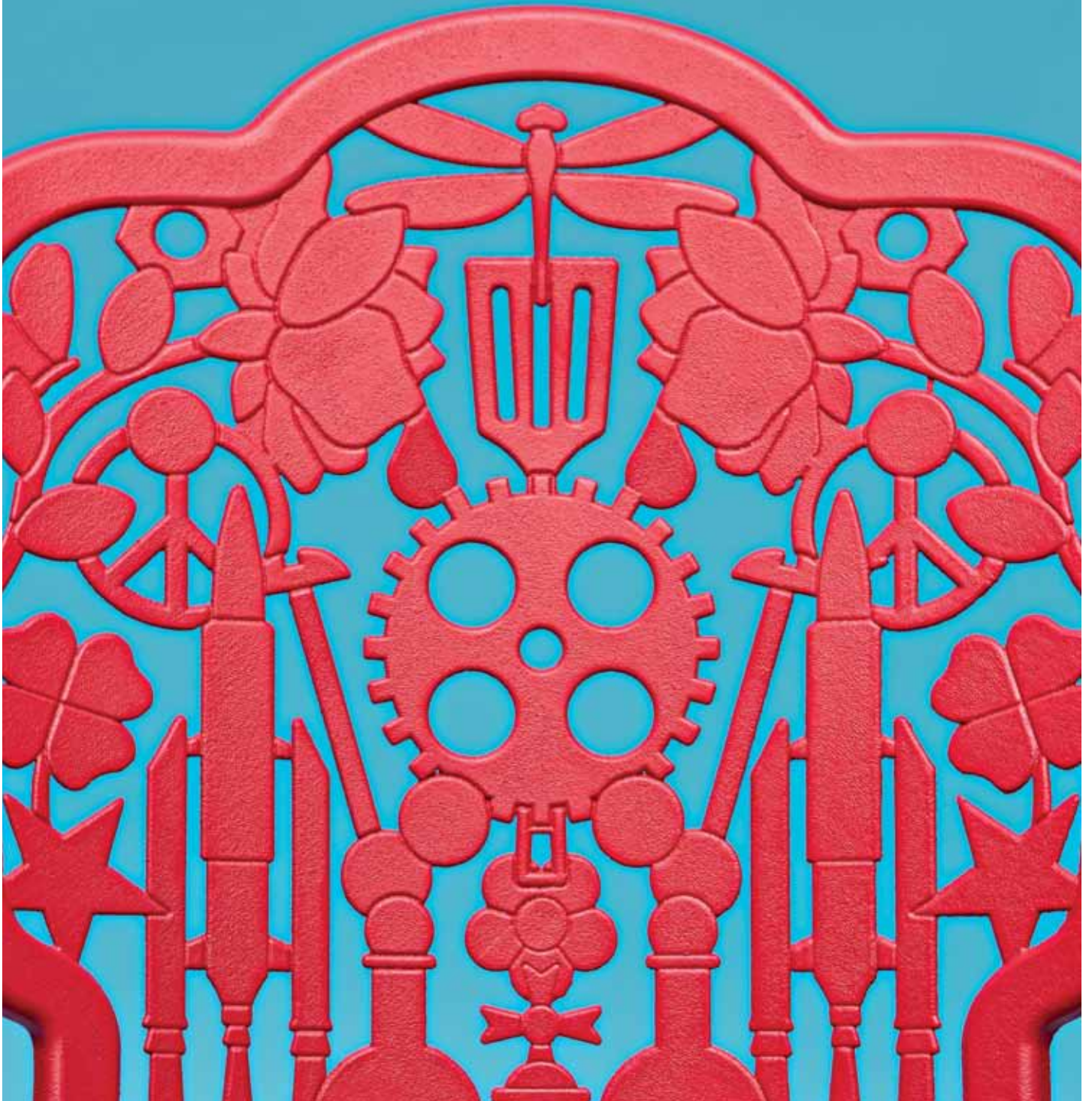


SELETTI

FURNITURE



# SELETTI

Seletti is a history of vision and evolution. Ever since it was established in 1964, the company has pursued its mission of making the most of professionalism, service and above all an endless product research, striving for improvement, innovation and originality. Today the company further focuses on design projects and on the creativity which characterizes the Italian excellence. Products are enriched with style, quality and recognizability, and are created by important international designers. The collections created from this new point of view have enabled Seletti to launch products on the market in the last decade that have become classics, recognized and appreciated all over the world. Today the personality of the brand is synonymous of value, movement, provocation, innovation, originality. It is art blended with daily life icons, objects that send to a message of shape, function and the possibility to create a unique, personal, fun life style to the end users. Today Seletti aims at a new kind of production and daily life, an on-going journey within the idea of beauty.

