

Flow

Designer	Jean Marie Massaud
Year	2009-2024



Born in 2009 from an idea of Jean Marie Massaud, Flow is the iconic seat collection developed to satisfy the different needs of contract and residential sector.

The curved lines and the elegance of its profile combine in a perfect balance of comfort and ergonomics. With over 110.000 available configurations, there is a Flow perfect for any need and style.

The matt finishing of the shell is in harmony with a chromatic range in line with the market trends, in white, lead-gray, terracotta and white gray.

The bases – 4 steel legs, 5-point star base, central leg, VN 4-legged base and 4-legged wood bases – go with a non-upholstered shell, with front upholstered, fully upholstered or leather upholstered.

A particular attention was paid to the ergonomics and padding of the seat to guarantee an enveloping comfort, while wood takes on the tones of the bleached oak stained wood, natural, brown and canaletto walnut stained wood with bases with soft and fluid shapes.

The Flow collection distinguishes for its strong engagement towards sustainability: created with recycled materials, 73% of polycarbonate used in the shell come from renewable sources, while wood used for the basis comes from sustainable managed forests, respecting strict environmental standards along the whole production process.

The typological proposal of Flow ranges from Chair to Armchair, including Stool and Pouf.

Unupholstered shell

Matt painted eco-sustainable polycarbonate, obtained by injection molding.

Fully upholstered shell

Shell composed of a thermoformed and padded countershell with a small pad made of quilted polyurethane and polyester wadding at the front, and upholstery with zips in the lower part of the chair.

Pad

Upholstered pad, made with polyurethane and polyester wadding, and with quilting that is thermally bonded to the fabric.

Removable cover in fabric or leather.

Central leg, 360° swivel

Matt powder-coated aluminium.

4 wooden legs, girevole 360°

Stained ash, transparent lacquered.

Shell with front upholstered

Eco-sustainable polycarbonate shell, completed with padding: thermoformed and padded countershell, with a quilted polyurethane and polyester wadding mattress. Removable cover in fabric or leather.

Shell with fixed leather cover

Injection moulded polycarbonate shell, cold foam shaped on the load-bearing frame. Non-removable cover in leather.

4 legs

Matt powder-coated steel rod.

4 VN wooden legs, 360° swivel

Stained ash, transparent lacquered.

5-star base, 360° swivel

Matt powder-coated die-cast aluminium.

Flow finishes

Shell

Unupholstered

White polycarbonate X112
Lead grey polycarbonate X114
Light grey polycarbonate X200
Terracotta polycarbonate X201

With front upholstered, removable cover

Finishes

White polycarbonate X112
Lead grey polycarbonate X114
Light grey polycarbonate X200
Terracotta polycarbonate X201

Cover

B Etis	B Time TL15	B Todi	C Anima		
C Anouk	C Frank	C Garc	C Noah	E Brionne	E Paradise
C Taiga	D Dune	D Monaco	D William		
E Portofino	F Parigi	F Savanna	G Hero 2		
G Keiga	G Moss	G Sunday	G Zero		
G Anilina	G Nabuk	G Nuvola	G Leather		

Fully upholstered

B Etis	B Maia	B Time TL15	B Todi		
C Anima	C Anouk	C Garc	C Noah	E Brionne	E Paradise
C Taiga	D Dune	D Monaco	D William		
F Parigi	F Savanna	G Hero 2	G Keiga		
G Moss	G Sunday	G Zero	G Anilina		
G Nabuk	G Nuvola	G Leather			

Fixed leather cover, non-removable

G Anilina **G** Nuvola

Upholstery pad

B Time TL15	B Todi	C Anima	C Anouk
C Frank	C Noah	C Taiga	D Monaco
D William	E Brionne	E Paradise	
E Portofino	F Parigi	F Savanna	G Keiga
G Moss	G Sunday	G Zero	G Anilina
G Nabuk	G Nuvola	G Leather	

Base

4 legs

Matt painted white X053
Matt painted lead grey - ref. col. X114
Matt painted light grey
Matt painted terracotta

4 VN wooden legs, 360° swivel

Bleached oak stained wood - ref. col. X075
Natural oak stained wood - ref. col. X030
Brown oak stained wood - ref. col. X076
Canaletto walnut stained wood - ref. col. X159

5-star base, 360° swivel

Matt painted white X053
Matt painted lead grey - ref. col. X114

Central leg

Matt painted white X053
Matt painted lead grey - ref. col. X114
Matt painted light grey
Matt painted terracotta

4 wooden legs, 360° swivel

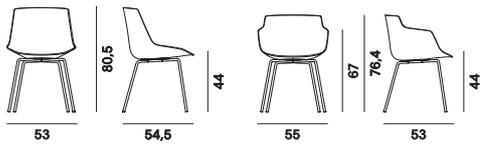
Bleached oak stained wood - ref. col. X075
Natural oak stained wood - ref. col. X030
Brown oak stained wood - ref. col. X076
Canaletto walnut stained wood - ref. col. X159

Flow dimensions

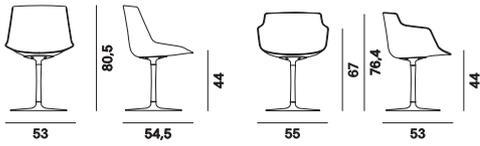
Flow Chair

Flow Armchair

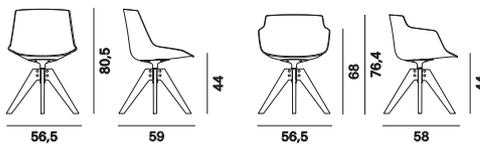
4-legged base



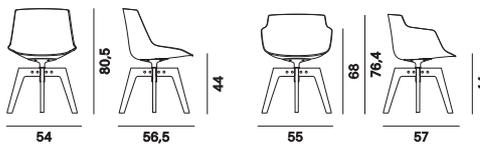
base with central leg



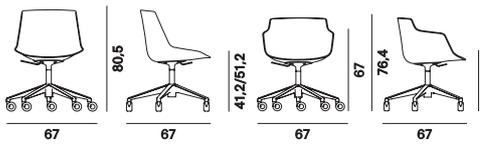
VN 4-legged wood base



4-legged wood base



height-adjustable 5-point-star base on castors



Variants



unupholstered front upholstered fully upholstered fixed leather cover