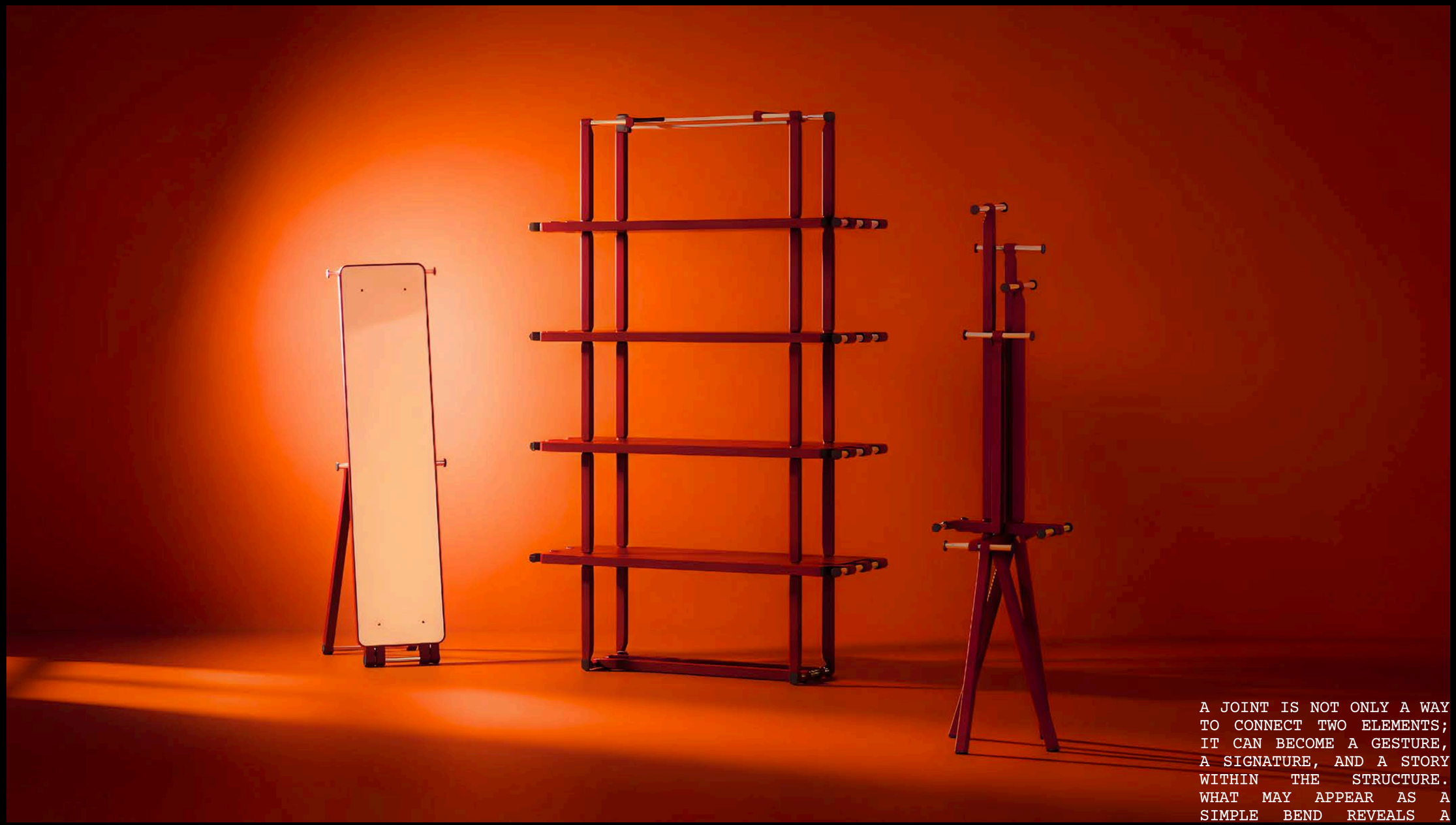
PAPILLON

ORDER NUMBER:110469



A JOINT IS NOT ONLY A WAY TO CONNECT TWO ELEMENTS; IT CAN BECOME A GESTURE, A SIGNATURE, AND A STORY WITHIN THE STRUCTURE. WHAT MAY APPEAR AS A SIMPLE BEND REVEALS A HIDDEN LANGUAGE OF TENSION, CONTINUITY, AND CONNECTION, GIVING THE COLLECTION ITS OWN IDENTITY.

BRIEF ANALYSIS

THE MANUFACTURER

Situér Milano is a young Italian design atelier rooted in a long-standing expertise in metalworking. Born from the industrial manufacturing heritage of Castellani, the brand transforms steel and other metals into **minimal**, **functional** and **highly recognisable** furniture.
At the core of Situér's identity is a simple yet distinctive principle: transforming the material rather than adding unnecessary elements to it. Its patented "C" bending technique replaces traditional welding, **turning a technical manufacturing process into a recognisable aesthetic signature**. The result is furniture characterised by minimal forms, modularity, composability and a refined industrial character.
Situér's philosophy is grounded in the balance between aesthetics and function, industrial precision and craftsmanship, simplicity and technical complexity. Rather than concealing construction, **the brand makes the logic of the material part of the design itself**.

