105056

STRAIGHT to the POINT

Clean lines. Bold colours.
No unnecessary details.













CONCEPT | Clean lines. Bold colours. No unnecessary details.



ESSENTIAL # BOLD # GRAPHIC # PLAYFUL

› Straight to the Point is a collection built on the power of simplicity.

Three pieces — a chair, a side table and a wall light — explore a shared geometric language, where straight lines, circles and points become the essential building blocks of the design.

Rectangular tubular profiles meet circular forms, perforated surfaces add rhythm and lightness, while carefully balanced proportions give each piece a clear, distinctive identity.

The result is deliberately straightforward: bold silhouettes, precise details and a strong graphic quality that makes each piece instantly recognisable.

Colour brings another layer to the collection, adding energy and personality to an otherwise essential vocabulary. Four distinctive palettes shift the mood from playful to sophisticated, creating different expressions of the same design language.

Straight to the Point is contemporary, versatile and designed with a clear attitude.

Strong geometry. Bold colour.
Nothing to hide behind. Nothing to add.

FAMILY | Collection

straight
to the
point.



A NEW TAKE ON THE SITUÉR LANGUAGE

› The collection starts from the identity of Situér: young, cool and sophisticated, with a clear appreciation for essential design.

The goal was to build on this language while introducing a fresh, more playful edge — bringing in bold colours, perforated surfaces and unexpected geometric details without compromising the simplicity and functionality at the heart of the brand.

The design process began by looking at what was missing from the existing product catalogue, identifying three opportunities to broaden its offering through a chair, a multifunctional side table with integrated storage and a compact wall light.

For this collection, we deliberately moved away from the characteristic bent profiles that define much of the existing Situér range. This choice introduces a clear element of contrast, opening up new formal possibilities while expanding the range of solutions and applications within the catalogue.

Together, the three pieces form a coherent family: clean and recognisable, but with enough character to bring something new to the Situér collection.

Familiar enough to belong.
Different enough to stand out.

EDGY | Compact Chair



EDGY
Compact by design. Bold by nature.

Edgy is a compact chair designed for dynamic urban environments — from contemporary homes to hospitality spaces, especially where every square metre counts without compromising on style.

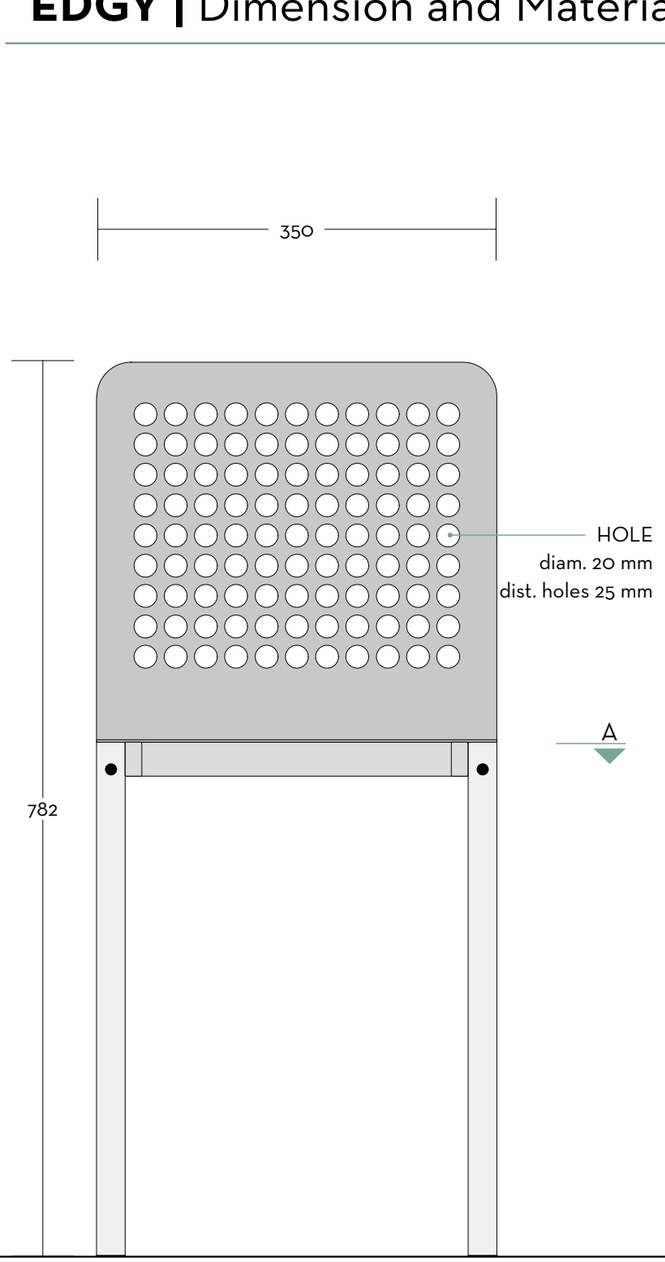
Its clean, rigorous lines are given a more playful character through perforated surfaces, graphic details and bold colour. The result is a chair for those who refuse to choose between function and personality.

