

COLLECTION 2023

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MIZETTO

WE ARE MIZETTO

Design sprung from courageousness and curiosity.

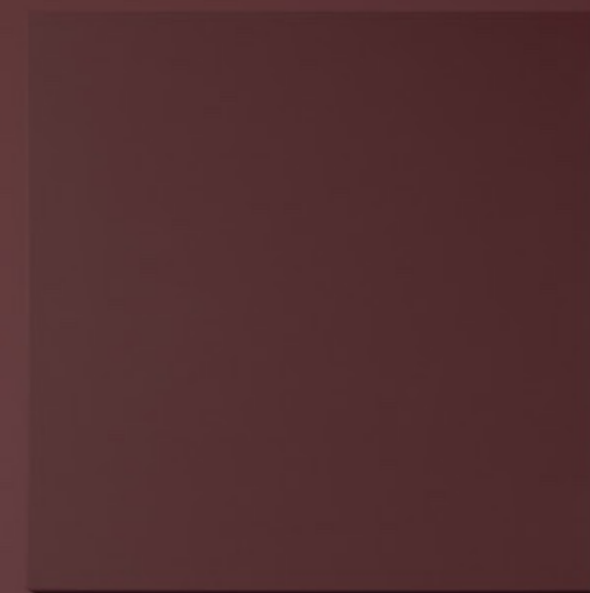
Mizetto is all about big ideas, bold design and creative collaborations. It's founders, Malin and Richard Muskala, run the company with the vision to challenge every person's curiosity with playful, flexible and accessible design. A brave stride, reaching far beyond the boundaries of Scandinavia. With in-house production and the help of local partners Mizetto is contemporising the traditions of local furniture production.

Mizetto is not only synonymous with local production and hard-to-beat quality, but also award-winning design. A handful products have received BOY Award, HIP Award and Best of Neocon, to name a few.

Mizetto's Summer collection 2023 blurs the boundaries between home and office, and between work and play like never before. Common for the pieces is that Mizetto, more than ever, has explored its

own boundaries and possibilities by taking on products new to the Scandinavian design brand. They have investigated new materials, new production methods and not least new functions. Like seating. But also leaning, lingering and loitering. If you will.

The Summer collection consists of a wooden chair, a versatile table with numerous attachments and attributes, an upholstered leaning piece and a set of containers making recycling fun and beautiful. Everything made in Sweden, as always, and carefully overseen by founders Malin and Richard Muskala at the heart of the brand.





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LUMBER

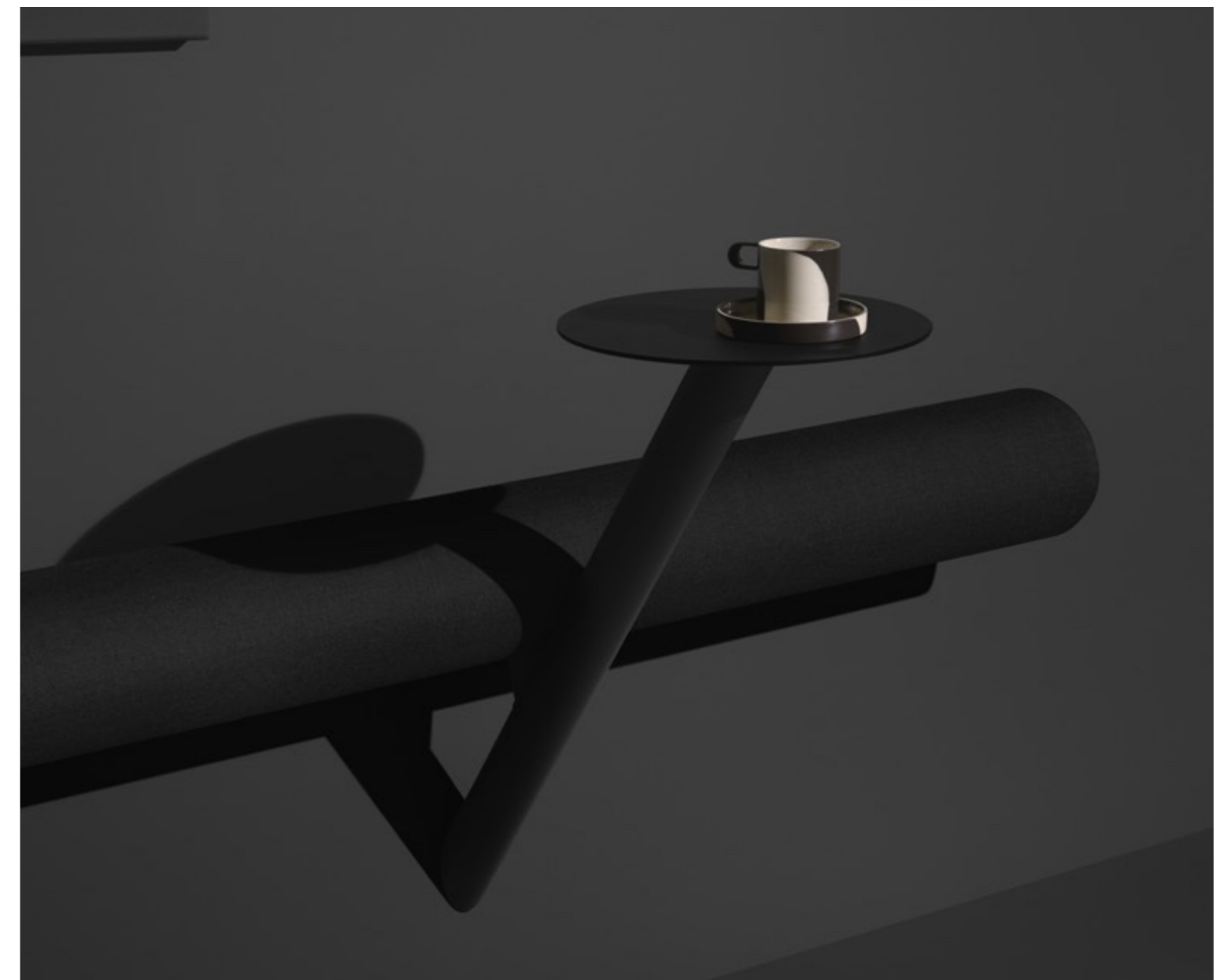
Stepping out of their comfort zone, Mizetto launches its first ever upholstered product, a soft beam to perch on. Designed by Addi, Lumber answers to the need to linger for a while in places where traditional seats are redundant or too spacious. Lumber is upholstered with flame proof wool in a cover fully removable, reparable, and exchangeable. Its legs are made from powder coated metal, flat-packed, easily assembled, and available in all five colors for the Summer collection.

