

SELETTI

21-22

SELETTI

**(R)EVOLUTION  
IS THE ONLY  
SOLUTION**

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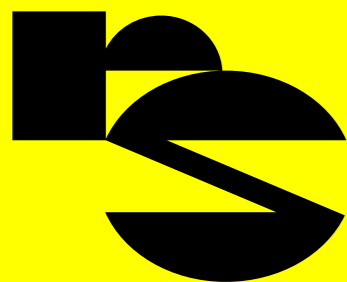
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# 1964

SELETTI IS A STORY OF VISION AND EVOLUTION. ESTABLISHED IN 1964, IN CICOGNARA - VIADANA (A REALLY TINY CITY IN THE NORTH OF ITALY) BY ROMANO SELETTI.



# 1972

ROMANO TRAVELED FOR THE FIRST TIME TO CHINA AND HE BECAME A TRUE PIONEER IN THE IMPORTATION OF PRODUCTS FOR THE HOME- OBJECTS IN BAMBOO, TABLEWARE AND CLOTEHS - TYPICAL CHINESE PRODUCTS FOR THE ERA.



# 1988

MIRIA AND STEFANO, THE NEXT GENERATION OF SELETTI FAMILY, BROUGHT NEW ENERGY TO THE BUSINESS DURING THE DYNAMIC CHANGES OF THE EIGHTIES. SELETTI OFFICIALLY ENTERED THE LARGE DISTRIBUTION SYSTEM AND FOUNDED THE NEW CREATIVE LAB SELAB.



# 2006

EXPANDING NEW HORIZONS AND NEW IDEAS, STEFANO SELETTI BEGAN TO "PLAY AROUND" WITH NEW MATERIALS; AN EXAMPLE IS THE FINE PORCELAIN AND BOROSILICATE TABLEWARE COLLECTION "ESTETICO QUOTIDIANO". THE BEGINNING OF THE (R)EVOLUTION.



# 2016

THE OPENING OF THE VERY FIRST FLAGSHIP STORE IN THE HEART OF MILAN; A TANGIBLE REPRESENTATION OF THE BRAND IN ALL ITS POP COLORS.



# 2022

THE SELETTI PACIFIC ARMY JUST LEFT FOR A MISSION ON A SPACESHIP: CONQUERING THE SPACE!

# MANIFESTO

1. WE ARE CLASSY, NEVER CLASSIC  
2. WE TAKE OUR WORK SERIOUSLY, NOT OURSELVES  
3. WE LOVE PARTIES, BUT EVEN MORE OUR SOFAS  
4. FIGURATIVE DESIGN IS OUR LANGUAGE. COLOURS ARE OUR WORDS  
5. WE HAVE A LOT OF EXPERIENCE AND STILL LOVE TO EXPERIMENT  
6. WE ARE NONCONFORMISTS: FOR US, THINKING WRONG IS RIGHT

7. WE ARE AFFORDABLE, BUT OUR TASTE IS NOT FOR EVERYONE  
8. NONE OF US IS AS SMART AS ALL OF US  
9. WE THINK RAINBOW IS OUR FAVOURITE COLOUR  
10. WE FOLLOW OUR VISION:  
**(R)EVOLUTION IS THE ONLY SOLUTION**

# DESIGN PRIDE

## MORE THAN A PARADE

A COLORFUL HUMAN FLOOD AROUND MILAN DURING MILAN DESIGN WEEK!

SCAN THE QR CODE TO WATCH THE VIDEO



# STORES





# STORES



# LIFE AFTER SHIPPING



WHAT  
HAPPENS  
TO A SELETTI  
PRODUCT AS  
SOON AS IT  
LEAVES THE  
WAREHOUSE?

We asked ourselves, and we asked our community. In these months we asked the meaning that our products had for them, we received amazing stories and photos. All the images that you will find in this catalogue (in the pages with crazy colors) are amateur photos and in their simplicity they tell the "life after shipping" of a Seletti product.

# SELETTI

The collection send a message of shape and function, conveying to its customers a vision for a unique, personal and fun lifestyle.

Seletti, over the years, has been able to meet the challenges of the market by innovating and reinventing itself.

The company has proven to be able to meet the growing needs of its audience, composed by young and dynamic people, with fun and unique products.

Today Seletti aims at new productions, an ongoing journey within the idea of beauty.

Because for us (R)evolution is the only solution.

# EXTENSIVE RESEARCH INTO HUMANITY'S CULTURAL HISTORY

**CTRLZAK** is a hybrid studio that integrates different disciplines and forms of expressions. Founded by artists and designers Katia Meneghini and Thanos Zakopoulos, the studio's creations are based on extensive research into humanity's cultural history and the natural world that surrounds us in order to create a meaningful future.

# HYBRID





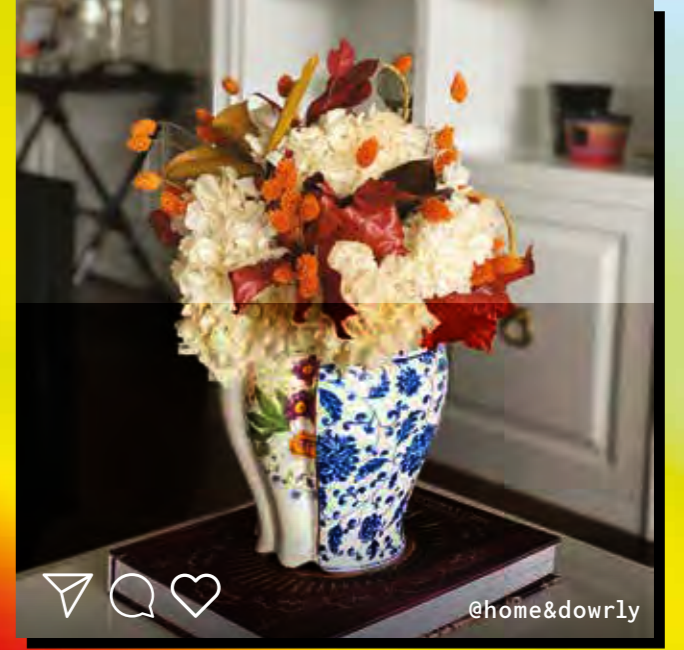
📍💬❤️ @benedetta\_grandi



📍💬❤️ @jenjimei



📍💬❤️ @ale\_xander88



📍💬❤️ @home&dowrly

# HYBRID CUSHIONS

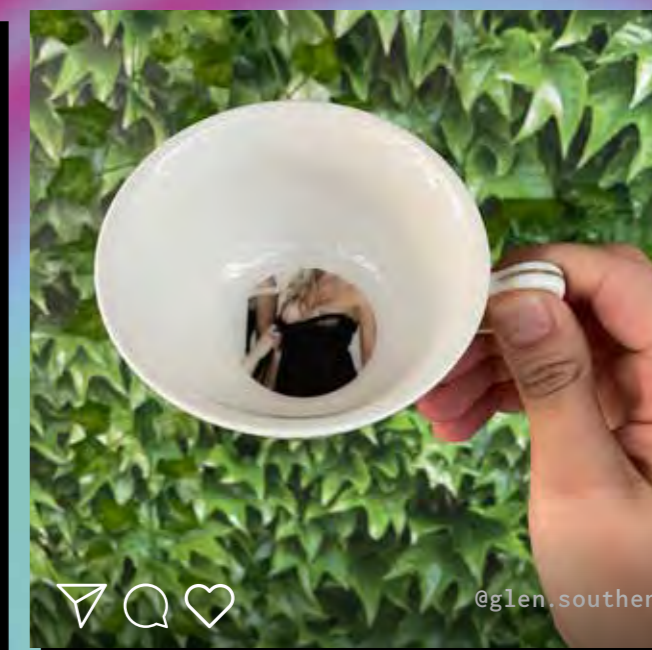


# SELETTI GUILTLESS



## TARIN

Tarin is an Italian photographer and artist, graduated from the Fine Arts Academy of Bologna. "The theme of my personal research is focused on the eroticism understood like life force. The possibility that a woman has to inhabit her body, to belong to herself. As a woman I can grasp the intimate of another female, to portray her identifying myself in a game of reflections that may lead to identity. For that empathy with the subject is a central part of my work. I prefer to shoot in analogue."



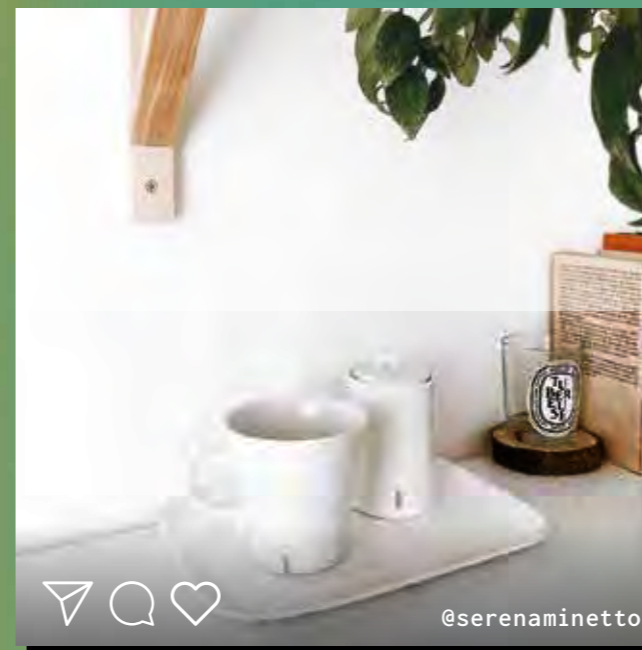
# ESTETICO QUOTIDIANO



## ALESSANDRO ZAMBELLI

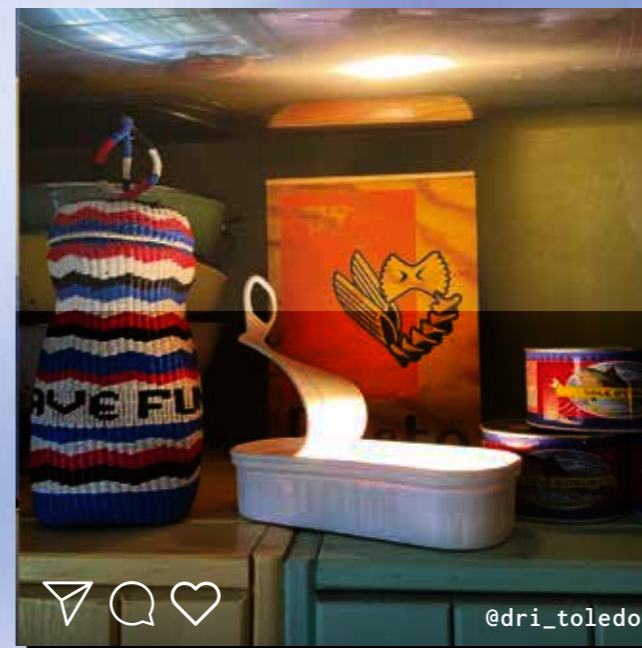
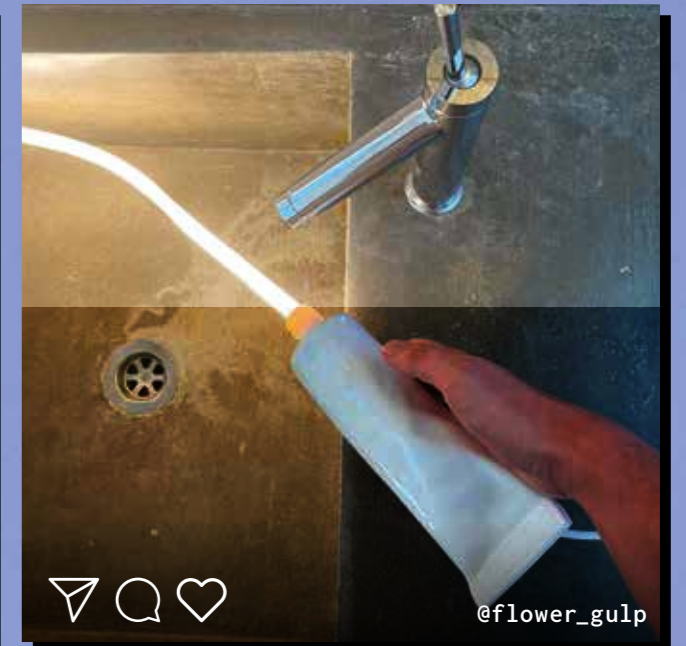
Alessandro Zambelli lives and works in Mantua, Italy. He studied industrial design and materials engineering at the Cova School of Design in Milan, and his career took off at bathroom designer Agape in 2000. A few years later, in 2003, he founded Alessandro Zambelli Design Studio. In 2006 he worked on the Estetico Quotidiano project, marking the start of his co-operation with Seletti.





# DAILYGLOW



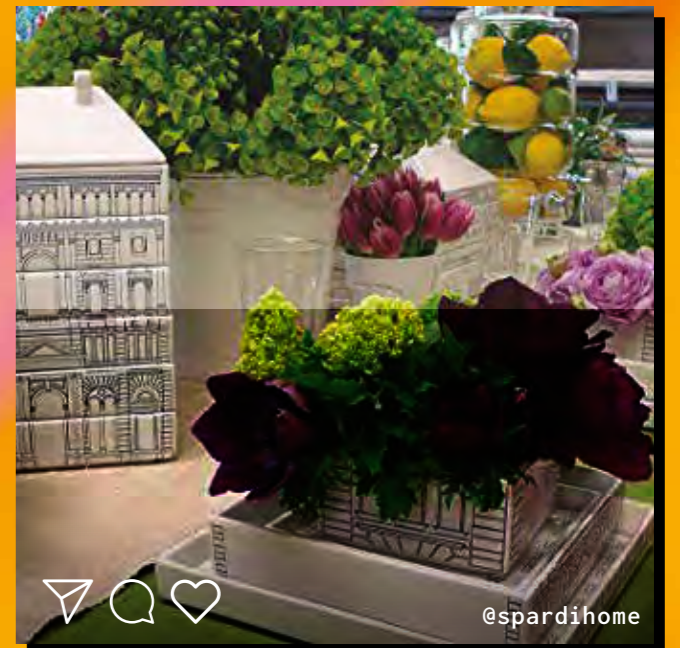




# LVDIS MARBLE



# PALACE



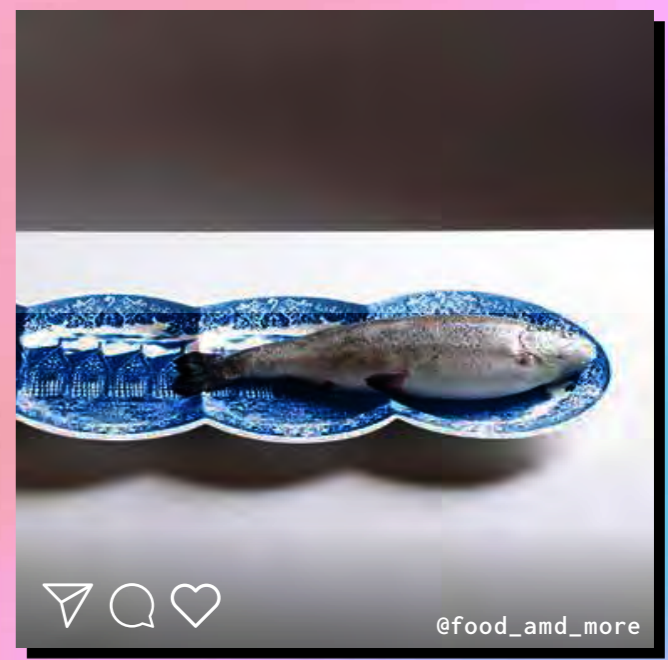
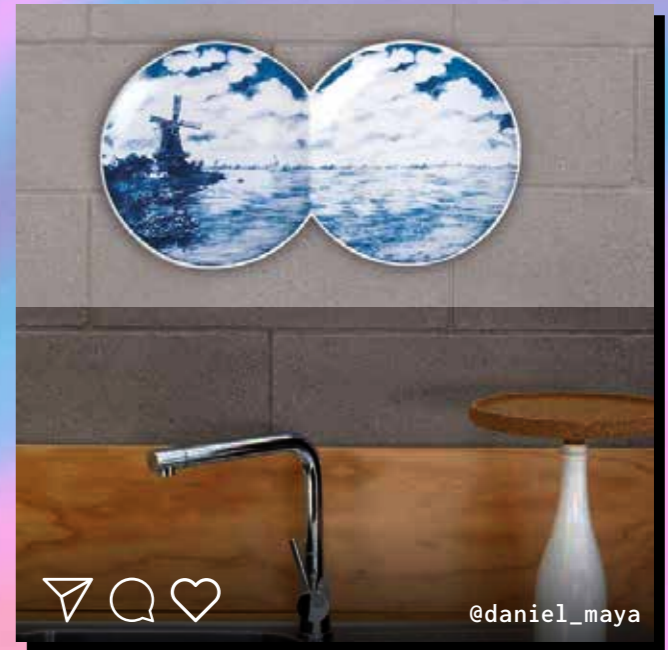
# HUBARRES



# GLASSES FROM SONNY

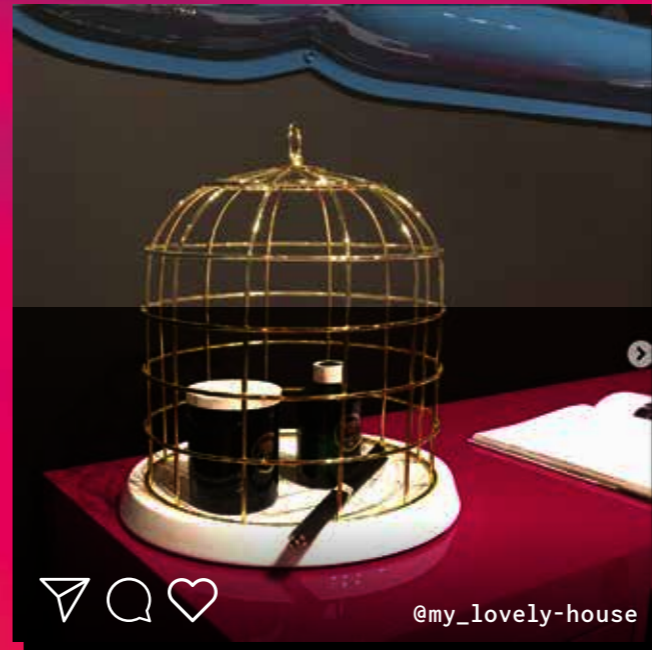


# MULTIDISH





# TWITABLE



# DAVID CESARIA

Born in Italy in 1976, lives in Manduria(TA), he is a painter, sculptor and architect. Graduated in Architecture at Florence University, he attended a Master in Exhibit Design at Domus Academy in Milan and a workshop in Museum Design with Oliviero Toscani at the Macro Museum in Rome. His latest artistic research focuses above all on "Luminarie pop", a project that combines tradition and sharp irony, and which has led his works to be acquired by many Italian and foreign collectors.

# HOTLIGHT



# WONDER LAMP

## UTO BALMORAL

Uto Balmoral is a character provokingly created to be a product himself, a project of the designer. The idea comes from a personal consideration about the concept of the 'Designer as griffe'. The consciousness rising of this phenomenon gave birth, with declared irony, to the new character Uto. The central thread of Uto's work is the simple necessity to communicate, to provoke, to generate something into the public.

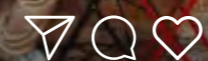


# CONNECTION



## NICO VASCELLARI

Nico Vascellari was born in 1976 in Vittorio Veneto (TV), Italy. He currently lives and works between Rome and Vittorio Veneto; he is considered to be one of the most influential Italian artists of his generation. Energetic and ubiquitous, brilliant and only apparently unregulated, with care and attention to details he combines in his work his own physical presence in movement and the conceptual contents of reference.



