

KETTAL

NEWS 2018

**Kettal
News 2018**

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Vimini

Designed by
Patricia Urquiola







Designed by Patricia Urquiola

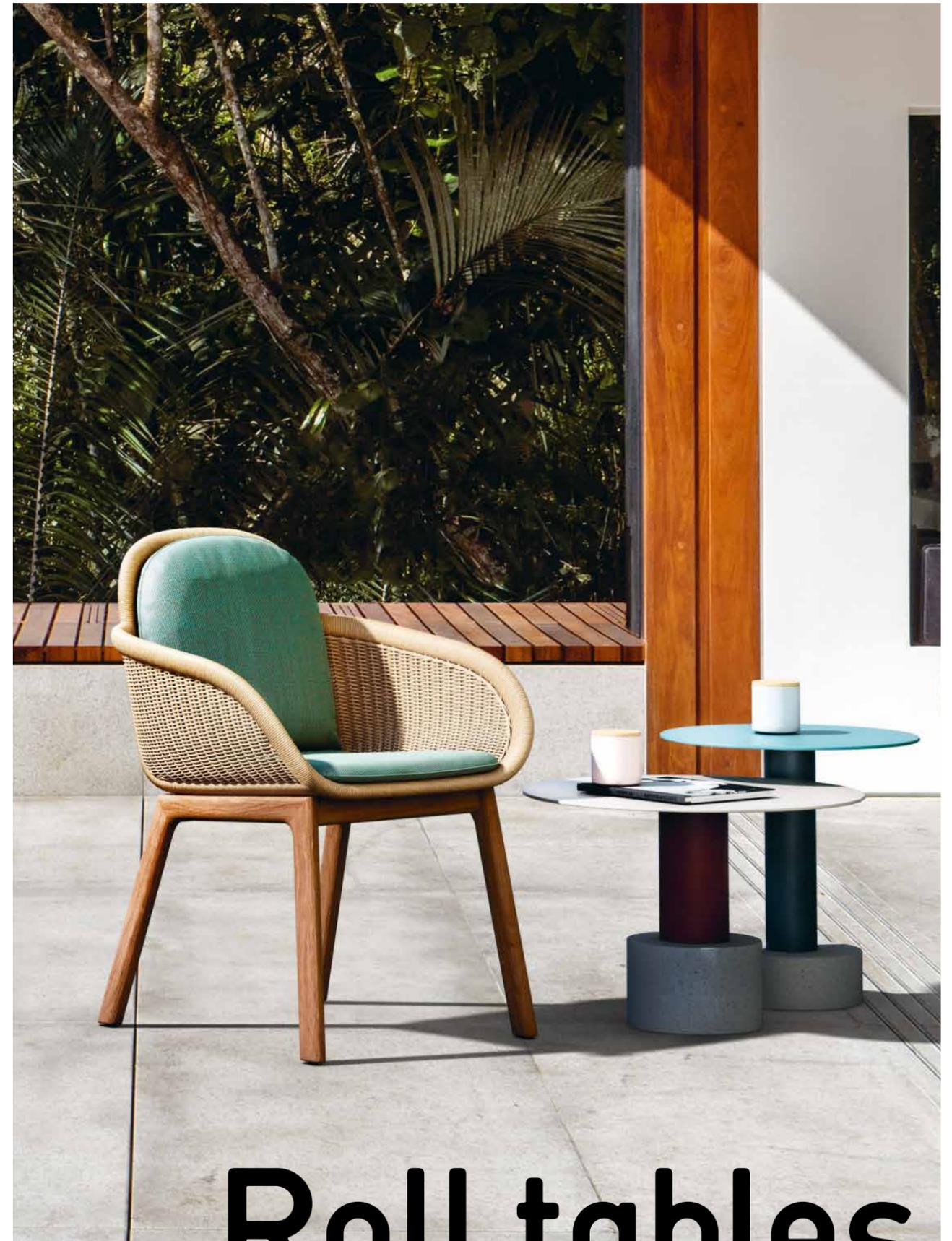
The *Vimini* collection came about following a conversation we had about Nanna Ditzel and her Basket chair; apart from both being designed by women, we have much in common.