Lumber appears to be in movement, much as its user on their way to or from a meeting, waiting for an appointment or perhaps food pick-up. With no obvious back or front, Lumber can be placed in most spaces and even hung on a wall for maximum expression yet minimal space. A little side table enables a quick meeting over a coffee, a touchdown with the laptop or a as a tray to show off and photograph one's EDC kit.

Lumber is inviting and its message is clear; perch on me without any strings attached. Although its main object is to relieve people for a short period of time, it can also act as a room divider when placed next to each other, a centerpiece in an artsy environment as well as a play area for young and old.

Winner of:
HIP Awards 2023
Best of NeoCon 2023

Design: ADDI



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PLANT HERE

Winner of:
HIP Awards 2023

Design: ADDI

Let's face it, plants are smarter than people and will outlive us all. Therefore, they deserve the best pedestal possible to shine on. Much like people though, they have different needs and abilities, which Plant Here by Addi carefully caters for with its accessible and playful design.

For years Mizetto has worked on developing the perfect planter, but none of the ideas bare fruit. Until now. The modular Plant Here answers to the many needs and functions of a modern urban farmer or office gardener. For example, by raising the planter from the floor and keeping your plant friends in eye height when working, one can through a loving glance without losing focus from your screen. But also, the dimensions and functions of the planters are adjusted to specific needs, such as a generous depth, an inner planting pot for flexible planting and easy maintenance, as well as different heights, shapes, sizes and colors. Combined they form playful green islands and attention-grabbing installations, and the possibilities are almost endless.



ENFOLD

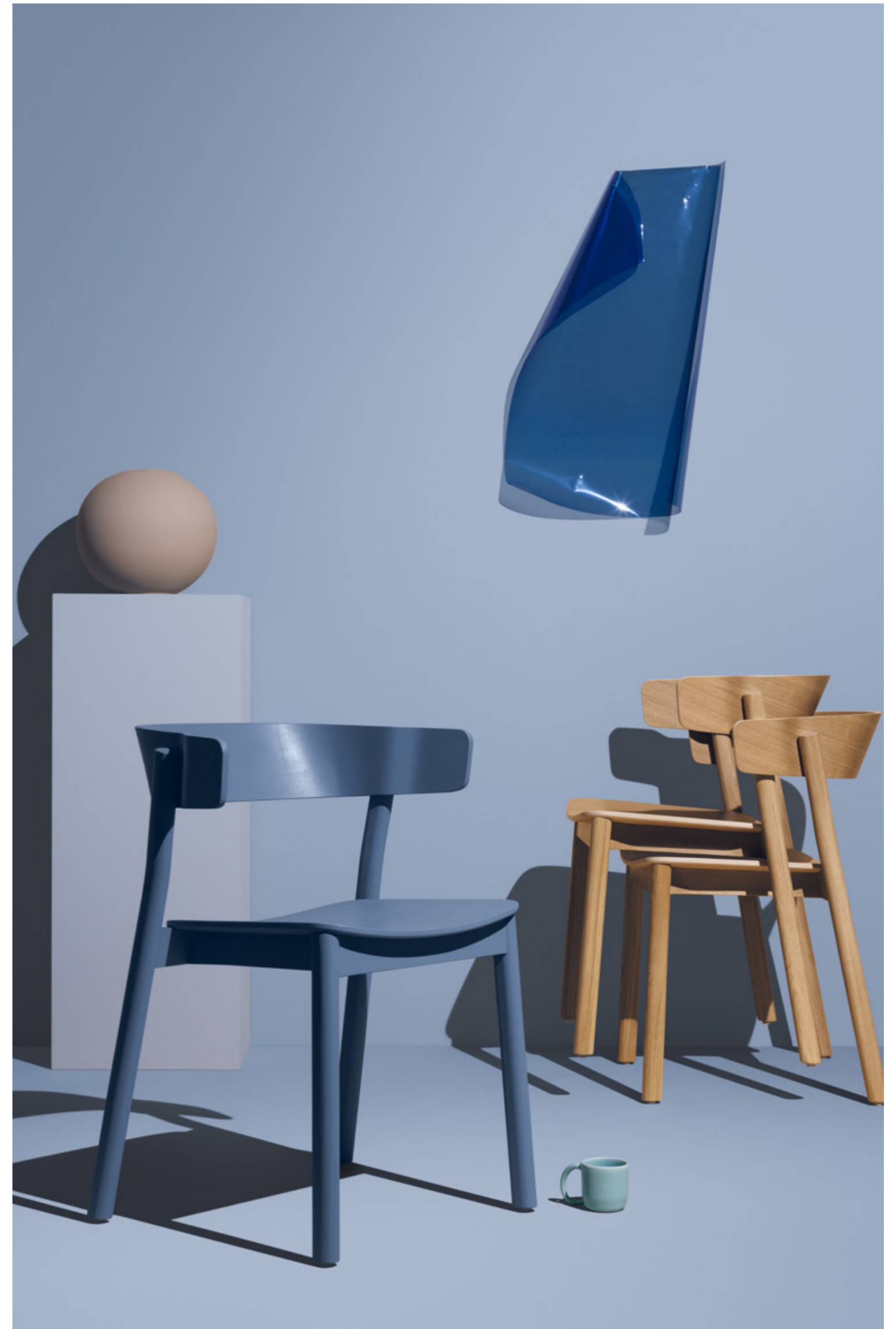
A wooden chair is quite a stretch for Mizetto, mostly known for personal office storage and products for the creative workspace. The idea of a chair grew strong over time and lately also the need as the company experienced a lack of seating opportunities in their own spaces. But, rather than buying an existing chair, Mizetto decided to create a new and unique product. Richard Muskala, founder, and chief of product development reflects:

"First human beings moved into caves, then we made chairs. And since then, we've continued, more or less. Perhaps it's a primitive urge to create things, but for us at Mizetto it's more about learning and evolving both as people and as a brand."

For the help and much-needed expertise to develop a wooden chair Mizetto contacted Finnish furniture designer and woodwork extraordinaire Sami Kallio. Shortly thereafter Sami walked into Mizetto's factory with a fully functioning prototype under his arm. "A few alterations later, Enfold was born; a chair that seemingly hugs its user. I love how it can be hung on a tabletop and stacked, but still provide us with all the beauty and comfort we seek in a piece of furniture," Muskala continues.

Sami Kallio is also the brains behind the multi-purpose table in the Enfold series, a creative take on the traditional dinner or conference table, turned into a playful workspace with attachments and attributes. With Enfold Mizetto turns the traditional hot seat or activity-based workplace into something completely new, a personalized and self-curated workspace within a larger space or office landscape. Modules, such as a hanging shelf for light storage, a sliding sound absorber, and a set of trays connected to a frame on which to hang a little plant friend or Tamagotchi, makes for the new kind of flexibility asked for by so many today. A slight touch of the hand and the sight of your opposite work friend or colleague is no more.

