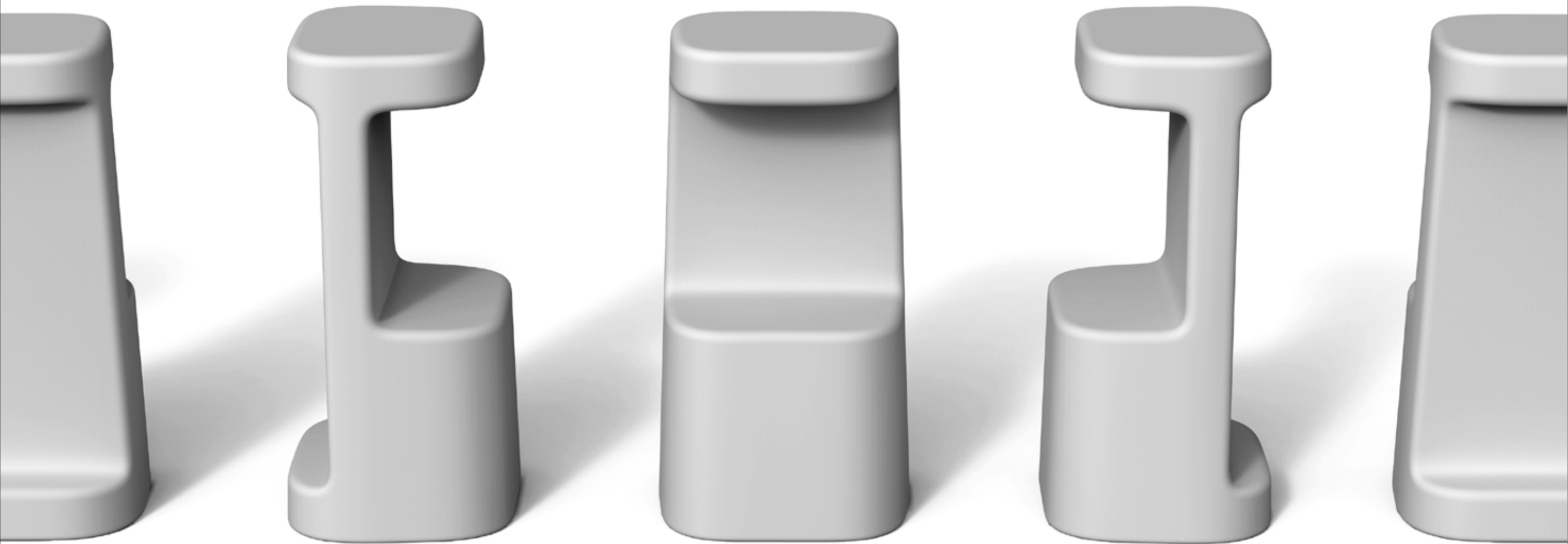


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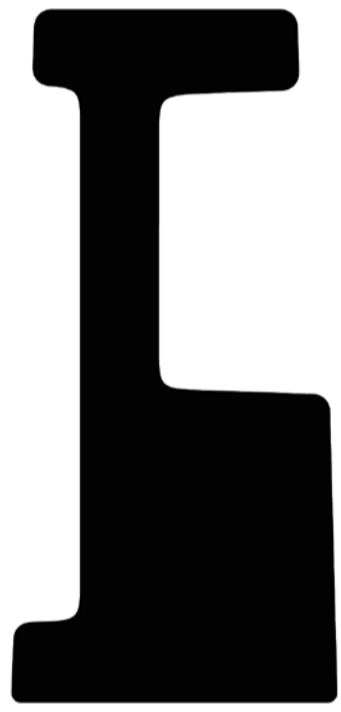
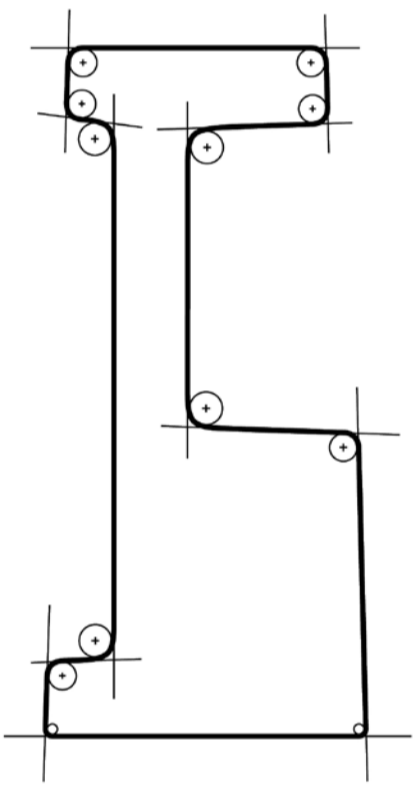


Serif is a stool entirely made of plastic material. It's ideal for indoor and outdoor locations with a particular vocation for the contract use. Available in different natural colours, so to underline the perfect placement "en plein air" and the ecological soul.

