

# MIZETTO



## COLLECTION 2022

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# WE ARE MIZETTO

At Mizetto we're all about creative collaborations and forms that inspire dialogue, user interaction and creativity.

At the heart of our brand is multiple constellations of designers, architects and other creatives working towards the goal of achieving locally produced items with a low environmental footprint. This is possible due to in-house production of all wooden elements, few and short ways of transportation, minimal amounts of packaging, as well as hand-picked producers within a radius of 15 kilometers.

If our history has taught us anything, it is to keep things local.

Our history and culture, from where we live to how we work, is crucial in our ambition to introduce Mizetto's products internationally. With our playful, flexible, and accessible design, we hope to inspire and influence how working environments are designed and planned around the globe. Mizetto's design stems from innovation, and a tantalizing blend of curiosity and passion for our ever-changing needs.

At Mizetto we specialize in office products, both for domestic and professional environments. Always with a splash of color as we have playful attitude both when it comes to design as well as work.



## FORM, NEVER CONFORM

Mizetto was founded in 2004 by Malin and Rickard Muskala.

All furniture are proudly made in Småland, Sweden, where the brand has its roots, its headquarters and its production.

We work closely with the local design studio Addi and the Italian duo Studio Nooi.

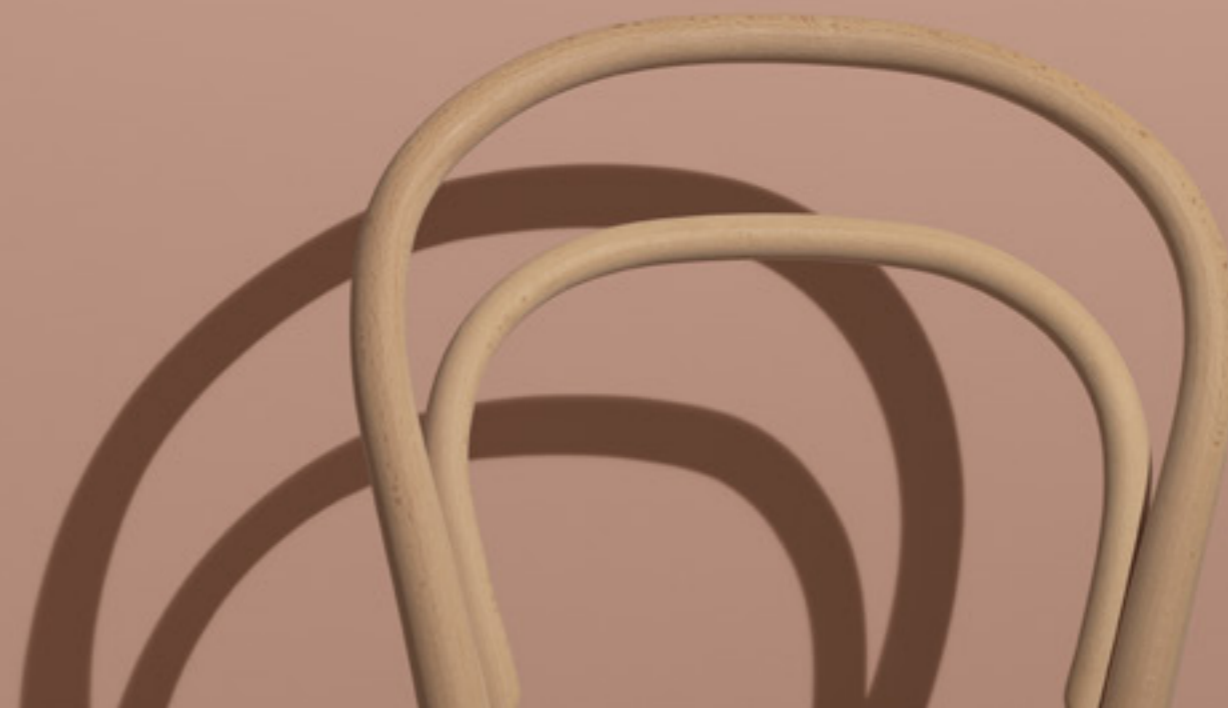
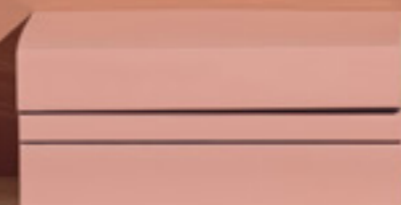
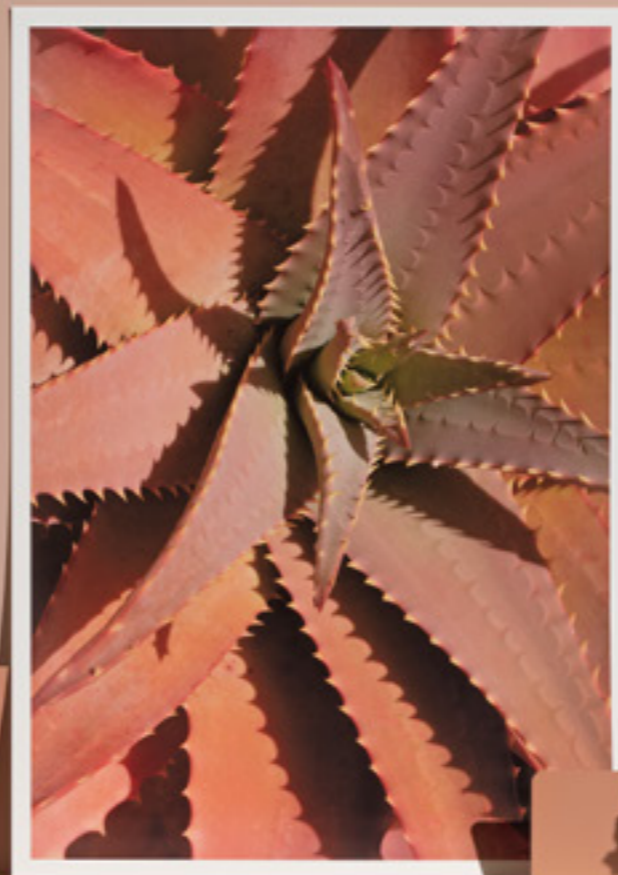


MIZETTO MAGAZINE 2022

ART DIRECTION - ADDI

COPY - FRIDA JEPPSSON PRIME

STUDIO PHOTOS - JONAS LINDSTRÖM STUDIO





## EDIT SHELF

Edit is a versatile and playful shelf with user interaction at its core. Graphical to look at and practical to work with, it allows the user to create personal and unique compositions and visual games like a piece of art.

