

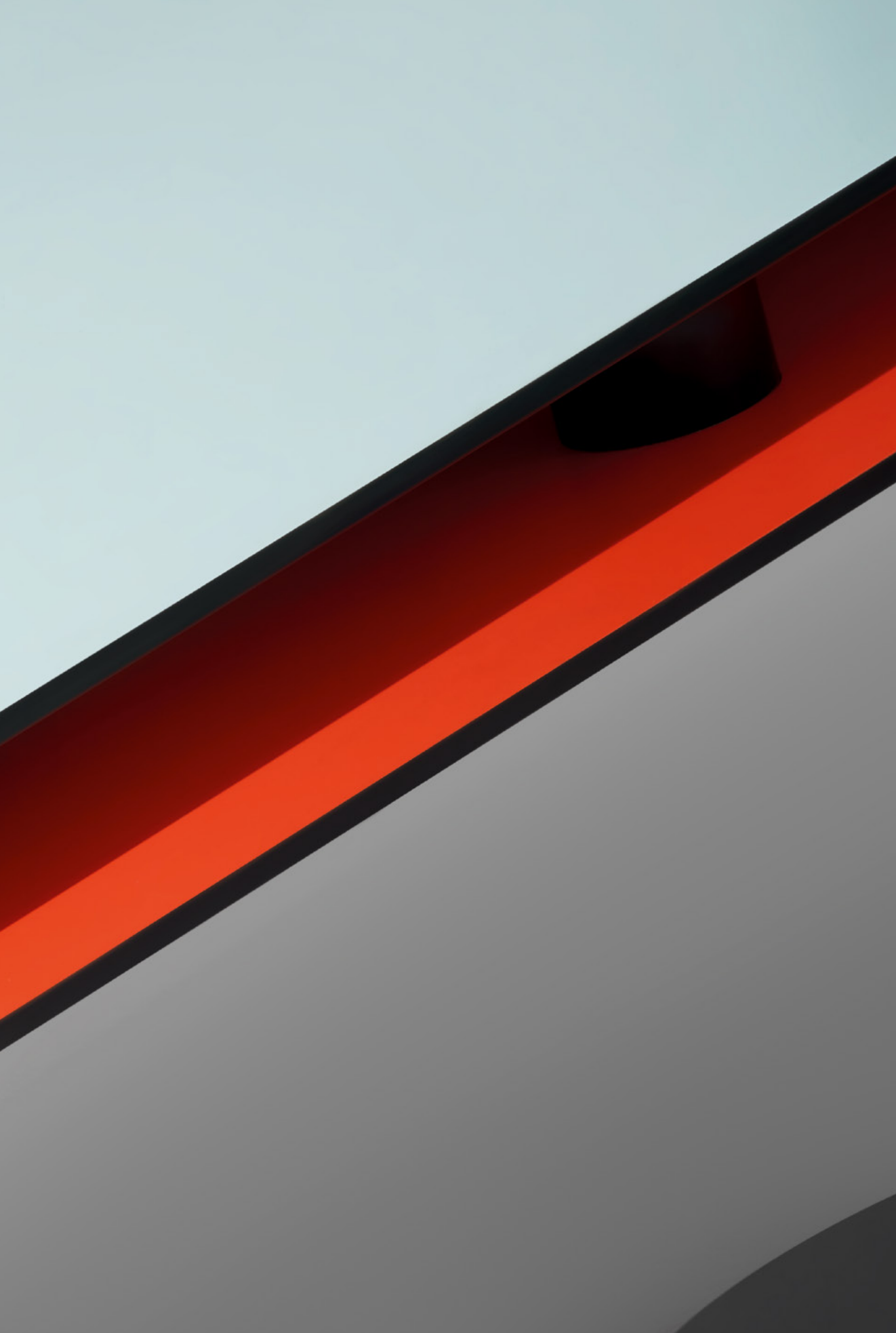
PRINCIPLES

OMA

A world of combinations

**Tables
Spines
Soft Furniture
Sofas
Screens**

UniFor



PRINCIPLES

OMA

A world of combinations

- Tables
- Spines
- Soft Furniture
- Sofas
- Screens

PRINCIPLES
A COLLECTION BY OMA

Principles sono le idee di base o le regole che spiegano o controllano come qualcosa succede o funziona. Le leggi, per esempio, o i teoremi. Organizzare lo spazio è una delle prime regole per vivere in comunità, soprattutto nei luoghi pubblici e condivisi. È uno dei fondamentali dell'architettura.

Fundamentals è, infatti, il titolo della XIV Mostra Internazionale di Architettura, diretta nel 2014 da Rem Koolhaas. E non a caso si trattava di una ricerca corale sull'architettura, costituita da tre componenti principali—Absorbing Modernity: 1914–2014, Monditalia ed Elements of Architecture, forse il più sorprendente. Nel Padiglione Centrale dei Giardini, Elements of Architecture esplorava al microscopio genealogie e mutazioni delle singole componenti costruttive dell'architettura, frutto di un lavoro di ricerca condotto da Rem Koolhaas con AMO. Al centro, gli elementi fondamentali dei nostri edifici utilizzati da ogni architetto, in ogni tempo e in ogni luogo: pavimenti, pareti, soffitti, tetti, porte, finestre, facciate, balconi, corridoi, camini, servizi, scale, scale mobili, ascensori, rampe...

Fundamentals, Elements of Architecture e Principles. Come se la ricerca, dalla macro-dimensione dell'architettura—thinking big—si approfondisse nell'infinitamente piccolo. I principi. S,M,L,XL—come il famoso libro di Rem Koolhaas e Bruce Mau, pubblicato nel 1995—ma all'inverso.

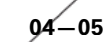
Una ricerca corale, anche quella di PRINCIPLES sulle basi per organizzare lo spazio. Perché tutto nasce dal nuovo way of working—più informale, comunitario, flessibile—che è anche il nuovo modo di vivere lo spazio pubblico, oltre l'ufficio. Un sistema di configurazione, insomma, un'infrastruttura aperta, adattiva, componibile e predisposta per lo scambio e l'interazione.

Principles are the basic ideas or rules that explain or guide how things take place or how they work. Laws, for example, or theorems. The organisation of space is one of the first rules of living in a community, especially in the case of public and other shared locations. It is one of the fundamentals of architecture.

Fundamentals was, in fact, the title chosen for the 14th International Architecture Exhibition of the Venice Biennale, curated by Rem Koolhaas in 2014. It consisted of a joint architectural research project with three principal components—Absorbing Modernity: 1914–2014; Monditalia; and, perhaps the most remarkable, Elements of Architecture. Hosted in the Central Pavilion in the Giardini, Elements of Architecture examined the genealogies and mutations of the individual building components as if under a microscope, based on research conducted by Rem Koolhaas with AMO. The displays centred on the fundamental building elements used by every architect: the floor, the wall, the ceiling, the roof, the door, the window, the façade, the balcony, the corridor, the fireplace, the toilet, the stair, the escalator, the elevator, and the ramp.

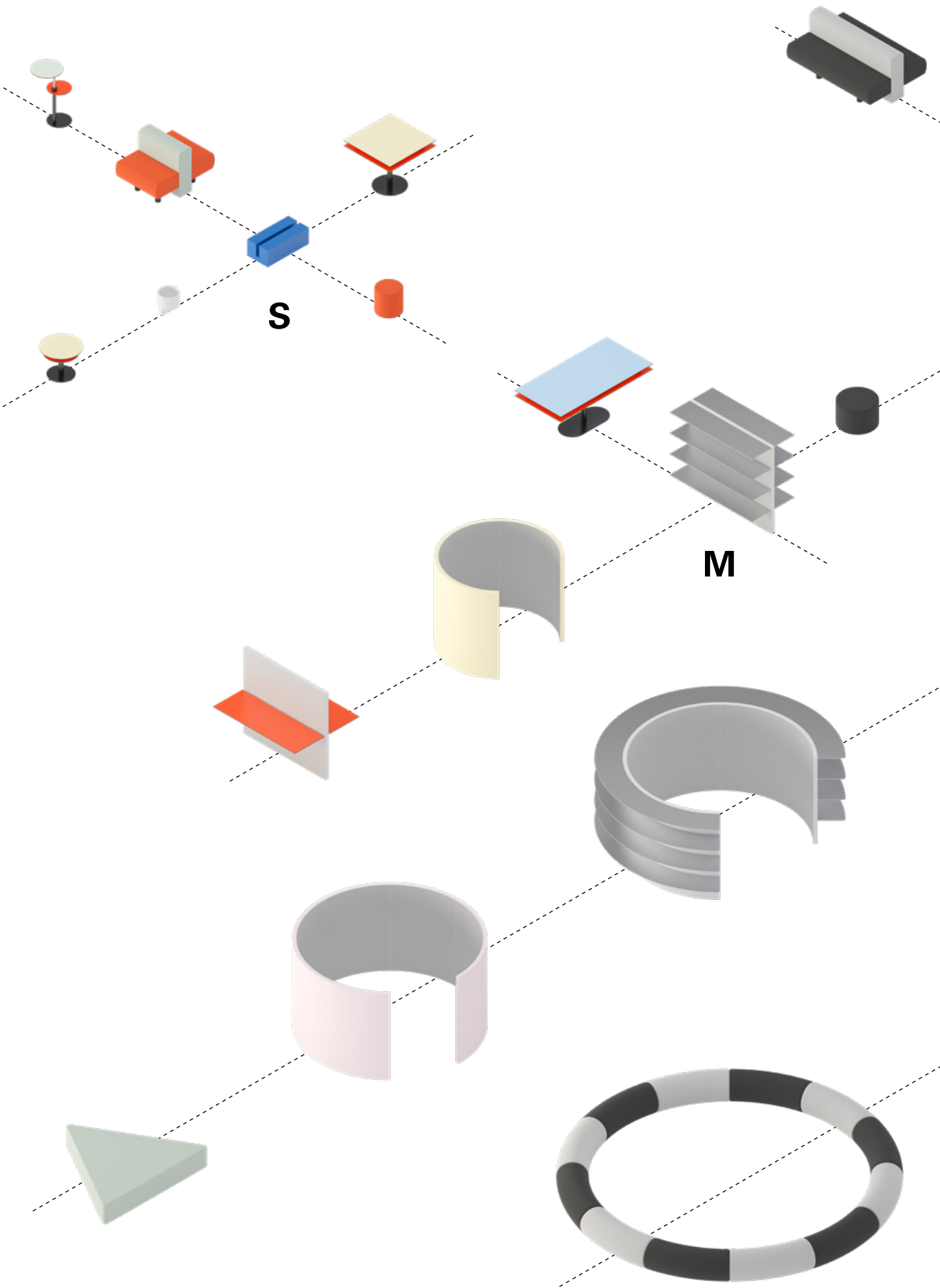
Fundamentals, Elements of Architecture, and Principles. Starting from the macro-dimension of architecture—thinking big—the research was directed towards the infinitely small. That is, the principles. As with S,M,L,XL—the famous book published by Rem Koolhaas and Bruce Mau in 1995—but in reverse.

Also in the case of PRINCIPLES, the project was based on joint research into the principles of the organisation of space. Everything was conceived around the new way of working—more informal, shared, and more flexible—which is also the new way to experience all shared spaces, not just the office. In other words, a configuration system for an open, adaptive, modular infrastructure that fosters interaction and the exchange of ideas.



Il risultato è una collezione di microarchitetture, composta da più di cento elementi, declinati per taglie S, M, L, XL ed organizzati in famiglie: tavoli, arredi morbidi, pannelli divisorii, spine, divani. Tavoli riunione, scrivanie e meeting pods cilindrici, possono essere configurati in infiniti modi, sia per il lavoro collettivo sia indipendente. Pannelli divisorii lineari e circolari si collegano tra loro a formare angoli riservati per la privacy e i momenti di concentrazione, o aree semi-riservate dove incontrarsi e discutere. Divani a forma circolare e isole imbottite, morbide e accoglienti, favoriscono un’interazione più informale. Alta tecnologia dei materiali, illuminazione integrata, insonorizzazione e cablaggio per la connettività completano la proposta.