## **SELETTI FURNITURE: Passion for architecture and art.**

Seletti statement in the furniture world starts with an effective collaboration: the brand meets Studio Job through an unexpected project that **integrates the accessible design to the unmistakable style of the creative duo from Antwerp and Amsterdam.** The result is **Industry Collection**, a creative and aesthetically valuable furniture collection.

**Stefano Seletti, art director of the brand**, recalls the origins of the project: “Many years ago we used to import traditional outdoor sets in metal, the typical vintage looking furnishing pieces. My dream was to have them reinterpreted by Studio Job because I thought that their unusual and highly symbolic patterns would be perfect to provide a contemporary touch. And now that dream has come true!”. Also **Studio Job** statement contributes to the introduction of the collection: “The Industry theme is indeed an icon in our language. For the edgy brand Seletti we’ve now re-designed this well-known but hyper kitschy garden set using the Industry iconography...Why garden? Well, have you ever seen rock and roll garden furniture? So, here it is! With gas masks, butterflies and many other graphics taken from the Studio Job archives”.

The outcome of this collaboration is the original **set of chairs, armchairs, round and oval tables made of cast aluminum, available in different colors.** Industry collection pieces are designed to facilitate transportation, thanks to the light-weighted material and their easy to **disassemble nature.**

Thanks to the upcoming inspiring collaborations along with the brand continuous creative attitude, Seletti furniture takes shape with unusual interpretations and interesting intuitions. **Assemblage**, the iconic modular shelf, is now reinterpreted with brilliant details; **Renaissance** is the shelving system recalling architectural arches and columns. Home furniture pieces, even the modular ones, will no longer be boring.





