

Product book

Random collection

Random



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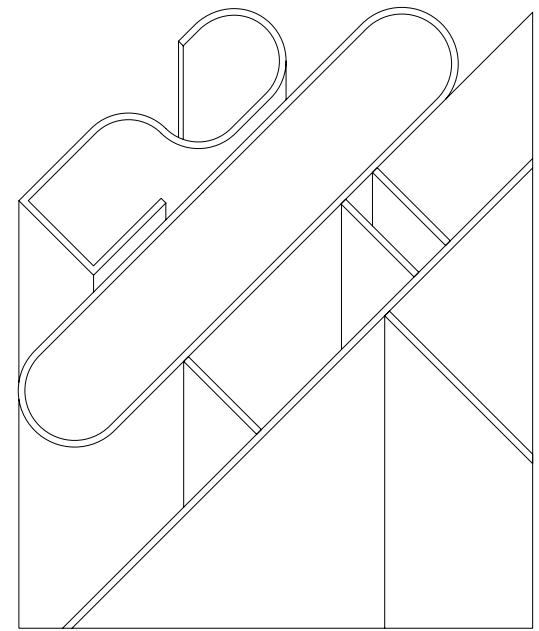
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Timeless. Iconic. Random.



EN In 2005, the studio Neuland Industriedesign designed Random, a bookcase that revolutionised the traditional concept of storage by transforming it into a design sculpture. The first to showcase objects rather than conceal them, Random has become an icon of contemporary design. The irregular, dynamic composition of its shelves—just 6mm thick—breaks all symmetry and introduces a radical aesthetic, capable of fusing form and function.

Random is an architectural presence that inhabits the space, giving rhythm to its surroundings by modulating light and perception. What may appear to be an irregular composition is, in fact, an open space for individuality: it adapts over time and responds to the hand that shapes and gives it meaning. In Random, books, objects, and memories tell personal stories, transforming its appearance each time the configuration changes.

Awarded the ADI Design Index in 2006 and selected for the XXI Compasso d'Oro ADI, Random rewrote the rules of the bookcase: no longer a place of order, but a manifesto of creative disorder.

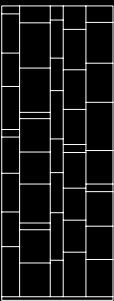
IT Nel 2005 lo studio Neuland Industriedesign progetta Random, una libreria che ha rivoluzionato il concetto tradizionale di contenitore trasformandolo in una scultura di design. La prima a mostrare gli oggetti anziché nasconderli, Random è oggi un'icona del design contemporaneo. La composizione irregolare e dinamica dei ripiani, di appena 6mm di spessore, rompe ogni simmetria e introduce un'estetica radicale, capace di fondere forma e funzione. Random è un'architettura che abita lo spazio capace di dare ritmo all'ambiente modulando luce e percezione. Quella che appare come una composizione irregolare è, in realtà, uno spazio aperto all'individualità: si adatta al tempo e alla mano che le dà forma e significato. In Random, libri, oggetti e ricordi raccontano storie personali e ne trasformano l'aspetto ogni volta che la composizione cambia. Premiata con l'ADI Design Index nel 2006 e selezionata per il XXI Compasso d'Oro ADI, Random ha riscritto le regole della libreria: non più luogo dell'ordine, ma manifesto di un disordine creativo.

Evolution of an Icon

EN Random was conceived as a pure object, with a white finish that enhances its architectural character and its ability to integrate into diverse settings and styles. Over time, it has evolved in line with design trends and the brand’s identity. Alongside the original configuration, new solutions featuring closed compartments — such as the Box and Cabinet variants — have been introduced to expand compositional possibilities and meet changing functional needs. With the 2C and 3C versions, the bookcase becomes even more modular, introducing a colourful palette that further enhances the system’s versatility. The graphic signature of Random is distilled and reinterpreted in the more compact versions, Randomito and Randomissimo, which retain the project’s strong visual impact. More recently, the collection has been enriched with a Canaletto walnut wood finish — an expression of an ever-evolving taste — and new colour tones that make it even more in tune with contemporary interiors.

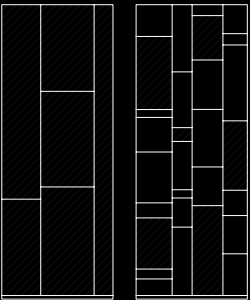
IT Random nasce come oggetto puro, con una finitura bianca che ne esalta il carattere architettonico e la capacità di integrarsi in contesti e stili differenti. Nel tempo, è evoluta insieme alle tendenze e all’identità del brand. Alla configurazione originale si sono così affiancate soluzioni con vani chiusi — come le varianti Box e Cabinet — pensate per ampliare le possibilità compositive e rispondere a nuove esigenze funzionali. Con le versioni 2C e 3C, la libreria si fa ancora più modulare e introduce una palette colorata, accrescendo la versatilità del sistema. Il segno grafico di Random viene distillato e reinterpretato nelle varianti Randomito e Randomissimo, versioni più compatte che mantengono intatta la forza visiva del progetto. Più recentemente, la collezione si arricchisce di una finitura in legno noce canaletto, espressione di un gusto in continua evoluzione, e di nuove cromie che la rendono ancora più attuale.