The result is a collection of micro-architectures composed from a range of over one hundred elements in the sizes S, M, L, and XL, organised by families: tables, soft furniture, screens, spines, and sofas. The conference tables, desks, and cylindrical meeting pods can be configured in infinite ways to enhance both individual and collective work. Linear and circular partition elements can be linked to form reserved corners for privacy and concentration, or semi-private areas in which to meet and discuss. Circular sofas and upholstered islands, comfortable and inviting, encourage informal interaction. The entire range incorporates high-tech materials, lighting, sound insulation, and cable management.



S

M

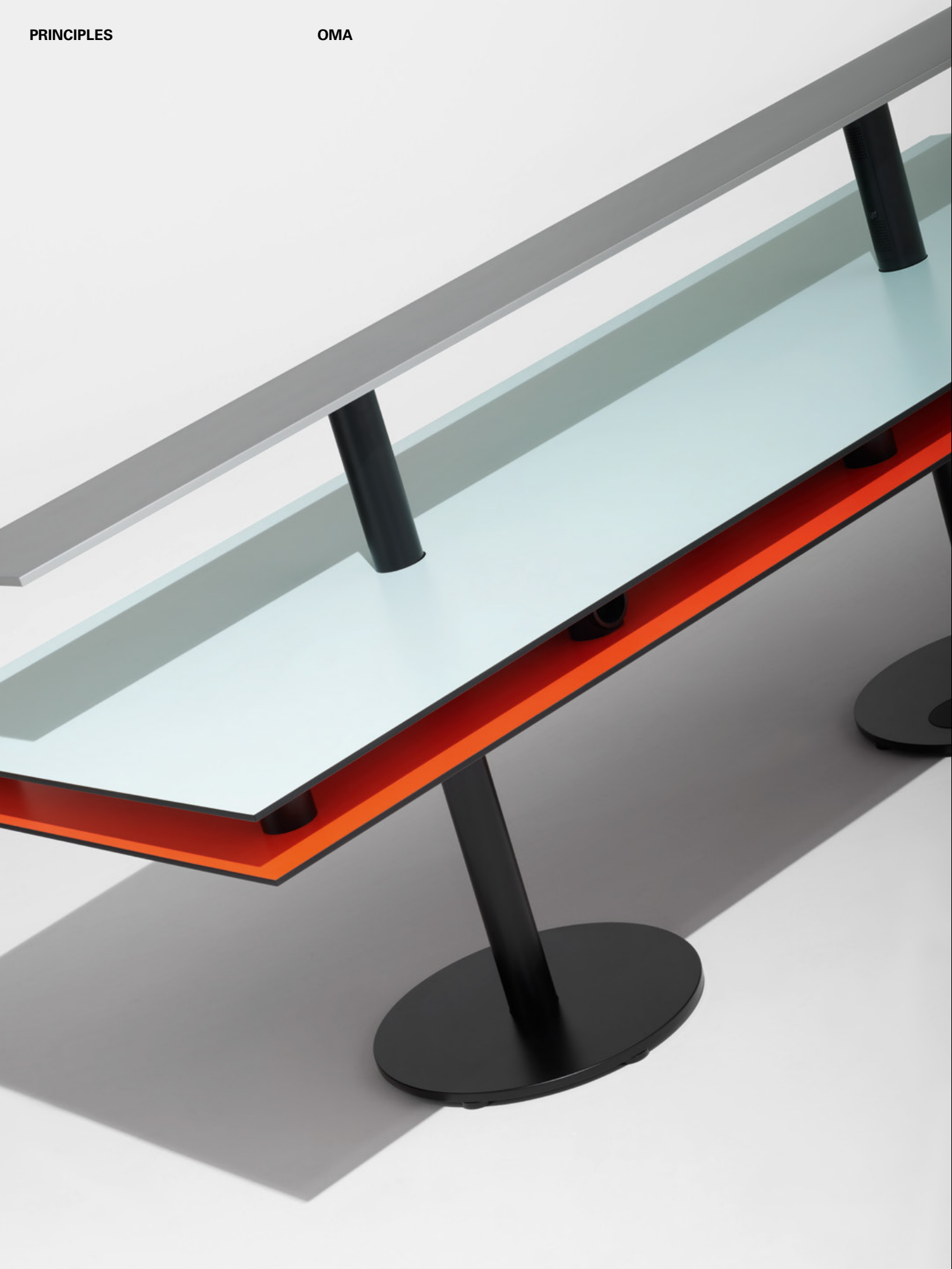
L

XL



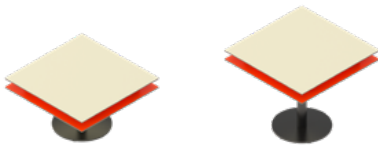
Ogni elemento della collezione è progettato pensando alla flessibilità dei luoghi e per offrire la massima funzionalità. Le scrivanie e i tavoli, di diverse forme, dimensioni e colori, presentano superfici a doppio strato per molteplici utilizzi.

Each piece in the collection has been specifically designed to ensure the flexibility of the workplace and to offer the maximum level of functionality. The desks and tables have double-layered surfaces for multiple uses.

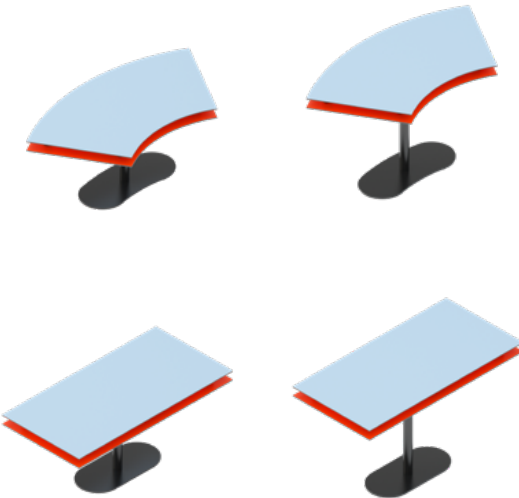


RECTANGULAR

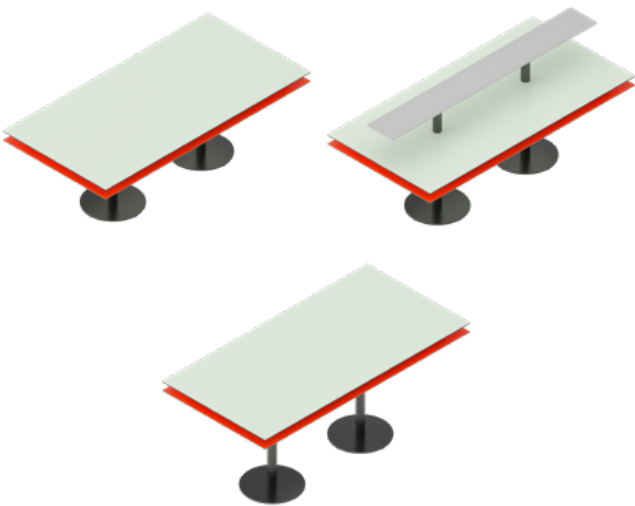
S



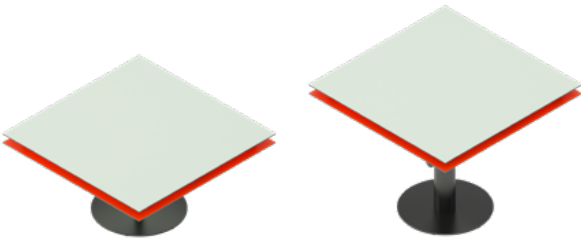
M



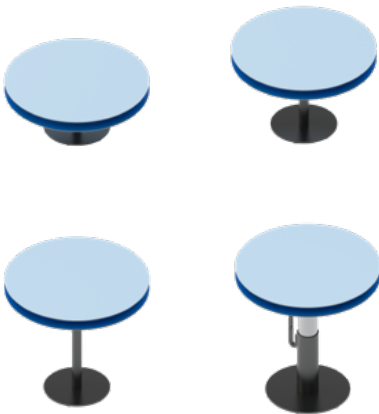
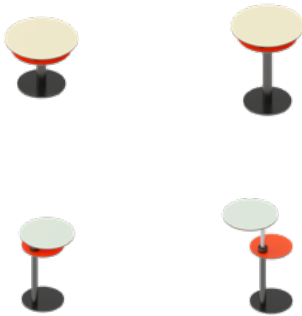
L



XL



CIRCULAR

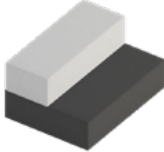
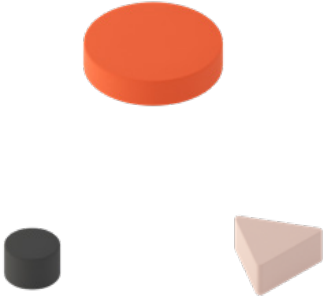
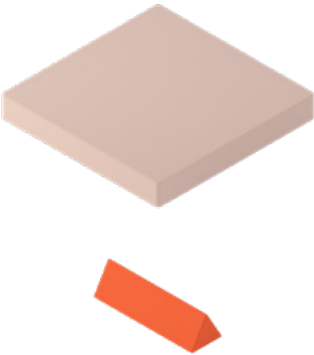


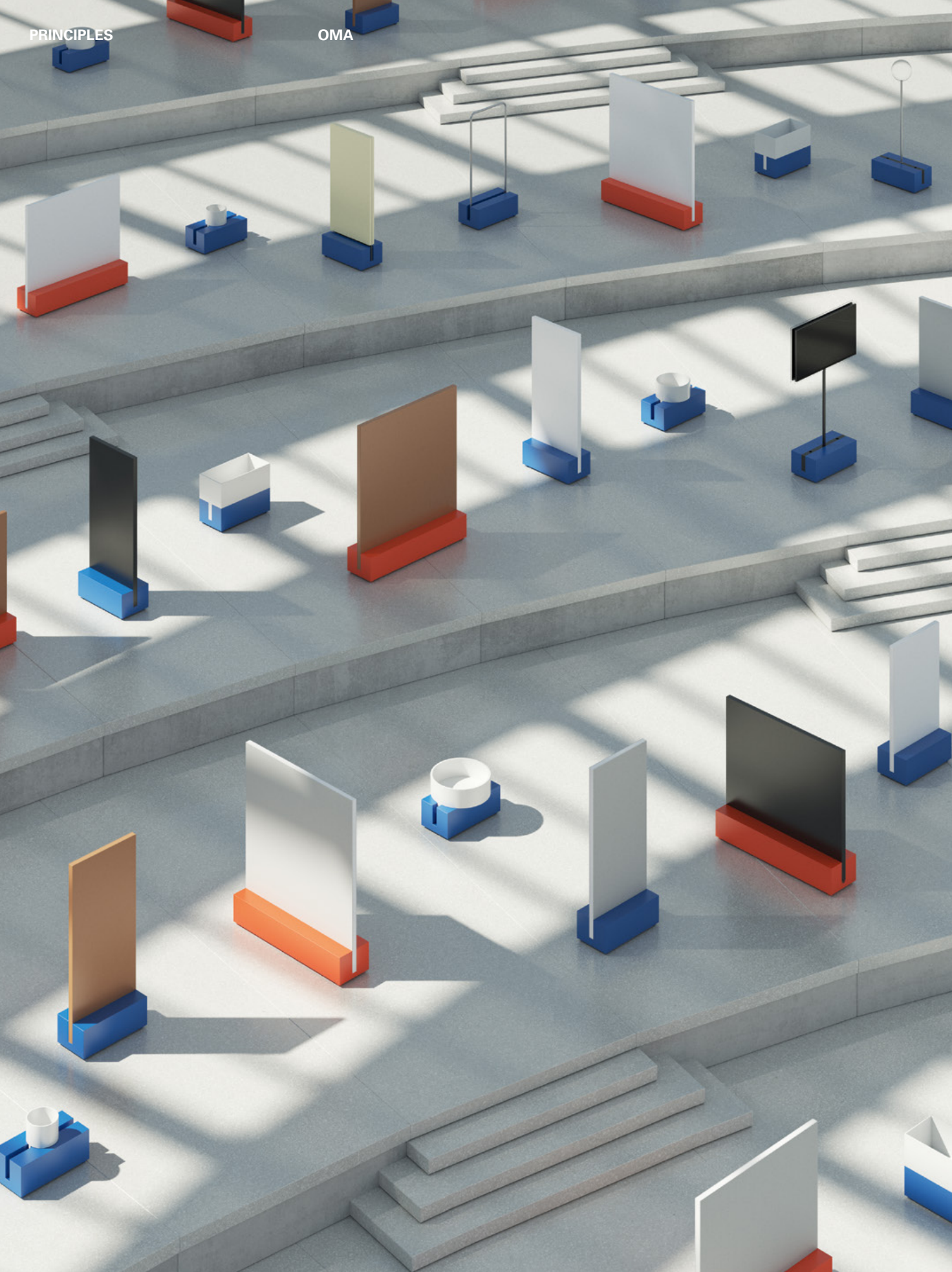


Isole imbottite quadrate, rotonde, triangolari e dalla iconica forma a ciambella diventano luoghi d'incontro e interazione. Il concetto alla base della collezione PRINCIPLES consiste nel proporre oggetti utilizzabili in qualsiasi momento e da chiunque, permettendo la continuità operativa e comunicativa richiesta dal lavoro contemporaneo.