We called it *Vimini* because it means wicker in Italian and it sounds like Bimini, an island I like. We used just the right amount of outdoor wicker with a rougher wooden frame. It doesn't have the same modernist spirit as the Basket but it's familiar enough that, when you get close, it stirs a memory and makes you feel at home. That's what it was, more or less—an object of memory.

The chair consists of a basket with large backrest cushions. Seen from the side and back it has that modernist look. The braiding is traditional, your classic outdoor fibre.

'I fancied something really traditional, something a bit modernist, relaxed in the way we treated the fibre. And the *Vimini*, the chair with its classic braiding and baskets, it's captivating, and we wanted to make something neutral'.

The *Vimini* collection features a dining armchair, sofas and side tables.



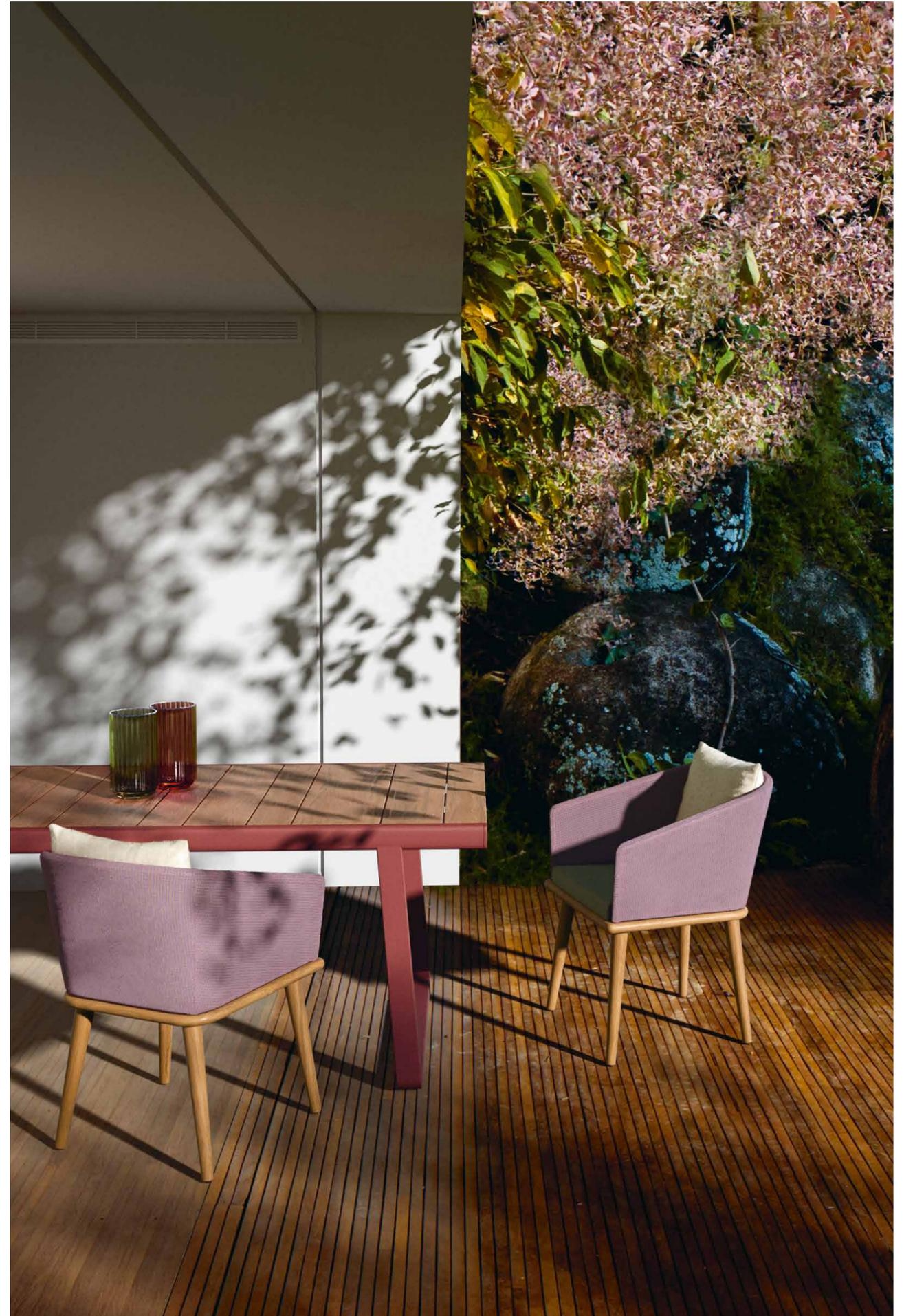
Roll tables

Designed by
Patricia Urquiola



Bitta

Designed by
Rodolfo Dordoni





Designed by Rodolfo Dordoni

Bitta, designed in 2009 by Rodolfo Dordoni, is one of those collections that create a product type in the outdoor furniture sector. This Kettal icon is now a classic.

But it is also a living product that can be updated and reinvented over time. This is accomplished naturally thanks to its form and rational concept.

For this reason, without compromising the initial concept, we are extending the family with a new version and all the brand's standard finishes that we have designed over these almost ten years since *Bitta* was launched.



Bitta Lounge

Designed by
Rodolfo Dordoni







Designed by Rodolfo Dordoni

The new *Bitta Lounge* features a gentle, rounded design with sizes and proportions appropriate for small spaces. Thanks to its lightness and design it is ideal for public and residential areas, with seat and backrest cushions for greater ergonomic comfort.

