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ANIMA COLLECTION

TERRAVIVA

situér
MILANO

THE MODERN HABITAT: A VISION FOR VERSATILE LIVING

Design must adapt fluidly to the changing nature of contemporary spaces.

This philosophy blurs the lines between residential, hospitality, and retail environments. The collection centers on a statement piece anchored by clean geometry and a unique, recognizable silhouette. The aesthetic balances the raw edge of industrial brutalism with the comfort of warm minimalism, channeling a suggestive, youthful spirit.

Color serves as the ultimate tool for spatial integration.

Rather than dictating a rigid style, the palette allows each piece to morph seamlessly across distinct moods—from raw industrial and moody elegance to minimalist warmth or joyful color accents.

Form and philosophy perfectly mirror the Situér Milano soul.

The vision aligns with the brand’s devotion to avant-garde industrial design, where eco-conscious metal processing and the poetry of a single, continuous fold transform structural raw elements into high-end contemporary art.



FROM CONCEPT TO CREATION

Trend and typology analysis

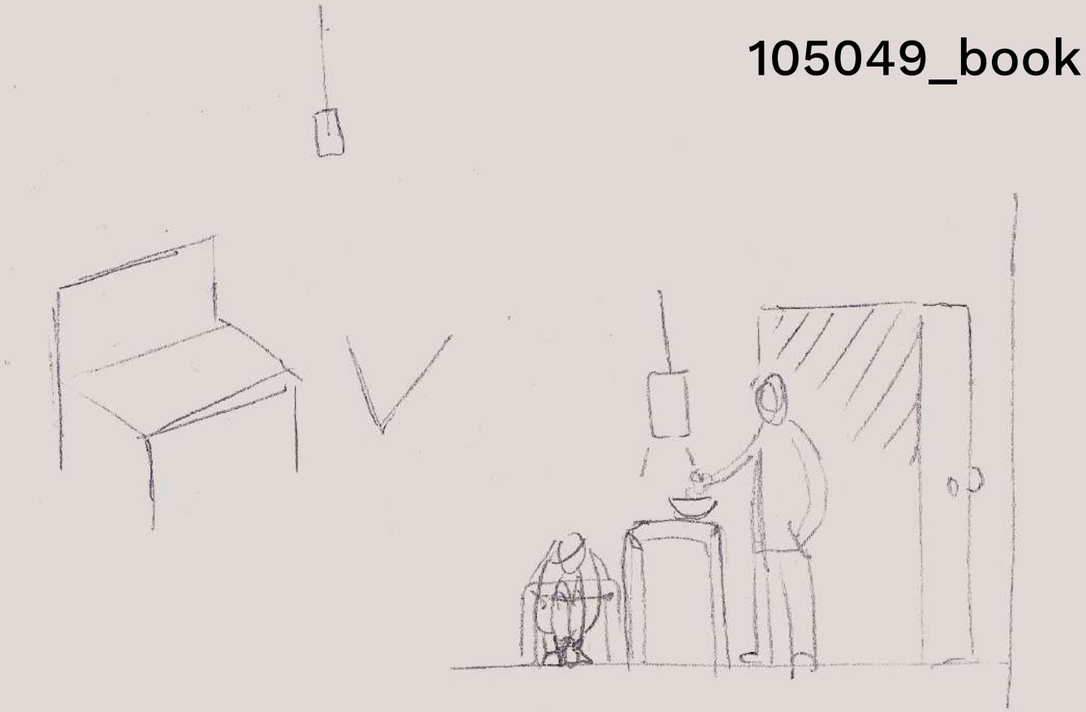
An extensive evaluation of current interior design movements and the state-of-the-art in metal furniture set the foundation for the collection.

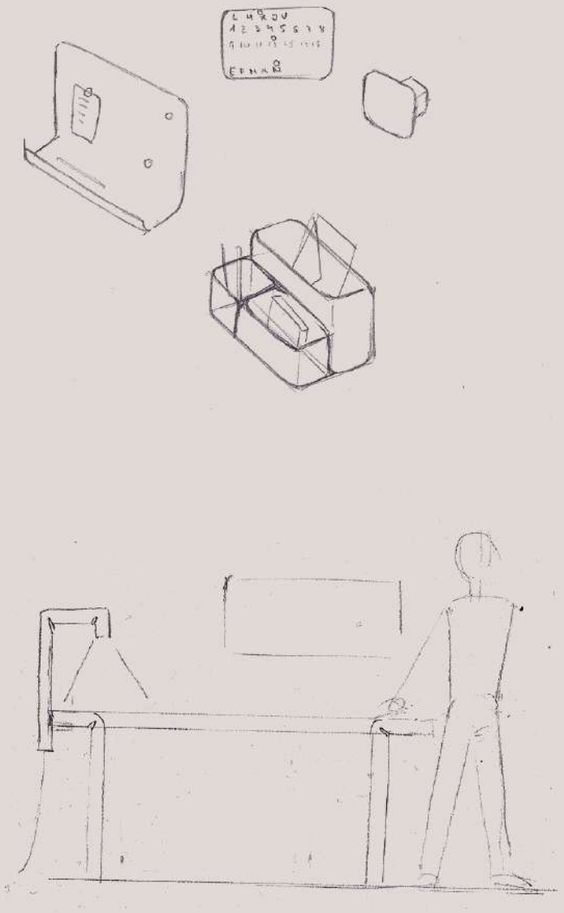
Shelf / Bookcase · Console · Table · Seat · Coat rack / Clothes stand · Lamp · Umbrella stand · Magazine rack · Vase · Planter / Plant pot · Mirror · Tray · Serving trolley · Clothes valet · Room divider

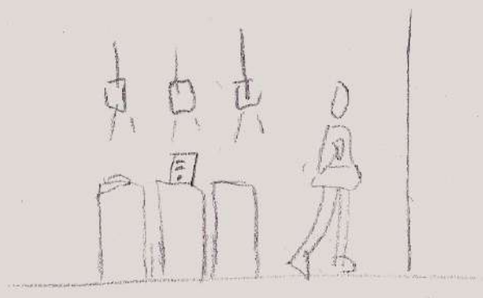
Cohesive curated collection

To ensure functionality and cohesion, potential design scenarios were mapped out by pairing a primary statement piece with two complementary items. The goal was to develop a self-contained collection, possessing an identity on its own.

