

,OVO

presents its new devision

,OVO public



22 line

,ovo public

Paulo Mendes da Rocha
Marta Moreira and Milton Braga



Obi line
Loop chair

,ovopublic

Luciana Martins and Gerson de Oliveira







chairs 22







low lounge chair 22





low and high lounge chairs 22









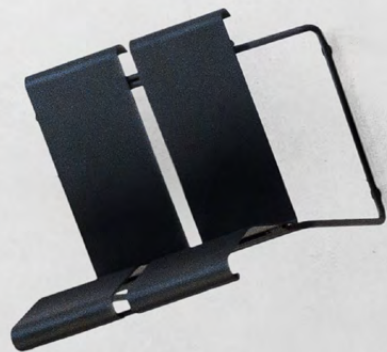
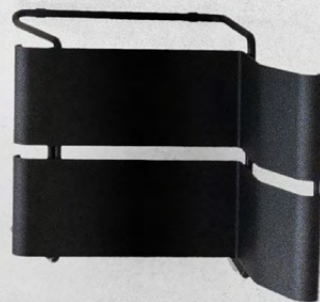
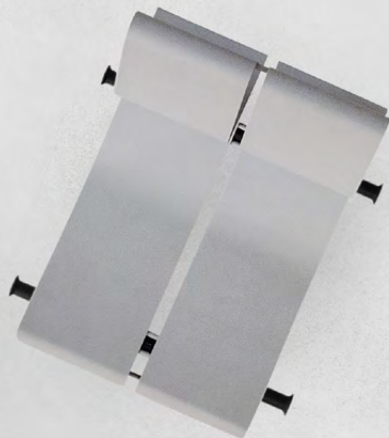
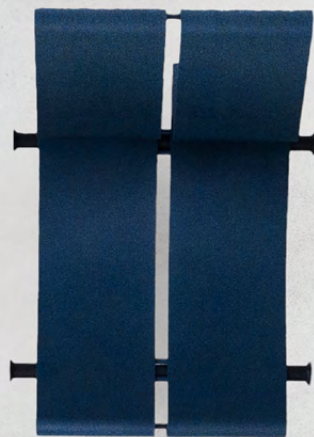
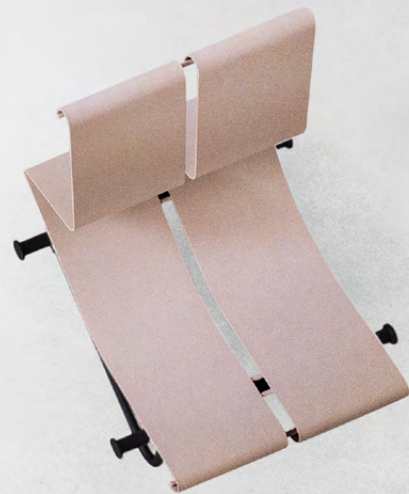
runner sofa 22















EXPANDING HORIZONS: THE 22 LINE

While the ,Ovo portfolio offers pieces exclusively created by Ms. Martins and Mr. Oliveira, the ,Ovo Public division makes room for a new and important collaboration with a very strong team of designers: Paulo Mendes da Rocha—one of the greatest in Brazilian architecture and winner, among other honors, of the Pritzker award in 2006—as well as architects Marta Moreira and Milton Braga, cofounders of the MMBB studio, who have been working with Mr. Mendes da Rocha for over two decades. Together, they sign the 22 Line. Originally developed for Sesc 24 de Maio community center, this furniture system is now more widely available through scaled production. The pieces initially selected for production are chair, low and high armchairs, sofa/tete-a-tete sofa, and side table. This series was named 22 Line in reference to the years of continuous collaboration between Mr. Mendes da Rocha, Ms. Moreira, and Mr. Braga (twenty-two years between 1995 and 2017, when the line was created).

These pieces, originated from a chaise-longue designed by Mr. Mendes da Rocha in 1985, also makes use of the “virtues of metal” (in the words of the architect) and aims at optimizing materials.



