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Each visionary architectural construction is based on an important design research: in our case, it begins by building solid foundations to support the poetry of design.

This is what we are aiming to do, a real refoundation to give new light and lifeblood to a brand that has a product history of great value.

We are excited about this path that we have traced starting from the new products you'll see here, from a new enlarged staff and from our new headquarters that since January '24 brings together all our teams/operations and will hopefully shape our vision.

We are aiming to build an inclusive and exchange hub in which creativity and humanity are mixed to create products, relationships and projects that will be the future poetry of maxdesign.



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Triangolo

"Triangolo is my attempt to redefine upholstered seating through simplicity."

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Stefan
Diez



Stefan Diez is a Munich-based industrial designer who creates products for the circular economy. Since founding his studio DIEZ OFFICE in 2002, Stefan has been at the forefront of transforming the ways in which contemporary products are developed and manufactured.

The studio works across typologies such as furniture, lighting, architectural elements and accessories, bringing together technical expertise, creative experimentation and a rigorous commitment to sustainability.

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Two plywood panels, two metal brackets and a naturally filled cushion working together as structure and comfort.

Instead of adding complexity, the design returns to a constructive zero point, where elasticity, material honesty and clarity replace multilayered systems, with the ambition to bring a largely compostable piece of furniture to market.

Developed with maxdesign under the principles of a Circular Design Contract, Triangolo proposes comfort as a consequence of logic.



.1 Triangolo - Black leather + Black stained pine plywood.

.2 Triangolo - Grey cotton fabric + Natural pine plywood.



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Cruise

Jin Kuramoto surprises us by playing with archetypes, aesthetic and function. Cruise is one of a kind that elevates maxdesign design language strongly.

Jin
Kuramoto



Born and raised on a small island in the countryside, he loves fishing and people a lot. He designs all kinds of products such as furniture, home appliances, eyewear, and automobiles with the belief that the form of things each tell a different story. He values the process of repeat trial and error, touching materials, listening to their voice, prototyping in a studio full of inspiration, and making positive accidents. His work has won a lot of international awards, including the Red Dot Award, Good Design award, and the iF Product Design Award.

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This chair features a unique design where a single board connects and changes from the seat section to the backrest. The metal pipe leg frame is also designed to be simple and understated.

Due to the characteristics of this shape, it opens possibilities for multiple variations, such as lounge chairs or high-back specifications.



.1 Cruise Chair - Die Casting Legs + Injected Foam Seat and Back + Optional Cushion.



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Dale

It is a minimal sofa which provides an unconventional way of sitting.

Sebastian
Herkner



Sebastian Herkner (born 1981) studied Product Design at HfG Offenbach University of Art and Design. During his studies he began to focus on designing objects and furniture, honing his keen sense for materials, colors and textures. For a short while he then worked for Stella McCartney in London. In the year 2006 Sebastian Herkner founded his own studio. Since that time, he has designed furniture, lamps and smaller items for several international brands. →

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This is an organic and soft two-three seater sofa. The backrest can be fixed in various ways to provide different situations for gathering.

You can sit next to each other but also vis-à-vis for a new experience. An additional side table can be linked to the sofas base easily to make it a place for working or relaxing.



.1 Dale Sofa – Injected foam with wooden structure, upholstered + Metal Table with HPL top.



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Carson

This sidetable is a smart companion for your daily routine in offices or even at home.

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Sebastian
Herkner



→ Herkner also realizes interior architecture projects and museum and exhibition design. His works have won numerous accolades – among others the IF Award, the Iconic Award and the Elle Deco International Design Award (EDIDA). As Guest of Honor to imm cologne 2016, Sebastian Herkner provided the design for “Das Haus”. Maison&Objet has elected him 2019 “Designer of the Year”.

In 2021 Sebastian Herkner won the most prestigious design award in Milan, the EDIDA award for Best Designer of the Year. 2022 Sebastian Herkner was one of the curators at Homo Faber next to Robert Wilson, Judith Clarke, Michele de Lucchi and Naoto Fukasawa commissioned by Michelangelo Foundation in Venice.

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The floating table top can be adjusted for better service and hides an integral charging hub with USB outlets in the table leg. The power cable is integrated in the leg and can be pulled out to plug it at the common outlets.

The smart solution provides the perfect support for working not at an ordinary desk but in a cozy armchair.



.1 Carson – Steel base and column, HPL top.



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Rombo

Rombo chair features a striking silhouette with a graphic edge, pairing a sturdy aluminium frame with shaped seat and back.

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Geckeler
Michels



Geckeler Michels explores product functionality around human habits, with a forecasting eye on ever evolving usages and ways of expression. The duo articulates innovative positions, deliberately embracing history of design, contemporary technologies and digital design methods.

