

mdf italia



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2009 - 2018

FLOW CHAIR

Designed by Jean Marie Massaud

Flow Chair was first designed in 2009 by Jean-Marie Massaud. Far more than just a chair, this versatile and flexible product, with its constantly evolving design, has developed over time into a family of products that can satisfy any requirement or style.

A curved seat and elegant profile blend in perfect harmony to ensure comfort and ergonomics alike. Flow Chair can be personalised thanks to a vast range of finishings and 10 different bases, blending against a variety of backdrops, from living rooms – both modern and classic in style – to the most sophisticated work environments, without radically changing its original nature.

Available in black or white, or in a range of glossy and matt pastel colours called “colours of Japan”. The Flow Chair shell can be enhanced by leather padding or in any of the over 200 fabrics in the MDF Italia collection, to increase its natural comfort and personality.

SHELL

MASS-PIGMENTED SHELL: The shell, made from polycarbonate through injection moulding, is mass-pigmented in the matt colours white, lead grey, mud, green, avio blue and powder pink and has a standard double finish: gloss outside, and microgroffered inside.

MATT PAINTED SHELL: The injection moulded polycarbonate shell features a paint finish in the matt colours white, lead grey, mud, green, avio blue and powder pink.

UPHOLSTERY AND PAD

The seatings can be completed with upholstery: a thermoformed padded countershell with a small pad made from quilted polyurethane and polyester wadding.

Optionals: upholstered PAD.

BASES

FLOW CHAIR BASES

Only for black or white mass-pigmented shell

4-legged base, sled base, VN 4-legged steel base, LEM 4-legged base, fixed 5 point-star base, height-adjustable 5-point-star base on castors.

FLOW CHAIR COLOR BASES

For black, white and colored shells

With central leg, VN 4-legged oak base, 4-legged oak base, 4-legged cross and cross base.

The bases are supplied in the same colour of the shell.

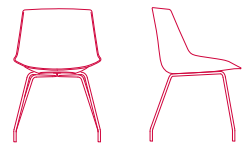
OUTDOOR USE

Upon request outdoor versions with sled base, or 4-legged base in steel tube white or graphite grey.

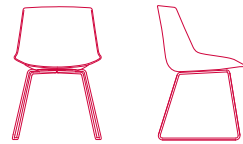
FLOW CHAIR



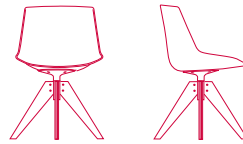
WHITE OR BLACK SHELL



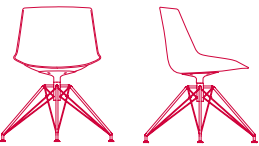
4-legged base
L53 D54.5 H80.5 cm seat H44 cm



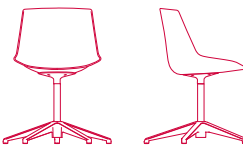
sled base
L53 D54.5 H80.5 cm seat H44 cm



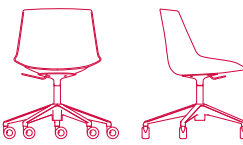
VN 4-legged steel base
L56.5 D59 H80.5 cm seat H44 cm



LEM 4-legged base
L65 D65 H80.5 cm seat H44 cm

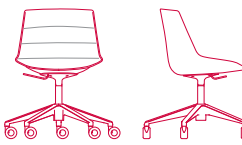
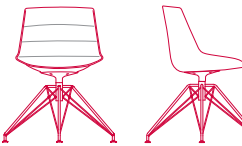
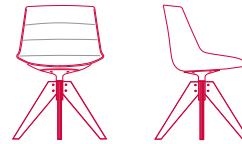
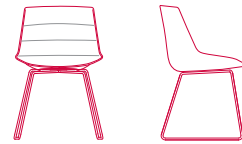
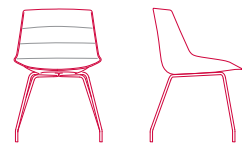


fixed 5-point-star base
L67 D67 H80.5 cm seat H44 cm



height-adjustable, 5-point-star base on castors
L67 D67 H80.5 cm seat H41.2/51.2 cm

