

Ethimo

n.13

News



Elena Salmistraro, Patrick Jouin,
Zanellato/Bortotto, Luca Nichetto,
Chiara Andreatti, Studioepepe,
Christophe Pillet

Salone del Mobile. Milano - 21/26 Aprile 2026

Loop

— Elena Salmistraro —



{ita}

Il legame intuitivo e profondo tra architettura e botanica mette in scena le nuove collezioni, dove si dispiegano sperimentazioni formali e richiami al mondo naturale. La vita vegetale si veste di creazioni senza tempo, di materie naturali, di poesia e rigore, di tonalità sfumate e tessuti vivaci. Un dialogo fecondo con il mondo vivente ispira le collezioni.

Vivarium

The intuitive and profound relationship between architecture and the botanical world unfolds in a scenography for the new collections, where formal experimentation intertwines with references to the natural realm. Botanical life is adorned with timeless creations, natural materials, a balance of poetry and rigor, nuanced tones, and vibrant textiles. A fertile dialogue with the living world continues to inform and inspire the collections.

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Loop Sofa
Central sofa in Orange mood.
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Central sofa in Orange mood.
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Come un corpo fluido e organico, il divano Loop intreccia la propria struttura in un movimento perpetuo, evocando un nastro di Möbius. A metà tra pianta rampicante, acqua viva e sabbia del deserto offerta al vento, questo oggetto autonomo e mutevole abita lo spazio in una relazione singolare. Vero catalizzatore di convivialità, tra relax e invito alla conversazione, la vita a 360 gradi si muove in piena libertà, seguendo il ritmo del suo design solare.

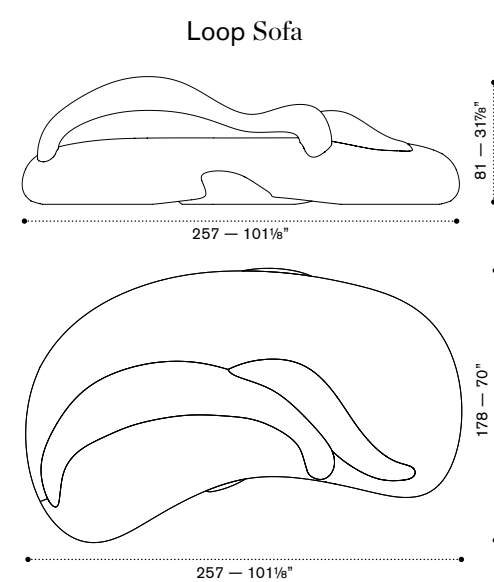
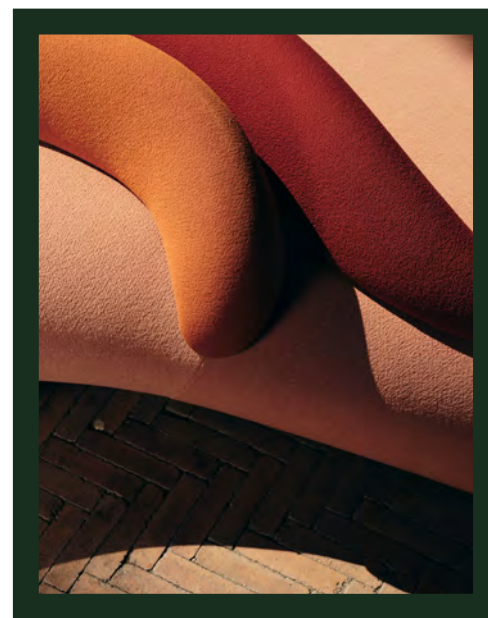


— Elena Salmistraro —

Loop

Like a fluid, organic body, Loop sofa interweaves its structure in a continuous motion, evoking the infinite loop of a Möbius strip. Suspended between the organic growth of a climbing plant, the vitality of flowing water, and the shifting presence of wind-blown desert sand, this autonomous and ever-evolving object inhabits space in a singular way. A true catalyst for conviviality, balancing relaxation and the invitation to gather, it supports a 360-degree way of living, unfolding in complete freedom, guided by the rhythm of its radiant design.