@architettosenzafrontiera

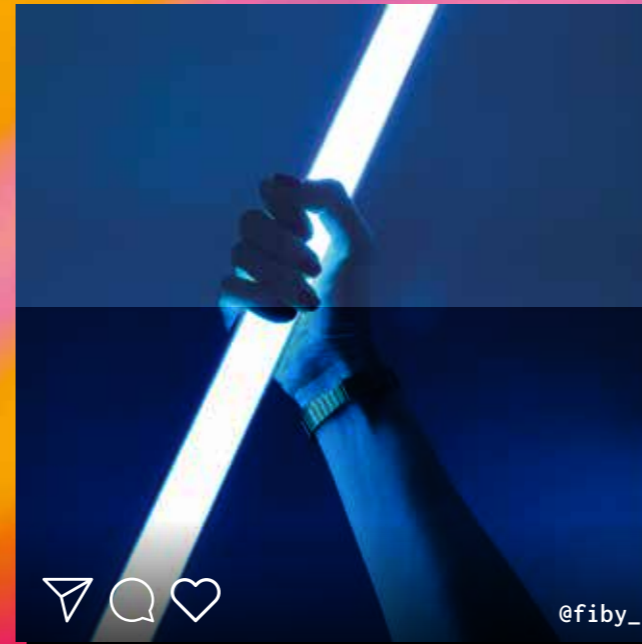


@mary\_damato

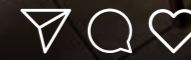
# CONNECTIONS MIRRORS



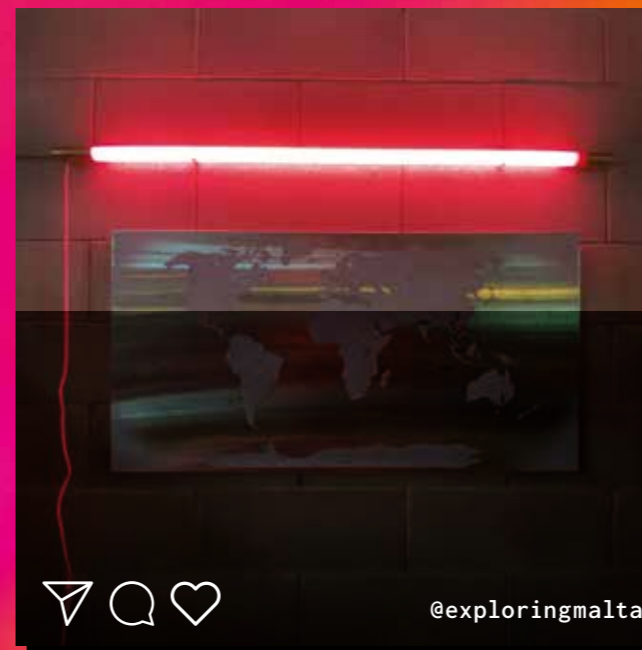
# GOLDENENDS



@fiby\_



@sunny.lee



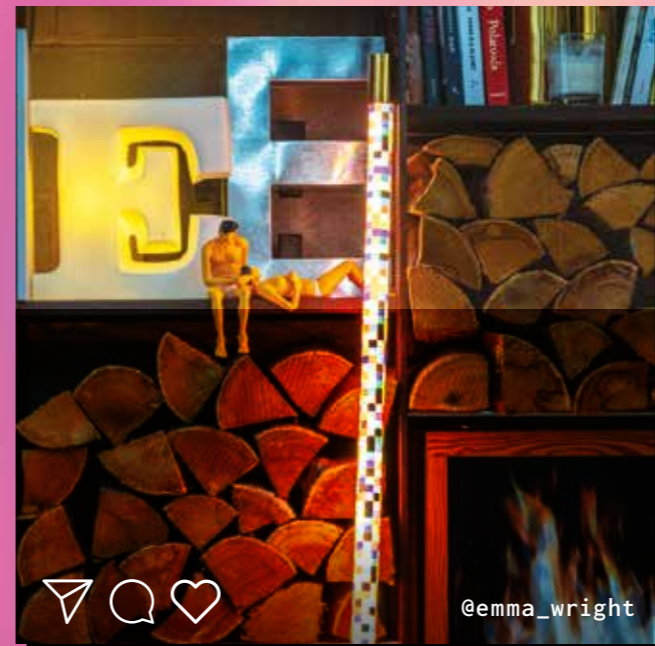
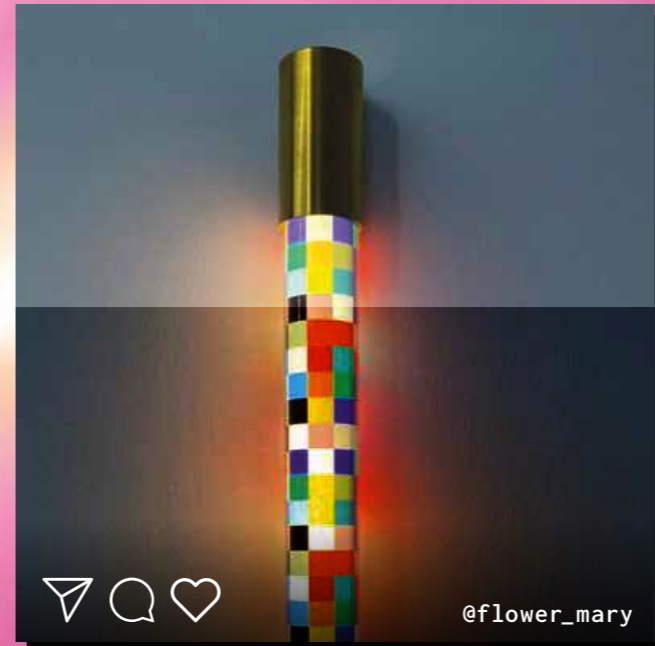
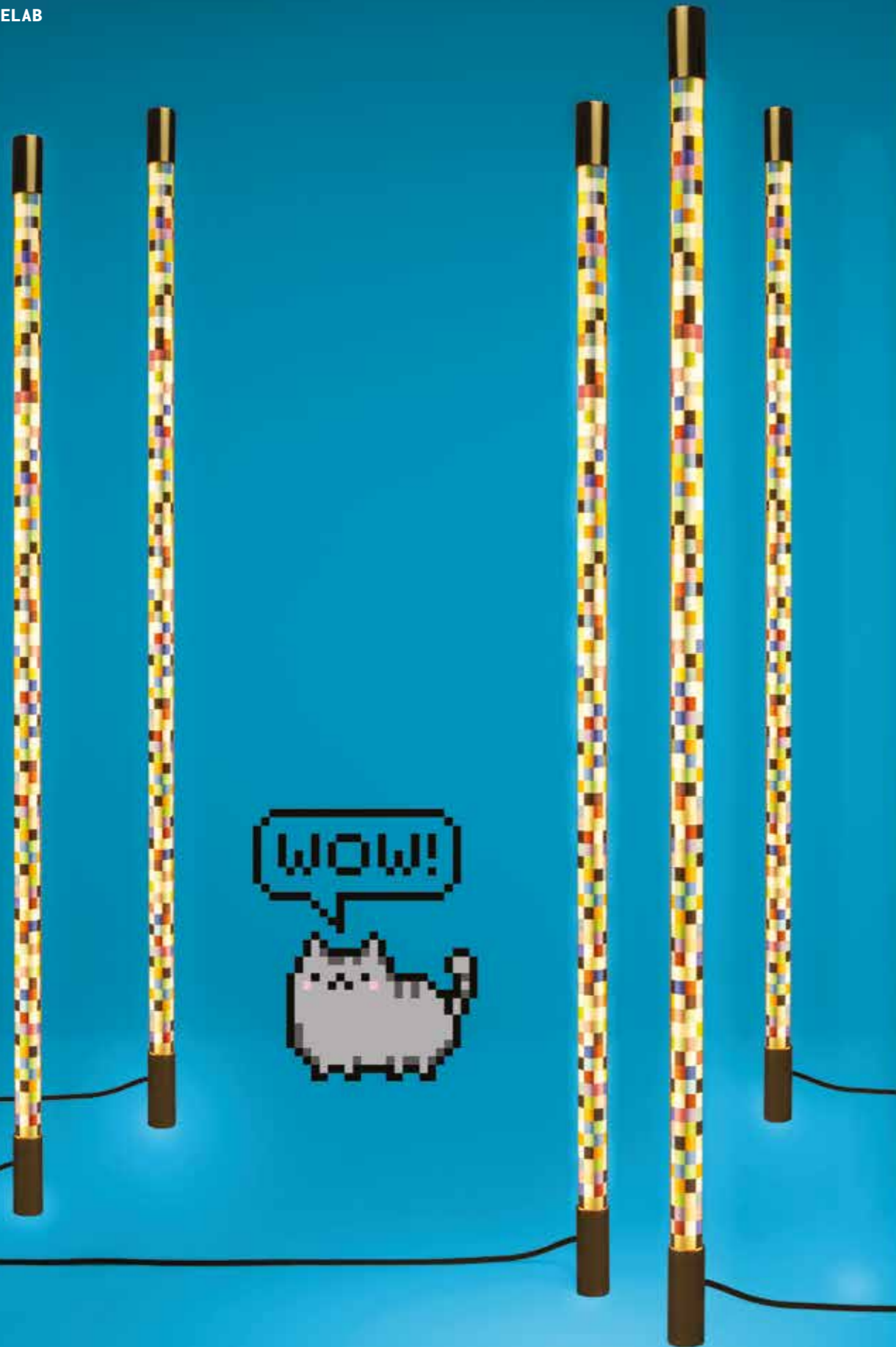
@exploringmalta



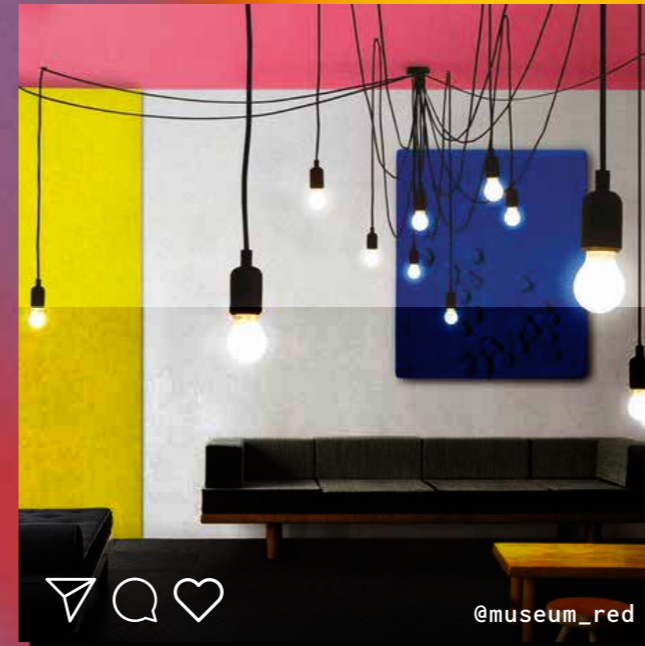
@life.extr3me



# PEXELED



# MAMAN



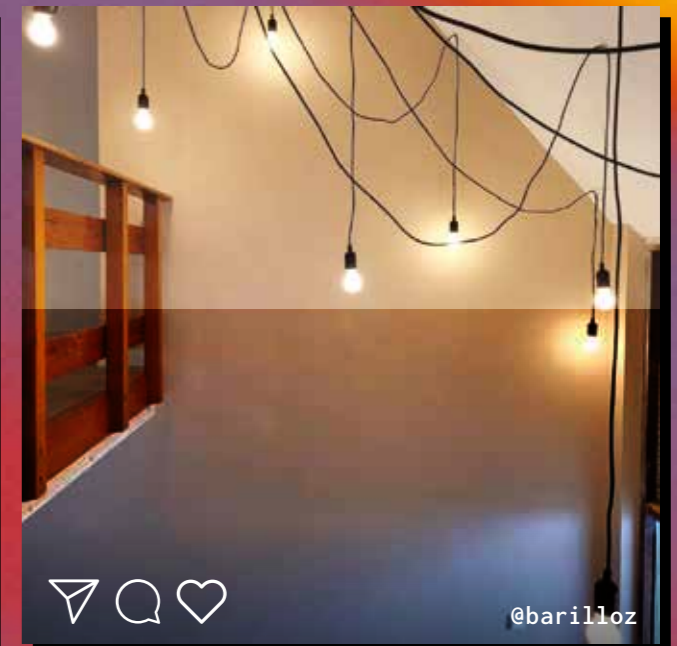
@museum\_red



@stephy



@emma\_wright



@barilloz

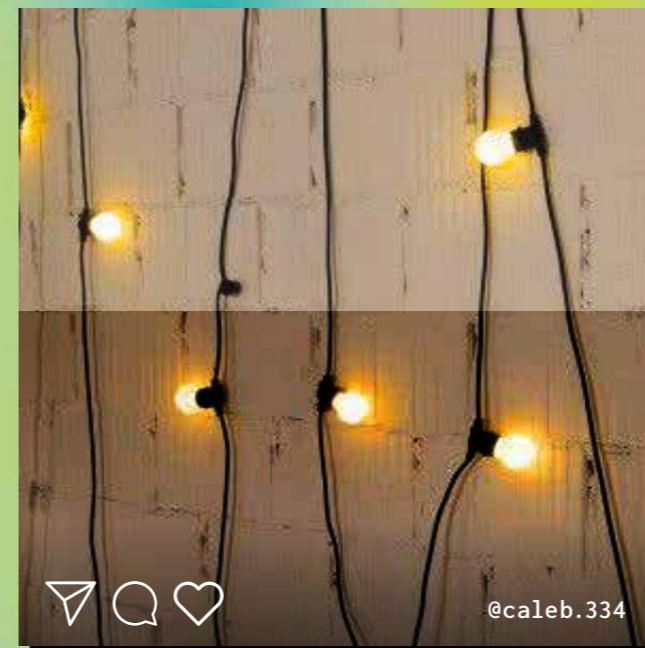
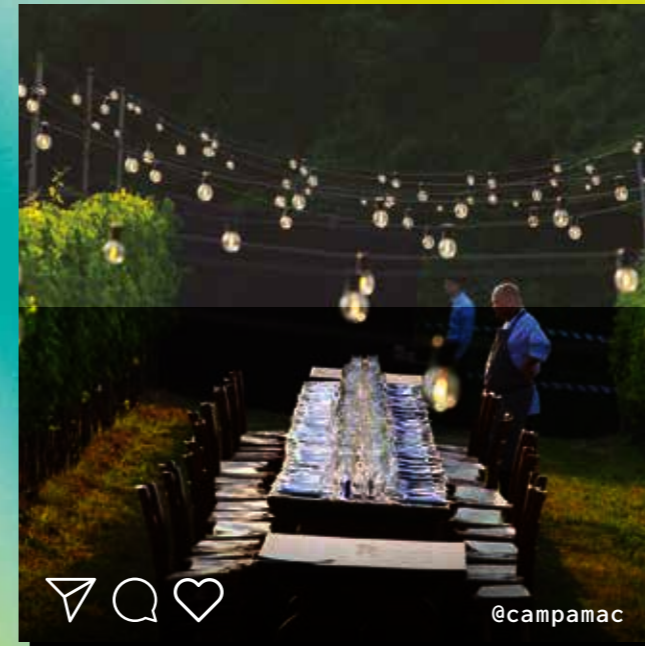




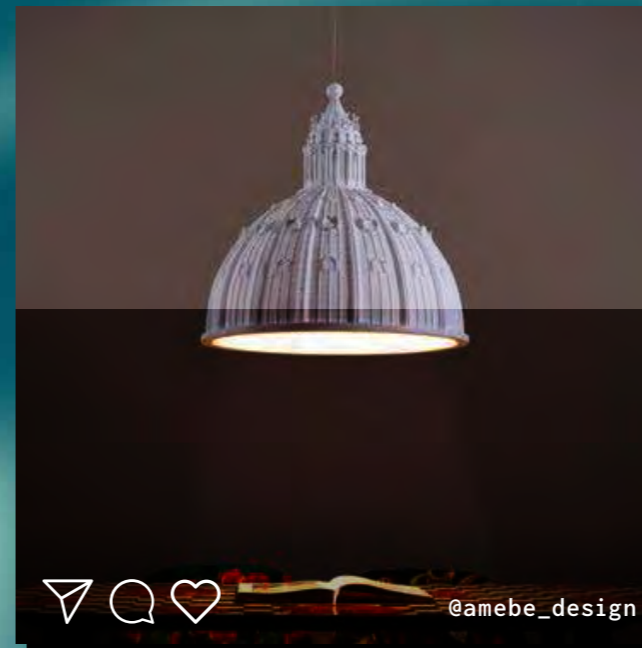
# REVOLUTION LED



# BELLAVISTA



# CUPOLONE



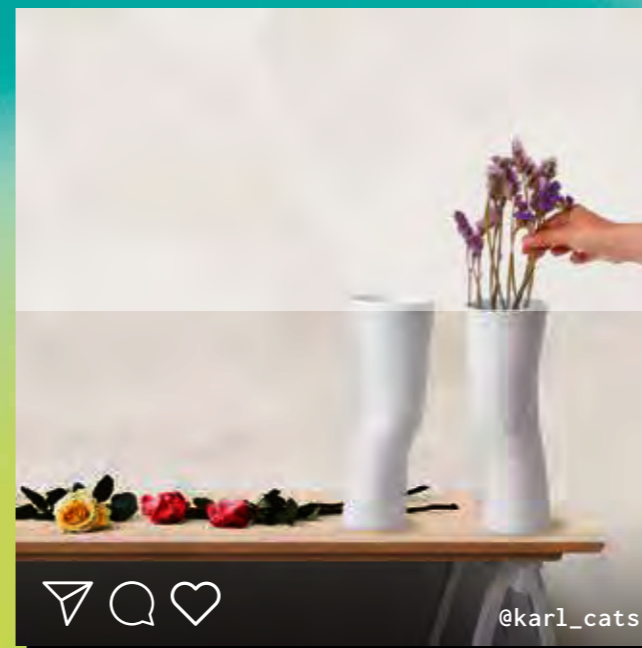
# CUT 'N PASTE



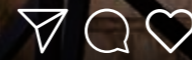
## ANNEBET PHILIPS

Annebet Philips is a Dutch designer. Her design is outspoken with a strong, graphic style and a recognisable, almost cartoon-like signature. With a humoristic view she creates 'Iconic design with a playful twist'. Having an artist's heart and an engineer's mind, it is natural for Annebet to combine conceptual thinking with commercial and technical feasibility.