INDUSTRY COLLECTION | Chairs & table





INDUSTRY COLLECTION | Chairs & table





RENAISSANCE | Bookcase/modules







ASSEMBLAGE | Set 8 lacquered modules





ASSEMBLAGE | Set 8 lacquered modules









A5

FRAGILE

C6

FRAGILE

FRAGILE

HANDLE WITH CARE

A7

FRAGILE

FRAGILE

HANDLE WITH CARE







EXPORT COMÓ | Crate/furniture in wood with baroque bases and wheels





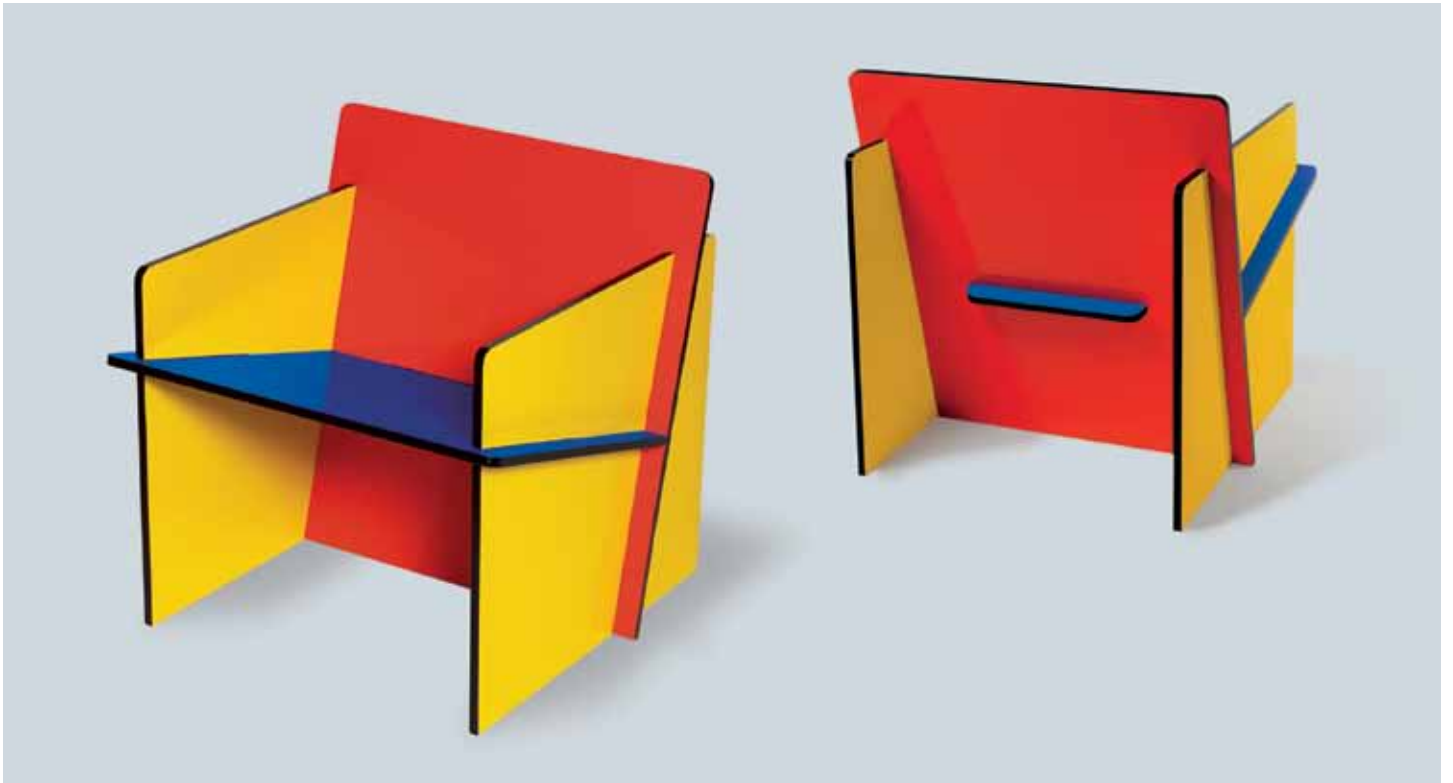
SI - PALLET | Furniture pallet with single shelf