**SERIF : A SYNTHESIS OF CLASSICAL
AND MODERN**



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«The concept of the Serif comes from a typefont: Times New Roman, characterized by the typical "serifs"»

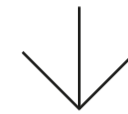


THE DESIGNER



«(...) Serif is a hybrid between a three-dimensional letter and a small column belonging to undefined architectural style.»

Odoardo Fioravanti



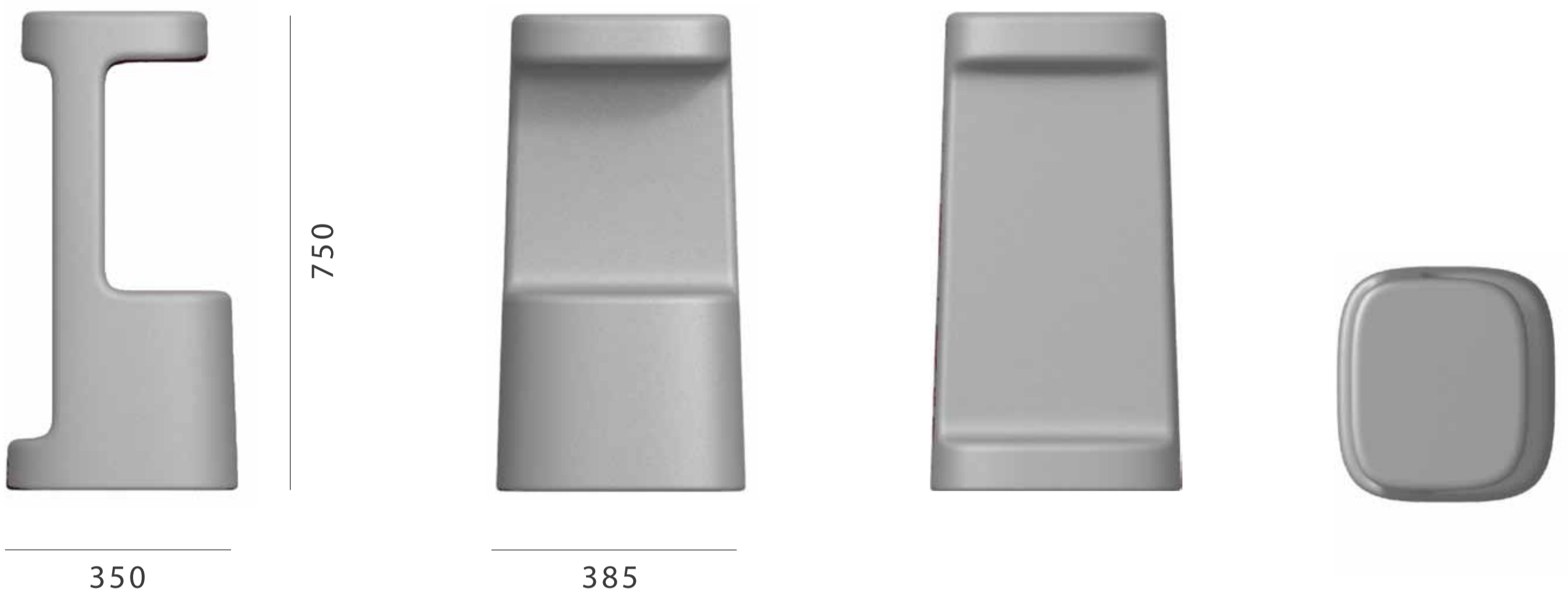
ODOARDO FIORAVANTI

Graduated at the Design Department of the Milan Polytechnic. Since 1998 he has been working as an industrial designer, experimenting graphic and exhibition design with a firm idea to melt different areas into a continuous matter. His projects received prestigious design awards.

He works as a freelance journalist for design magazines trying to explore and to change the boundaries of design as a discipline. He held open lectures in many design academies: IUAV, Milan Polytechnic, Polytechnic School of Design.

Odoardo Fioravanti Design Studio, born in 2003 and since then it developed projects for international companies.

TECHNICAL DATA



SERIF IS AVAILABLE IN THE FOLLOWING COLOURS

