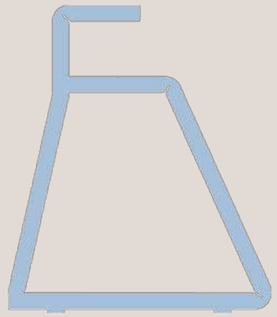
Situér Milano

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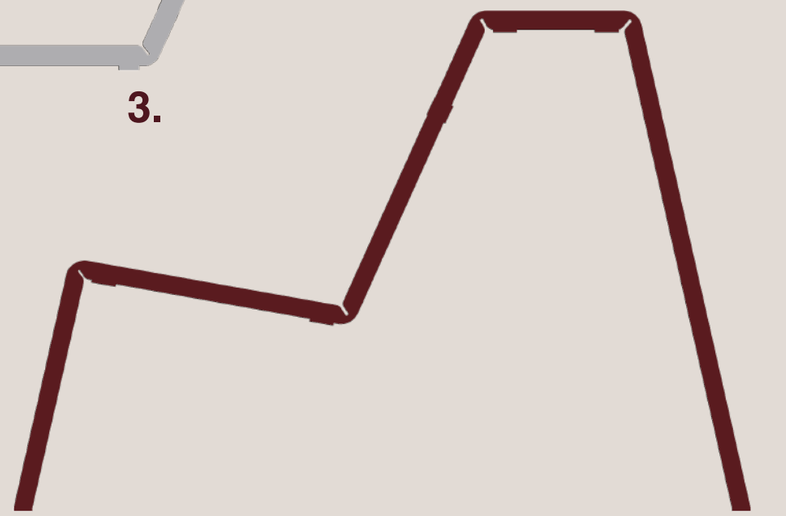
3.



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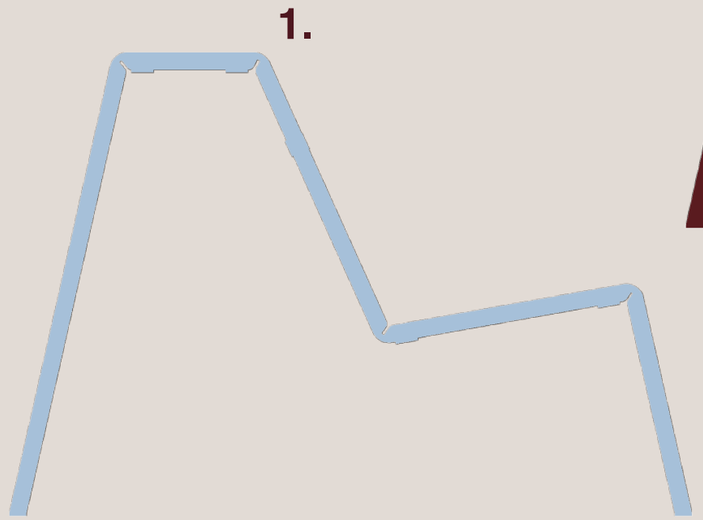


1.

FOLDED ELEMENTS, ECHOING FORMS



1.



1.

2.



2.



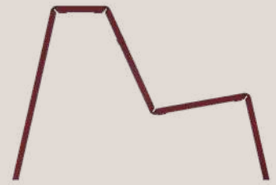
3.

ÉCHO

C O L L E C T I O N

(0) CONCEPT

(1) LOUNGE CHAIR



(2) SIDE TABLE



(3) MAG - HOLDER



(4) ÉCHO



Designed in perfect harmony with the material and visual identity of **SITUER MILANO**, the **ECHO** collection redefines the lounge area through the continuity of the tubular element.

Composed of three pieces—a lounge chair, a side table, and a magazine rack—the entire family is unified by the continuous use of steel.

WHY “ECHO”?

Each element stems from the same profile, only to return to its origin. The side table and the magazine holder are designed to disappear within the profile of the lounge chair.
An ingenious design where forms double when needed and merge into a single, elegant metallic silhouette when not in use.