Chair · Lamp · Magazine rack
Table · Stool · Lamp
Shelf · Vase · Mirror
Console · Mirror · Umbrella stand
...







ANIMA

A COHESIVE ENVIRONMENT FOR HYBRID SPACES

A curated trio of a console as accent piece, a lamp, and a mirror.
Together, these objects define a complete atmosphere adaptable to residential entryways, living rooms, or bedrooms, as well as boutique hotels and high-end fashion retail spaces.

Versatility mirrors the rise of contemporary hybrid environments.
This layout directly aligns with the brand’s core pursuit of versatile products, blending across diverse architectural contexts.

The aesthetic is defined by pure industrial minimalism.
Every piece balances structural raw materials with refined, clean geometric forms.

The signature gesture of curved metal reveals the true soul of Situér Milano.
This shared design detail unites the objects and breathes life into the pieces—giving the ANIMA collection its name.

MOODBOARD



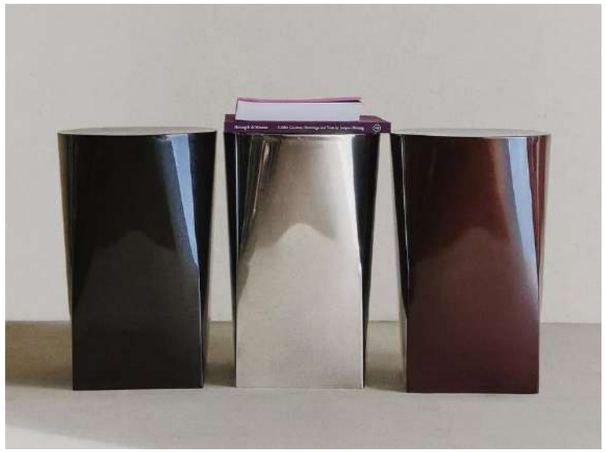