Square, round, triangular and the iconic donut shape upholstered islands become places to meet and interact. The fundamental concept of PRINCIPLES is to provide furnishings that can be used by anyone, at any time, to best support the flow of operations and communications required by the contemporary workplace.

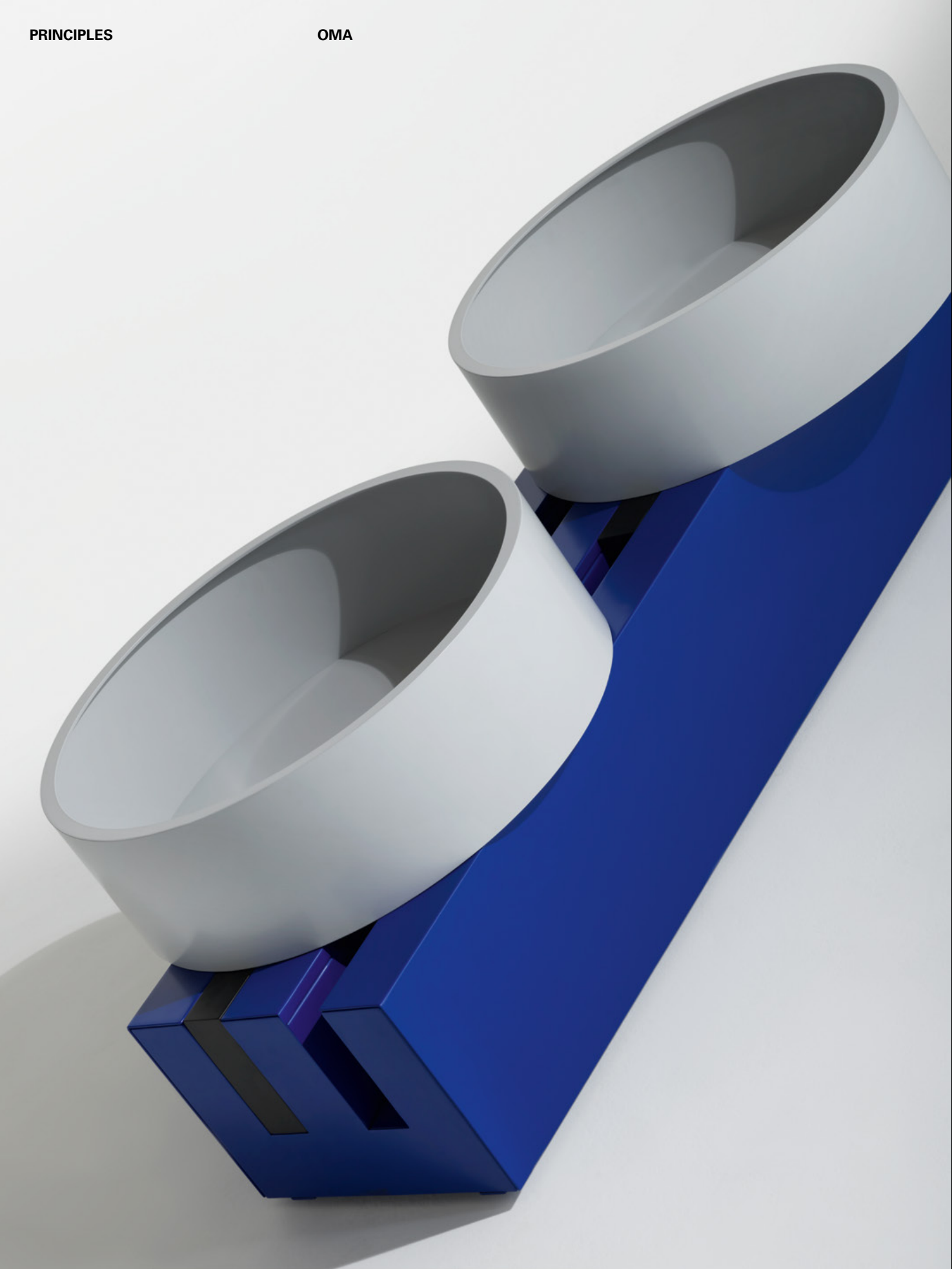


PRINCIPLES		OMA		
TIERS	S	M	L	XL
				
ISLANDS				
DONUTS				



Gli schermi, con la loro base multifunzionale, diventano lavagne magnetiche scrivibili, pannelli acustici, moduli di supporto a sistemi audio e video, fioriere, appendiabiti e piantane per lampade.

The screens, with their multifunctional base, become magnetic writable whiteboards, acoustic panels, audio and video supporting modules, planters, coat hangers and floor lamps.

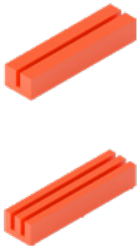


BASE

S



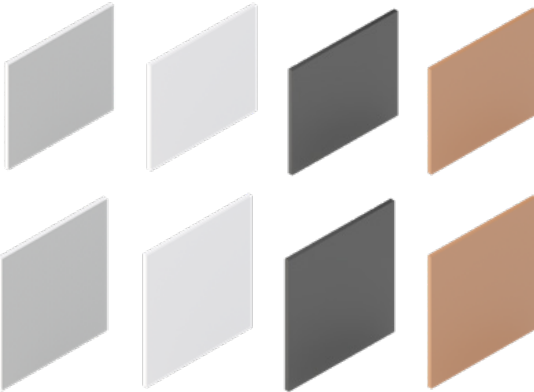
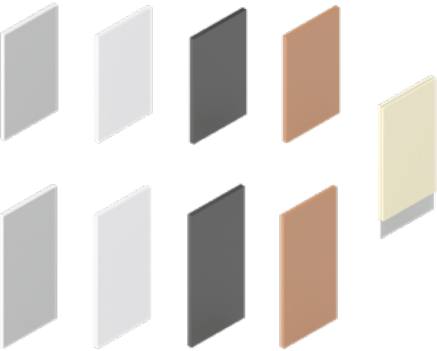
M



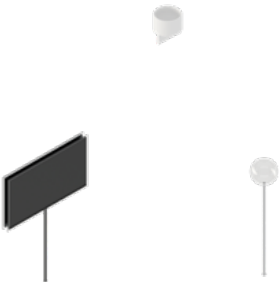
L

XL

PANEL



PLUG IN





Elementi di partizione lineari e curvilinei, ad altezze multiple, si collegano tra loro a creare la spina dorsale di uno spazio illimitato su cui si innestano, di volta in volta, mensole, sedute e piani di lavoro a sbalzo. Il risultato finale è un mondo infinito composto da microarchitetture dalle funzioni molteplici e diversificabili.

Straight and curved partition panels in various heights can be connected to create a backbone structure of unlimited length and shape, onto which shelving, seating, and cantilevered work surfaces can be attached as needed. The result is an interior landscape with infinite possibilities, composed of micro-architectures that provide for multiple and diversifiable functions.