A groove running along the shelf with two partitions inserted helps to support items as well as creating little barriers between objects, books, frames, and other items.

With time and personal touch, each Edit becomes spatial and can be modified by adding, moving, removing, and adjusting the items on it.

With Edit, alone or in a group, one can easily add a splash of color to the office or domestic environment.

The combination of oak veneer and powder coated metal in a wide range of warm and earthy tones sends a strong message of modern interior design with a Nordic touch.

Design: Studio Nooi

“The shelf can be described as a simple product with a twist, allowing a more dynamic approach to an otherwise static product.”





## BESIDE TROLLEY

Beside is a shelving unit on wheels, an office trolley-system based on modules to perform and perfect every need a modern workspace has. On its main body structure a variety of accessories can be attached and hung, such as shelves, hooks, drawers, pen-organizers, and magazine-racks. By attaching and organizing shelves in different configurations many different needs can be met.

The separate units can be attached to each other, forming a sideboard, a bench, or a wider storage solution on wheels. And on its own, Beside is the perfect helper and storage unit for the modern office when one needs to move around and readjust the space.

Beside comes in two different heights and a combination of wood and metal, lacquered in a variety of colors. The perfect way to customize and personalize parts of the office space.

Design: Studio Nooi





Giulia Pesce and Ruggero Bastita

## NOOI DESIGN STUDIO

Studio Nooi was founded in 2020 by Giulia Pesce and Ruggero Bastita in Torino, Italy. Nooi is the amplification of the Italian word "noi" ("us"). The idea behind it is that design is never an individual act but rather a collaborative process, involving designers, companies, users, artisans and technicians. Nooi's designs are always the result of good cooperation between people and are influenced by society, art, nature and cultural heritage. Studio Nooi is closely involved at every stage of the project development, always aiming to achieve designs that are refined and rich of content.

As designers, we like to play with the idea of allowing the final user to personalize industrial products. In this way, despite the standardization of industrially produced goods, every piece can be slightly different from each other, thanks to the different ways the users interact with them. We like the idea of involving the end user in making

choices related to the product. In the case of Edit, users can move, add and remove elements actively contributing to define the product form and function.

The topic of personalization of the product is often present in our designs and in our collaboration with Mizetto we pay particular attention to this. We think that personalization is an extremely relevant topic in offices, where people spend a major part of their daily lives. In these contexts we think it's very important that workers can adjust and adapt their workspace depending on their needs and personal taste, creating a functional and welcoming environment which can adapt to different individuals and contribute to their well being.



“We like the idea of involving the end user in making choices related to the product. In the case of Edit, users can move, add and remove elements actively contributing to define the product form and function.”





# UNDERSTAND SHELF SYSTEM

Understand is a sculptural shelving system and room divider for many different environments.

A jewel or piece of art, as much as a storage unit, where different modules create a freestanding entity. The furniture system plays with the idea of gravitation and has no clear limits or limitations, with its levitating boxes and shapes. By placing the boxes differently, either hanging or resting on the steel frame, practical shelves and beautiful voids can be created. Even a pot for greenery can be added.

The piece has an architectural elegance which can be both minimal as well as playful.

Design: ADDI



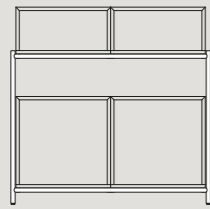




“Understand stands for full flexibility and embodies the expression ‘thinking outside of the box’ with its ability to change, with many color, material and shape options.”



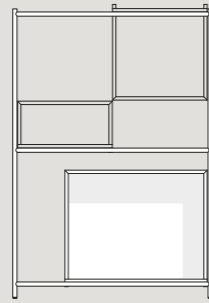




**V001**  
 1x frame low  
 2x Small module  
 2x medium module



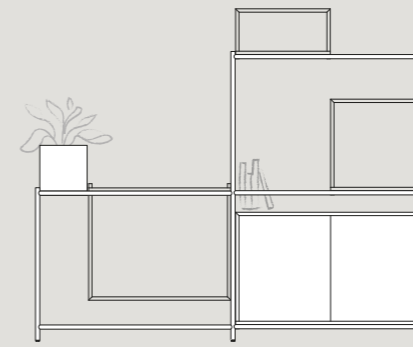
**V002**  
 1x frame low  
 2x medium module WB  
 3x planter



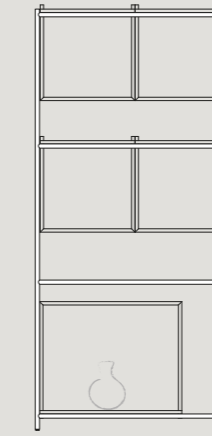
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 1x large module WB  
 1x medium module  
 1x small module



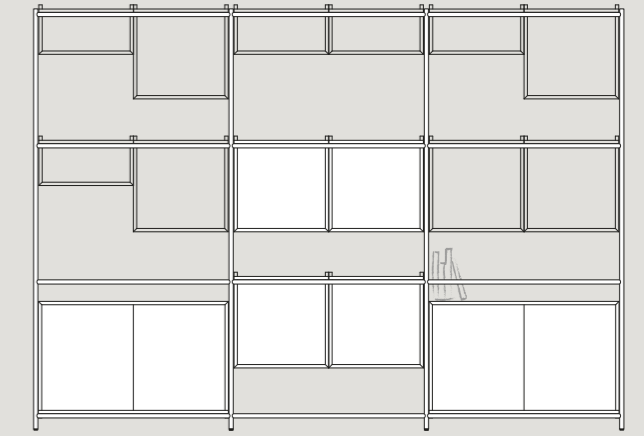
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 2x medium module WD  
 2x medium module WB



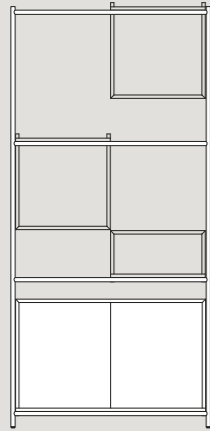
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 1x XL module  
 1x large box module  
 1x medium module  
 1x small module  
 1x planter