_ SOFT ROUNDED EDGES

_ GENEROUS VOLUMES TO ENHANCE THE INDUSTRIAL CHARACTER

_ RAW STAINLESS STEEL

_ TRIO OF COLORS FOR ELEGANT, CALM AND CHEERFUL AMBIENTS













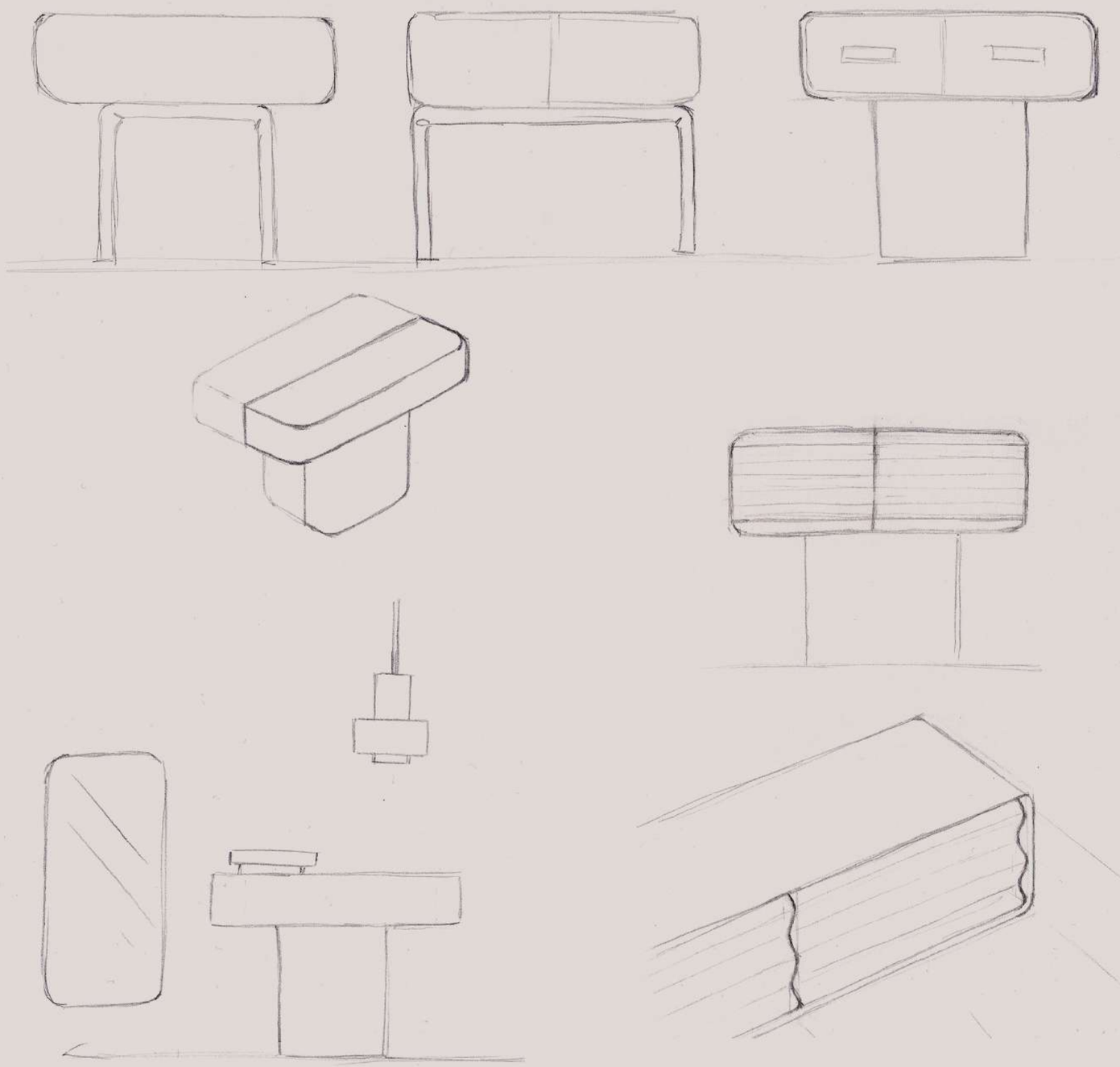


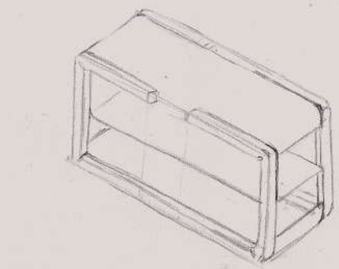


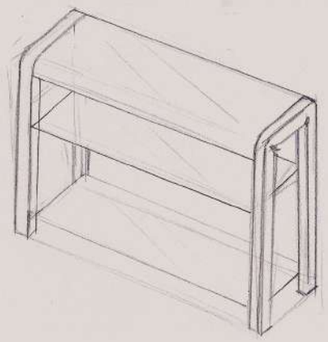






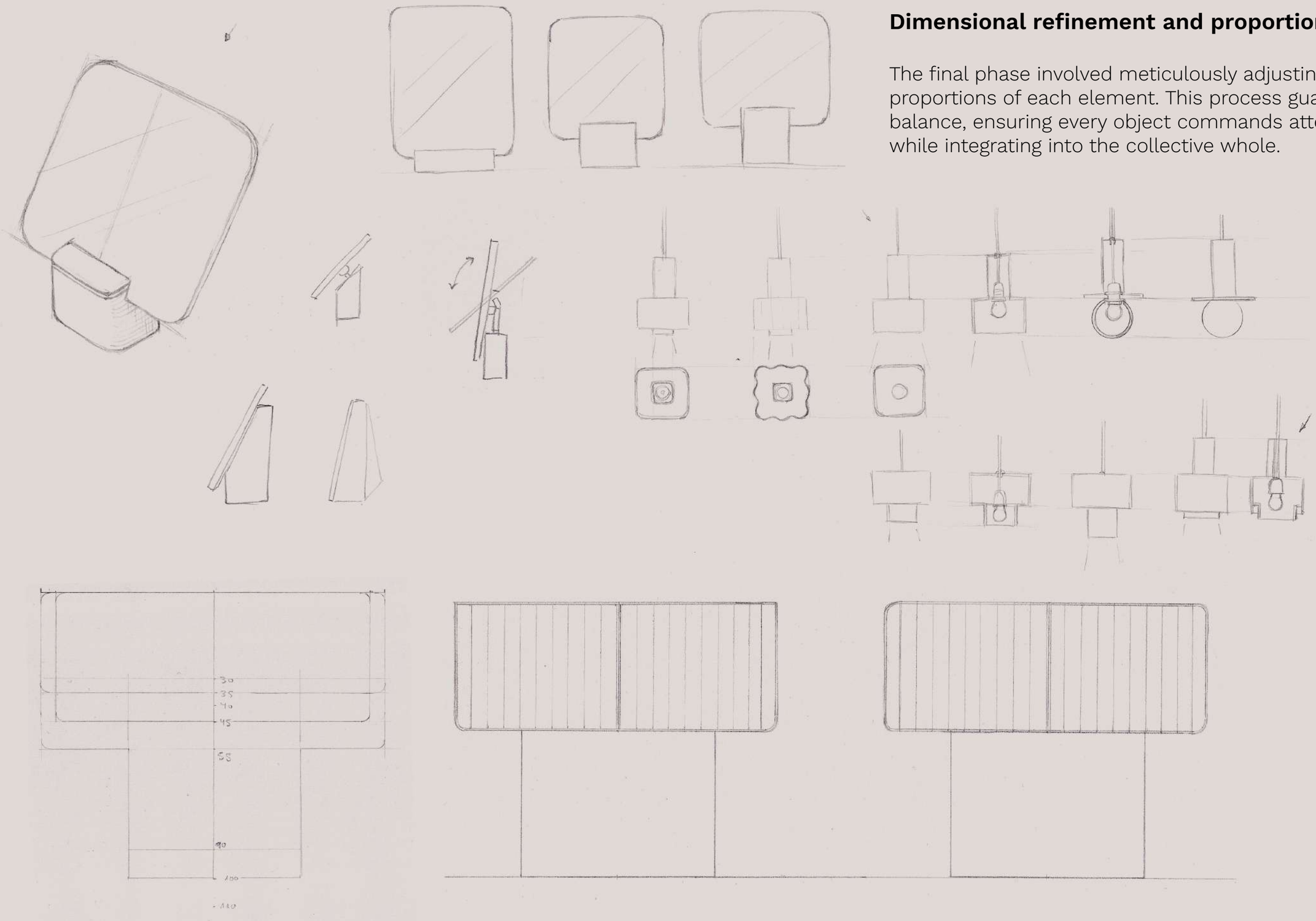






Form exploration and the signature gesture

Building upon the distinct DNA of Situér Milano, a rigorous formal exploration gave meaning and character to every piece. This process aim to balance aesthetic intrigue with manufacturing feasibility and everyday functionality.



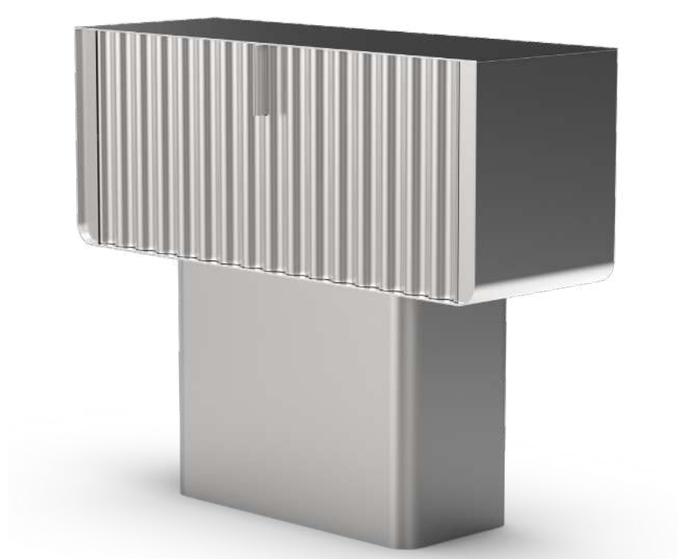
Dimensional refinement and proportional balance

The final phase involved meticulously adjusting the dimensions and proportions of each element. This process guaranteed an aesthetic balance, ensuring every object commands attention individually while integrating into the collective whole.