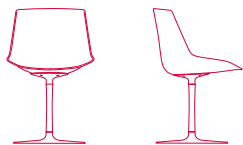
PADDED SHELL
countershell



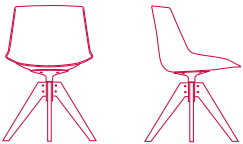
FLOW CHAIR COLOR



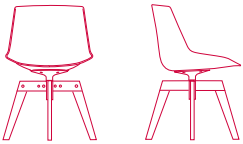
WHITE, BLACK OR COLORED SHELL



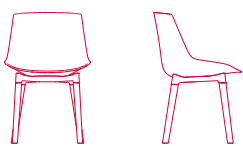
with central leg
L53 D54.5 cm H80.5 seat H44 cm



VN 4-legged oak base
L56.5 D59 H80.5 cm seat H44 cm

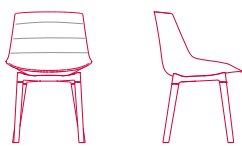
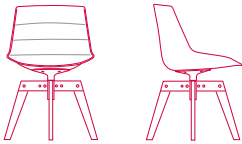
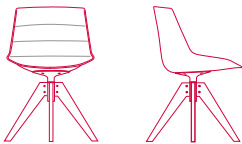
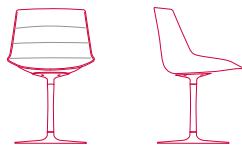