Design: Sami Kallio





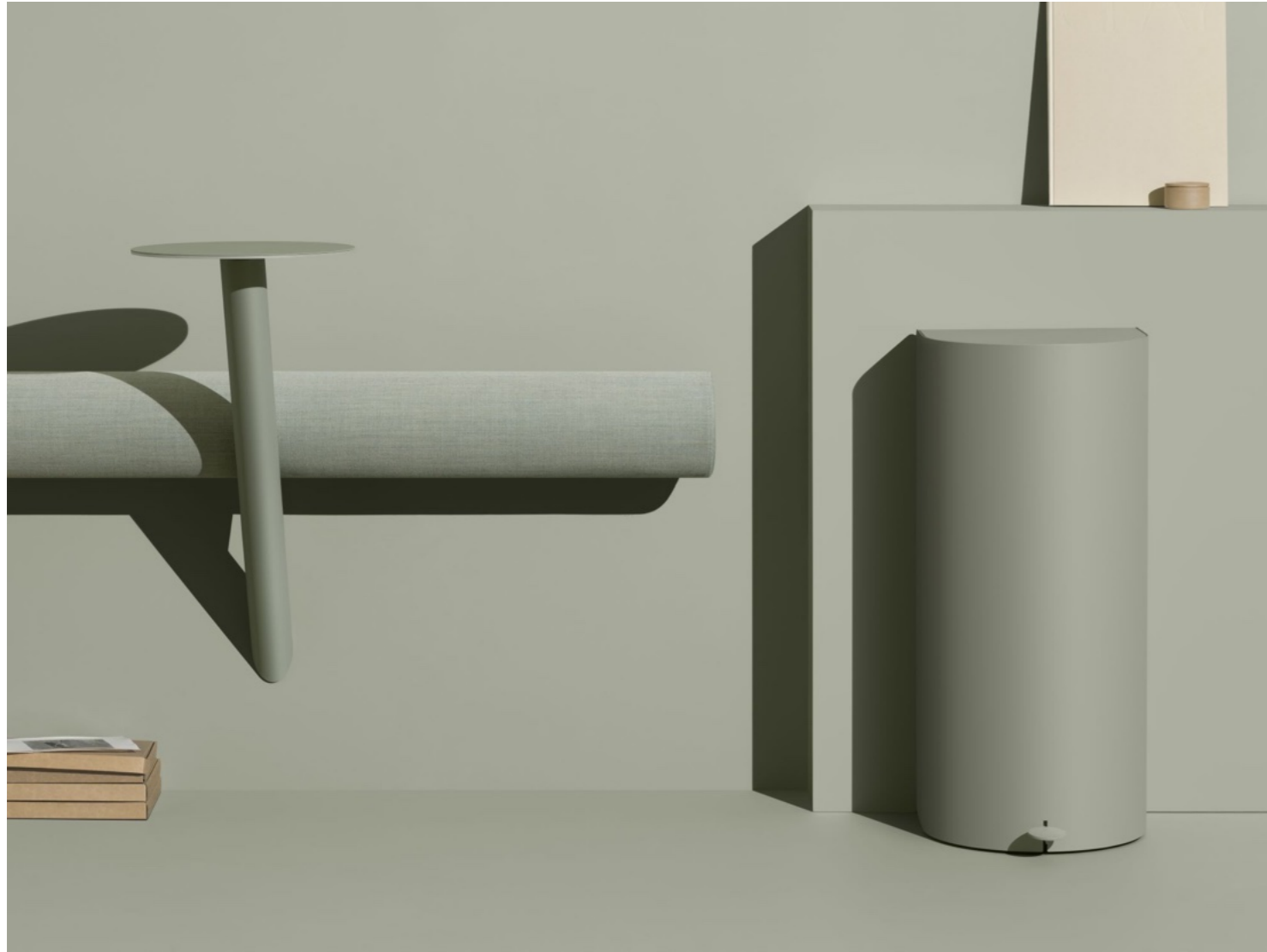
ENFOLD WORK

Sami Kallio is also the brains behind the multi-purpose table in the Enfold series, a creative take on the traditional dinner or conference table, turned into a playful workspace with attachments and attributes. With Enfold Mizetto turns the traditional hot seat or activity-based workplace into something completely new, a personalized and self-curated workspace within a larger space or office landscape. Modules, such as a hanging shelf for light storage, a sliding sound absorber, and a set of trays connected to a frame on which to hang a little plant friend or Tamagotchi, makes for the new kind of flexibility asked for by so many today. A slight touch of the hand and the sight of your opposite work friend or colleague is no more.

Malin Muskala explains: "Many companies and employers are struggling to motivate their employees to return to the office for more than a social update or free coffee. Perhaps Enfold won't solve the larger societal challenge but hopefully it will create a feeling within the person using it that is closer to home and something personal, than for example a conventional office."

Design: Sami Kallio





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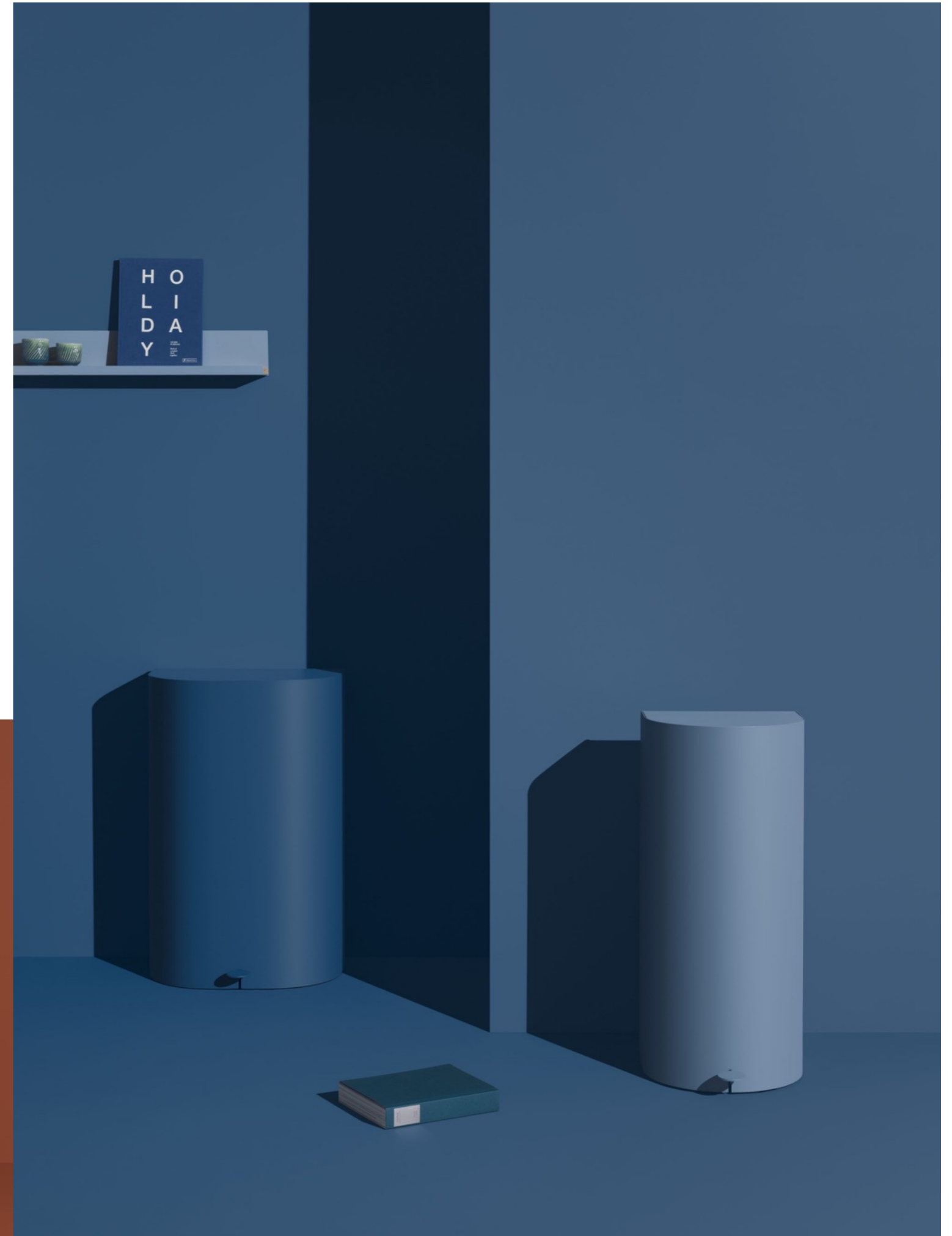
PELICAN

