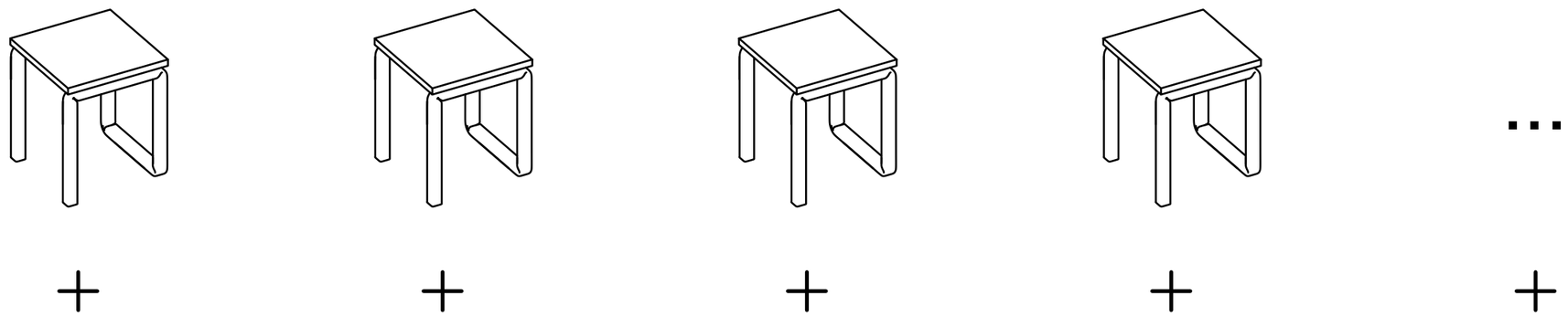
110504

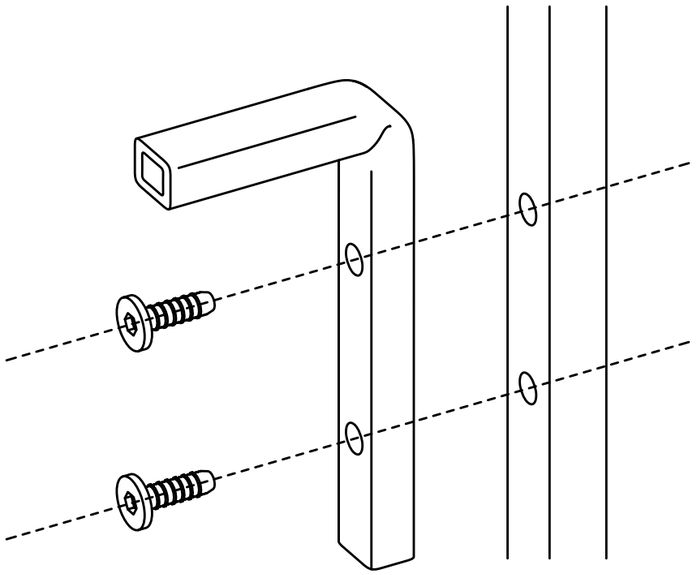
Host + Accessories = Possibilities

A furniture is no longer a finished object. A small addition can open up another possibility.



Joint = Magnet

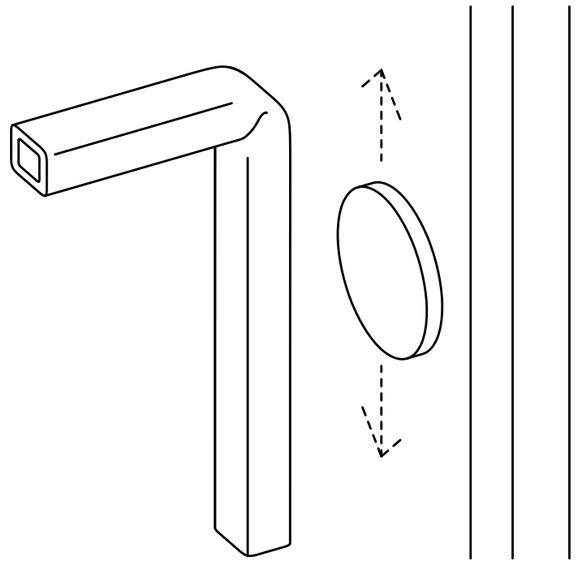
Attach. Move. Remove.
No tools. No permanent fixing



(✗)

Conventional Fixing:

Marks the surface.
Fixing things in place.



