

et al.

seats for living



001

The story of a
nameless icon

Valle del Conca, 1956

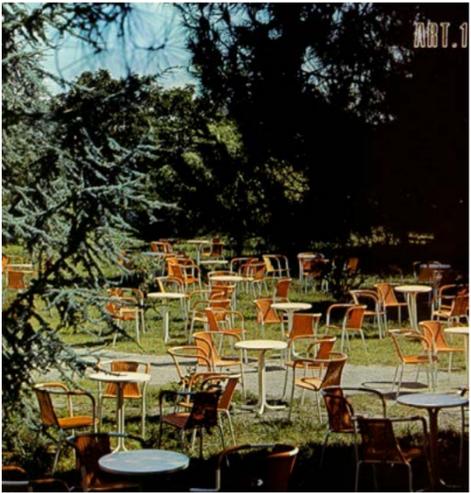
In 1956, Metalmobil was founded in San Giovanni in Marignano. That same year, to meet the needs of emerging seaside tourism, the company created the 001: an armchair in iron and PVC, hand-woven, durable and perfect for outdoor use.



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1960s: the boom

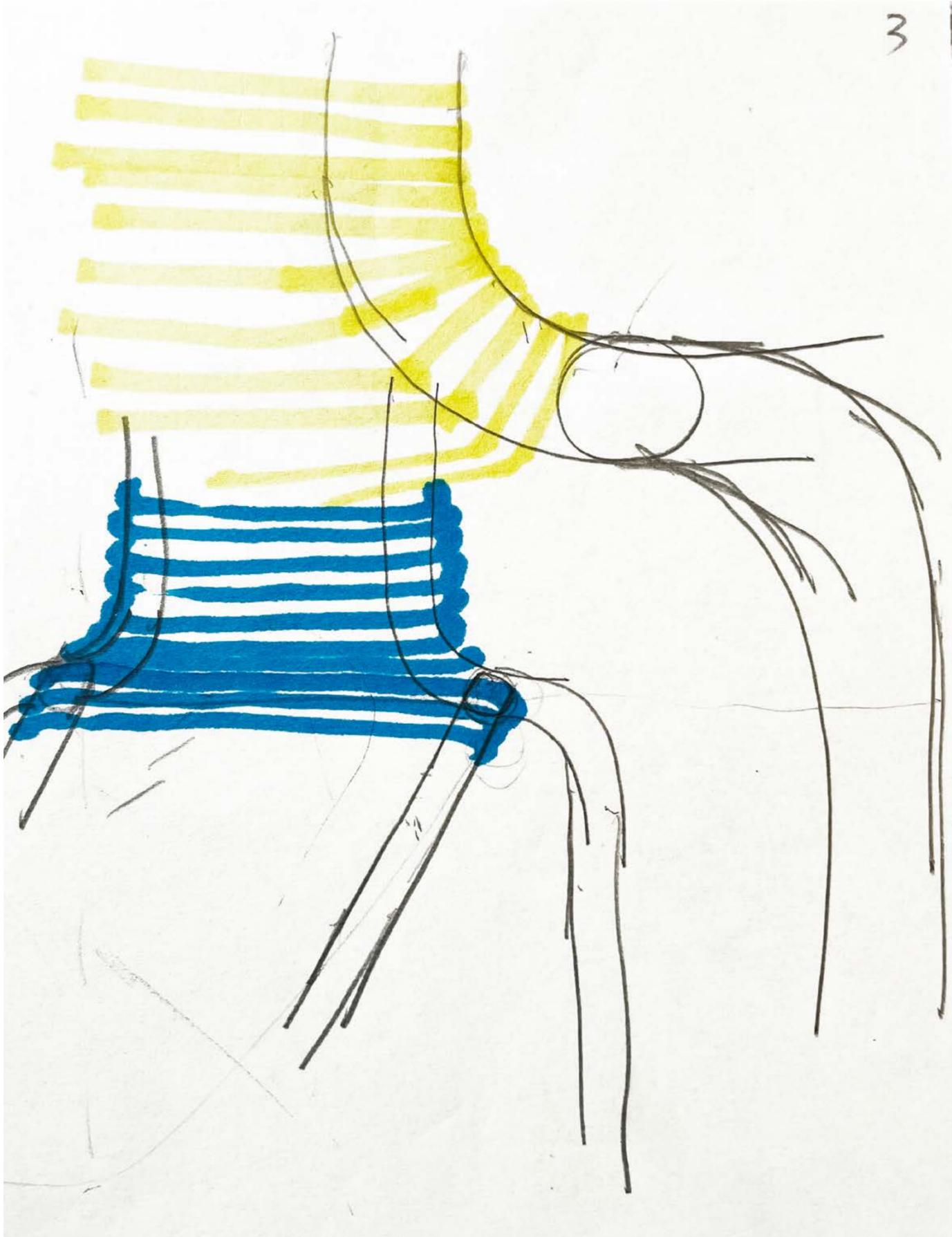
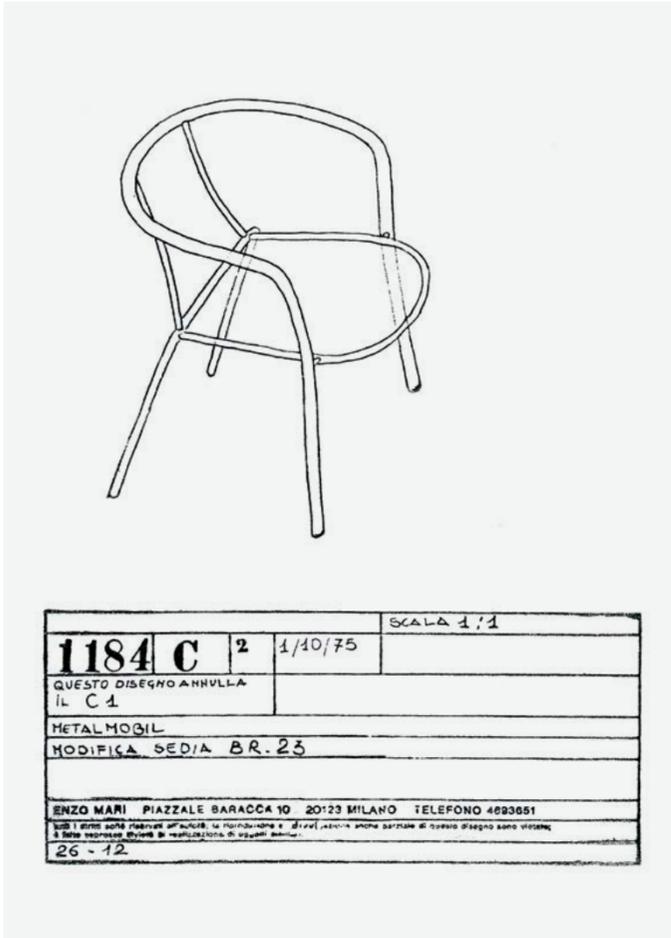
Italy changes, tourism grows and so does the demand for the 001. The chair spreads everywhere, produced by artisan families weaving at home. It is an icon of well-being and Italian style.