The perforations are not just a visual signature: they reduce the overall weight of the chair and make it easier to lift and move. A 5° backrest inclination adds an extra touch of comfort, while keeping the silhouette clean and precise.

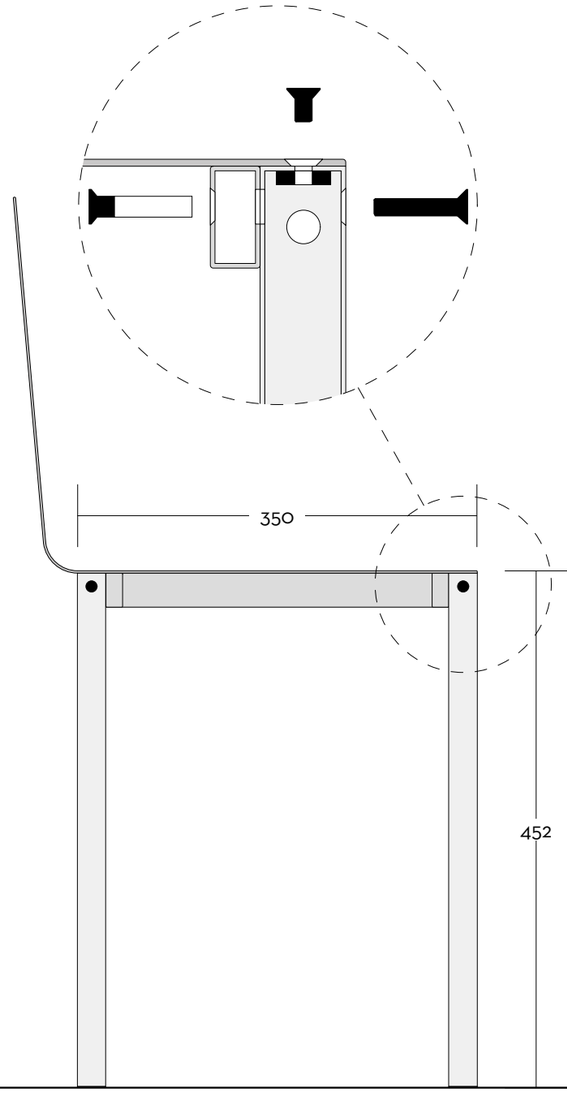
From a production perspective, the chair is designed with dry assembly in mind. Screws replace most welded connections, making the structure easier to produce, store and ship.

Rigorous lines. Playful details.
A little edge goes a long way.