Rocking chair | **ROCK\_ME**



Folding screen | **WOODLAND**



BAUCHAIR | Modular chair

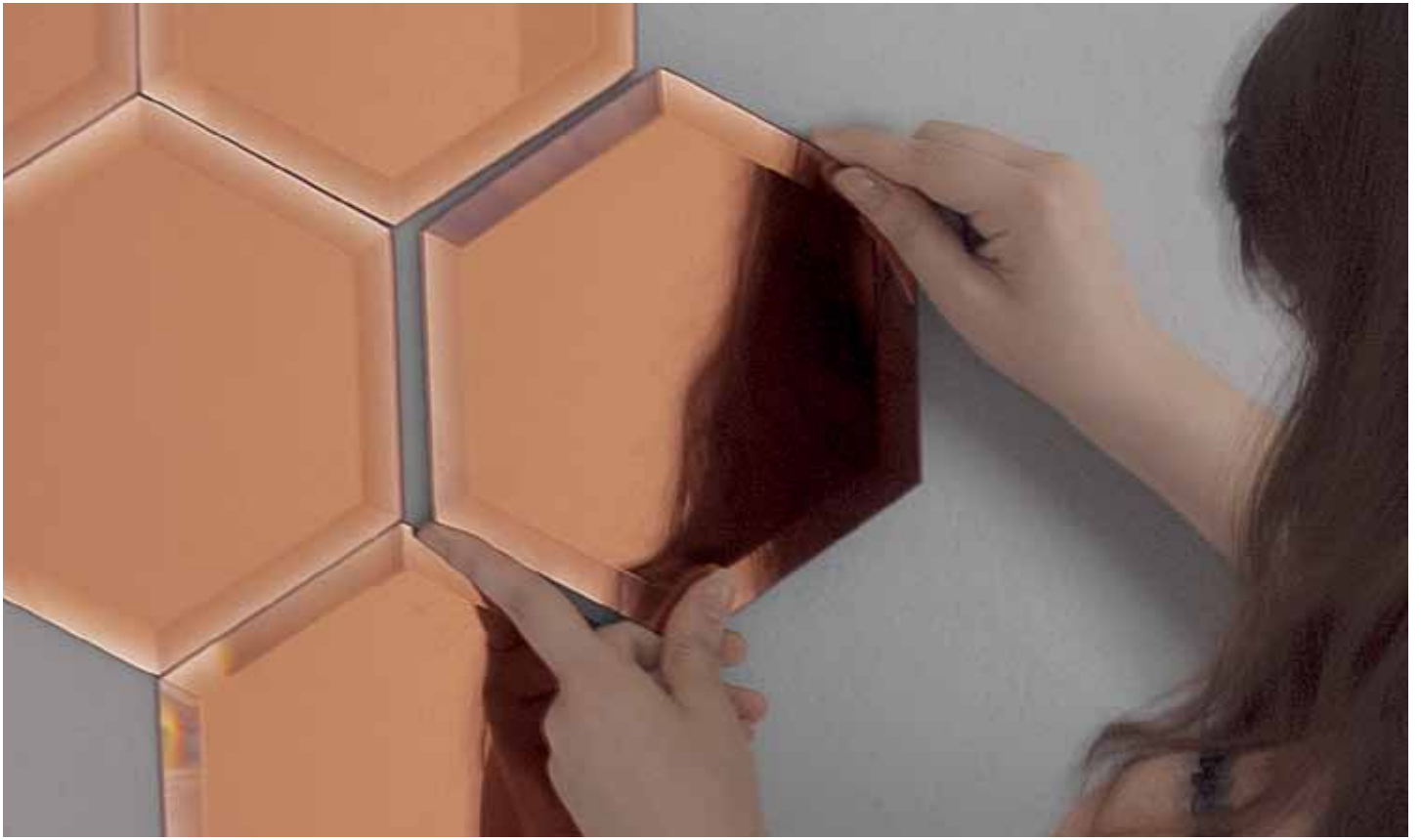


À LA CARTE | Module table / shelf









# FURNITURE

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## INDUSTRY COLLECTION

Design: Studio Job  
Material: Cast aluminium with matt powder coating finishing, outdoor proof



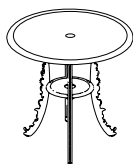
**Chair**

cm. 40x40 h. 45/92 ≈  
15.8"x15.8" h. 17.7"/36.2" ≈  
White \_18686\_BIA  
Black \_18686\_NER  
Red \_18686\_ROS  
Green \_18686\_VER



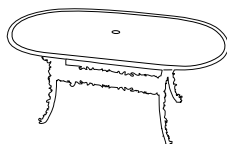
**Armchair**

cm. 52 x 55 h. 45/94 ≈  
20.5" x 21.7" h. 17.7"/37" ≈  
White \_18684\_BIA  
Black \_18684\_NER  
Red \_18684\_ROS  
Green \_18684\_VER



**Round table**

ø cm. 70 h. 74 ≈ - ø 27.6" h. 29.1" ≈  
White \_18687\_BIA  
Black \_18687\_NER  
Red \_18687\_ROS  
Green \_18687\_VER



**Oval table**

cm. 152x90 h. 74 ≈  
59.8"x35.4" h. 29.1" ≈  
White \_18688\_BIA  
Black \_18688\_NER  
Red \_18688\_ROS  
Green \_18688\_VER

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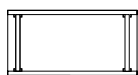
## RENAISSANCE

Design: BBMDS  
Material: MDF



**Modular bookcase  
Module A**

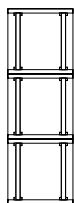
cm. 40x34 h. 40 ≈  
15.8"x13.4" h. 15.8" ≈  
White \_14901  
Anthracite \_14900