Pelican is a practical must-have turned into a decorative object and eye-catcher. This pedal bin with touchless interaction is a series of recycle urns for the modern office that doesn't compromise with taste nor the environment.

Pelican comes in two sizes and a variety of colors. Its minimalistic design and modular shape work both as a solitary piece, as well as combined in a group of two or more. Placed back-to-back they become an oval shape and placed in a row against a wall they form a cloud-like organic shape. Its refined character makes the bin suitable both for the domestic environment as well as a larger recycling station in public spaces and offices.

Pelican is designed to make a difference in places where it has the most potential to make a big impact, the office. Recycling may come as natural as drinking tap water in Sweden, but in many other countries and areas it still needs to be nudged and encouraged. Pelican recycling bins make it easier to make a good choice, the right choice.

Design: Studio Nooi



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UNDERSTAND

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.

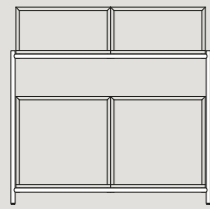
The piece has an architectural elegance which can be both minimal as well as playful.

Winner of:
BoY Awards 2021
HIP Awards 2022
Best of Neocons 2022

Design: ADDI



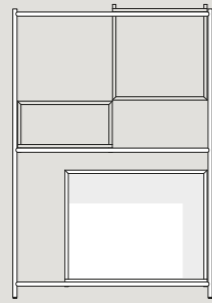




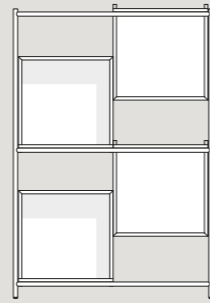
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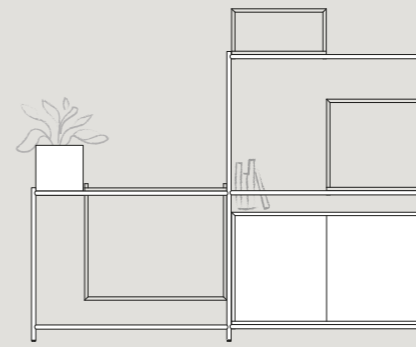
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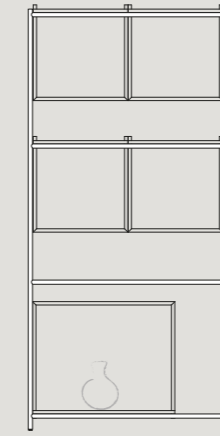
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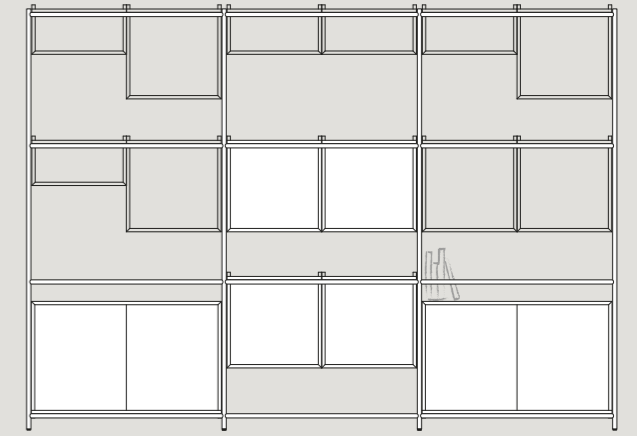
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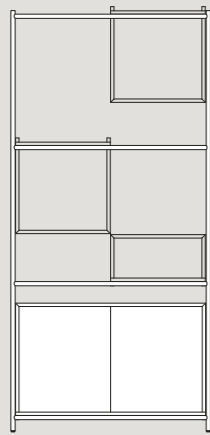
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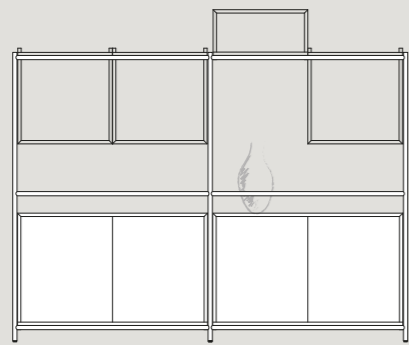
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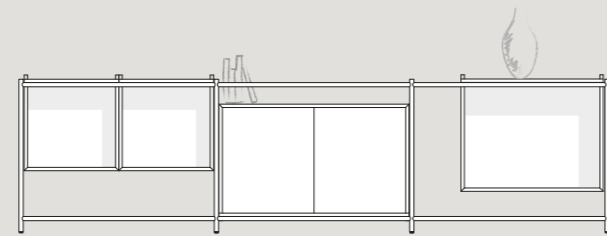
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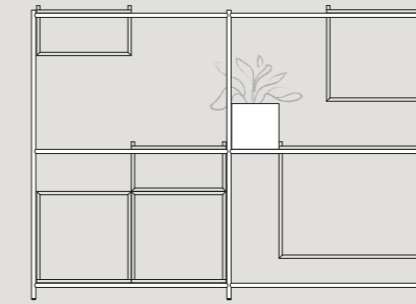
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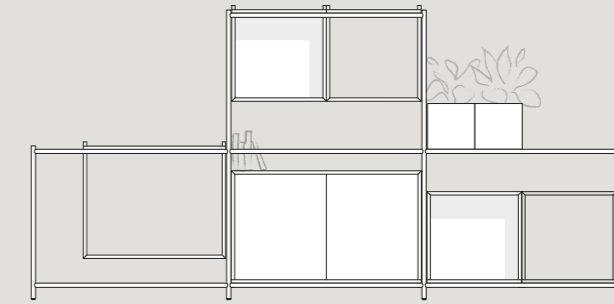
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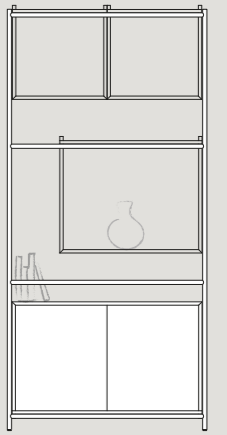
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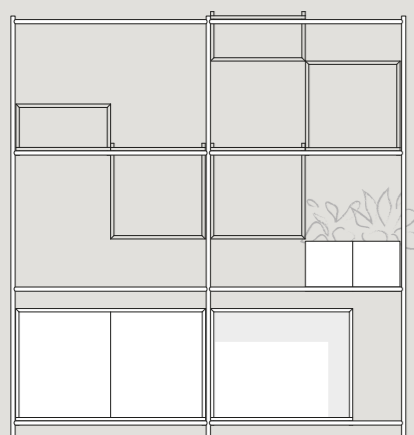
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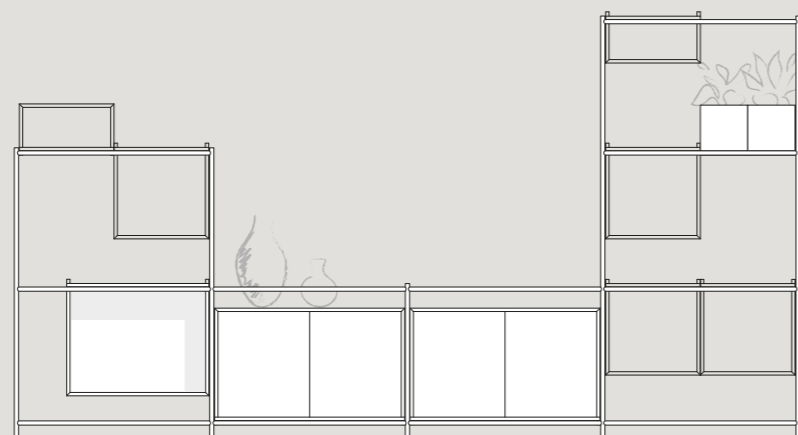
U014