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Sofia
— Patrick Jouin —



Sofia Director chair
Director's chair with dark polished and natural teak frames. Bouclé White/Brown and White/Terracotta striped fabrics.
— Detail: Focus on the natural teak armrest craftsmanship.

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Director's chair with dark polished and natural teak frames. Bouclé White/Brown and White/Terracotta striped fabrics.
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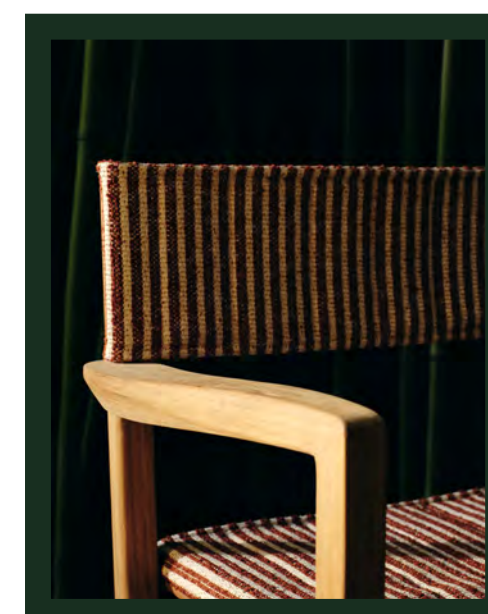
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Nella storia del design, la sedia da regista compie un lungo movimento continuo, come un travelling cinematografico. Con un gesto rigoroso e sensibile, Patrick Jouin ritorna all'origine di un archetipo definito dalla sua struttura a X e dalla logica di piegatura. Ne ammorbidisce la silhouette, scolpisce i braccioli, allunga le proporzioni e cura in ogni dettaglio una raffinata ricerca del comfort. Un sottile riferimento all'attrezzatura nautica e al mondo marino si inserisce naturalmente in sofisticati dettagli strutturali.

— Patrick Jouin —

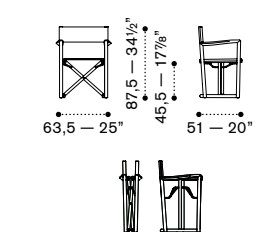
Sofia



In the history of design, the director's chair traces a continuous trajectory, recalling the movement of a cinematic tracking shot. With a gesture both rigorous and sensitive, Patrick Jouin returns to the origin of an archetype defined by its X-shaped structure and folding logic. He softens its silhouette, sculpts the armrests, elongates the proportions, and refines every detail in pursuit of a sophisticated sense of comfort. Subtle references to nautical hardware and the maritime world are seamlessly woven into its refined structural details.

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Sofia Director chair



ethimo.com

Oleia

— Luca Nichetto —



{ita}

La luce plasma gli usi e i ritmi. La collezione lounge Oleia raccoglie lo splendore del Mediterraneo e la memoria eterna dei suoi ulivi secolari. La trama in corda intrecciata artigianalmente, che ha ispirato le civiltà greche e romane, attraversa il tempo in un equilibrio essenziale tra bellezza e utilizzo.

Design e funzionalità, convivialità e flessibilità danno vita a esperienze ibride.

Light shapes both use and rhythm. The Oleia lounge collection gathers the radiance of the Mediterranean and the enduring memory of its ancient olive trees. Its handwoven rope structure, rooted in the legacy of Greek and Roman civilizations, transcends time, achieving an essential balance between beauty and function.

Design and function, conviviality and flexibility, converge to give rise to hybrid experiences.

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— Luca Nichetto —

Oleia

Oleia Sofa

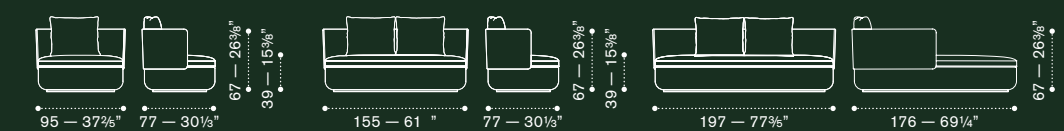
Swivel armchair with Fine Grass woven rope. Cushions in White/Green bouclé fabric.

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Swivel armchair with Fine Grass woven rope. Cushions in White/Green bouclé fabric.