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1975: the restyling

Enzo Mari redesigns the O01: stronger frame, more modern shapes, curved backrest. The design evolves while preserving its identity.



Enzo Mari Studio original drawings consigned at the Study Centre and Historical Archive of the University of Parma.

worldwide success

The 001 conquers the international market:
Germany, France, UK, Japan, USA.
From Starbucks to the Getty Museum, it
becomes a benchmark furnishing, also
available in stainless steel for cruise ships.



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artisan mastery

The 001 is the result of traditional craftsmanship typical of the Marche-Romagna region. Even today, each weave is handmade with care and precision.



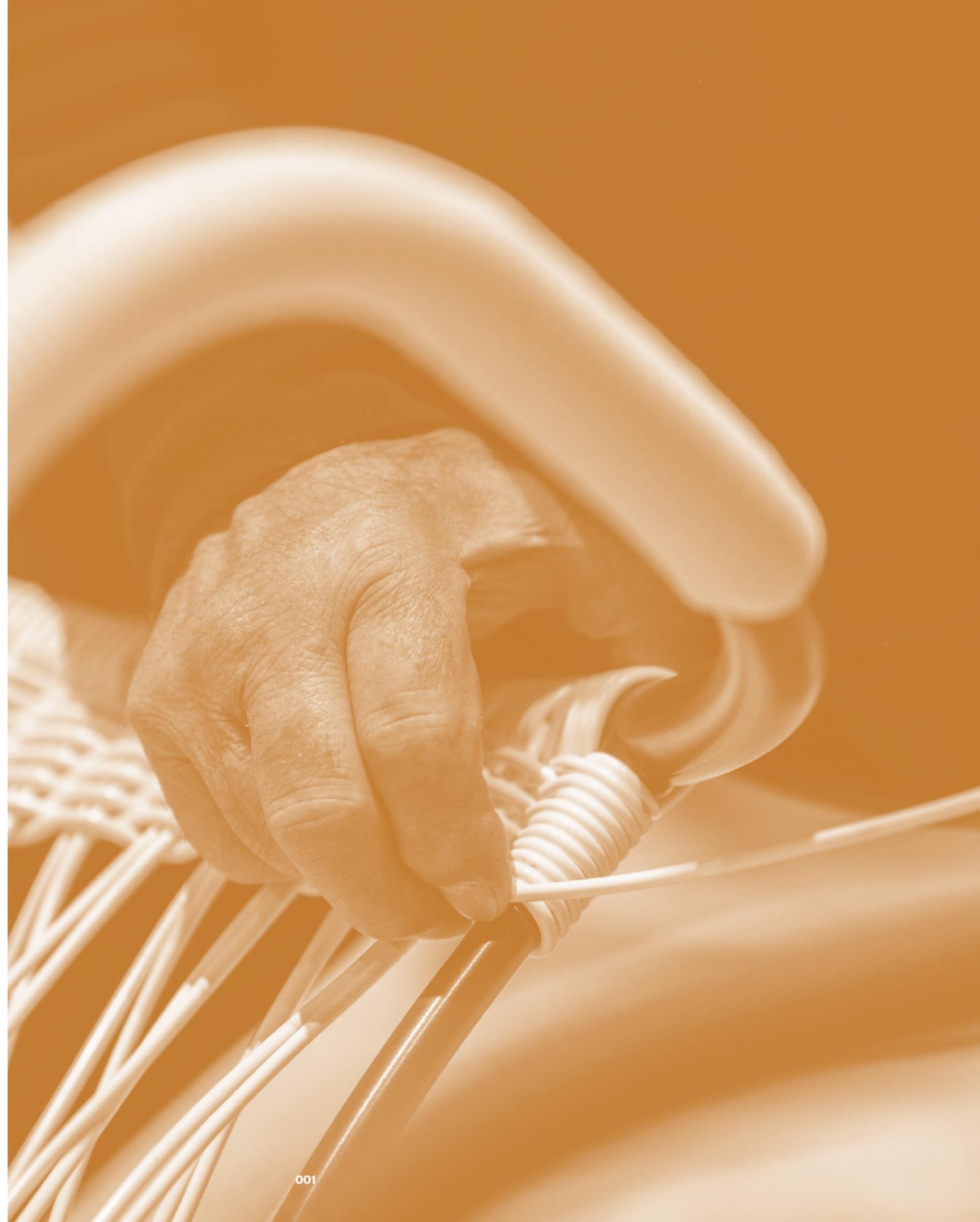
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133 metres of cord

On needs about three hours to complete one armchair, weaving 133 metres of wire. A patient job that makes each piece unique and ensures extraordinary resistance to weather, sun and salt.