(✓)

Magnetic Joint:

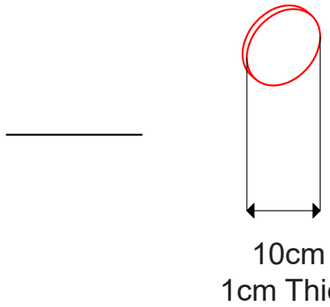
Touches without a trace.
Moves wherever needed.

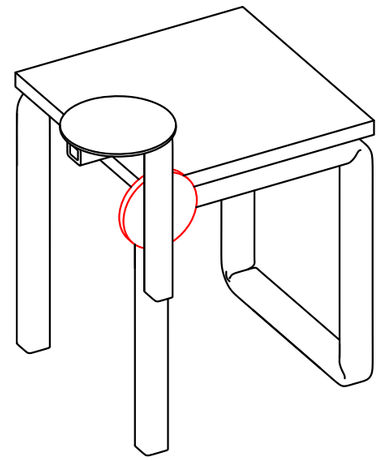
Visible / Concealed

1 Magnet System, 2 Visual Language.
The joint can be shown as part of the object, or disappear quietly within it.

Visible Magnet:

Visual Identity
.

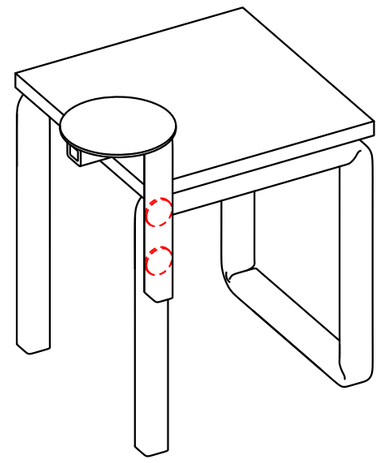




Concealed Magnet:

Minimal Appearance
.





Three Hosts, One System

Three hosts, A family of magnets, A shared collection of bent accessories.

Mix, match, and rearrange.
Any accessory.
Any magnet.
Any host.

Hosts



Chair



Mirror



Lamp

Magnets



Accessories



New Accessories

Existing at Situer Milano














One System,

Many Lives

Built from Proven Means

Four techniques already exist within Situér Milano’s production language.
The magnetic joint introduces only one readily available component.



Metal Bending

Existing at
Situer Milano (✓)



Tube-to-Tube
Connection

Existing at
Situer Milano (✓)



Integrated Lighting
in Metal Tubes.

Existing at
Situer Milano (✓)



Mirror-to-Tube
Connection

Existing at
Situer Milano (✓)



High-Strength
Neodymium Magnet

Off-the-shelf
Componens (✓)

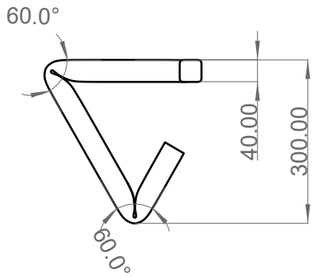
No new process. A new way to connect.