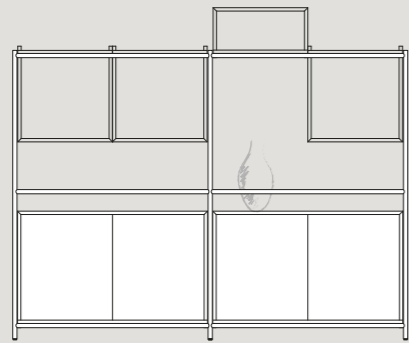
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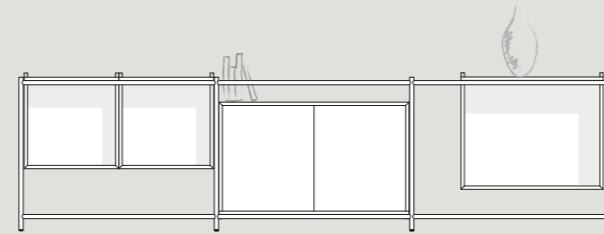
**V012**  
 3x frame high + gable  
 2x XL module  
 4x medium module WD  
 5x medium module  
 5x small module



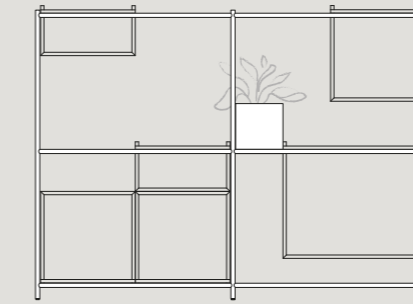
**V005**  
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 1x XL module  
 2x medium module  
 1x small module



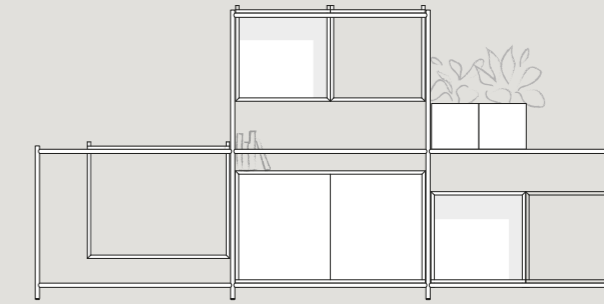
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 2x XL module  
 3x medium module  
 1x small module



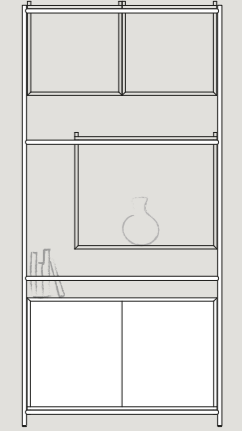
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 1x XL module  
 1x large module WB  
 2x medium module WB



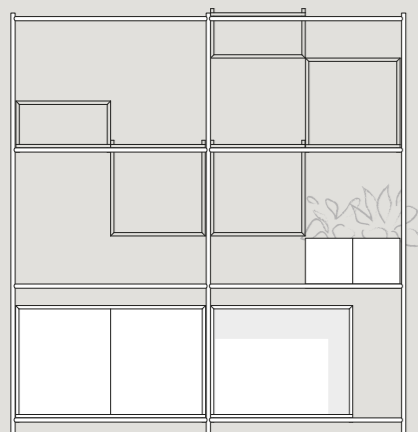
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 1x planter



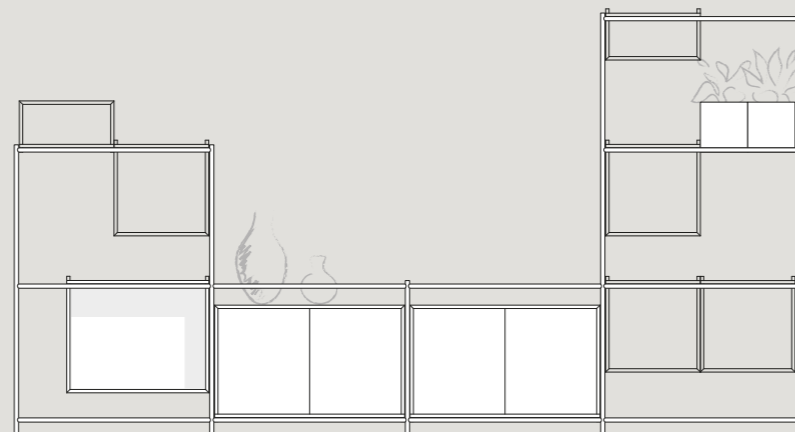
**V014**  
 1x frame mid  
 2x frame low  
 1x XL module  
 1x Large module  
 2x medium module  
 2x medium module WB  
 2x planter



**V015**  
 1x frame high  
 1x XL module  
 1x Large module  
 2x medium module



**V008**  
 2x frame high + gable  
 1x XL module  
 1x large module WB  
 3x medium module  
 2x small module  
 2x planter



**V009**  
 2x frame low  
 1x frame mid  
 1x frame high + gable  
 2x XL module  
 1x large module WB  
 2x medium module WD  
 2x medium module  
 2x small module  
 2x planter



**V016**  
 1x frame mid  
 1x large module  
 4x medium module

Understand can be combined in any form and variation. But let this spread be a source of inspiration.



