



Salone del Mobile
Milan 18 / 23 April 2023

Et al. - Chairs for living

Hall 10 Booth D23

Another exciting edition of Salone del Mobile for Et al., with plenty of new products to showcase and brand-related news to share.

Et al. is the evolution of the Metalmobil brand. The rebranding process, which began in 2019 and was recognised with an honourable mention at the ADI Compasso d'Oro in 2022, is still underway. The Salone del Mobile is the ideal stage from which to announce the brand's next exciting developments, in keeping with the company's dynamic culture. Et al. will present its new tagline and brand manifesto.

Seats for Living is the new Et al. tagline.

"Et al. seats are more than just furnishings, they are designed with the aim of becoming life companions. They accompany our daily routine and are an integral part of our lives. They are designed to be comfortable, practical and durable. They are designed to be part of our everyday life. We wanted to reiterate this idea, which is core to the company's ethos, so we naturally transformed it into our tagline," states Alessandro Gabellini, Sales Director at Et al.

"Et al. also presents its *brand manifesto*," continues Alessandro Gabellini, "a document stemming from the company's desire to communicate and share its commitment and vision with its business partners and clients. It is an opportunity to openly declare our values, our priorities and aims, creating a stronger and deeper connection with our partners, sharing the mission and values in which we firmly believe."

Brand Manifesto

We have maintained our intangible values of the past, such as passion and dedication, to create a new way of thinking about products for furnishing spaces for the community.

Thus ET AL. was born.

A name and a project chosen to express a new philosophy that guides us on an ambitious and demanding path.

It is the ability to intercept contemporary design trends that we develop with the contribution of international designers with the aim of combining, in new products, a contemporary mood with the concreteness of our know-how.

It is the commitment to continuing the constant process of qualifying our offer to become a reference of innovation and style for the Italian and foreign market.

It is the desire to become our clients' partners and not just their suppliers, to expand our value and reputation among corporate decision-makers, always looking ahead.

Without forgetting our ethical values of responsibility, sustainability and respect for people.

Together with the seriousness and commitment that have characterised our work and our behaviour with continuity and consistency. Always.

et al.

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ARI

Design Philippe Nigro



The Ari outdoor collection, named after one of the Maldives' cleanest atolls, is Et al.'s newest and most innovative offering.

Showcased for the first time at the Salone del Mobile 2023, the understated, elegant and versatile outdoor collection, designed by French designer Philippe Nigro, is an interplay of juxtaposed and doubled lines that branch out in height. The metal rods rise from the ground in parallel, then curve and separate to create the right shape to form a comfortable seat. The seat cushion, armrests and backrest are all supported by the frame.

Ari is a seating "program" comprised of a slender metal rod structure designed to accommodate large, soft cushions, promoting comfort and relaxation.

This is the basis for the entire system of modules: corner linear, end, armchair, pouffe modules and occasional tables.

AGAMI

Design Philippe Nigro



Agami is a family of seats for the hospitality sector that stands out for its soft and welcoming forms, mixed with a sobriety and simplicity making it perfect for timeless, character-filled spaces.

In addition to the existing chair and accent chair, the Agami collection now also includes new models such as the lounge armchair, bergère armchair, and pouffe. Thanks to their clean, minimalist design, these new models are the perfect complement for the collection's existing products.

Et al. has also included a small sofa and tables to round out the range. The small sofa, available with both frames, stands out for its exceptional comfort. The tables on the other hand come in four versions, one in wood with the legs grafted into a metal frame, making it both slim and sturdy enough to support large table tops.

All products in the Agami collection are available in two

versions, with steel or wooden frame. The FSC certification offers a guarantee that the wood-framed versions are not only high quality, but also environmentally sound.

The Agami collection's adaptability gives architects and designers a broad choice of solutions to furnish various types of rooms, guaranteeing comfort and timeless design.

DUNK

Design Philippe Tabet



Dunk, an accent chair designed by Phillippe Tabet, is distinguished by its tub seat, which offers superior comfort and a sleek, contemporary look.

The new versions of the accent chair feature a shell with upholstered seat, or else fully upholstered shell, thus offering greater flexibility in the choice of product. The frame options now also include an FSC-certified wooden frame in addition to the original rocking version in steel and wood.