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Oleia Collection



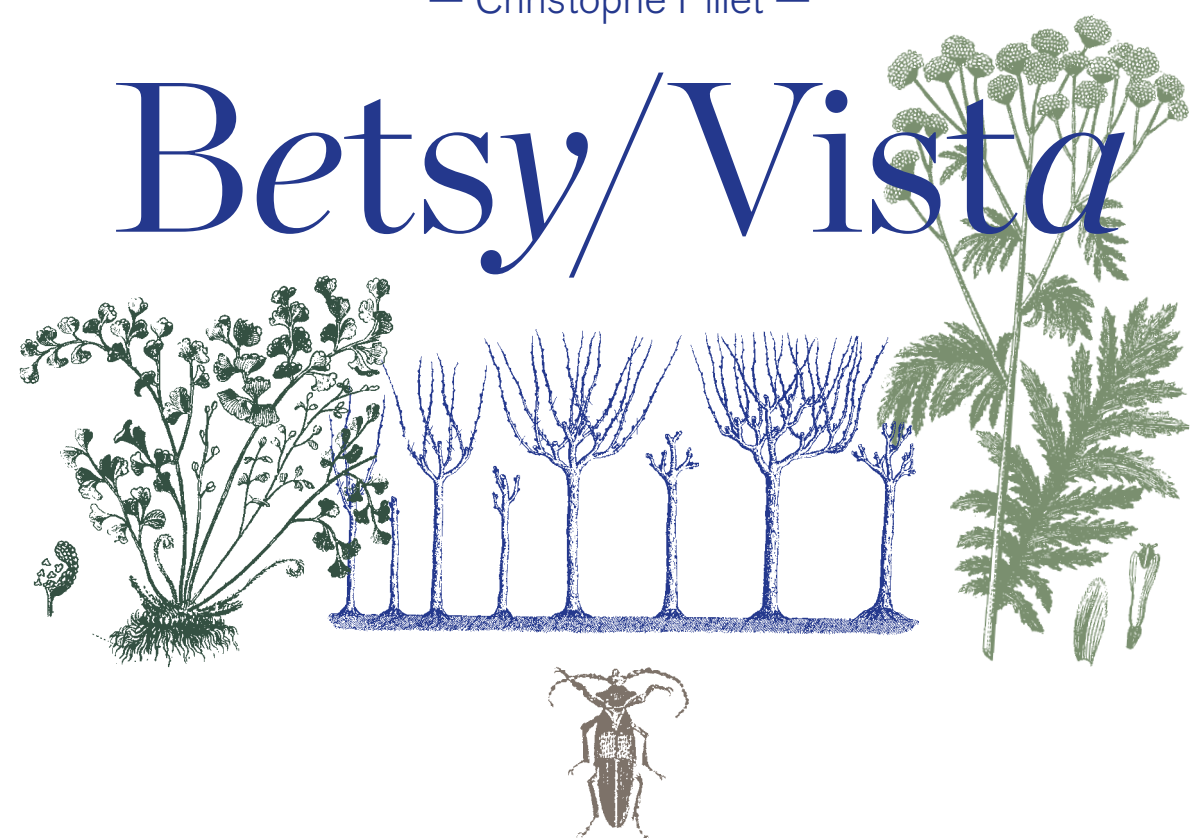
{ita}
 Attraverso il design essenziale della sedia Vista,
 proposta in oltre venti varianti cromatiche, e la convivialità
 senza tempo della trama in corda di Betsy, Christophe Pillet esprime
 un linguaggio misurato, espresso attraverso una purezza
 di segni grafici e la raffinatezza del tocco sartoriale.

*Through the essential design of Vista chair, offered in over
 twenty colour variations, and the timeless conviviality
 of Betsy's woven rope, Christophe Pillet articulates a measured
 design language. Defined by the purity of its graphic lines
 and the refinement of a tailored approach, his work
 expresses a poised and sophisticated sensibility.*

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— Christophe Pillet —

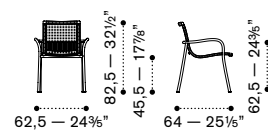
Betsy/Vista



Betsy Chair
 Dining armchairs with Red Burgundy,
 Verde Amazonia and Limestone White
 aluminium frames, combined with
 monochrome woven rope.
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Dining armchairs with Red Burgundy,
 Verde Amazonia and Limestone White
 aluminium frames, combined with
 monochrome woven rope.
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Betsy Chair



