

Salone del Mobile.Milano 2026
Hall 24 | Stand C14 D19

At Salone del Mobile 2026, mdf italia unveils a space shaped by the evolution of its design vision, aimed at redefining the living environment through an essential approach, enriched by a new softness and a stronger material presence.

This vision takes shape through the contribution of three different interpreters. Architecture studio Pitsou Kedem signs the stand's architectural concept, while Francesco Meda and David Lopez Quincoces curate the mood and layout of the display. Styling, entrusted to Cameranesi Pompili, completes its visual narrative. Together, these contributions give form to a project that interprets and reinforces the brand's aesthetic evolution.

Stand

Rhythm and order guide the stand design: geometries and volumes unfold through a variety of connections and angles, creating a sense of movement and defining different display areas. The interplay of solid and void shapes the environment and informs the visitor journey, giving rise to a dynamic setting. Conceived as an immersive space, the stand expresses a new idea of contemporary domesticity.

A wooden boiserie, a characterising element of the installation, defines the setting with an enveloping presence. The walls, finished in a lime-based plaster, introduce a natural, tactile dimension that engages in dialogue with the palette and tones of the furnishings. Within this setting, mdf italia products are presented through a selection of warm, soft hues, enriched by a refined combination of materials and finishes. In this way, the project takes shape not only as an exhibition space, but as a sensory experience, where architecture and product integrate harmoniously, offering a new interpretation of living.

The styling reflects a balance between minimalist elements and organic materials: sculptural ceramics, lamps with a contemporary feel, and custom-made objects all help to define the overall atmosphere.

New Products

This design direction also finds expression in new collaborations with international designers – Studio Klass, NICHETTO®, Studio Mist-o and Guglielmo Poletti – while continuing the dialogue with those who have accompanied mdf italia throughout its evolution, including Jean Marie Massaud, Francesco Rota, Piergiorgio and Michele Cazzaniga.

SK Table
Studio Klass

SK Table brings together the rigorous design approach of Studio Klass and the DNA of mdf italia. A collection that interprets elegance and technical precision through a carefully balanced composition, where lightness and precision find a natural synthesis.

At the heart of the project is the repetition of an iconic element – made up of two arches joined at their ends – which establishes a distinctive visual rhythm and generates the table's very structure. An architectural gesture, reinterpreted in a contemporary key through aluminium, a material deeply rooted in mdf italia's aesthetic language.

In the version with a round top, the elements forming the base converge in a central node free from visible joints, where the technical aspect also becomes an aesthetic feature; in the rectangular barrel-shaped version, those same elements separate while maintaining the same sense of balance.

Every detail is resolved with precision: joints and technical components are completely concealed.

Available with tops in oak, marble and cast glass, the collection broadens the table's expressive possibilities, allowing it to sit naturally in a variety of settings. The result is a collection that introduces an iconic gesture into contemporary living, giving shape to a system designed to last.

Pat
Jean Marie Massaud

Pat reinterprets archetypal seating forms through a contemporary lens. The collection, comprising chair, armchair and stool, explores the balance between formal rigour and the pursuit of comfort, two principles at the core of Jean Marie Massaud's design approach. Fully upholstered, Pat features a slender, well-proportioned structure, distinguished by tapered legs that enhance its elegance. The backrest follows the body naturally, while ingeniously integrated mechanism allows it to move, creating a seat that feels both welcoming and dynamic, and further enhancing overall comfort.. Attention to detail is also evident in the upholstery, finished with concealed zips that preserve the purity of the design. Pat is a collection that combines technical precision and ergonomic sensitivity, giving shape to elegant and versatile seating that fits naturally into a variety of settings.

Clayer
NICHETTO®

Clayer is a family of coffee tables designed by NICHETTO® for mdf italia, interpreting the techniques of ceramic craftsmanship and its artisanal tradition.

