

# EXTRA ORDINARIO

Design internazionale, lifestyle  
d'eccellenza, anima italiana.

( We make the impossible  
possible )

Extra Ordinario is entering a new phase.

Not through a stylistic shift, but through a deeper transformation: the brand becomes an author of objects. What was once primarily a company working alongside architects and hospitality projects now evolves into a curatorial laboratory where hospitality meets design as a cultural form. A company that does not simply produce for the contract market, but builds atmospheres, designs tools for welcoming, and interprets space as a hospitable gesture. This new vision begins with a certainty: we no longer need generic objects, but necessary ones. Elements that speak to architects and interior designers through form, material and intensity. Objects that do not seek consensus, but coherence. The collection marks the beginning of Extra Ordinario as an author of objects. After years of working alongside architects and hospitality projects, the company introduces its first proprietary collection — a vocabulary of elements conceived specifically for contemporary hospitality spaces. The new direction of the brand has been shaped under the brand direction of Spalvieri & Del Ciotto, who guided the definition of Extra Ordinario's cultural and design positioning. The first collection and the exhibition concept have been developed in collaboration with Yabu Pushelberg, translating this vision into a family of objects and into the spatial narrative presented at the Salone. This first collection is conceived not as a product line, but as a grammar — a compact and coherent system of elements that establish the tone, rhythm and identity of the brand.

# INTRODUCTION

**COLLECTION**

Yabu Pushelberg × Extra Ordinario

Our ethos for Extra Ordinario's inaugural collection was to approach objects not as statements, but as companions for everyday life.

Without the constraint of precedent, each piece is guided by curiosity and experimentation, resulting in a collection that feels contemporary without being bound by trends.

Elemento is a collection of essential forms and techniques. Each piece is reduced to its fundamental parts, a distillation of elements composed with clarity and modernity. A chair that embraces, a table that balances, a knot that cinches. The collection is defined by honest materials, wood, leather, fabric, stone, glass, and refined construction. Elemento thrives where shape or materials meet, and in the spaces between them.

# ELEMENTO



The chair takes its name from the sheltered inlets found along a coastline. Cove follows that same instinct. Back, frame and seat are distinct but united as they layer around each other, cradling the body rather than containing it. Nothing hidden, nothing forced.

Available in fabric or leather.

# COVE



Abbraccio takes its name from the Italian word for embrace. Two side arms of formed wood rise and curve inward to capture an upholstered seat between them, while a third panel anchors the back. Four parts, two materials, one gesture. There is nothing extraneous. The material does the work, the form does the rest. You sit down and the chair does exactly what its name promises.

# ABBRACCIO



Altitude is built on contrast. A generous wood top rests on a tapered, slender column, giving the dining table an unexpected sense of lightness. From the top, fins radiate down and into a base of contrasting material, seamlessly highlighting craft and material beauty. That tension between weight and material is the point. The result is a quiet defiance of proportion.

Altitude is available in three diameters.

# ALTITUDE



Mou Mou is an armchair and sofa that draws from the generous proportions of 1960s and 70s design with a quiet sense of soft brutalism. Two leather pieces shape a single form, refined stitching tracing the seams between them. A rounded bolster runs along the top of the back, creating a pocket that finds the shoulders and invites you to settle deeper. Enough structure to hold you, enough softness to stay.

# MOU MOU



Splay is a single shell chair that opens outward. A continuous surface moves from side to back to side, cradling an upholstered seat and back within the gestural shell. The legs extend with a relaxed stance, giving the chair a sense of ease. Compact and quietly confident, Splay sits comfortably in any environment.

# SPLAY



A plateau is a flat, elevated surface shaped by time and erosion. The Plateau collection follows that same instinct. Stone blocks, smooth surfaces pitted against rough, shaped into unique bases with the gravity of architecture. Textured glass tops rest above, allowing a hazy view into the built world underneath. The collection spans a side table, coffee table, and dining table, each grounded by two materials in conversation. Stone and glass. One grounded and static, the other in motion, in between.