THE COMPETITION

The Terraviva brief asks for the next chapter of this identity through a coordinated **collection of three interconnected elements**: one main piece and two complementary objects. The collection may include a shelving system, console or seating element together with accessories such as a coat rack, mirror, lamp or tray.
The challenge is therefore not to create an isolated object, but to establish a **recognisable design system**. The same formal and material principles must connect the three elements while allowing each product to maintain its own function and character.
The brief also establishes a crucial **production-oriented dimension**. The winning collection will be prototyped and commercialised, making feasibility, construction logic and ease of assembly fundamental design criteria.

OUR RESPONSE

Rather than reproducing Situér's existing language, our proposal extends its underlying principle: turning the transformation of metal into the identity of the object.
The project introduces a new type of joint based on a simple continuous gesture: the curl.
At the end of each tube, the material bends into a dynamic loop that can either terminate the element or receive another tube. By changing the way the tubes enter and interact with the curl, the same joint generates different configurations and spatial relationships.
The connection is therefore no longer an accessory added to the structure. It is embedded in the tube itself and becomes the element that generates the system.

STYLER LANGUAGE

INDUSTRIAL MATERIAL

↓

BENDING

↓

NO WELDING

↓

RECOGNISABLE DETAIL

↓

MINIMAL / MODULAR / FUNCTIONAL









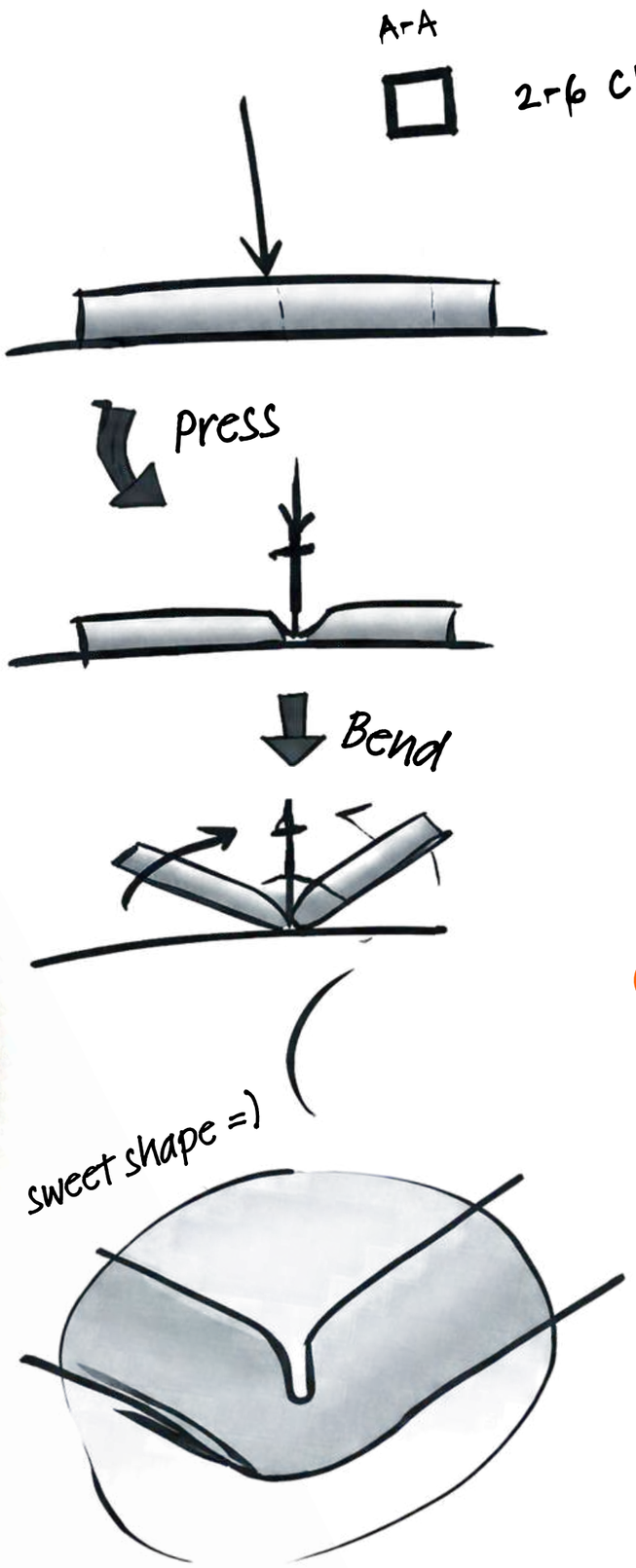






SUPER BRAND MARK





DEFORMATION BECOMES JUNCTION

TECHNICAL AND BRUTAL OPERATION ARE **VALUE** → 1. cancel complicated processes
2. eliminate waste