4-legged oak base
L54 D56.5 H80.5 cm seat H44 cm



4-legged CROSS and OAK CROSS base
L53 D54.5 H80.5 cm seat H44 cm

PADDED SHELL
countershell



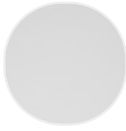
Finish options

BASE

central leg



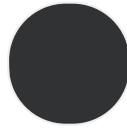
Gloss
painted white
X060



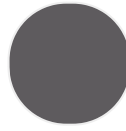
Matt painted
white X053



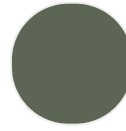
Matt painted
graphite X054



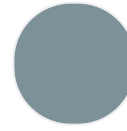
Painted lead
Grey



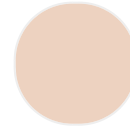
Painted mud
brown



Painted green



Painted avio
blue



Painted
powder pink

VN 4-legged oak base



Natural oak
X030



Bleached oak
X075



Brown oak
X076

4-legged oak base



Natural oak
X030

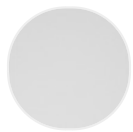


Bleached oak
X075



Brown oak
X076

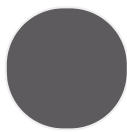
4-legged Cross base



Matt painted
white X053



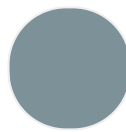
Painted lead
Grey



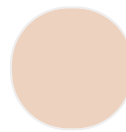
Painted mud
brown



Painted green



Painted avio
blue



Painted
powder pink

4-legs Cross oak base



Natural oak
X030

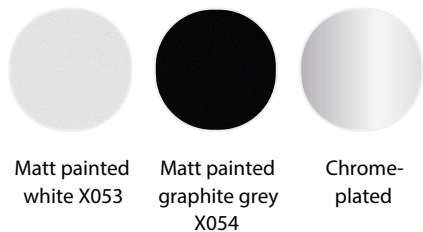


Bleached oak
X075

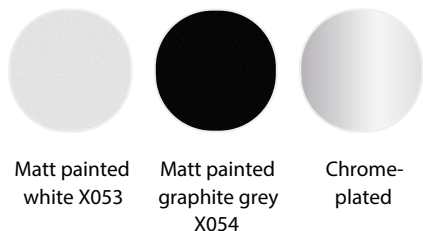


Brown oak
X076

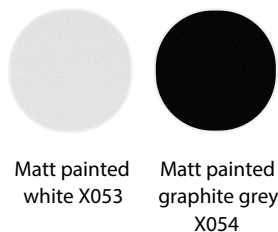
4-legged base



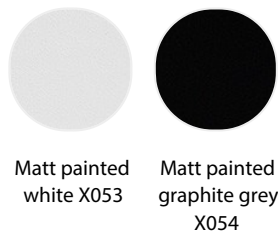
Sled



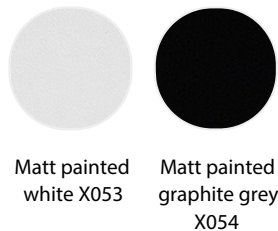
VN 4-legged steel base



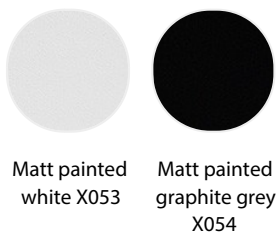
LEM 4-legged base



Fixed 5 point-star base

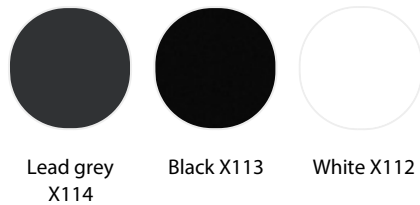
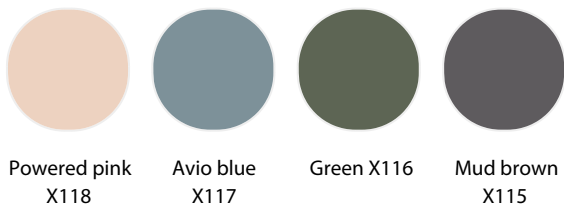


5-point-star base on castors

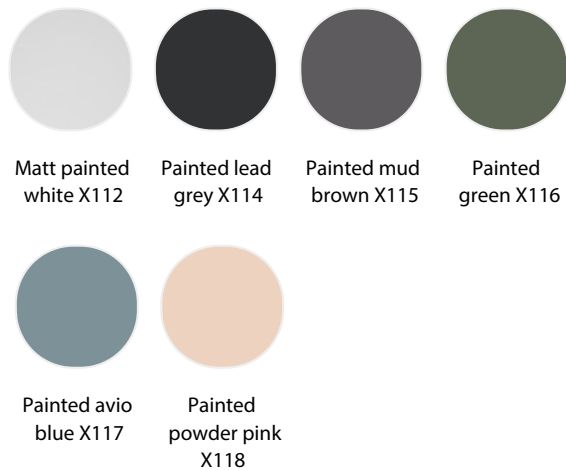


SHELL

Mass-pigmented



Matt painted





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2019

FLOW TEXTILE

Designed by Jean Marie Massaud

At Imm Cologne the iconic Flow collection is presented in a padded and completely upholstered version with a wide range of bases and finishes.

The collection expands with new textile lines, featuring an exclusive, radical, elegant design, that leads to the universe of graphic arts. A new version offering a refined upholstery work, to be naturally located in every soft business and residential space.

[DOWNLOAD THE CATALOGUE FLOW TEN YEARS](#)

[WATCH THE 360° VIEW](#)

SHELL

Shell composed of a thermoformed and padded counter shell with a small pad made from quilted polyurethane and polyester wadding at the front, and upholstery with zips in the lower part of the chair.

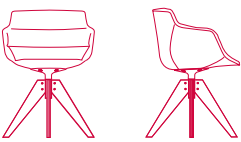
The textile part is made from removable fabric or leather (leather available from May 2021), which can be supplemented with additional upholstery.