# PLATEAU

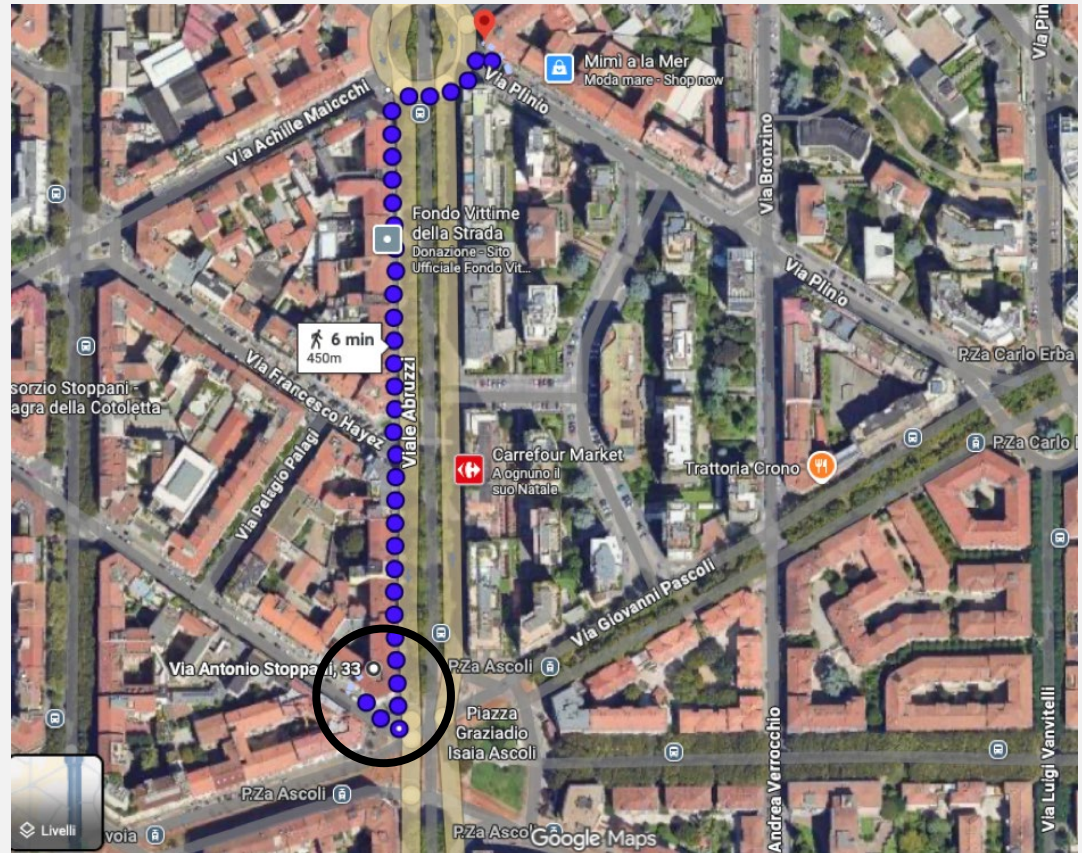