TO

HOST

(1)

YOUR

TIME_

LOUNGE CHAIR

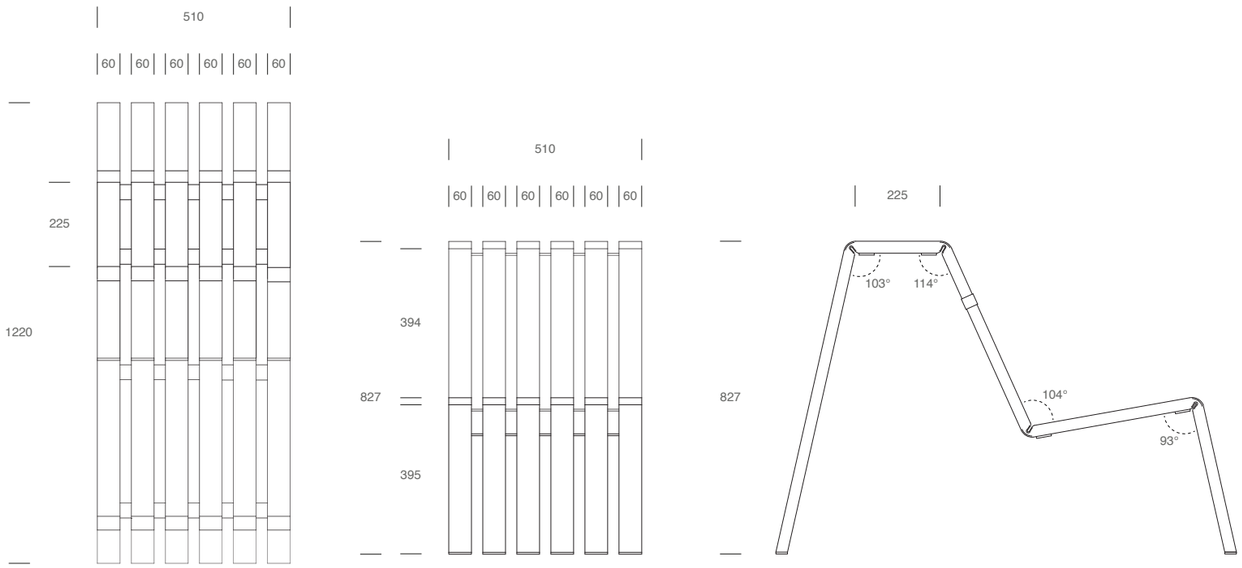


(1)

The foundational element of the entire system, the **LOUNGE CHAIR** defines the space and rules of the Echo collection. It dictates the profile within which the side table and magazine rack disappear, serving as both a “container” and a seat at the same time.

Its formal language perfectly embodies the spirit of Situer Milano. Its generous yet visually light proportions, combined with the industrial character of the metal, grant it a unique versatility. It is not just a piece of home furniture: its bold aesthetic features make it an ideal design piece for **luxury retail**, **fashion**, and as a prop for **photo shoots** and **installations,** where its clean lines enhance any environment without ever going unnoticed.

TECHNICAL DRAWINGS





DETAILS

Materials

Premium-quality S235JR steel sheet (UNI EN 10027)
Epoxy powder coating

Dimensions

Overall height: 827 mm
Width: 510 mm
Depth: 1220 mm

Composition

Tubular profiles : 60 mm x 30 mm
Individual tube length : ~ 1230 mm
Total number of tubular profiles: 12
Total number of metal joints: 6
Bolted steel connecting bars: 4
Rectangular tubular structure without welds

Colors

RAL 3005

RAL 5024

Situér *Milano*

FROM .HOME

“VERSATILE DESIGN, EQUALLY SUITED FOR EVERYDAY LIVING SPACES, PROFESSIONAL SHOWROOMS, OR CREATIVE SETS.”