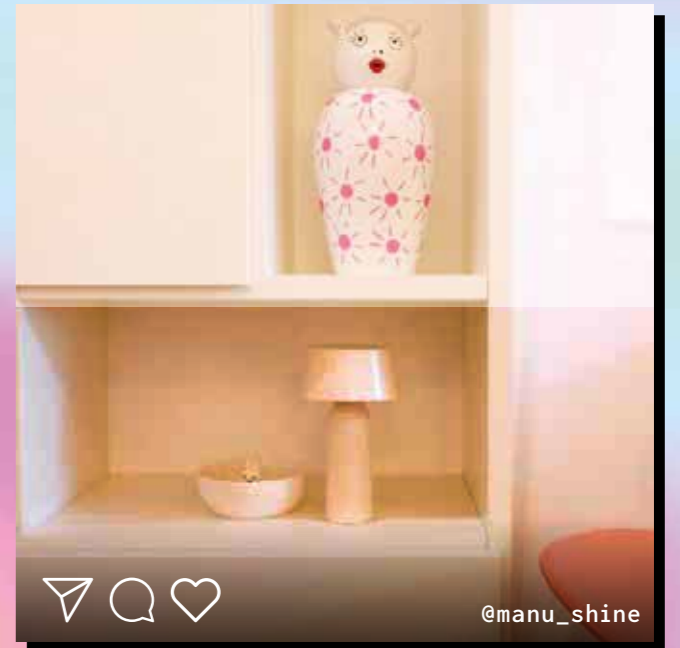
# ELLE VASES



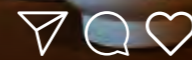
# CANOPIE VASES



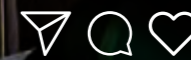
@gretabiancotti



@manu\_shine



@francy\_1994

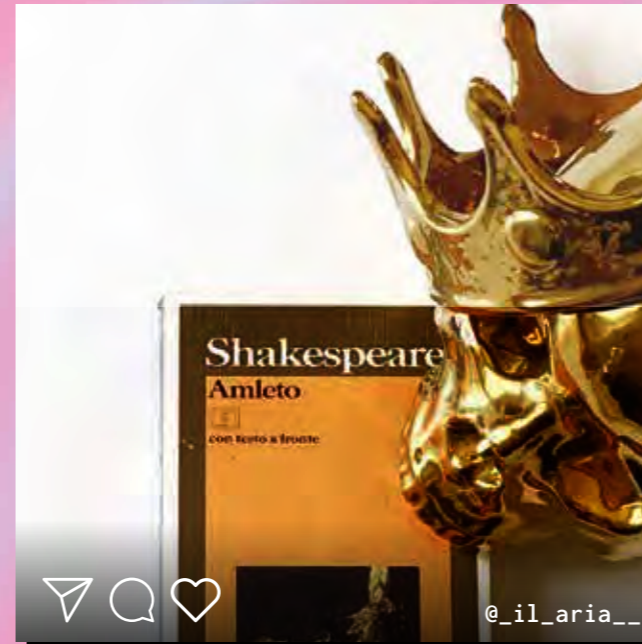


@giuseppe87

# BURLESQUE

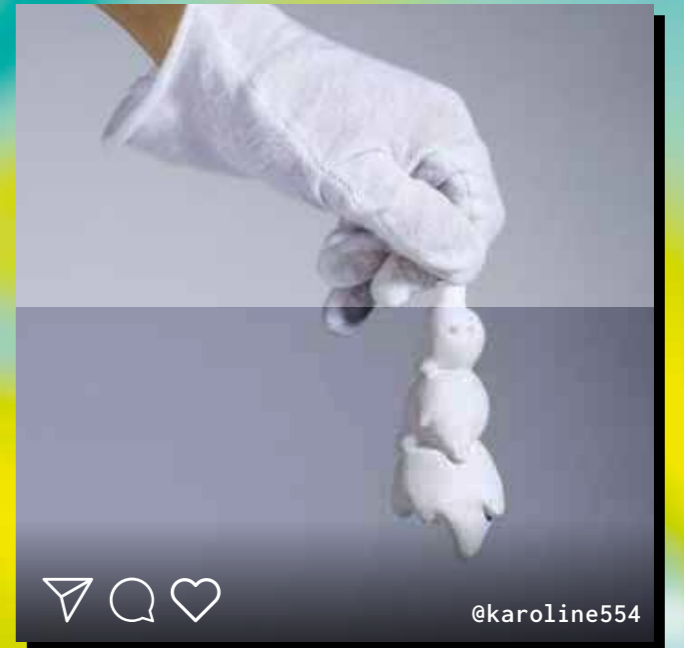


# MEMORABILIA





# ORNAMENTS



# THE AXE



## MAX HUGES

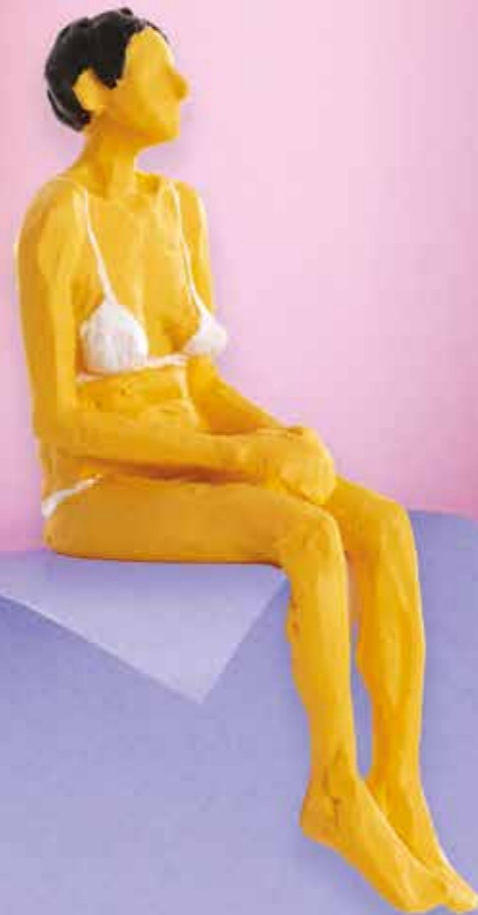
Iconic and pop to the core, Max Huges' axe is an object with a strong aesthetic value and a surrealistic nature. In tune to its visual impact, the pun in the title enriches the art piece with a subtle and ambivalent meaning, transforming a bare linguistic divertissement in a real ontological nonsense: just like a modern Sybil, the artist lets the beholders and their mood interpret the sentence "Accept your enemies". Don't kill the messenger.



# TATIANA BRODATCH

Born and raised in Moscow, she graduates at the Architectural Institute and works as an architect for 15 years, between Moscow and Milan. The spontaneity finds the perfect ally in Plasticine, an adaptable material that doesn't get stiff, with which Tatiana creates faceless characters, bearer of universal feelings: the relationship with the Other.

# LOVE IS A VERB

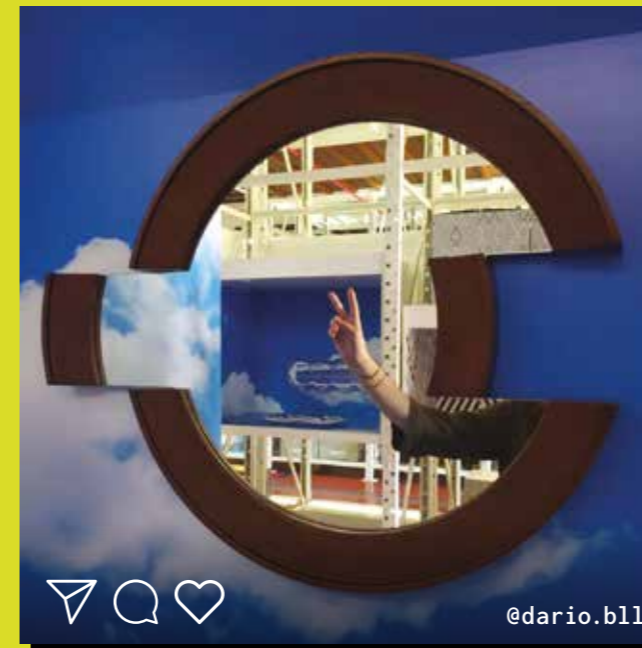


# ESSENCE OF ART OBJECT

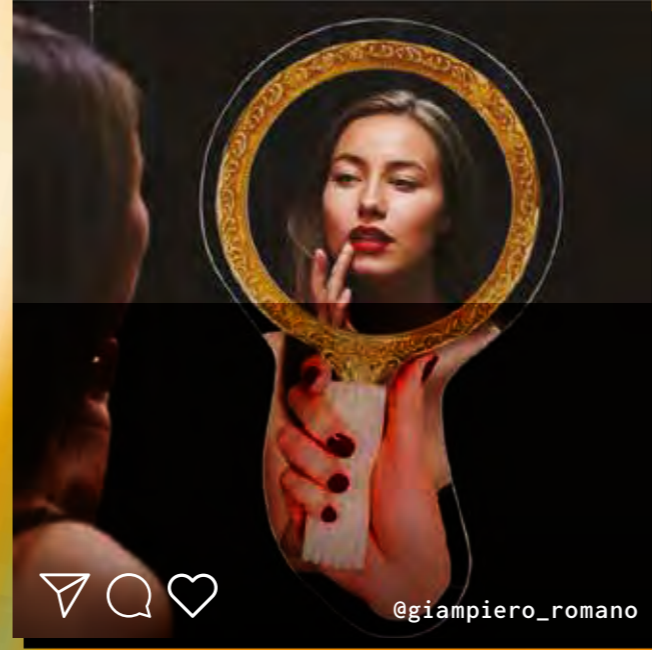
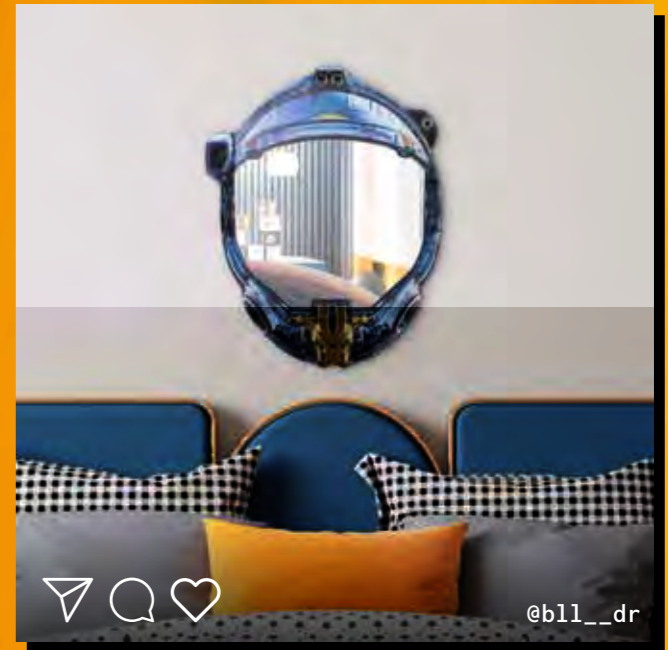


## GIAMPIERO ROMANÒ

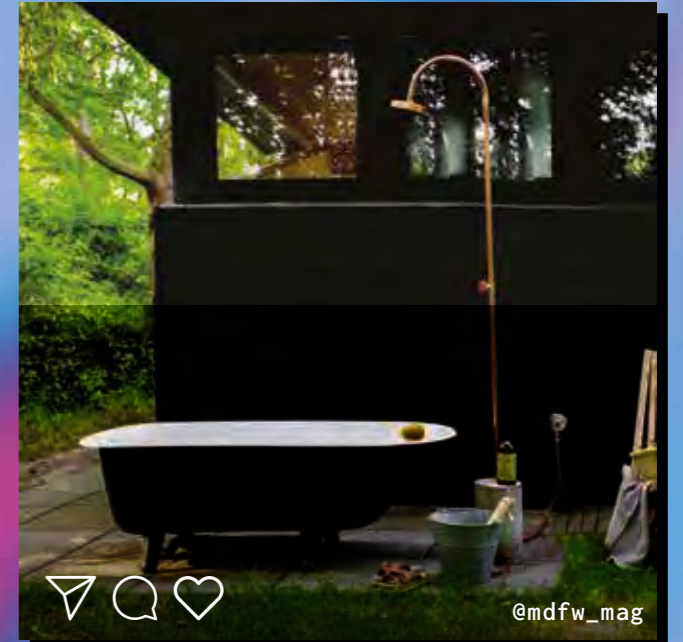
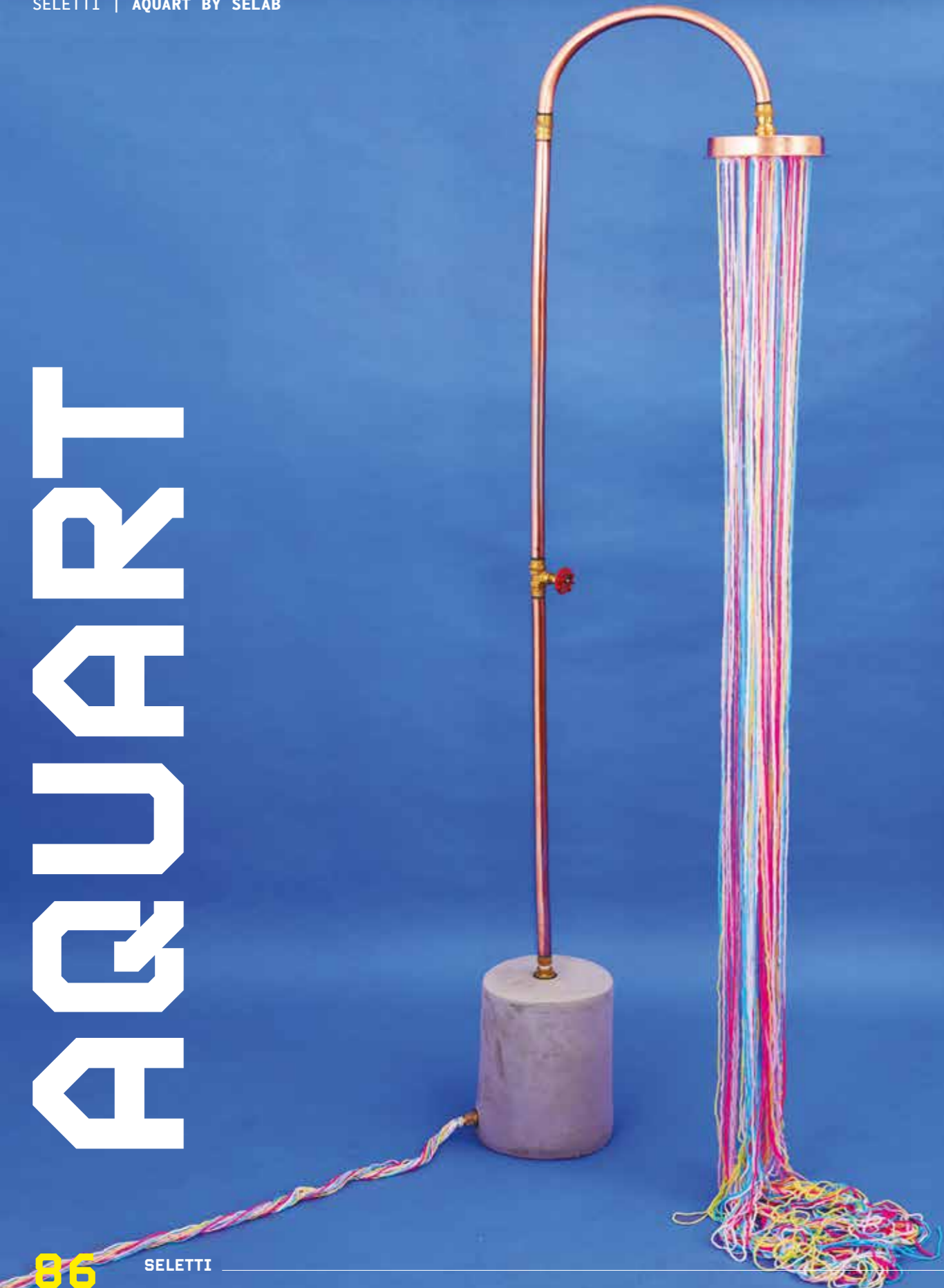
Born in 1973, is an art-designer from Milan. His background is made among nails, hammers and paints in his workshop located in the beating heart of Porta Venezia quarter, where he dedicated himself for more than 20 years to the restoration of antiques and design pieces. His irony and visionary aim pushed him to create one-of-a-kind pieces, among which, stand out spectacular wall mirrors, which well represent the concept of his production: looking at old things with new eyes.



# SHAPED MIRRORS



# AQUART



# MARCANTONIO

Marcantonio Raimondi Malerba, born in 1976, attends the Academy of Fine Arts, becoming one of the most esteemed Italian art designers of his generation.

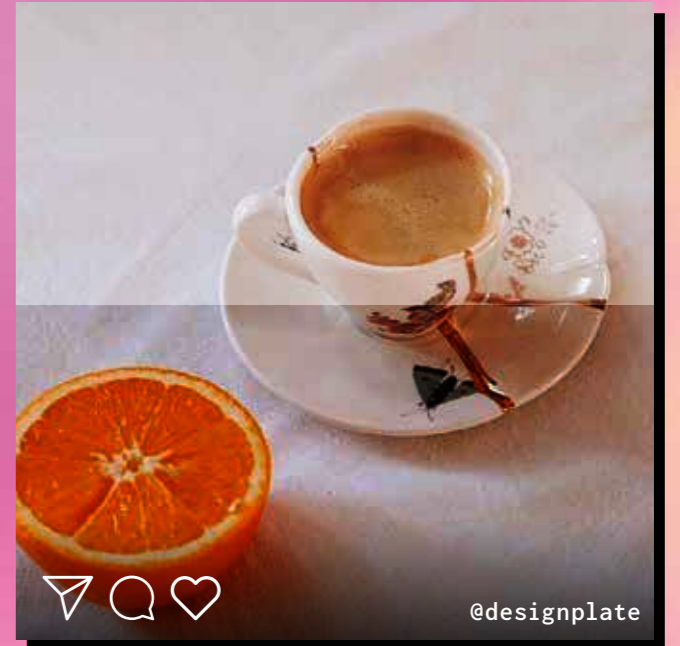
Marcantonio and Seletti together, give life to simple creative everyday expressions with an artistic touch. The result is a new design, inspired by the natural and animal world: experimental and unexpected.