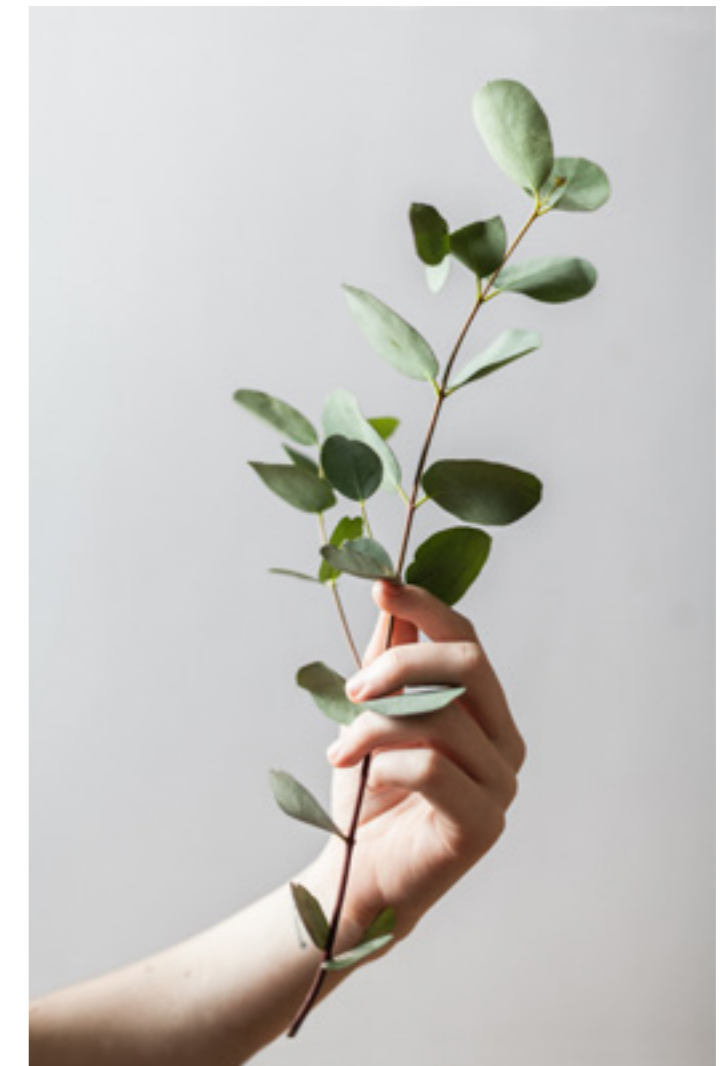
## HANGOUT TABLE

Hangout is a natural companion at the office; a high desk for the activity-based workspace, a mobile and easily-accessible space for quick and creative meetings where thoughts can flow freely.

The table combines a surface, for showcasing and pinning things, with a room divider thanks to its multifunctional sides.

The piece is constructed with dimensions optimized towards a light expression.

Design: ADDI





“We needed a table for quick spontaneous meetings at the office. A flexible and minimalistic table designed for the fast and creative meetings. The large work surface means that several people can easily work together.”

- ADDI



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Hangout is, as it sounds, a place for the spontaneous conversation or meeting, free of distractions like wires or built-in tech. Under the tabletop is a hidden storage space and a whiteboard can easily be attached to one of the sides. Hangout is placed on wheels and easily glides through doorways, in and out of elevators and between furniture.

The table can take many expressions with its variety of elements, colors and materials.

# BLOOM COATRACK

Bloom is a dainty clothing system that gives a strong first impression; a storage unit with added functions and dedicated space for umbrellas, bags and other things often left in the entrance. Simple geometric shapes are combined in a way that refers to a flower's petals, which make up the knobs of the hanger.

Bloom is available in wall-mounted or free-standing variations, and can be combined with different elements to create a warm and welcoming atmosphere. The powder coated metal comes in eight standard colors in combination with oak plywood.

Design: Studio Nooi











## FELT LIKE IT BAG

Felt Like It is the mobile office in a bag; a way to transport and move personal items such as work material and tech between a storage and a workspace. The bag in recycled PET is spacious with a generous number of compartments and functions, making it the perfect commuter bag.

Felt Like It is shaped to fit most of Mizetto's cupboards and storages and one of the sides has a slight wink to the logotype, which also happens to be an easily accessible pocket. The wooden handle adds a comfortable touch and connection to the natural elements

Design: ADDI



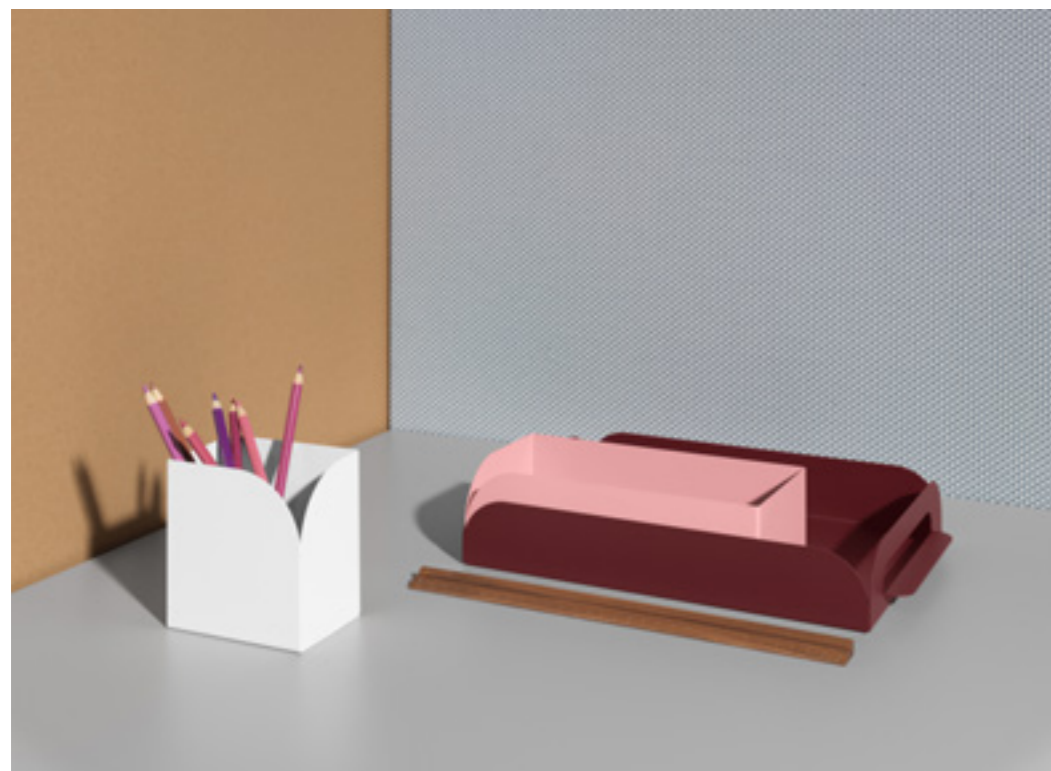


# TRAYSI DESK STORAGE

Traysi is the tiny detail that adds a little extra something to the office or workspace; a place to store and sort, or perhaps to keep and transport. The trays, in sets of three, are as much a decorative sculpture as a functional and mobile way to store small beloved things.

The playful design with multiple layers, in combination with exaggerated rounded corners, is inspired by nature's diversity. Like leaves on a vine, Traysi can link different office areas together. The tray sets are available in three colorways which can be combined freely. The matt finish of the lacquer has a slight structure for extra resilience.

Design: ADDI





# BIN THERE RECYCLING

Bin There takes you by surprise with their 1930's touch. The round receptacles with leather details and wooden lids, solve the recycling needs with elegance - Placed in the trolley or freestanding on their own.