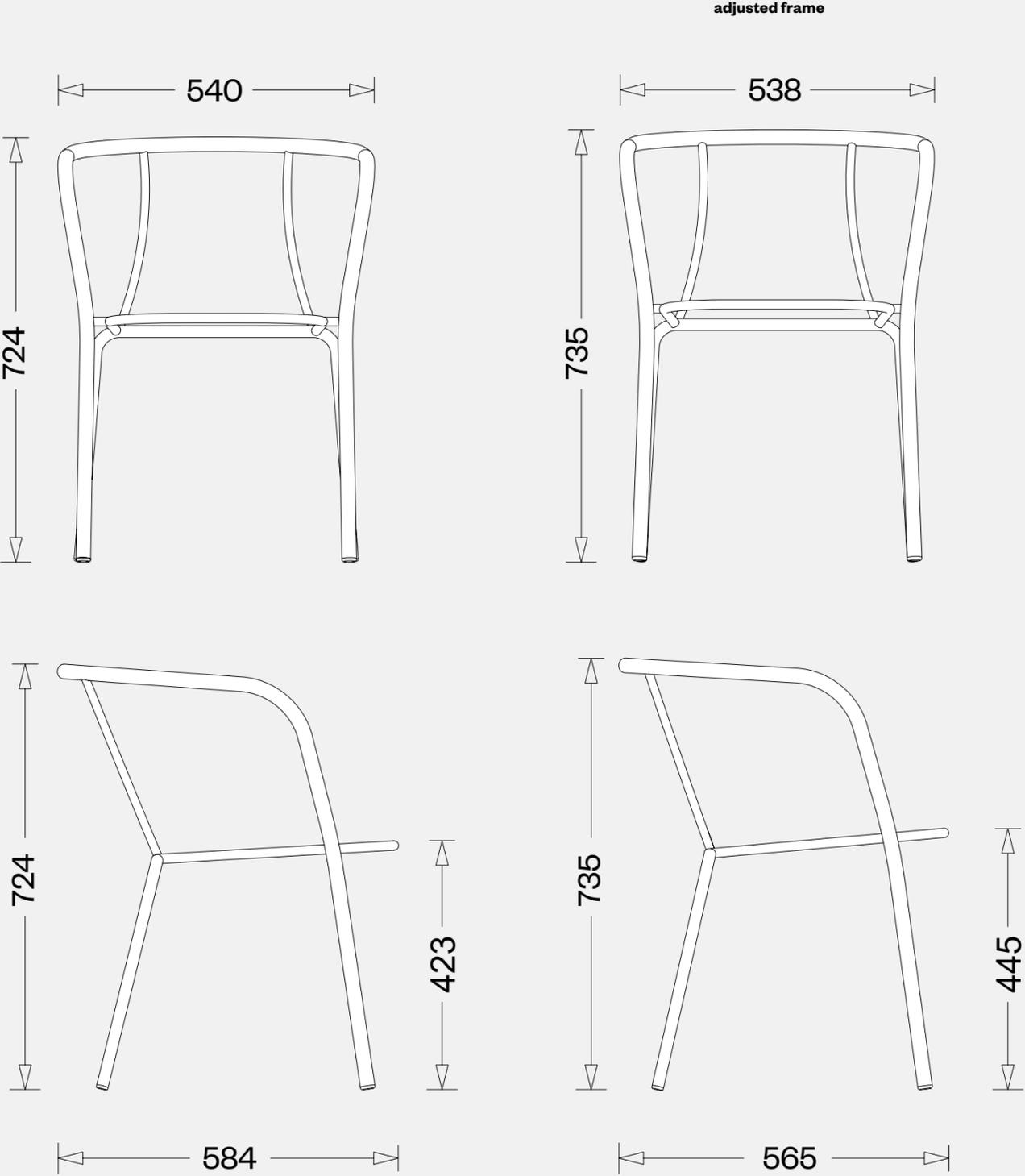
001 today

The 001 keeps on living, thanks to quivering new colours which renew its appeal. A timeless icon which carries on evolving itself without losing soul.