BASES

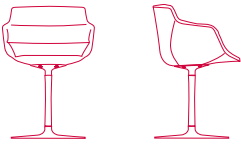
- VN 4-legged steel base: in folded sheet metal, painted matt white or matt graphite grey. 360° swivel.
- Base with central leg: produced in aluminium painted with epoxy powder in the matt colours white, lead grey, mud, green, avio blue and powder pink or in gloss white. 360° swivel.
- VN 4-legged oak base: frame from transparent-lacquered natural oak solid wood with a natural, brown or bleached finish. 360° swivel.
- 4-legged oak base: frame from transparent-lacquered natural oak solid wood with a natural, brown or bleached finish. 360° swivel.
- 4-legged CROSS base: die-cast aluminium frame and solid wood legs, lacquered in the matt colours white, lead grey, mud, green, avio blue and powder pink
- 4-legs CROSS OAK base: die-cast aluminium frame painted with epoxy powders in the matt colours white, and graphite grey and solid natural oak legs with transparent lacquer, available in the finishes natural, brown or bleached.

FLOW TEXTILE

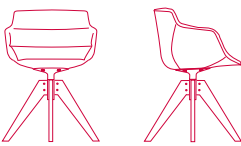
FLOW SLIM TEXTILE



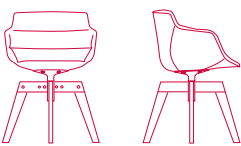
VN 4-legged steel base
L57.5 D59 H76.4 cm
seat H44 cm armrest H68 cm



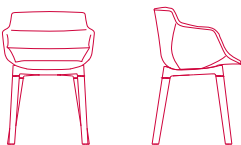
with central leg
L56 D54 H76.4 cm
seat H44 armrest H68 cm



VN 4-legged oak base
L57.5 D59 H76.4 cm
seat H44 cm armrest H68 cm

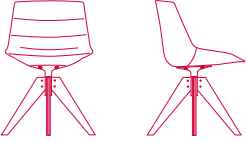


4-legged oak base
L56 D58 H76.4 cm
seat H44 cm armrest H68 cm

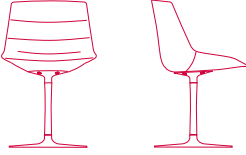


4-legged CROSS and OAK CROSS base
L56 D55 H76.4 cm
seat H44 cm armrest H68 cm

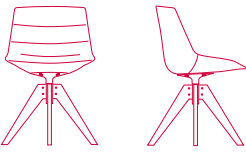
FLOW CHAIR TEXTILE



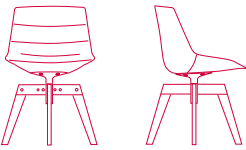
VN 4-legged steel base
L57.5 D60 H80.5 cm
seat H44 cm armrest H68 cm



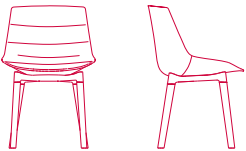
with central leg
L54 D55.5 H80.5 cm
seat H44 cm armrest H68 cm



VN 4-legged oak base
L57.5 D60 H80.5 cm
seat H44 cm armrest H68 cm



4-legged oak base
L55 D57.5 H80.5 cm
seat H44 cm armrest H68 cm

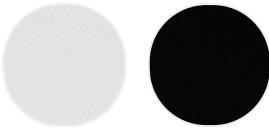


4-legged CROSS and OAK CROSS base
L54 D55.5 H80.5 cm
seat H44 cm armrest H68 cm

Finish options

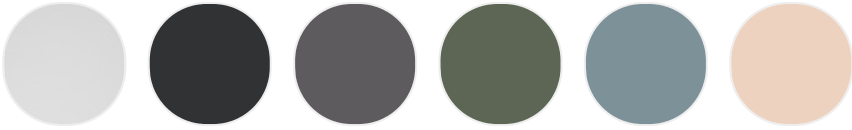
BASE

VN 4-legged steel base



Matt painted white X053
Matt painted graphite grey X054

central leg



Matt painted white X053
Painted lead Grey
Painted mud brown
Painted green
Painted avio blue
Painted powder pink

