

## ON THE WAY FROM BRERA DESIGN DISTRICT TO ZONA TORTONA. TUTTOTONDO DESIGN

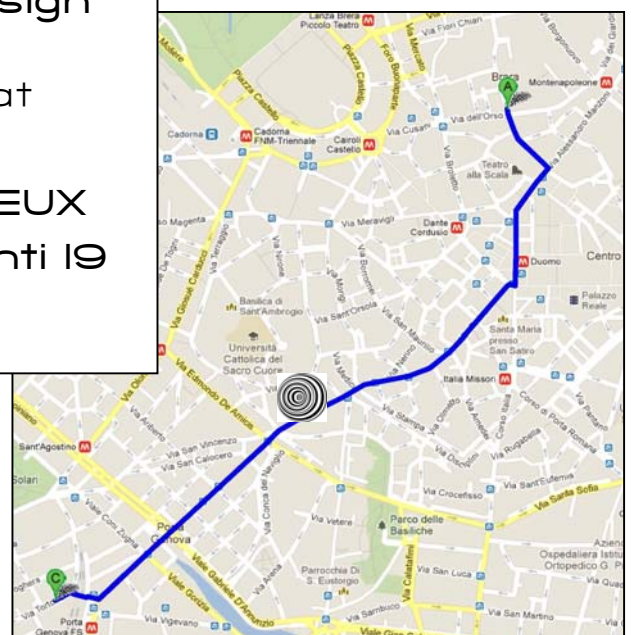


During the Fuori Salone  
from 16 to 22 April 2012  
the functional cum playful  
works by

**TUTTOTONDO Design**

will be on view at

**COUPE DE CHEVEUX**  
Via Cesare Correnti 19  
20123 Milano



Following its debut at the 100% Design show in London last September, Tuttotondo is now presenting its production in Italy at the Fuori Salone.



## ABOUT TUTTOTONDO

Tuttotondo is about designing functional furniture, homeware and light appliances with a twist, simple objects that look familiar and yet, different.

*Tuttotondo* is an Italian word borrowed from the Fine Arts. It refers to sculpture and means full-relief, i.e. something that can be viewed from all angles, that is three-dimensional, complete. The word is also used metaphorically to mean well-rounded, multifaceted, and is a perfect synthesis of the spirit of the house, the idea being that the design process should have consideration for all aspects of an object, and that good design should encompass them all.

This is why the products designed at Tuttotondo tend to have a quirky side to them - be it in the way they can be put to use or in their looks -, but never at the expense of their functional use. Whereas today objects that should be functional are sometimes made useless by extreme conceptualization, Tuttotondo's works aim to provide simple and effective solutions that are innovative and playful as well as practical, low-tech, and ergonomically sound.



## THE COLLECTION

Bald and eyecatching, each piece displays unique features that make it stand out.

### ETCHI



Etchi is a simple plywood module with a strong identity. Its name derives from the letters E-T-C-H-I, that can be "read" in its outline.

A single module can be used on its own as a small sofa/bedside table or as a stool. Newspapers, magazines, and even a laptop can be stored in the two compartments to the sides of the central structural element. Because of the dropping sides, whatever is placed in the compartments will hold upright. Several modules can be assembled to form a bookcase. It is available in a number of colour finishes.

### THE CONVERTIBLE



The Convertible is a multipurpose table that is well suited both to the home and to the small office environment, as well as to contract settings.

When open, it is a full-fledged and well equipped workstation, with an in-built light and sockets. When closed, it is a pleasant looking table with a '50s feel, which does not give away its second nature and can sit up to 6 people around it.

The two superimposed tops allow the user to leave his or her working tools on the lower worktop, and simply close the "lid" to use the upper top for other purposes. Specially designed hinges ensure a safe closing motion.

### PISCES



Pisces are seats which - as the name suggests - are reminiscent in their shape of the silhouette of two fish. The series includes a chair, a bar and a counter stool, which are available in stainless and rusted steel, and two different backrest configurations. Just right for seaside resorts, swimming pools, night clubs, bars, restaurants, as well as hip kitchens.



### OCTOPUS



The Octopus series of decorative methacrylate lamps comprises hanging, table, and wall led luminaires. Owing to the properties of the material, when the lamps are switched on they become almost invisible, while light appears as floating dots, creating decorative light effects.

### UP and DOWN



Up and Down is a simple aluminium tray that gives maximum visibility to whatever it is holding. Its particular shape makes cutting cake or tart slices of even size child's play. Minimalist and hygienic, it is particularly well suited to cafes, restaurants and buffets.

### MIRROR MIRROR on the WALL



Yes, Mirror Mirror on the Wall is a... mirror to be hanged on the wall! What is special about it is the methacrylate frame, which lights up when the concealed leds are turned on, flooding with light the face of the person standing in front of it. The mirror hides a small cabinet for storing medicines and make up.

Tuttotondo's products are designed in Italy by Marina Bastianello. Her involvement with product design is recent, and benefits from her diverse background. With degrees in Economics, Business Administration and Industrial Design, and a career as CEO of a foodservice company, her take on design is primarily utilitarian, but pivots on aesthetics and innovation.

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