U015



U008



U009



U016

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

BIN THERE

Waste management the elegant way.

Bin There is the elegant and mobile way to handle waste at the office.

Two cylindrical containers are placed on a metal tray, gracefully held in place by a thin metal frame. The bins are available in three heights and the trolley in two sizes, Small and Large. Handles and containers both have crafted details in natural tanned leather from Tärnsjö and wooden lids. The containers are both functional and beautiful on their own, for example as flowerpots.

The trolley and bins have a slightly rough lacquered finish and come in the colors Olive Green, Copper Brown, Antracit, Signal White and Beige.

Winner of:
Archiproducts Design Awards 2019
Architecture Masterprize 2020

Design: ADDI



BISTRO

Service the elegant way.

Bistro is an elegant and mobile service trolley based on the sibling Bin There. The main difference is Bistro's wooden top tray for transport of a Swedish fika, perhaps, or small bits and bobs for the workspace. The lower metal tray holds two cylindrical bins for waste, gracefully held in place by a thin metal frame. Both trolley and bins are gifted with beautifully crafted details in natural tanned leather from Tärnsjö.

Winner of:
Archiproducts Design Awards 2019
Architecure Masterprize 2020

Design: ADDI





ARKIV & ARKAD

Arkad is together with Arkiv and Arkityp part of an elegant product series for waste disposal, perfectly adapted to stand together, or alone. The aesthetic is based on the archetype waste bin, but with playful and thoughtful details added. Typical function with atypical shape.

Arkad is the most minimal in shape and comes without handles. The bins are often placed on a wooden base as a duo or trio. Like its sibling Arkiv it comes with a variety of add-ons, like symbols and texts in different languages, as well as lids for cans/PET-bottles and paper. It's available in Signal White, Antracit, Terracotta, Pale Green, Latte and Deep Burgundy, with a volume of 100 liters or about 26 gallons.

Winner of: German Design Award 2019.

Design: ADDI





ARKITYP

Arkityp is together with Arkiv and Arkad part of an elegant product series for waste disposal, perfectly adapted to stand together, or alone. The aesthetic is based on the archetype waste bin, but with playful and thoughtful details added. Typical function with atypical shape.

Arkityp comes with wheels and a handle and knob in solid birch. It's available in Signal White, Antracit, Terracotta and Pale Green and has a volume of 200 liters or around 53 gallons.

Winner of: German Design Award 2019.