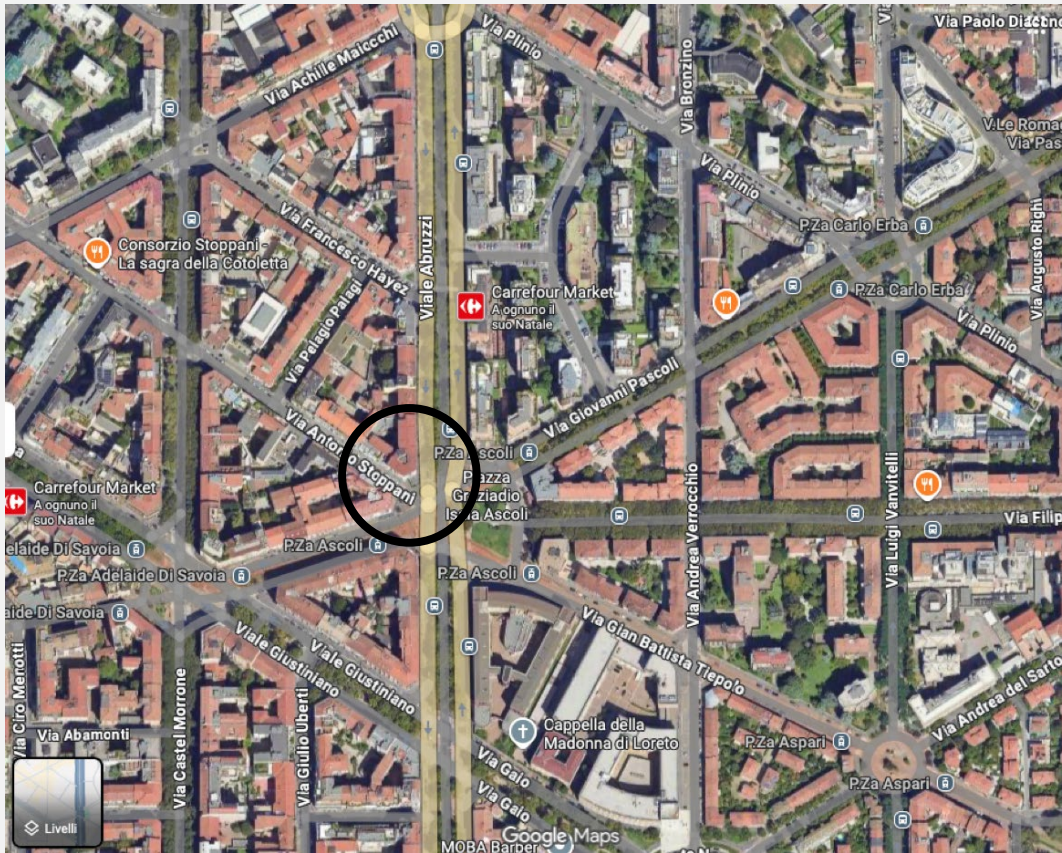