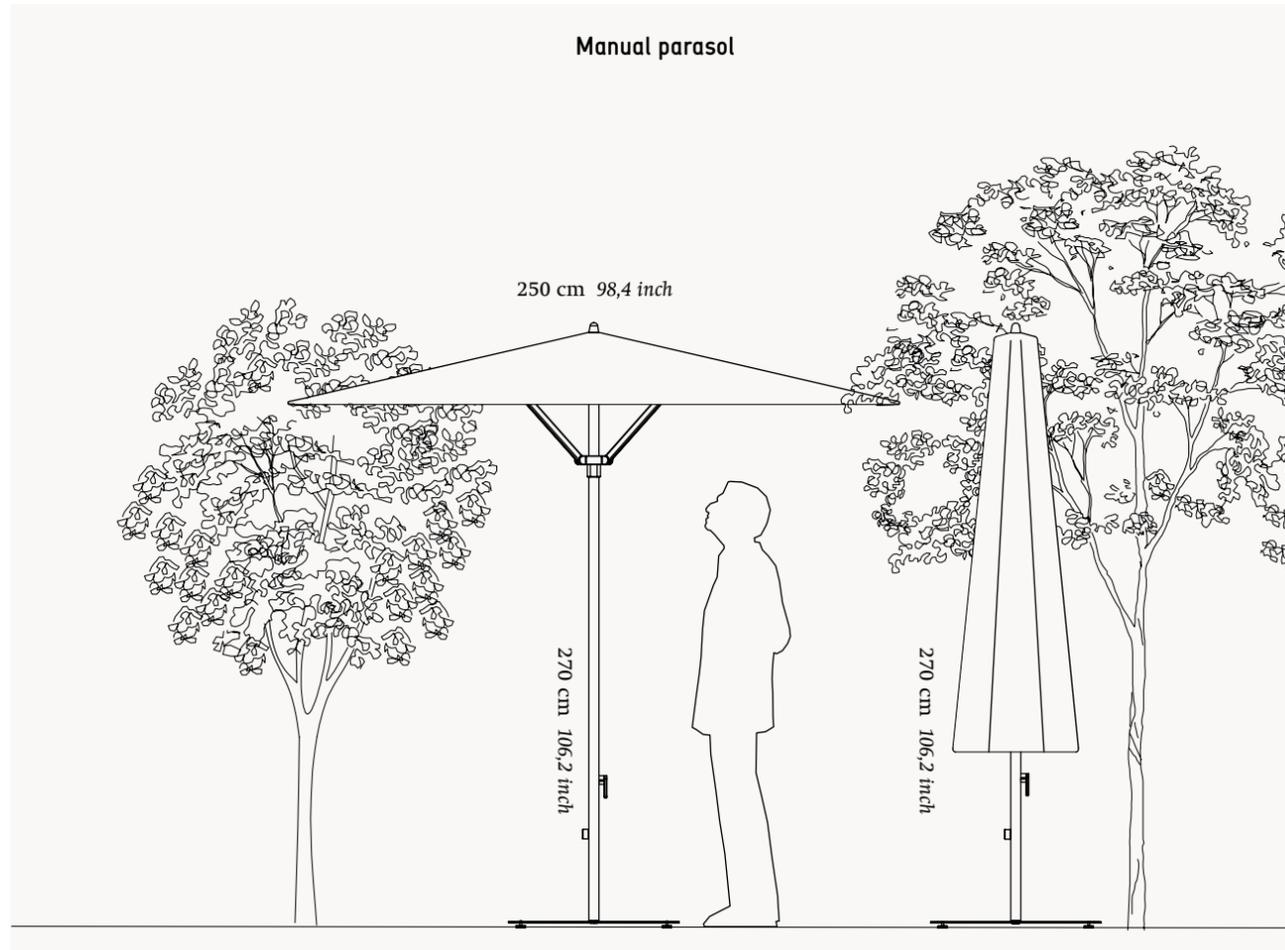


Meteo

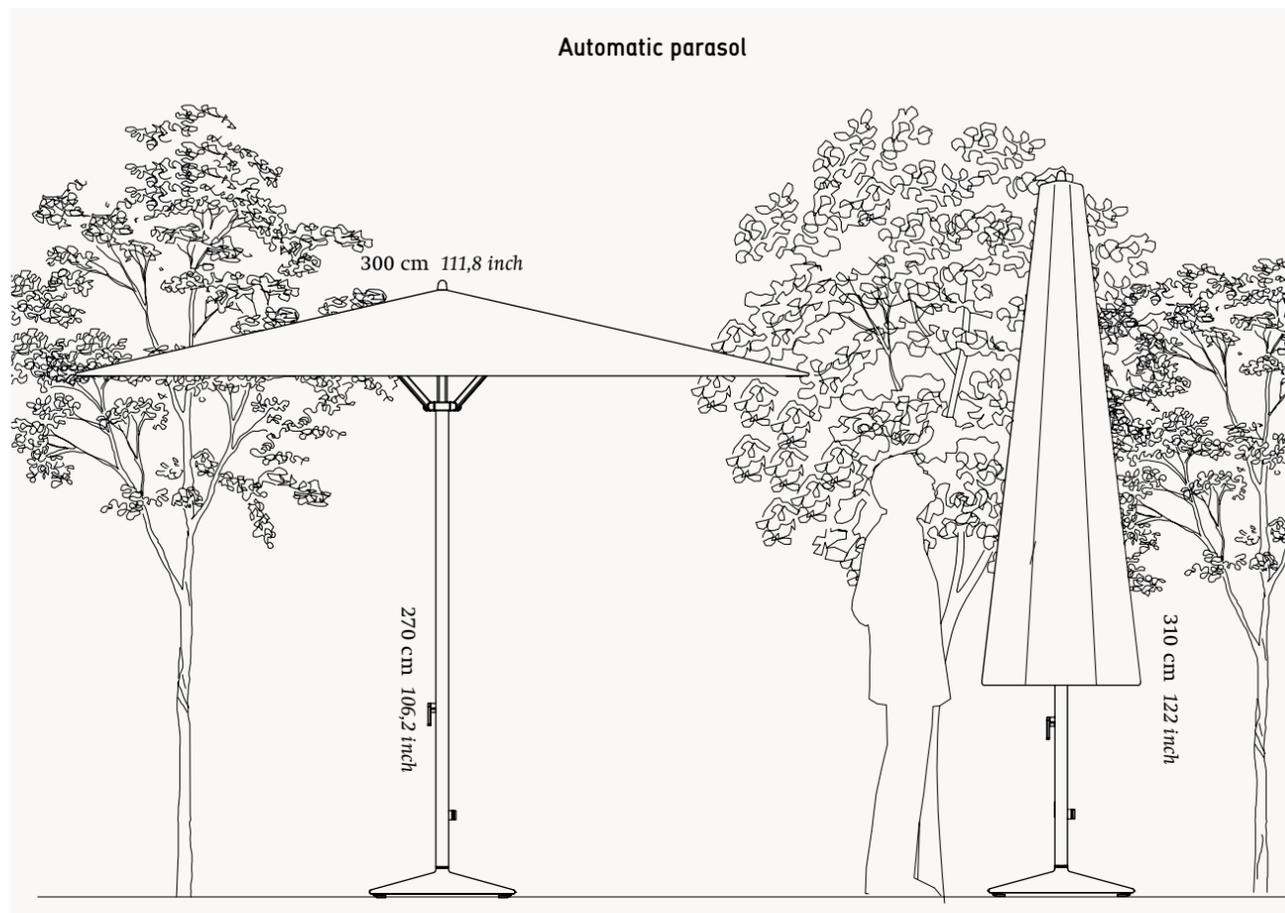
Designed by
Konstantin Grcic



Manual parasol



Automatic parasol



Designed by Konstantin Grcic

Meteo marks the beginning of a new collaboration between Kettal and Konstantin Grcic. It aims to explore the largely untapped design potential of modern parasols. Protection from direct sunlight is becoming a quintessential condition for our health and wellbeing. The increasing impact of parasols and other sunshade systems on the planning and furnishing of modern cityscapes, recreational resorts and private dwellings gives rise to the challenge of a renewed approach to this specialized product category.

Building on Kettal's expertise in outdoor furniture, the project was driven by a genuine quest for quality in design and performance: a contemporary product, comfortable to use and made of the smartest materials for effective, long-lasting protection.

Meteo comes in two versions: a basic model, which uses a manual pulley system, and a high-end model with an integrated gas piston to assist the opening and closing of the parasol. Kettal's own range of sunshade materials is used in combination with the brand's standard colour palette. The parasols can be fitted with two alternative types of base plate: in sheet metal or cast iron.



Fila

Designed by
Michel Charlot



Designed by Michel Charlot

A textile sleeve tightly slid onto a discreet metal structure – *Fila* may look like a simple wire sculpture – but all changes at sundown. When the textile lampshade lights up, revealing a colorful shadow-play in the night. *Fila* lamps definitely look their best in Kettal's own fabric collection.