Design: ADDI



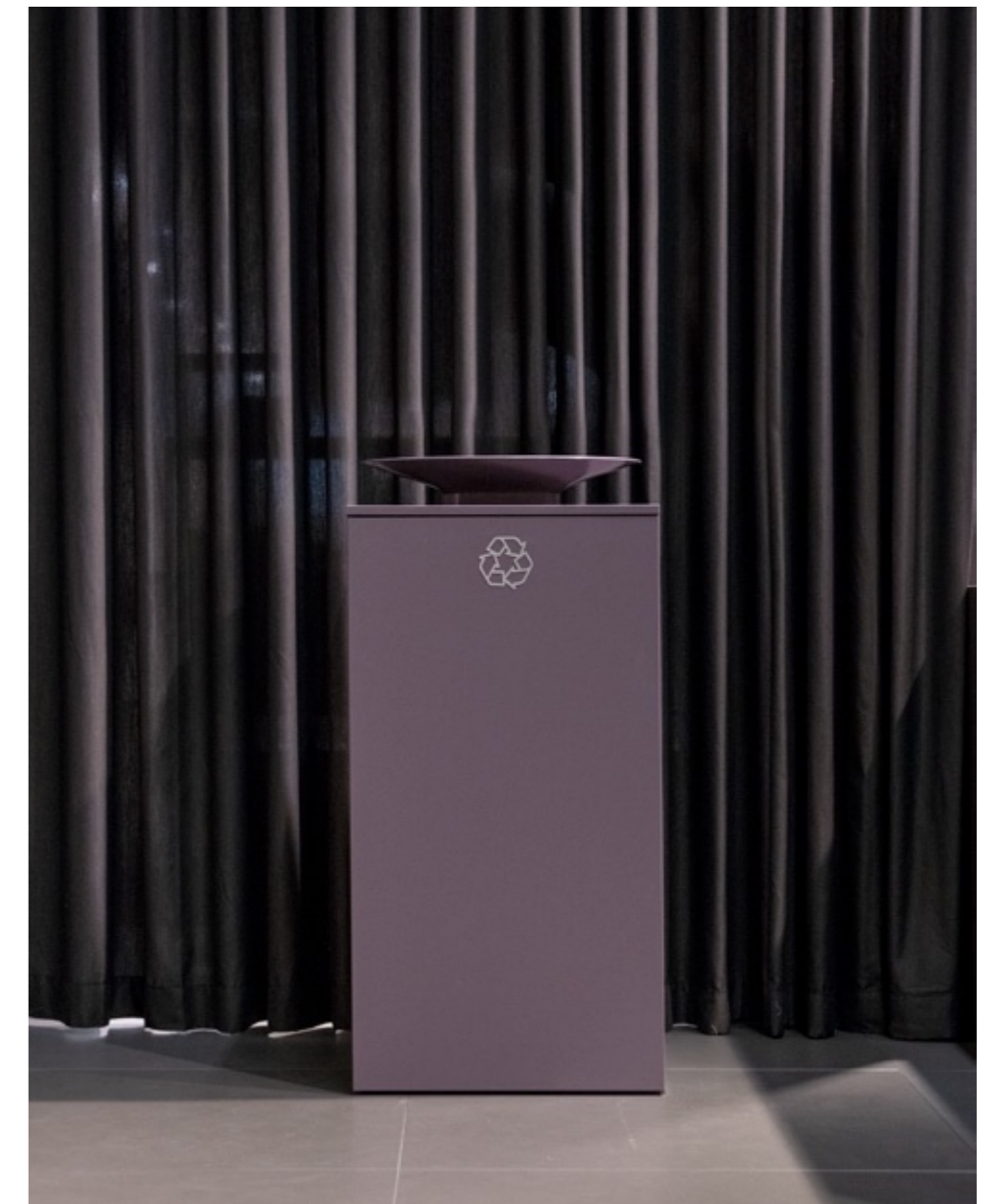
EXHIBIT

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

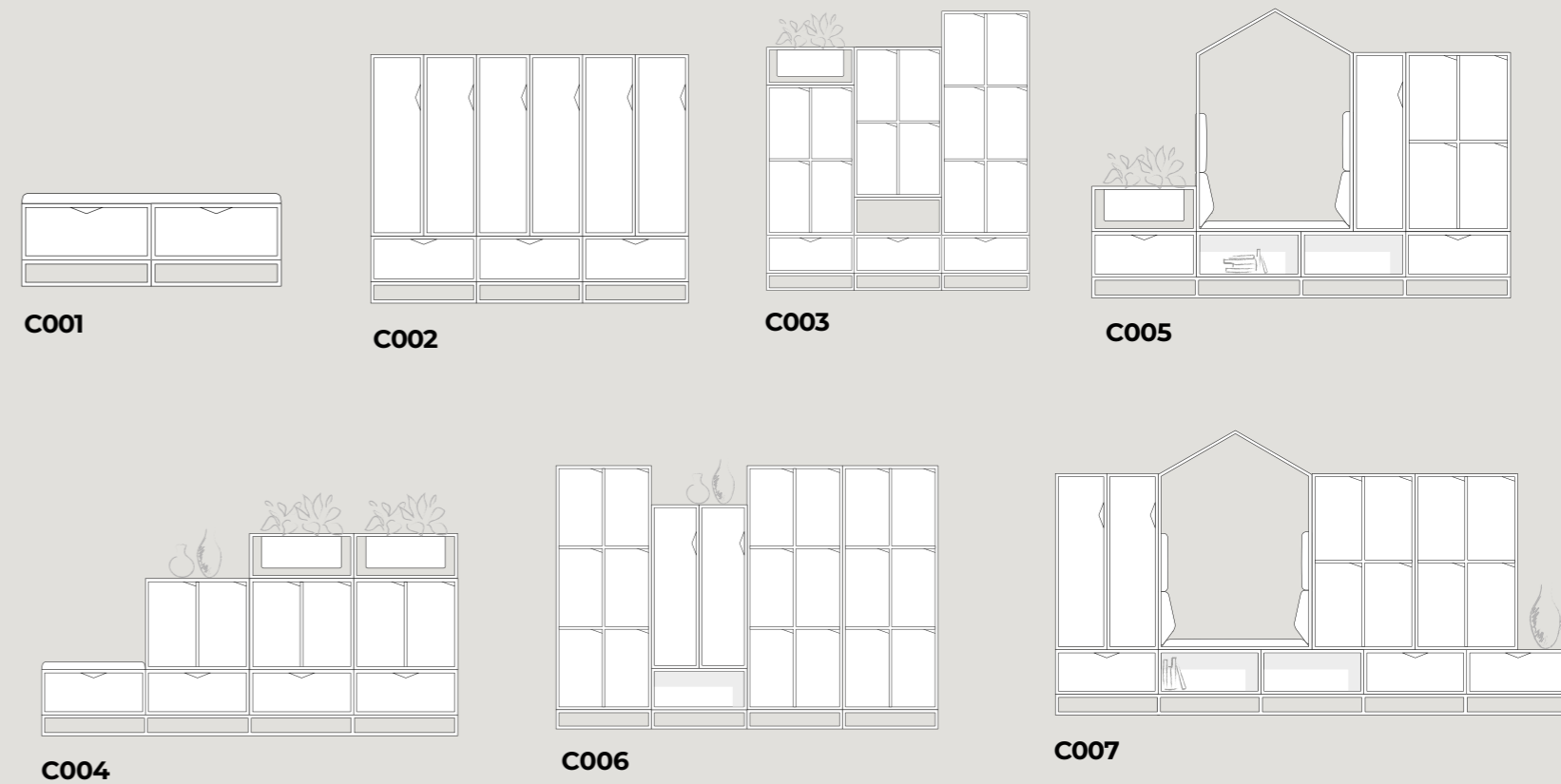
Breathing Space – It is between the spaces we get room to breathe.

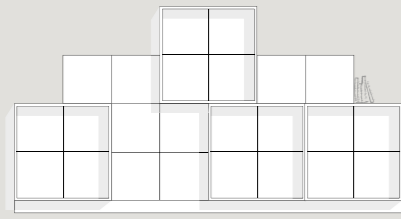
Cottage is an architectural storage; a hybrid between sculpture and function. With dynamic modules that can change use from one day to another, Cottage questions the traditional definition of storage.

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.