Knot borrows from the language of high fashion leather goods. The curved back wraps around a generous seat, defined by a knotted cord that runs through a channel along the top edge, creating a gathered, cinched texture on the inside face while the outside stays taut. That contrast between tension and ease gives the chair its character.

Available in leather and fabric.

# KNOT

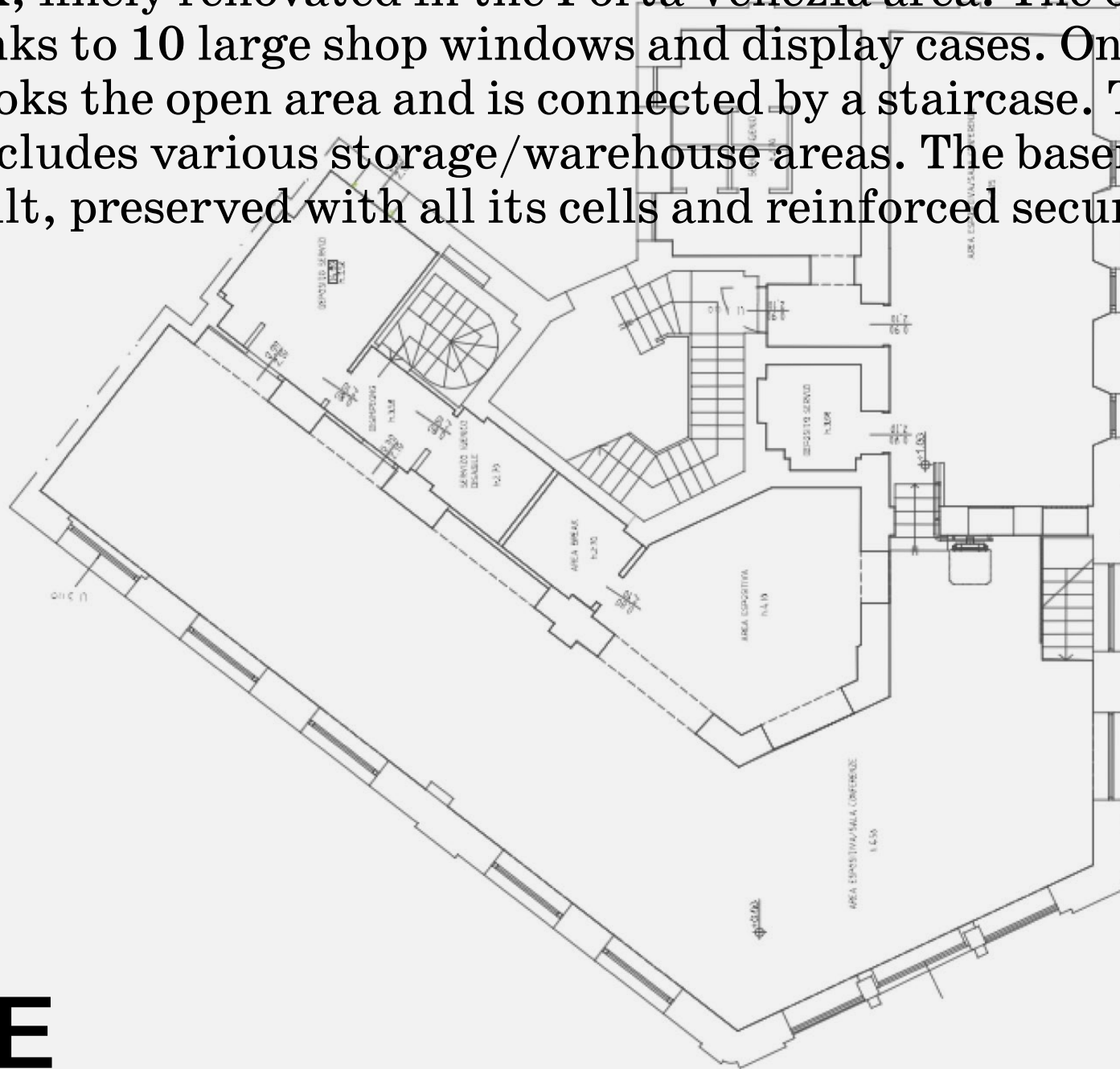
# MDW 26



# LOCATION

Via Antonio Stoppani, 33 — Milan. 6 minutes walking from Bar Basso

Ground-floor open space location of about 300 sqmt, converted from a former bank, finely renovated in the Porta Venezia area. The open space is bright, thanks to 10 large shop windows and display cases. One mezzanine wing overlooks the open area and is connected by a staircase. The ground floor also includes various storage/warehouse areas. The basement houses an original vault, preserved with all its cells and reinforced security doors.



# SPACE



SPACE



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Brand Direction Spalvieri & Del Ciotto

Collection & Exhibition Design Yabu Pushelberg

Visual Identity & Graphic Design Etaoin Shrdlu Studio

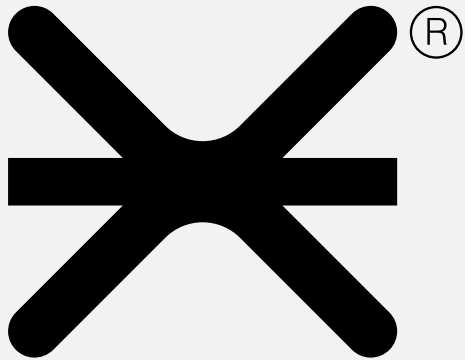
**CREDITS**

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