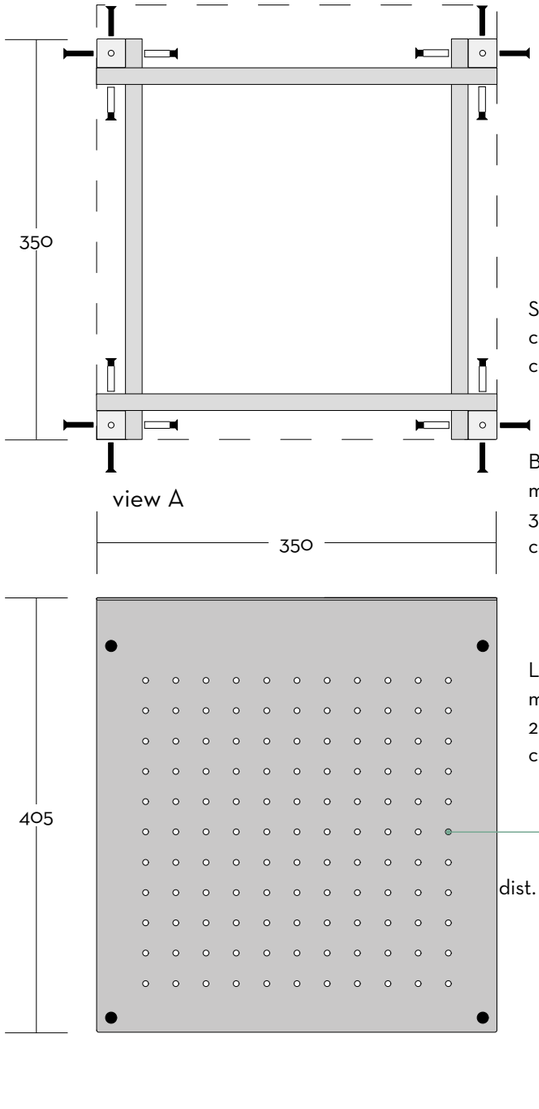
EDGY | Dimension and Material



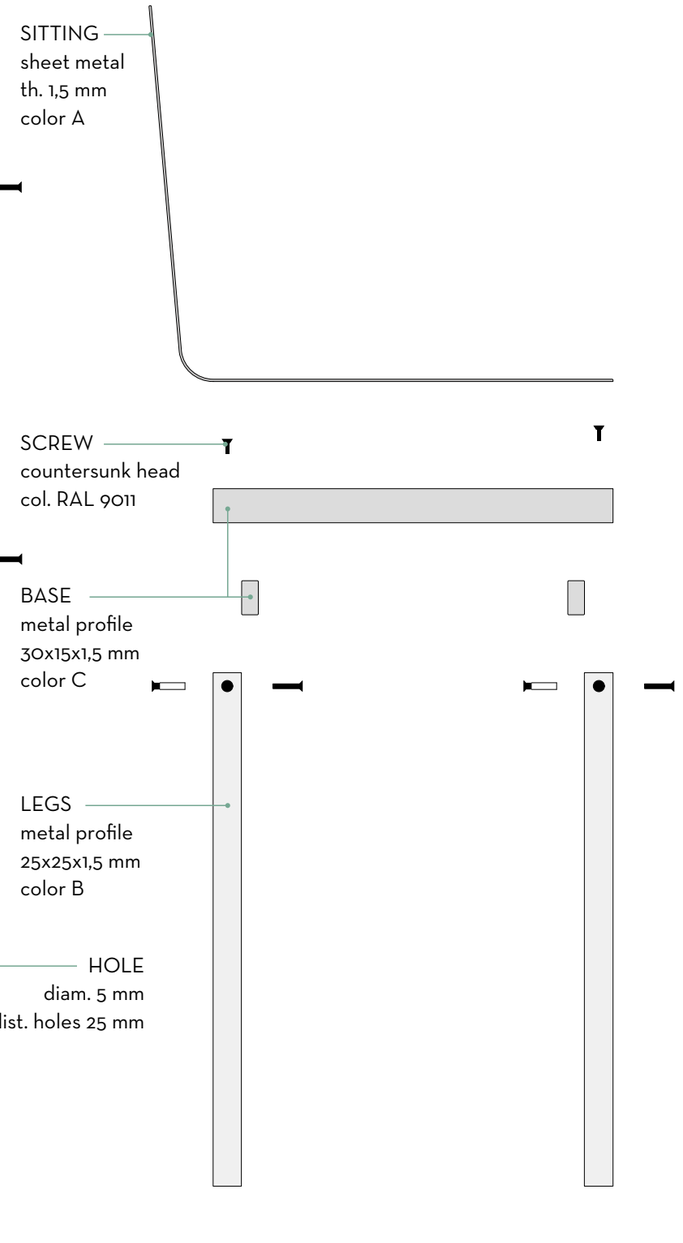
Front view



Side view



view A



Top view

EDGY | Details







ROUNDY | Multifunctional Side Table



ROUNDY
One piece. More than one job.

Roundy is a multifunctional side table designed for contemporary city living, where space is limited and every object needs to earn its place.

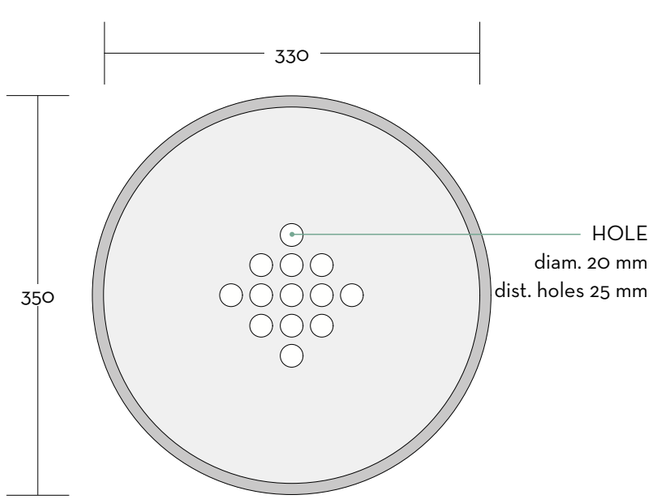
Its compact, essential form hides a surprisingly versatile, almost chameleon-like character: side table, storage unit, plant stand, mini bar cabinet – and, when a few extra friends show up, an occasional extra seat.

