



## POINT Celebrates Mediterranean Spirit with Innovative Design at Salone del Mobile 2024

POINT returned to Salone del Mobile in Milan to unveil its latest avant-garde collections that blends together artisanal craftsmanship and sustainability, encapsulated within a space infused with the spirit of the Mediterranean, showcasing the latest collaborations with esteemed designers such as Mario Ruiz , Gabriel Teixidó, Meneghello Paoletti or Christophe Pillet.



POINT's stand (Hall 14, B23) emerges as a testament to design that transcends time. Crafted in collaboration with the visionary architect **Héctor Ruiz Velázquez**, this space is an homage to the culture, traditions, and art of living that the Mediterranean embodies.

"The Salone del Mobile is not merely an exhibition for POINT but a platform where our Spanish heritage in design dialogues with the world. It's here where we have been fortifying professional relationships across diverse and demanding markets, from the United States to the Middle East and Europe, securing top projects with prestigious partners such as Four Seasons, W Hotels, Shangri-La, The Langham, and Hyatt Regency. Our success is a testament to our exceptional craftsmanship, our keenness for innovation, our homage to the Mediterranean ethos and the passion and ingenuity of our designers." explains Juan Pons, CEO and fourth-generation member of this family-owned company founded in 1920.



## The Essence of the Mediterranean Enlivened

Envisioned by the acclaimed architect Héctor Ruiz Velázquez, a maestro of organic forms with a distinguished international portfolio, our stand at Salone del Mobile merges craftsmanship and innovation. An intricate hand-woven wooden wall guides visitors through a journey of discovery to explore our collections. Culminating at the heart of the space, a courtyard garden emerges as an emblematic lounge—an alluring oasis designed for connection and repose. The stand’s curvilinear design not only echoes the venerable craft of furniture making but also celebrates POINT’s heritage. It is a homage to the Mediterranean ethos, shaping zones that are welcoming and intimate, inviting a respite from the fair’s bustle. Here, POINT beckons the visitor to a multi-sensory experience, a tranquil path that evokes the essence of open-air living intrinsic to the Iberian landscape and the ambiance of the natural settings that embrace POINT’s creations.

## A Century of Craft Meeting the Avant-Garde of Tomorrow

The history of POINT began more than 100 years ago at the hands of master craftsman José Pons Pedro. Four generations later, this family business has transformed its legacy into an international brand, synonymous with the best design, research and savoir faire. Its more than 300 products, signed by great national and international designers, can be found all over the world.

One of the values that define POINT’s identity is its firm commitment to sustainability. Its production plant is energy self-sufficient, thanks to the solar panels installed at its headquarters. In addition, its collections are made following the main guidelines of responsible consumption, using recyclable materials and wood from controlled logging forests. For the new Kubik collection, for example, the firm developed a new 100% recyclable material similar in appearance to teak: TechTeak. It requires no maintenance, has low liquid absorption and is highly resistant to impact.





## POINT collections at Salone del Mobile

POINT has been crafting history since 1920, elevating outdoor furniture design to new heights through innovative collaborations with leading designers. With a profound respect for sustainability and a passion for the Mediterranean way of life, POINT continues to inspire with designs that embody durability and timeless elegance.

### Legacy

With a purely contemporary aesthetic, Legacy presents a set of outdoor furniture that can be integrated into any interior project. "It is versatile and precise," says Ruiz. "The intention with it was to give multiple answers and make it easier for the interior designer or architect to create numerous compositions, both outdoors and indoors. Its appearance is meticulous, and it manages to create sophisticated environments with either of its two lines: Legacy Essence and Legacy Woven.

All the pieces in the collection are made with a die-cast aluminum structure that incorporates different materials in the backs and armrests, resulting in two versions with their own personality. Legacy Essence is characterized by its simplicity and lightness, as well as its pure minimalist design with an exposed aluminum frame. Legacy Woven, on the other hand, has the peculiarity that its aluminum structure works as a frame for the design of a carefully studied rope weave. Both versions offer customization options for the armrests and seat front. The collection is completed by a selection of tables in various finishes: porcelain, HPL or aluminum.

### Kubik

It is an ode to functionality, beauty and comfort. Its balance and precision immerses us in a visual experience of clean, carefully studied lines that evoke a sense of solidity and harmony. "The starting point for this collection was the new material TechTeak - recycled and recyclable - developed by POINT, which has a surprisingly similar appearance to teak, but is maintenance-free and highly resistant to impact," says Gabriel Teixidó. "When we designed Kubik, we wanted to meet two essential challenges: to guarantee outdoor durability and to offer an ecological answer. Unlike other collections, in this one it was the characteristics of the material itself that determined the final design".





## Neck

In collaboration with the award-winning Milanese studio Meneghello Paoletti, we present two sculptural table legs called Neck. "The starting point was the bistro table, which has very defined ergonomic limits. The challenge was to find a distinctive detail within these parameters," say Sandro and Marco. Neck is a neutral and versatile collection designed for any space, especially contract and outdoor contexts. "It had to be pieces with standard sizes and flexibility of use. Neck's personality lies in its base, which gives the piece a distinctive touch, but in a discreet and subtle way, being very compact and with a perfectly studied diameter from an ergonomic and visual point of view".

## Paralel

Designed by Gabriel Teixidó this collection is set to become a classic. As its creator himself explains, "its characteristic element, wood, is a living element that connects well with people and gives it warmth". Robust yet soft, its chairs, armchairs, sofas and tables combine Indonesian teak wood (from carefully managed forests) and synthetic rope. There are a total of fourteen pieces, also including a sun lounger, a side table and an extendible table. They are designed for gardens, terraces or porches, integrating easily into indoor spaces too. "It's a human collection that fits perfectly into natural surroundings", says Teixidó.



## Origin

Origin looks like a simple collection, and it is. In fact, that's the intention behind its design and is its defining feature because, despite what one may think, simple, straightforward pieces are the most difficult thing to design", says Mario Ruiz. Faithful to the idea of "less is more" coined by the architect Mies van der Rohe, one of the fathers of modern architecture, the designer demonstrates with a few simple lines that a discreet gesture can go a long way. The collection consists of tables, sofas, loungers, armchairs, and chairs, all of which can be stacked. The structure of all the pieces is made from powder painted aluminium finished. This material was chosen for its durability and because it is 100% recyclable at the end of its useful life.



## City

Designed by Christophe Pillet, this collection is a contemporary take on the art of Mediterranean living, which is unconnected to time. It is a universe where the sun and the earth meet. Its main feature is a powder painted aluminum structure with teak arms and plump, comfortable cushions. These pieces create a composition of great comfort and harmony. The seats in the collection, an armchair, a double sofa and a triple sofa, exude classicism and elegance, and their cushions can be customized in terms of both prints and colours. The collection is complemented by four tables: two coffee tables and two corner tables.

## Summer

The Summer collection reimagines the traditional chair through a lens of sophistication and technical excellence. Its design, as described by Christophe Pillet, pays tribute to conventional craftsmanship with a strong yet simple aesthetic, emphasizing the woven texture's decorative appeal. POINT will showcase at Salone del Mobile the collection's latest elegant additions: the Bar Stool and the Club Armchair.



# POINT.

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