

UTIL





PRESS RELEASE

JULY 2021

UTIL PRESENTS COLLECTION OF STORAGE FURNITURE FOR EVERYDAY LIFE

Portuguese design brand UTIL introduces a collection of minimalist and functional storage furniture, encompassing the versatile and modular shelving system Plié, the Basso Bar Cart, and the Hal coat rack. In tune with the current urban zeitgeist, the collection is designed with the practicalities of everyday life in mind. With precision and attention to detail, the contemporary and pragmatic pieces are carefully thought-out from start to finish in an effort to focus on their core function.

Founded in 2017 and led by Portuguese designer Manuel Amaral Netto and business strategist Tomás Carvalhas, UTIL is a young Lisbon based design brand with a clear focus on enduring and functional storage furniture made from high quality materials. Transcending product design, UTIL's philosophy of simplifying and focusing on the essential is inspired by people and everyday life, every piece of the formally simple and architectural influenced collection is made to last a lifetime.

UTIL's understated yet unique furniture is designed to be helpful and subtle. Meaning 'useful' in Portuguese, UTIL develops solutions for the increasingly scarce living space in metropolitan areas. The high quality and timeless design of its objects will accompany the user through a lifetime of changing environments. The enduring products are easy to assemble and move around, blending in and adapting to life's ever-changing needs.

The UTIL collection is developed in collaboration with a roster of international designers and entirely made in Portugal, within a short distance to the brand's studio, combining refined craftsmanship with industrial production methods.



THE COLLECTION

PLIÉ

Plié in classical ballet is a specific movement giving strength and flexibility to the whole body and helping the dancer to achieve a flawless posture. This relationship is essential to the design of this minimalist shelving system designed by Cesare Bizzotto and Tobias Nitsche: ensuring stability and strength without losing elegance.

Being distinguished by its sleek design, Plié uses the least possible amount of powder-coated aluminum, which is then folded to create a lightweight yet very robust structure. With only two components - flanks and shelves - the shelving system is very easy to assemble.

Its simple and architectural design language as well as its timelessness perfectly reflect the character of the design brand UTIL. It adapts to ever-changing interiors, from the contemporary workspace and to private living environments, offering a versatile solution for organizing, displaying and storage.

The shelving system consists of a sideboard, bookshelf, floor unit, wall mount, trolley and mini shelf.

PLIÉ - SIDEBOARD

As part of the minimalist shelving system Plié, the sideboard can function like a frame by showcasing items rather than hiding them. Its subtle design blends in and adapts to various surroundings without dominating them. The sideboard is composed of three shelves and available in two dimensions and five colors.

PLIÉ - SHELVING SYSTEM: BOOKSHELF

With its sleek and aesthetic design, the bookshelf, part of the minimalist shelving system Plié, can be used to display and frame a wide range of objects, such as books or tableware or design objects. The bookshelf is composed of six shelves and available in two dimensions and three colors.

PLIÉ - SHELVING SYSTEM: FLOOR UNIT

As a part of the minimalist shelving system Plié, the floor unit offers a versatile solution for aesthetic organization as well as providing a sleek frame for displaying design objects. Its low height gives it an elegant and subtle look. The floor unit is composed of two shelves and available in two dimensions and five colors.

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PLIÉ - SHELVING SYSTEM: WALL MOUNT

The wall mount is part of the minimalist shelving system Plié. With its sleek closeable compartment, it can put things away that you don't always want to keep in view. The wall mount is available in two dimensions and five colours.

PLIÉ - SHELVING SYSTEM: TROLLEY

With four smooth swivel casters, the Plié trolley is easily movable, adapting to any interior and occasion. Its subtle and aesthetic design is compatible with all other pieces of the minimalist Plié shelving. The trolley is available in four colours.

PLIÉ - SHELVING SYSTEM: MINISHELF

The small and elegant mini shelf is the perfect addition to the modular shelving system Plié, displaying design objects and small items and giving them a subtle and timeless frame. It can be hung as a single shelf or in groups, perfectly adapting to any interior. It's available in six colours.

HAL

Hal by Manuel Amaral Netto is a discreet and functional piece of furniture that adds a sense of lightness to your entryway. The bold yet subtle design highlights the beauty in the very essence of an object and suits every interior. Made from a durable metal sheet, its curved shape allows the top to be used as a high shelf for your belongings, while the bottom has hooks to hang your clothes, so they are within easy reach.

BASSO

Inspired by the legendary Bar Basso and a good strong Negroni, the sculptural Basso Bar Cart by Manuel Amaral Netto was originally developed as a bar cart. However, its simple design language and reduction to the essential, makes it suitable for a variety of applications. The durable cart is easy to move on four swivel casters. Thanks to a waterproof cork mat, you can put things on the upper tray without damaging the surface. The lower tray is an open container that stores everything from bottles to magazines.

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NOTES TO EDITORS

ABOUT UTIL

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Selection of the available photographs.
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