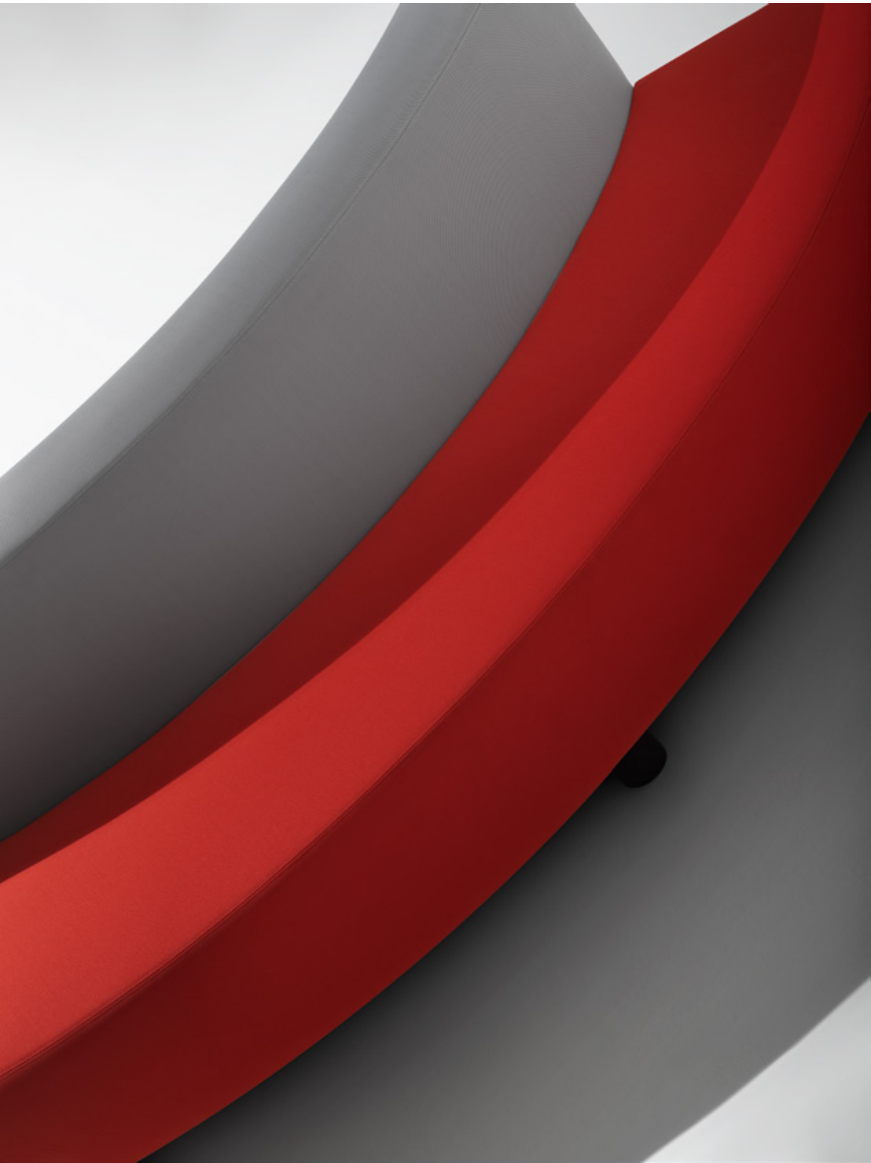
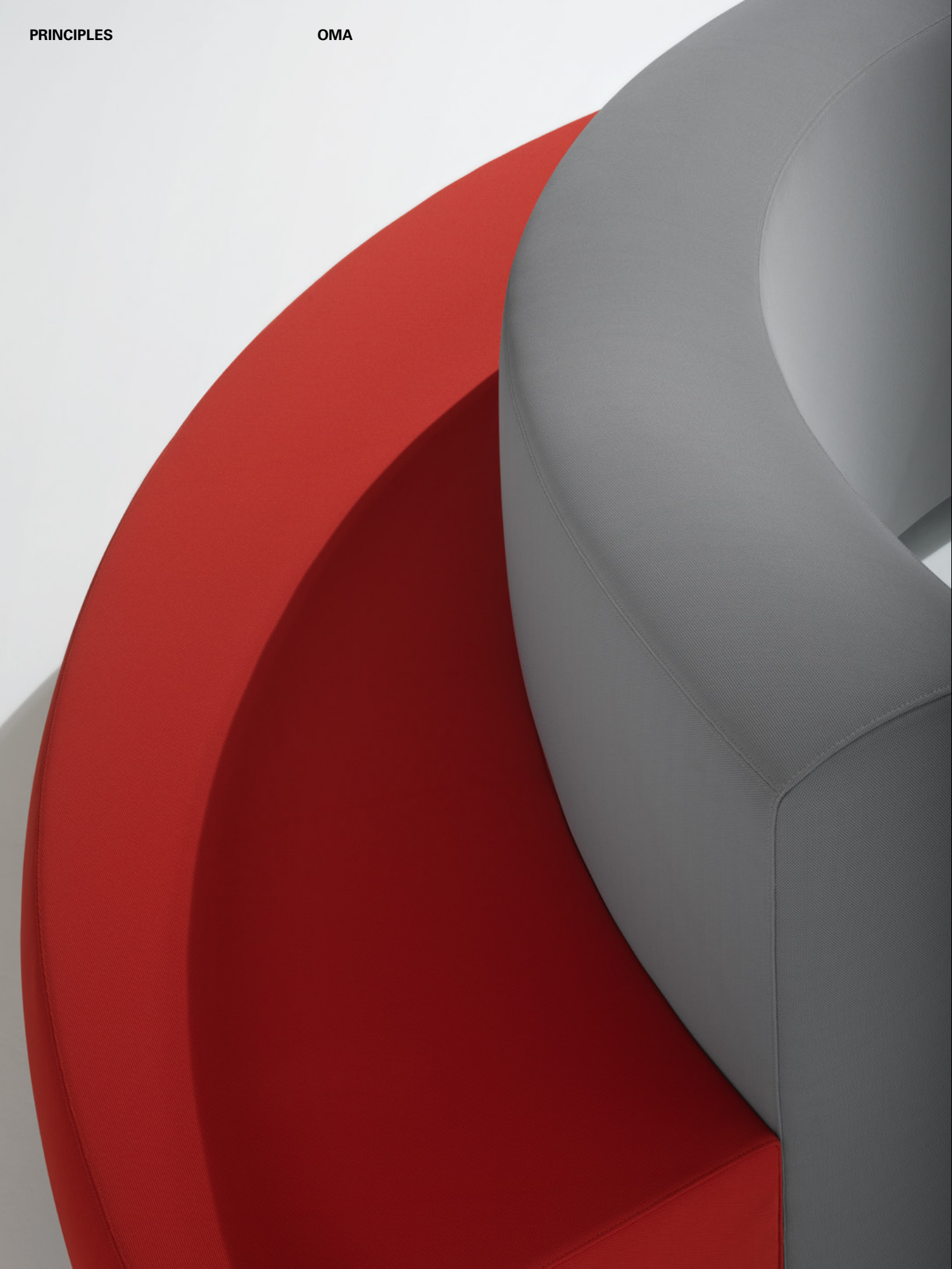


PRINCIPLES		OMA			
RECTANGULAR SHELF		S	M	L	XL
	POD				
	DESK				
	POD				
	DESK				



Gli elementi seduta dalle forme lineari o circolari, si uniscono tra loro per mezzo di un invisibile sistema di connessione, a formare generosi divani utilizzabili sia in modalità stand alone che innestati alle diverse tipologie di spine. Gli arredi, completamente cablati, danno la possibilità di lavorare in modalità virtuale ovunque.

The seating modules, linear and curved, are joined together by an invisible connecting system to create generous sofas usable as stand-alone elements or integrated to the various spines. The furnishings are fully wired, giving users the flexibility to work anywhere in the office.



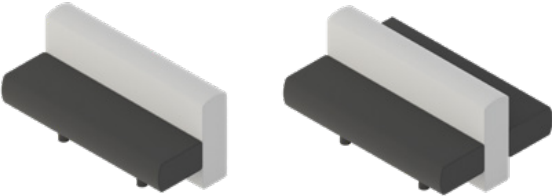
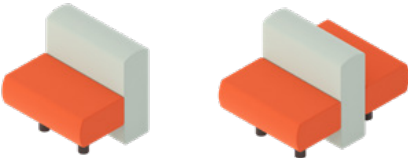
S

M

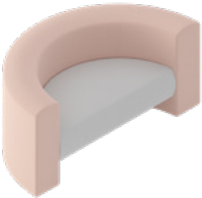
L

XL

RECTANGULAR



CIRCULAR



A WORLD OF COMBINATIONS

PRINCIPLES è un mondo infinito, generatore di illimitate possibilità compositive per ogni tipo di spazio—di lavoro, di attesa, d’incontro o di pausa—ognuno con la propria identità di forma, colore e dimensione. Perché tutto nasce dalla ricerca dell’esatta funzione per ogni elemento, ma la libertà di organizzare il proprio spazio e il proprio tempo è uno dei fondamentali del futuro.



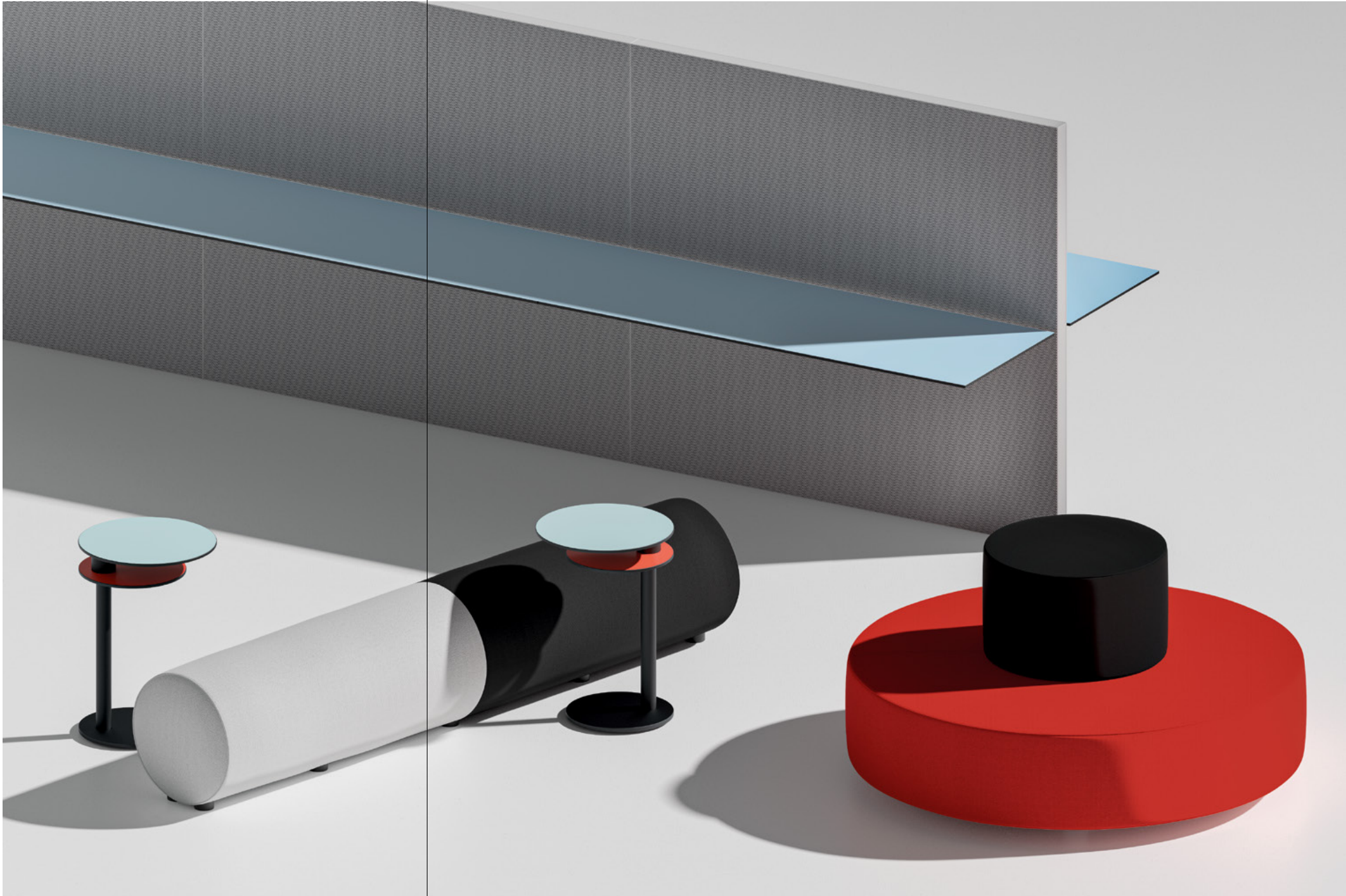
PRINCIPLES offers an infinite world of compositional possibilities for every type of space—working, waiting, meeting, or relaxing—each with its own identity configured by means of different forms, colours, and dimensions. With every element designed based on research into its precise function, PRINCIPLES offers the freedom to organise one's own space and time, one of the fundamentals of the future.