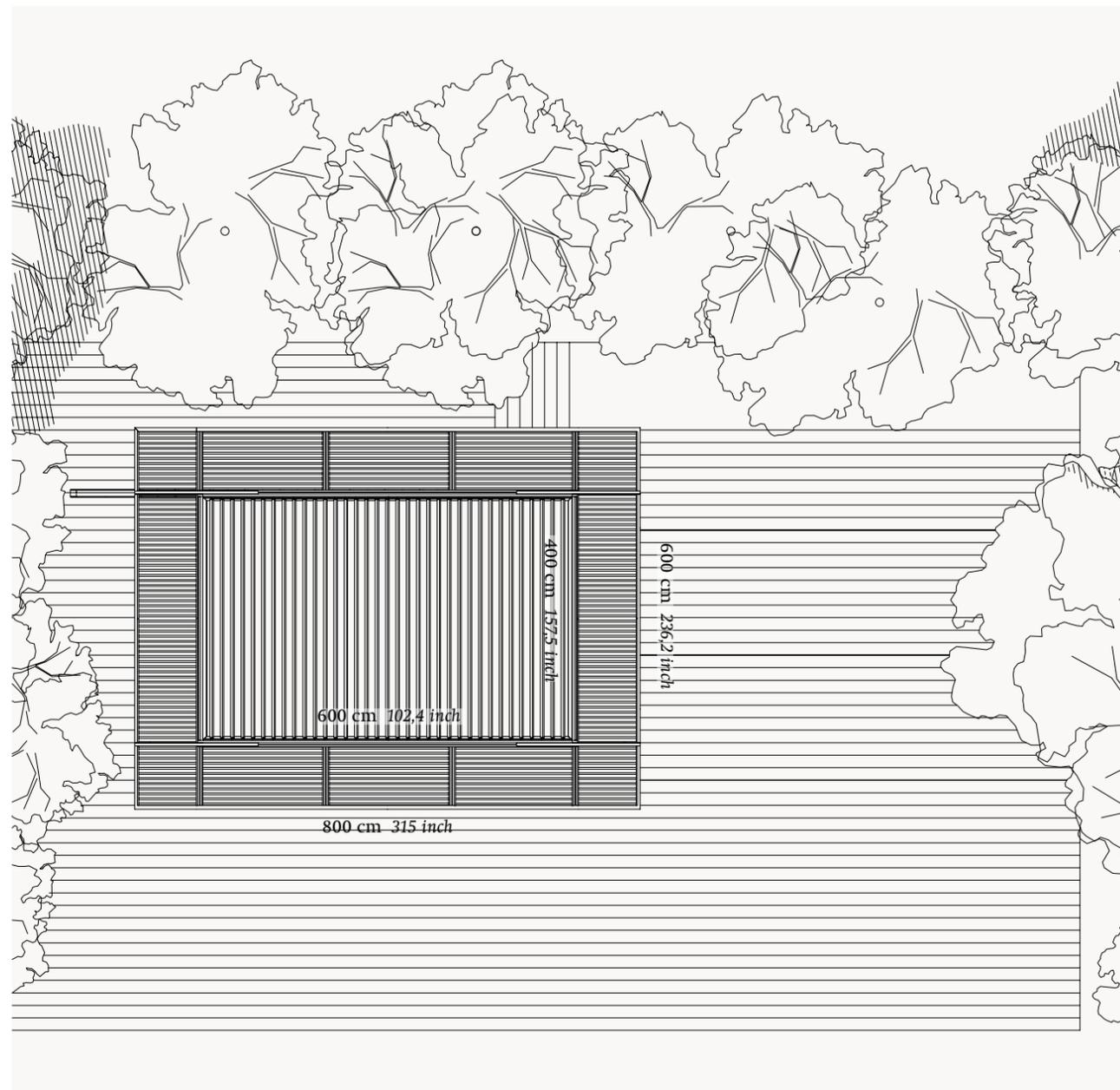