Lounge ***Chair***

Situér *Milano*

SET TO

“VERSATILITY WITHOUT BOUNDARIES: A DESIGN THAT FITS EVERY ROOM, EVERY SHOOT, AND EVERY NARRATIVE.”

Max Mara



Lounge *Chair*

RIGHT WHERE



(2)

YOU SEAT

SIDE TABLE

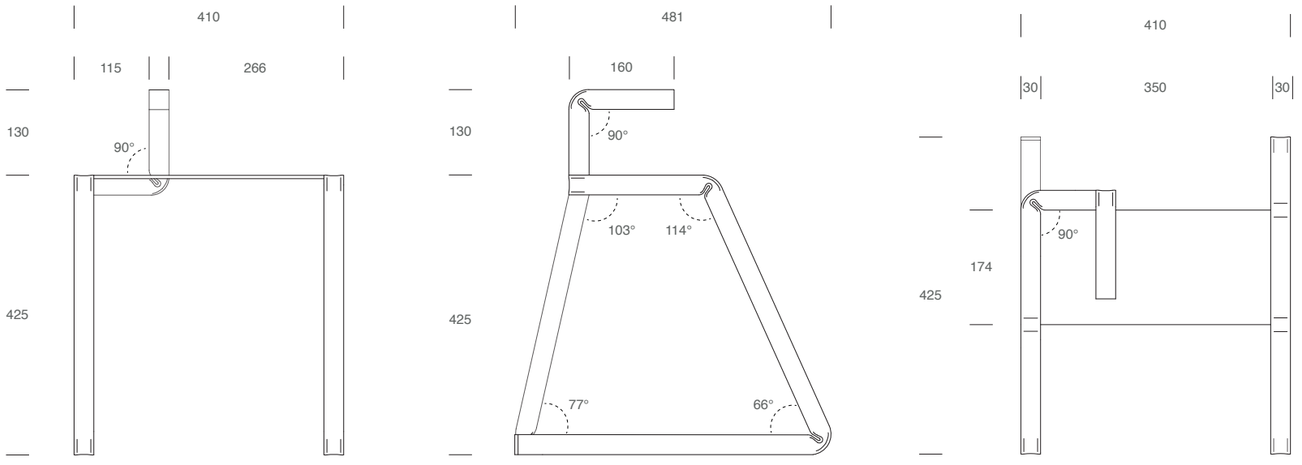


(2)

Conceived as the perfect companion to the Lounge Chair, the SIDE TABLE of the Echo collection takes the concept of flexibility to the extreme. Its structure is essential: two tubular elements support an aluminum top, a material choice that generates a strong and refined chromatic contrast with the rest of the structure, in true SITUER Milano style.

However, the true defining feature of this side table is the handle integrated into its design. This element, as functional as it is aesthetic, invites interaction: it allows the user not only to extract the table from the chair's profile with a fluid and intuitive gesture, but also to easily carry it across the space. A truly nomadic surface, whose bold aesthetic allows it to step beyond domestic boundaries: much like the armchair, it proves to be an ideal addition for hotel lounges, fashion boutiques, retail spaces, and creative offices.

TECHNICAL DRAWINGS





DETAILS

Materials
Premium-quality S235JR steel sheet (UNI EN 10027)
Epoxy powder coating

Dimensions
Overall height: 555mm
Width: 410 mm
Depth: 481 mm

Composition
Tubular profiles : 30 x 30 mm
Total number of tubular profiles: 3
Bolted aluminum surface: 1
Aluminum surface: 174 x 350 x 5 mm

Rectangular tubular structure without welds

Colors
RAL 3005
RAL 5024

Side *Table*

Situér

Milano

‘HIGHLY PORTABLE BY DESIGN, BUILT TO BE EFFORTLESSLY MOVED WHEREVER YOU NEED AN EXTRA SURFACE.”

