

**TWIST: THE NEW ICON OF THE PLUS+ OUTDOOR ATTITUDE THAT'S REDEFINING OUTDOOR DESIGN AT MILAN'S SALONE DEL MOBILE 2025.**

Plus+ Outdoor Attitude, a design brand specialising in contemporary outdoor furniture, presents Twist, a modular seat-sculpture that stands out for its strong, iconic and versatile nature. Designed by Art Directors Alberto Brogliato and Federico Traverso, Twist was born from the intersection of graphic form and structural dynamics, challenging the conventions of outdoor design with a one-of-a-kind scenographic presence.

#### DESIGN: CLEAN LINES, STRONG SIGNE

Twist is not a simple seat but an extrusion of a square that bends with force and transforms into a three-dimensional poetic sign. If rotational-moulding plastic is associated with smooth rounded shapes, Twist reinvents this logic, using clear, defined geometries that deliver ergonomics designed to offer comfort while maintaining a bold, sculptural appeal.

The inspiration links to pop-art, recalling the graphic signs of Keith Haring, but with a modelled switch that redefines space. Minimalist, primordial and pop, Twist is a strong and recognisable presence in all settings, from contract and street furniture to airport lobbies and exclusive resorts.

#### NO-LIMITS MODULARITY: A NEW VISION FOR PUBLIC AND PRIVATE AREAS

Twist is not just a one seat but a modular system that can evolve into different configurations. Thanks to the combination of Twist seat, Twist bench and Twist box, the structure transforms, becoming:

- A single or multiple seat, perfect for lounges and waiting areas;
- A green installation, that adorns squares and public spaces with a strong aesthetic identity;
- A scenic item for contract and retail installations that adapts to the needs of designers and architects.



#### TECHNOLOGY AND INNOVATION IN ROTATIONAL MOULDING

In the panorama of outdoor design, Twist reaffirms the value of rotational moulding of polyethylene, a technique that keeps confirming a unique opportunity to innovate in the sector. Made of rotational-moulded polyethylene, Twist is the result of a process that combines craftsmanship and advanced Italian-made. Designed for outdoor settings, Twist comes with functional details such as a water drain hole, and guarantees durability and resistance to atmospheric agents.



#### PLUS+ COLLECTION: A NEW STANDARD IN OUTDOOR DESIGN

With the presentation of Twist, Plus+ Outdoor Attitude establishes itself as one of the most innovative brands in the outdoor design sector, with a range of products such as lounge seating, desk corners, tables, stools, complements, planters and lamps - all to explore on the site.

Twist is the manifesto of a new design philosophy, where design and technology come together to create unique, versatile items destined to leave their mark; sculptures to live and enjoy, dynamic items that transform spaces into aesthetic and functional experiences. Twist will be previewed at Milan's Salone del Mobile 2025, in Hall 18, Stand E04, and in an installation at the outdoor spaces of the prestigious ADI Design Museum, in P.zza Compasso d'Oro, Milan.

For more information, high-resolution images and press enquiries: [info@plust.com](mailto:info@plust.com) - <https://www.plust.it/en/contacts/>

## PLUST OUTDOOR ATTITUDE

PLUST Outdoor Attitude was born from the experience of euro3plast SpA (plc), a leading manufacturer of Italian-made pots, planters, furnishing accessories, and lamps. Plust explores the potential of plastic materials to create innovative and versatile design solutions suitable for both indoor and outdoor contexts.

PLUST Outdoor 's design approach attitude goes beyond the traditional conception of outdoor furniture, proposing distinctive, modular and functional furnishing solutions. Our planters, and seating-and-lighting systems are designed to redefine spaces with creative scenarios that adapt to residential, public, and contract settings. With careful research into materials, and the forms designed by established designers and architects, the collections combine visual appeal with practicality, delivering lightness, resistance to atmospheric agents, and infinite customisation potential. The attention to detail and the quality of Italian engineering and manufacturing make PLUST Outdoor Attitude the go-to for architects, designers and professionals who seek contemporary solutions for the furnishing of indoor and outdoor spaces.

<https://www.plust.it/en/>



## BROGLIATO TRAVERSO, Art Directors

Both graduated from the Venice's I.U.A.V. university, after various experiences that spanned the art of Murano glass to working with traditional ceramics in Japan, Alberto Brogliato and Federico Traverso founded their BrogliatoTraverso design studio in 2014.

Their creations establish a deep and intimate empathy with users and their surroundings, respecting both. The refined simplification of the BrogliatoTraverso process has enabled the duo to partner with various companies, including Magis, Cappellini, Haworth, Guzzini and others.

These partnerships have earned the firm numerous international awards, including the ADI Index, Red Dot Design Award, German Design Award, iF Design Award and Good Design Award.



## FADE FAMILY

DESIGN: MARCO GREGORI

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## GUMBALL FAMILY

DESIGN: ALBERTO BROGLIATO

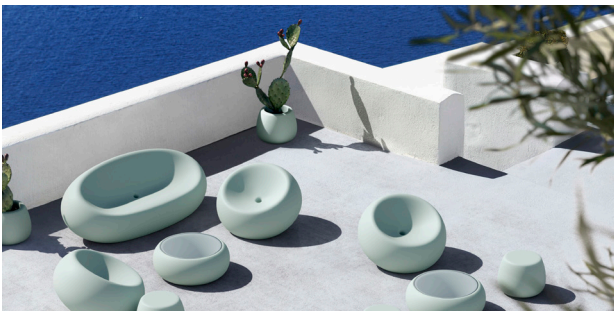
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## BOOM FAMILY

DESIGN: MARCO GREGORI

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## SETTEMBRE FAMILY

DESIGN: LUCA NICHETTO

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**PLUST @ FUORI SALONE  
6-13 APRILE 2025**



**PLUST @ ADI Design Museum**

P.za Compasso d'Oro, Milan, 8-13 April 2025

Modular installation of TWIST at ADI Design Museum-Compasso d'Oro, a garden-square open to the public, named after the Compasso d'Oro Award.

The ADI Design Museum in Milan has been home to more than 350 design projects that have been awarded the Compasso d'Oro since its establishment in 1954. The museum is a dynamic, constantly-evolving space that aims to recount the story of Italian design in all its dimensions: industrial, economic, cultural, and social.



**PLUST @ Palazzo Litta**

"Earth, Forest, and Poem" installation by Byoungsoo Cho

Cortile d'Onore of Palazzo Litta and Cortile dell'Orologio of Teatro Litta  
Corso Magenta, Milan

'Bartolomeo' modular bar-counters designed by JoeVelluto (JVLT), supporting the food and beverage industry during the press preview, and then the opening event of the 'Earth, Forest, and Poem' installation. The installation designed by Byoungsoo Cho for MoscowPartners Variations 2025, is a poetic tribute to hope and peace. The work pays tribute to Dongju Yoon, poet and symbolic figure of Korean culture, on the 80th anniversary of his death. Earth, Forest, and Poem, the title of the work, becomes a shared space for reflection and encounter. The installation invites visitors to a poetic dialogue, celebrating the universality of human experience and the transformative power of beauty.