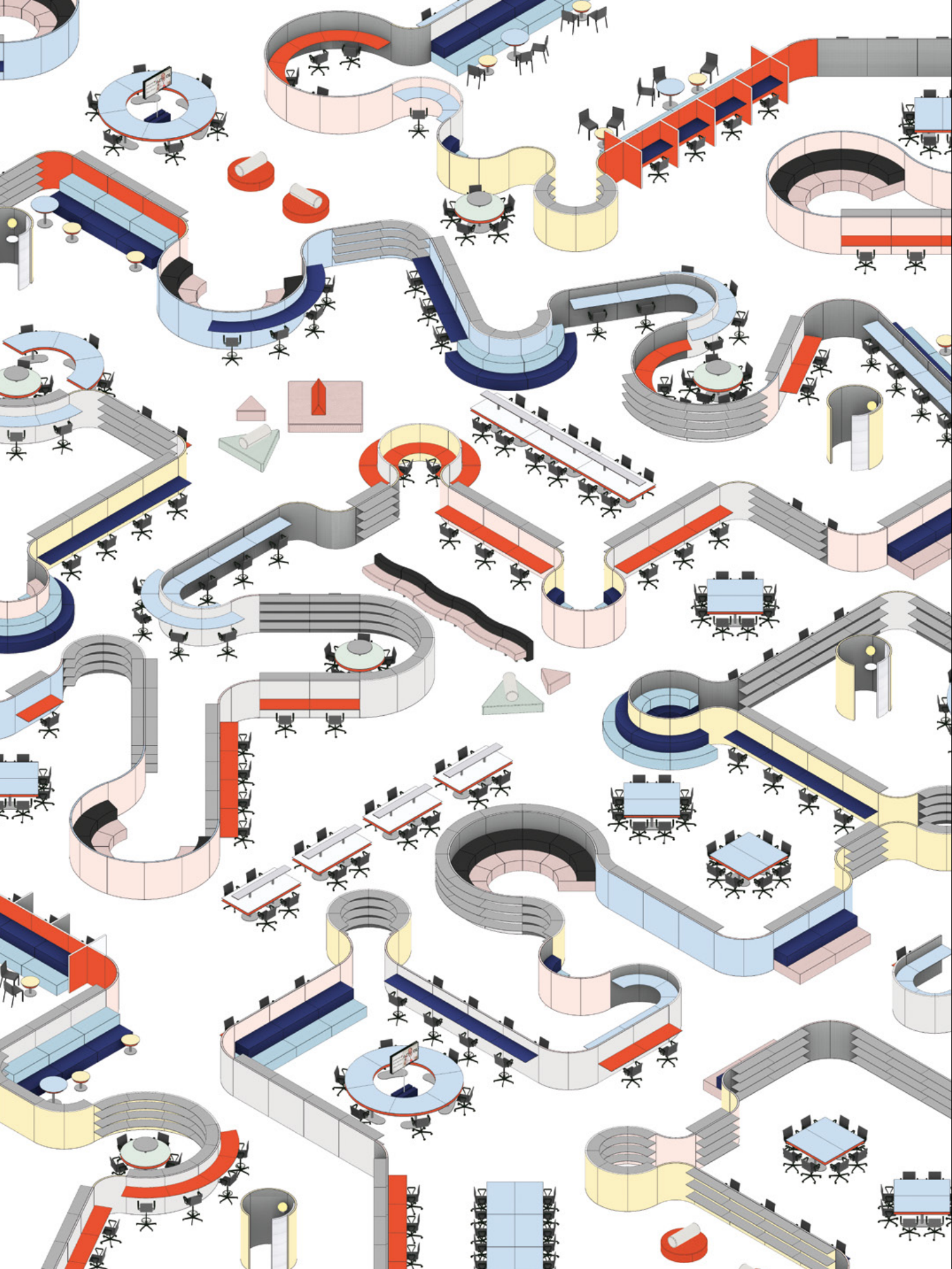
UNIVERSITY STUDY ROOM

Una tipologia universale, la sala di lettura e studio, un luogo di formazione comunitaria. Molteplici funzioni e configurazioni —spazi riservati per lo studio individuale, spazi condivisi per mettere in comune la conoscenza, schermi per la fruizione, aree lounge informali e spine divisorie per modulare gli ambienti. La spina dorsale dello spazio diventa così essenziale nella costruzione degli ambienti. Diversamente configurabili, con la possibilità di innestare ripiani, scrivanie e sedute a piacere, le spine delineano i confini delle diverse aree e modalità di studio. L'interazione tra gli arredi e le persone definisce l'atmosfera di ogni zona e crea un luogo generatore di cultura e ispirazione.

The reading and study room is a shared learning space with universal requirements. Partition elements and screen panels in various configurations shape the environment to accommodate multiple functions, including areas for individual study, spaces for the exchange of ideas, and informal lounge areas. The spine, backbone of the space, becomes an essential element in creating the environment. Variably configured, with the possibility of adjoining shelves to one side and desks or sofas to the other, the spines define the boundaries of the various zones supporting different ways of studying. The atmosphere of each zone is created by the interaction between the furniture and its users, resulting in a diverse and inspiring place where knowledge accumulates.



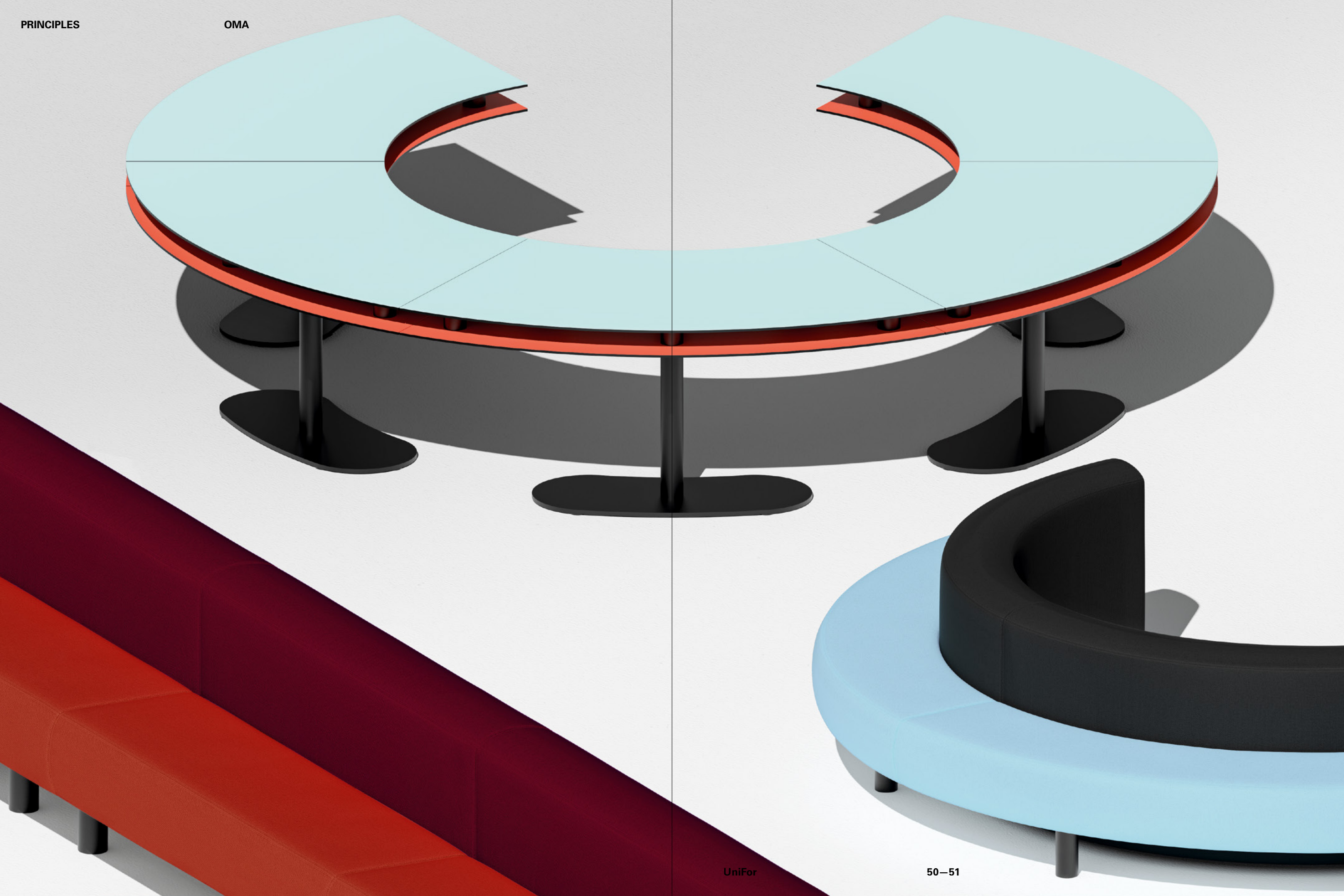




ORGANIC HYBRID OFFICE

Lo spazio di lavoro contemporaneo è ibrido, flessibile, riconfigurabile secondo le necessità. Un'infrastruttura libera, componibile, circolare, modulata in tavoli, arredi morbidi, spine, divani. Morbida e fluida come il nostro tempo e le nostre identità. I pannelli curvilinei, singoli o uniti tra loro, fungono da leggere partizioni visive, acustiche, spaziali e creano aree di lavoro di varie dimensioni e con diverse funzioni. Sia che si tratti di piccole nicchie per il lavoro individuale o aree semi riservate per meeting informali, gli spazi creati dalla collezione PRINCIPLES offrono al lavoratore "nomade" svariati modi di vivere la propria attività quotidiana.

Hybrid and flexible, the contemporary workspace can be easily reconfigured as required. This freeflowing infrastructure, articulated by straight and curved partition panels, tables, soft furnishings, and sofas, permits the creation of a relaxed and fluid environment that is perfectly suited to the way we work today. The curvilinear panels—standalone or joined together—are lightweight visual, spatial, and acoustical partitions that form pockets of space in different sizes for various uses. Whether individual nooks for focused work or semi-secluded areas for smaller meetings, the spaces created by PRINCIPLES offer a variety of choices for "nomadic office" workers, allowing them to navigate freely between traditional and contemporary work habits.

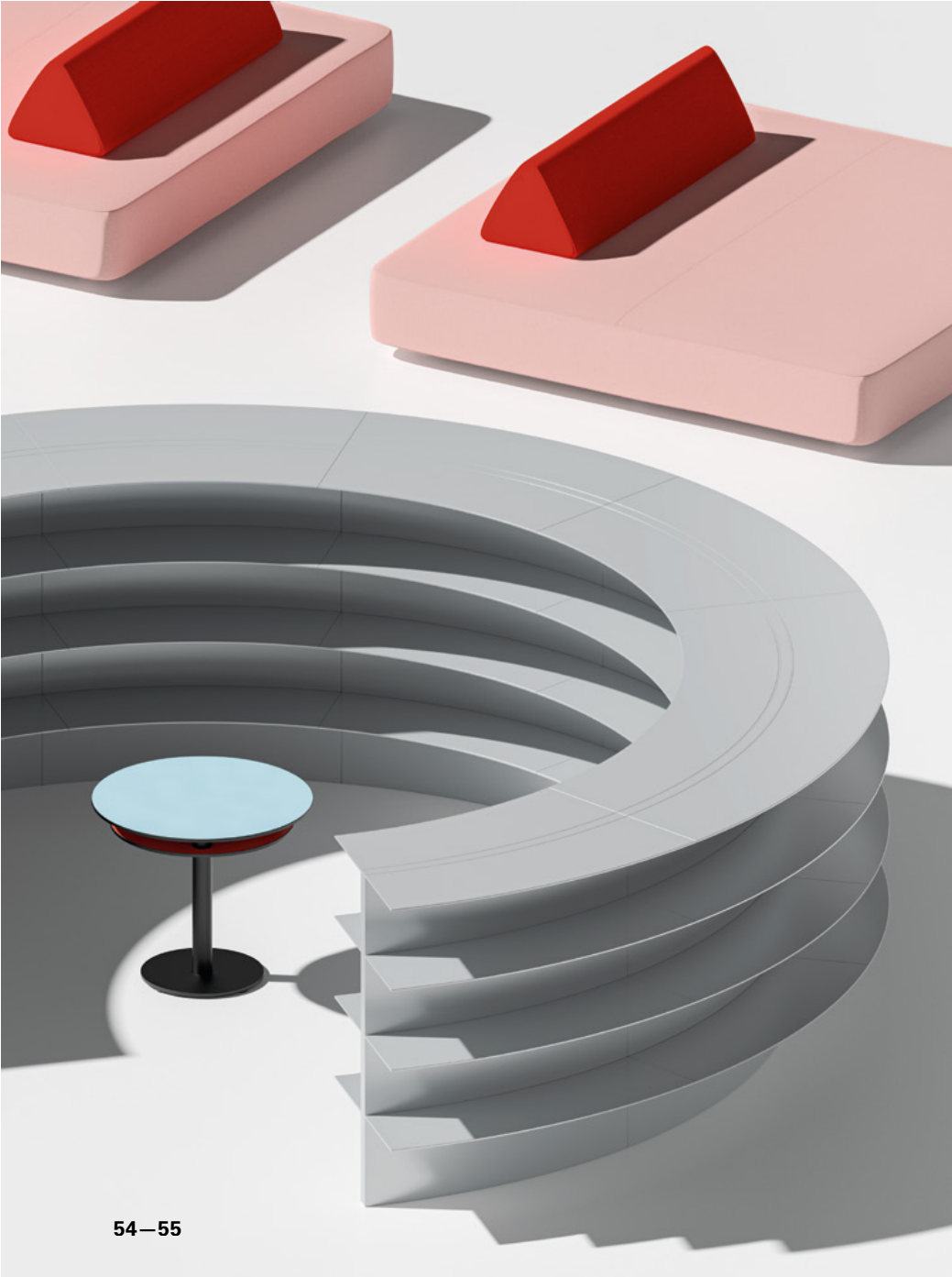




TRADITIONAL LINEAR OFFICE

L'ufficio contemporaneo può essere organizzato in modo più tradizionale e monocromatico, con tavoli riunione, scrivanie e scaffalature, all'interno di una pianta a scacchiera dove l'intervento puntuale del colore crea l'inatteso. Gli elementi della collezione PRINCIPLES, dalle forme più inusuali o dai colori più distintivi, aiutano a suggerire aree speciali dell'ambiente di lavoro. Che si tratti di scrivanie temporanee, spazi lounge comuni o punti d'incontro, queste aree stimolano l'interazione tra le persone.

