



## **TOG - CREATION & DESIGN AS A COMMUNITY**

### **PRESS RELEASE**

### **TOG - ALLCREATORSTOGETHER**

#### **2014 MILAN DESIGN WEEK**

#### **FROM THE 7TH TO THE 13TH OF APRIL**

#### **TORRE B - PIAZZA GAE AULENTI**

In occasion of Milan Design Week, on the 7th of April, a new design player comes to life. TOG is an innovative furniture brand and a **creative community**, combining the best of industry with its highest technology and the best of humanity with craftsmanship.

For TOG - ALLCREATORSTOGETHER - **anyone can be creative**: blending a bold and innovative approach to design and its imaginative process, **TOG is an open source platform**, a collaborative yet individualistic, irreverent and yet respectful project able to adapt itself at everyone's likings. TOG offers an already high quality product - design wise and production wise - together with a wide array of customization options should the client wishes to make the item unique. TOG is creating a virtuous unique system where creators, clients, artists, artisans and industrials share the same values and the same goals, in the direction of an **exceptional design made of dream and reality**.

TOG is an oblique network where customers are asked to be involved if they wish, to take the leadership and become part of the practical, cheerful process of making and sharing new ideas for new customized objects. It is a collective escalation: TOG creative-team designs the piece of furniture; the company produces it. At this stage the client has the freedom to enjoy the distinguished design piece *naked* - as proposed by the company - or has a large range of choices, in house, in store or online to create their own personal mix of forms and colors through a large and various platform of possibilities. TOG enables its clientele to create a one off object according to their desires through photos printed on or through interventions of a wide range of selected artists and artisans.

TOG pulls together the best of humanity with craftsmanship, along with the best industry development with its highest technology: TOG tries to solve a strong paradox that is to offer all the advantages of democratized production - that grants high quality and service - with the best of human craftsmanship that grants the uniqueness. TOG guarantees the quality of its products in terms of design and manufacturing also creating a support for other people's creations. It means giving profit to the customizers without TOG taking any profit. TOG is **social conscious**: for example various communities and local Yawanawa and Varzea Queimada Brazilian tribes, are involved in the creative customizing process - for example



developing decorated slip covers in straw or pearl chains for a chair by translating their traditional patterns and techniques in contemporary design elements.

At TOG, there is no style but freedom, therefore customizers are from all areas, ethnics and diverse backgrounds. TOG suits everyone's taste.

TOG is not just a new brand on the market: **TOG sets up a global system**, a web community of customers, enthusiasts and professionals sharing ideas via a user-friendly brand new app, TOG, that will allow cheerful exchanges with various medias including video, and that soon will also lead to a community award. **TOG is communicative and interactive**, is industrial and yet crafty, traditional and ground-breaking, and its visual campaigns are fresh and surprising. TOG is a new approach to the design industry at large.

TOG maximizes logistics and transports with less volume, but also reconciles the advantages of mass production with individual and distinct acknowledgement, it's **eco-responsible**.

At the Torre B in Milan, TOG will introduce **21 families of products**. The first collection includes a creative roster of high quality designers, such as Sebastian Bergne, Jonathan Bui Quang Da, Sam Hech+Kim Colin, Ambroise Maggiar, Nicola Rapetti, Dai Sugawara and Philippe Starck.

The main shareholder of TOG is the Brazilian industrial group Grendene, already the world's largest footwear producer using mostly plastic as its field of expertise. With the launch of TOG, Alexandre Grendene, a visionary in the sector, enlarges the circle of activities of the Group. It was logical for TOG to develop its entire production in Italy; the worldwide center of design with the best engineers and best manufacturers. The Grendene brothers Alexandre & Pedro are very proud to invest in Italy, their home country of 3 generations ago. Their grandfather had left Padova, Veneto, in order to set up vineyards in Brazil. Coming back to invest in Italy is also a natural personal and cultural choice for them.

TOG's high ambition is to bring back together dream and reality, volume and uniqueness, theory and practice through high quality designed furniture that can be customized by everybody.

TOG believes that anybody can be creative. Its goal is to create a virtuous collaborative system where designers, clients, artisans and industrials share the same values and goal.

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