

HEAL'S

Heal's launches the UK exclusive of TOG – All Creators TOGETHER, a new furniture design collective

Press release, London, September 2014



Above: Tubo desk by Sam Hecht & Kim Colin, £855; Os Hen by Dai Sugasawa £495; Square by Sebastian Bergne £295

Collaborative furniture project TOG – All Creators TOGETHER, an exciting new concept which includes renowned French designer Philippe Starck, launches exclusively in Heal's Tottenham Court Road during the London Design Festival 2014, as part of the unveiling of the store's new designer furniture floor.

TOG's main ethos is a simple but innovative one. Its goal is to create a collaborative network between its designers and customers, emphasised by the brand's full name: TOG - *All Creators TOGETHER*. With the idea of democratic design at its heart, each of TOG's products - from tables to bar stools and shelving units – can be customised.

This means that the creative process continues long after the designs have left the drawing boards of TOG's collaborators, which include Starck himself, and a stellar line-up of international designers including British industrial designer Sebastian Bergne, Japanese-born designer Dai Sugasawa and design duo Sam Hecht and Kim Colin of Industrial Facility.

TOG enables its customers to select a standard piece or choose from a range of colour and form options. Starck's sleek, customisable *Misa Joy* chair (below) offers a comfortable backrest in the form of high tensile strength elastic bands, which are available in packs to allow the user to mix and match to their taste.



Above: Misa Joy by Philippe Starck, from £160 each

TOG's designs also have playful elements and hidden surprises for instance, *Os Hen*, a sculptural bench in the shape of an oversized bone by Sugasawa, and children's desk and stool sets, *Vodo Masko* and *Castable* by French designer Ambroise Maggiar, which conceal the face of a voodoo mask and castle respectively.

TOG will be available to purchase exclusively in Heal's Tottenham Court Road store and online as of September 2014. TOG will also


join Ligne Roset, Kartell, Cassina and de la Espada on the second floor of Heal's Tottenham Court Road as part of the its new designer furniture floor.

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ENDS

Editor's notes

Heal's

Heal's has been designing, making and selling quality furniture for more than two centuries now, so it's no surprise that it's known as 'the home of modern and contemporary designer furniture'. Starting out as bed-makers in 1810, and later embracing the ideals of the Arts and Crafts movement, Heal's has a long history of collaborating with prominent designers. It is as passionate today as it's always been about introducing new ranges, discovering stars of the future and pushing the boundaries of outstanding contemporary design.

www.heals.co.uk

TOG – All Creators TOGether

Launched during Salone del Mobile 2014, 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.

With TOG, anyone can be creative; blending a bold and innovative approach to design with an imaginative process.

TOG's first collection includes a creative roster of high quality designers, such as Sebastian Bergne, Jonathan Bui Quang, Sam Hech + Kim Colin, Ambroise Maggiar, Nicola Rapetti, Dai Sugawawa and Philippe Starck.

The main shareholder of TOG is the Brazilian industrial group Grendene, the world's largest footwear producer using mostly plastic as its field of expertise.

www.togallcreatorstogether.com

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