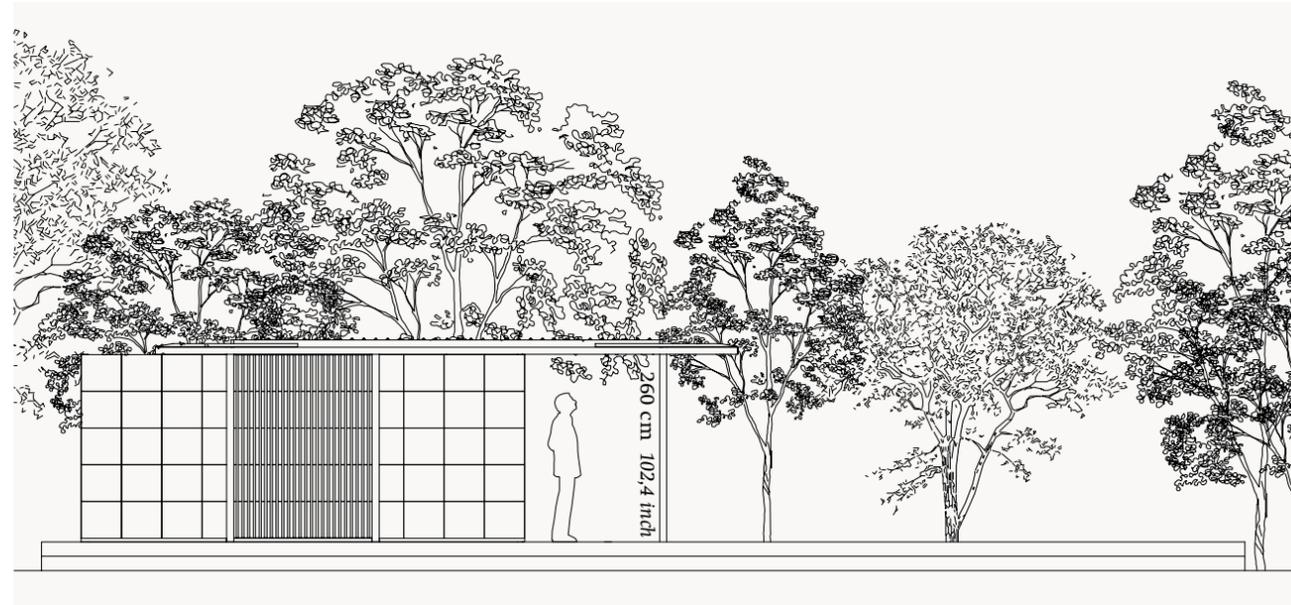