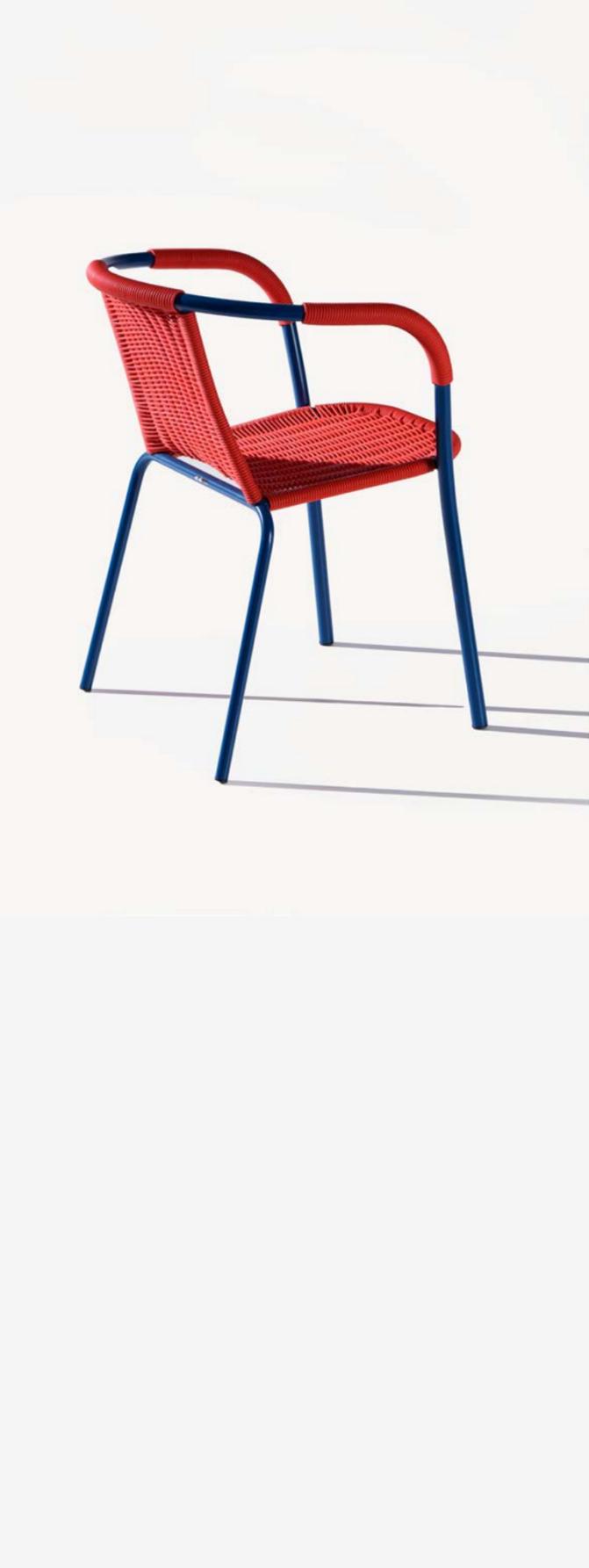


change to the frame

Small but relevant dimensional changes
Have been made for a necessary ergonomic
adjustment. The frame proportions remained
unchanged.