# KINTSUGI

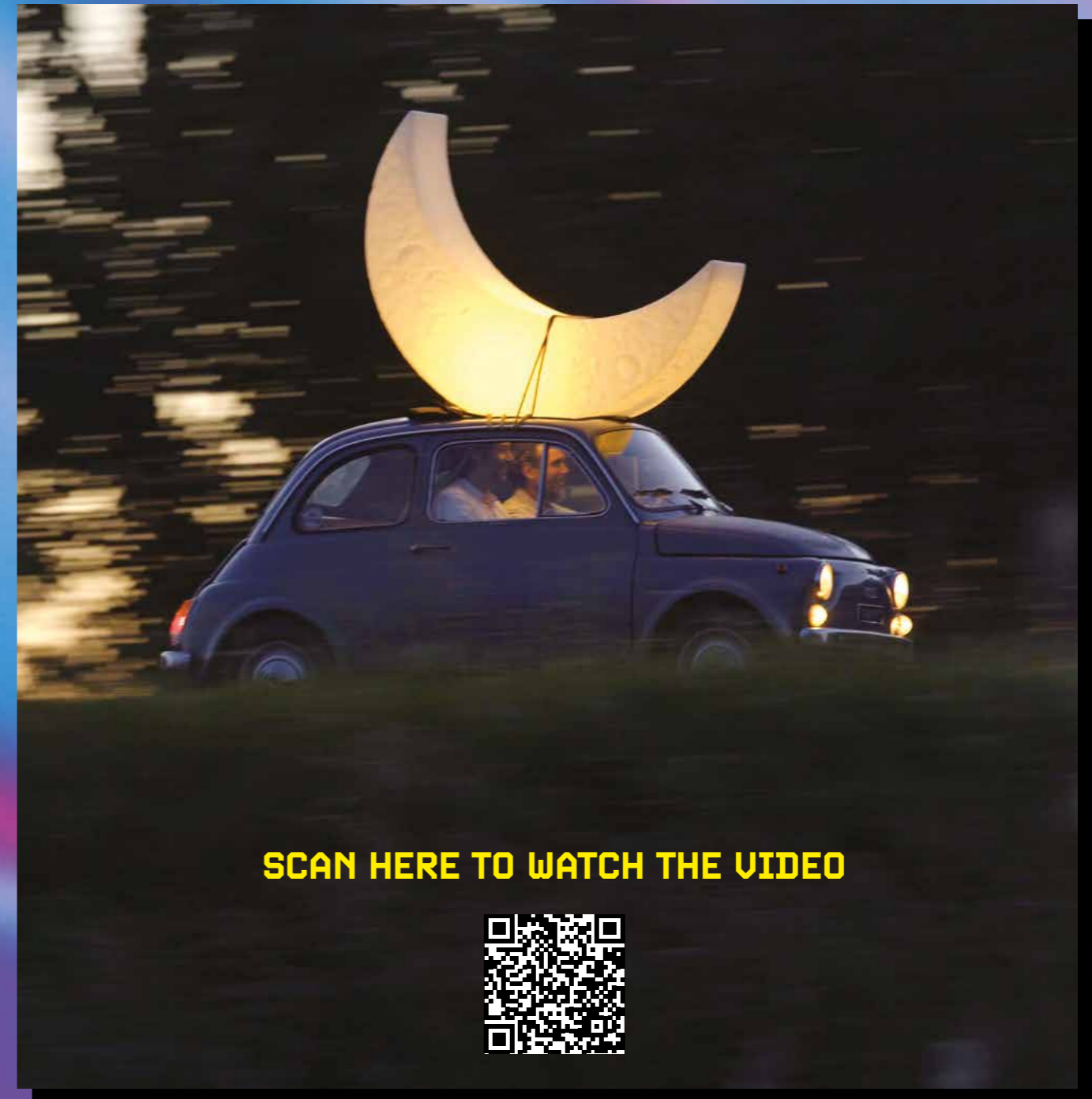
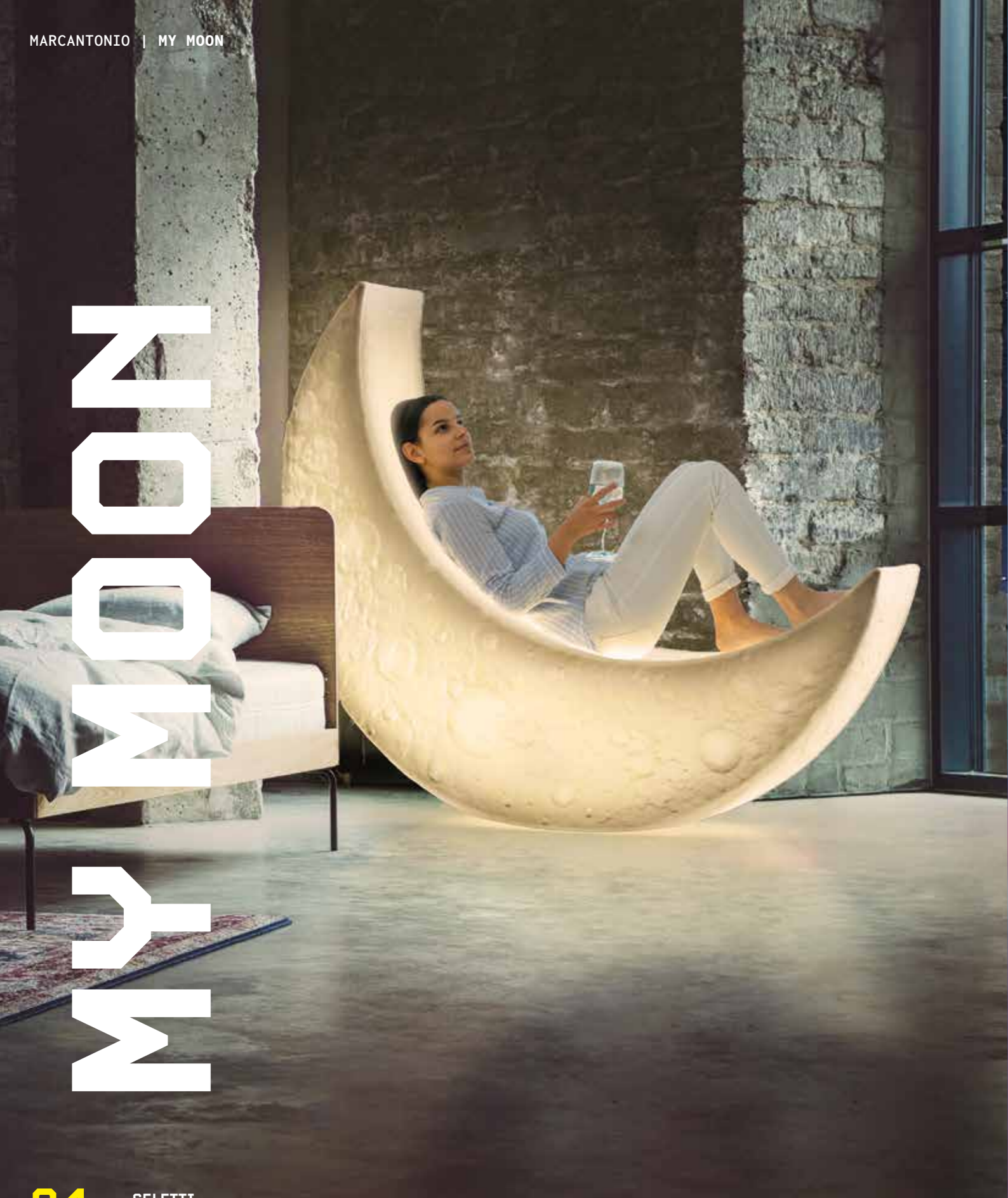




# KINTSUGI



# MY MOON

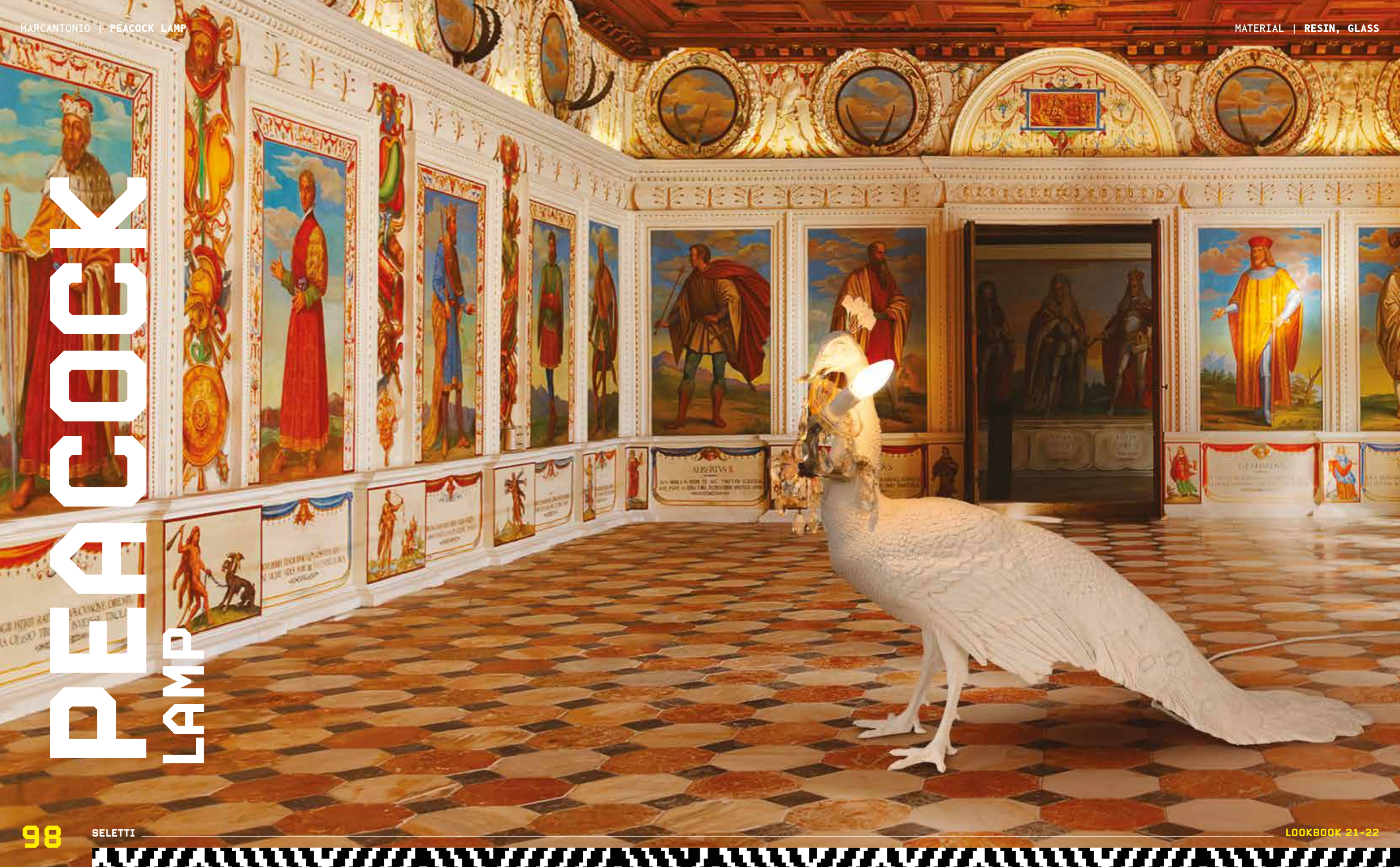


SCAN HERE TO WATCH THE VIDEO





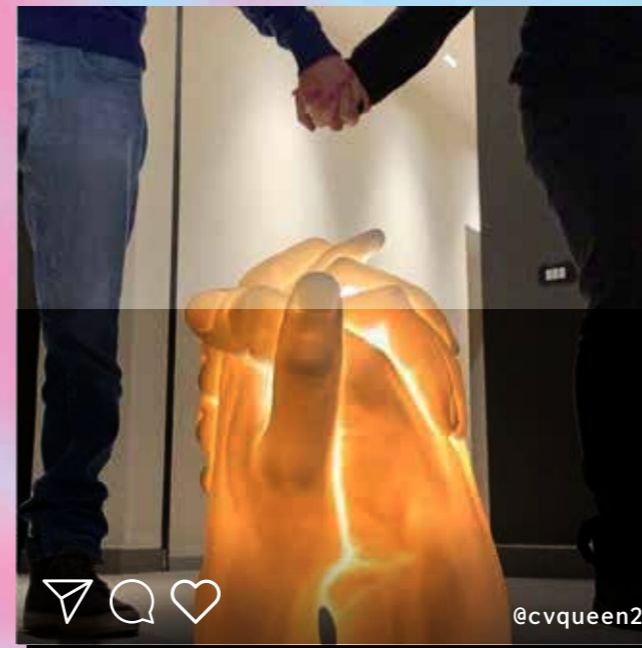
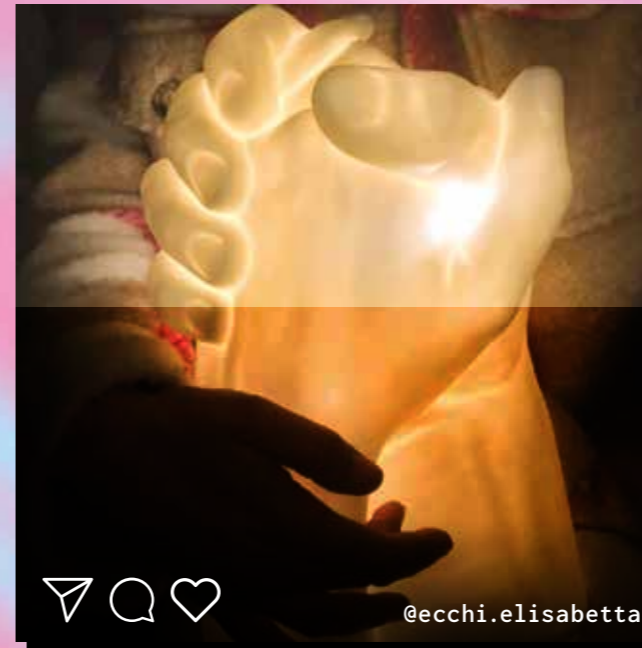
# PEACOCK LAMP



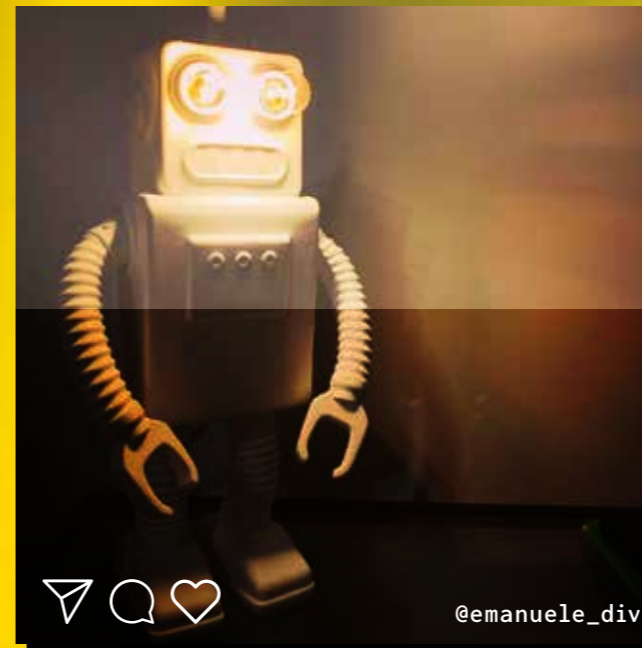
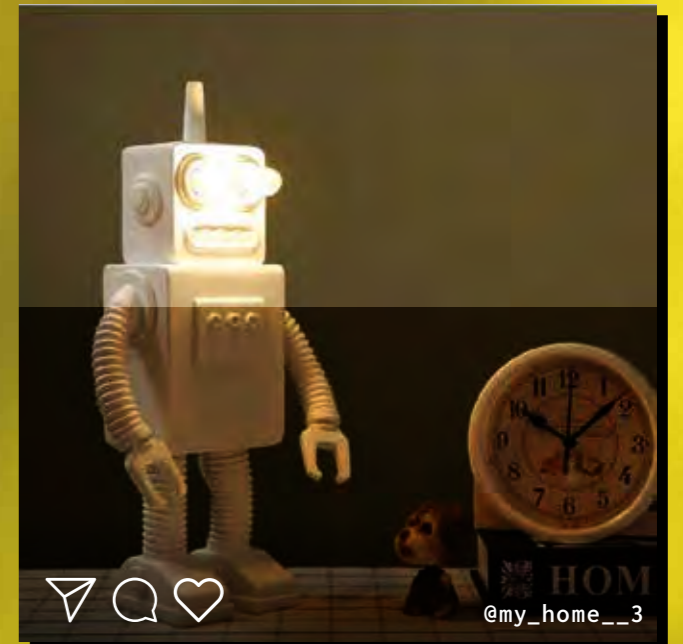
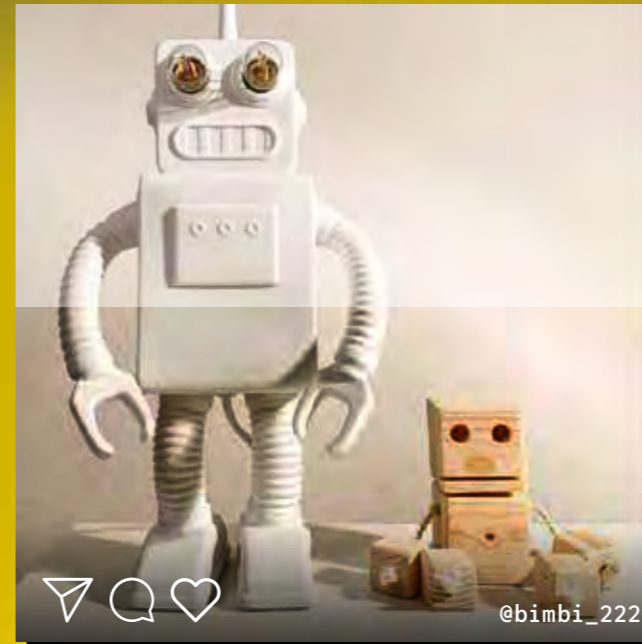
# MY SECRET PLACE



# WITH ME

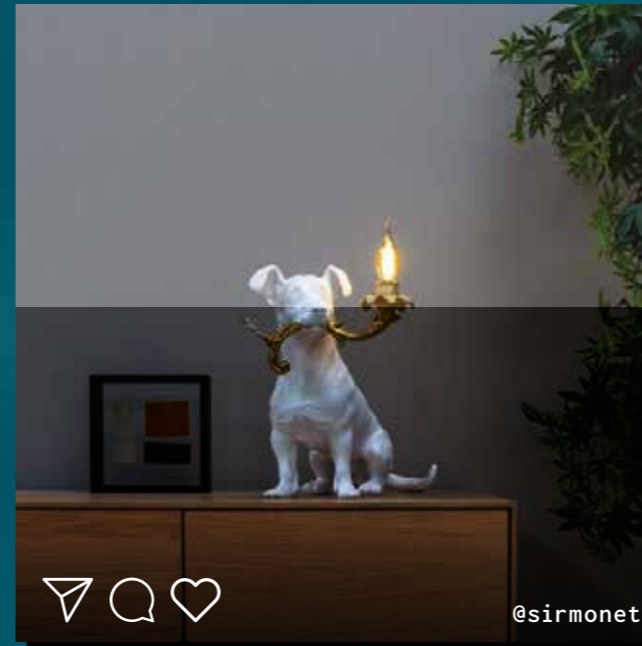


# ROBOT LAMP





# RIO LAMP

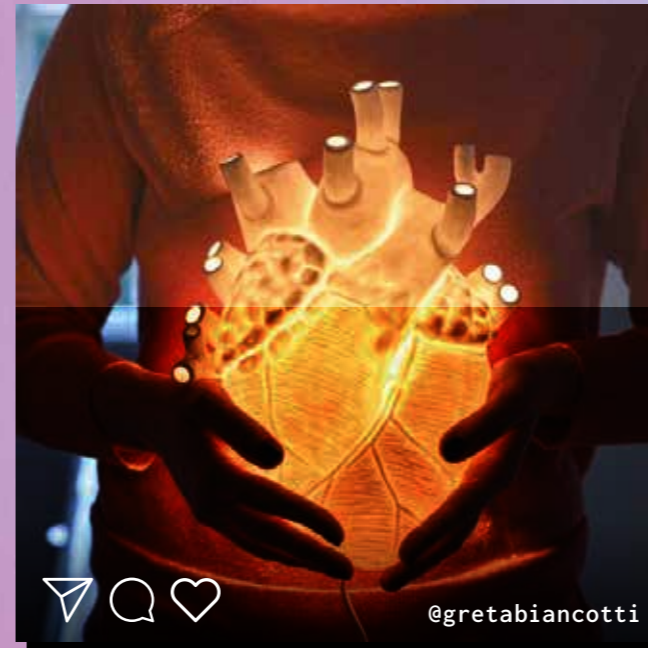




# CHAMELEON LAMPS



# HEART LAMP



@gretabiancotti



@burkdecor



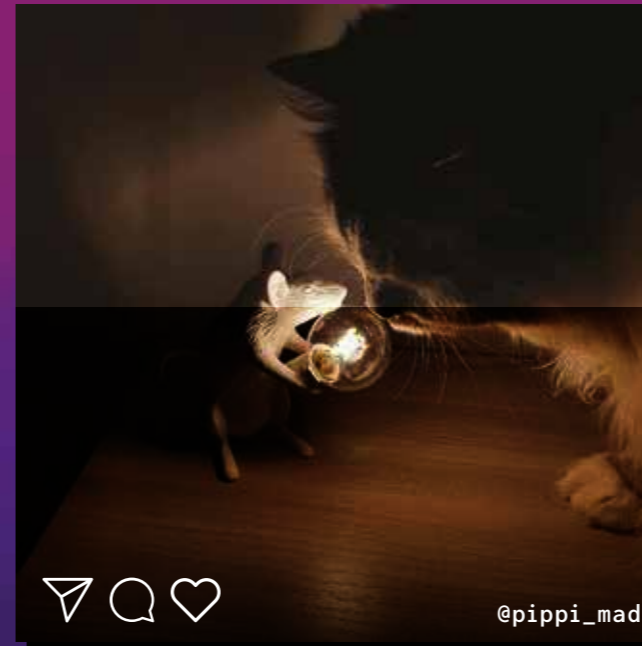
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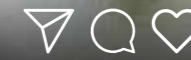
@messinalaura