A CHANGE OF SCALE

The new ,Ovo Public division aims at offering high quality, aesthetic pleasing furniture pieces to collective use spaces. These pieces are created for museums, libraries, train stations, cafes, restaurants, corporate spaces, hotels, etc. These spaces may have different uses, but they do possess a common denominator: they deal with large flows of people. The idea of systematically extending ,Ovo's design pieces beyond the home came up about a year ago—however, the inception of this new line happened almost a decade ago, when Luciana Martins and Gerson de Oliveira developed their first project for public use: a reading room at art museum Pinacoteca of the State of São Paulo, Brazil. The year was 2011. "It was the first time we designed furniture specifically to be used in an institution, and an important art institution at that, with large circulation of visitors," says Mr. Oliveira. The new ,Ovo Public division has just arrived, and it is here to stay. "We don't believe this project will ever come to an end, our idea is that it will change with time," adds Ms. Martins.

Winnie Bastian



obi chair









loop chair

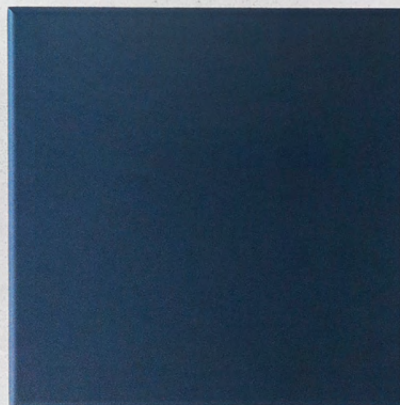
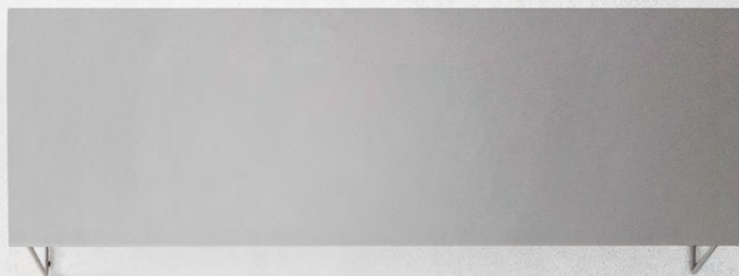




obi stool and high table

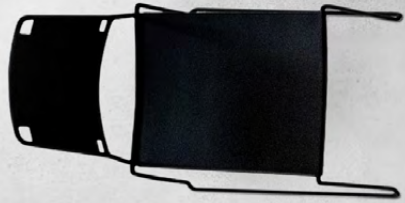
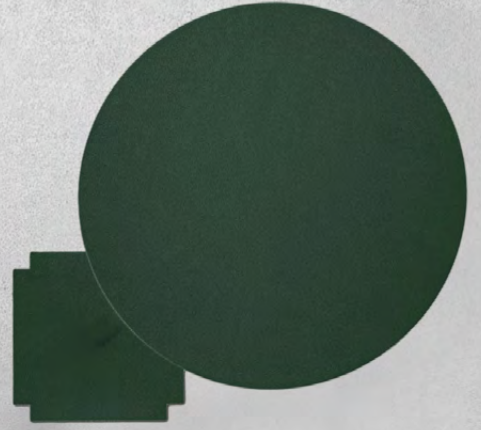
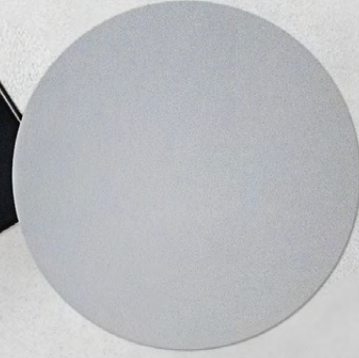
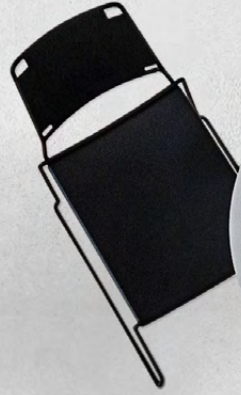
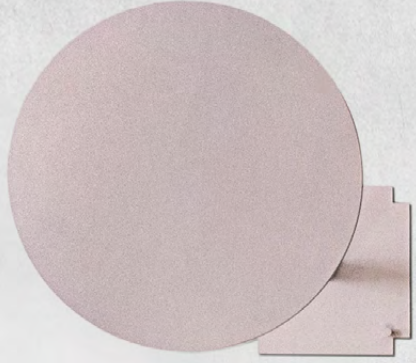