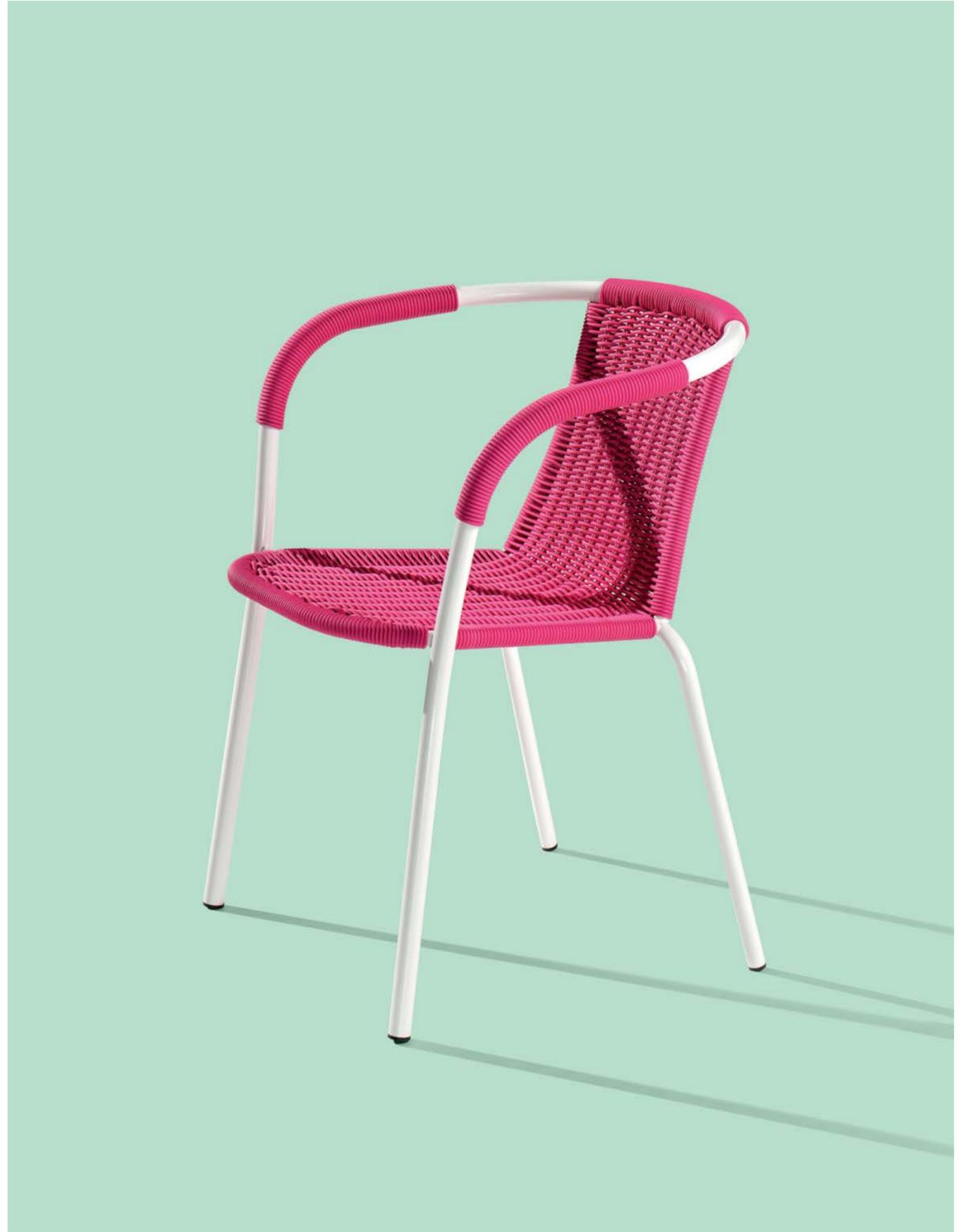
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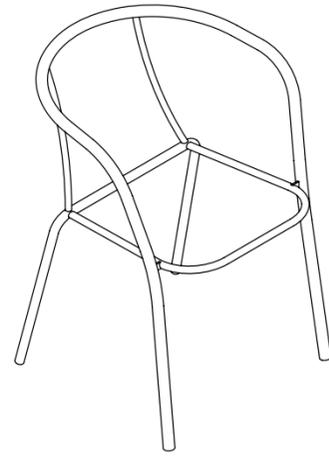
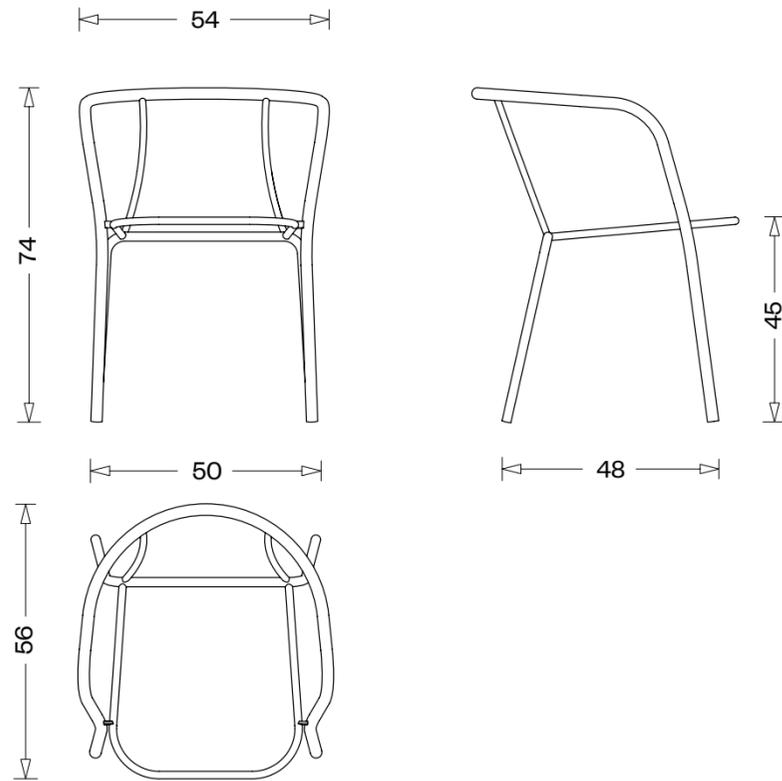
Baby 001