# MOUSE LAMPS



@pippi\_mad



@iamthejunior

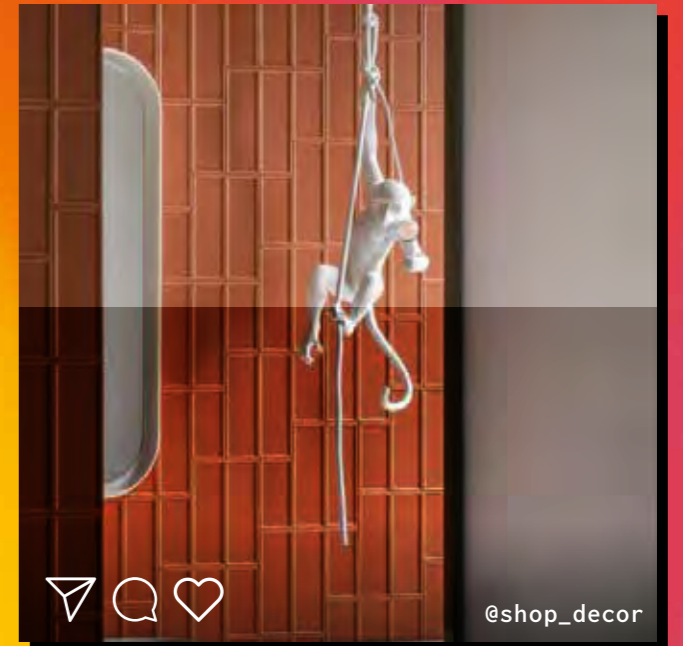
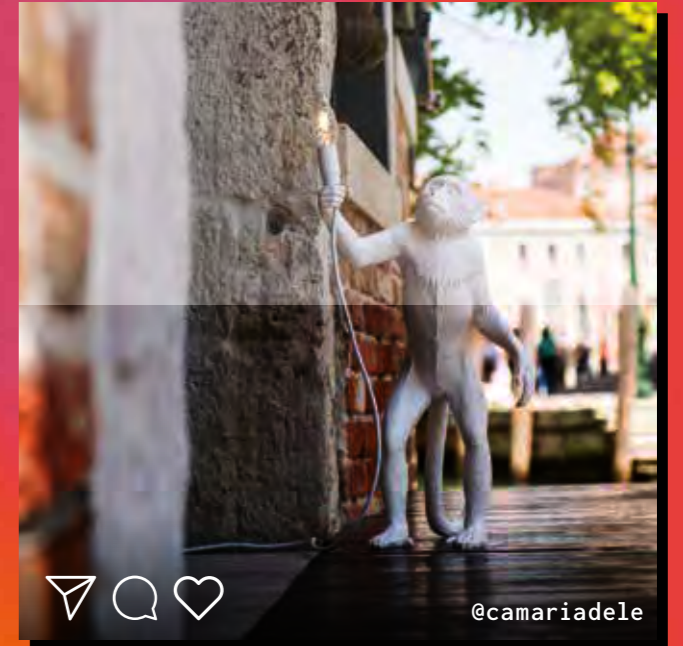
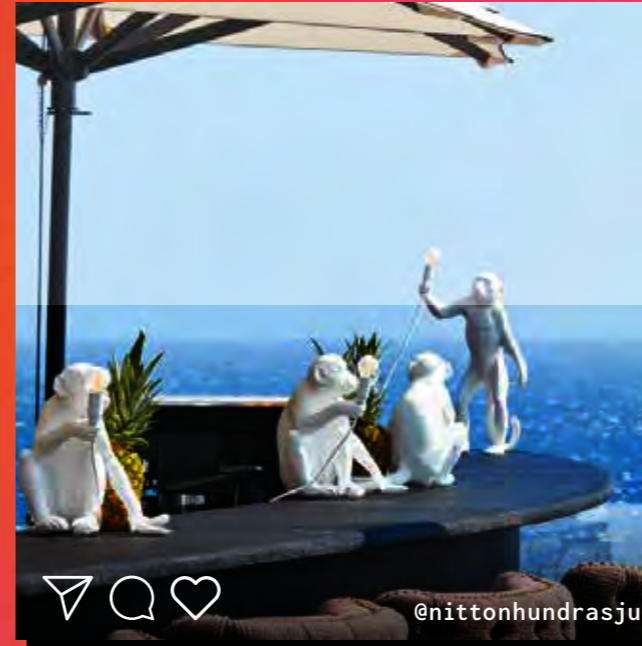


@sarapini

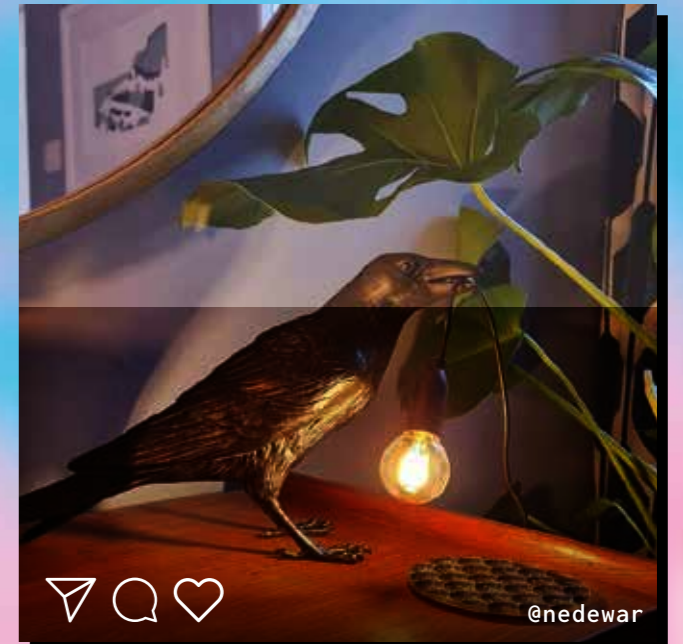


@camariadele\_venice

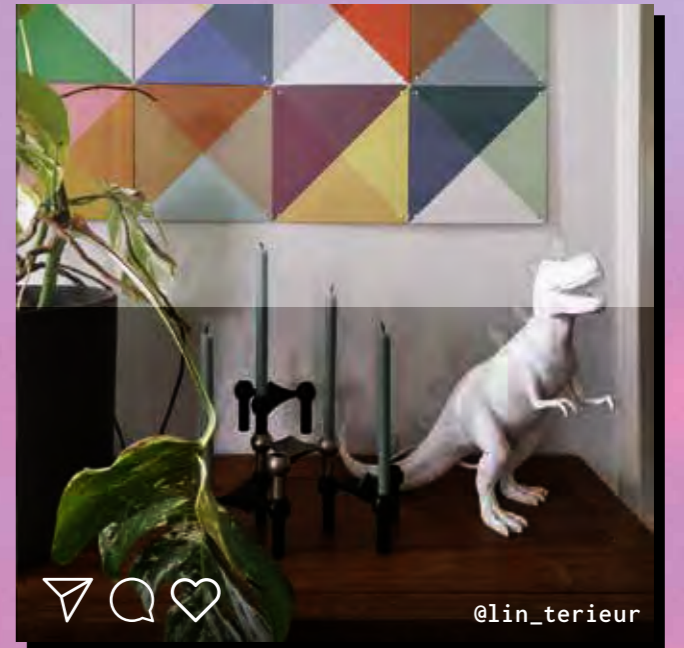
# MONKEY LAMPS



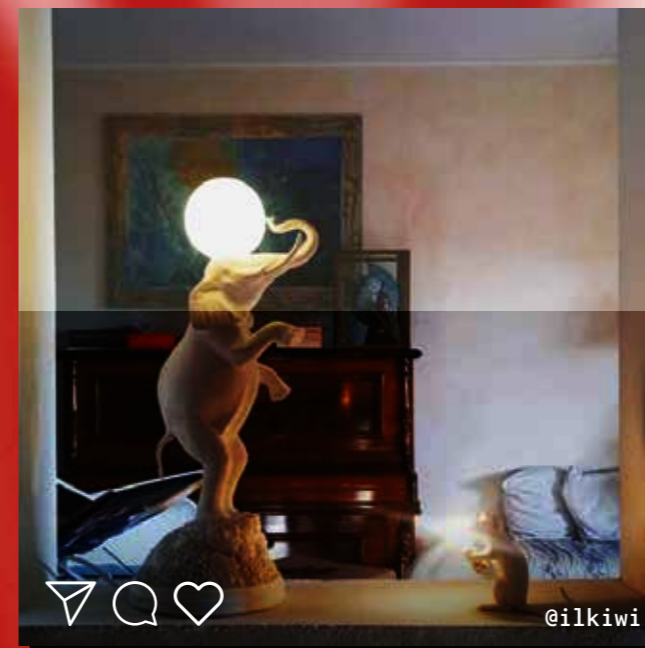
# BIRD LAMPS



# JURASSIC LAMPS



# ELEPHANT LAMP



# MY LITTLES



@standbacken1909



@there\_is\_a\_fly\_in\_my\_ear



@degusteriacomo



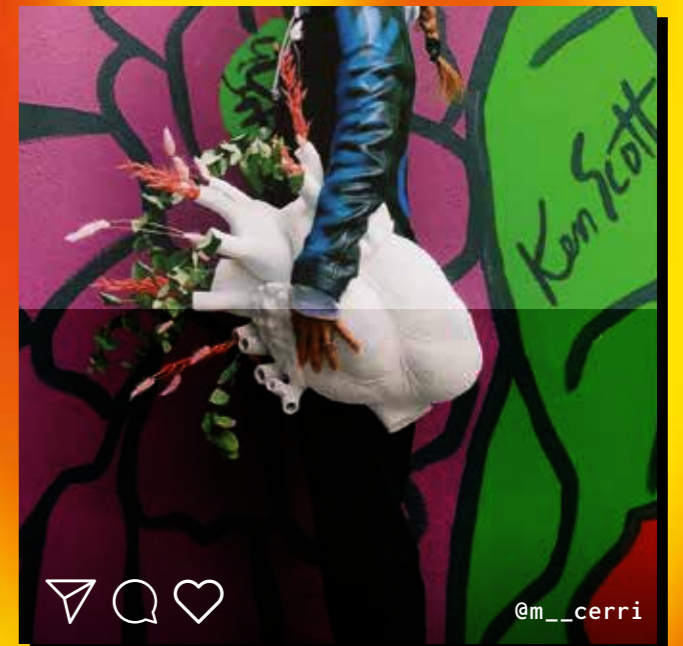
@marioffline76



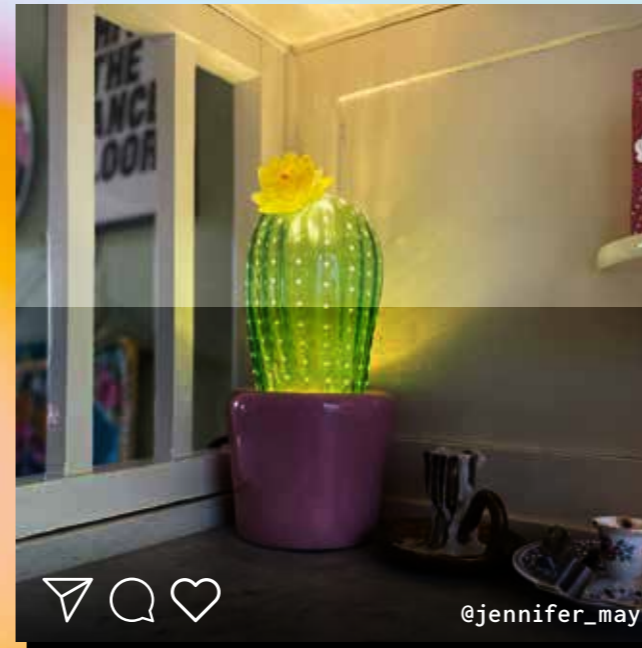
# LOVE IN BLOOM



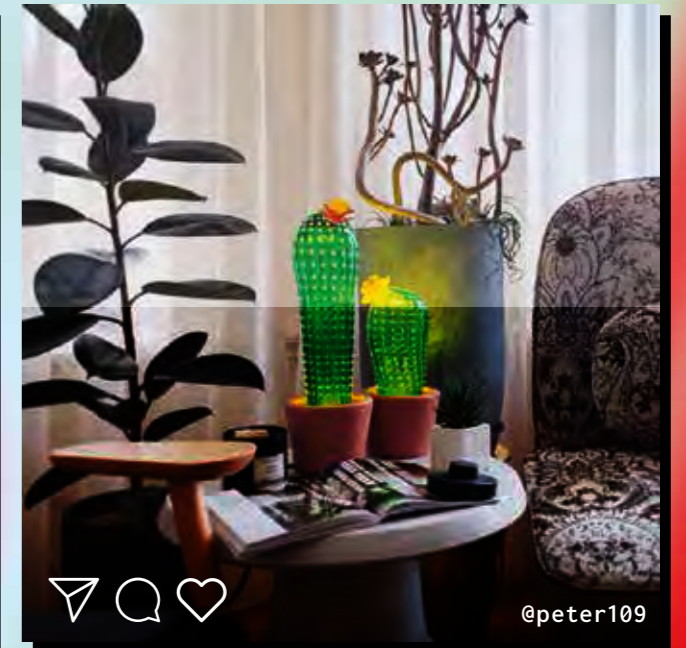
# LOVE IN BLOOM GIANT



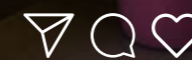
# DESERT SUNRISE



@jennifer\_may



@peter109



@oak.be

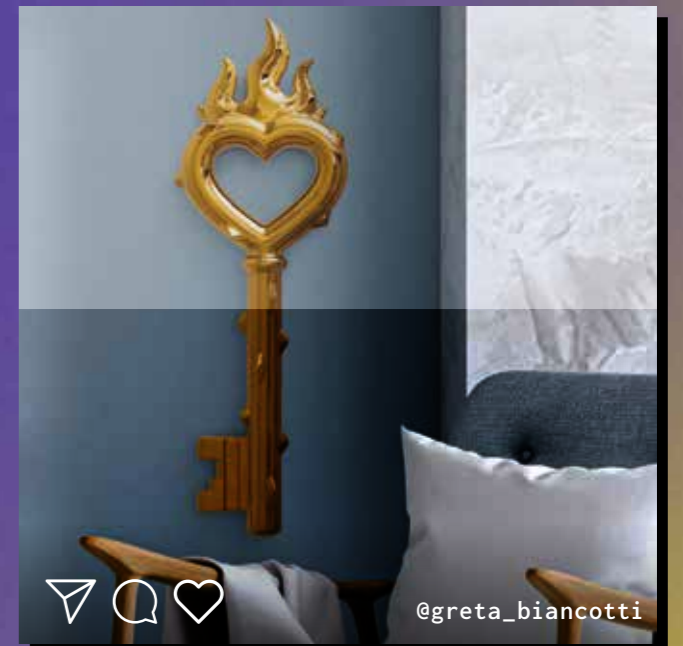
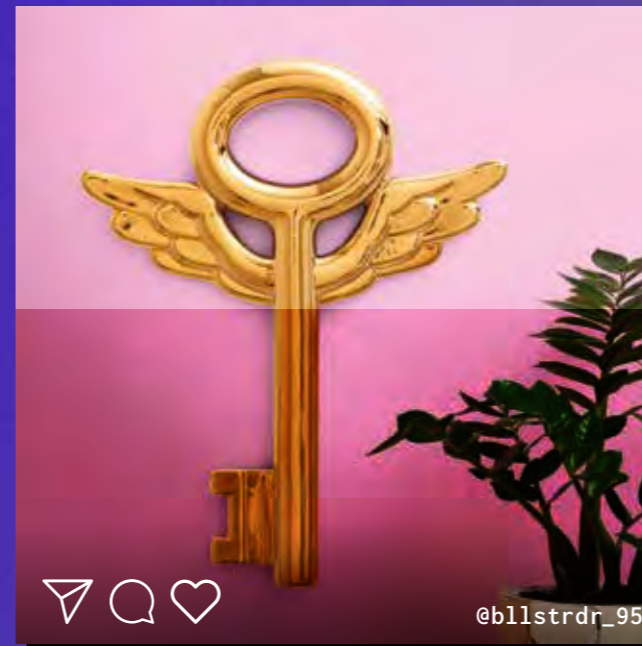


@leonitek

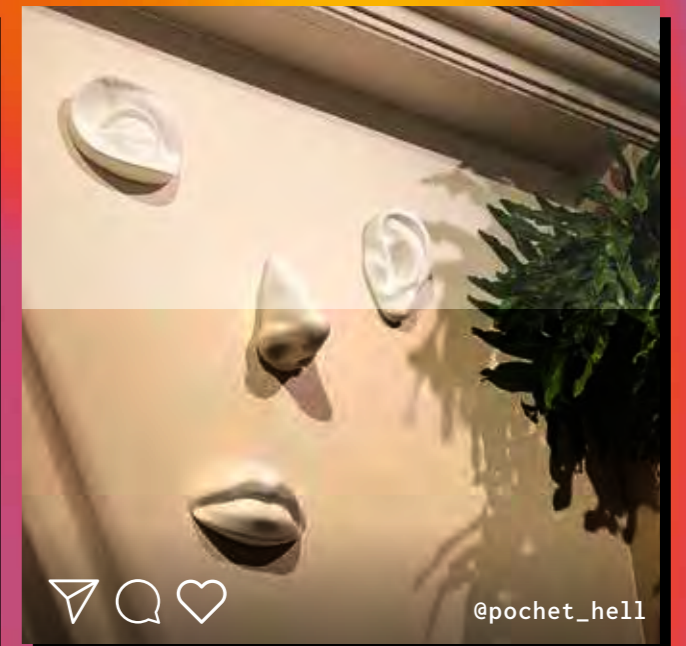
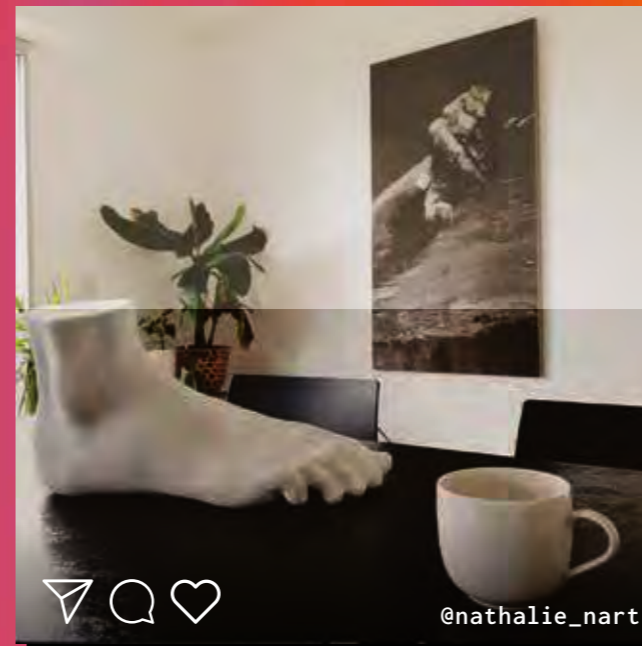
# MUSHROOM LAMPS



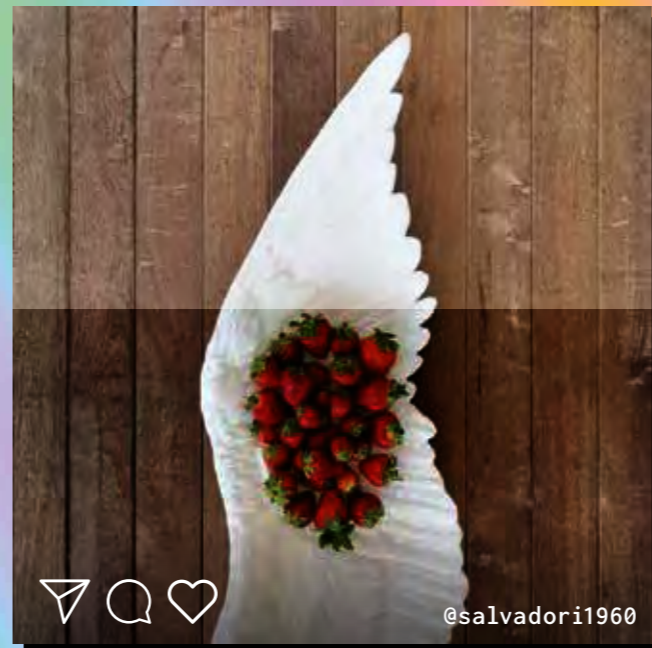
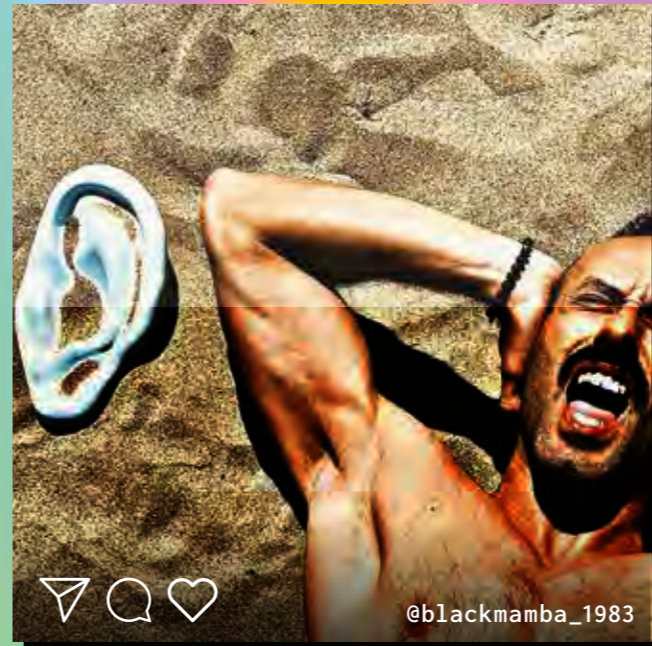
# KEYS