Betsy
 — Christophe Pillet —



Vista

— Christophe Pillet —

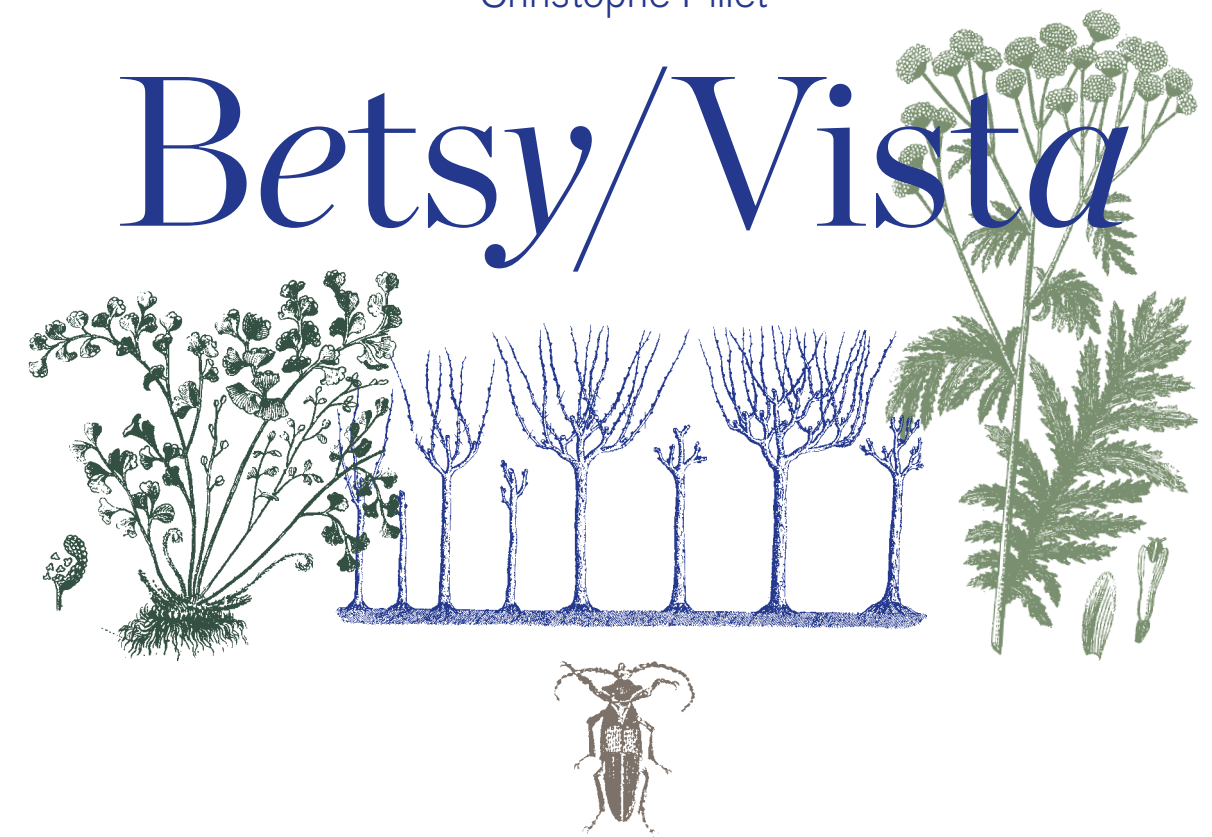


Vista Chairs
Dining armchair with glossy Kaki and glossy
Dark Red aluminium frame.
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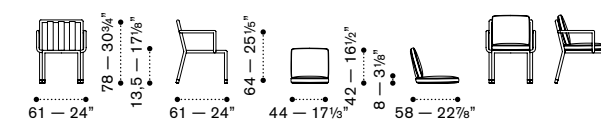
Dining armchair with glossy Kaki and glossy
Dark Red aluminium frame.
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— Christophe Pillet —

Betsy/Vista



Vista Chair



Reef
— Ethimo Studio —



{ita}

Singolo o doppio, Reef si ispira al mondo nautico e a una cultura dell'outdoor immersa nella luce mediterranea. Un sapiente equilibrio tra rigore progettuale e richiami marini si esprime attraverso una base in teak naturale, pensata come una cornice sospesa, abbinata a un intreccio che richiama una rete da pesca. La linearità del profilo del lettino unisce purezza, autenticità e leggerezza visiva. Un invito a vivere la natura secondo i codici di un comfort su misura.