Winner of:
German Design Awards 2019
BoY Awards 2020

Design: ADDI

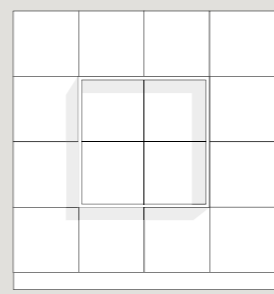




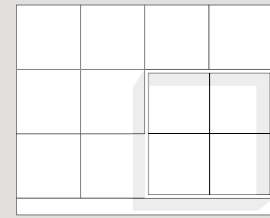
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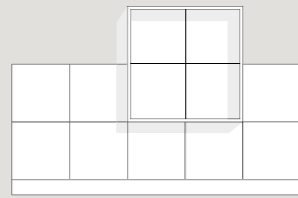
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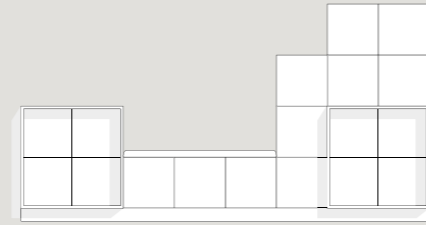
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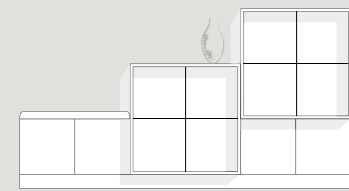
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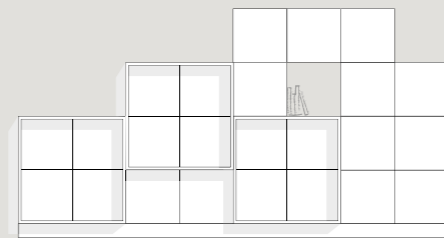
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F007



F006



F008



F009



FRAME

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





HANGOUT

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.

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 castors 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.

Design: ADDI





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BESIDE

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 castors. 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.

Winner of: BoY Awards 2022

Design: Studio Nooi



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EDIT

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.”

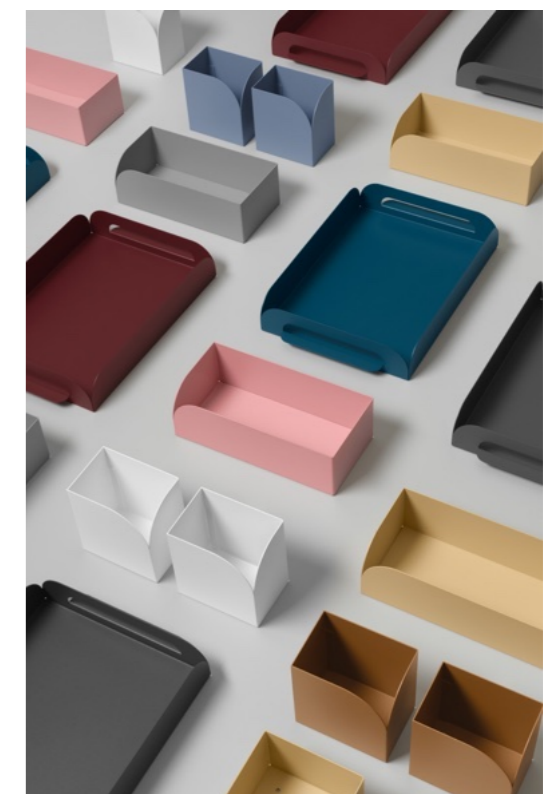


TRAYSI

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

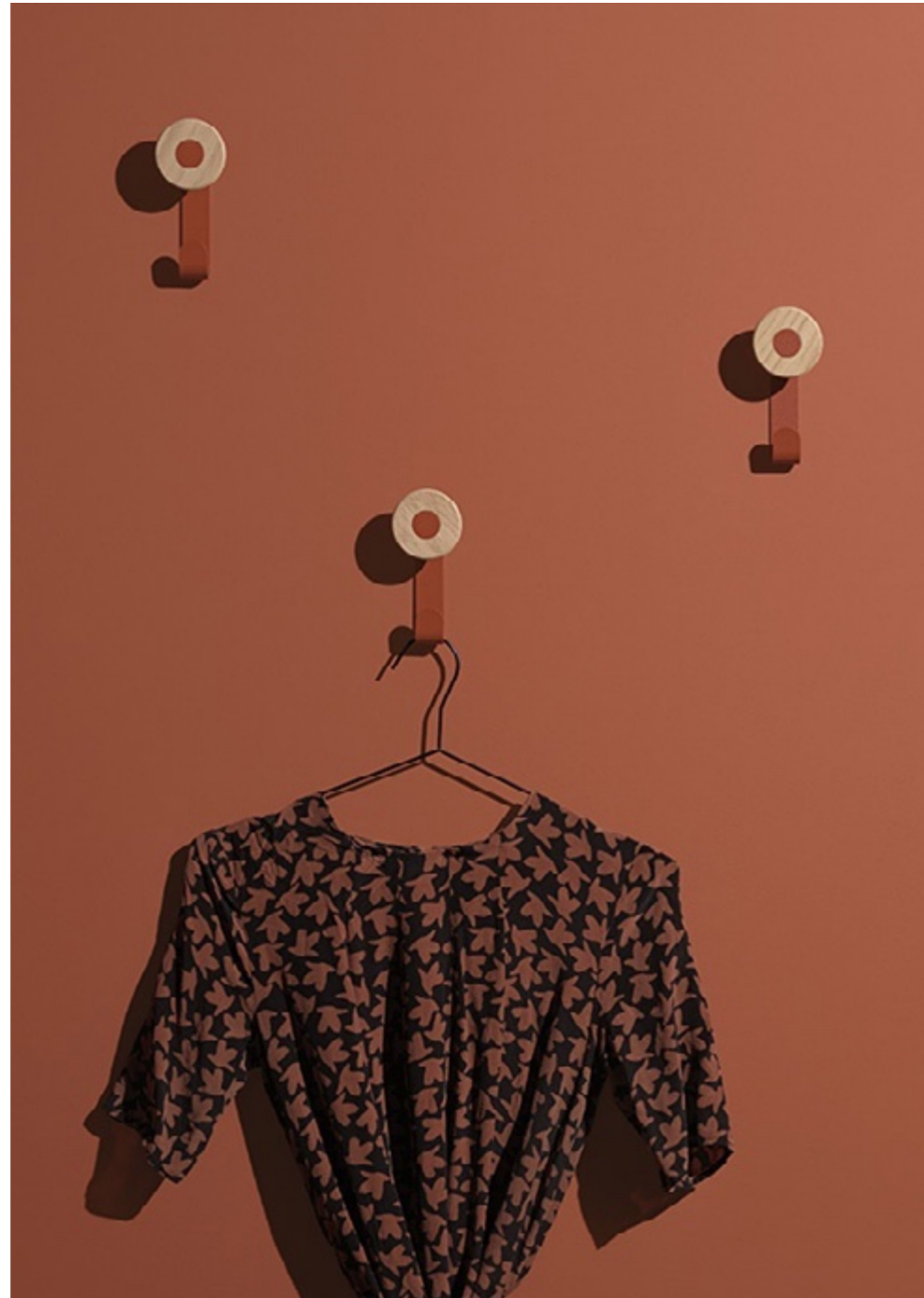


BLOOM

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





SOFFICE

Soffice is a series of different products acting as accessories and helpers for the domestic or professional modern workstation. Made of plastic waste, reduced into fiber and thermo compressed into the new material felt, four products have been created from the same mold.