obi benches







obi tables



obi bookshelf

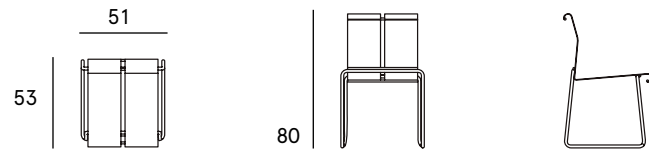




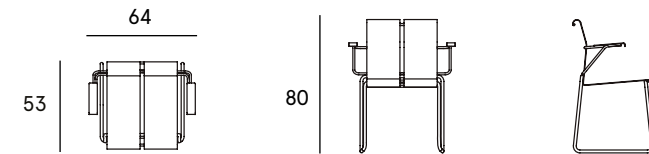
technical details
measures in cm

line 22

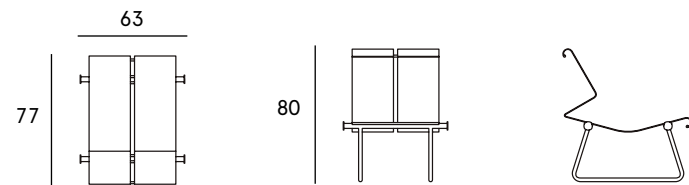
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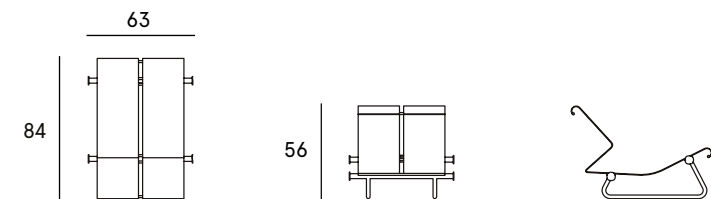
chair 22



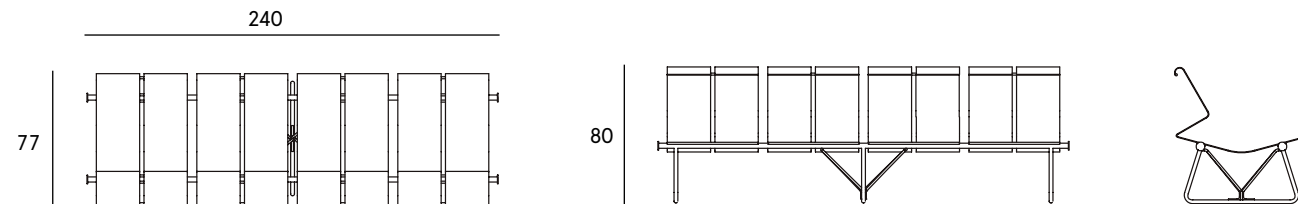
chair 22 with armrest



low lounge chair 22



high lounge chair 22

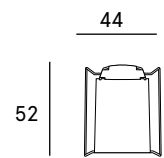


runner sofa 22

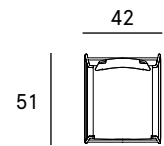
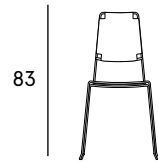
technical details
measures in cm

obi line loop chair

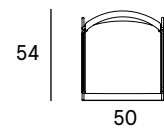
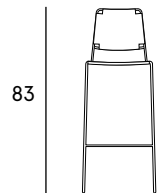
,ovopublic