Alongside it comes the 001 Baby, a version designed for children, bringing the icon of outdoor relaxation into the world of childhood.

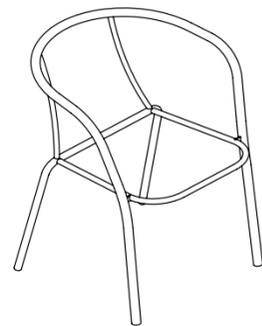
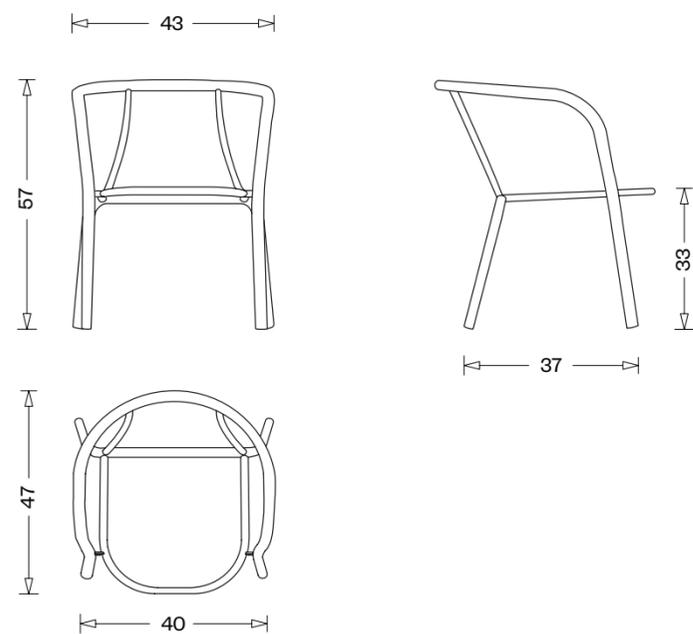