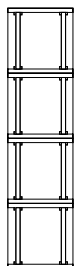
**Modular bookcase  
Module B**

cm. 80x34 h. 40  
31.5"x13.4" h. 15.8" ≈  
White \_14906  
Anthracite \_14905

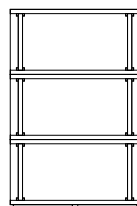
### POSSIBLE MODULAR COMBINATIONS



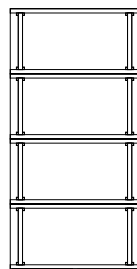
**3 pcs MODULE A**



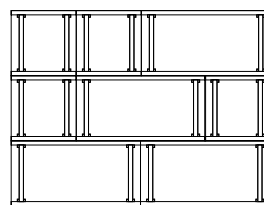
**4 pcs MODULE A**



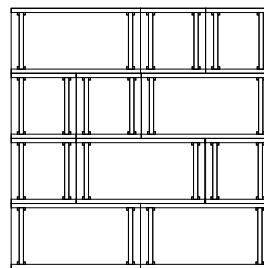
**3 pcs MODULE B**



**4 pcs MODULE B**



**4 pcs MODULE A  
+ 4 pcs MODULE B**

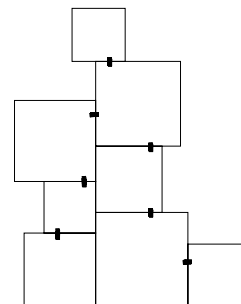


**6 pcs MODULE A  
+ 5 pcs MODULE B**

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## ASSEMBLAGE

Design: Selab  
Material: MDF



**Modular bookcase, 8 modules,  
with 8 clamps**

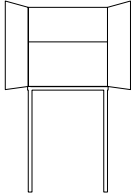
from cm. 28,5 to cm. 60  
- depth cm. 35 ≈  
from 11.2" to 23.6"  
- depth 13.8" ≈  
White \_14911  
Anthracite \_14910



- page 14 -

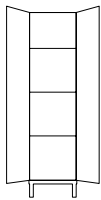
## LES VOLIÈRES

Design: Cristina Celestino  
Material: Metal, glass



**Mesh cabinet with shelves**  
White \_14686  
cm. 71 x 36 h. 164 ≈  
28" x 14.2" h. 64.6" ≈

**Mesh cabinet with shelves**  
Black \_14684  
cm. 71 x 36 h. 164 ≈  
28" x 14.2" h. 64.6" ≈



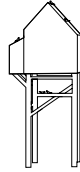
**Mesh cabinet with shelves**  
White \_14682  
cm. 40 x 40 h. 164 ≈  
15.8" x 15.8" h. 64.6" ≈

**Mesh cabinet with shelves**  
Black \_14680  
cm. 40 x 40 h. 164 ≈  
15.8" x 15.8" h. 64.6" ≈

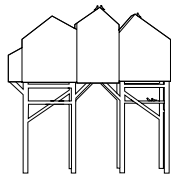
- page 15 -

## PALAFITT

Design:  
MARcantonio RAIMondi MALerba  
Material: MDF, beech



**2 doors furniture** \_14996  
cm. 64 x 36 h. 157,5 ≈  
25.2"x14.2" h. 62" ≈



**4 doors furniture** \_14998  
cm. 161 x 38 h. 164 ≈  
63.4"x14.9" h. 64.6" ≈

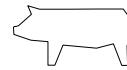
- page 16 -

## SENDING ANIMALS

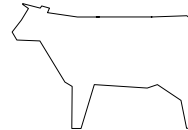
Design:  
MARcantonio RAIMondi MALerba  
Material: Wood



**Sending Goose** \_16365  
cm. 65 x 38,5 h. 66 ≈  
25.6" x 15.2" h. 26" ≈



**Sending Pig** \_16366  
cm. 150 x 44 h. 76 ≈  
59.1" x 17.3" h. 29.9" ≈

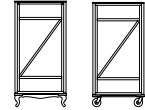


**Sending Cow** \_16367  
cm. 225 x 58 h. 151 ≈  
88.6" x 22.8" h. 59.5" ≈

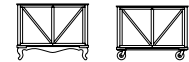
- page 18 -

## EXPORT COMÓ

Design:  
MARcantonio RAIMondi MALerba  
Material: Wood



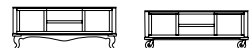
**Wardrobe**  
cm. 100 x 55 h. 202,5 ≈  
39.4" x 21.7" h. 79.7" ≈  
Base \_16385  
Wheels \_16395



**2 doors cupboard with internal shelf**  
cm. 120 x 55 h. 95 ≈  
47.2" x 21.7" h. 37.4" ≈  
Base \_16387  
Wheels \_16397



**1 door downside opening TV cabinet with 3 internal shelves**  
cm. 160 x 45 h. 65,5 ≈  
63" x 17.7" h. 25.8" ≈  
Base \_16386  
Wheels \_16396