The circular lid features integrated perforations that make it easy to remove, revealing the storage space underneath and allowing the piece to transform effortlessly according to its use. Books, bottles, plants or whatever the moment calls for – Roundy adapts to the situation without taking up any extra space.

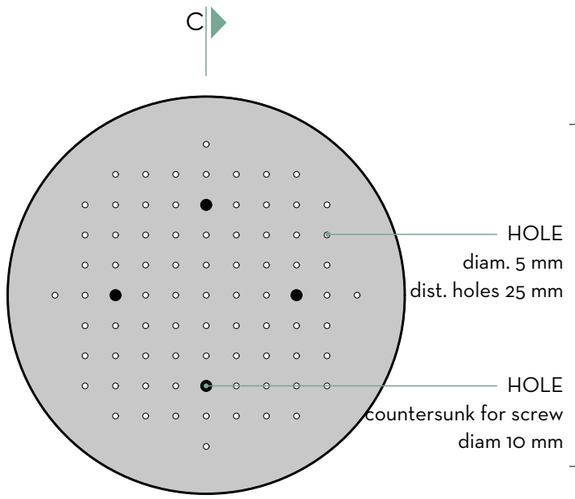
Its clean geometry and bold colour make it an eye-catching object even when its function is simply to stand there.

Small footprint. Multiple personalities.
Round shape. Chameleon attitude.