The contemporary office can be organised in a more traditional and monochrome manner, with meeting tables, desks, and shelves arranged in a grid-like layout in which carefully designed colour accents create "the unexpected." The elements of PRINCIPLES—distinctive in shape and colour—can be used to create special pockets of space. Whether used for hot-desking, as communal lounges, or meeting places, these areas encourage spontaneous interaction.

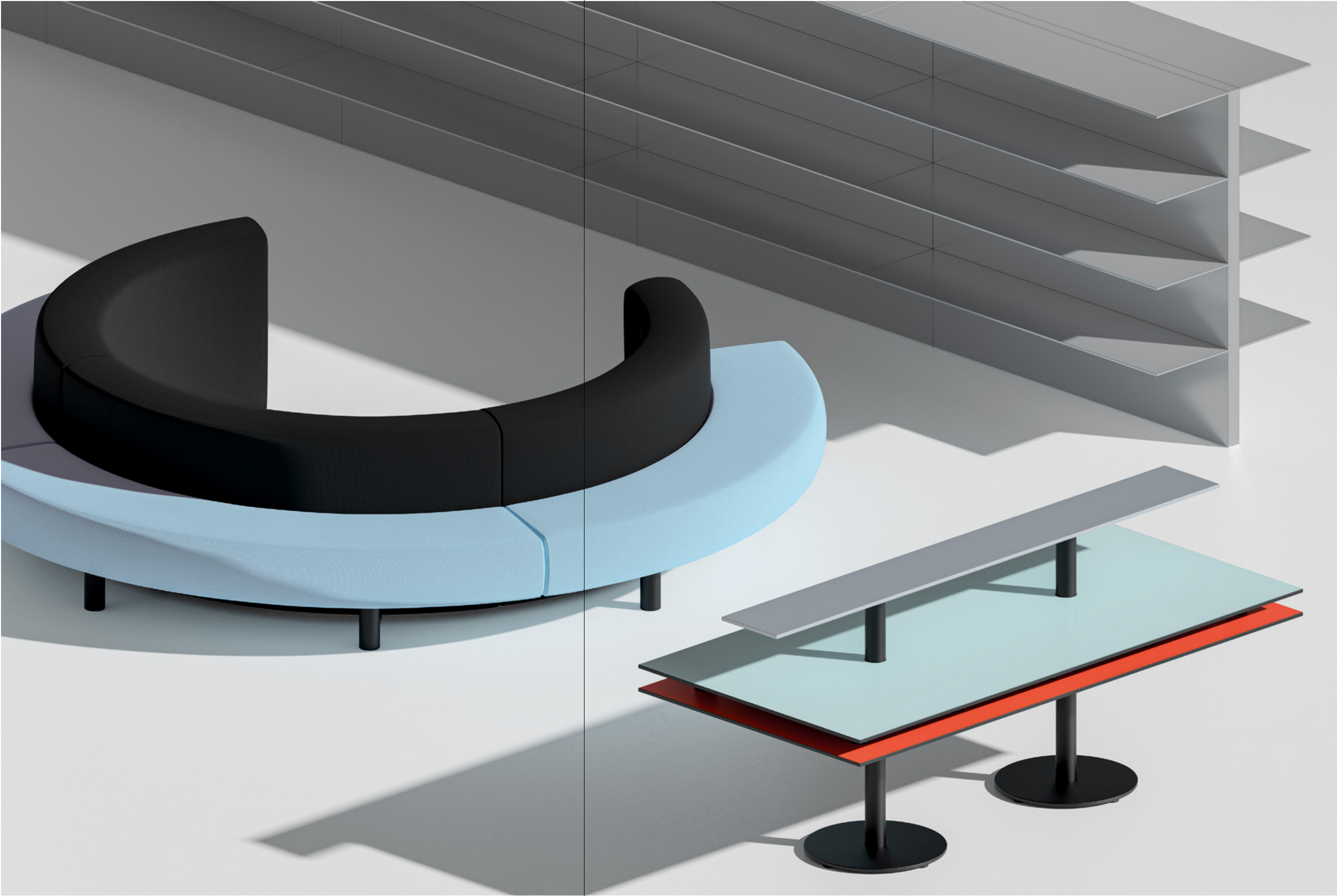




LOUNGE WORKING ENVIRONMENT

Per ambienti di lavoro più informali, ci sono spazi individuali, privati e spazi comuni predisposti per la condivisione. Arredi morbidi favoriscono l'interazione e la generazione di idee. Divani circolari ed isole imbottite di diverse forme, dimensioni e colori sono gli elementi che creano un paesaggio nuovo e stimolante. Tavoli rotondi di diverse altezze invitano l'utilizzatore a "prendere una sedia" per uno scambio veloce ed informale.

More informal work environments can be created, including individual spaces as well as semi-private and shared areas for exchange. Soft furniture settings encourage human interaction and idea generation. Curvilinear sofas and cushioned soft islands in various shapes, sizes and colours are the elements of an inviting new landscape. Round tables of varying heights encourage users to grab a chair and sit down, resulting in ad-hoc meeting points for spontaneous conversations.