LAMP

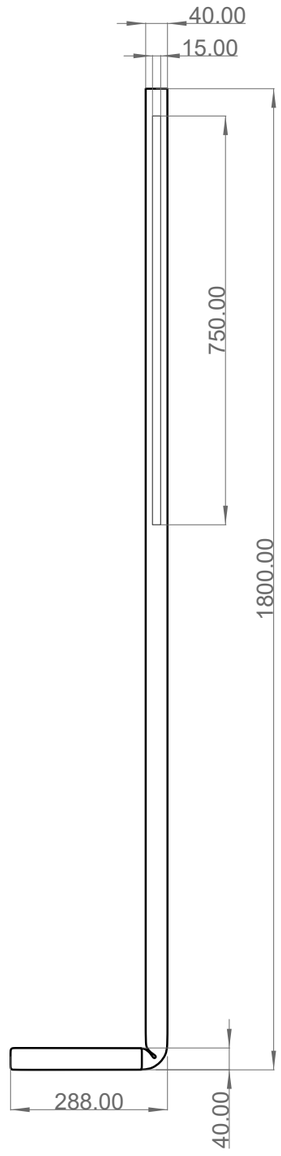
Technical drawings

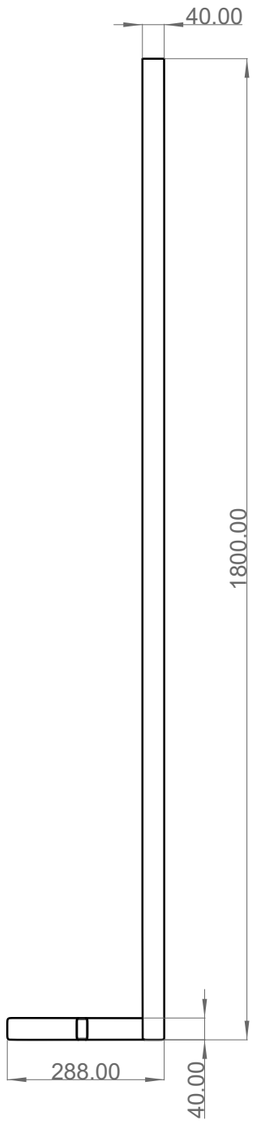
Overall dimensions: 288 × 288 × 1800 mm

Dimensions in mm · NTS







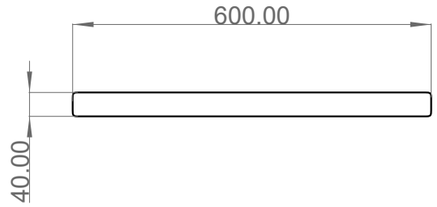


MIRROR

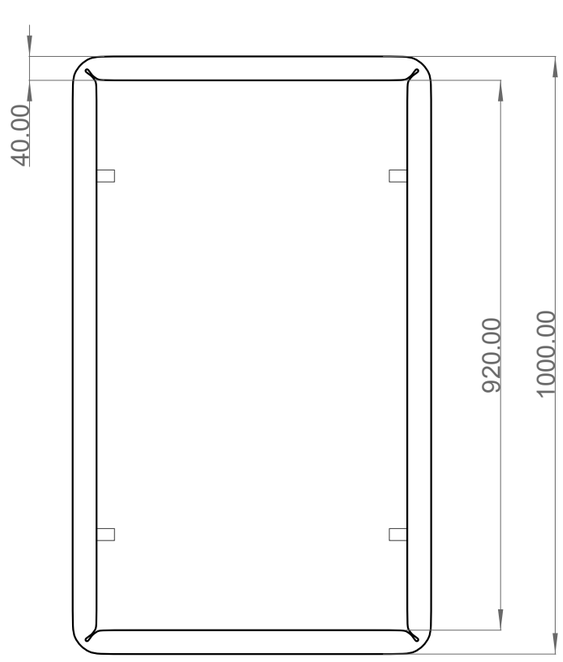
Technical drawings

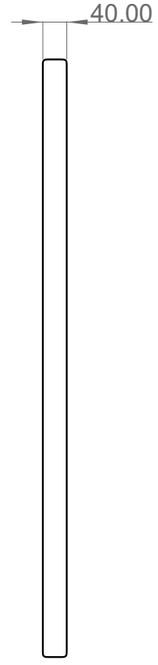
Overall dimensions: 600 × 1000 × 40 mm

Dimensions in mm · NTS







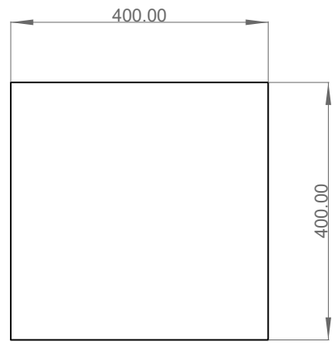


CHAIR

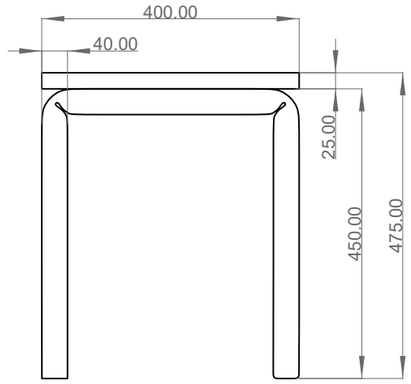
Technical drawings

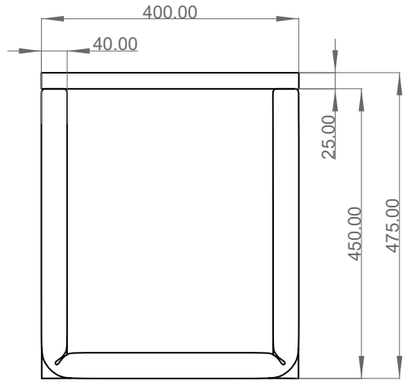
Overall dimensions: 400 × 400 × 475 mm

Dimensions in mm · NTS







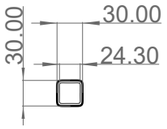


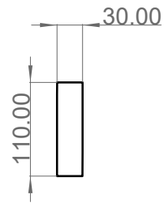
ACCESSORIES

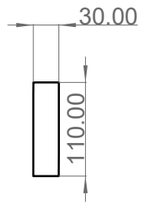
Technical drawings

Dimensions in mm · NTS

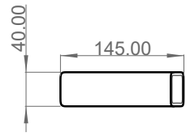


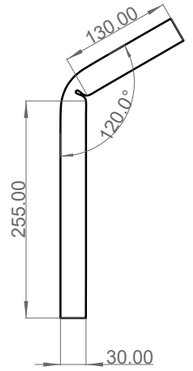


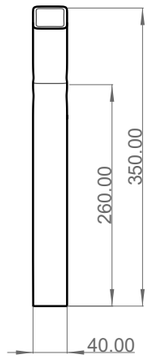