# MEMORABILIA MUSEUM



# MEMORABILIA MUSEUM



# SENDING ANIMALS

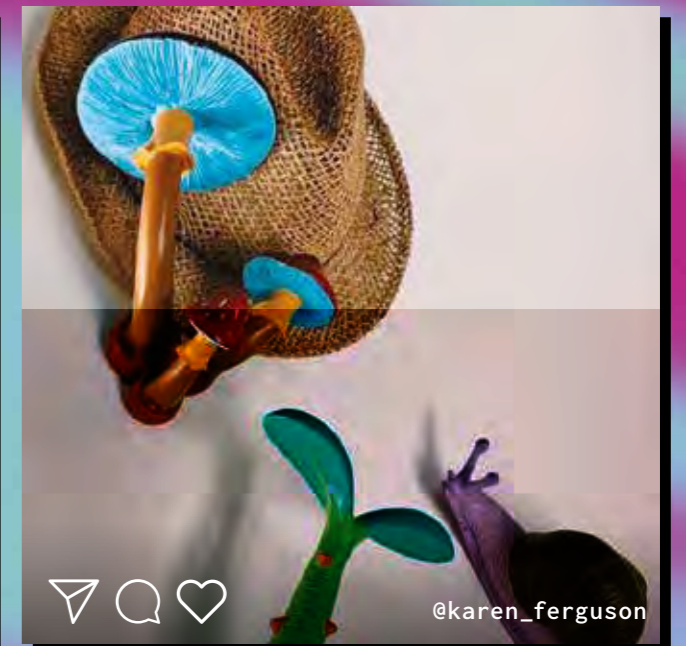
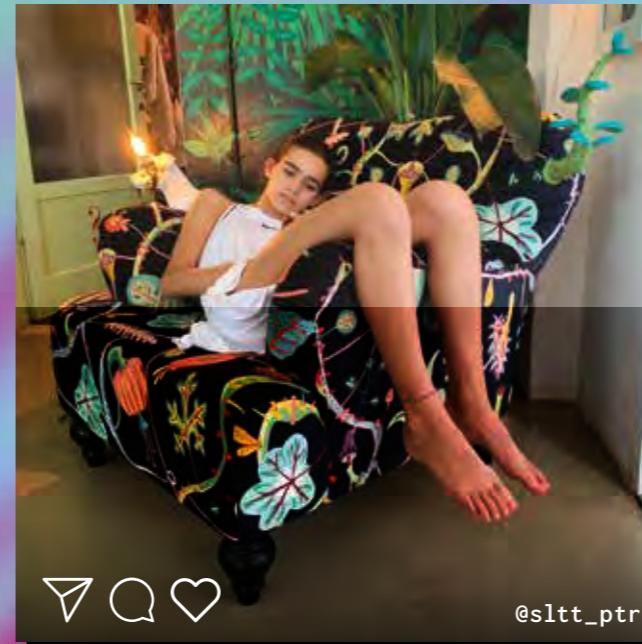




# COMFY



# BOTANICAL DIVA + HANGERS



# TOILETPAPER

An exceptional collection of home decor born from the collaboration between Maurizio Cattelan and Pierpaolo Ferrari, creators of the extraordinary magazine TOILETPAPER, where the surreal images of the magazine blend together with the world's most eccentric design brand SELETTI. With its black humor in pastel colours and an inexhaustible instinct for experimentation, the collaboration between Seletti and TOILETPAPER gives life to a series of cult products, suitable for the most daring in terms of style.

# TOILETPAPER HOME















# TABLES



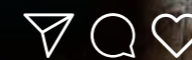
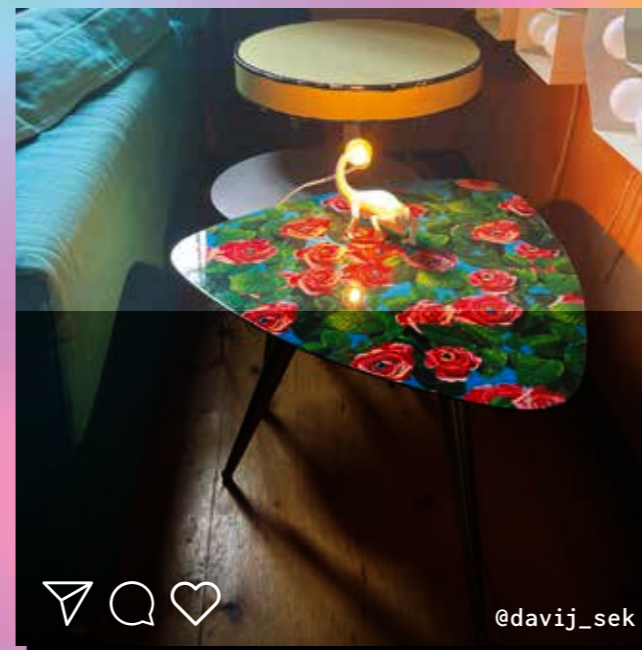
# SIDE TABLES



@marika\_delpes



@raissa.300290

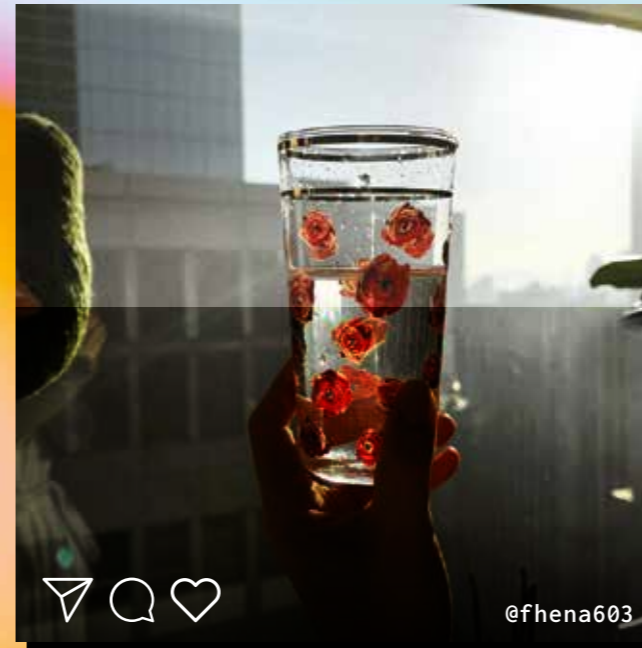


@davij\_sek



@home\_project\_Indn

# GLASSES



# GLASSES



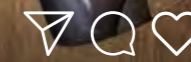
@m.brederdesign



@corsocomoseoul



@robby\_psn



@franzelli\_concept\_store

# COFFEE CUP



# PLATES



# TABLEMATS





# TABBLE LAMPS



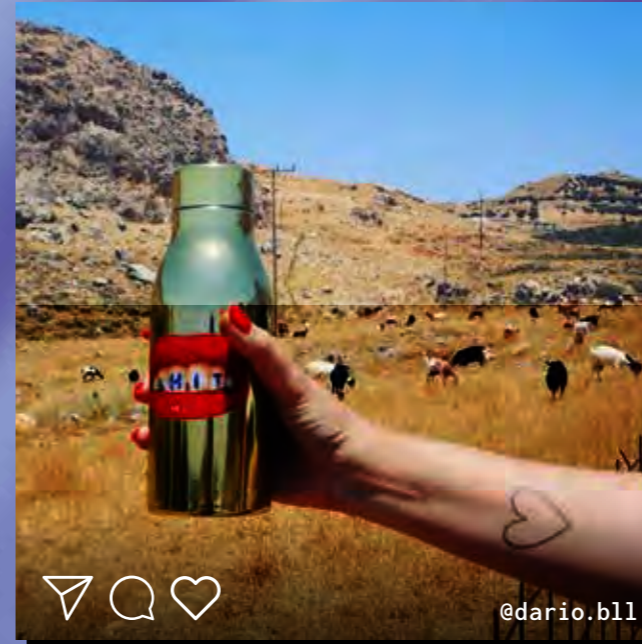
# PORCELAIN VASES



# GLASS VASES



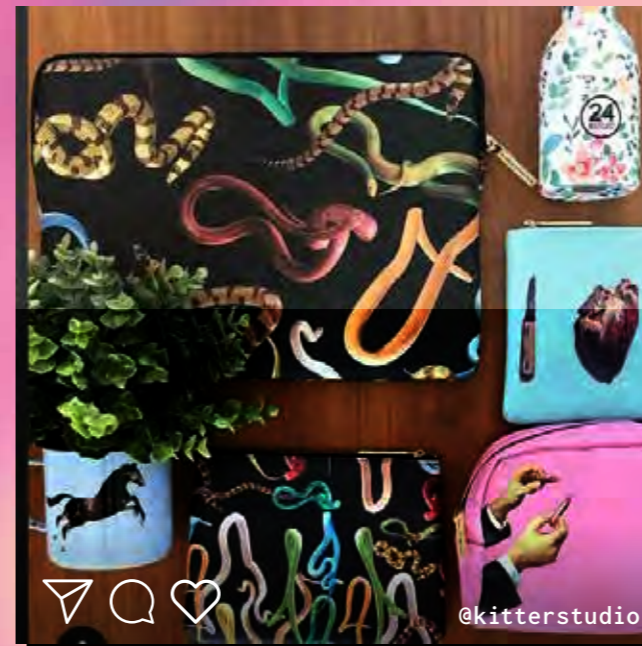
# THERMAL BOTTLES

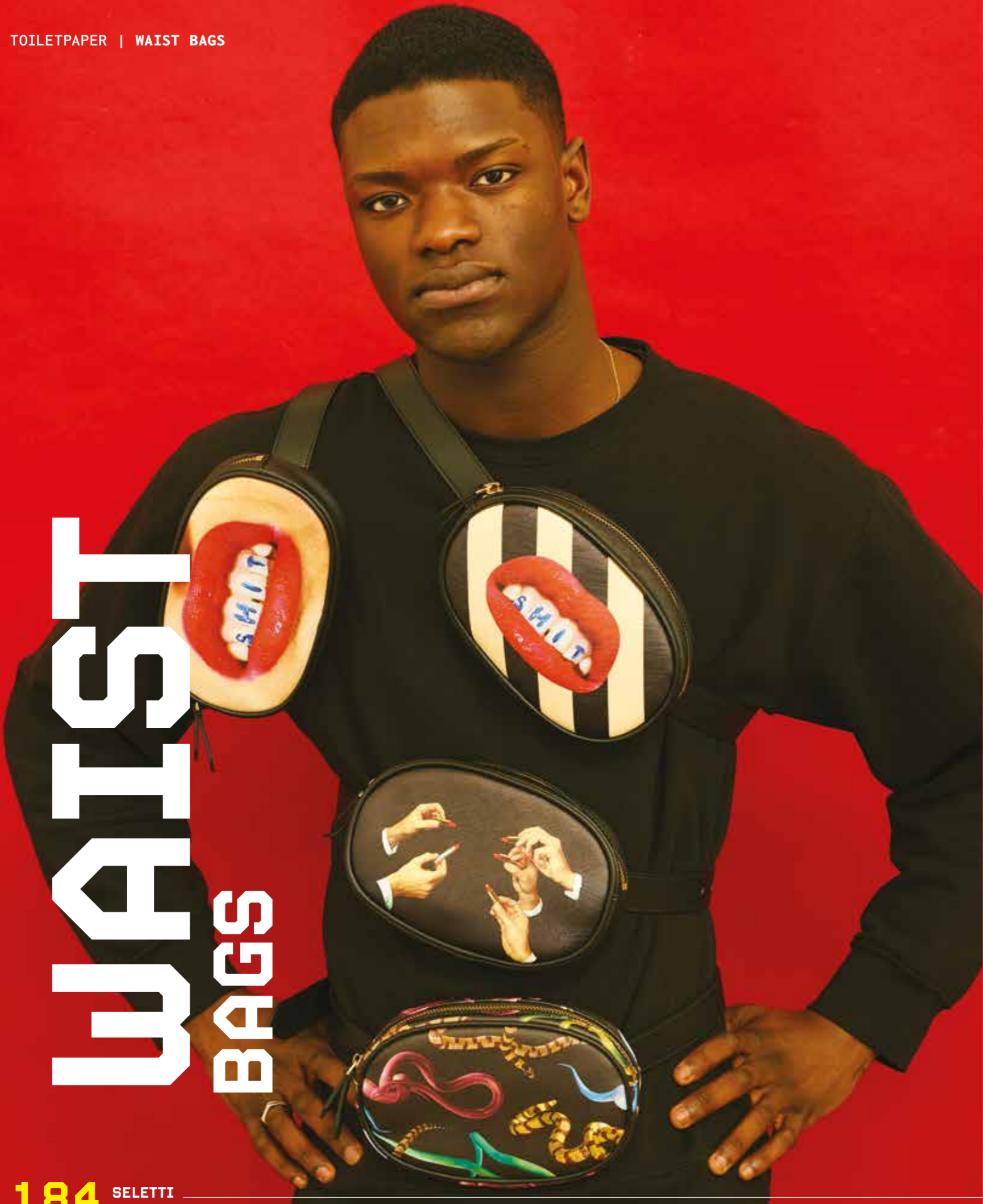


# GROCCERY BAGS



# CASES COLLECTION





# WAIST BAGS



# HIGH POUCH BAGS

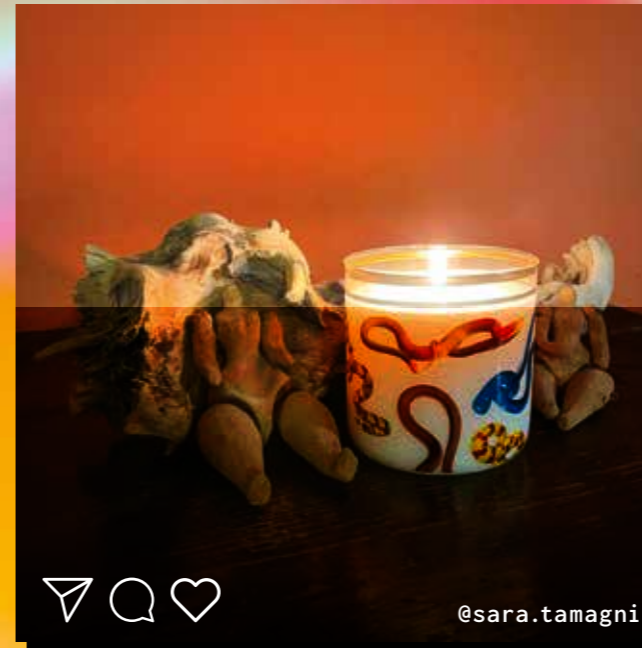




# NOTEBOOKS



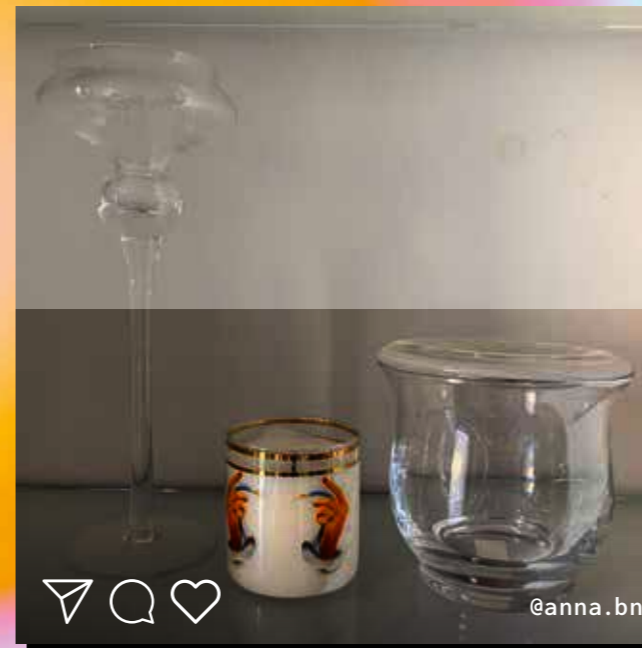
# CANDLES



@sara.tamagni



@j\_e\_n\_j\_i

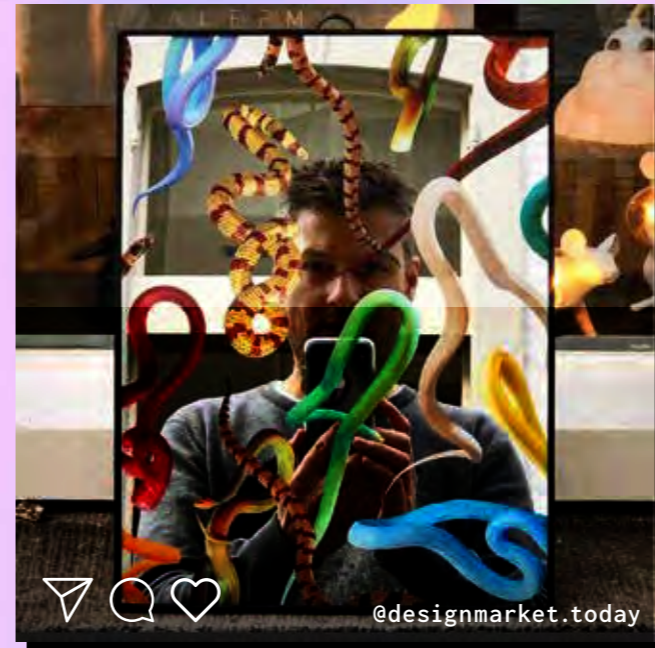


@anna.bn



@geneve\_aldrigo

# PLASTIC MIRRORS



# GOLD FRAME MIRRORS



# SNOWTITS CUSHIONS



# ENAMEL COLLECTION



▽ ◻ ♥

@annabonassi



▽ ◻ ♥

@cubo\_ct



▽ ◻ ♥

@m\_o\_m\_



▽ ◻ ♥

@galetamasseria

# BLOW

SELETTI and the quirky team Studio Job led by Job Smeets, create the craziest and most innovative brand collaboration, characterized by unconventional and irresistibly cheeky designs. Seletti presents BLOW by Studio Job is a new multi-faceted brand, aiming at the idea of affordable design.

The whole concept behind the Seletti presents BLOW by Studio Job collection is the will to offer to design aficionados dreamlike objects, created by Studio Job's unmistakable fantasy, allowing them to furnish their homes with unique and affordable objects.

Innovation and originality are at the core of Studio Job's exploration of the limit between design and art.