_ HOME

FROM

Side

Table

Situér

Milano

TO .SHOP

“A GRAB-AND-GO SIDE TABLE, READY TO SHIFT SPACES WHENEVER YOU DO.”

Side

Table

- FOR HOLD

(3)

YOUR TASTE .

MAG HOLDER

njgnivnvo nvievowv nvj



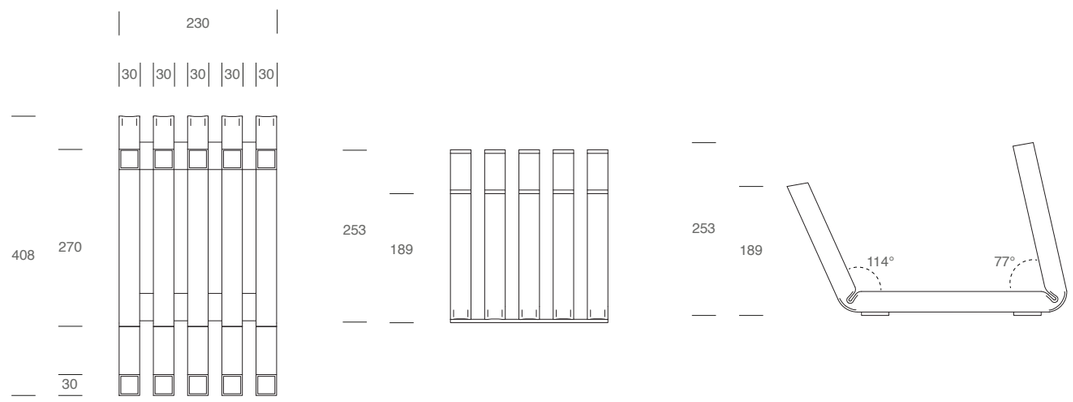
(3)

To complete the Echo collection, we find the **MAG-HOLDER** , the smallest and complementary element of the system, designed to fit perfectly beneath the profile of the seat.

Its construction is a pure expression of SITUER Milano's minimalist aesthetics: the structure is made from a single tubular piece bent twice and connected in series via bolting. This mechanical detail not only ensures sturdiness but also becomes a graphic and stylistic element that enhances its industrial character.

The most interesting aspect of this object, however, is its dual soul. Thanks to a careful study of its design and proportions, the magazine rack transcends its primary function. While in a domestic environment it serves as the perfect magazine holder, in music-oriented spaces, concept stores, or showrooms, it seamlessly transforms into an elegant vinyl record holder, confirming the flexible and transversal approach of the entire collection.

TECHNICAL DRAWINGS





DETAILS

Materials

Premium-quality S235JR steel sheet (UNI EN 10027)
Epoxy powder coating

Dimensions

Overall height: 253 mm
Width: 230 mm
Depth: 408 mm

Composition

Tubular profiles : 30 x 30 mm
Individual tube length : 72 mm
Total number of tubular profiles: 5
Bolted steel connecting bars: 2

Rectangular tubular structure without welds

Colors

RAL 3005

RAL 5024

Mag

Holder

Situér *Milano*

FROM _MAG

“PRACTICAL STORAGE TAILORED FOR MAGAZINES, LOOKBOOKS, AND DAILY READS.”

Mag *Holder*

Situér

Milano

TO

“BUILT TO KEEP YOUR FAVORITE VINYL RECORDS WITHIN ARM’S REACH.”

.MUSIC

Mag

Holder

- THE SET (4) YOU NEED _

ÉCHO

COLLECTION

The Echo collection—featuring a lounge chair, side table, and magazine rack—is a tubular ecosystem embodying SITUER Milano's minimal, industrial vision.

Celebrating the beauty of interlocking forms and negative space, these versatile pieces can be standalone elements or nest completely inside the main lounge chair to form a single, essential volume. From homes to retail spaces and fashion sets, Echo proves that metal can be flexible, mobile, and ever-evolving.

Situér

Milano