MATERIAL

STAINLESS STEEL / STEEL

DIMENSIONS

850x1000x350 mm

WEIGHT

115 kg

PACKAGING

BODY 400x1000x350 mm
PEDESTAL 450x600x275 mm

SHEET METAL

e = 1.5 mm
e = 2.0 mm
e = 3.0 mm
e = 8.0 mm

MANUFACTURING PROCESSES

LASER CUTTING
BENDING
STAMPING
WELDING

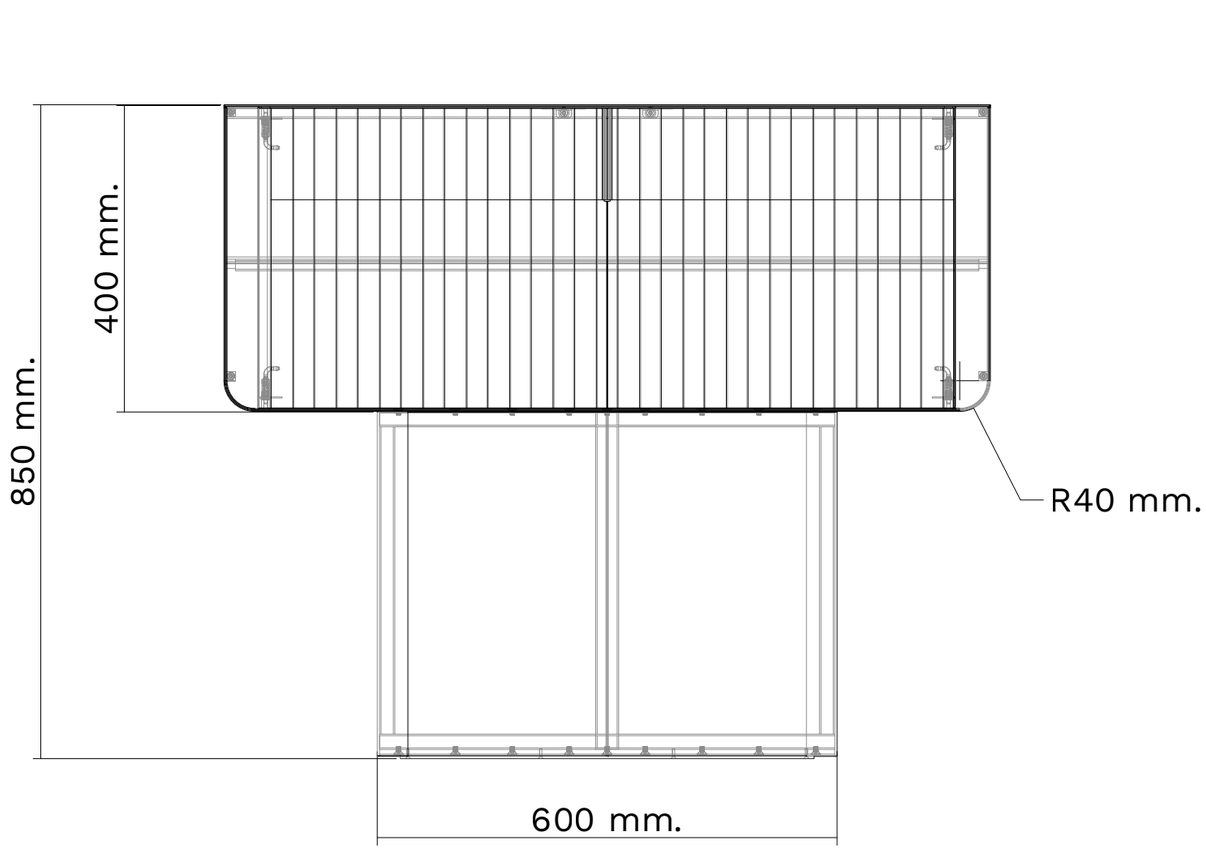


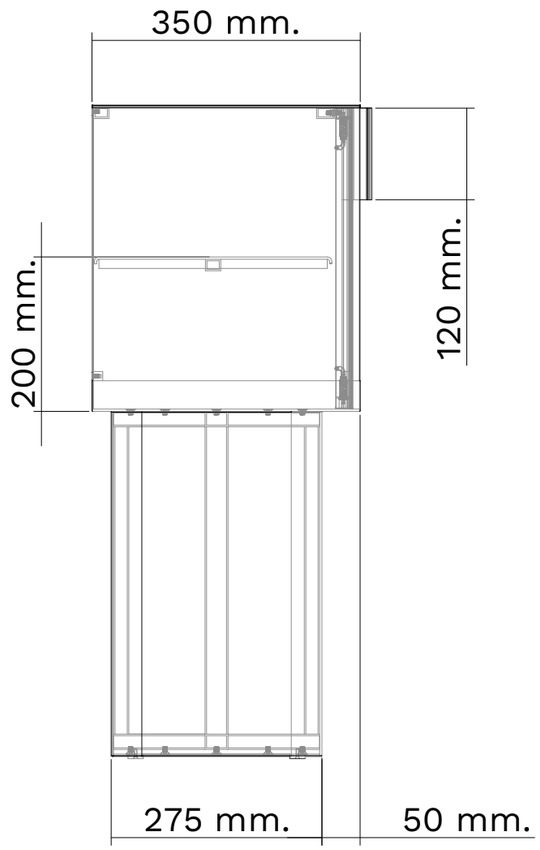


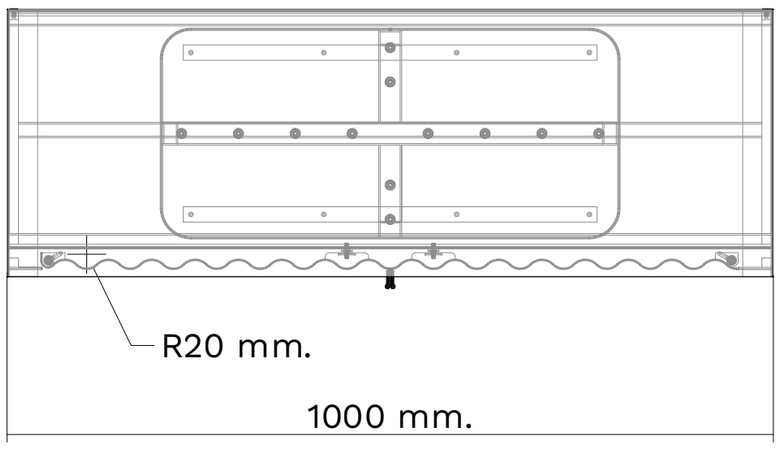
Assembly

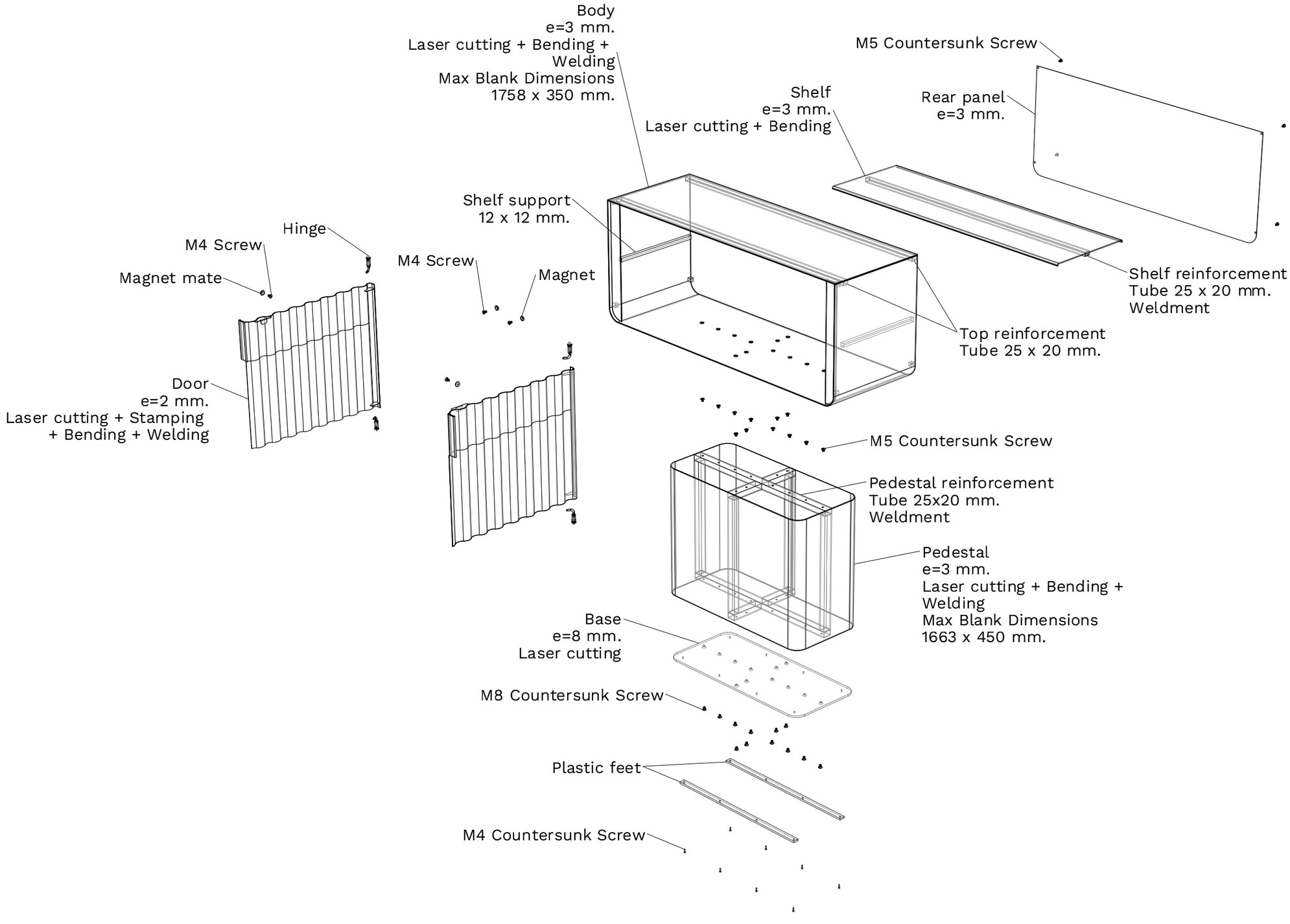
The console incorporates lift-off hinges and embedded magnets to facilitate a clean, tool-free assembly of the doors while ensuring they remain securely closed.

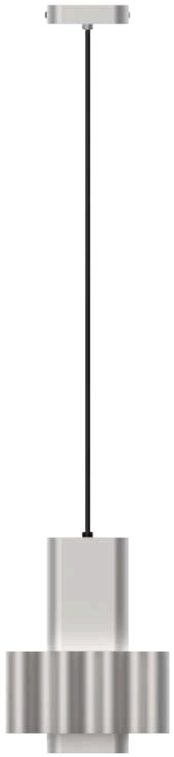
To optimize shipping and facilitate assembly, the console body and the pedestal are supplied as separated, securing together via a partially hidden bolted connection.


400 mm.
850 mm.
R40 mm.
600 mm.