2005



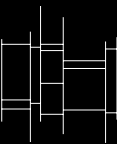
Random 5C
Iconic design statement

2011



Random
Cabinet/Box
Essential storage solutions

2011



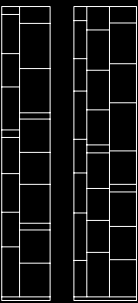
Randomito
A pure graphic sign

2015



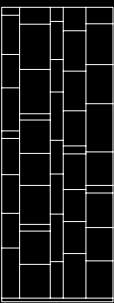
Randomissimo
Sign in its essence

2017



Random 2C/3C
Modularity at its core

2020



Random Wood
Elegance in walnut finish

2025



20th anniversary
A timeless icon, twenty years on





← Previous page:
More than a simple bookcase, Random
is a design sculpture that defines the
space with its architectural rhythm.

An icon of design, Random can be
paired with other units, giving life to
large configurations.



← Previous page:
Random Wood expresses timeless
elegance through the natural
refinement of its walnut finish.

The Canaletto walnut finish highlights
the inherent warmth of wood, with veins
that enrich its expressive character.

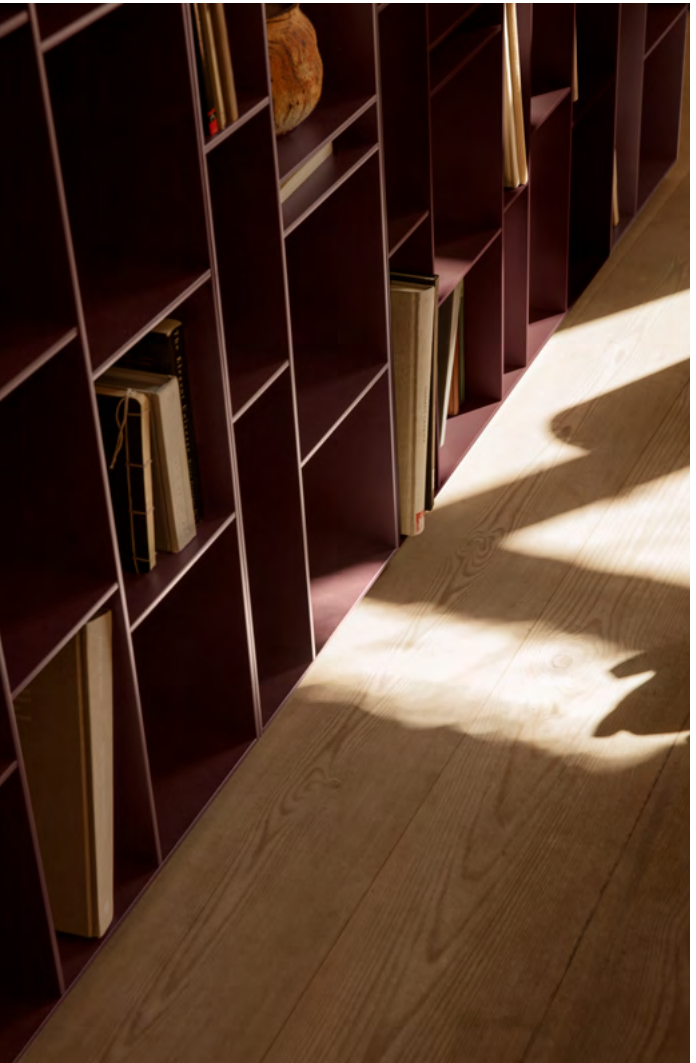


With its transversal character, Random integrates naturally into any environment and style.





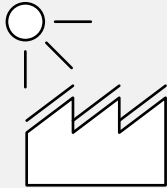
A bookcase crafted from slender 6 mm fibreboards, its surface finished in matt lacquer with a micro-goffered texture.



Certifications



ISO 14001 is the internationally recognised standard for environmental management systems.



Installation of a photovoltaic system on the roof of our Headquarters, providing a source of clean energy.



FSC® is dedicated to the promotion of responsible management of the world's forests. Ask for our FSC®-certified products.

