

mdf italia



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2020

DIVIDE IT

Designed by Pitsou Kedem

In today's dynamic world, designing products that adapt to change is essential.

Design and functionality must go hand in hand to offer life to solutions that are not only aesthetically beautiful, but also able to adapt to the transformations we are witnessing. This contributed to change and redraw domestic and working spaces: people work in a pub, at home or share common workspaces.

Divide IT was created to meet these needs.

Designed by the Israeli architect Pitsou Kedem, who has already created the Mirror Lines collection for MDF Italia and signed several stunning residential projects, it is a dynamic product that adapts to every requirement and allows you to divide working spaces and home environments. At the same time, it maintains the sense of contiguity between adjacent rooms and creates suggestive and elegant perceptions.

Divide IT is a furniture complement that moves easily and can change position at any time the user wishes.

Available in two different sizes, it is composed of several panels which, rotating on an axis of 360 degrees, can be positioned to determine the passage of light and sound.

This rotation allows for endless possibilities of partition, transition, and diffusion.

A simple solution, still with strong identity: used individually or in combination with other dimensional and color variations, it allows you to create new spaces within environments without resorting to a fixed separation.

Photos of the project - Arlozorov 17 Tower in Tel Aviv - by Amit Geron

STRUCTURE

Load-bearing structure in aluminium sheet, bonded with metal anti-tilt weight, spherical steel castors (upon request) for easy 360° movement, uprights in steel, Ø 20 mm, with brake, and upper crosspiece in aluminium. The entire structure is finished in matt white or black epoxy powder coating.

The swivel panels can be rotated by 360°. Made in integral polyurethane painted in the mould, they come in two sizes, in the colours matt white and black, and are arranged in an alternated, defined geometric sequence.

The kit of castors is available only for hard floors (marbles, granite, terracotta, ceramics, gres, stone, concrete, et cetera).

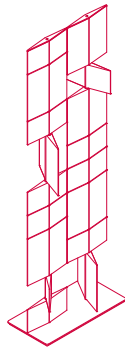
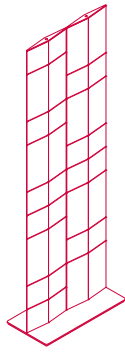
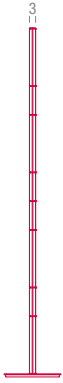
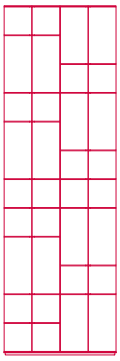
DIMENSIONS AND TYPES

Each divider element is available in two different sizes, W90 and W60, which can be arranged or placed to form attractive large-sized configurations.

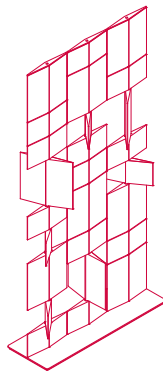
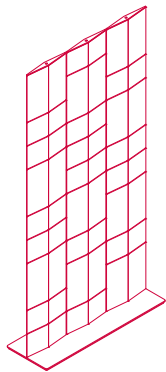
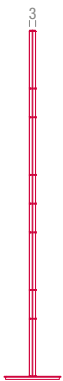
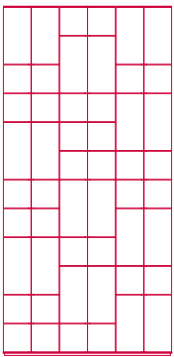
Divide IT is always monochromatic and available in the following combinations:

- matt white structure with matt white swivel panels;
- matt black structure with matt black swivel panels.

DIVIDE IT



L60 D30 H187 cm



L90 D30 H187 cm

Finishing

The number in the dot corresponds to the number of colour/material finish.

Here below, in the section FINISH OPTIONS, please note all the colours of the materials used for this product.

SCREEN

Structure



Monochromatic

Finish options

STRUCTURE

Monochromatic



Black or
White