Whether conceived as a single piece or in composition, Reef draws inspiration from the nautical world and an outdoor culture immersed in Mediterranean light. A refined balance between structural rigor and maritime references is expressed through a natural teak base, conceived as a suspended frame, paired with a weave that recalls a fishing net. The linear profile of the sunbed combines purity, authenticity, and visual lightness, an invitation to experience nature through the codes of tailored comfort.

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— Ethimo Studio —

Reef

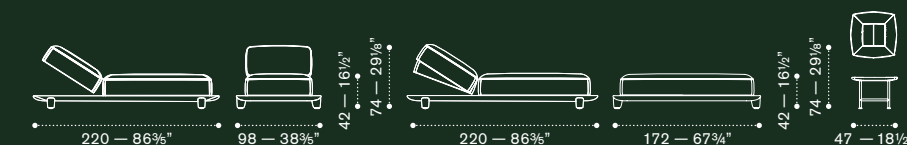
Reef Sunbed + Vela Coffee table
Single sunbed with natural teak frame and rope detailing. Mattress in white polypropylene fabric with blue piping. Coffee table with natural teak top, metal frame and rope detailing.
— Detail: single sunbed with natural teak frame and rope detailing. Mattress in white polypropylene fabric with blue piping.

{ita}

Single sunbed with natural teak frame and rope detailing. Mattress in white polypropylene fabric with blue piping. Coffee table with natural teak top, metal frame and rope detailing.
— Detail: single sunbed with natural teak frame and rope detailing. Mattress in white polypropylene fabric with blue piping.

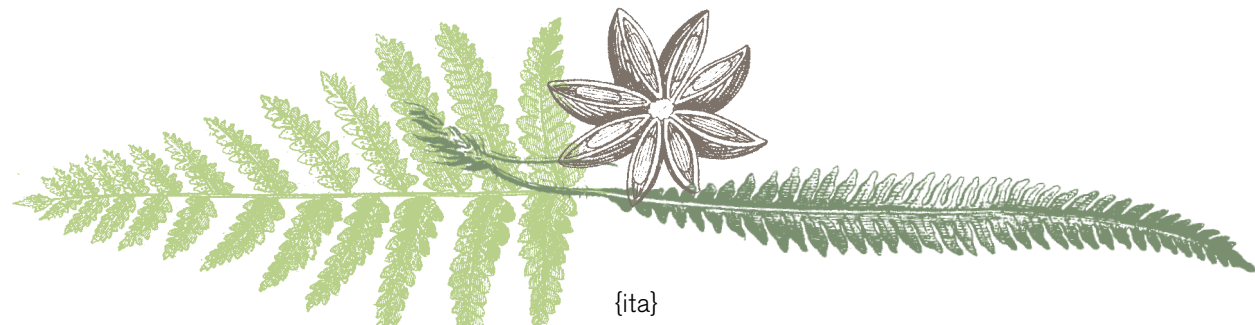
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Reef Sunbed + Vela Coffee table



Ginko/Basket Parasol
 Ficiis rerae pre accae. Ut ad et qui totatiu
 sandaec ulliquodi atem. Ficium expe
 soluptibus, omnisciis min rehentiscias vellia
 velenet aut hit essimpe rchiliqui occabo.
 {ita}

Ficiis rerae pre accae. Ut ad et qui totatiu
 sandaec ulliquodi atem. Ficium expe
 soluptibus, omnisciis min rehentiscias vellia
 velenet aut hit essimpe rchiliqui occabo.
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Pensato per coniugare funzione e decorazione, l'ombrellone Ginko si ispira all'albero leggendario Ginkgo biloba, simbolo di pace interiore, di equilibrio e di saggezza. Attorno a una struttura in teak dalle linee curve, la sua silhouette si arricchisce di una grafica originale, con giochi cromatici alternati di tessuti bicolore. La sua base Patio, dalla forma di una cesta intrecciata, diventa contenitore e nascondiglio segreto per gli accessori da utilizzare nelle giornate di sole.



