

UTIL





PRESS RELEASE

SEPTEMBER 2021

UTIL DEBUTS NOVELTIES AT SUPERSALONE 2021

Young Portuguese design brand UTIL showcases at „The Makers Show” at supersalone, debuting three compelling novelties. Designed with the practicalities of everyday life in mind, the new modular and versatile pieces expand UTIL’s collection of minimalist and functional storage furniture and will have their premier in Milan.

THE NOVELTIES

The new releases include the super versatile, modular and stackable storage box KGT by Studio CP-RV, the striking and minimalist wall shelf Plié Wall Shelf by Cesare Bizzotto and Tobias Nitsche from FROM INDUSTRIAL DESIGN, as well as a new finish to the side table Basso Bar Cart by designer and UTIL co-founder Manuel Amaral Netto.

PLIÉ WALL SHELF



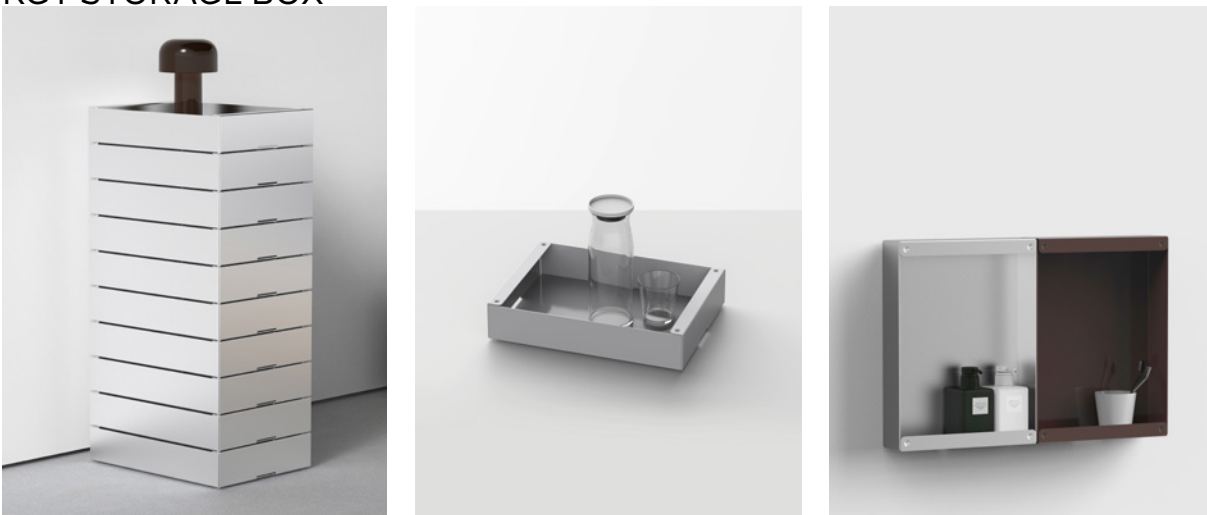
The elegant wall shelf Plié perfectly complements the modular shelving system Plié. Being distinguished by its sleek design, Plié uses the least amount of material possible folded to create a light weight yet very robust structure. Its simple and architectural design language as well as its timelessness perfectly reflect the character of the design brand UTIL. It adapts to ever-changing



interiors, from the contemporary workspace and to private living environments, giving books and small items a subtle and timeless frame.

The Plié wall shelf can be hung as a single shelf or in groups and is easily installed using only two screws. It is available in 8 versatile colours, ranging from bright Ultramarine to more neutral shades and in two lengths with 2, 3 or 4 shelves.

KGT STORAGE BOX



KGT by Studio CP-RV is a highly versatile storage system made from aluminium. Inspired by traditional crates that are typical for transporting fruits and vegetables, KGT is a simple container box that is portable by hand as well as stackable and can be hung on the wall as a shelf. Its simple lines and reduced look fit seamlessly in any interior, while the aluminium makes it reusable, durable as well as recyclable.

A truly universal storage piece, KGT can be used in a variety of applications. It can be stacked and arranged to individualised storage furniture, put on wheels as an office trolley, hung as a wall shelf or used as a tray, thus offering a solution for any type of living space and situation.

KGT will be debuted in raw aluminium with several new colourways launching soon.

UTIL

BASSO BAR CART



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.

At supersalone, Util presents the Basso Bar Cart in a new, zinc finish. By leaving out the painted layer, the craftsmanship behind the product from steel becomes visible, thus giving the bar cart an elemental and expressive look.

THE UTIL COLLECTION

UTIL's understated yet unique furniture is designed to be helpful and subtle. Meaning 'useful' in Portuguese, UTIL develops storage solutions for the increasingly scarce living space in metropolitan areas, thus focusing each piece on its core function. Every piece of UTIL's collection is carefully thought-out from start to finish, easy to assemble and move around, blending in and adapting to life's ever-changing needs. UTIL's collection of minimalist and functional storage furniture encompasses the versatile and modular shelving system Plié, the Basso Bar Cart, the coat rack Hal as well as the latest addition, storage box KGT.

The entire UTIL collection is available via their own onlineshop. The novelties are available for pre-order from mid-September.



NOTES TO EDITORS

ABOUT UTIL

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.

www.thisisutil.com

UTIL AT SUPERSALONE 2021, THE MAKERS SHOW

Hall 2, stand E15
5 - 10 September 2021
10 am - 7 pm (Friday 10 am - 4 pm)

PRESS CONTACT

Brand. Kiosk
Johanna Bieber / Susanne Günther
util@brand-kiosk.com
+49 (0)69 2649 1122

UTIL



Selection of the available photographs.
To receive high-resolution images, please contact Brand. Kiosk on: util@brand-kiosk.com

UTIL



Selection of the available photographs.
To receive high-resolution images, please contact Brand. Kiosk on: util@brand-kiosk.com