The shell is available in two versions, with and without holes: one for added practicality and stackability, and another suited to more exclusive frames.

Dunk's *green* version is available in the Marsala colour. It is characterised by the use of recycled r-PP polypropylene. With these new features, the Dunk accent chair becomes even more versatile, serving an even wider variety of purposes, from contract to home living. The contemporary design, extreme comfort and choice of sustainable materials make the

Dunk collection an excellent choice for those looking for a trendy, high-quality chair.

MAIN

Design Lorenzo Damiani



The Main family is now complete. The new table takes its cue from one of the collection's distinctive elements, the visibly oversized leg. This table, featuring a modern design and crafted from tubular metal is available in two different heights, high (h105cm) and low (h72cm), to adapt to a variety of settings.

The Main table is incredibly adaptable, pairing well with stools from the same family (h 65-75 cm, adjustable, and h 49 cm), but also chairs from other collections.

SNAP

Design Francesco Meda



The newest additions to the collection feature a steel rod sled frame and shell with upholstered seat. These new elements enrich the already versatile collection, providing even more scope for personalisation to suit a wide range of furnishing needs.

But the changes don't end there: Et al. is committed to sustainability, which is why the Snap collection is now also available in recycled polypropylene in the colours marsala and olive green.

Moreover, in an effort to expand its product range, the Snap collection now also includes a "baby" version to cater to the needs of young children. With these latest offerings, Et al. continues to demonstrate its commitment to developing innovative and sustainable design solutions for all needs.

CLASSY

Design Luca Nichetto



Et al. unveils the update to its Classy collection, designed by Luca Nichetto. All existing frames can now accommodate the new version with fabric-upholstered seat, retaining the shell's distinctive look and offering a broader choice to suit all home furnishing needs.

With this new addition, the Classy family becomes the largest in the Et al. catalogue, offering an increasingly wide range of modern seating solutions, all featuring cutting-edge and functional design.

PP- Recycled

Our company has based its growth on eco-sustainable criteria through the ongoing implementation of an integrated quality, health, safety and environmental system. Guaranteeing the origin of the raw materials and production chain, verifying the proper management of forests and woodlands, and tracking the resulting products, is one of our commitments.

This is why we wanted a special area of our stand to be dedicated entirely to products made of recycled pp. The Nassau Snap, Uni and Uni-ka collections will be presented in the new recycled polypropylene version, in olive green.

Et al.

Company profile

metalmobil is now et al.

Et al., an evolution of the Metalmobil brand, produces chairs and tables for public gathering spaces: high-quality solutions, designed to improve people's lifestyle and their relationship to their living space.

The many collections in the catalogue come out of a combination of traditional craftsmanship, industrial innovation and good design and include products developed with international designers, capable of giving new forms to the requirements of contemporary living.

Et al. is a brand of Ifi S.p.A. (www.ifi.it), a leading industrial group providing furnishings and technology for the Food&Beverage sector, winner of two Compasso d'Oro design awards in 2014 and 2018.

Philippe Nigro

Independent designer since 1999, he started his career alongside Michele De Lucchi with whom he participated in many product, furniture, lighting, interior design, event and set design projects. Philippe Nigro's work is characterized by the connection between an experimental research approach and the pragmatic analysis of the "know how" of the clients he collaborates with. Over the years these experiences, enriched by the mix of his French and Italian culture together with various design challenges he faced, have granted him the awareness to move from one kind and level of work to another, collaborating with a diversified set of companies in terms of dimension, prestige and focus, allowing him to investigate the heterogeneous aspects related to design. Since 2005 he has been developing experimental projects which have been supported by the French VIA (Valorisation de l'innovation dans l'ameublement - Valorisation for Innovation in Furniture).

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In 2014 he was honored with the Designer of the Year award at the Maison&Objet exhibition. He is also active in the field of set design for exhibitions, to cite a few: he worked in the 7th edition of the Triennale Design Museum "Italian Design beyond the crisis", and came out in 2015 with the new concept for the stands of the cars company brand Lexus for the upcoming worldwide motor shows. In 2016-17 he organized the installation Ultralin, Paris Place des Vosges and Sololino in Milan for The European Confederation of Flax and Hemp (CELC). Philippe Nigro collaborates with international brands such as Moleskine, Venini, Hermès.