Without lids, Bin There become decorative flower pots for greenery, oxygen, texture, and life. Bring the jungle with you wherever you go!

Details in vegetable tanned leather .

Choice of tray and lid in white pigmented ash veneer or matt varnished oak veneer.

Design: ADDI



# BISTRO SERVING TROLLEY

Rolling elegance in the Urban Jungle

A soft, rounded, multi-functional tea trolley. Inspired by nature with colors sourced from the depths of the forest, and natural tanned leather that meets the hand. Together, an unusually sophisticated combination for the moving needs.

Design: ADDI







Karl-Magnus Lillqvist, Johan Isberg & Andreas Karlsson

## ADDI DESIGN STUDIO

A multidisciplinary design studio focused on human centered design based in Kalmar, Sweden.

The name stands for - ADD: Inspiration, Interaction, Ideation & Innovation.

The creative process is never linear, it's iterative, so we usually see it as a circle with our four I's ( Inspiration, Interaction, Ideation & Innovation ) making up all of the pieces. And just as a circle does not have a definite start, a project can start at any point in the circle. Then we add the other "I's" as they are needed to bring the project forward, and complete the circle.

In every project, we mainly focus on INSPIRATION and INTERACTION, in other words - understanding & empathy. A smart person once said: "If you have the right tools, half of the work is already done." And we firmly believe that if you understand what the right question is, then you are halfway to the solution.

The problem is that even though we are staring right at the problem, we're

not seeing it. It takes a lot of practice to notice the obvious.

And doing your research is key!

Every project is unique and requires different solutions, but we always strive to have an open dialogue with the producer. We want to be present and take part in manufacturing.

By being a part of the process we get to know the production team and learn more about their possibilities.

That's why we like working with Mizetto so much. They are still striving to keep things local and that makes the process much easier.

This goes back to the important part of Interaction and empathy.



"That's why we like working with Mizetto so much. They are still striving to keep things local and that makes the process much faster and agile."



# ARKIV & ARKAD RECYCLING

An award winning archetype.

With strong form, the recycling vessels move out of the shadows. Make room for the 2019 German Design Award Winner - Arkityp .

Together, Arkityp, Arkiv, & Arkad, give an elegant and strong impression to create order in your recycling needs.

Typical function with atypical shape. Slightly roughened lacquered metal with a matte finish. Wheels and soft handles in solid birch. The tight but natural looking design language.

Based on the archetype of a recycling vessel on wheels, they are modern sorting furnitures that do not need to be hidden away.

Design: ADDI



# EXHIBIT RECYCLING

Playfully pleasing center piece.

Exhibit gives the hidden and undesired a central and attractive position. Sorting with artistic pride and well-preserved childishness.

With equal parts humor and seriousness, Exhibit highlights the sorting as if it is in the finest art exhibition. Here, both the playfulness and the environmental consideration, are the focal points. Why not curate your own environmental exhibition in the middle of the room, with your units at the exact throwing-distance?

Design: ADDI





# COTTAGE STORAGE SYSTEM

Breathing Space – It is between the spaces we get room to breath.

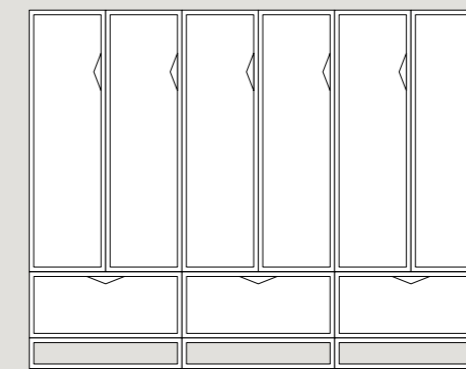
Cottage is an architectural storage; a hybrid between sculpture and function. With dynamic modules that can change use from one day to another, Cottage questions the traditional definition of storage.

A larger, shared cabinet for the entire team can be dedicated to any particular project. Your personal belongings get their own locker. By programming the lockable cabinets, they can be occupied by different users for different needs. The open modules furnish creativity. A structure with changing content, for all.

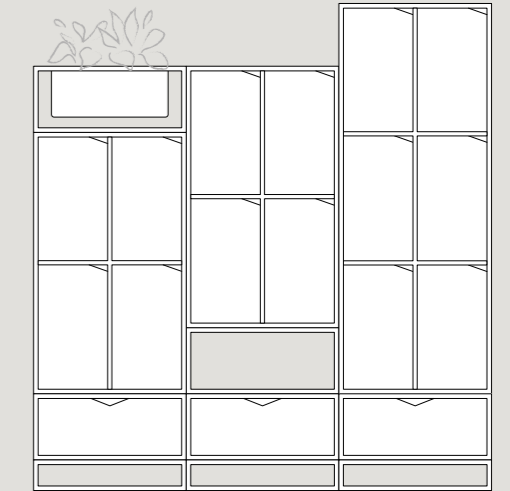
Design: ADDI



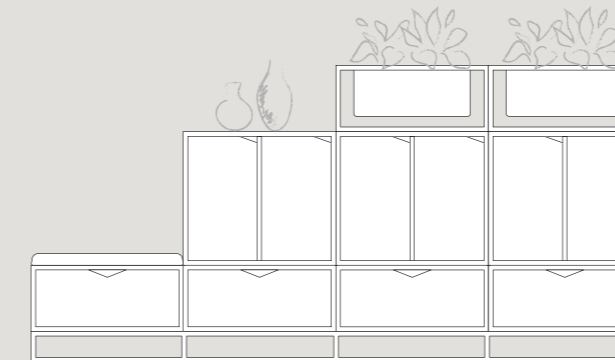
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1x Seating