PLASTIC SIMPLICITY → 1. crystallization of the form
2. innovation in language

SELF-SATISFACTION

technical gesture but easy to understand by the observer

generating a sense of satisfaction that is not only visual but also intuitive

INDUSTRIAL FOLD

Recognizable and drivable to the brand

STRONG INTERVENTION

SOFT RESULT

PROTOTYPING

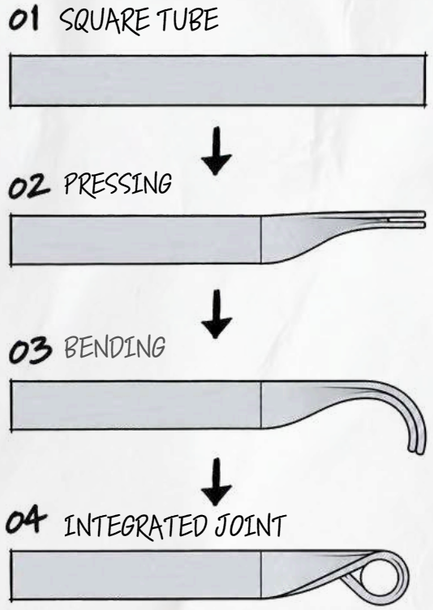


TESTING

MAKING A LOT OF TESTS ON BEHAVIOUR OF THE METAL SQUARE TUBES IS BEEN A KEY POINT ON FINDING A NEW POSSIBLE BRAND MARK SIGNATURE. HERE IT IS A COLLECTION OF SOME OF THEM: PRESSING, BENDING, CURVING, CRUSHING AND AGAIN AND AGAIN.

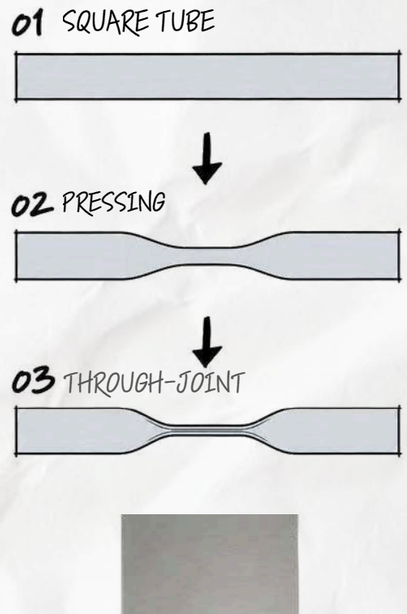
a new joint.

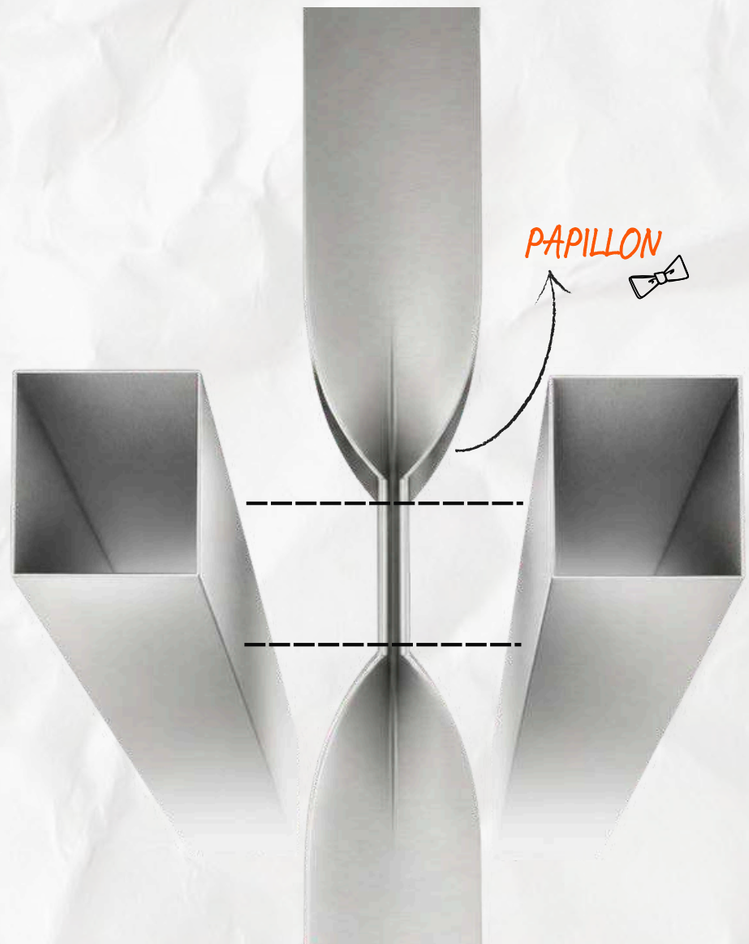
PROCESS RESEARCH



THE **CONSTRICTION** IS THE STARTING POINT OF THE SYSTEM: THE SQUARE TUBE IS **LOCALLY COMPRESSED** AND NARROWED, CREATING A DYNAMIC TRANSITION BETWEEN THE REGULAR SECTION AND THE JOINT.
FROM THIS DEFORMATION, THE TUBE DEVELOPS INTO A **CURL**, WHICH BECOMES ITS OWN **TERMINATION** OR OPENS TO RECEIVE ANOTHER TUBE.
THE RESULT IS A JOINT THAT IS INTEGRATED INTO THE MATERIAL ITSELF, WITH NO ADDITIONAL HARDWARE, AND CAPABLE OF GENERATING DIFFERENT CONNECTIONS AND CONFIGURATIONS.
A SIMPLE DEFORMATION BECOMES THE IDENTITY OF THE COLLECTION.