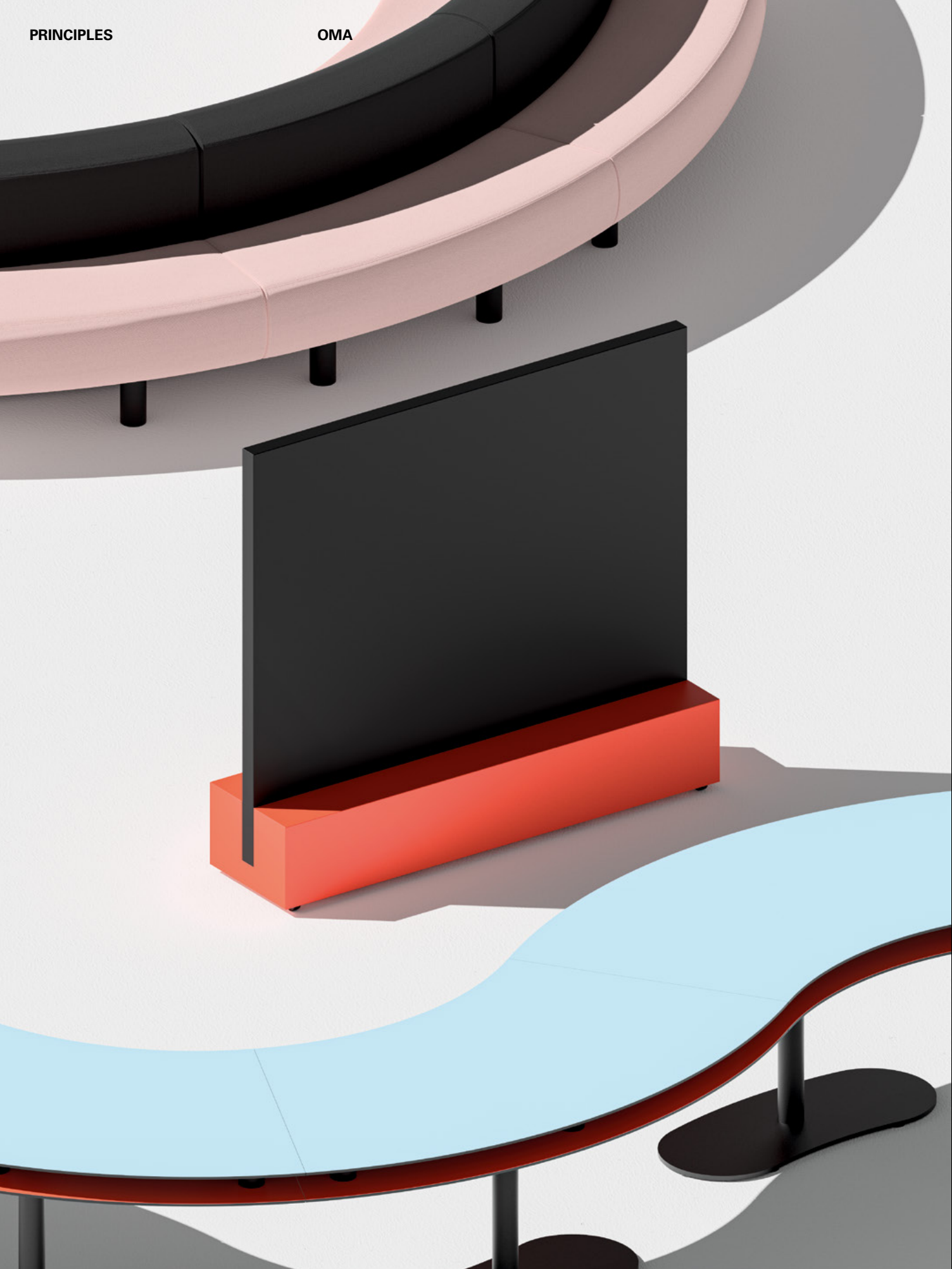


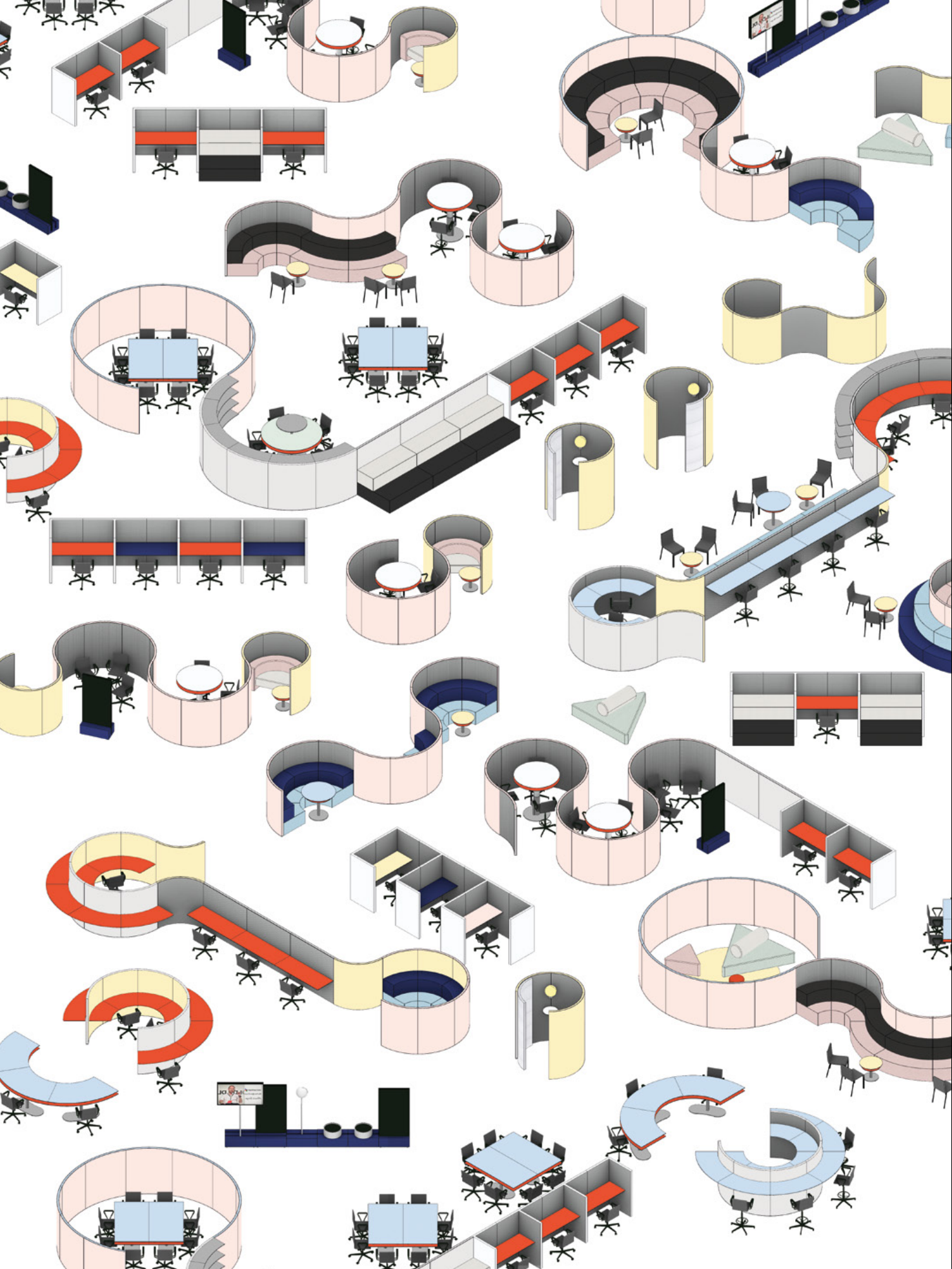


SCREEN-PANEL ENVIRONMENT

È un mondo in continuo movimento, dove le informazioni viaggiano veloci nel grande mare della condivisione. Gli schermi moltiplicano le connessioni. Immaginate come tele, sono superfici per infinite possibilità. Punto centrale di ogni spazio, con notizie in continua evoluzione o proiezioni su display, lo schermo si ritrae quando spento e funge solo da elemento divisorio. Diventa una lavagna dove le idee vengono documentate e cancellate. Lo schermo genera un ambiente in costante cambiamento, aspettando la sua continua definizione da parte dell'utilizzatore.

It is a world in constant motion, where shared information travel fast. Screen-panels multiply the connection possibilities. Conceived as canvases, screen-panels are the surfaces of infinite possibilities. The central focus of any workspace, with ever-changing information or projection on images on display, screen-panels can also recede into the background when switched off, while continuing to serve as spatial partitions. They can also become whiteboards, where ideas can be discussed and erased. A screen-focused environment is ever-changing—constantly awaiting definition by its users.



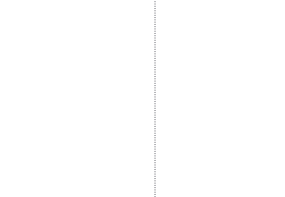
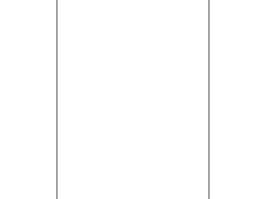
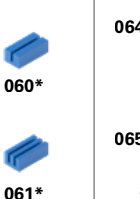
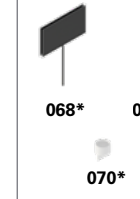
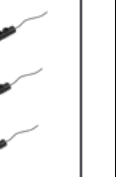
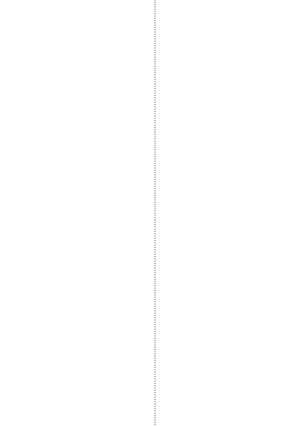
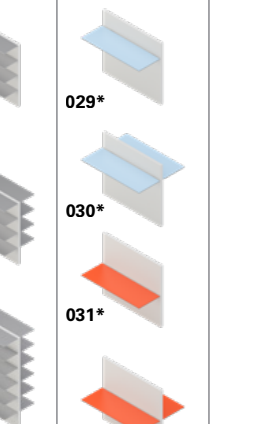
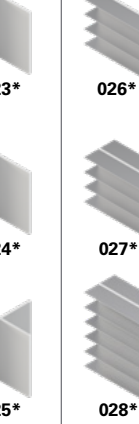
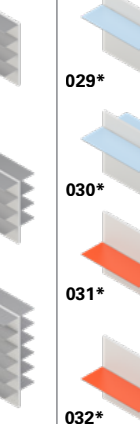
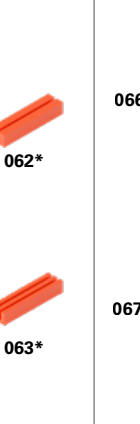
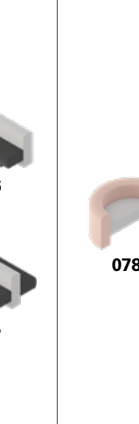
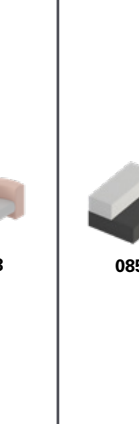
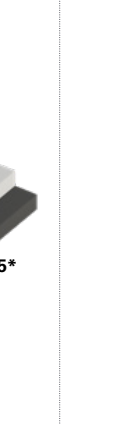
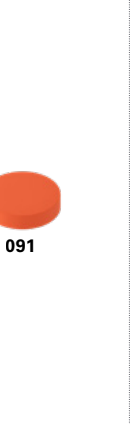
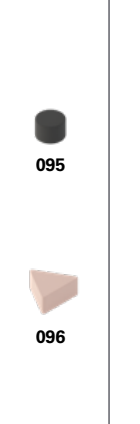
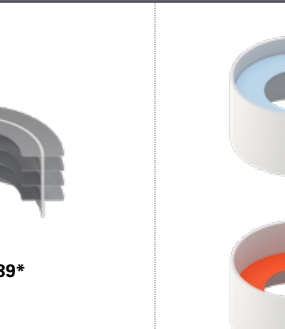
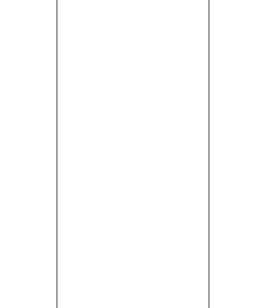
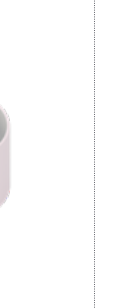


FOCUS POD ENVIRONMENT

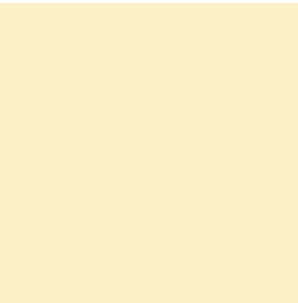
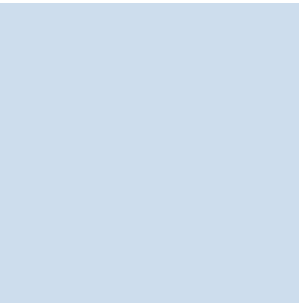
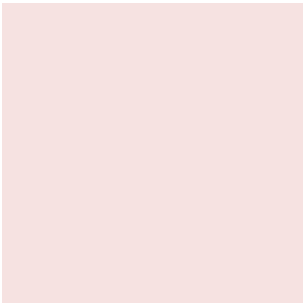
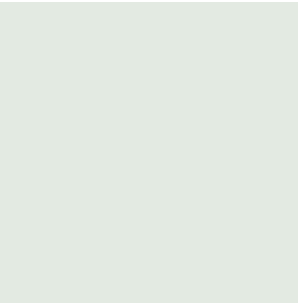
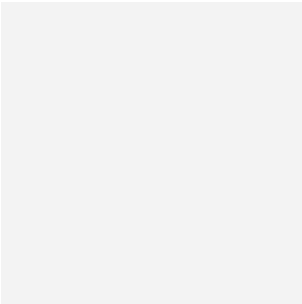
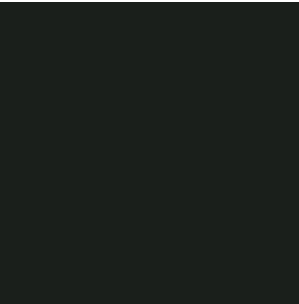
Una configurazione libera di creare nuovi spazi caratterizza gli ambienti con elementi circolari e pod cilindrici, che possono essere configurati in infiniti modi. Pod singoli offrono un luogo riservato per momenti di concentrazione, mentre più ampie strutture circolari, composte da pannelli curvilinei uniti tra loro, creano aree semi riservate per gruppi di lavoro che necessitano un'interazione maggiore. I pannelli della collezione PRINCIPLES hanno al loro interno un'anima fatta di materiale insonorizzante. L'insieme di pod offre un ambiente che risponde a diverse funzioni e scale di misura. Una forma fluida che disegna nuovi spazi di lavoro.

A focus pod configuration can be freely composed in infinite ways. Circular elements and cylindrical meeting pods create the fluid spaces of the new ways in which we work and communicate. Standalone pods offer secluded work spots for individuals needing a momentary place for focus work. Larger pods made with curvilinear panels joined together, create semi-enclosed spaces for groups, to interact more effectively. All PRINCIPLES wall panels are embedded with acoustic materials. An assembly of pods offers the convenience of switching between a variety of different functions and scales. These fluid forms give shape to the new work environments.

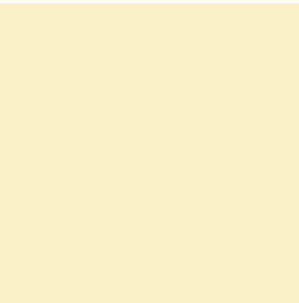
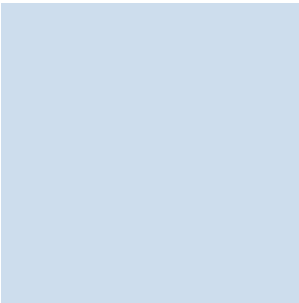
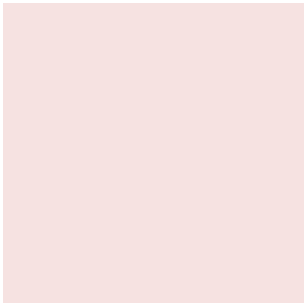
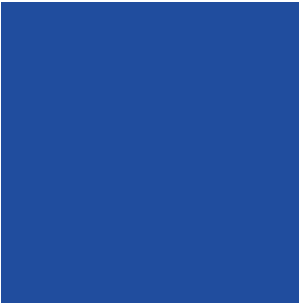
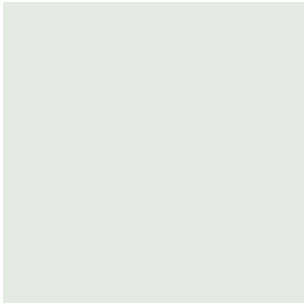
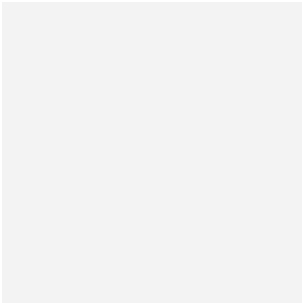
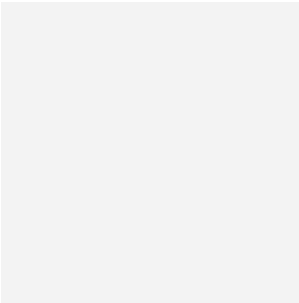
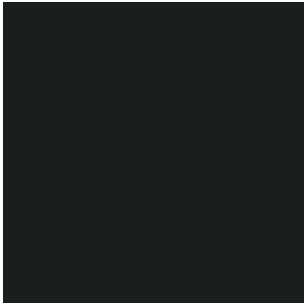