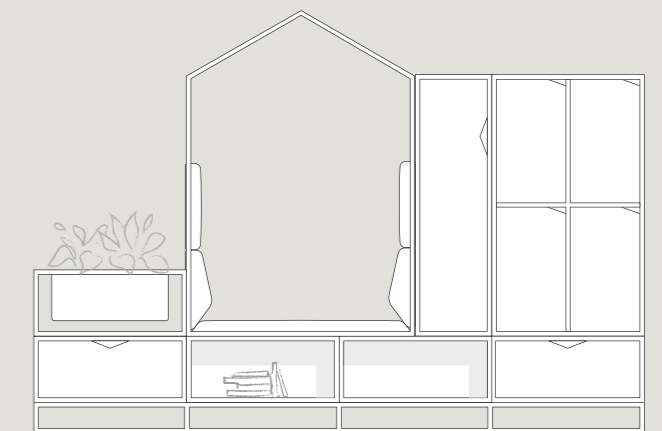
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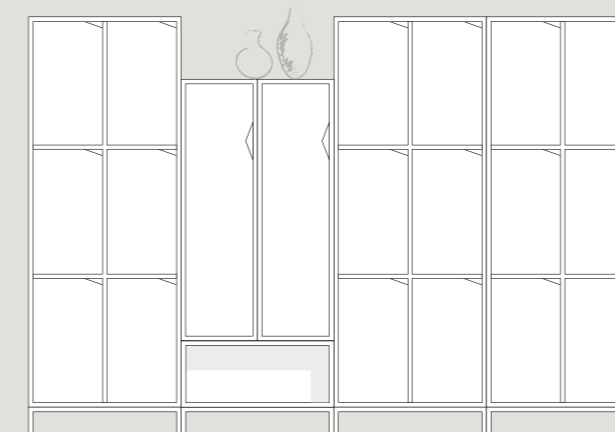
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1x C KUB  
1x C Planter  
1x CD 7/176



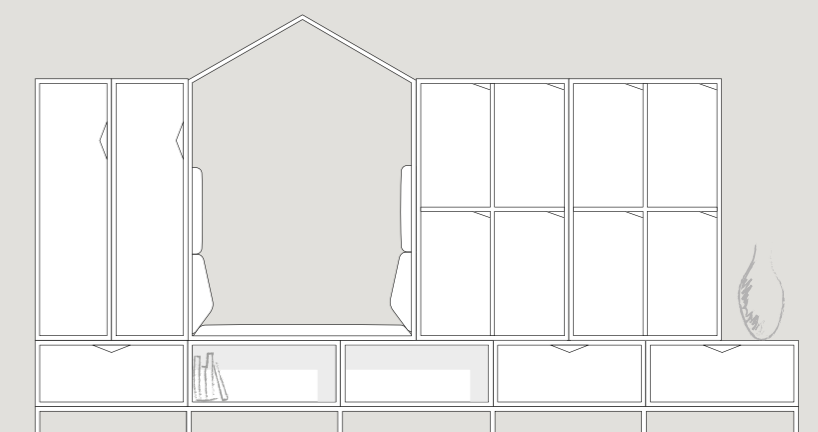
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3x CD 7/6-2  
2x C KUB  
1x C Planter  
1x Seating



**V005**  
4x CS 700  
2x CL 7/3-1  
2x CO 7/3-1  
1x C KUB  
1x C Planter  
1x C HUS  
1x CD 3/12-1  
1x CD 7/12-4

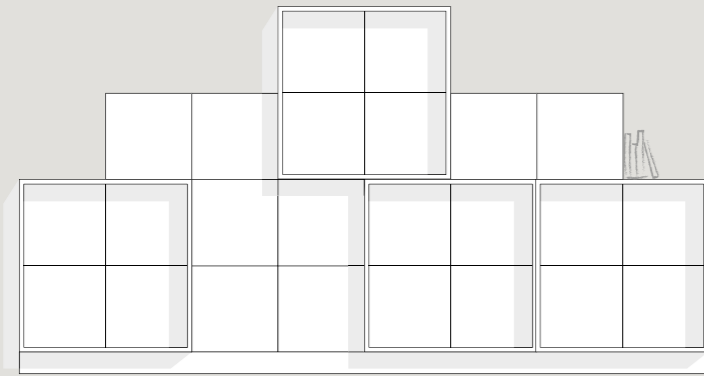


**V006**  
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3x CD 7/17-6  
1x CO 7/3-1  
2x CD 3/12-1



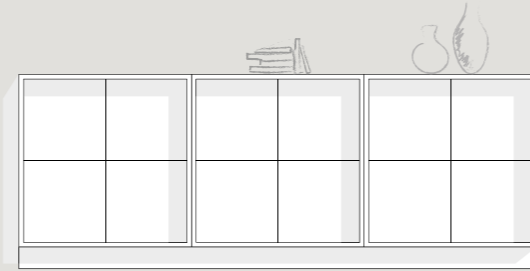
**V007**  
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2x CO 7/3-1  
2x CD 3/12-1  
1x C HUS  
2x CD 7/12-4





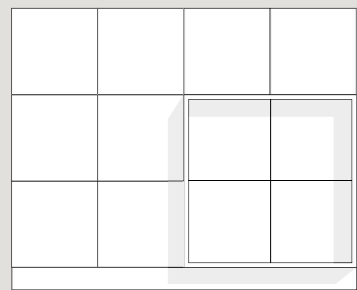
**V001**

4x FR 8/8 - 4  
4x FR 8/4 - 2  
2x FRS16



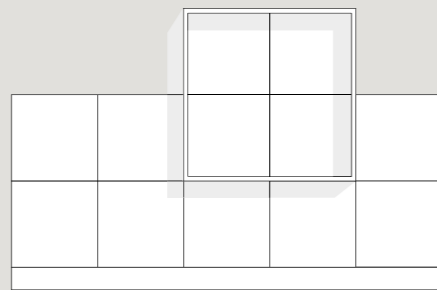
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1x FRS16



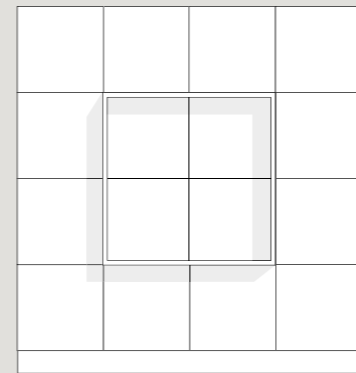
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4x FR 8/4 - 2  
1x FRS16



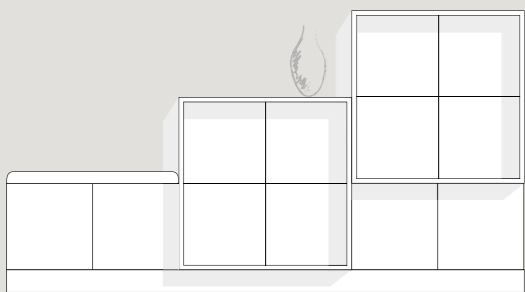
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4x FR 8/4 - 2  
1x FRS16  
1x FRS4