VN 4-legged oak base



Natural oak X030
Bleached oak X075
Brown oak X076

4-legged oak base



Natural oak X030
Bleached oak X075
Brown oak X076

4-legged Cross base



Matt painted white X053
Painted lead Grey
Painted mud brown
Painted green
Painted avio blue
Painted powder pink

4-legs Cross oak base



Natural oak X030
Bleached oak X075
Brown oak X076



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2019

FLOW LEATHER

Designed by Jean Marie Massaud

FLOW LEATHER, FOR EXCLUSIVE SPACES

Flow Chair and Flow Slim's smart, simple and eye-catching design, crosses the boundaries of its democratic cross-cutting nature, changing skin and turning into an even richer, elegant and tailor-made product, to meet the needs of a market aiming at refinement.

This is how Flow Leather was born.

Jean Marie Massaud's chair comes coated in two types of leather. The former, Anilina leather, is offered in seven different colours. It is micro-perforated externally, while inside it is smooth. It is a premium leather, suitable for specific home environments such as dining rooms, living areas, but also for home office and smart working spaces. The second type, Nuvola leather, conceived for business and public venues such as restaurants, hotels, offices. It's a leather micro-perforated internally, while it is smooth on the outside: it is a contemporary, dynamic, high-impact covering, which at times recalls the look of sports car seats and comes in 11 colour tones.

Flow Leather enriches the already large Flow family, with new suggestions and emotions.

[WATCH THE INTERVIEW TO JEAN MARIE MASSAUD](#)

VARIANTS AND TYPES

Every armchair can be customised thanks to two different types of leather, to the alternation of smooth leather parts and parts in microperforated leather, and to matching or contrast stitching; in detail:

ANILINA

Luxurious and sophisticated, top-quality upholstery, full grain, pure aniline, with a soft and silky hand; distinctive for its natural tanning, the leather demonstrates all of its material and its innumerable shades. The armchair has micro-perforated leather on the outside and a smooth inside with contrast stitching.

NUVOLA

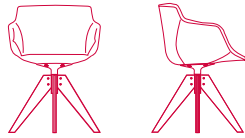
Rigorous and versatile, smooth grain leather upholstery with mineral tanning, featuring full and intense colours; the armchair has smooth leather on the outside and micro-perforated leather with stitching in same tone on the inside.

BASES

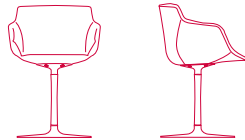
VN 4-legged steel base, base with central leg, VN 4-legged oak base and 4-legged oak base, 4-legged Cross base and cross oak base.

FLOW LEATHER

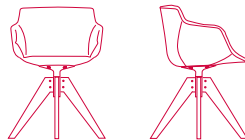
FLOW SLIM



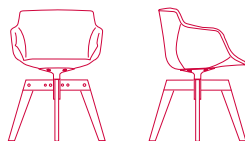
VN 4-legged steel base
L56.5 D58 H76.4 cm
seat H44 cm armrest H68 cm



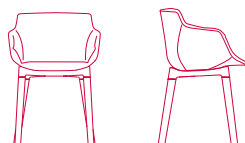
with central leg
L55 D53 H76.4 cm
seat H44 cm armrest H68 cm



VN 4-legged oak base
L56.5 D58 H76.4 cm
seat H44 cm armrest H68 cm

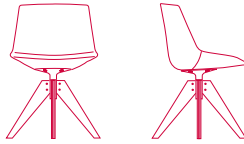


4-legged oak base
L55 D57 H76.4 cm
seat H44 cm armrest H68 cm

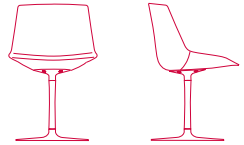


4-legged CROSS and OAK CROSS base
L55 D54 H76.4 cm
seat H44 cm armrest H68 cm

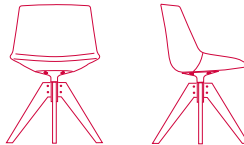
FLOW CHAIR



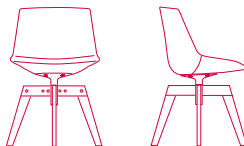
VN 4-legged steel base
L56.5 D59 H80.5 cm
seat H44 cm armrest H68 cm