The series include a larger organizer with a handle to carry things such as cables, notebooks, tools or devices back and forth from a locker or storage. It also includes a cable storage box with a wooden lid, a small business card or pen-organizer, both for the desk, and last by not least a lower toolbox, also equipped with a handle and smaller compartments for various things to be kept in place.

The Soffice series works well as a family and as separate pieces and will happily hold anything from Lego pieces and freshly picked herbs to post-it notes and a coffee thermos.

Design: Studio Nooi





ALSTER

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



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FELT LIKE IT

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



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EVOLUTION

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



SAMI KALLIO

Sami Kallio was born in Finland and raised in Sweden, where he honed his skills in traditional woodworking craftsmanship, such as compression moulding and woodturning.

An award-winning designer with a studio based in in Gothenburg, Kallio designs furniture and interiors translating classical shapes into contemporary expressions with an industrial aesthetic which resonate with a modern-minded audience.

Man and machine both play a role in many of Kallio's creations. Merging modern methods of industrial manufacturing with handcrafted techniques. The result is a refreshing balance between the past and the present.



Sami Kallio





Giulia Pesce and Ruggero Bastita

STUDIO NOOI

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.”



Andreas Karlsson, Karl-Magnus Lillqvist Sjöberg & Johan Isberg

ADDI

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.

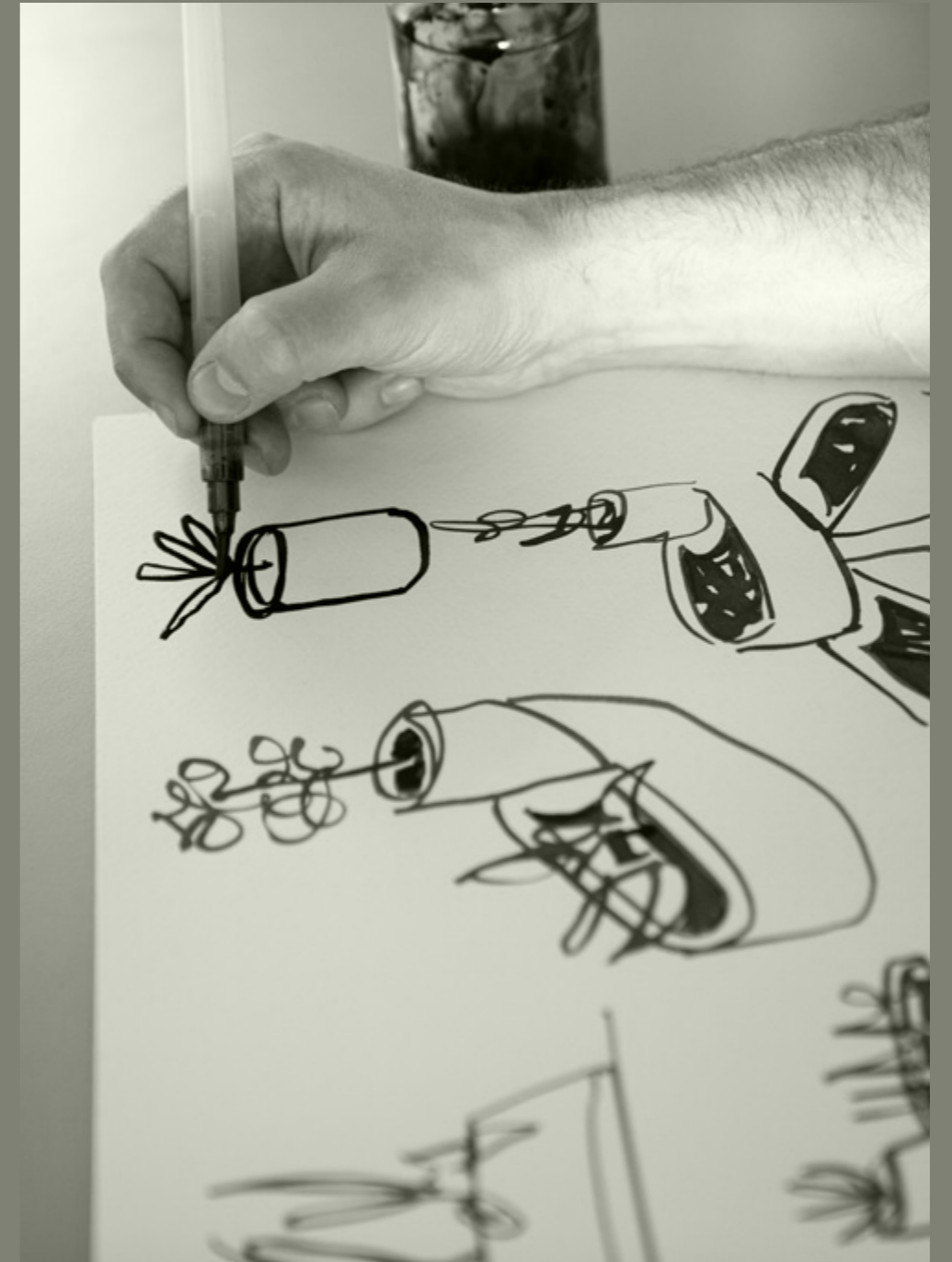
And doing your research is key!

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."



COLOR CHART

Mizetto is synonymous with great color combinations and the color scale for 2023 won't let anyone down with its Nordic noir atmosphere with rusty tones of burgundy, cloudy latte, forest green and dusty blue.

NEW COLORS FOR 2023



Deep Burgundy



Latte



Forest Green



Dusty Blue

TEXTURED POWDER COATS



Black



Anthracite



Dark Grey



Pale Grey



Signal White



Wine Red



Copper Brown



Deep Brown



Terracotta



Pink



Pale Green



Olive



Beige



Iris Blue



Arctic Blue

VENEER, PLYWOODS AND MDF'S



Oak veneer



White pigmented Ash veneer



Birch Plywood



Black core coloured MDF

UNDERSTAND COLORS



Classic White



Green Tea



Dusty Green



Sand



Ocean



Clay



Rusted Pink



Masala



To see which product that comes in what color, head over to mizetto.com or scan the QR-code.



DESIGN SPRUNG FROM COURAGEOUSNESS AND CURIOSITY

“Mizetto is all about big ideas, bold design and creative collaborations.”



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