2021

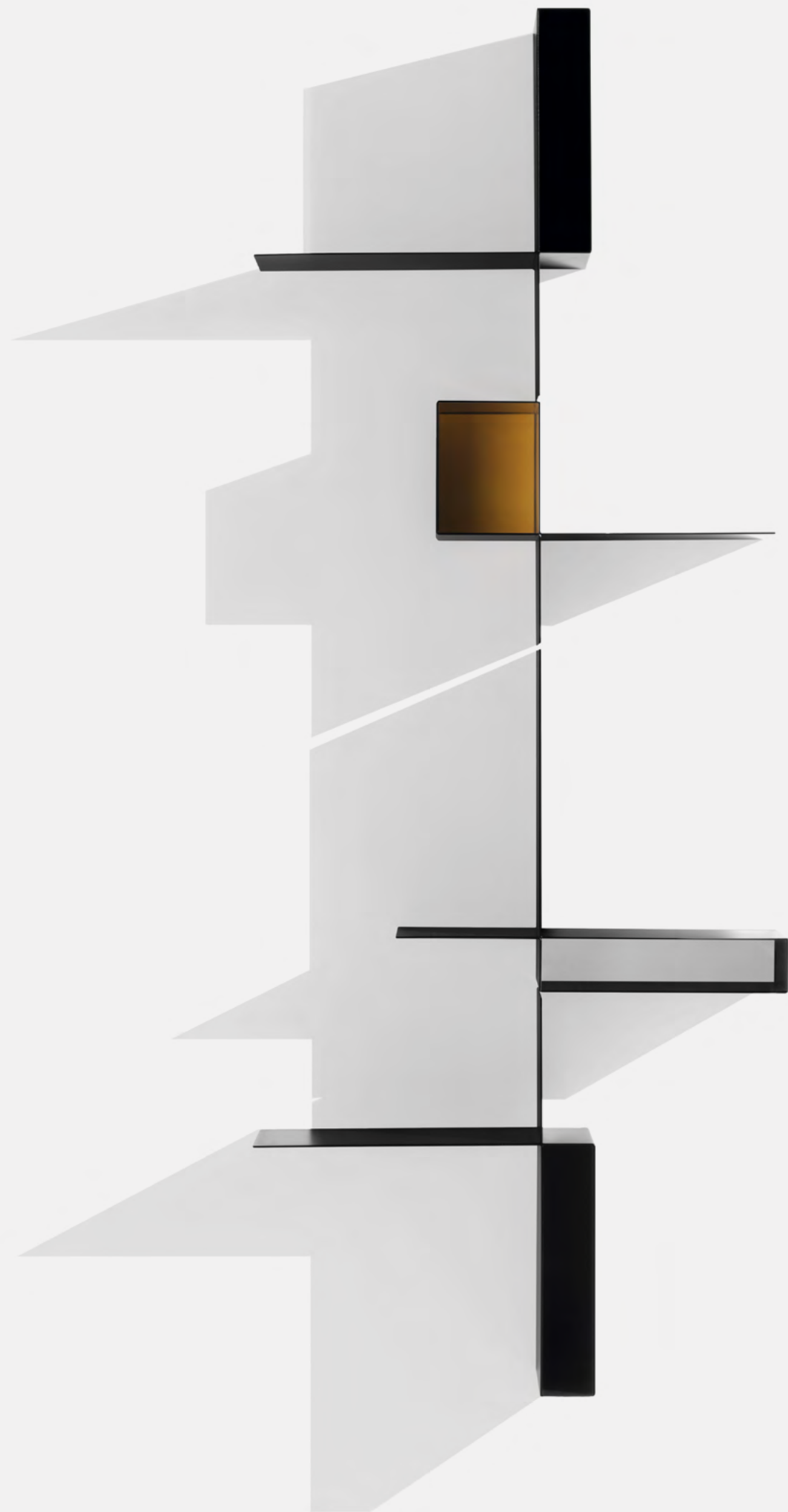
2024

2025

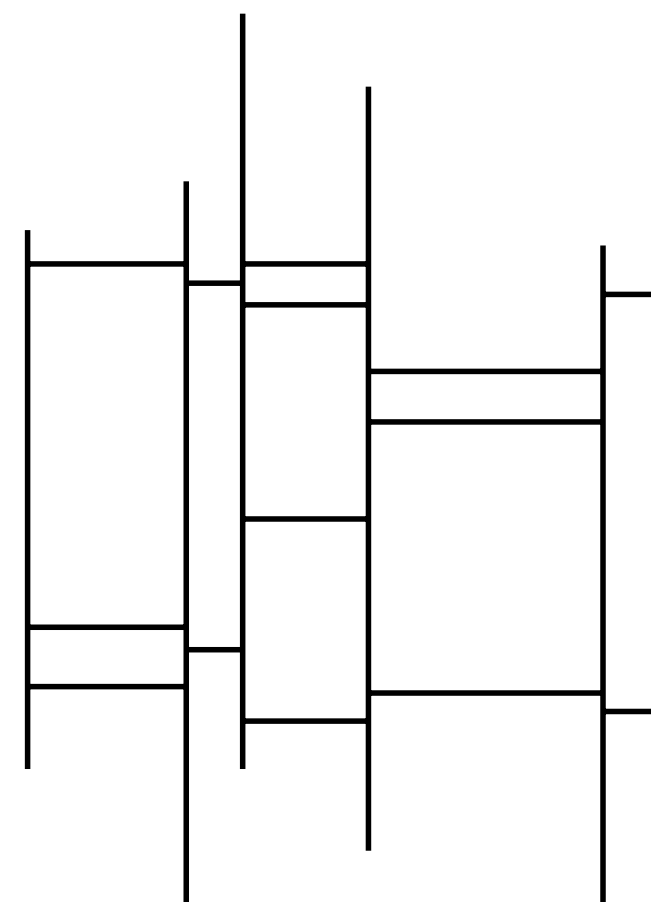
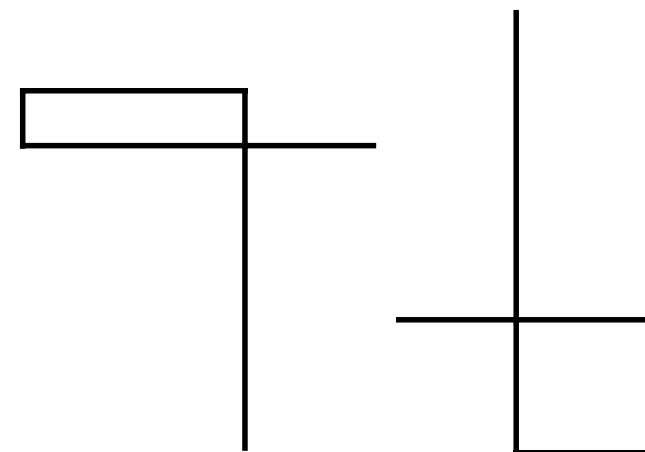
EN For MDF Italia, environmental responsibility is a tangible commitment that translates into conscious choices throughout the entire product life cycle. We work to reduce environmental impact by collaborating with selected partners and adopting criteria of transparency and traceability of materials. MDF Italia is certified according to the ISO 14001 standard, which recognises the company's ability to manage the environmental impacts of its activities and production chain through a Life Cycle Thinking approach. Furthermore, the company has obtained FSC® C218529 certification, issued by the international organisation that promotes environmentally appropriate, socially beneficial, and economically sustainable management of the world's forests.