350 mm.
200 mm.
120 mm.
275 mm.
50 mm.


R20 mm.
1000 mm.


Body
e=3 mm.
Laser cutting + Bending +
Welding
Max Blank Dimensions
1758 x 350 mm.
M5 Countersunk Screw
Rear panel
e=3 mm.
Shelf
e=3 mm.
Laser cutting + Bending
Shelf support
12 x 12 mm.
Hinge
M4 Screw
Magnet mate
M4 Screw
Magnet
Shelf reinforcement
Tube 25 x 20 mm.
Weldment
Top reinforcement
Tube 25 x 20 mm.
Door
e=2 mm.
Laser cutting + Stamping
+ Bending + Welding
M5 Countersunk Screw
Pedestal reinforcement
Tube 25x20 mm.
Weldment
Pedestal
e=3 mm.
Laser cutting + Bending +
Welding
Max Blank Dimensions
1663 x 450 mm.
Base
e=8 mm.
Laser cutting
M8 Countersunk Screw
Plastic feet
M4 Countersunk Screw







MATERIAL

STAINLESS STEEL / STEEL

DIMENSIONS

275x210x210 mm

WEIGHT

4 kg

PACKAGING

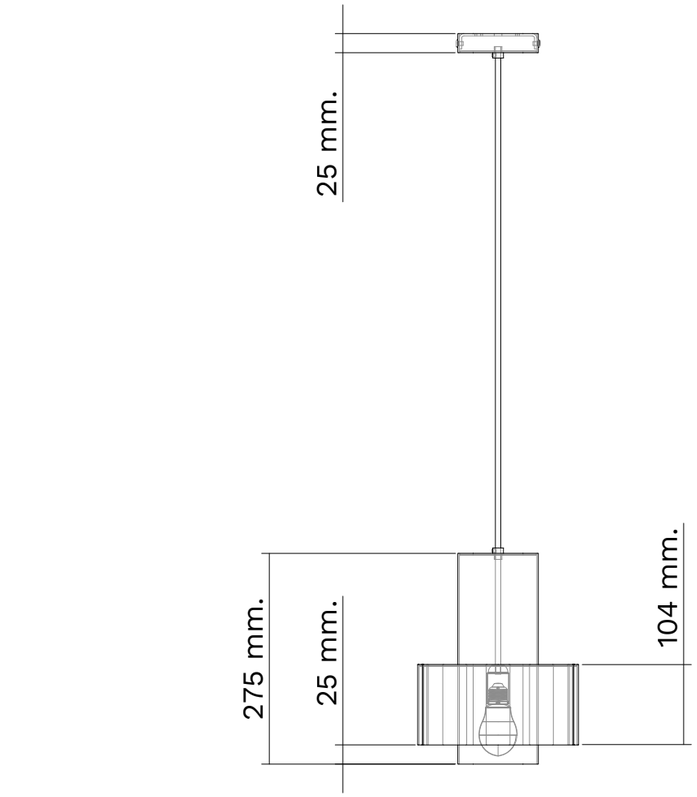
BODY 275x210x210 mm

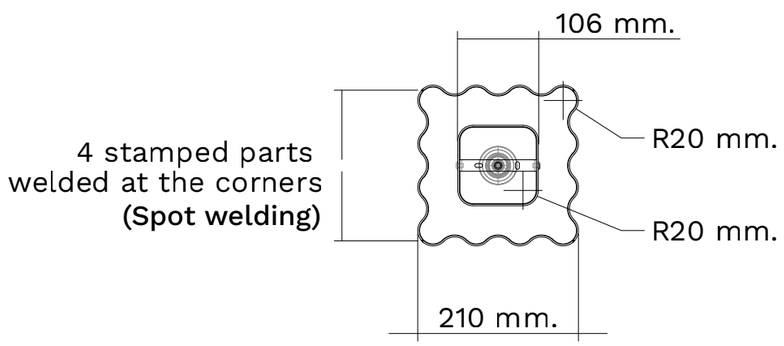
SHEET METAL

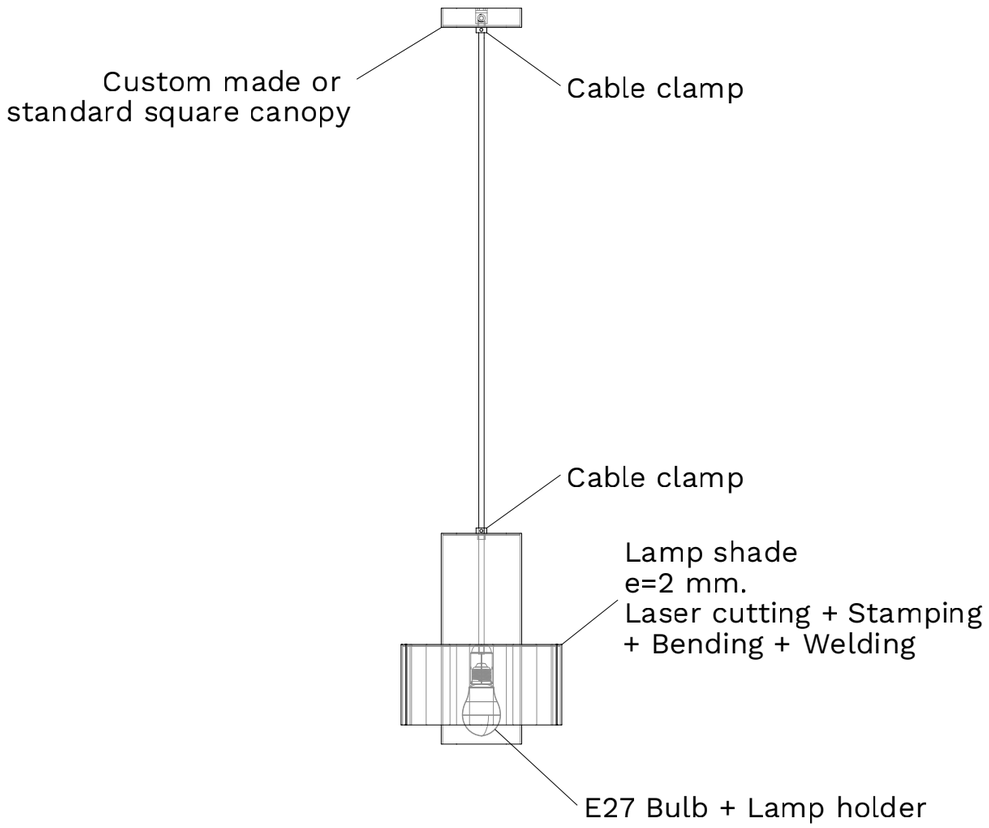
e = 2.0 mm

MANUFACTURING PROCESSES

LASER CUTTING
BENDING
STAMPING
WELDING


25 mm.
275 mm.
25 mm.
104 mm.