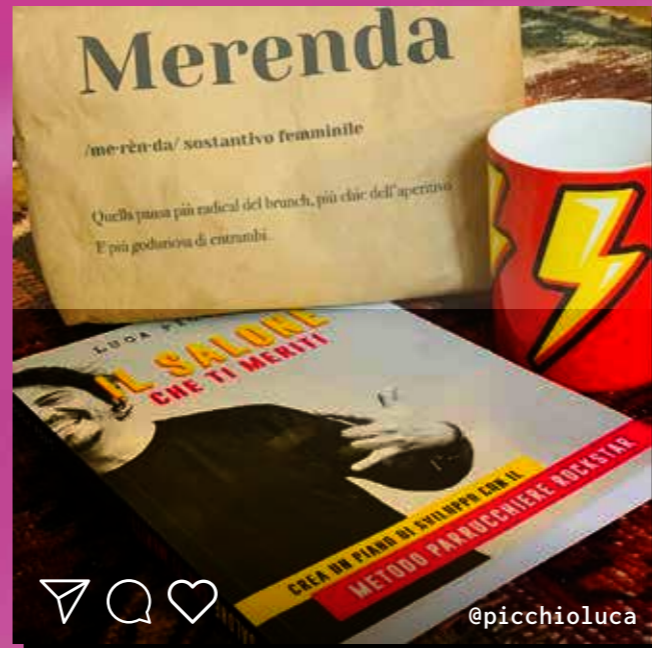
# PLATES







# MUGS



# GRIMM LAMP



@4design\_verona



@giorgiaporcelli



@peter\_anori



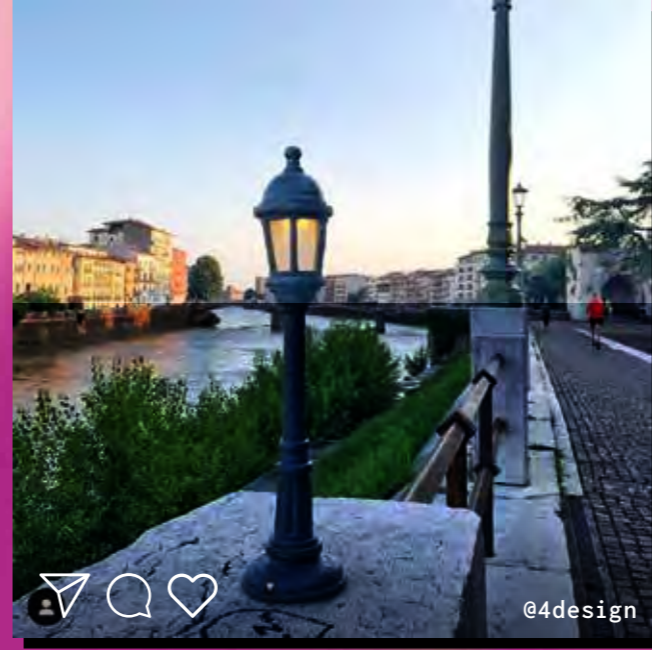
@lyanne\_loua

# SIDONIA

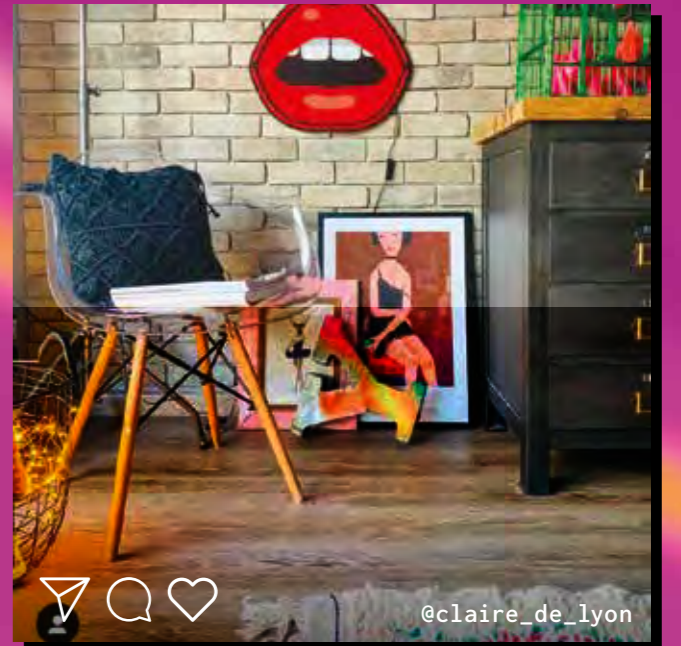
LAMPS



# STREET LAMP



# NEON LED SIGN



# GOSPEL LED SIGN

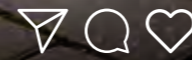


# BANANA LAMP

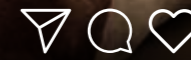




# CUJO THE CAT



@lyanne\_loua



@jenjimei



@speranzadesigngallery

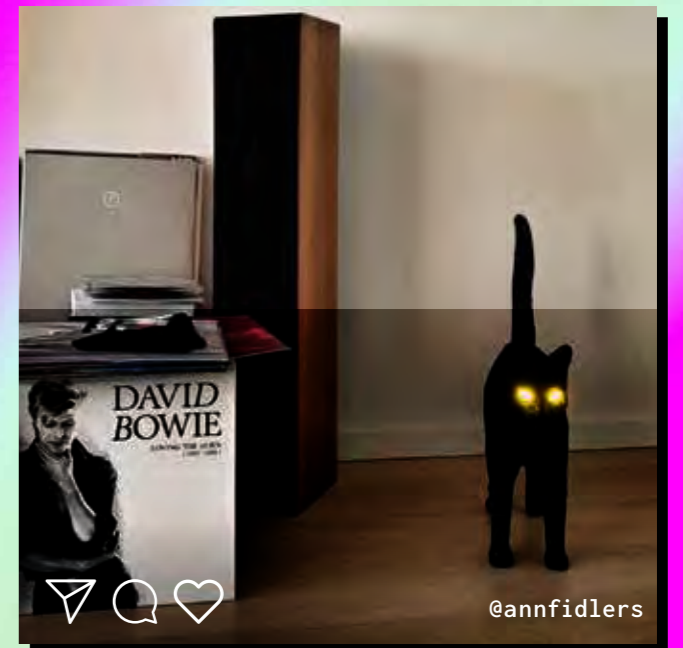
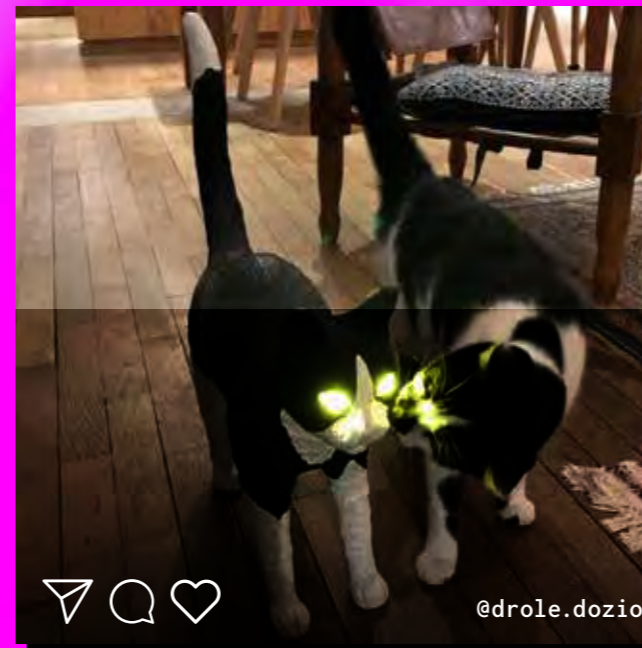
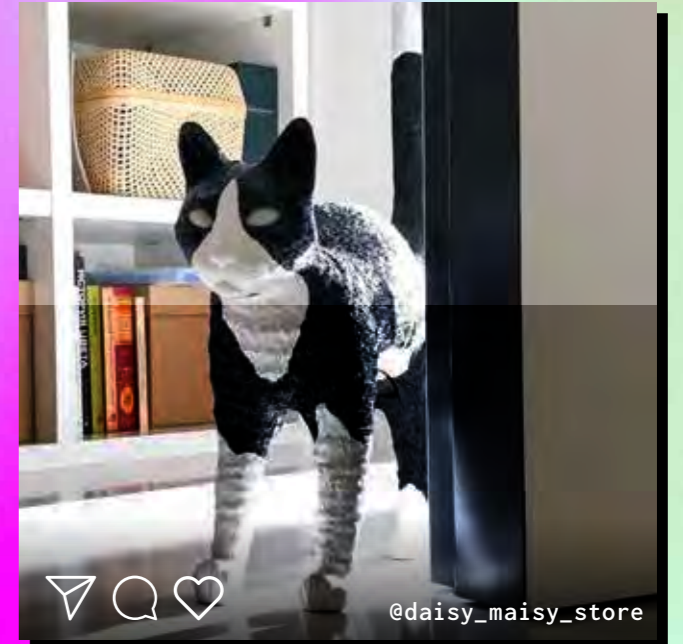


@vintagelonzano





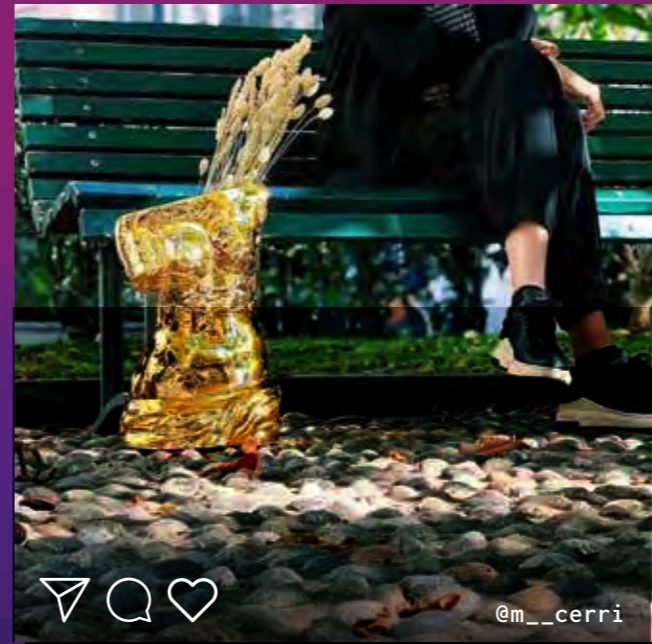
# JOBBY THE CAT



# STREET LAMP FLOOR



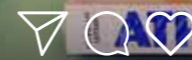
# MILO VASE



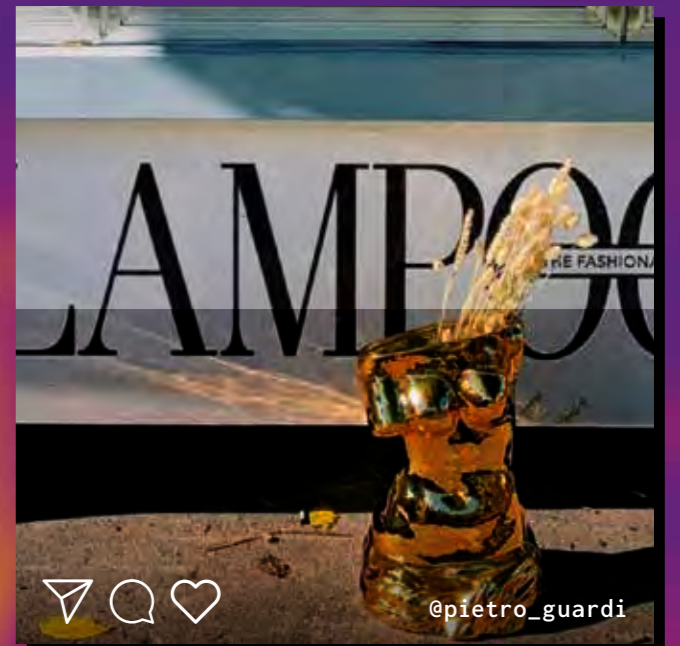
@m\_\_cerri



@jenjimei

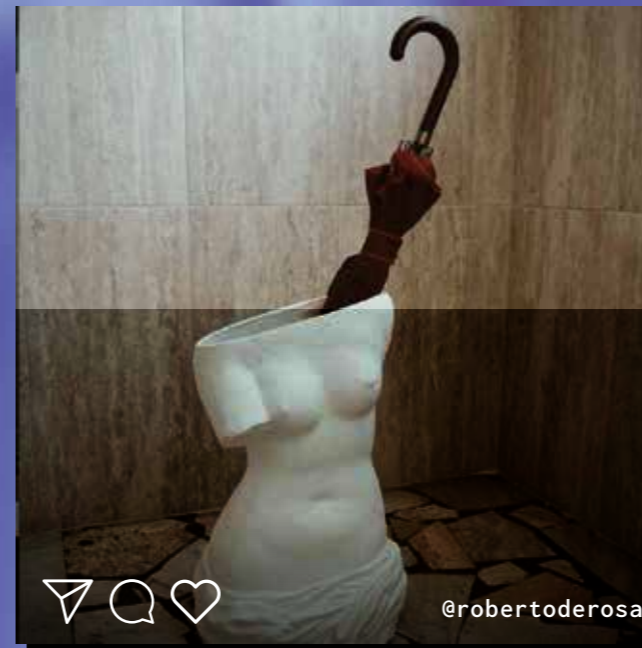
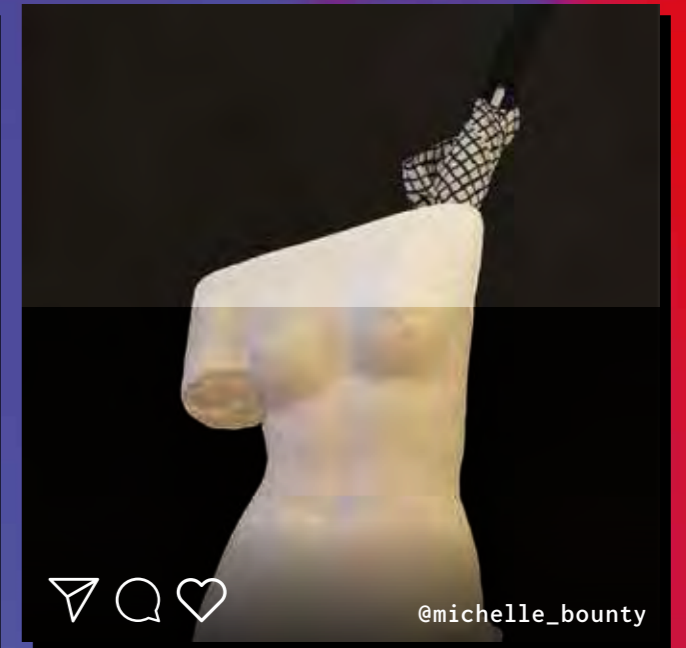
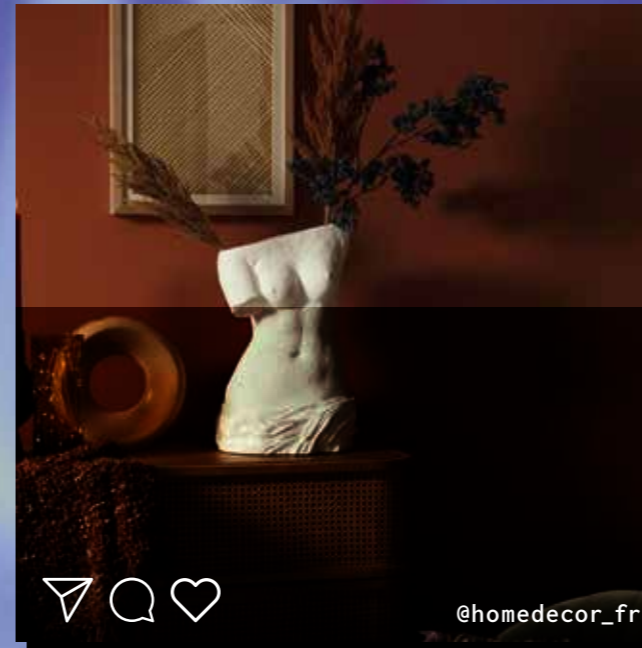


@drole.dozio



@pietro\_guardi

# MILO UMBRELLA STAND



# HOLY SMOKES



# HOT DOG SOFA & BURGER CHAIR



# INDUSTRY COLLECTION



@outdoor\_expert



@homar\_blln



@camilla.23.07



@visit\_australia

# FOLDING CHAIRS







# MILK STOOLS

# COLOSSUS SIDE TABLE



# DIESEL LIVING

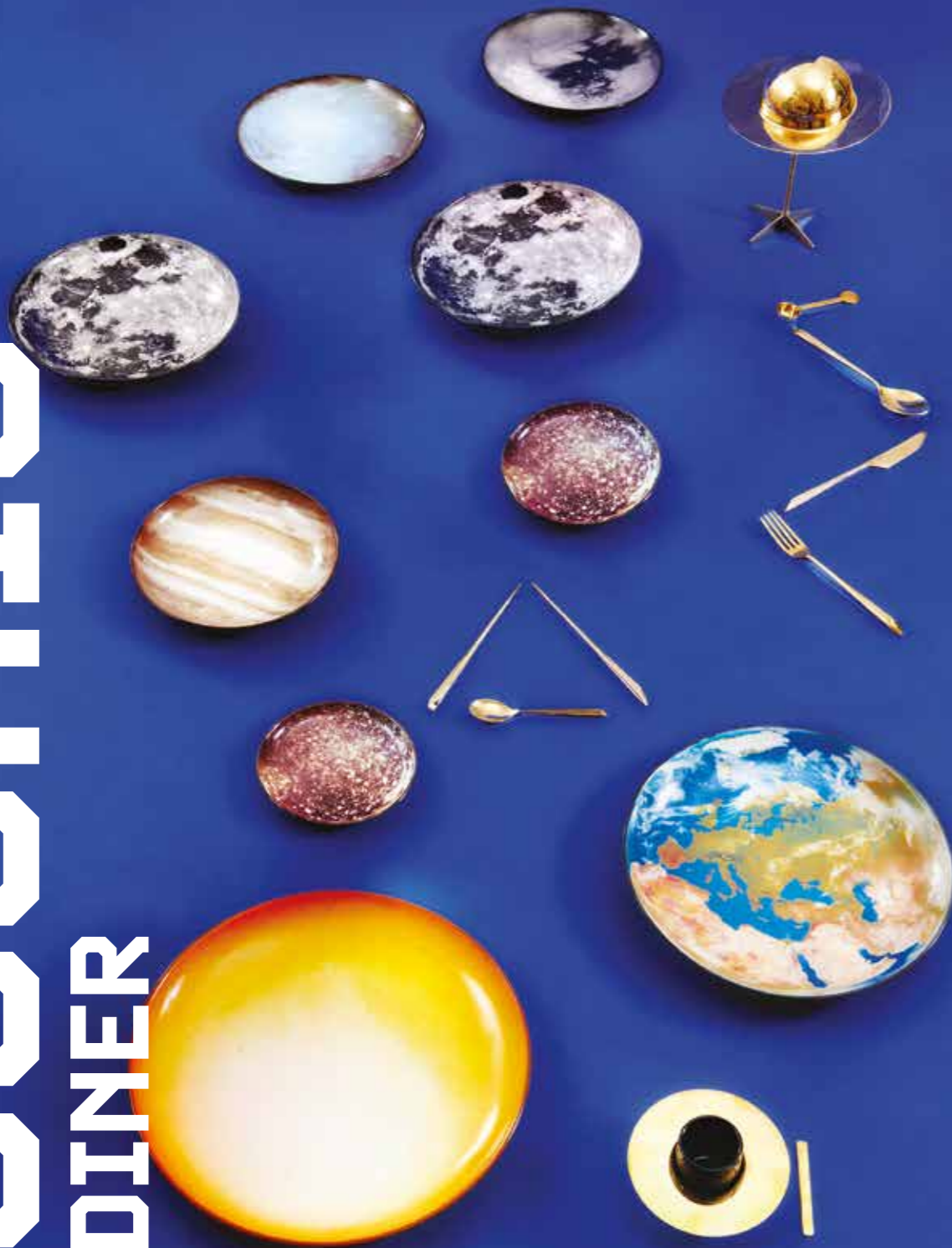
The irreverent and visionary spirit of DIESEL found in SELETTI its ideal universe: together they revolutionised the style. The creative team of Diesel Living works closely with the design team from Seletti on a collection which represents the perfect fusion between Diesel's lifestyle and Seletti's creativity and know-how.