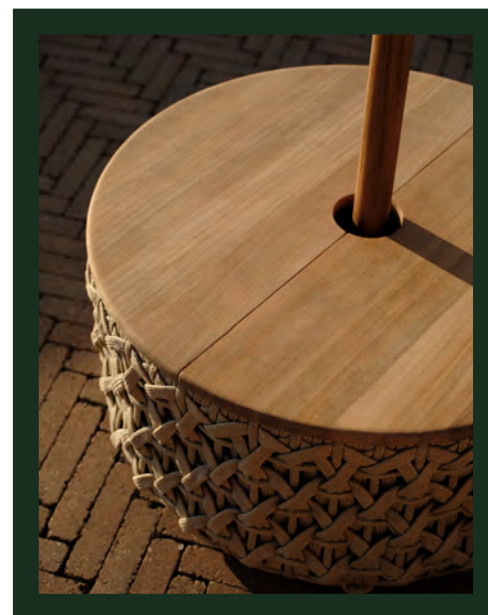
— Zanellato / Bortotto —

Ginko/Patio

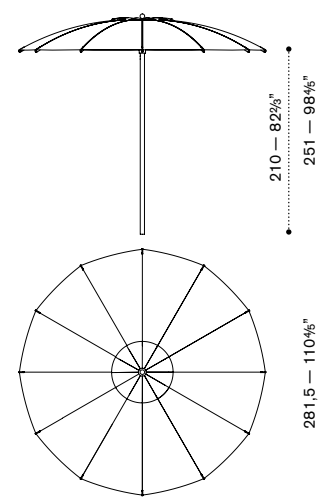


Conceived as a synthesis of function and decoration, the Ginko parasol draws inspiration from the legendary Ginkgo biloba tree, a symbol of inner peace, balance, and wisdom. Structured around a curved teak frame, its silhouette is enriched by a distinctive graphic composition, where alternating two-tone fabrics create refined chromatic interplay. Its Patio base, shaped as a woven basket, becomes both a container and a discreet repository for everyday accessories, transforming into a hidden refuge for sunlit moments.

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Ginko Parasol + Patio Basket