**2 doors TV cabinet with 2 drawers**  
cm. 160 x 45 h. 65,5 ≈  
63" x 17.7" h. 25.8" ≈  
Base \_16383  
Wheels \_16393



**Chest of 3 drawers**  
cm. 120 x 55 h. 95 ≈  
47.2" x 21.7" h. 37.4" ≈  
Base \_16384  
Wheels \_16394

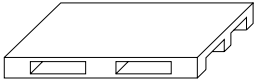


**Bedside table**  
cm. 42 x 38 h. 60,5 ≈  
16.5" x 15" h. 23.8" ≈  
Base \_16382

## SI-PALLET

Design: Selab

Material: MDF



### Furniture pallet with single shelf

cm. 60 x 80 h. 14 ≈  
23.6" x 31.5" h. 5.5" ≈

White \_12738

Light blue \_12738AZZ

Grey \_12738GRI

Pink \_12738PIN

### Furniture pallet with single shelf

cm. 120 x 80 h. 14 ≈  
47.2" x 31.5" h. 5.5" ≈

White \_12739

Light blue \_12739AZZ

Grey \_12739GRI

Pink \_12739PIN

## ROCK\_ME

Design: Alessandra Baldereschi

Material: Wood



### Rocking chair

cm. 54 x 92 h. 82 ≈

21.3" x 36.2" h. 32.3" ≈

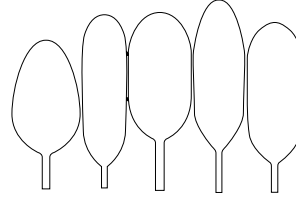
White / Powder pink \_09506\_CIP

White / Light blue \_09506\_CEL

## WOODLAND

Design: Alessandra Baldereschi

Material: Metal



### Folding screen \_12707

Open cm. 252 x 67 h. 180 ≈

99.2" x 26.4" h. 70.9" ≈

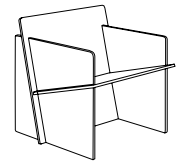
Closed cm. 74 x 7,5 h. 180 ≈

29.1" x 3" h. 70.9" ≈

## BAUCHAIR

Design: Gianni Rossi + Selab

Material: MDF



### Modular chair \_13000

cm. 70 x 70 h. 73 ≈

27.6" x 27.6" h. 28.7" ≈

## À LA CARTE

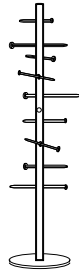
Design: BBMDS  
Material: MDF



**Modular Table/Shelf**  
\_14760\_NER  
cm. 50 x 36 h. 50 ≈  
19.7"x14.2" h. 19.7" ≈

## HARAKIRI

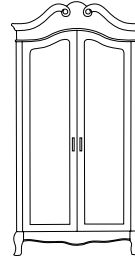
Design: Alessandro Zambelli  
Material: Beech wood



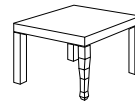
**Cloack stand**  
h. cm. 192 ≈ - h. 75.6" ≈  
Natural \_13288NAT  
Red \_13288ROS  
White \_13288BIA  
Black \_13288NER

## THE TRIP CARTOON

Design: Selab  
Material: Hand painted wood, MDF



**Wardrobe** \_14775  
cm. 104 x 58 h. 210 ≈  
41"x22.8" h. 82.7" ≈



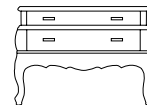
**Square table** \_14777  
cm. 70 x 70 h. 46,5 ≈  
27.6"x27.6" h. 18.3" ≈



**Chest of 3 drawers** \_14771  
cm. 100 x 48 h. 84 ≈  
39.4"x18.9" h. 33.1" ≈



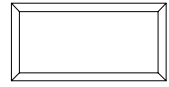
**Coffee table** \_14776  
ø cm. 50 h. 60,5 ≈  
ø 19.7" h. 23.8" ≈



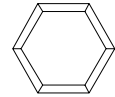
**Chest of 2 drawers** \_14770  
cm. 101 x 39 h. 76 ≈  
39.8"x15.4" h. 29.9" ≈

## MIRRORIZED

Design: Selab  
Material: Glass



**Mirror tile**  
cm. 30 x 15 - 11" x 5.9" ≈  
17478\_Silver  
17479\_Smoky Grey



**Mirror tile**  
cm. 20 x 20 - 9" x 9" ≈  
17476\_Silver  
17477\_Smoky Grey



**SELETTI**

**FURNITURE  
2016**

Art Direction : Sebastiano Mastroeni, Ivan Piperis

Design: Sebastiano Mastroeni, Ivan Piperis

Production: Badini Createam

Photography: Badini Createam

except pages cover 3 - 4 - 6 - 7 - 8 - 9 - 10 - 11 - 12 - 22 (bottom) - 26 - 30 - 32

Leonardo Scotti

pages 14 (top right) - 18

Walter Borghetti

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