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ALL CHANGE: METALMOBIL IS NOW ET AL.

STORIA DEL MARCHIO DI JAMES WORMALD
REGNO UNITO

At this year's Salone del Mobile, the innovative Italian furniture manufacturer METALMOBIL presents itself to the public for the first time under its new name, ET AL.



Et al's Shade chair uses a welded steel wire technique in its construction, which gives the chair a clean, minimal silhouette. But as the viewing angle changes, the characteristic graphic patterns of the seat and backrest transform.

Italian furniture brand Et al. was founded as Metalmobil in 1956, immediately distinguishing itself on the design scene with its very first creation. An icon of Italian design, the original 001 armchair can still be found strutting its stuff up and down the Italian Riviera to this day. Featuring steel legs and frame, with strong but flexible hand-woven wire forming the seat and back, Metalmobil's innovative first product was living up to the family name, and doing so by bringing together international design talent, expert metal-weavers, as well as clients and fans across the globe.

60 years on from this historic introduction, and the company continues to evolve, designing sustainable indoor and outdoor contract furniture, specifically for use in hotels, restaurants, cafés, schools, canteens and others. Constantly looking to the future, collaborating with new international





The new Et al. name change is a celebration of all the international creatives, product designers, interior designers, architects, planners, material specialists, technicians and engineers collaborated with on new products or projects

Taken from the Latin phrase 'et alii', meaning 'and others' and often referring to the many co-authors of a paper, the et al. abbreviation can also be used to simplify additional entries in a lengthy list of just about anything. Gianfranco Tonfi, Chairman of Et al., states, "Et al. is the start of a new journey that we are undertaking enthusiastically, counting on the important artisanal and industrial heritage acquired in over 60 years and on the people, our workers, who have contributed with skill and passion to the company's history."

Et al. not only literally comes from the centre of the Metalmobil name, but is also a figurative representation of the heart of the company, and its desire to bring everyone together. Et al.'s award-winning public space furniture, itself produced to bring people together, is created by a roster of international designers, invited to collaborate with the brand. It's a practice which gives the product catalogue its cultural and technical pedigree. While along with product designers, Et al. also works alongside interior designers and architects on specific projects, as the majority of products offer a wide range of personalisation options, thus meeting the specific design requirements for any client. It's these collaborations with multiple and varied outside parties that gave inspiration for the new name.





Top: Myra swivel armchair is available in a wide range of upholstery fabrics and colours; centre, middle: Simple and sober lines give Marc Sadler's Cuba chair and stool a universal character, making it suitable for any environment, in any context

The name also points, intentionally or not, to the very nature of the pieces they produce. Public space furniture has more than its share of requirements. It must be light and easy to move yet strong and sturdy, standing up to constant use, comfortable to sit on for an hour but still promote good posture, relatively inexpensive to mass produce but retain the possibility for personalisation, present an exciting and intriguing style, drawing customers in at first glance, and many others. It's an understanding of these requirements that gives Et al. the drive for constant improvement, to always do more, that makes the name so relevant.



Visitors to Salone del Mobile 2019 (9-14 Apr) will be able to find out what the future holds for Et al. at the specifically-designed booth, featuring strong architectural spaces and the new contemporary language of the brand

A change of name is a statement of intent for any company. Et al. is a brand with its eyes firmly ahead, looking to the future and asking 'What's next?' Making its first public appearance under the new name at Salone del Mobile (9-14 April 2019), Et al. will express the new contemporary language of the brand with strong architectural spaces in their booth, specifically created by renowned architect Gianni Filindegui. Visitors to the fair can come and see what the future holds for Et al.



et al.



Literally plucked from the centre of the Metalmobili brand, the new Et al. identity is a figurative representation of what's at the heart of the company: forward-thinking design, continued evolution and bringing people together.

Evolving over the past six decades to bring together people from different cultures, with different skills and put their minds together to create innovative, comfortable, functional and intriguing pieces, Et al.'s public space product line entices everyone from tourists, diners, delegates, students, visitors, patrons and just passers-by into a seat, into a conversation and into an enjoyable and relaxing experience. The new name is a reflection not only of where they're going, but also where they're from, and celebrates the underlying spirit of the brand, which hasn't changed since day 001.

[Read more about Et al. \(https://www.et-al.it/\)](https://www.et-al.it/)

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