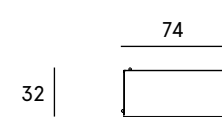
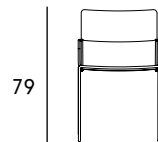
obi chair



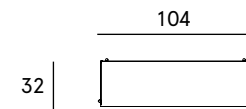
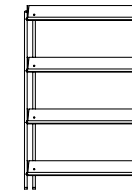
obi stool



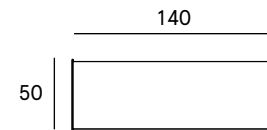
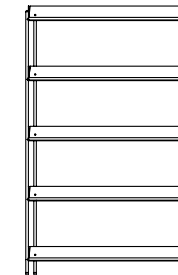
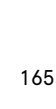
loop chair



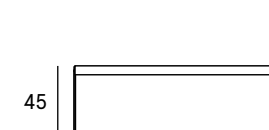
small obi bookshelf



large obi bookshelf



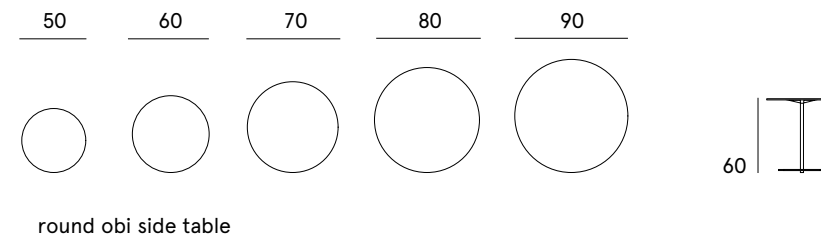
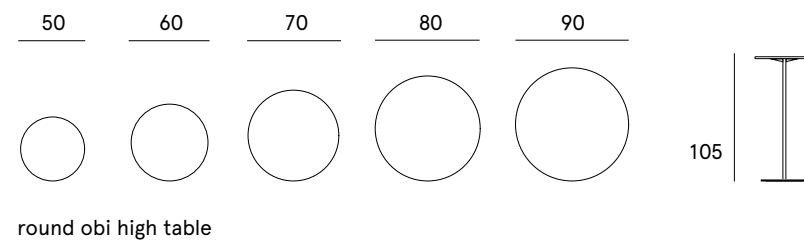
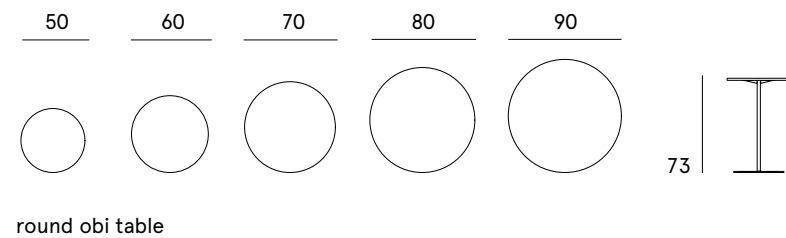
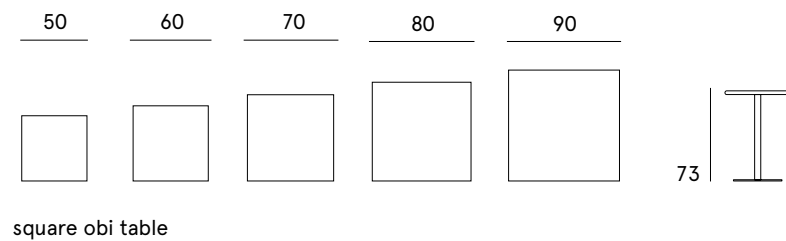
obi bench