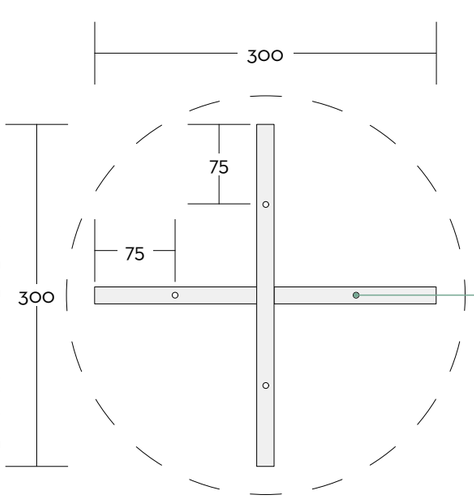
ROUNDY | Dimension and Material



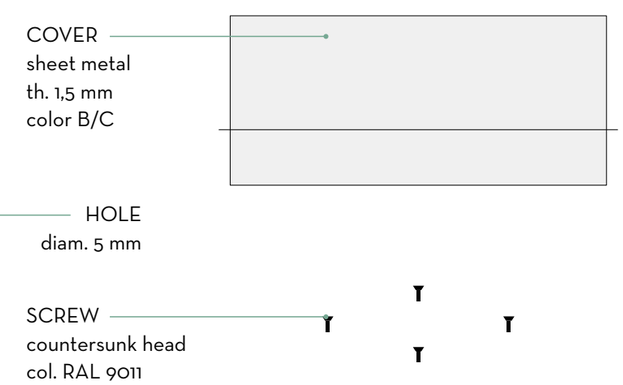
Top view

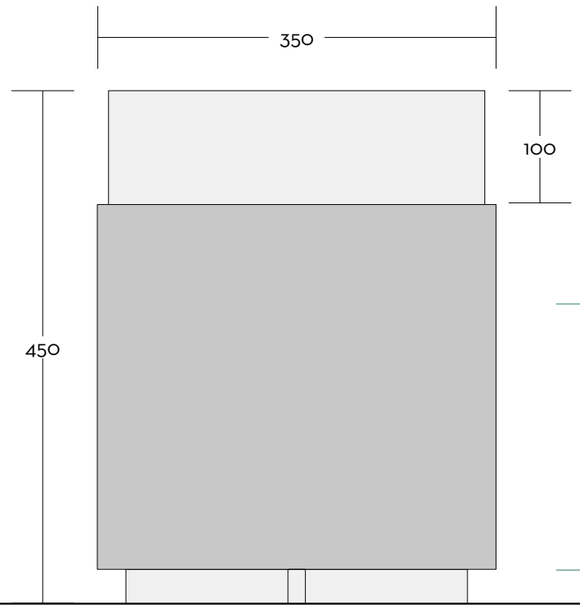


view A

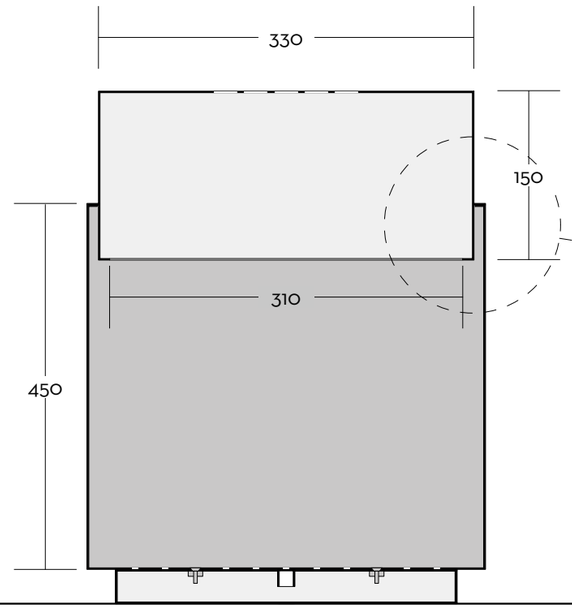


view D

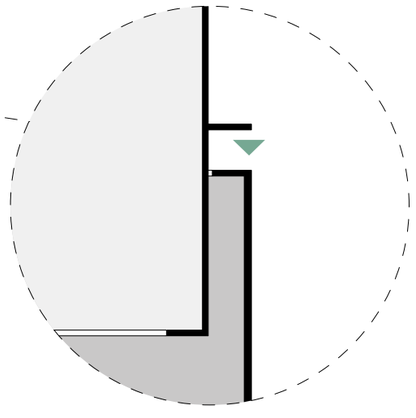


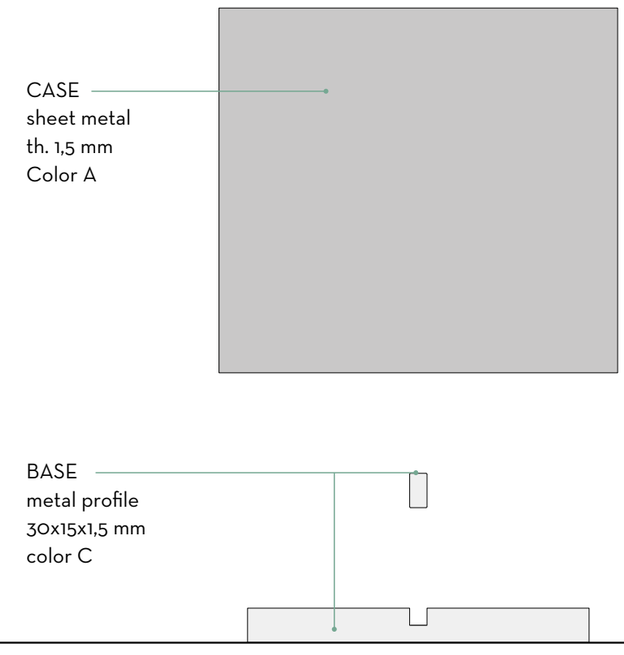


Front view



view C



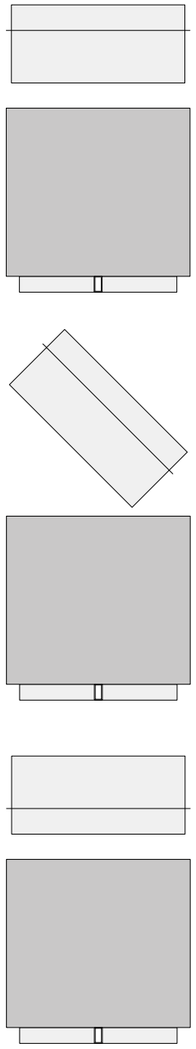


ROUNDY | Change of Mood



MOOD 01

Table or stool?
Both.