IT Per MDF Italia, la responsabilità ambientale è un impegno concreto che si traduce in scelte consapevoli lungo tutto il ciclo di vita del prodotto. Lavoriamo per ridurre l'impatto ambientale collaborando con partner selezionati e adottando criteri di trasparenza e tracciabilità dei materiali. MDF Italia è certificata secondo lo standard ISO 14001, che attesta la capacità di gestire gli impatti ambientali delle proprie attività e della filiera produttiva, secondo un approccio Life Cycle Thinking. Inoltre, l'azienda ha ottenuto la certificazione FSC® C218529, rilasciata dall'omonimo ente internazionale che promuove una gestione delle foreste del mondo ambientalmente adeguata, socialmente utile ed economicamente sostenibile.



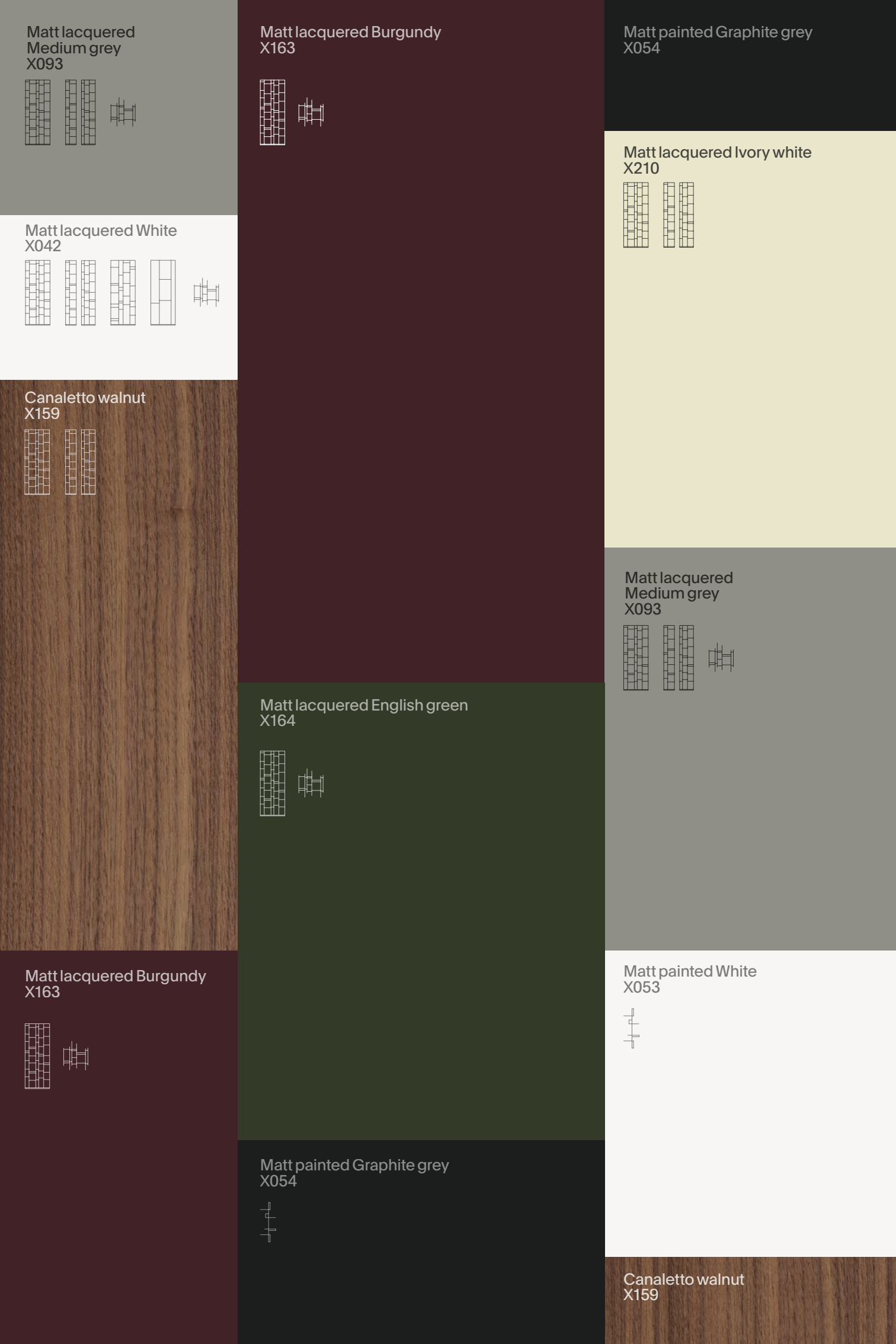


Graphic Sign

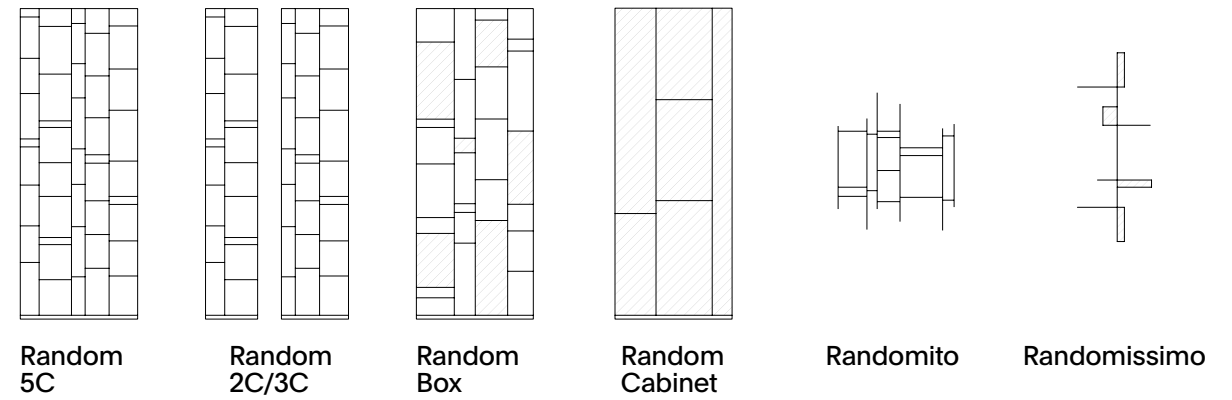


EN At the heart of Random is a dynamic graphic sign, defined by a compositional grid that alternates different heights and widths, generating a carefully calibrated visual rhythm. This design framework is not only the origin of Random, but also the matrix from which the subsequent evolutions of the collection have emerged. Randomito and Randomissimo take shape precisely from this grid, as compact expressions of a broader idea: the reduction of gesture to sign, without ever losing its identity.

IT Alla base di Random c'è un segno grafico dinamico, definito da una griglia compositiva che alterna altezze e larghezze differenti, generando un ritmo visivo regolato con precisione. Questo tracciato progettuale non è solo l'origine di Random, ma anche la matrice da cui si sono sviluppate le successive evoluzioni della collezione. Randomito e Randomissimo prendono forma proprio da questa griglia, come sintesi compatte di un'idea più ampia: la riduzione del gesto a segno, senza mai perderne l'identità.