The collaboration between Diesel Living and Seletti results is an explosion of personality for homes and interiors; a mix of industrial style, dark and adrenaline filled rock 'n roll with a splash of bright and toned, mischievous pop.

# COSMIC DINER



# COSMIC DINER



@designersatelier



@eddybeard

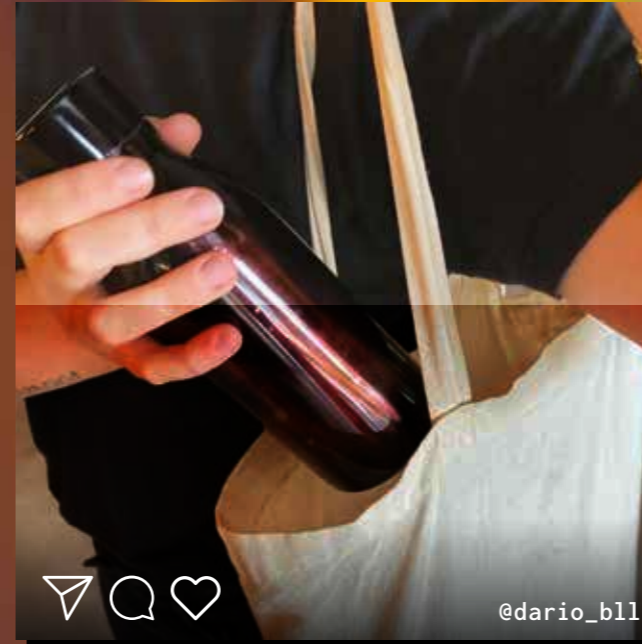


@charlysonowl

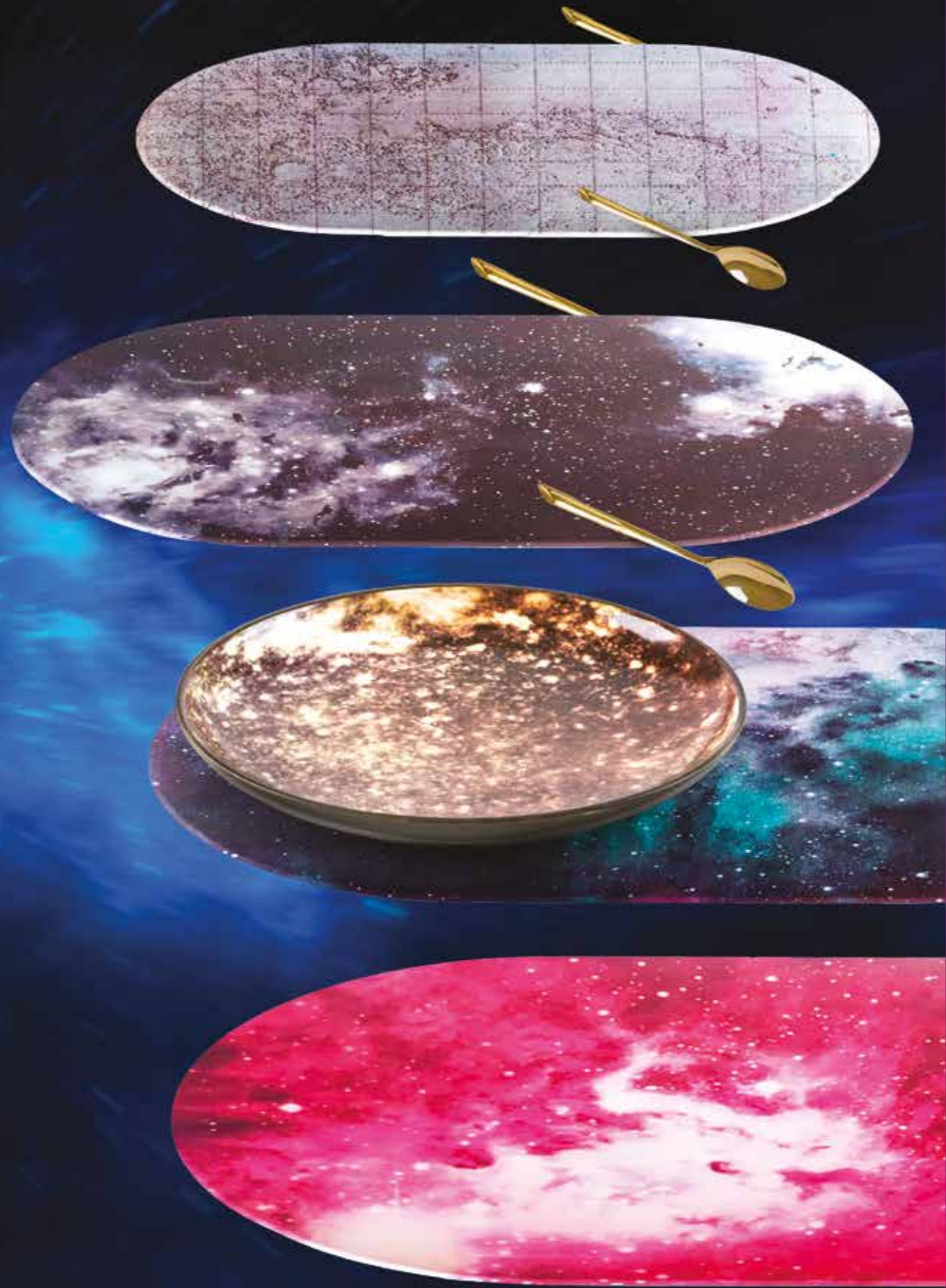


@paperlucia

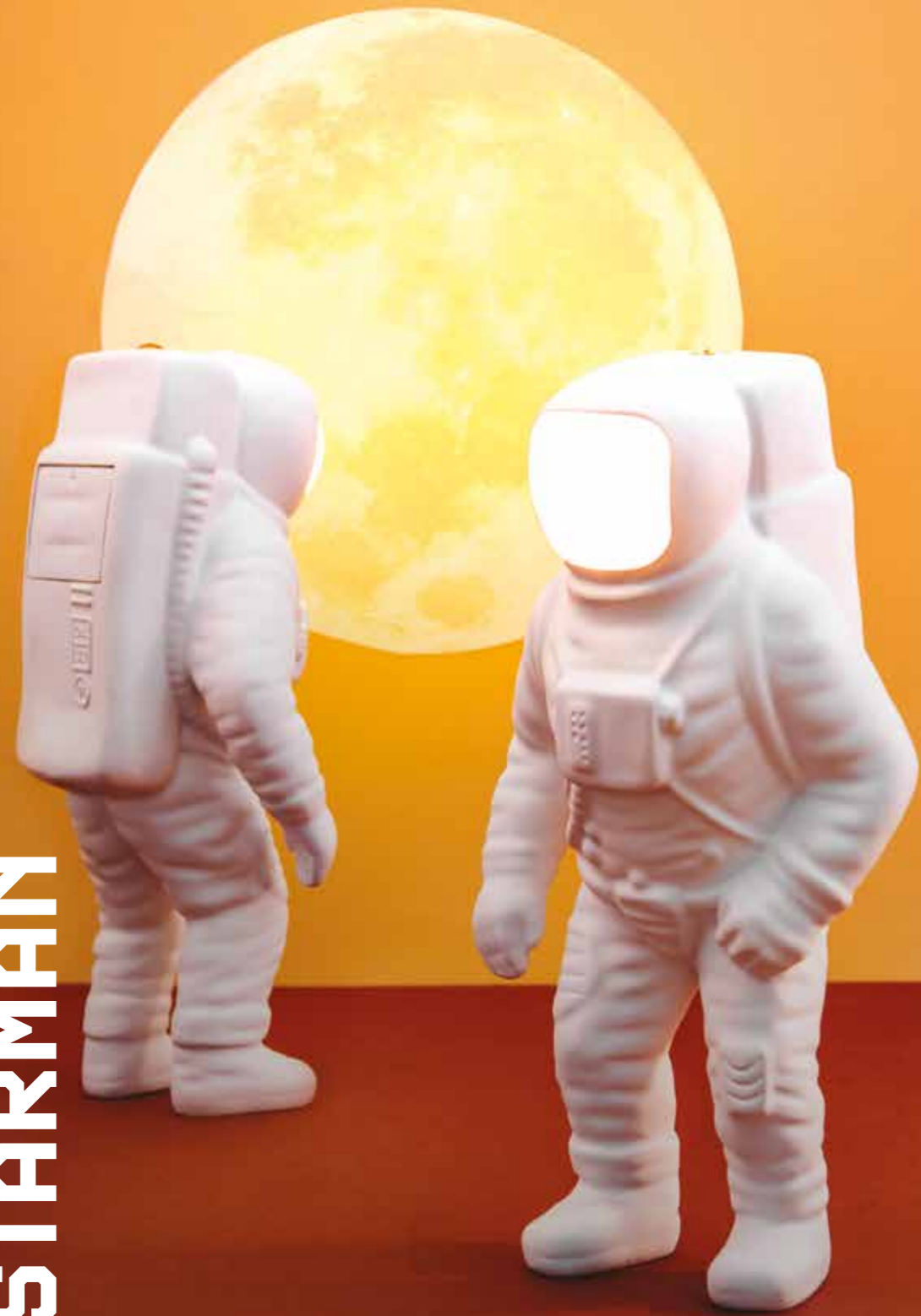
# THERMAL BOTTLES



# PLACEMATS



# FLASHING STARMAN



📍💬❤️

@funfettiforever



📍💬❤️

@daisy\_maisy\_store



📍💬❤️

@drole.dozio

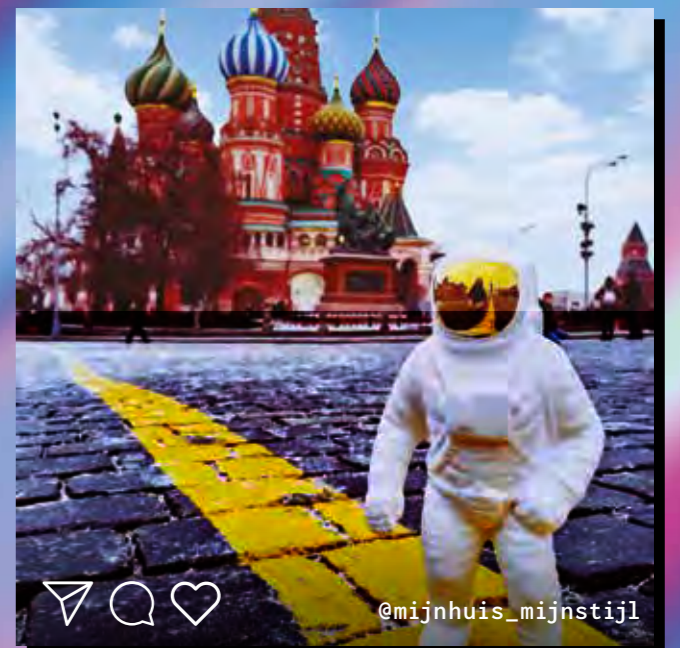
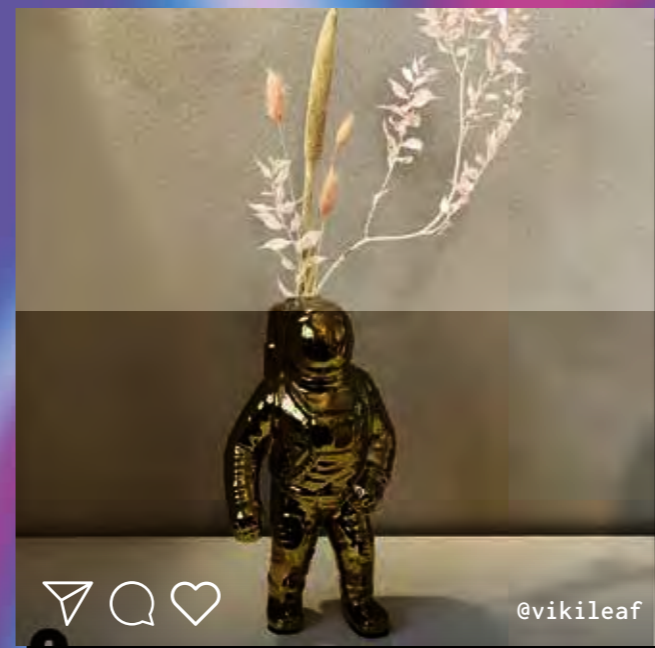
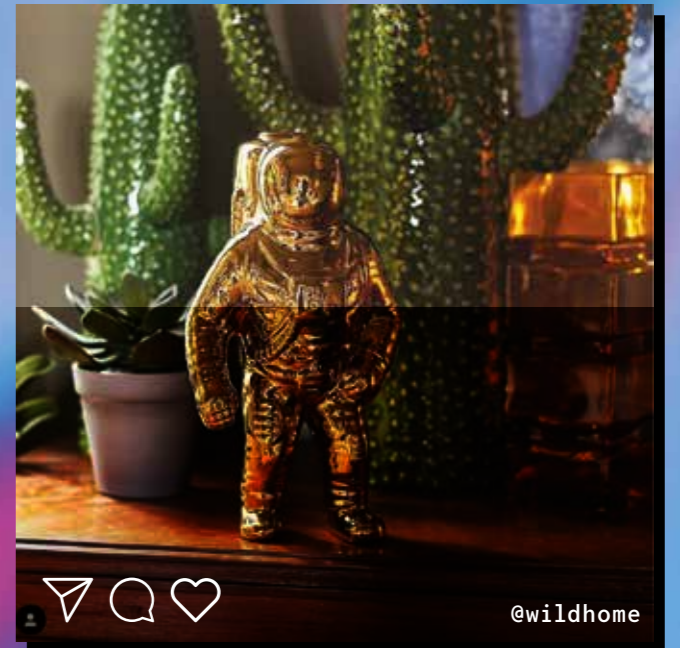


📍💬❤️

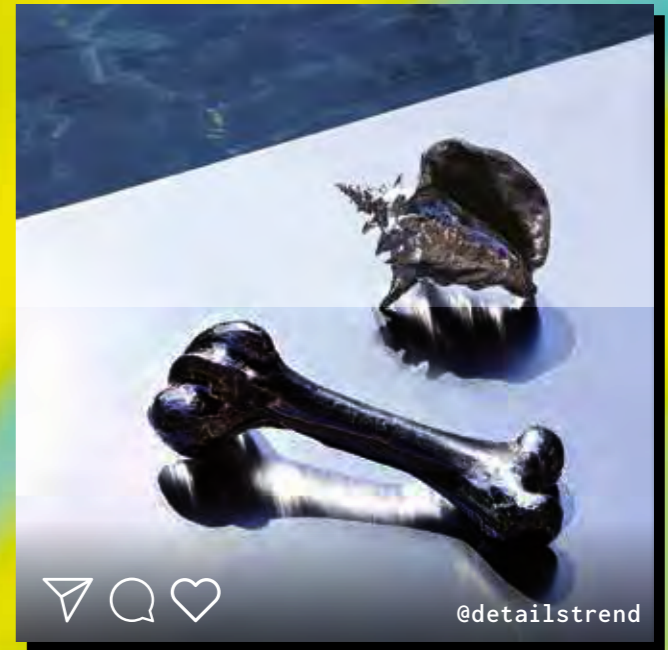
@annfidlers



# STARMAN VASES



# WUNDERKAMMER



# HOME SCENTS



📍💬❤️

@asheravibeluk



📍💬❤️

@corner\_shop\_uk



📍💬❤️

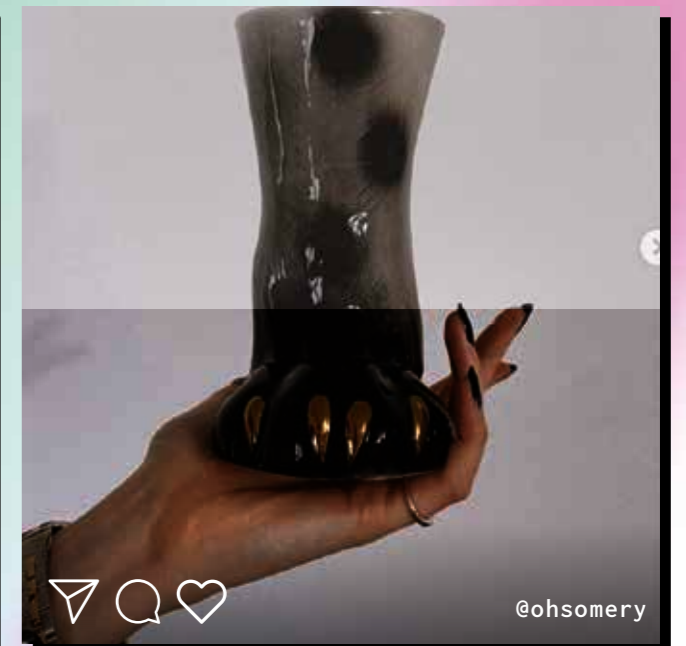
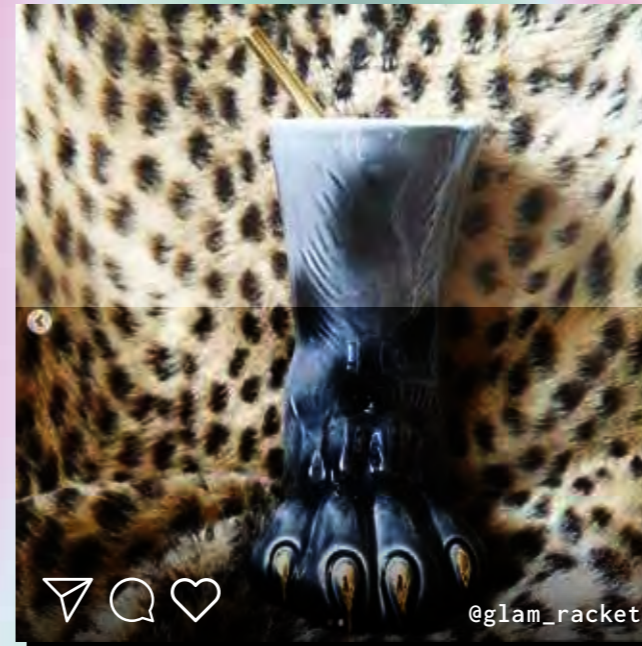
@terence\_tales



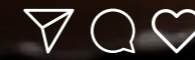
📍💬❤️

@dieseliving

# PARTY ANIMALS



# MACHINE



@longos\_nz



@dieseliving



@coco\_del\_mar



@cf\_lifestyle

ART DIRECTION  
**STEFANO SELETTI**

DESIGN AND PRODUCTION  
**DARIO BALLESTRI**  
**JENNIFER MAIA**  
**SIMONE VALENTINI**  
**ALESSANDRO DAVOLIO**  
**GRETA BIANCOTTI**

CREATIVE DIRECTION  
**MICOL TALSO**

COPYWRITING  
**SIMONE VALENTINI**  
**JENNIFER MAIA**  
**MARIANGELA LACEDRA**

PHOTOGRAPHY  
**JACOPO LEONARDO EMILIANI**  
**SILVIA DONGHI**

EXCEPT PAG. 151, 156-157, 158, 160-161, 162:  
**ALBERTO ZANETTI**

PRINT  
**EDIPRIMA SRL**

## **THANKS TO**

OUR AMAZING COLLEAGUES,  
THAT HAVE BEEN SUPPORTIVE AND PATIENT DURING OUR  
- REALLY CRAZY -CREATIVE PROCESS;

OUR TINY LOVELY ANIMALS,  
THAT FOLLOWED US BEING PART OF THE PHOTO SHOTS;

AND LAST BUT NOT LEAST TO OUR SPACESHIP PARKED IN THE BACKYARD  
THAT WILL SOON TAKE US TO THE MOON!;) )

**CIAO!**