RAL 2009 TRAFFIC ORANGE



RAL 5024 PASTEL BLUE

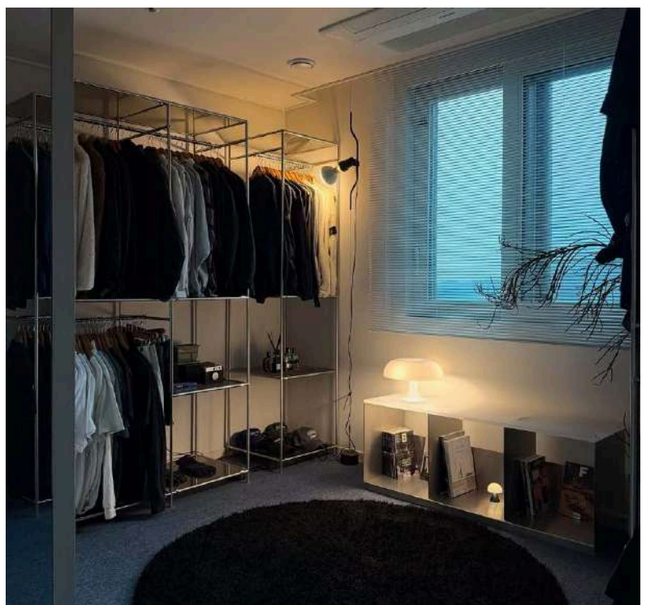


A BALANCE BETWEEN INDUSTRIAL PRECISION AND SOFT, CONTEMPORARY EXPRESSION. RAW METAL STRUCTURES, MODULAR GRIDS AND EXPOSED JOINTS MEET MUTED TONES AND UNEXPECTED ACCENTS, CREATING A LANGUAGE THAT FEELS TECHNICAL YET PLAYFUL, MINIMAL YET TACTILE.



RAL 3005 WINE RED



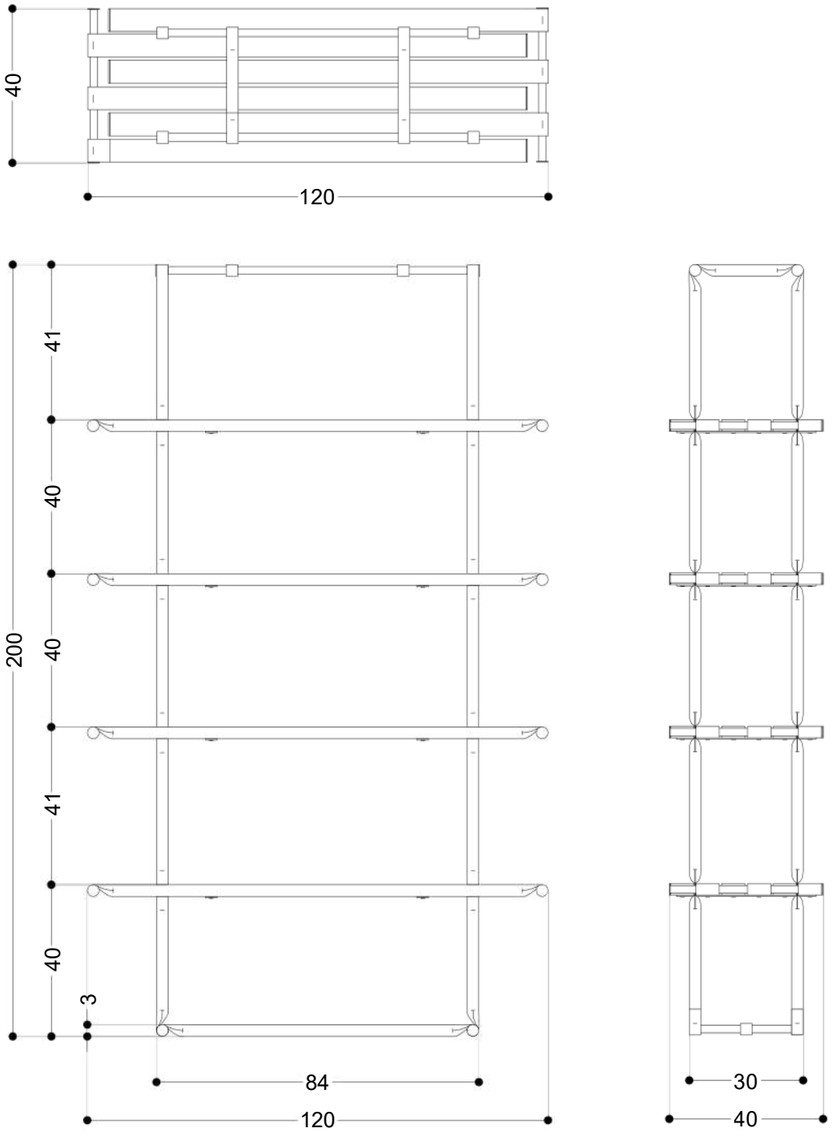


RAL 7009 GREEN GREY

THE **CURL**
UNFOLDS LIKE
A **PAPILLON,**
TURNING THE
SIMPLE ACT
OF JOINING
INTO A
DYNAMIC AND
RECOGNISABLE
GESTURE.


HOME
&
RETAIL

PAPILLON_SHELVING SYSTEM





Description

A modular shelving system made entirely of steel, with a lightweight yet sturdy structure. Composed of vertical tubular uprights connected by horizontal brackets, it offers a clean and balanced architectural design. The shelves feature a slatted steel surface that ensures visual lightness while maintaining stability. The modular construction allows for easy assembly and adaptation to different configurations, suitable for both residential and commercial spaces.