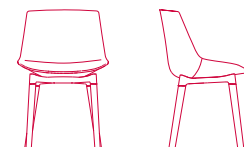
with central leg
L53 D54.5 H80.5 cm
seat H44 cm armrest H68 cm



VN 4-legged oak base
L56.5 D59 H80.5 cm
seat H44 cm armrest H68 cm

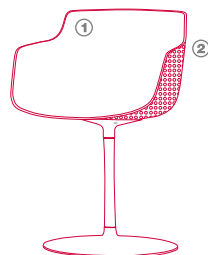


4-legged oak base
L54 D56.5 H80.5 cm
seat H44 cm armrest H68 cm



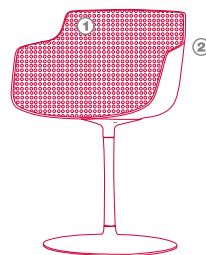
4-legged CROSS and OAK CROSS base
L53 D54.5 H80.5 cm
seat H44 cm armrest H68 cm

OPTIONS



LEATHER ANILINA

- ① inner side of the shell covered with smooth leather
- ② outer side of the shell covered with micro-perforated leather



LEATHER NUVOLA

- ① Inner side of the shell covered with micro-perforated leather
- ② Outer side of the shell covered with smooth leather

Finish options

BASE

VN 4-legged steel base

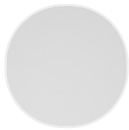


Matt painted
white X053



Matt painted
graphite grey
X054

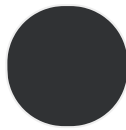
central leg



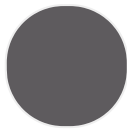
Matt painted
white X053



Matt painted
graphite X054



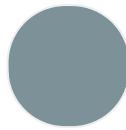
Painted lead
Grey



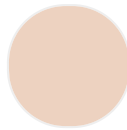
Painted mud
brown



Painted green



Painted avio
blue



Painted
powder pink

VN 4-legged oak base



Natural oak
X030



Bleached oak
X075



Brown oak
X076

4-legged oak base



Natural oak
X030

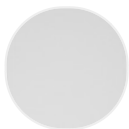


Bleached oak
X075



Brown oak
X076

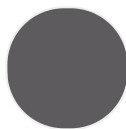
4-legged Cross base



Matt painted
white X053



Painted lead
Grey



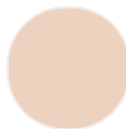
Painted mud
brown



Painted green



Painted avio
blue



Painted
powder pink

4-legs Cross oak base



Natural oak
X030



Bleached oak
X075



Brown oak
X076

mdf italia



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2020

FLOW CHAIR IROKO

Designed by Jean Marie Massaud

INDOOR AND OUTDOOR CHAIR

Flow, icon of MDF Italia collection, renews itself and, thanks to the Iroko wooden base, it is also suitable for outdoor spaces. Flow Chair Iroko also meets the various design needs for contract, hospitality, and restaurant business.

The swivel 4-legged base, is made of solid Iroko, a very dense African wood, highly resistant to bad weather, light and extremes of temperature. A characteristic of this wood is its smooth, even surface. All parts made of Iroko are treated using an exclusive varnish, specifically for outdoor use.

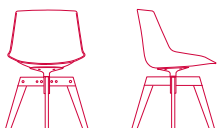
[DOWNLOAD THE CATALOGUE](#)

SHELL

Mass-pigmented shell (gloss outside)

The shell, made from polycarbonate through injection moulding, is mass-pigmented in the colours white or black and has a standard double finish: gloss outside, and microgroffered inside.

FLOW CHAIR IROKO



4-legged oak base
L54 D56.5 H80.5 cm
seat H44cm

BASE

Wood



Iroko wood

SHELL

Mass-pigmented



White X112

Black X113

Finish options