



TOG - ALLCREATORSTOGETHER PRESS RELEASE

SALONE DEL MOBILE 2015 PAVILION 12 BOOTH B03 C04

LET'S PLAY TOG

Last year, furniture brand TOG - ALLCREATORSTOGETHER - launched with an innovative goal: to pull 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 permits high quality and service - with the best of human craftsmanship that grants the uniqueness.

At TOG there is no style but freedom. TOG provides the consumers and contract users with the perfectly designed "naked" products, mass-produced in Italy, yet enables them to personalise the products if they wish. The customisation is an intrinsic part of the products conceived at their creative process. Customers can choose from a large range of colours, shapes and other options in store or through digital platforms. And this year TOG goes further, with a focus on the final user customisation: a do-it-yourself concept in order to foster uniqueness leaving it to the customer's fantasy and creativity. An even further step is selecting a customiser from a network of creatives around the world for a bespoke commission.

The cutting-edge player expands on this mission in 2015. At the Salone del Mobile in Fiera (Pav.12 Booth B03-C04) TOG will present 11 new product families by designers **Sebastian Bergne, Sam Hecht and Kim Colin of Industrial Facility, Ambroise Maggiar, Philippe Starck, and Antonio Citterio** who joins the TOG community this year.

"The idea is the creativity all together. I like to do experimental things all the time" states Antonio Citterio, who has been called into the community by Philippe Starck two years ago. The result is a sophisticated, timeless design, an elegant new chair made out of aluminium, **Alu Betty**, perfectly representing Citterio style translated into TOG's language.

Amongst the novelties of the 2015 collection: Philippe Starck's **Maria Maria** "an almost handmade wood and woven natural fibres chair with a window-like backrest that opens up the creativity" of the customer making it easy to self-customise at home. It is the ultimate of TOG philosophy bringing together both industrial production and craftsmanship. **Light Rock**, a rocking armchair by Philippe Starck, a high-tech masterpiece, is "a comfortable rocking sculpture, visible or invisible".

Sebastian Bergne presents two new products **Iron**, a sculptural modular bench perfect for the contract market and **Shorty**, the multipurpose container inspired by African stools. "Shorty can be called on to help out with many household tasks, just improvise and think creatively", says Sebastian Bergne. Whilst Sam Hecht and Kim Colin of Industrial Facility created **Figure** merging a high-technology gas-lift adjustment in an archetypical wooden stool. "With Figure we wanted to express the idea that you can move up and down very freely and in an instantaneous manner regardless of your height."

TOG's beloved children's collection is enriched with Ambroise Maggiar's **Pays Sage** container with its playful lid, adapting to the kids' favourite games and becoming a toy itself. Parents will appreciate the practicality of the new product encouraging the tidiness.

TOG products are not only perfect for the home, they are ideal for contract use, as brands can easily extend their unique visual identity across their furniture. The new **Boss Boss** system of products, designed for the working spaces by Philippe Starck, can be easily customised as the users are able to print and upload any images to the backrest. "The rotation of the revolutionary armrest and arm tablet unfolds a new creative and free urbanism of work", says Philippe Starck. The two other new products **Oca Puccino** and **Rita Veld**, both designed by Philippe Starck, would work well for the contract market yet not only. **Oca Puccino** is an easily adjustable functional table, "We and waiters share the same dream: a simple and very obvious tuning of stability!" **Rita Veld** is "an elegant, minimalistic, comfortable easy chair for outdoors, swimming pools, etc. Easily stackable and storable for optimized space flexibility."

TOG FIERA MILANO
PAVILION 12 BOOTH B03-C04



The booth will show 28 product families in total from the 2014 and 2015 collections and the system of products will continue to grow in the coming years, as the company develops.

Irreverent and highly creative, TOG is proud to invest in traditional Italian manufacturing (Grendene's home country three generations prior), the company invests also in the very latest technology. In the very near future the customers will be able to download an open source design as TOG is closely following the very latest developments in technologies such as 3D printing, with the goal to engage with the possibilities they offer. By making customers part of the creative process, TOG products serve every taste. The brand does not design a style, it builds in scope for freedom: "the only acceptable trend," according to Philippe Starck.

While "open-source", and "community driven" have become popular buzzwords in the design world, TOG indeed acts on these ideas embedding collaboration and play into its business model. Customers don't just pick a product; they become part of TOG's global community, and help shape a design. With TOG, designers, artists, artisans, industrialists and end-users are ALL CREATORS TOGETHER - and the new collection expands exactly on this exciting concept.

Earlier this year, TOG began delivering to retailers. In May, the brand will open its first flagship store in Sao Paolo, and its e-commerce platform will launch in Brazil, shortly followed by Europe.

This is only just the beginning. Designers, artists, artisans, industrialists and consumers:
LET'S PLAY TOG.

INTERNATIONAL PRESS OFFICE
GA Creative Consultants
Federica Fratoni guga@GAcreativeconsultants.com
Anil Durutan anil@GAcreativeconsultants.com

BRAZIL PRESS OFFICE
A4 COMUNICAÇÃO
Mai Carvalho maicarvalho@a4com.com.br
Gustavo Clauss gustavoclauss@a4com.com.br

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