PH1

Designed by
Kettal Studio





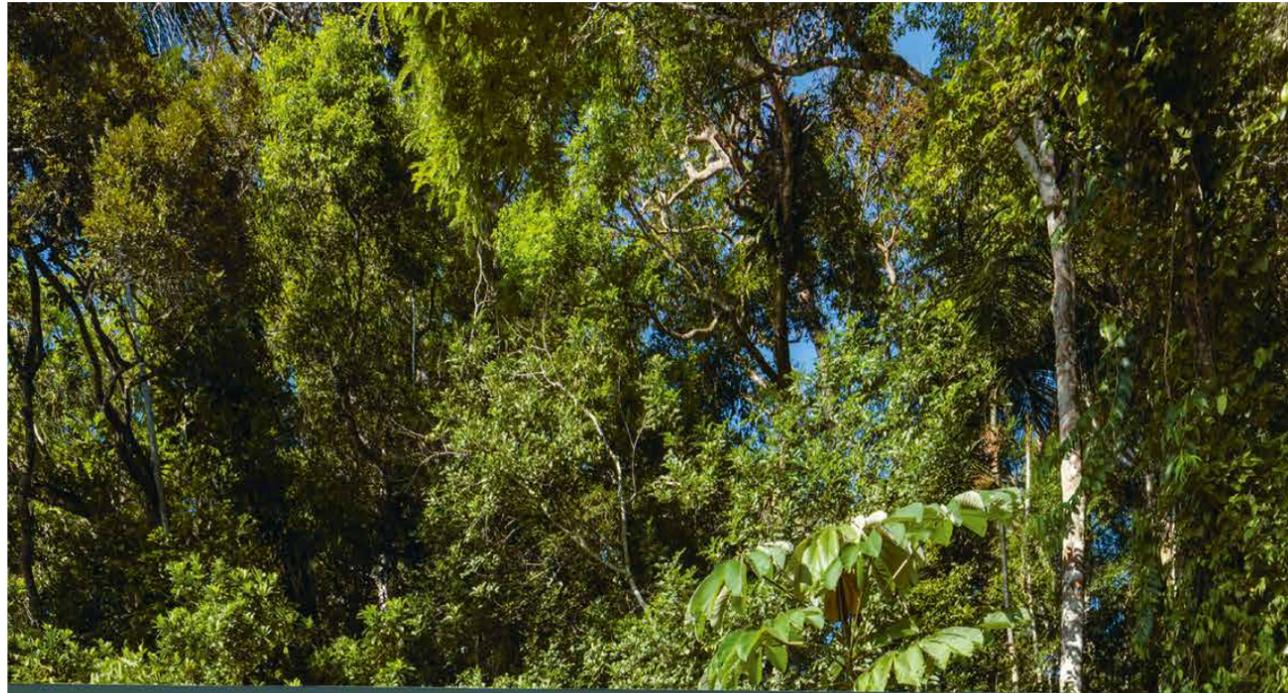


Designed by Kettal Studio

This new series of pavilions brings the system even closer to architecture, as we have developed more tools for its integration in the architectural environment. The system is now able to adapt more efficiently to different uses and environments: landscapes, architecture, urban environment, maritime, mountain, and so on.

The architecture now has minimal structure, not only for aesthetic reasons, but also to create open spaces that flow freely into each other by means of light, transparency and lightness of structure.