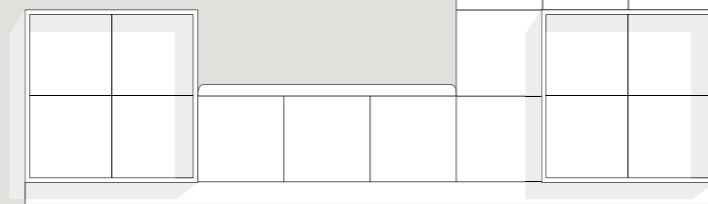
**V005**

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6x FR 8/4 - 2  
1x FRS16



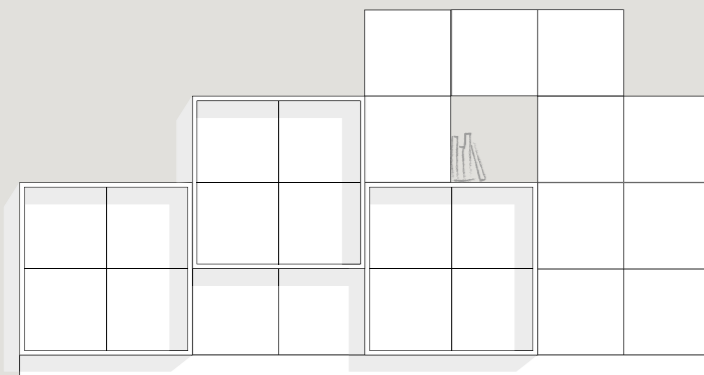
**V006**

2x FR 8/8 - 4  
2x FR 8/4 - 2  
1x Seating  
1x FRS16  
1x FRS8



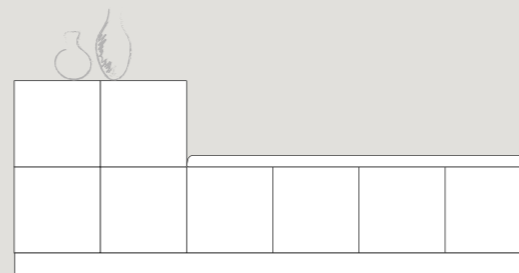
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1x Seating  
2x FRS16



**V008**

3x FR 8/8 - 4  
6x FR 8/4 - 2  
2x FRS16



**V009**

4x FR 8/4 - 2  
1x Seating  
1x FRS16  
1x FRS8



# FRAME STORAGE SYSTEM

Shadow play over the surface of inner depth.

Everything is about relationships: Shadow to light, surface to depth. The distance between us. With a deeper meaning. Frame gives life to movement in storage.

Create shadow play and dynamics with frames and modules where the square is the base. By combining different materials and colors, you can build voids, and create relationships.

Lightly chamfered edges, precisely joined corners, and high finish, contribute to an exclusive expression. But if you get really close, it is the surface you notice, among the shadows.

Design: ADDI





## EVOLUTION STORAGE

Our strict and stripped-down storage furniture has the greatest focus on function but does not leave quality & design to chance.

All products in the Evolution series are based on binder height-units which make it easy to maximize the utilization of the room's space.

Design: Mizetto



## ALSTER BAG

Hard cardboard meets soft leather. Alster to wear with pride.

In sharp folds, paper becomes hard. Within the encounter of laquered surface and soft natural leather, harmony unfolds.

Together with Alstermo Bruk, we've developed a series that lifts the concepts of personal storage to a new level. With 100% recycled fiberboard, and natural tanned leather, we are able to minimize the environmental impact. Durable lacquered cardboard bags are a natural part of the mobile and environmentally conscious office. A choice to be proud of.

Design: ADDI



## POSE SHELF SYSTEM

Rows, angles, and repetition.

Combine Pose to create a graphic pattern or a winding maze.

Pose is an exposure shelf that can be all that you need: mailbox, paper stock or magazine shelf.

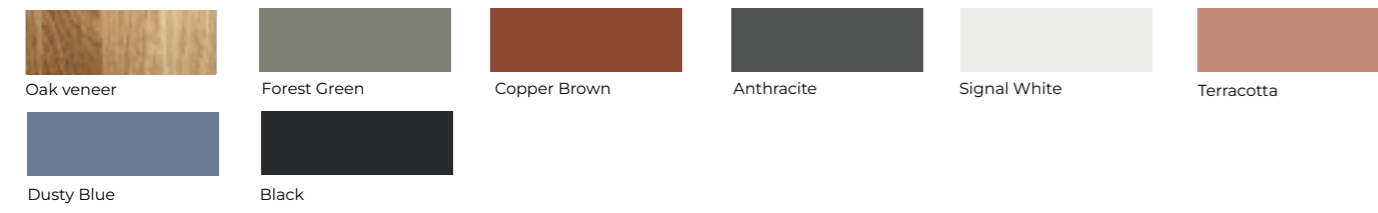
With high-quality craftsmanship, beveled edges, precise corners and small depth, Pose can become more of a sculpture than furniture.

Pose is available in three different sizes to be combined and varied in indefinitely.