SERIES	TABLES			SPINES						SCREENS			SOFAS		SOFT FURNITURE							No.	L/W	P/D	A/H		No.	L/W	P/D	A/H																																																																																																																																																																																																																												
TYPE	SQUARE	CIRCULAR	LINEAR POD	LINEAR SHELF	LINEAR DESK		ROUND POD				BASE	PANEL	PLUG IN	LINEAR	CURVED	TIERS		ISLANDS		DONUTS		OUTLETS		001	90	90	47	cm	052*	394	336	145	cm																																																																																																																																																																																																																									
Sub-Type							Circular Pod									Linear	Curved	Island	Cushion	Curved	Straight			002	90	90	77	cm	053*	394	336	145	cm																																																																																																																																																																																																																									
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LAMINATI HPL/
HPL LAMINATES

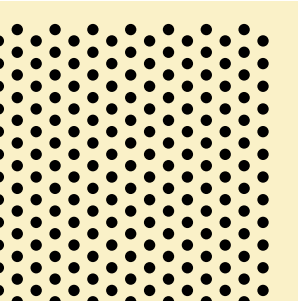
			
Paglierino/Pale Gold ZJ	Clementina/Clementine ZK	Azzurro Chiaro/Light Blue Z9	Rosa Cameo/Cameo Pink ZA
			
Acquamarina/Acquamarine ZD	Bianco/White Z6	Nero/Black Z8	

METALLI /
METALS

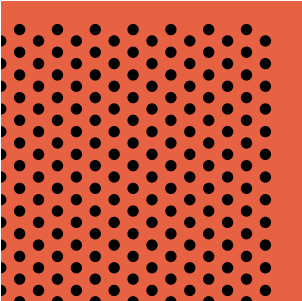
			
Paglierino/Pale Gold Y1	Clementina/Clementine Y3	Azzurro Chiaro/Light Blue Y6	Rosa Cameo/Cameo Pink YE
			
Oro/Gold Y8	Bordeaux/Burgundy YB	Blu Tahiti/Tahiti Blue Y9	Acquamarina/Acquamarine YA
			
Argento/Silver YC	Bianco/White B7	Grigio Chiaro/Light Grey YD	Nero/Black KS

Le finiture hanno carattere indicativo e potrebbero scostarsi leggermente dalla realtà.
The finishes are an example and may differ slightly from the reality.

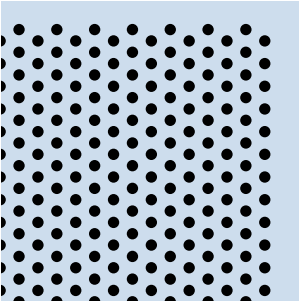
LAMINATI MICROFOTRATI /
MICROPERFORATED METALS



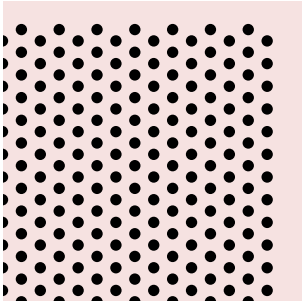
Paglierino/Pale Gold
QL



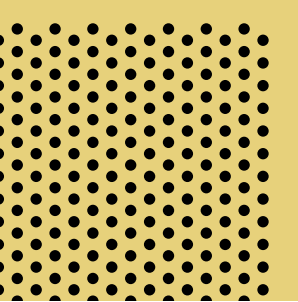
Clementina/Clementine
QN



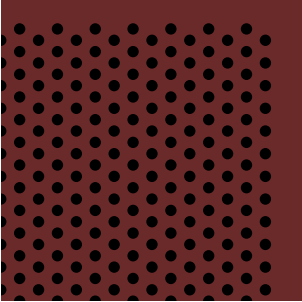
Azzurro Chiaro/Light Blue
QP



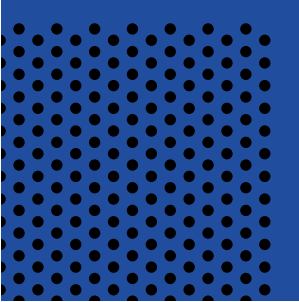
Rosa Cameo/Cameo Pink
QC



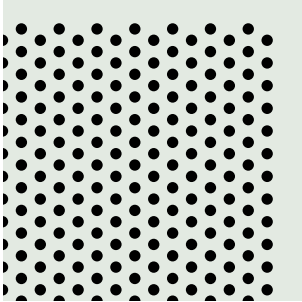
Oro/Gold
QA



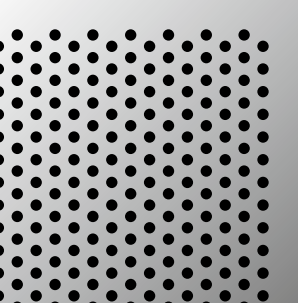
Bordeaux/Burgundy
QE



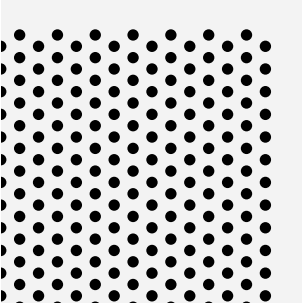
Blu Tahiti/Tahiti Blue
QB



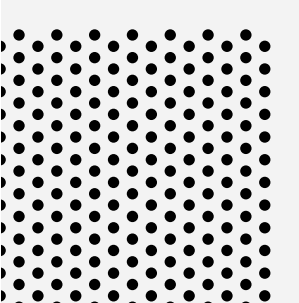
Acquamarina/Acquamarine
QD



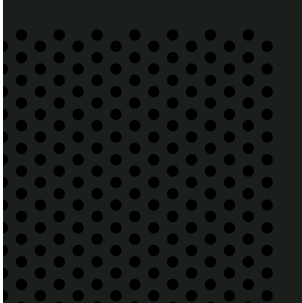
Argento/Silver
QG



Bianco/White
QJ



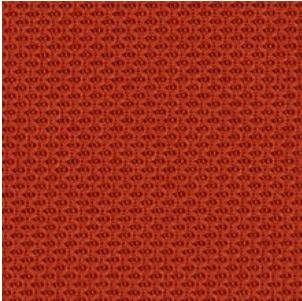
Grigio Chiaro/Light Grey
QK



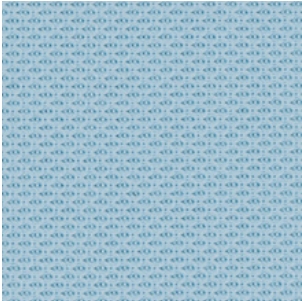
Nero/Black
QH

Le finiture hanno carattere indicativo e potrebbero scostarsi leggermente dalla realtà.
The finishes are an example and may differ slightly from the reality.

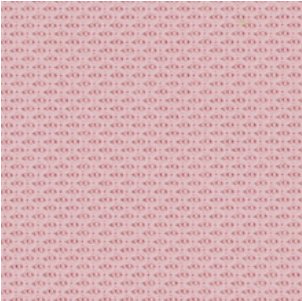
TESSUTI /
FABRICS



Clementina/Clementine
VA00005



Azzurro Chiaro/Light Blue
VA00006



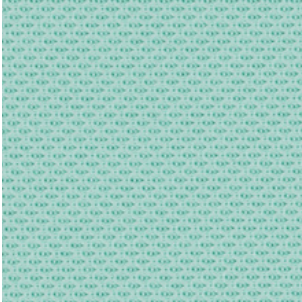
Rosa Cameo/Cameo Pink
VA00002



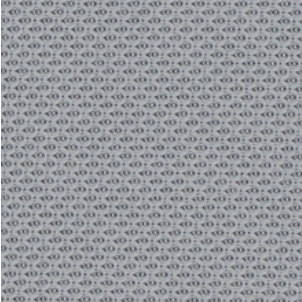
Policarbonato trasparente/
Clear polycarbonate
PK



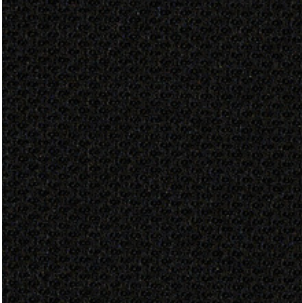
Blu Scuro/Dark Blue
VA00008



Acquamarina/Acquamarine
VA00003



Grigio/Grey
VA00007



Nero/Black
VA00004

■▼■ **MOLTENIGROUP**

Molteni è il primo Gruppo industriale indipendente del settore furniture di alta gamma con una produzione 100% made in Italy. Alla collaborazione con i più prestigiosi studi di architettura e designer internazionali, il Gruppo unisce un costante investimento in ricerca e innovazione tecnologica, per dare ai propri prodotti una qualità intrinseca che dura nel tempo. Comprende tre brand, ciascuno leader nel proprio segmento: Molteni&C (mobili per la casa e cucine), UniFor (soluzioni per gli ambienti di lavoro), Citterio (pareti divisorie e arredi per l’ufficio). Fondato nel 1934 come laboratorio artigianale da Angelo e Giuseppina Molteni, già nella seconda metà degli anni ‘50 l’azienda inaugura la fortunata stagione dell’industrial design. Il Gruppo Molteni persegue dal 2012 l’opera di valorizzazione dell’archivio Gio Ponti e ha inaugurato nel 2015 il Molteni Museum, parte di Museimpresa. Il Gruppo Molteni è presente in oltre 95 paesi del mondo, con più di 700 punti vendita, 84 Flagship Stores monomarca, negozi bandiera rappresentativi della filosofia Molteni, 1057 dipendenti, 5 siti produttivi e 12 filiali commerciali nei cinque continenti.

Molteni is the leading independent industrial group in the high-end furniture sector with a 100% Italian-made production. As well as the collaboration with the most prestigious international architectural firms and designers, the Group adheres to a constant investment in research and technological innovation, to give its products an intrinsic quality that lasts over time. The Group includes three brands, each one a leader in its segment: Molteni&C (residential furnishings and kitchens), UniFor (workplace solutions), Citterio (partition walls and office furniture). Founded in 1934 as an artisan workshop by Angelo and Giuseppina Molteni, in the second half of the 50s the company, together with a few others, mutates its DNA and inaugurates the successful industrial design period, thanks to the collaboration with a number of international designers. Molteni Group, among the few that can provide a complete production cycle, has been working on the enhancement of the Gio Ponti archive since 2012, inaugurating the Molteni Museum in 2015, a center of excellence in the field and a member of Museimpresa. Today Molteni Group is present in over 95 countries, with more than 700 stores, 84 monobrand Flagship Stores representing the Molteni philosophy, 1057 employees, 5 production sites and 12 commercial branches in five continents.

UniFor

Cultura del progetto e cultura della produzione sono i concetti base su cui si fonda il disegno strategico di UniFor. Il primario interlocutore dell’azienda è sempre stato il progettista: colui che progetta gli edifici, i prodotti, gli ambienti che li contengono ed il loro utilizzo; un profondo rapporto di collaborazione che, quotidianamente, accompagna ogni fase del processo progettuale e produttivo e che, in un dialogo costante, si traduce dal 1969 in soluzioni di serie e forniture su disegno, in grado di soddisfare le necessità degli ambienti contemporanei. UniFor sviluppa sistemi d’arredo pensati per interpretare, con semplici soluzioni, la complessità dei luoghi di lavoro.

The cultivation of good design and manufacturing know-how are the founding principles of UniFor’s business strategies. The company’s main interlocutors have always been the architect who designs its products and the buildings and environments that contain them. Since 1969, the profound collaborative relationships that have accompanied every stage of the design and production process, facilitated by constant dialogue, have resulted in series products and custom furnishings capable of meeting the ever-changing needs of contemporary office environments. UniFor develops furnishing systems that aim to interpret, through simple solutions, the complexity of the workplace.

Art Direction	Studio Klass
Graphic Design	Nicola–Matteo Munari
Photo	Amos Fricke
Post-Production	Simone Strano
Digital Imagery	bloomrealities Studio Amos Fricke
Illustrations	OMA
Text	Francesca Molteni
Project Coordination	UniFor Marketing and Communication
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