

Array stories
13 - 21 September 2025
@ Aram

MDF Italia and Aram present Array stories at London Design Festival

As part of the London Design Festival, taking place from 13 to 21 September 2025, MDF Italia continues its Array stories series with a new chapter in the UK capital. The installation — featuring two different configurations of the Array modular system by Snøhetta — will be hosted by Aram, a long-standing partner of MDF Italia and a leading destination for 20th-century and contemporary design.

On Wednesday 17 September at 6 p.m., Marius Myking, Product Design Director at Snøhetta, Alex Holloway, Co-Founder and Creative Director at Holloway Li, and Marco Cassina, Head of Marketing & Communication at MDF Italia, will join journalist and architecture & design editor Amy Frearson for a conversation.

The talk will explore the design vision behind the development of Array, offering exclusive insight into its creative process and applications. To attend the talk, please register [here](#).

Array sofa system
by Snøhetta

Array is a sofa system designed by Snøhetta to offer maximum flexibility and comfort. It represents a new approach to sofa design and construction, with the goal of reducing environmental impact, achieving customised living solutions, and simplifying logistics. To this end, it introduces small modules, which permit a variety of layouts, are easy to transport, and can be easily disassembled and reassembled for replacement or recycling. The concept of comfort extends to the entire supply chain, moving beyond its ergonomic component.

The robust injection-moulded base made of recycled plastic, which leaves a hollow core inside, minimises the use of material. The seat and backrest are moulded from 51% recycled polyurethane foam. The fabric cover is also available in recycled polyester. The Array collection is developed from both a micro and macro perspective and is suitable for residential and contract contexts.

MDF Italia | Company profile

Founded by Bruno Fattorini in 1992, MDF Italia has always stood at the forefront of creativity, innovation, and design. During those years, minimalism evolved from a niche movement into a source of inspiration for a new creative approach. MDF Italia embraced and reinterpreted minimalism through research that expressed an innovative perspective. Since 2007, under the ownership of the Cassina family, MDF Italia has continued to innovate, enriching its legacy and establishing itself as a key player in contemporary design. Guided by a philosophy of simplicity, lightness, and challenge, MDF Italia's creations transcend trends, integrating seamlessly into diverse environments. Groundbreaking products like Minima, Random, and the Tense table have become true icons of design. In 2019, MDF Italia acquired Acerbis, an Italian company with over 150 years of history, marking the meeting of two realities united by shared values of design and innovation.

Aram | Company profile

Aram was launched in 1964 as Aram Designs by a young Zeev Aram. His groundbreaking showroom on the vibrant King's Road in Chelsea introduced internationally sourced modern furniture and lighting to the UK for the first time. The company focused on creating interior schemes complemented by the new furnishings. This inherent zest for bringing the best modern design products to the attention of the London design world saw Zeev work closely with a pioneer of the Modern Movement, Eileen Gray. Zeev worked to resurrect Gray's designs in the 1970s and spearheaded and ran numerous graduate and professional design shows in the two following decades. This focus and celebration of new work culminated later in establishing Aram's gallery, a non-commercial space for experimental and emerging design at Aram in Drury Lane, Covent Garden. Zeev's daughter Ruth and son Daniel joined him and the business in 1999, and together, they redeveloped a Victorian warehouse space to become today's Aram, a destination for designer furniture, lighting, and home accessories over four spacious floors. As well as the gallery, the building is home to Aram's dedicated trade team, which focuses on commercial interior projects. Zeev and Ruth's remarkable legacy now lives on under the guidance of Daniel, who is supported by an experienced team of 25 people who continue to promote the best brands the design world has to offer.

Snøhetta | Company profile

Snøhetta is a transdisciplinary, dialogue-driven practice operating in a wide array of fields including architecture, landscape, interiors, art, product design, graphic and digital design, often integrating a combination of interests across its projects. With more than 350 employees across nine regional studios, Snøhetta's approach is informed by environmental and cultural sensitivity.