STEP 01

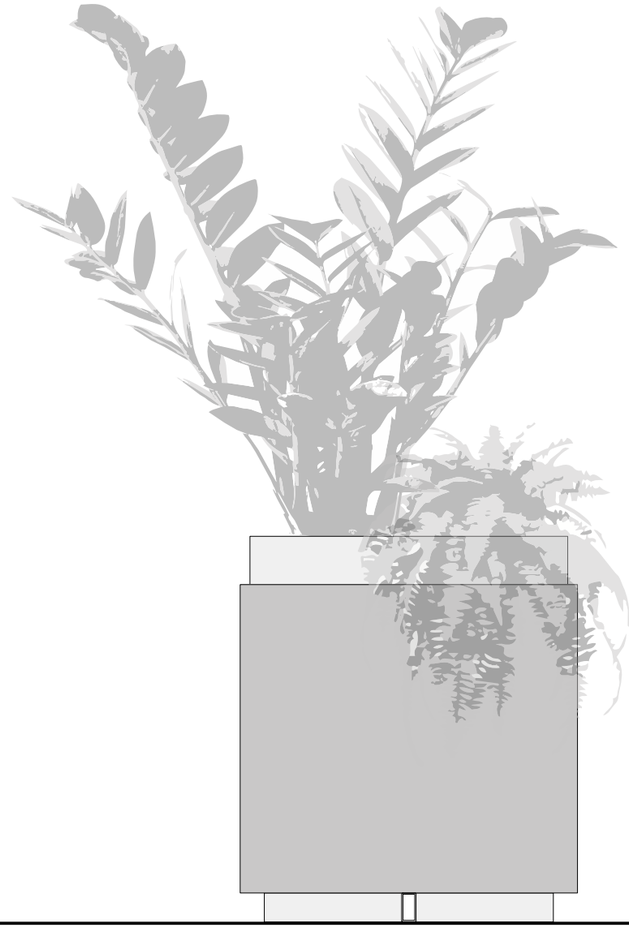
Lift

STEP 02

Flip

STEP 03

Lower

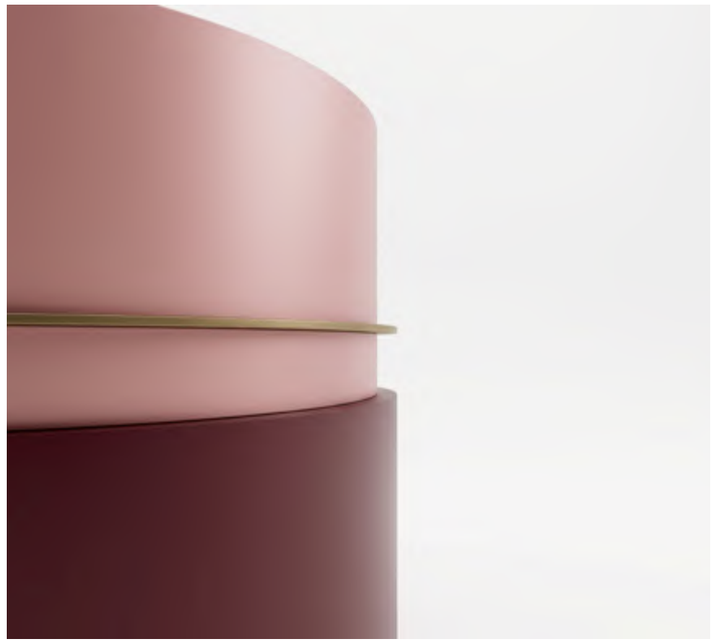


MOOD 02

Whatever you
like mode

ROUNDY | Details







POINTY | Ready to Hang Wall Light



POINTY
Light on the wall. Big on atmosphere.

Pointy is a compact wall light designed to bring a distinctive point of light to different spaces – from living rooms and bedrooms to corridors and entrance areas.

Minimal and graphic, it is designed to be hung almost anywhere. A discreet opening in the rear structure allows it to be mounted directly on a hook or nail, just like a picture.

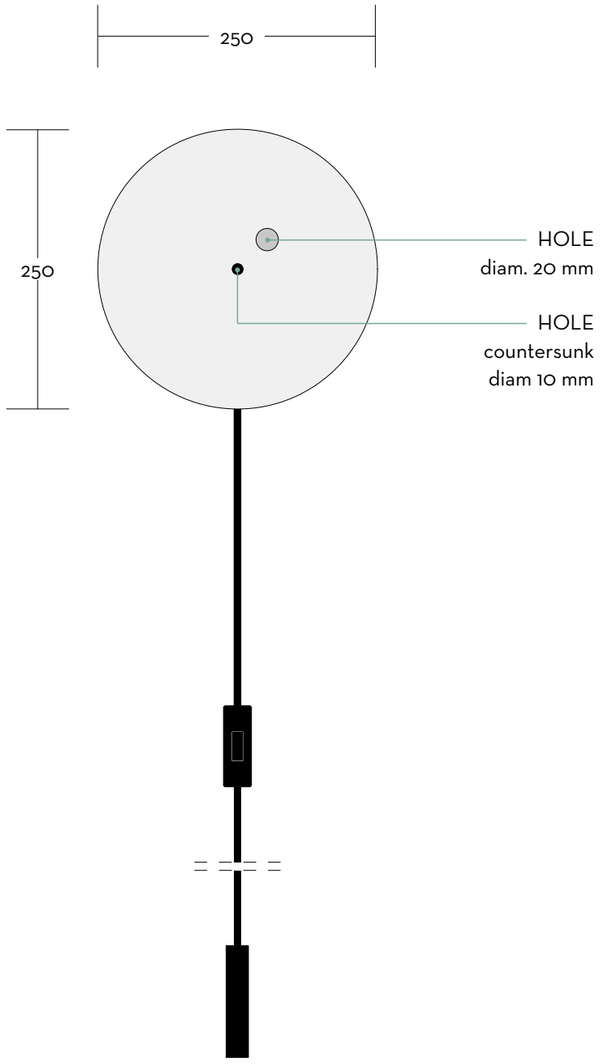
The integrated cable, switch and plug make installation effortless: simply hang it on the wall, plug it in, and let there be light.