106 mm.
4 stamped parts
welded at the corners
(Spot welding)
R20 mm.
R20 mm.
210 mm.


Custom made or
standard square canopy
Cable clamp
Cable clamp
Lamp shade
e=2 mm.
Laser cutting + Stamping
+ Bending + Welding
E27 Bulb + Lamp holder







MATERIAL

STAINLESS STEEL / STEEL

DIMENSIONS

200x170x70 mm

WEIGHT

2 kg

PACKAGING

200x170x70 mm

SHEET METAL

e = 2.5 mm

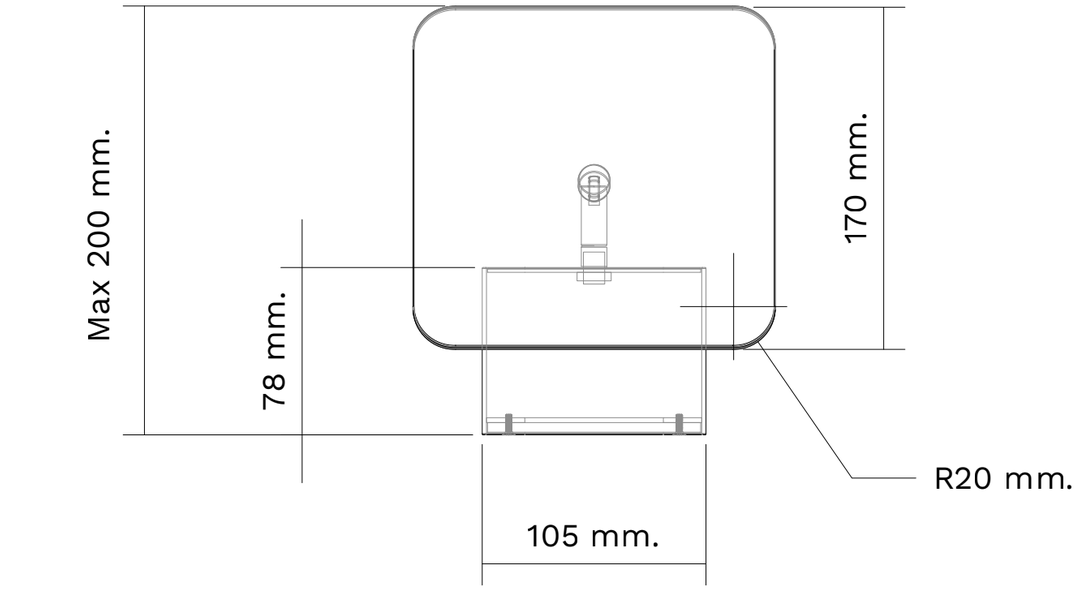
e = 5.0 mm

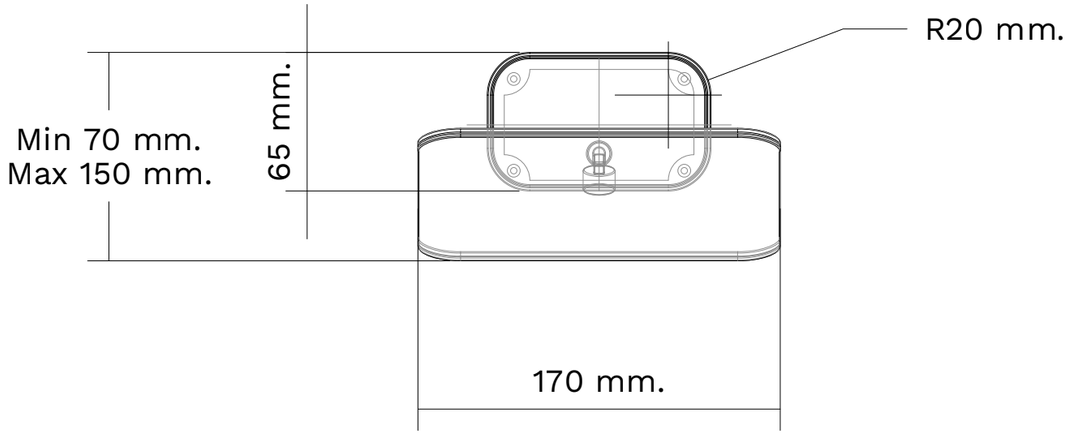
MANUFACTURING PROCESSES

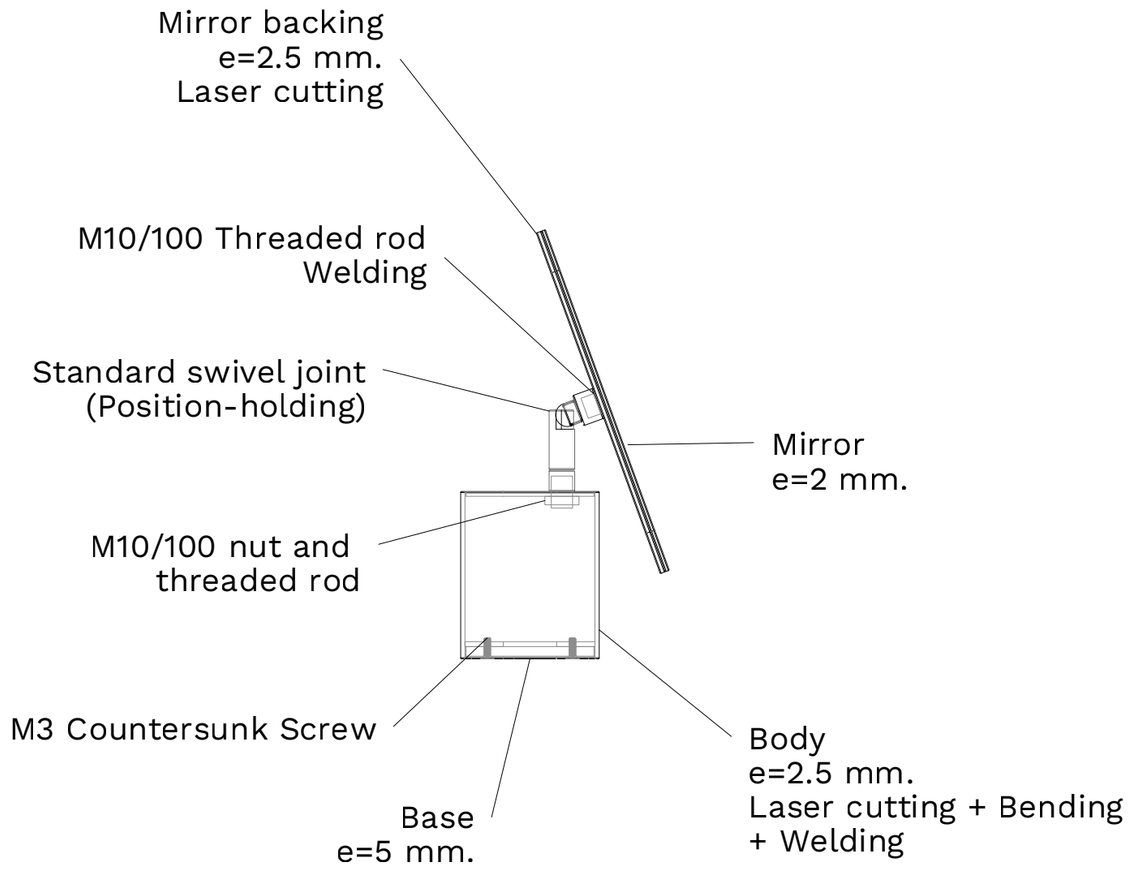
LASER CUTTING

BENDING

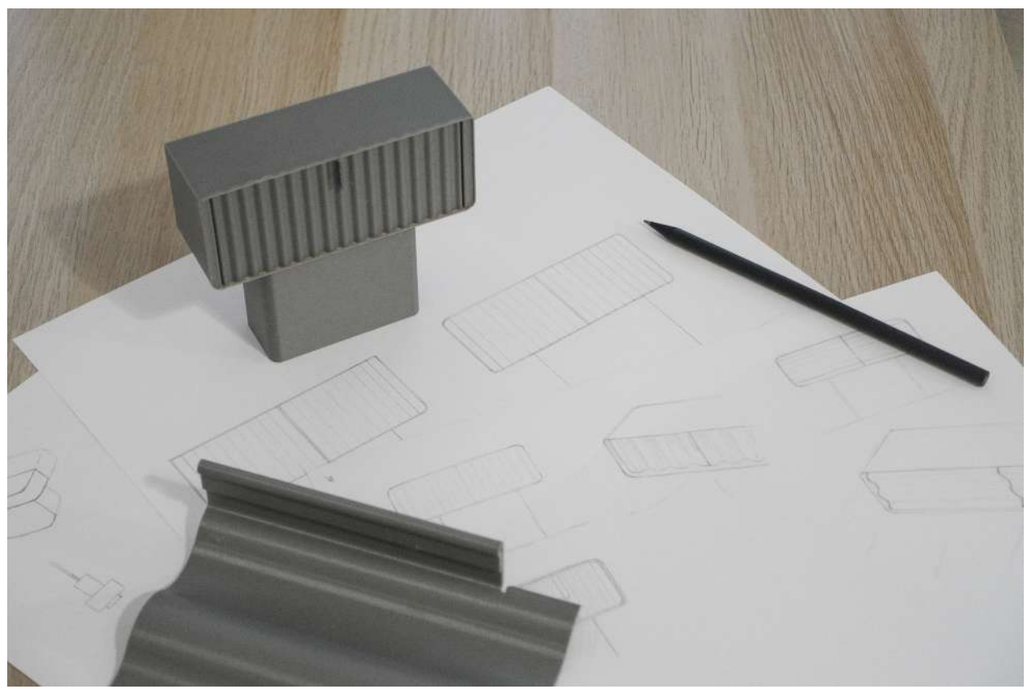
WELDING


Max 200 mm.
78 mm.
170 mm.
R20 mm.
105 mm.


R20 mm.
Min 70 mm.
Max 150 mm.
65 mm.
170 mm.


Mirror backing
e=2.5 mm.
Laser cutting
M10/100 Threaded rod
Welding
Standard swivel joint
(Position-holding)
Mirror
e=2 mm.
M10/100 nut and
threaded rod
M3 Countersunk Screw
Base
e=5 mm.
Body
e=2.5 mm.
Laser cutting + Bending
+ Welding







Modelmaking

Physical mockups were integrated into the development phase to evaluate the dimensions and real-world proportions of the pieces.

Versatile Finishes and Adaptive Palettes

The initial CMF proposal features a matte-brushed or sandblasted stainless steel finish alongside three satin steel lacquers. These carefully selected lacquers correspond to **RAL 3009 Oxide Red**, **RAL 6027 Light Green**, and **RAL 9002 Grey White** of the RAL Classic Palette.

This palette demonstrates how color transforms the entire character of the collection. While these specific tones showcase distinct aesthetic moods, the pieces have been engineered to be fully customized and reproduced in any custom color specified by the client.




BYREDO
ANIMALIQUE







TERRAVIVA

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