Ginko/Basket
 — Zanellato / Bortotto —



Nida

— Chiara Andreatti —

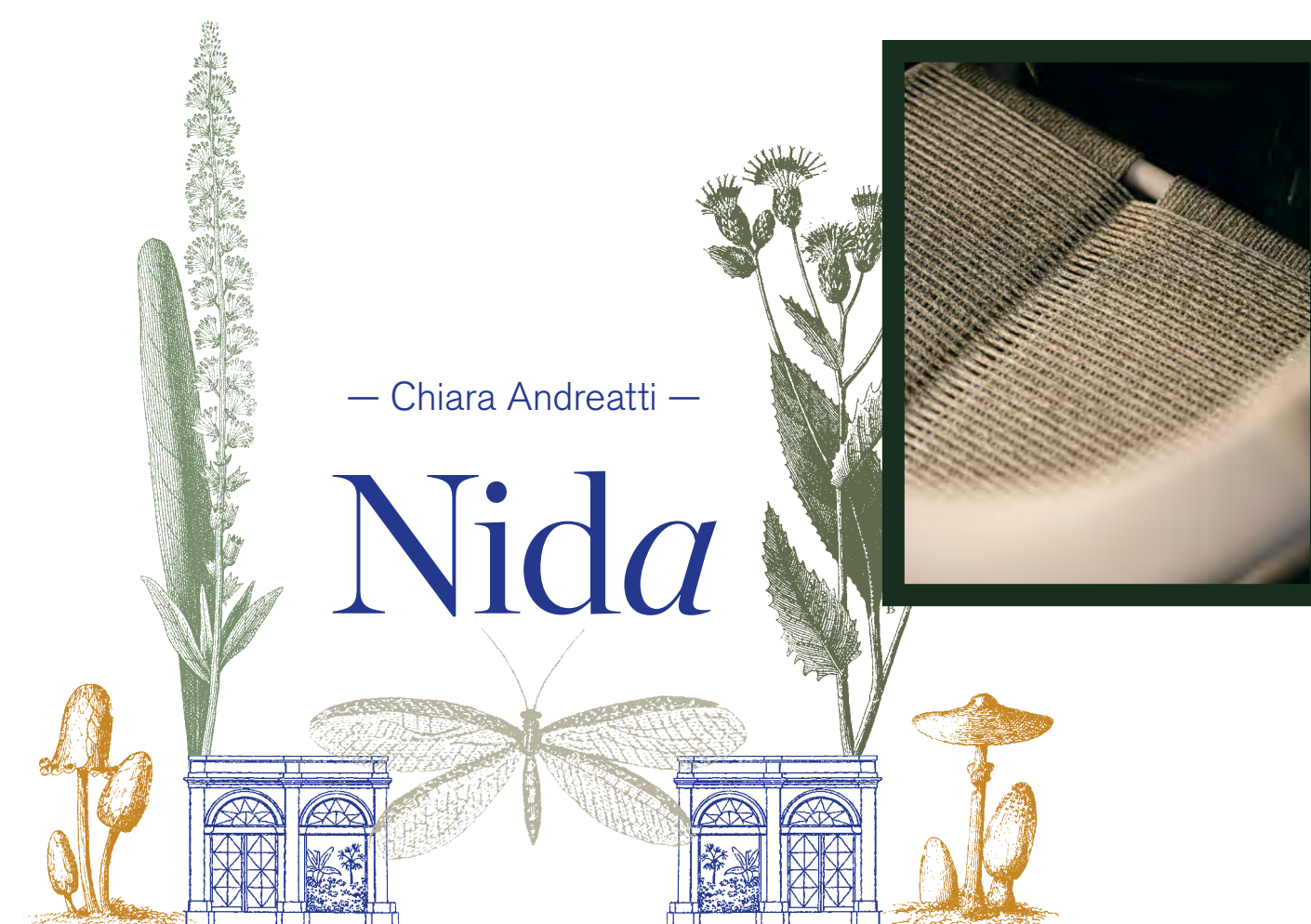


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Autentico ponte tra passato e presente, le linee morbide e dinamiche della sedia Nida accompagnano le grandi tavolate e i momenti piacevoli della vita quotidiana. Sobria e poetica, leggera e resistente grazie alla struttura in alluminio, l'ordito si intreccia in un gioco di pieni e di vuoti, Nida si radica nel contemporaneo e si lega all'eccellenza artigianale.

An authentic bridge between past and present, Nida chair is defined by soft yet dynamic lines that accompany shared gatherings and the quiet pleasures of everyday life. Understated yet poetic, lightweight yet resilient thanks to its aluminium structure, its woven pattern unfolds through a play of solids and voids, anchoring Nida in the present while remaining deeply rooted in artisanal excellence.

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— Chiara Andreatti —

Nida

Nida Chair

Dining armchair with Limestone White aluminium frame and Light Grey/Green woven rope.

— Detail: focus on artisanal weaving.

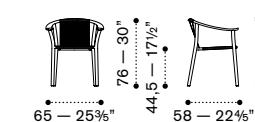
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Dining armchair with Limestone White aluminium frame and Light Grey/Green woven rope.

— Detail: focus on artisanal weaving.

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Nida Chair



{ita}
 Sobrietà ed estetica si fondono. La rotondità di una linea fluida
 definisce Coppe: una forma unica per due vasi in cemento,
 dalle cromie naturali e dalle proporzioni armoniose.
 La lavorazione artigianale unisce l'esuberanza del mondo
 vegetale alla matericità della terra.

*Restraint and aesthetic clarity converge. The rounded fluidity of a
 single line defines Coppe: one form expressed through two concrete vessels,
 characterised by natural hues and harmonious proportions. Their artisanal
 craftsmanship brings together the exuberance of the vegetal world
 and the raw materiality of the earth.*

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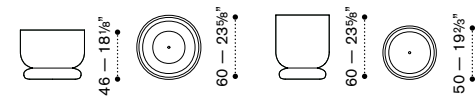
— Studiopepe —

Coppe

Coppe Vases
 Concrete pots in different sizes.
 Hand-painted in Rosso Mattone/Grigio
 Carbone and Sabbia/Mastice.
 {ita}