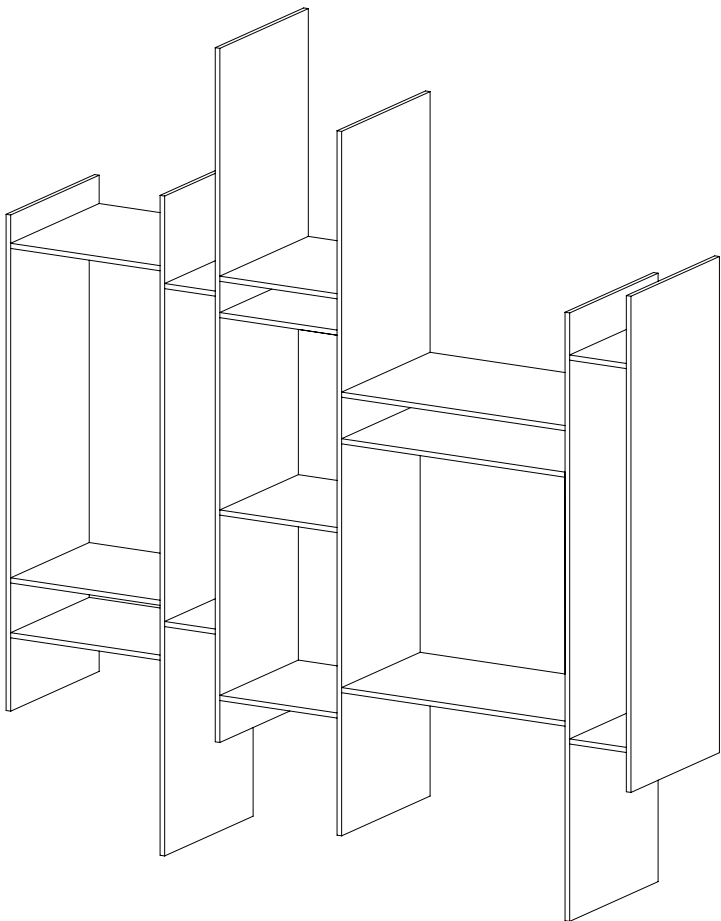
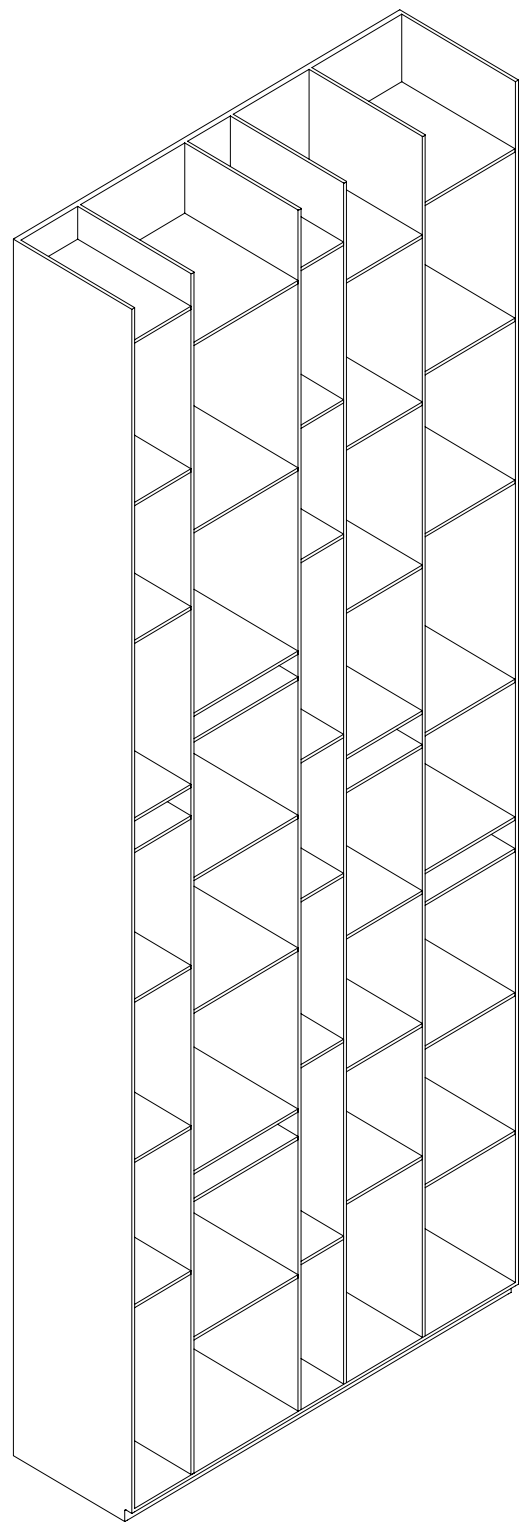


Chromatic Expressions



EN Colour in the Random collection evolves with contemporary taste, offering shades that adapt to a variety of styles and settings. White and grey provide a discreet, versatile base, complemented by more sophisticated and contemporary finishes. Canaletto walnut adds warmth and texture, conveying a refined aesthetic, while the new colours — ivory white, English green, and burgundy — refresh the collection with bold accents designed to engage with today’s interiors.

IT Il colore nella collezione Random segue l’evoluzione del gusto, con tonalità capaci di adattarsi a linguaggi e ambienti diversi. Bianco e grigio definiscono una base discreta e trasversale, a cui si aggiungono finiture più sofisticate e contemporanee. Il noce canaletto aggiunge calore e matericità, esprimendo un’estetica raffinata, mentre le nuove cromie — bianco avorio, verde inglese e burgundi — rinnovano la collezione con accenti decisi, pensati per dialogare con l’interior più attuale.



EN Since 1997, Neuland Industriedesign has been offering services across various sectors, from furniture to cosmetics. The team, which includes Eva Paster and Michael Geldmacher, operates relying on the idea that design is a process aimed at discovering the essence of each product. A book on a shelf, for example, communicates its content and the desire to capture attention: in this way, the focus of the project shifts from the surface itself to the book placed on it. Following this philosophy, they designed the Random modular bookcase for MDF Italia, an iconic bestseller of the company.