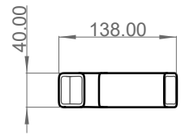


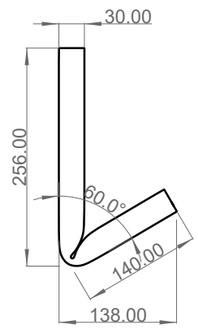


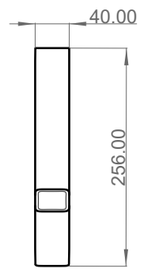




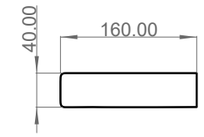


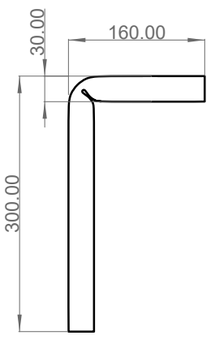


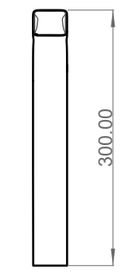














Lamp — A Tree for Display

Accessories gather upward like branches along a vertical host.
The lamp becomes a tree for bags, objects, light, and display.

Chair — Along the Runway

Placed one after another, the chair becomes a rhythm of seats for shows and temporary events.
The same host shifts with each accessory and each occasion.



Mirror — In the Image

The mirror moves beyond reflection and becomes part of the fashion scene itself.
Landscape, product, and image meet on one surface.

At Rest

At rest, the furniture remains quiet, open, and ready.



In Use

In use, the same system adapts naturally to the rhythms of every-day life