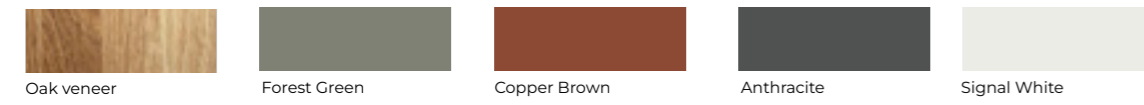
Design: Mizetto

# COLOR CHART

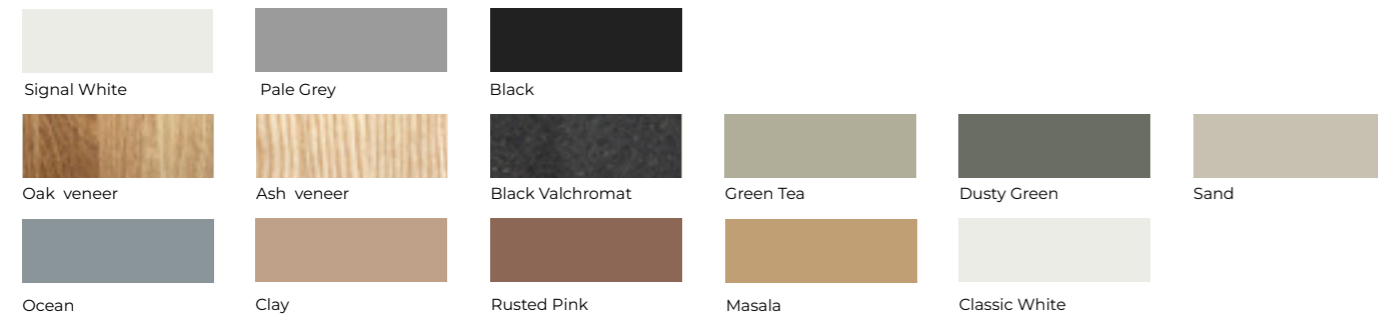
## EDIT - STANDARD COLORS



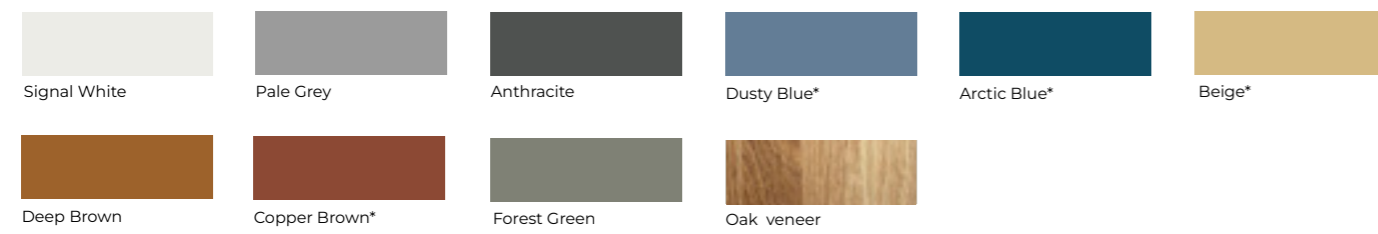
## BESIDE - STANDARD COLORS



## UNDERSTAND - STANDARD COLORS

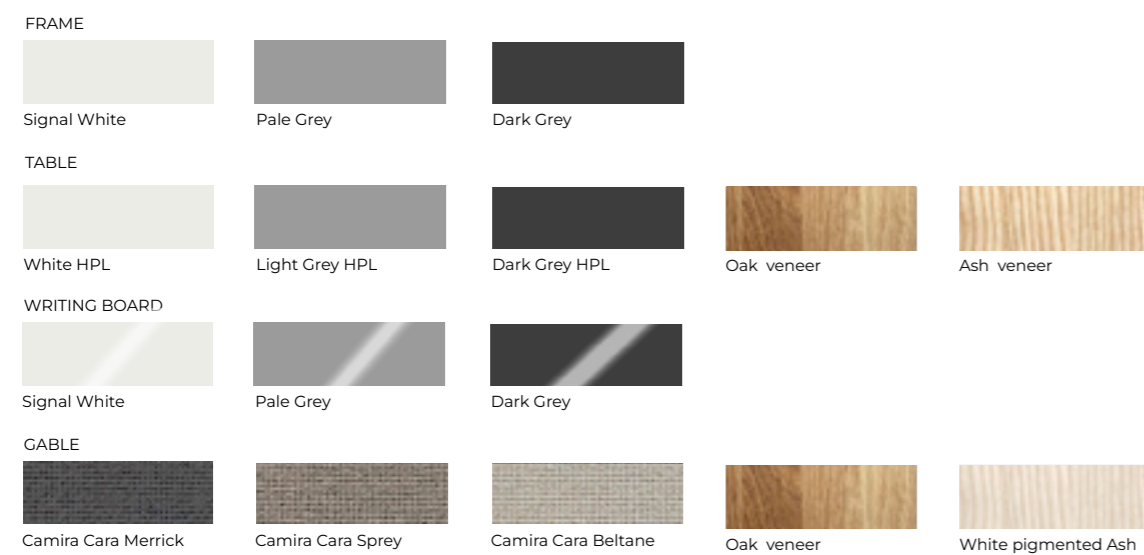


## BLOOM - STANDARD COLORS



\*Only available for wall mounted rack and single hooks

## HANGOUT - STANDARD COLORS



## TRAYS - STANDARD COLORS



## FELT LIKE IT - STANDARD COLORS



## BIN THERE & BISTRO - STANDARD COLORS



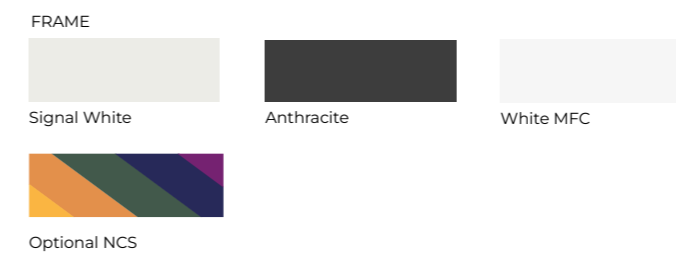
## ARKITYP & ARKAD - STANDARD COLORS



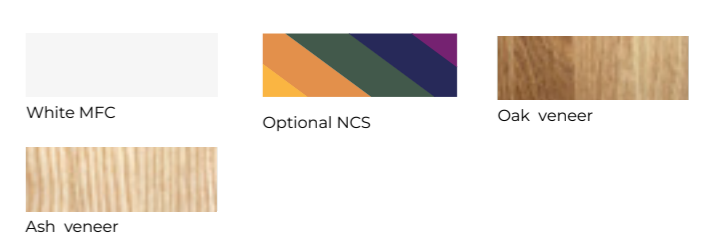
## EXHIBIT - STANDARD COLORS



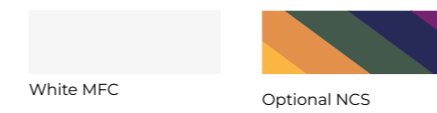
## COTTAGE - STANDARD COLORS



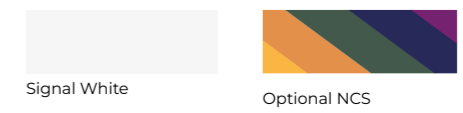
## FRAME - STANDARD COLORS



## EVOLUTION - STANDARD COLORS



## POSE - STANDARD COLORS



## FOLDER - STANDARD

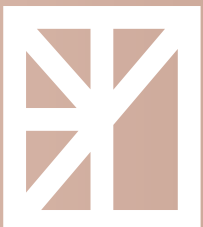






# NOMADS IN THE EVER-CHANGING OFFICE LANDSCAPE

“Everything is in constant motion. New starting point, changing needs, new paths to the goal. Every day gives new opportunities. Function that moves with you. Wherever you go, we go.”



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