Materials

Square tubes - Powder coated steel
Cylindrical tubes - Stainless steel
Tubular caps - Hard plastic

Variants





General Dimensions

HEIGHT	200 cm
DEPTH	40 cm
LENGTH	120 cm

Color

RAL 3005 RAL 2009 RAL 5024 RAL 7009

PAPILLON_SHELVING SYSTEM

MULTIPLE SHELVING

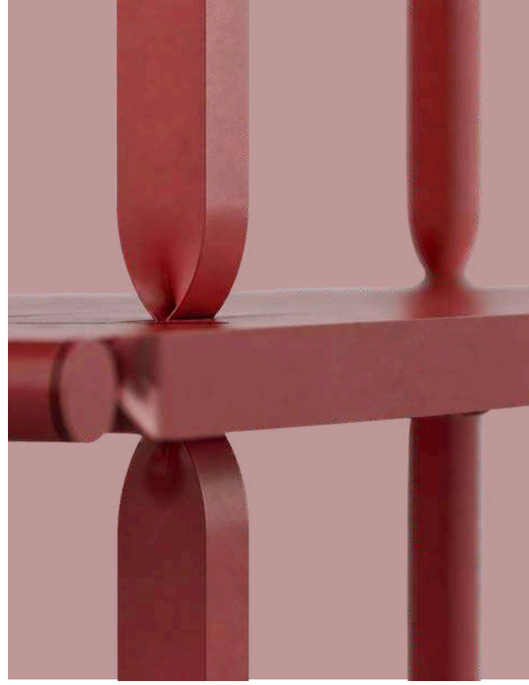


SHELVES



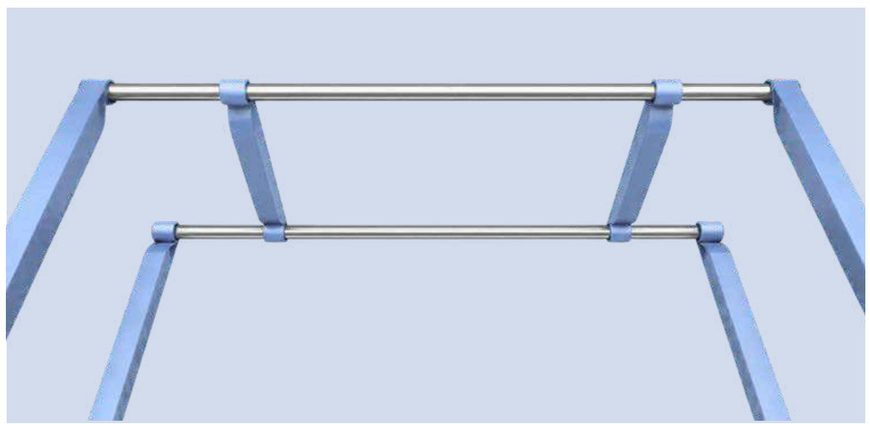
BENCH WITH RACK

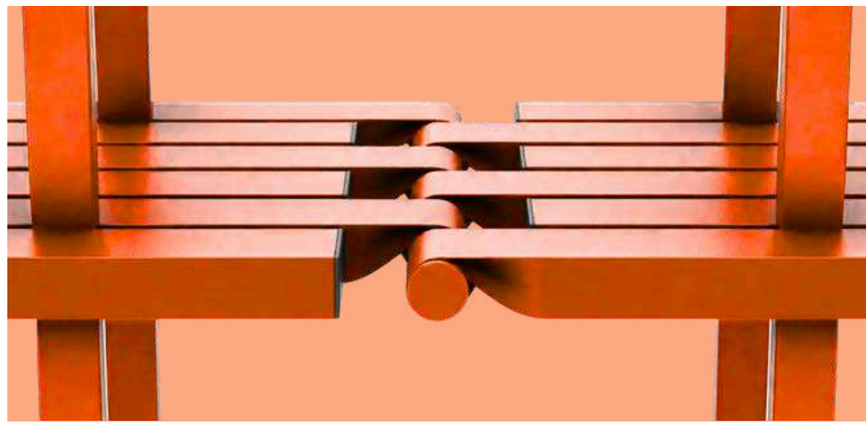




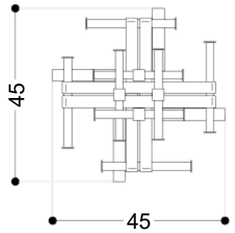


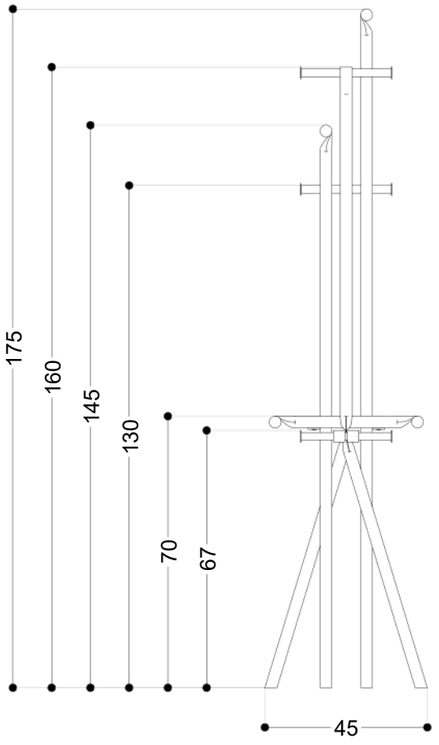


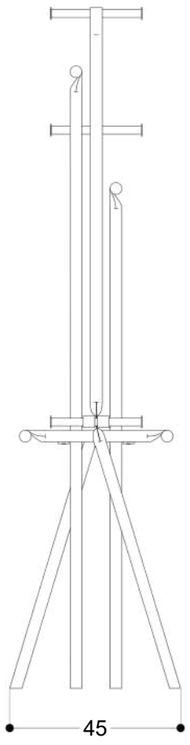




PAPILLON_COAT RACK









Description

A sculptural steel coat rack designed to combine functionality with a strong architectural presence. Its slender vertical frame is supported by a distinctive tripod base, while multiple adjustable hooks provide practical hanging space at different heights. The exposed tubular structure and balanced proportions give the piece a contemporary industrial character, making it suitable for both residential and retail interiors.

Material

Square tubes - Powder coated steel
Cylindrical tubes - Stainless steel
Tubular caps - Hard plastic