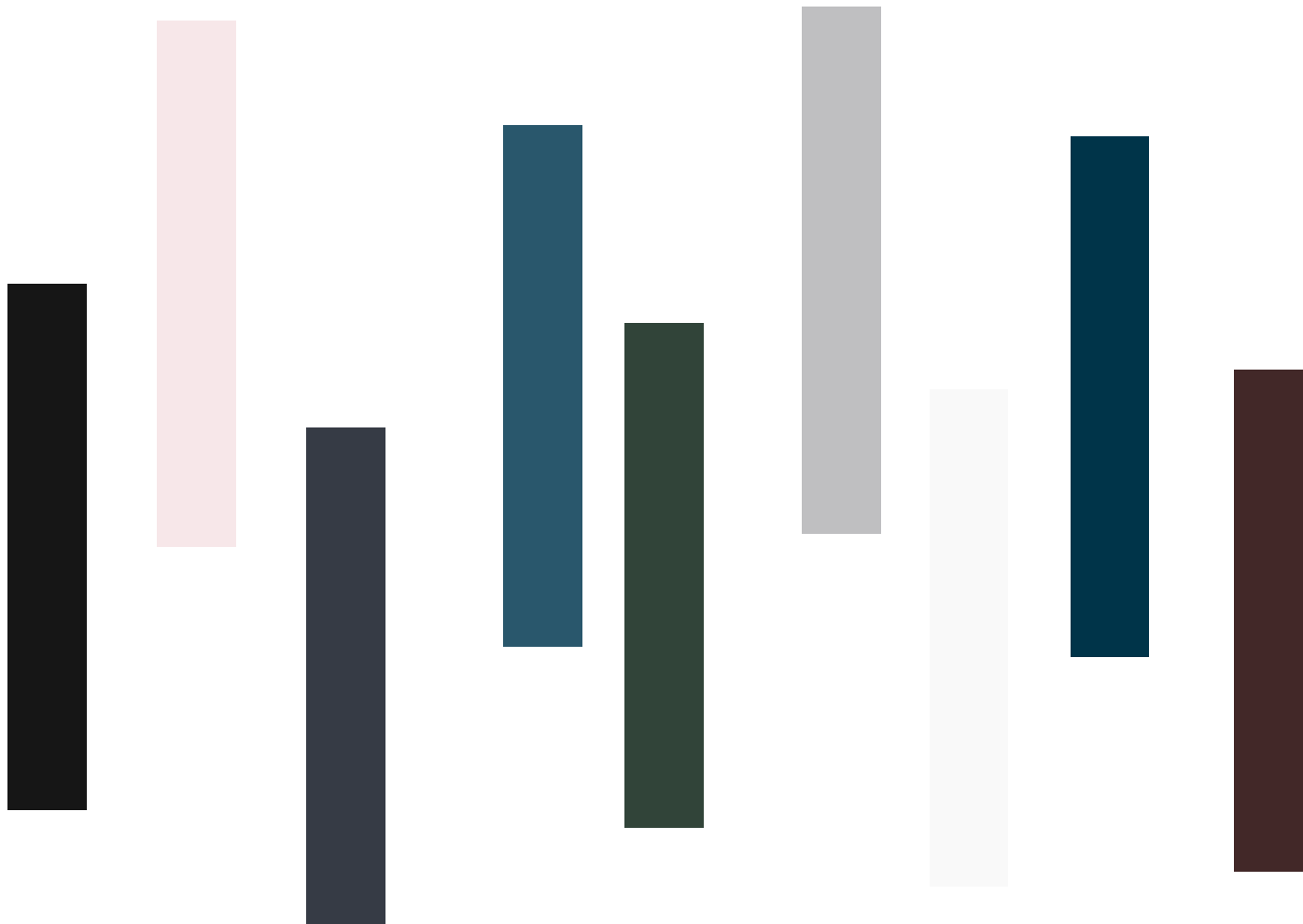


technical details
measures in cm

obi line

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colour palette
indoors and outdoors

black
pale pink
dark grey
medium blue
dark green
light grey
white
dark blue
maroonW

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photos Ruy Teixeira