Concrete pots in different sizes.
 Hand-painted in Rosso Mattone/Grigio
 Carbone and Sabbia/Mastice.
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Coppe Vases



Coppe
 — Studiopepe —



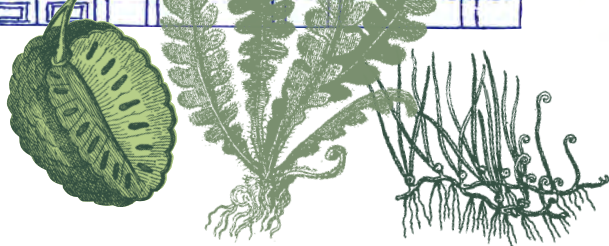
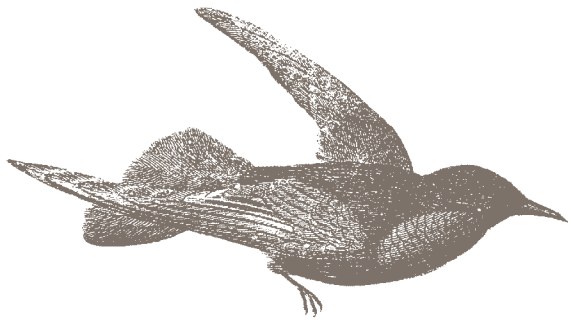
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Un labirinto di bambù si trasforma in un dedalo creativo dove le idee si accendono e i concetti prendono forma, dando vita a collezioni uniche. La filosofia Ethimo si sviluppa come un laboratorio in cui design, innovazione e paesaggio affinano il proprio linguaggio. La vita all'aria aperta si veste di eleganza e scandisce un'esperienza in cui sapere artigianale e ricerca tecnologica si fondono in una partitura sensoriale armoniosa. La ricchezza botanica guida Ethimo verso una sintesi formale sofisticata, all'ombra di una natura profondamente rispettata.

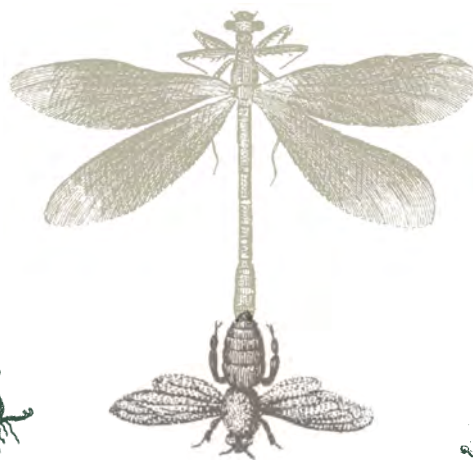
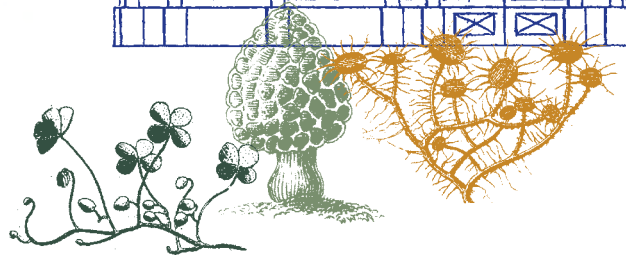
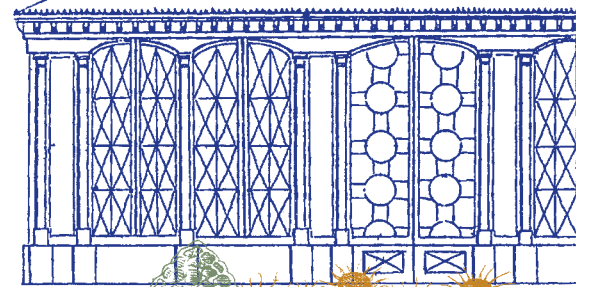
Vivarium

A bamboo labyrinth unfolds into a creative maze where ideas ignite and concepts take shape, giving rise to unique collections. Ethimo's philosophy evolves as a laboratory in which design, innovation, and landscape refine their shared language. Outdoor living is imbued with elegance, shaping an experience where artisanal expertise and technological research converge in a harmonious sensory composition. Botanical richness guides Ethimo towards a refined formal synthesis, under the shade of a deeply respected natural world.

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ETHIMO



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