No electrician. No building work. No commitment.

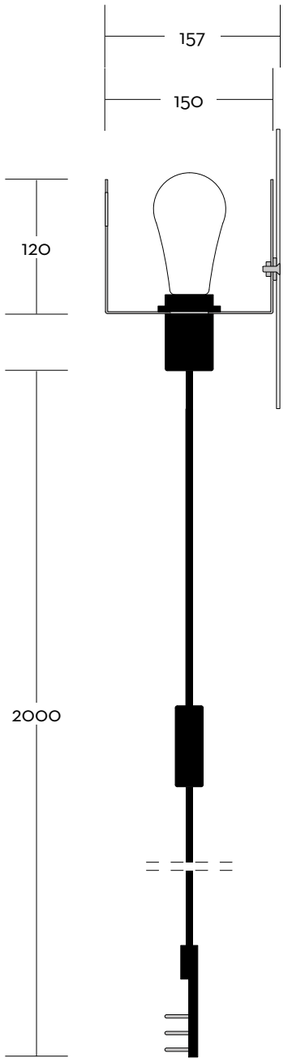
Just a small, graphic object that adds the right amount of atmosphere wherever you need it.

Hang it. Plug it. Light it.
That's the point.

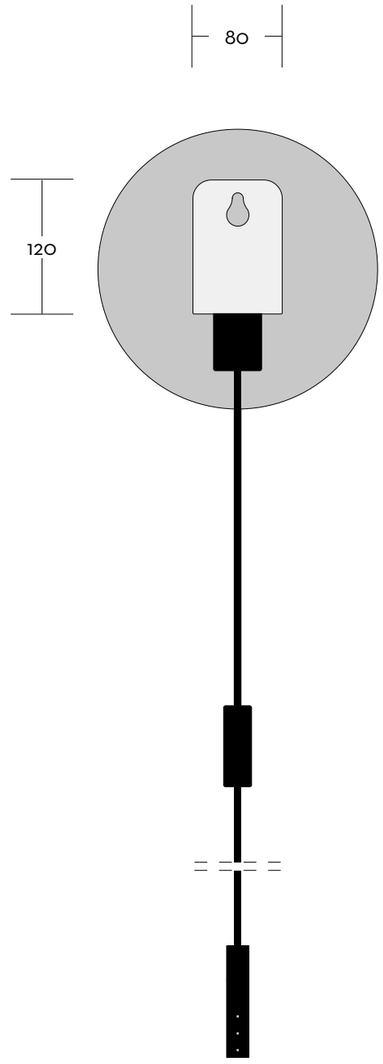
ROUNDY | Dimension and Material



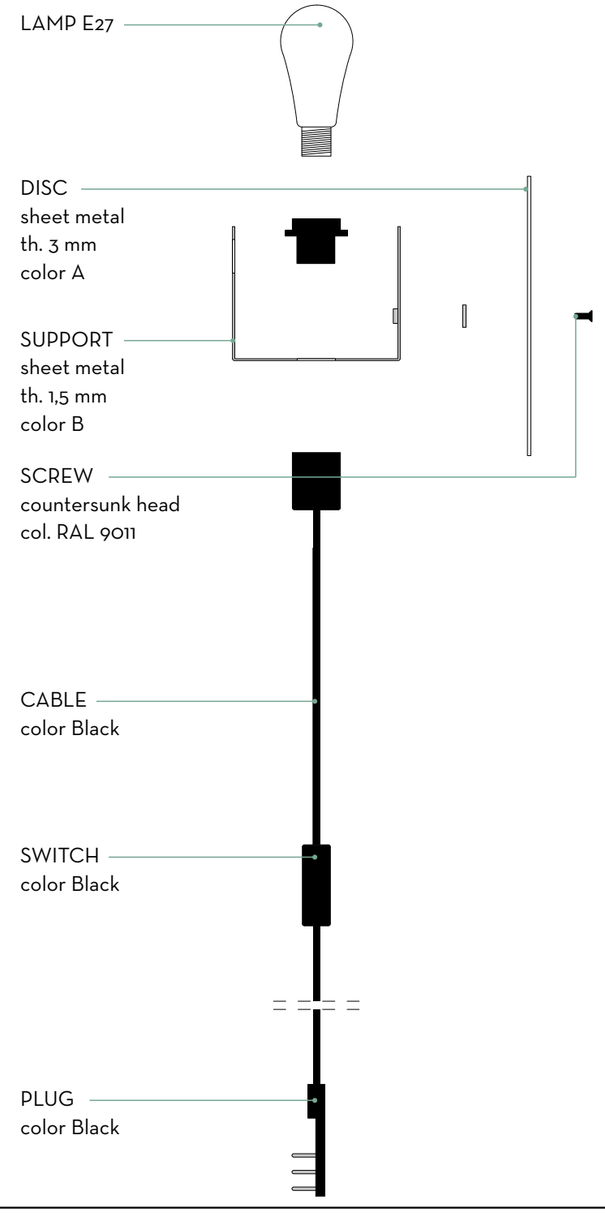
Front view



Side view



Back view

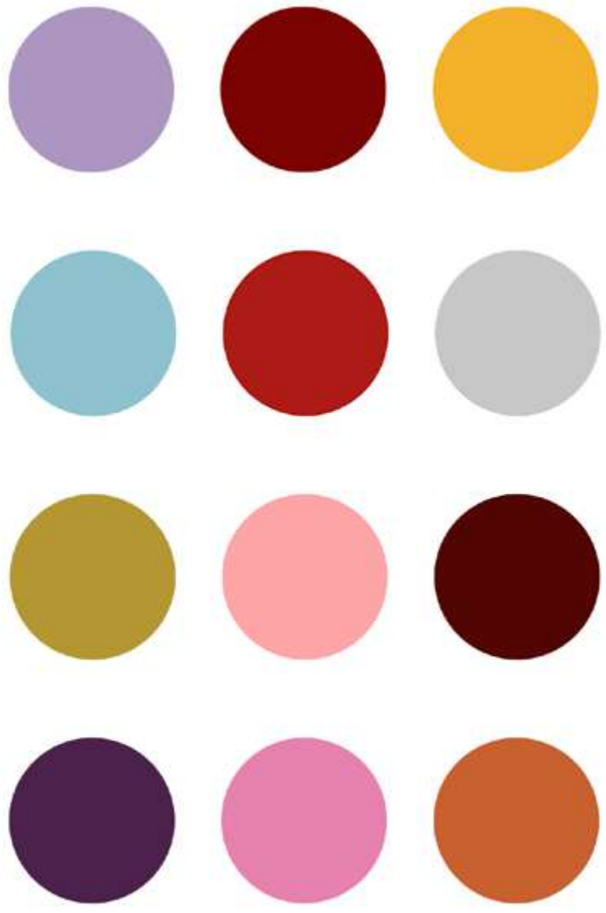


POINTY | Details





COLOR PALETTE | Attitude



COLOUR AS AN ATTITUDE

› Colour plays a central role in the identity of Straight to the Point.

Against the clean, geometric language of the collection, colour brings energy, personality and a playful edge. Four distinctive palettes explore different moods, combining bold and saturated tones with softer or more muted shades to create contrast and visual rhythm.

The colours are intentionally expressive, allowing the same objects to shift in character from one palette to another while maintaining a cohesive design language.

The naming follows the same attitude. Rather than traditional colour names, each shade is paired with a short, unexpected expression inspired by everyday life, fashion, food, nightlife and contemporary culture — informal, ironic and slightly cheeky.

Four palettes. Four moods.
One unmistakable attitude.

PALETTE 01 | Out of Office + Too Much + French Fries
PALETTE 02 | Situationship + More Pizza + Disco
PALETTE 03 | Martini Olive + Less stress + After Party
PALETTE 04 | Night Out + Hot Babe + Salty Caramel

COLOR PALETTE | 01



RAL 4011 Out of Office

RAL 3011 Too Much

RAL 1004 French Fries

COLOR PALETTE | 02





COLOR PALETTE | 03





COLOR PALETTE | 04





WE LOVED GETTING STRAIGHT to the POINT.

YOUR MOVE.