Geckeler Michels functionalist approach is typically complemented by an intriguing detail or logic, lending the product a thrilling and thus long-standing narrative.

David Geckeler and Frank Michels established their Berlin based design studio in 2013. Areas of work include furniture, lighting, products and spaces.

The research-led practice focuses on autonomous in-house studies, as well as creative direction and product collections for their clients, whilst also producing editions and one-offs.

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Its unconventional use of square-profile tubes maximizes both structural and visual potential.

The frame holds the seat and back firmly in place, encasing them like a protective outline, culminating in rhomb-shaped tube ends. In addition to the wood version, an upholstered variant complements the collection with added comfort.

Geckeler Michels consider the Rombo "a sophisticated yet sturdy metal-tube chair, engineered to last." Crafted for timeless use with modern technology, Rombo is a contemporary product of exceptional quality.



.1 Rombo Chair – Black powdercoated aluminium frame, black painted seat and back in plywood.

.2 Rombo Chair – Grey powdercoated aluminium frame, seat and back upholstered.



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Tango

The gesture of feet intertwining in dance gives the name and identity to an entire family of seating and tables. The base—bent painted steel tubes—is structure, footrest, and graphic sign in a single element.



Brogliato
Traverso



Both graduates of the University of Architecture in Venice, Alberto Brogliato and Federico Traverso founded BrogliatoTraverso in 2014 after experiences ranging from Murano glass-making to traditional ceramics in Japan. This vision, combined with a constant focus on research and innovation, has earned the studio numerous international awards, including the ADI Design Index, Red Dot Design Award, German Design Award, IF Design Award, Interior Design Best of Year, and Good Design Award.

Only two components that meet, cross, and generate everything that is needed.

Tango is born from a principle of radical subtraction: the minimum number of components to achieve the maximum of identity and function. Not a stylistic exercise, but a precise design choice—each piece has a structural role and an expressive role.

The same generative principle runs through the entire collection: stools in three heights, meeting tables, high tables. The grammar remains the same, the proportions change.



.1 Tango Stool - Steel Tubular Legs - Seat in 3D Plywood, Plastic or Upholstered - Steel Plate Lumbar Back (optional) / available in 3 heights.

.2 Tango High Table - Steel Tubular Frame - Ash Solid wooden Top or HPL Top.

.3 Tango Meeting Table - Steel Tubular Frame - Ash Solid wooden Top or HPL Top.



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Cuscini

BIG-GAME

– Range extension

The Cuscini Lounge Chair is now available with solid wood legs, extending the collection's material palette into warmer, more natural territory. Designed by Big-Game for maxdesign, this family extension introduces a tactile warmth that speaks to residential, hospitality, and contract environments where wood dialogues with the space.

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Ice

Daniel Germani

– Range extension

Ice tables are a unique collection of occasional tables made with Murano hand-blown glass bases and cast glass tops, in amber, blue and fumé colors.

These tables are individually crafted by skilled artisans in Italy, creating one-of-a-kind objects that elevate occasional tables to a new level. Now also available in green.

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Runout

Geckeler Michels

– Range extension

The Runout family grows with the addition of a high table, sharing the same distinctive hollowed-out aluminium leg profile that defines the collection. Designed by Geckeler Michels for maxdesign, this standing-height table is a natural companion to the Runout stool, conceived for contract, corporate, and HoReCa environments where informal standing use is part of the spatial programme.

The leg profile is the same of the Runout stools, while the integrated foot-rest ring adds comfort when paired with stools — or allows the table to stand on its own.

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BIG
GAME



Swiss design studio founded by Augustin Scott de Martinville, Grégoire Jeanmonod and Elric Petit in 2004. BIG-GAME designs everyday objects for many brands around the world.



.1 Cuscini Lounge – 4-legs wooden frame, seat, backrest and armrests upholstered.

Daniel
Germani



Daniel Germani is a multidisciplinary studio working across product design, consultancy, interiors and renovations. Trained in architecture in Buenos Aires, Germani worked in Europe before founding his Phoenix-based practice. He collaborates with international brands, leads workshops and teaches at IED.



.2 Ice – Table top in cast glass, base in Murano hand-blown glass, now also in green.

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Geckeler
Michels



Founded in Berlin in 2013 by David Geckeler and Frank Michels, Geckeler Michels works across furniture, lighting, products and spaces. Their practice combines functional research, contemporary technologies and a precise attention to detail.



.3 Runout Tables – Aluminium frame, recycled HDPE top.



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Via Montello, 67
31031 Caerano di San Marco (TV), Italy
T +39 0423 432216
E info@maxdesign.it
maxdesign.it

