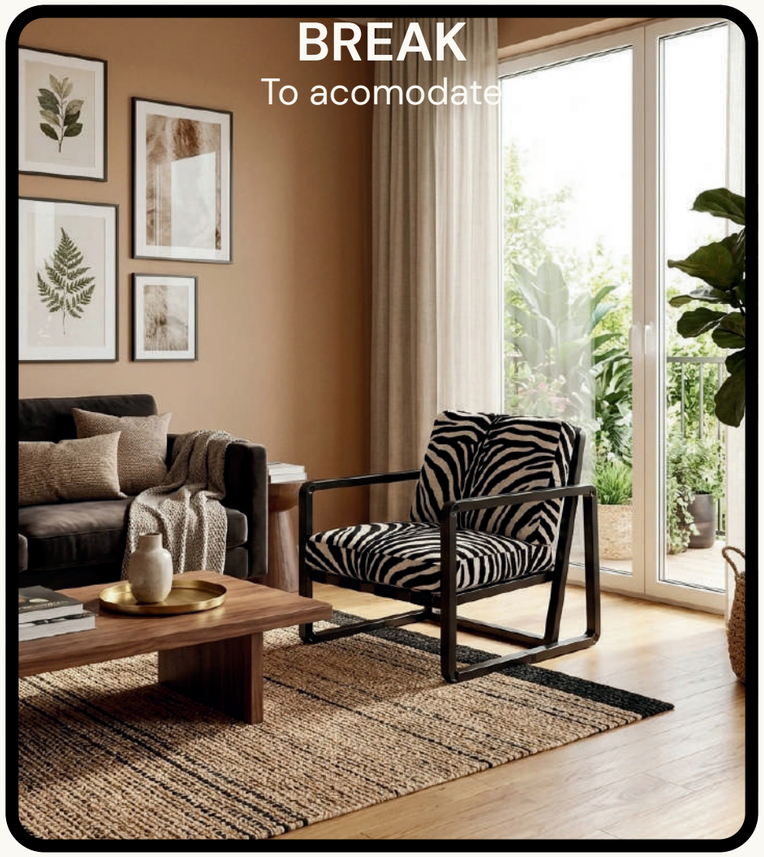
IN PIEGA LIGHT

As for **IN PIEGA – LIGHT**,
it will be a single piece, pre-assembled at the factory. You can regulate the high on site.



Every object, a situation.

IN PIEGA was created to accompany the tangible moments of daily living: taking a break, sharing with others, and setting the mood. Each product interprets an everyday gesture, transforming a function into a domestic experience.







THREE DAILY FUNCTIONS. THREE WAYS OF INHABITING THE SPACE.

Matter changes its expression.

The metal structure retains its industrial character but takes on a new expression through color, finishes, and the interplay with different materials. Metal, fabrics, and surfaces serve to bring the Situer design language closer to a residential setting.

The contrast between rigid elements and softer materials introduces new tactile and visual sensations, without altering the collection's structural logic.

For **IN PIEGA – LOUNGE**, we designed a **POP** collection born from the pairing of specific combinations.





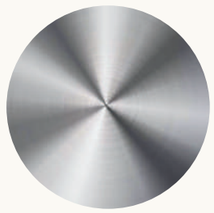
The elegance of simplicity.

For the **IN PIEGA – BOTTLE** and **LIGHT** objects, the colors evoke the elegance and simplicity of the metal form. While partly echoing the PIEGA-LOUNGE POP collection, this range introduces a brass finish.





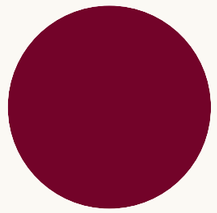
METAL



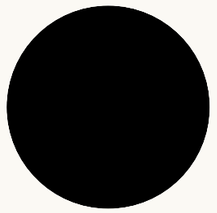
STEEL POLISHED



BRASS



RAL 3005



RAL 9005

A gesture, new situations.

It all begins with a fold.

With a tubular element that changes direction without losing its identity. With a structure that becomes form, a connection that becomes a language, and an industrial material that meets new everyday gestures.

IN PIEGA is the result of this exploration: three objects, three functions, three new living scenarios. Because design is not just about giving shape to things, but about imagining how they will enter people's lives.