technical drawings

001

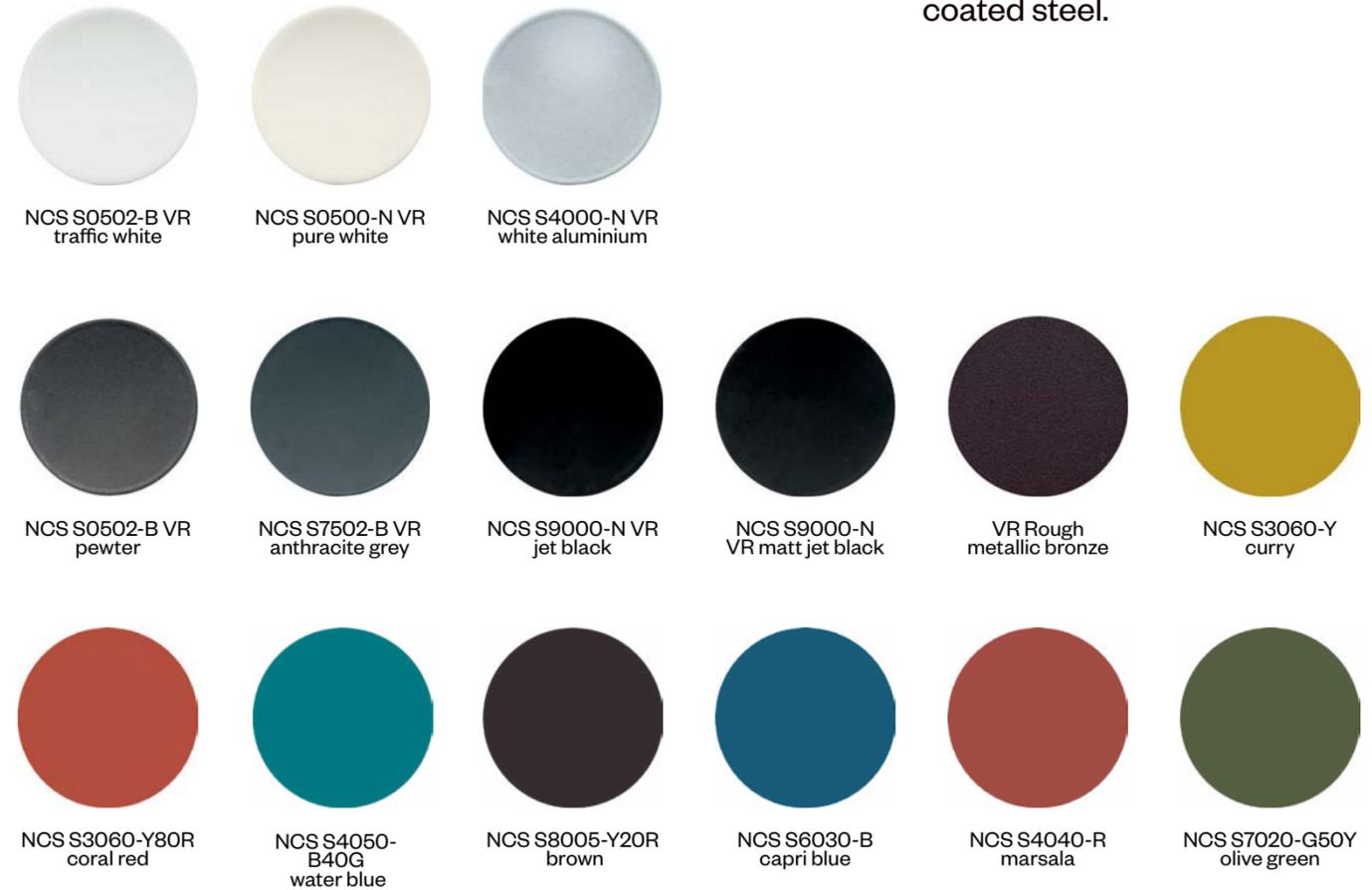


001 baby



frame finishes

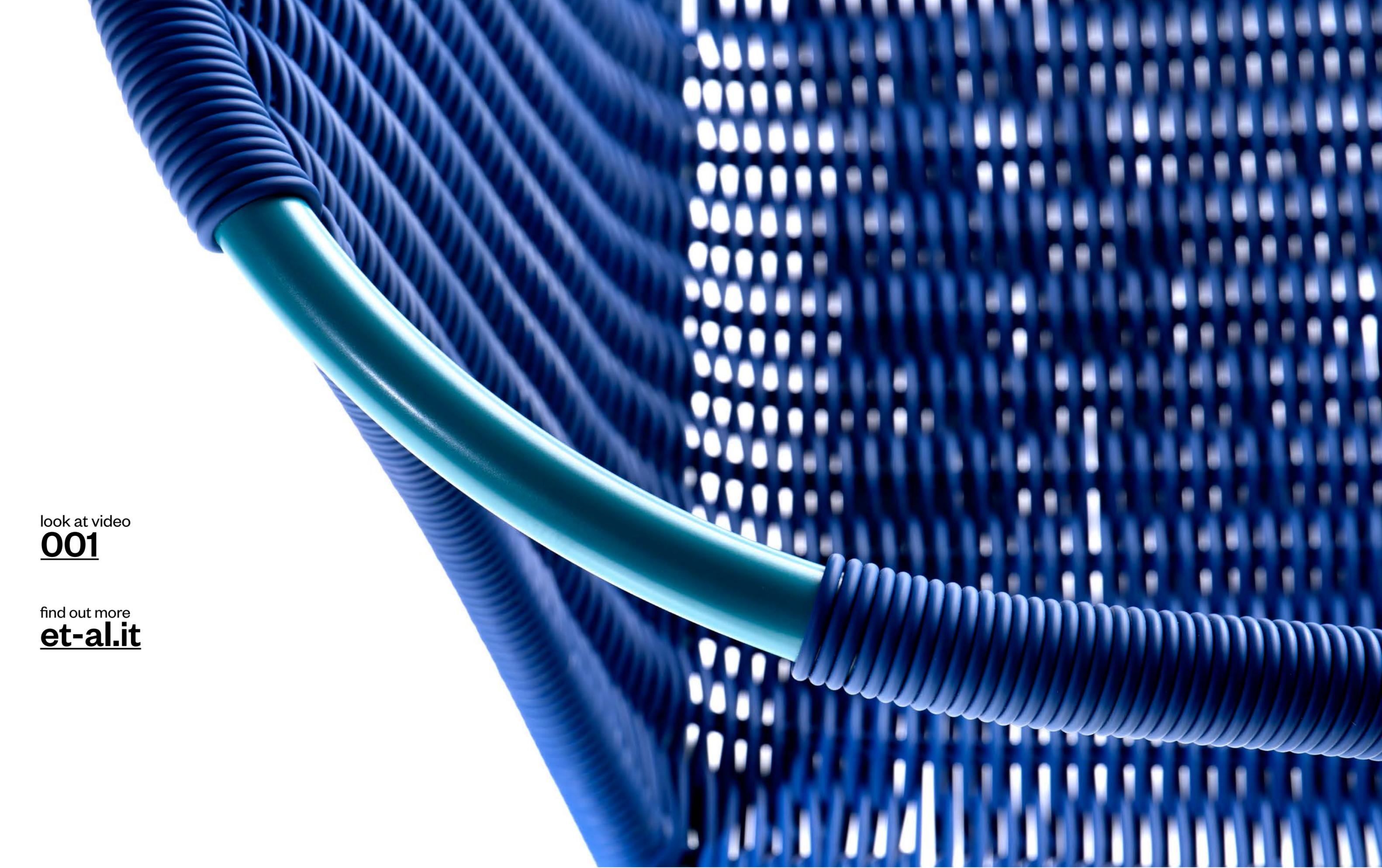
All 001 frames are made of coated steel.



PVC wire finishes

Cable with 1 mm single-thread nylon core covered with smooth or embossed PVC SH80 UV. Matt finish.





look at video
001

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