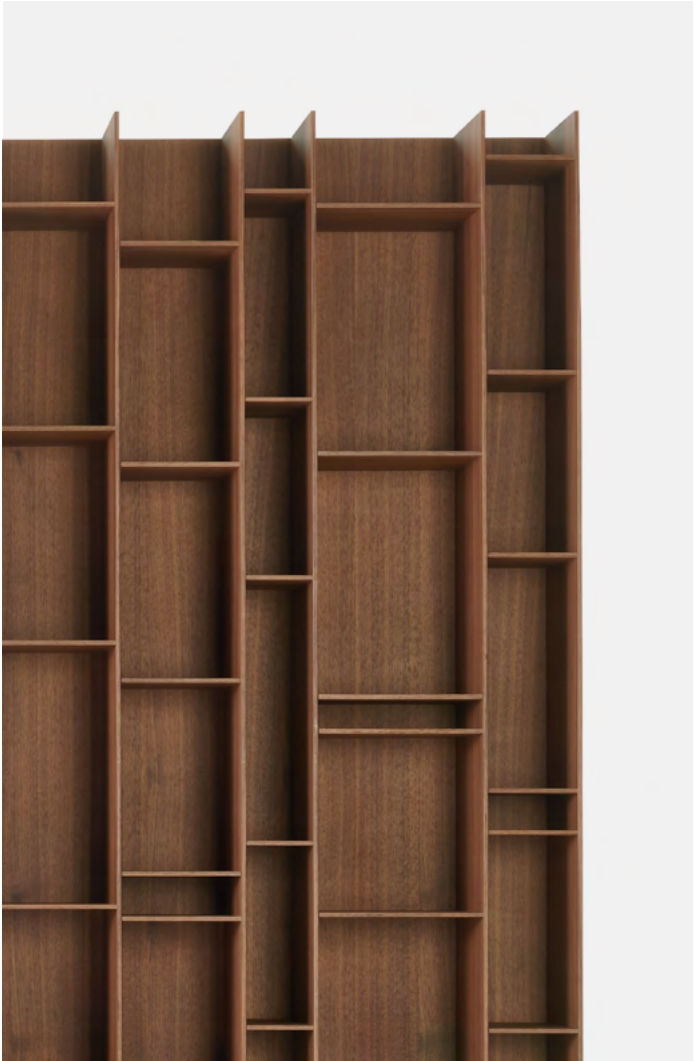
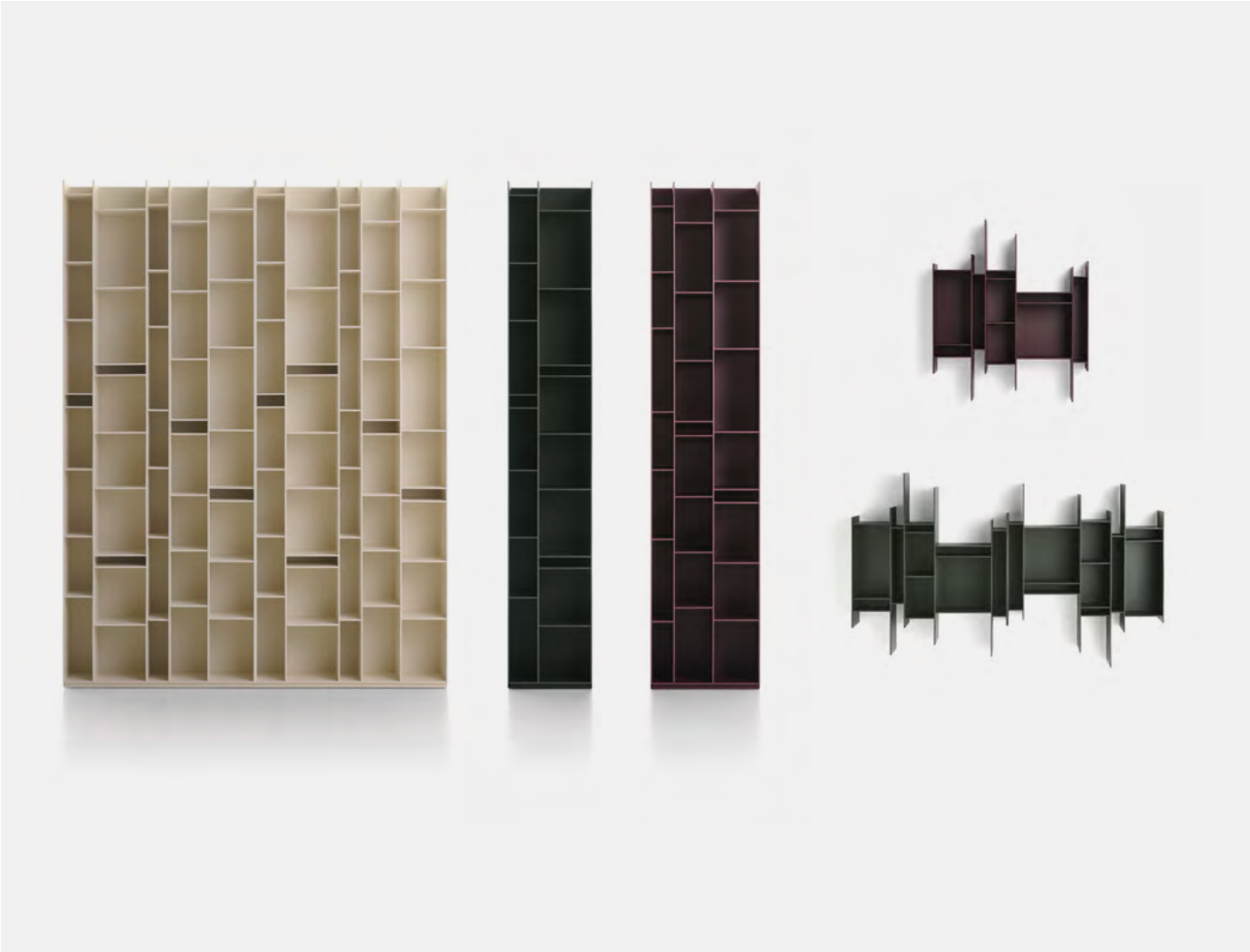
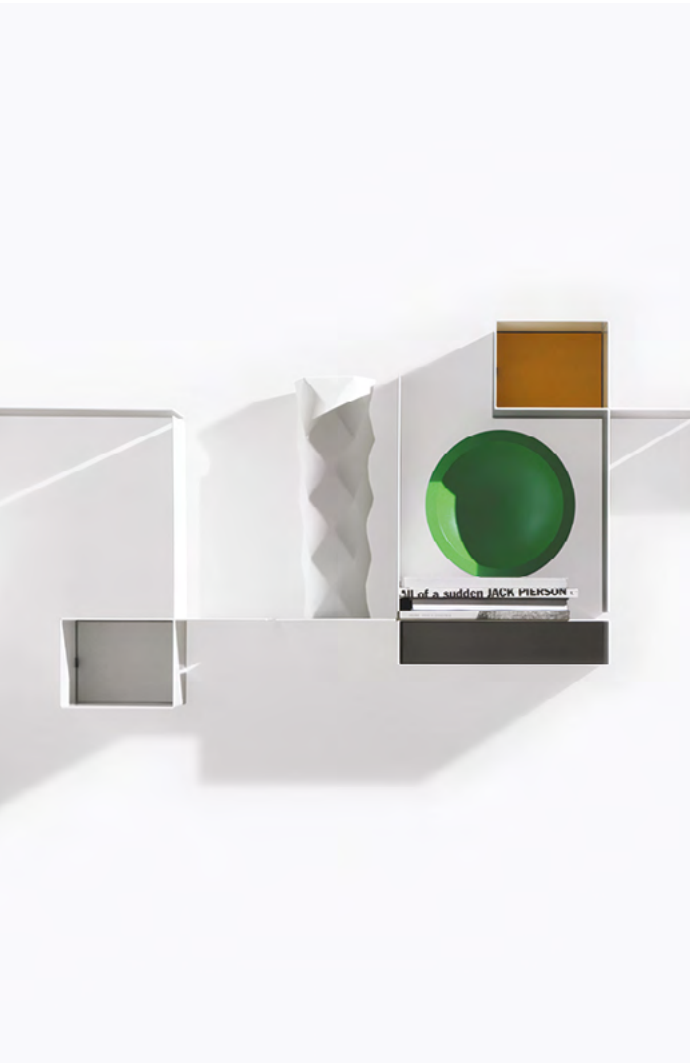
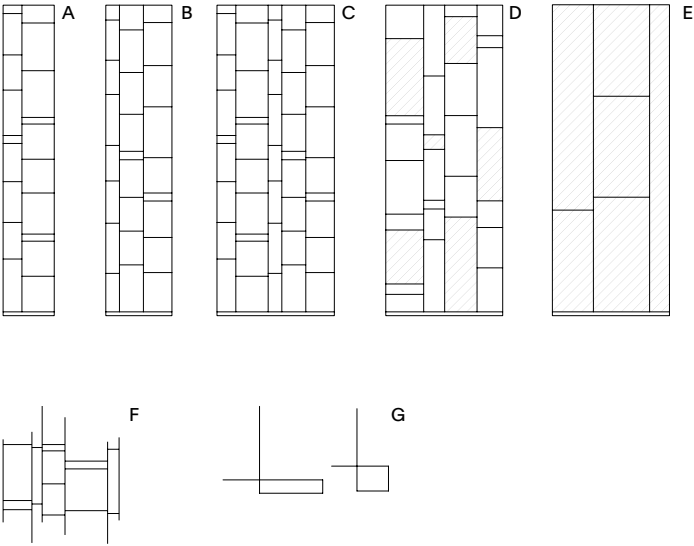
IT Dal 1997 Neuland Industriedesign offre servizi in diversi settori, dall'arredamento alla cosmetica. Il team, composto da Eva Paster e Michael Geldmacher, opera basandosi sull'idea che il design sia un processo finalizzato alla scoperta dell'essenza del singolo prodotto. Un libro sullo scaffale, ad esempio, comunica il proprio contenuto e il desiderio di catturare l'attenzione: in questo modo, il centro del progetto non è più il piano di appoggio, ma il libro da riporvi. In quest'ottica, è stata creata la libreria Random per MDF Italia, bestseller iconico dell'azienda.



MDF Italia is the ideal partner for anyone who wishes to always be topical but never in fashion, to work with state-of-the-art technology without being held hostage by it, to recognise trends without pursuing them.

Random collection

2C	L35.8 D25 H217	A
3C	L46.4 D25 H217	B
5C	L81.6 D25 H217	C
Box	L81.6 D35 H217	D
Cabinet	L81.6 D35 H217	E
Randomito	L81.6 D20 H96	F
Randomissimo	L55/34 D23 H47.8	G



Credits

Concept
Graphic design
and drawings
 Studio CCRZ

Shooting
 AD
 Ark Journal
 Photo
 Heidi Lekenfeldt
 Styling
 Pernille Vest

Still life
 Photo
 Lorenzo Cappellini Baio

Texts
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