The concept is characterised by essentialist simplicity and the expressive sincerity of its structural elements. You might say it's a skin and bone structure, with its aluminium frame that can be teamed with any of the over forty covers that define indoor and outdoor spaces. Clients can configure their own living space, a selection that will respond to the nature of the space and the people that live in it.



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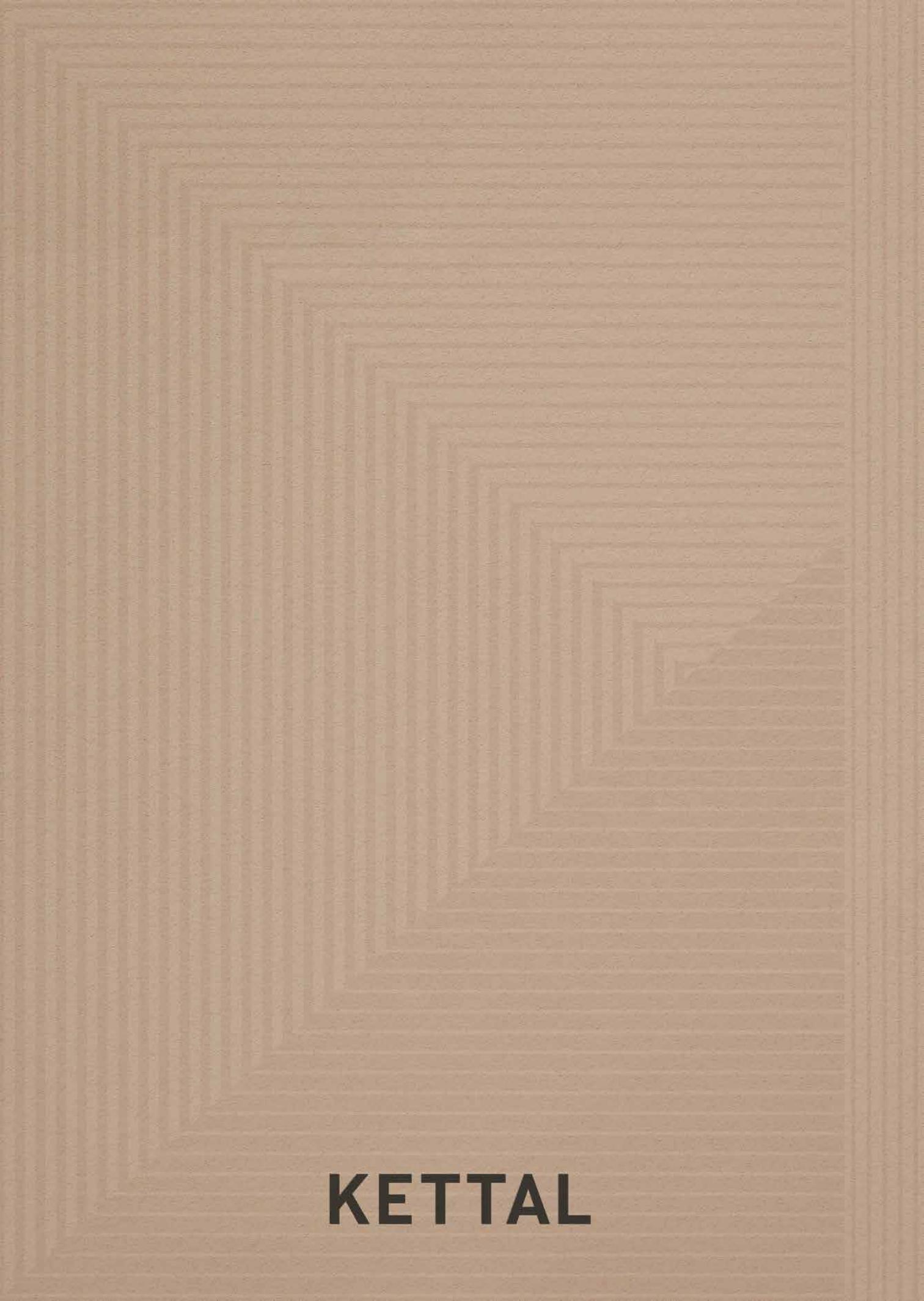
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