Philippe Tabet

Born in Versailles, he graduated in Industrial Design in Lyon to complete his academic career in Paris, where he began collaborating with industrial and global design studios.

Driven by a desire to deepen his knowledge of the history of furniture, Philippe Tabet moved to Milan in 2011 and began a professional career in the furniture industry. In 2014, he decided to open his own studio, putting the manufacturing process, the material and its specificities at the centre of his work. The resulting forms become a continuum with respect to the material from which they originate.

Philippe Tabet's work focuses on the search for the 'truth' of the material and his inspiration takes shape from the different manufacturing processes with a glance at the objects of the past. He is convinced that every object must tell a story that is the fruit of its time. His passion for drawing shines through in a clear and precise sign characterised by strong but delicate lines.

Although he concentrates most of his work in industrial design, his knowledge of manufacturing processes leads him to experiment with an artisanal approach, as in his 'Order' series of masks that pay homage to the artisans "masters of production who hold the order of the industrial process" through different moulding techniques.

Over the years, his creations have been awarded prizes and exhibited.

Philippe Tabet believes that the practice of design applies to a broad spectrum of objects, because what he creates belongs as much to the furniture sector as to the design of electronic objects.

Lorenzo Damiani

Lorenzo Damiani was born in 1972 and graduated in Architecture from the Milan Polytechnic. He works in the field of furniture and product design and has collaborated with various companies like Caimi Brevetti, Campeggi, Cappellini, Ceramica Flaminia, Da a, IB Rubinetti, Illy Caffè, Lavazza, Luce di Carrara, Montina, Nodus, Ikea. The Triennale Design Museum has dedicated to him the personal exhibition ""Ma Dove Sono Finiti gli Inventori? Lorenzo Damiani "" ("Where have inventors gone? Lorenzo Damiani") curated by Marco Romanelli and "Prova a prendermi" ("Catch me if you can"), curated by Silvana Annicchiarico. The Achille Castiglioni Foundation hosted the monographic exhibition: "Lorenzo Damiani: Senza stile" ("Lorenzo Damiani: without style").

Francesco Meda

Born in Milan in 1984. Graduated in 2006 from Milan's Istituto Europeo of Design in *Industrial Design*. The designer gained experience in London working at Sebastian Bergne's studio and later at Ross Lovegrove's. Since his return to Milan in 2008 he has been collaborating with his father Alberto Meda on projects for clients such as *Kartell* and *Caimi Brevetti*. Concurrently he has been pursuing his own personal Art and Design projects with other companies and galleries such *Nilufar Gallery*, Hong Kong's *Schoeni Art Gallery*, *Colos*, *Luce di Carrara*, *Rossana Orlandi Gallery*, *Mint Gallery in London*, *Tod's*, *Ferragamo*, *Molteni&C.* His "*Orme Cinesi*" collection, which has been extensively published, was exhibited in Hong Kong at the *Lane Crawford* store, and was presented by *Schoeni Art Gallery* during the 2012/2013 Hong Kong ART fair. In 2013 he co-designed "Flap", an acoustic panel produced by Caimi Brevetti which subsequently won the "*Compasso d'Oro*" award. In the same year he began his own production with objects such as LED lamps, marble tables, benches and 3D printed jewelry.

Luca Nichetto

Luca Nichetto was born in 1976 in Venice. He studied at the city's Istituto statale d'arte, before undertaking a degree in industrial design at the Università Iuav di Venezia, from which he graduated in 1998. In 1999, Nichetto began his professional career with Murano-based glass maker Salviati, later becoming a product designer and consultant for lighting company Foscarini. In 2006, he founded his eponymous practice in Venice. In 2011 he moved to Stockholm, Sweden, to open a second studio and he continues to live in and work from this city. Over the course of his career, Nichetto has served as art director for many international design brands and he has developed an in-depth knowledge of the design industry.

He has lectured and led workshops at various universities, including serving as a professor of design at the Università Iuav di Venezia, as well as sitting on juries for assorted international design competitions. Nichetto's work has been exhibited worldwide and has been the subject of retrospectives in cities such as Venice, London, Paris and Stockholm. He has been awarded numerous international design awards for his highly researched, innovative design projects, which range across products, furniture and accessories, as well as incorporating architecture and exhibition design.

Press Kit



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