The base is defined by a three-dimensional texture, in which undulating surfaces follow one another in a harmonious rhythm of crests and hollows. This interplay of reliefs and recesses creates a layered graphic sign, reminiscent of a succession of sediments, generating a dynamic play of light and shadow that enhances the expressive quality of the material.

The project takes shape through the slip-casting ceramic technique: an initial 24-hour firing consolidates the body, while a second firing, following the hand-applied glazing, defines its depth and chromatic quality.

The crystallised glazes amplify the three-dimensionality of the surfaces and give Clayer coffee tables subtle variations and tonal transitions that are

always different, making each piece unique.

Available in two sizes and in a palette ranging from vibrant tones to more universal shades, Clayer coffee tables stand out for their sculptural presence, capable of defining indoor settings with character.

Otto
Studio Mist-o

Otto finds its identity in a measurement of eight millimetres. Eight millimetres define the thickness of the profile that shapes the outer frame of the cabinet and, at the same time, the void that creates the passe-partout between the external structure and the internal elements. A constant dimension that becomes a compositional rule and gives the project its name.

Otto is a collection of cabinets developed through a process of subtraction that reduces form to its essence, giving rise to a system with a clean, archetypal character and a distinctive presence. Its language is built through a series of details that interact with one another, finding coherence within a rigorous grid and a carefully balanced interplay of solids and voids. The collection is available in a sideboard version with open units and can be configured with modules featuring either two drawers or one deep drawer. In the totem version, it comes in a fixed configuration with drawers and open units, while maintaining the same formal coherence.

Matt lacquered surfaces define the outer structure, while the fronts are available in either gloss or matt lacquer. The open units reveal the natural quality of Canaletto walnut or light oak, in a material dialogue that enhances the depth of the project. A contemporary and versatile language allows the collection to sit naturally in different settings, interpreting space with discretion and character.

Equilibrium Console
Guglielmo Poletti

Equilibrium Console, originally conceived as a limited-edition piece, enters the mdf italia collection following a careful process of industrial development, while preserving the purity of the design and its refined structural research. Characterised by extremely slender profiles, the console explores the potential of steel, pushing the material towards an essential balance between architecture and visual lightness.

Its construction logic is based on the tensioning of the top, which contributes to the stability of the structure and creates a subtle curvature, a distinctive element of the project.

Polished brushed steel elements secure the tensioned cable that connects and balances two 5 mm steel sheets, revealing a meticulous attention to detail. The gloss finish enhances the object's presence in space, while the colour palette diversifies its visual perception.

Product Updates

Some of mdf italia's most iconic collections evolve with new dimensions and finishes, in response to market needs.

Archie armchair
Yabu Pushelberg

Archie armchair is the natural evolution of the collection designed by Yabu Pushelberg for mdf italia.

The proportions are balanced, and the seat is designed to welcome the body with ease, offering immediate comfort.

The slender, elegant legs extend upwards to embrace the curved backrest in a single gesture. The joints between the different planes of the structure remain visible, as traces of a skilful process of subtraction and of a balance between visual lightness, structural integrity and comfort.

Goom and Cosy collection
Jean Marie Massaud,
Francesco Rota

The upholstered collections Goom by Jean Marie Massaud and Cosy by Francesco Rota are updated with new modules and dimensions, expanding their compositional possibilities to respond to the increasingly diverse needs of residential and contract settings.

Tense Material collection
P.&M. Cazzaniga

The Tense Material collection by Piergiorgio and Michele Cazzaniga broadens its versatility with the introduction of the Coccioperla finish, available in four shades. A blend of mortar, aggregates and crushed mother-of-pearl gives the surfaces a tactile, luminous and vibrant quality.

Company profile

Founded by Bruno Fattorini in 1992, mdf italia has always stood at the forefront of creativity, innovation and design. Since 2007, the company has been led by the Cassina family holding, strengthening a vision rooted in simplicity, lightness of form and design challenge, refining a minimalist approach with a more sophisticated, warm character.

mdf italia's collections are conceived to last beyond trends, adapting naturally to different contexts, from residential spaces to work and hospitality settings. 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.