General Dimensions

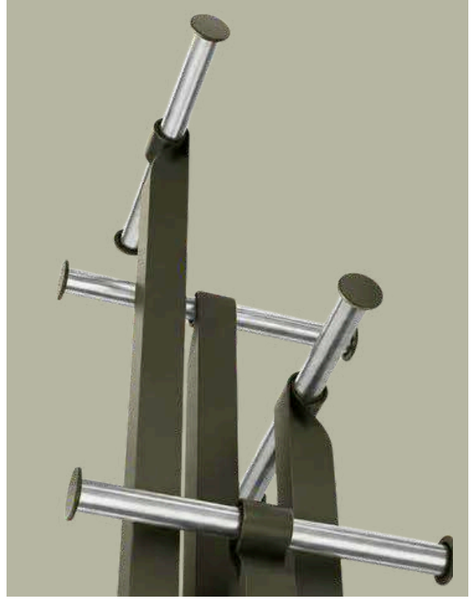
HEIGHT	175	cm
DEPTH	45	cm
LENGTH	45	cm

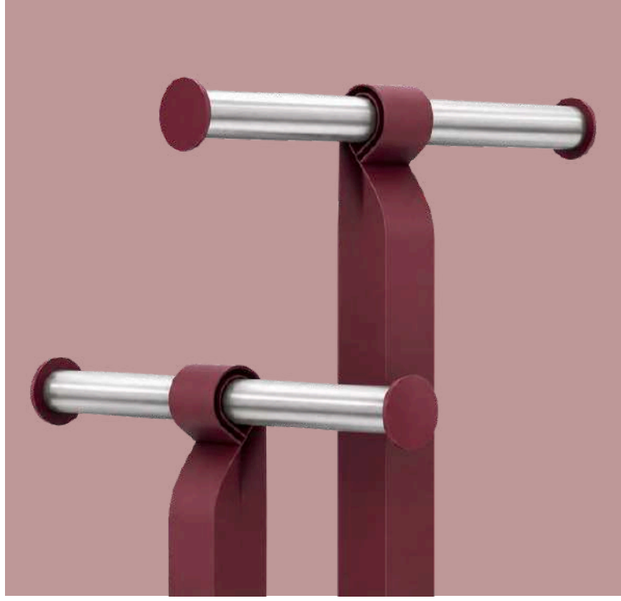
Color

RAL 3005 RAL 2009 RAL 5024 RAL 7009

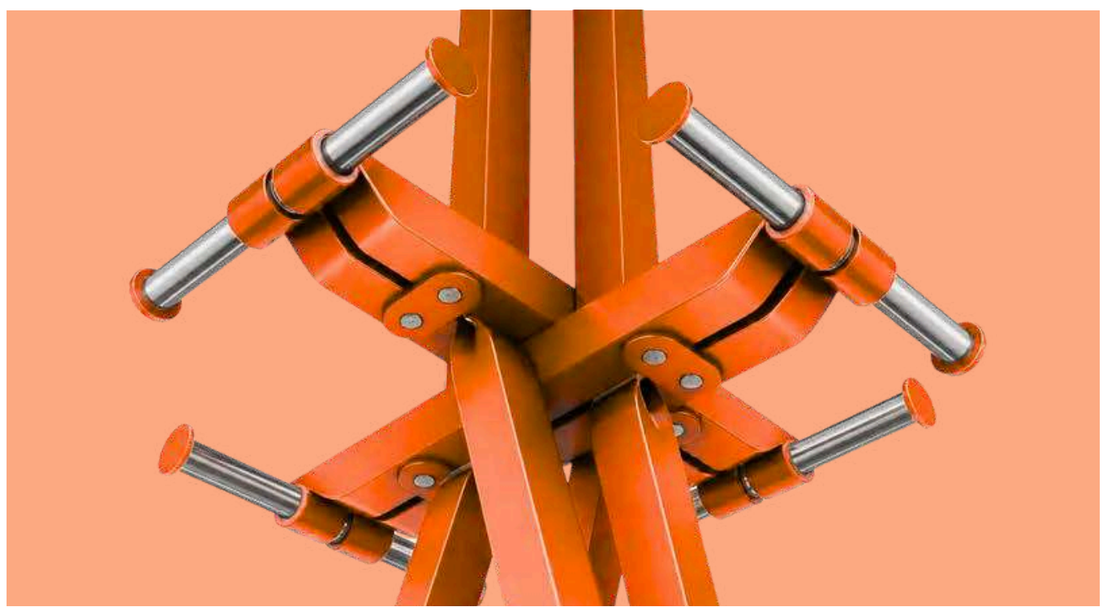
PAPILLON_COAT RACK



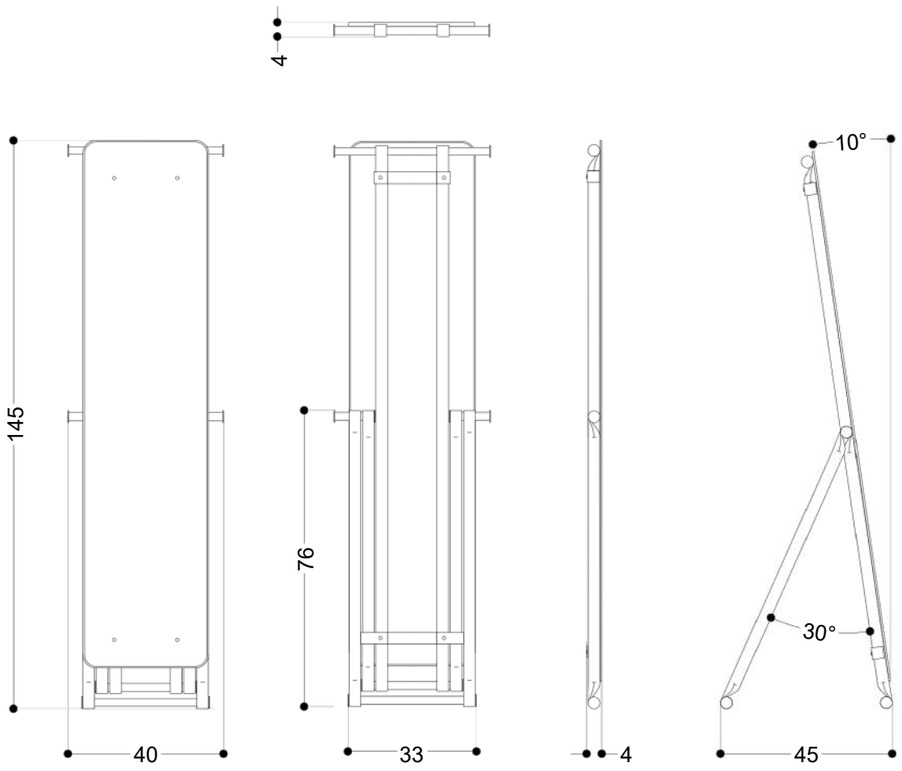








PAPILLON_MIRROR







Description

A versatile free-standing or wall mirror designed to combine functionality with a sculptural, minimalist character. Its folding structure allows the mirror to open into a stable, angled position or close into a compact vertical form for easy storage. The slender steel frame and simple geometric construction create a distinctive industrial aesthetic, while the flexible opening mechanism makes it suitable for bedrooms, dressing areas, retail spaces and other interiors where functionality and adaptability are essential.

Material

Square tubes - Powder coated steel
Cylindrical tubes - Stainless steel
Tubular caps - Hard plastic

