A Sculptural Table for ETT’s Sala Demo

When ETT, part of Dedagroup, inaugurated its new headquarters in Genoa, Italy, the design of its demo room (“Sala Demo”) called for more than standard furniture. The company wanted a centerpiece that would embody its identity, a fusion of design, technology, and physical presence. Architect and designer Valentina Serando took on the challenge, developing a bespoke table that is both functional and sculptural, yet deeply connected to its context.

3D model of the table for ETT’s Sala Demo.

FROM SPACE CONSTRAINTS TO ORGANIC FORM

The Sala Demo presented a unique challenge: a long and narrow room equipped with multimedia tools, including projectors and screens. The table needed to accommodate circulation while avoiding visual clutter. Serando approached the problem through Rhino, moving quickly from site surveys and floor plans into three-dimensional exploration.

The solution emerged as a continuous, fluid geometry inspired by

natural Voronoi-like patterns. The table measures 4.2 x 1.3 meters, with a glass top designed in two asymmetrical pieces that seem to float above the sculpted base. The interplay between materials enhances the effect: transparency and lightness above and the tactile plasticity of resin-coated polystyrene below.

Detail of glass and resin table by Valentina Serando.

MODELING WITH SUBD

Rhino's SubD modeling played a central role. "SubD allows you to create and manipulate complex curved surfaces while preserving smooth continuity," explains Serando. The flexibility to experiment with variations of form was essential for achieving the right balance of function and aesthetics.

Equally important was the dual capacity of Rhino: SubD offered freedom in conceptual modeling, while the ability to convert the geometry into precise NURBS ensured compatibility with fabrication processes. This made it possible to translate a highly fluid digital model into a manufacturable object without sacrificing the integrity of the design.

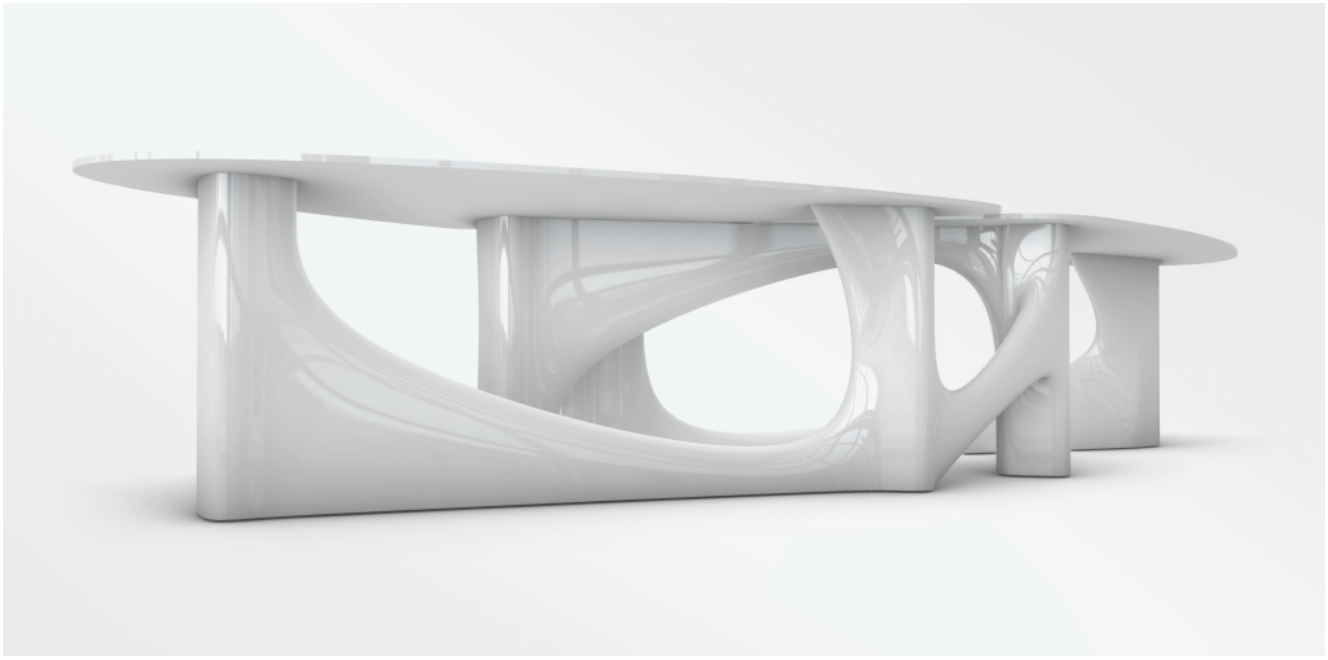
See Also

SUBD IN RHINO 7 & 8

FROM DIGITAL MODEL TO PHYSICAL REALITY

Fabrication was carried out by Bat-Tech Italia, specialists in expanded polystyrene and robotic milling. Using Rhino’s exported IGES files, a KUKA KR 240 robotic arm with six interpolated axes sculpted the base from large polystyrene blocks. Embedded steel pillars within the legs provided the necessary structural reinforcement for the glass top.

Once assembled, the base was coated with a specialized resin in order to aid durability, surface smoothness, and a polished finish. The result is a structure that not only supports its function but also responds to light: in the illuminated room, the glass surface reflects while the white sculpted base diffuses, animating the form and enhancing the atmosphere.



Render of the table for ETT’s Sala Demo.

A SYNTHESIS OF CRAFT & TECHNOLOGY

Architect and designer Valentina Serando

Serando, who studied architecture in Genoa be fo

recompleting a master's in digital architecture at IUAV in Venice, has built her career at

the intersection of parametric design, digital fabrication, and artisanal craft. Her ye

ars in London's Chelsea design district, where she developed sculptural lighting and in

stallations, honed her expertise in combining software and making.

Today, at ETT, she continues to apply that approach, designing furniture and installations that bridge the digital and physical worlds.

Reflecting on the project, she highlights what she considers its most distinctive aspect: “For me, the most magical part of design is transforming an idea into both matter and functionality, taking form and purpose simultaneously. Rhino’s tools significantly enhance this journey, making it possible to move fluidly from concept to digital

model to built reality, always balancing precision with creative freedom.”

CREDITS

Concept, design, modeling: Valentina Serando
Fabrication and finishing: Bat-Tech Italia
Photography: Luca Parodi
Client/Company: ETT S.p.A., part of Dedagroup S.p.A.