General Dimensions

HEIGHT	145 cm
DEPTH	4-45cm
LENGTH	40 cm

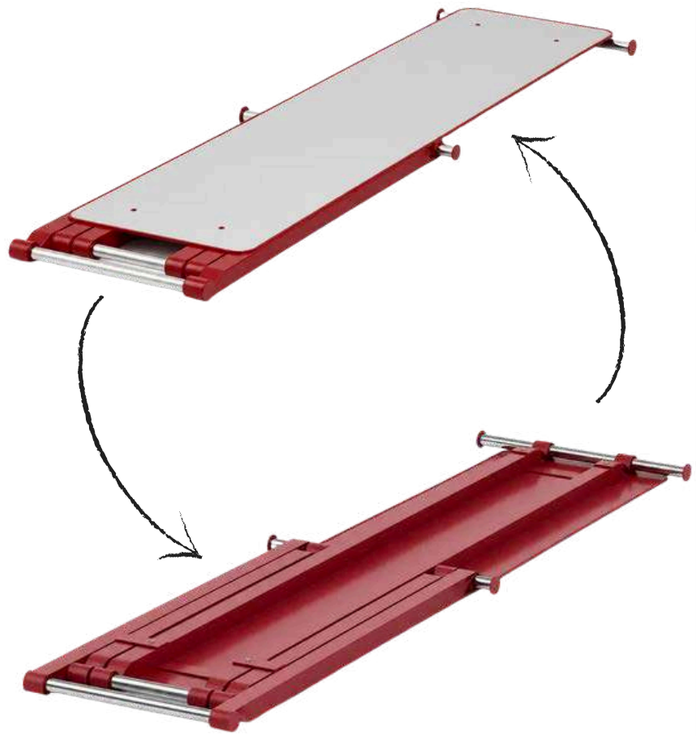
Color

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PAPILLON_MIRROR

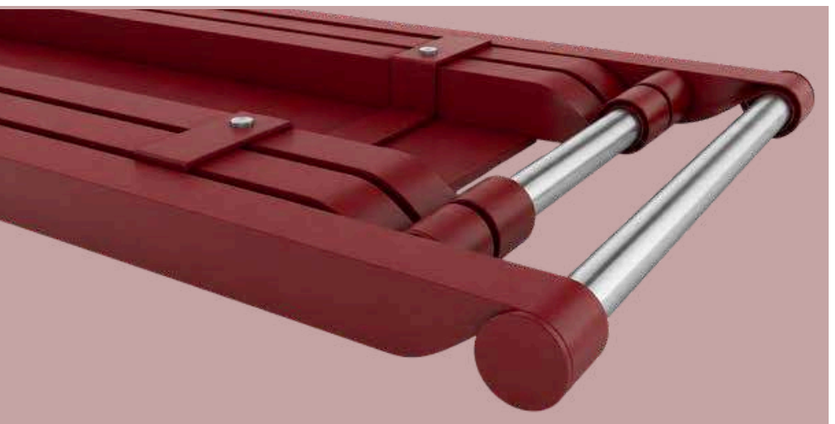


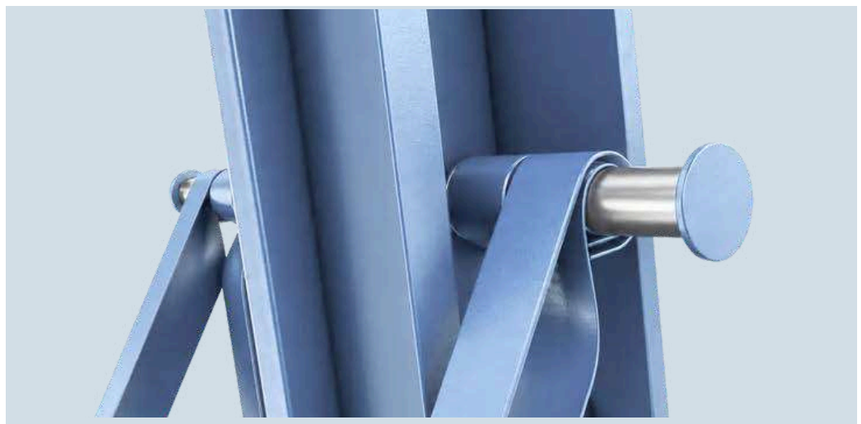


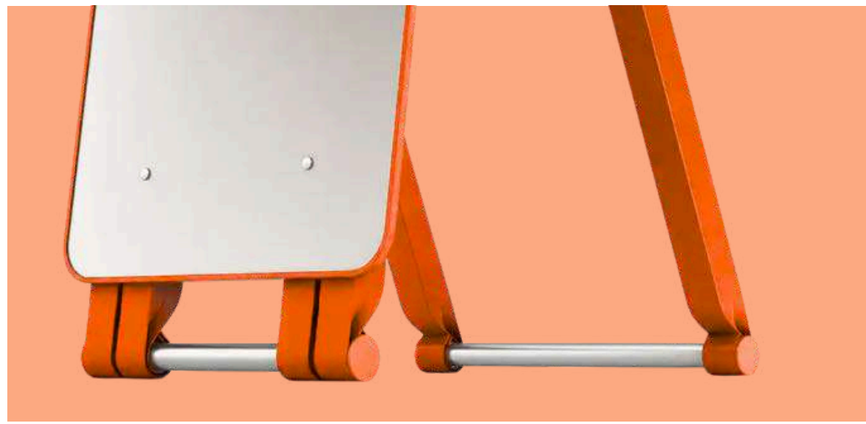












CONTEMPORARY & REFINED

CLEAN LINES, SOFT TONES AND NATURAL MATERIALS CREATE A CALM, TIMELESS ATMOSPHERE.





WARM & ECLECTIC

EARTHY TONES, PLAYFUL DETAILS AND LAYERED TEXTURES CREATE AN INTIMATE, EXPRESSIVE MOOD.

INDUSTRIAL & SCULPTURAL

RAW MATERIALS, STRONG LINES AND FUNCTIONAL FORMS CREATE A BOLD, ARCHITECTURAL MOOD.

MINIMAL & GRAPHIC

MONOCHROME TONES, RICH TEXTURES AND GEOMETRIC DETAILS CREATE A SOPHISTICATED, CONTEMPORARY ATMOSPHERE.

BOLD & GRAPHIC

VIBRANT PRIMARY HUES, CLEAN MODULAR GEOMETRY AND PASTEL BACKDROPS CREATE A STRIKING, CONTEMPORARY ATMOSPHERE.



REFLECTIVE & DYNAMIC

TEXTURED METALLIC SURFACES, SATURATED ORANGE ACCENTS AND BOLD COLOR CONTRASTS DELIVER A HIGH-IMPACT, MODERN MOOD.

MINIMAL & INDUSTRIAL

RAW METALS, CLEAN LINES AND ESSENTIAL FORMS CREATE A BOLD, CONTEMPORARY RETAIL.

EARTHY & REFINED

WARM TONES, TACTILE MATERIALS AND SCULPTURAL FORMS CREATE AN INTIMATE, SOPHISTICATED ATMOSPHERE.

DESIGNED TO BELONG WHEREVER IT IS PLACED