







Collection | 2018



T O O U

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TOOU is not just a producer. We strive to create objects through projects and a production that put people at the heart of things, all people. Our design is democratic, accessible and customizable.

Our dynamic design combines contemporary taste with the tradition of the great design schools of the twentieth century. We materialise projects where technology is deployed in the service of the end user, through optimized processes that produce comfortable, safe, and beautiful objects that are as aesthetically pleasing as they are practical.

Our primary aim is that each object is desirable, affordable and customizable, with a range of materials, shapes, and colors that can transform a mass-produced product into a highly personal one.

Our métier is creating objects that are durable in their design and aesthetics, and that are never superfluous accessories designed for facile consumption that is dominated by ephemeral trends.

Our items are everyday items that will become a familiar and comforting part of your day-to-day life, with features and profiles that will be the companion to your domestic environment.

TOOU, dedicated to you.



A chair to love.

CADREA Collection design by Simone Viola

Sometimes, shapes can be like a scent. They can treasure and unleash memories. By unveiling feelings hidden just beneath the surface, they reveal lines that seem to be familiar without ever having seen them before.

Indeed, this is the case for the Cadrea collection. Just like a Madeleine de Proust, it bears the well-known form of a bistro chair, of which it maintains the comfort and ease of handling typical of a daily-use object, combined with the freshness of a completely refurbished, contemporary design.

The chair and the two high and low stools make up the essential elements necessary to meet the requirements of a home, either indoor or outdoor, but they also fit perfectly in a restaurant or in a cafe.

Cadrea is a polypropylene and fiberglass monoblock characterized by lightweight, resistance to light and weather-proofing, whose sober palette of colours ranges from white to light brown and from dark brown to black, with the addition of a surprisingly elegant dark green.

As a complement to the collection, the indoor version features lightweight eco-leather seat paddings in matching or contrasting colours: black, coffee and cognac.





CADREA chair



CADREA chairs upholstered

CADREA high stool upholstered





CADREA stools



Like a star.

STELLAR Collection design by Sander Mulder

Stellar (stĕl'ər) [derived from the Latin word Stellaris] "Relating to, involving, or resembling a star or stars, or comparable with stars for beauty and quality".

In this case a timeless design meant to be used on a daily basis, where its stellar lines serve both a functional and aesthetic purpose.

A shape conceived from childhood memories, where the comfort of those traditional wooden school chairs from the 1950's with their humble, functional use of materials has been reinvented into a 21st century stackable monoblock plastic chair.

The strong lines shared with modern fighter planes and military decorations are decontextualized and put together to form a peaceful inviting multi-functional design.

The star-like, triangular volumes on the rear and bottom parts emphasize the load-bearing function of these structures, and form a pleasant aesthetic contrast with the soft and welcoming ergonomics of both seat and backrest.

Stellar is offered in a delicate textured in polypropylene reinforced in fiberglass, and available in five different colours: white, cool gray, anthracite, black and mint green.

The perforated version, ideal for outdoor applications, and the upholstered version, with colour-matched or contrasting fabrics applied onto the seat and backrest, complete the collection.





STELLAR upholstered



STELLAR upholstered and STELLAR

STELLAR holes





STELLAR holes



To each his own chair.

TA Collection design by Simone Viola

Certain objects retain their shape, almost unchanged, in time and design but can interpret and refine their archetype. It happens with everyday objects, used so often that their shape becomes obvious: a fork, a plate, a chair.

The shape reflects its use and its aesthetics can never be compromised. This has always been the guideline for our design: a flowing design triggered directly by natural ergonomics.

Ta, monosyllabic sound, as simple as the first word of a child, in Chinese, means both him or her, exactly the same, human identity regardless of gender, universal.

And the chair is, in fact, a human object, moulded around its use. It traces the profile of the body, eating or working at the table. It allows a resting position, halfway between a state of wakefulness and sleep, moments spent waiting or enjoying company.

With Ta, we want to offer an elegantly simple answer to the demand for ergonomics and aesthetics. Its design is inspired by the style of the 50's but with a touch of absolute contemporaneity, that of honest and democratic design, made possible by an advanced but relatively simple construction technique.

Available in a wide variety of solutions, its strength lies in this flexibility. Three solid, flowing and sinuous shells, also available in upholstered version, for completion with five curved metal tubular bases with wooden elements, characterized by essential design.

The range of colors proposed reflects a contemporary taste, with the possibility to add seat pads to the shells, making it possible to create numerous customized combinations.





TA armchair



TA armchair

TA UP chair





TA UP and TA chairs



TA seat pad



TA chair and high stool



TA stools



TA and TA UP rocking chairs



TA rocking chair



A chair is a chair, is a chair.

HOLI Collection design by Simone Viola

Gertrude Stein used to say: “A rose is a rose is a rose”. Namely, any thing can only be what it is. However, she also meant that we tend to confer personal and universal emotions to a specific name.

A design object stands out for aesthetic, shape and colour, as well as for manageability and functionality. Yet, only a chair has the power to literally disappear from our sight as we are using it, and if we forget about it while sitting, then it means it is very comfortable; it welcomes the weight of our body and allows us to rest, to work or to sit at a table for a long time. Indeed, it fully fulfils our expectations about sitting.

At home, in a café, at the office, we sit everywhere.

The act of sitting is even more frequent than eating or drinking. We sit tens of times a day without even noticing this automatic yet fundamental action. In fact, only an uncomfortable seat can be felt and noticed as soon as we sit down on it. Holi is a chair that will embrace your body at the right height, allowing to comfortably relax your back while maintaining slim, non-encumbering proportions.

The collection offers a wide range of sitting solutions, with or without armrests, and two different heights for the stools, which are all stackable. Holi was designed with either a closed or a perforated backrest, creating an ideal stylistic continuum between indoor and outdoor furniture in order to satisfy any living-space requirement.

The metallic structure is painted in the exact same shade as the polypropylene shell, giving the impression of a monoblock element.

Available in white, black, red terracotta and olive gray.





HOLI chair and high stool



HOLI closed and open chair

HOLI open armchair





HOLI closed armchair



A combination of form and function.

PA.HE.KO Collection design by Simone Viola

Paheko means “combination” in the Maori language. Essential yet non-simplified volumes, cross-references to well-known shapes, seen and recorded in our memories as archetypes of vases, columns and capitals. These objects stand out almost undefined as for their usage, therefore completely free to suggest different purposes reinterpreted from time to time. Put a book on it nearby a bed and it will become a nightstand; a cocktail by a pool will make it an outdoor table; inside the house or in a bathroom it could turn into a stool, while in a restaurant or café it could serve as a bag holder. The shape changes, capsizes, blends with the environment. Its volumes offer the coordinated harmony of an object that is somehow out of trends, mixing the neoclassical 1980's style with the minimalistic design of the XXI century. Up and down are ready to be overturned reinventing the design, while the joint ring in five colours allows for up to thirty different combinations. Made of white or black polypropylene, lightweight yet extremely sturdy, it can be used both indoor and outdoor in several ways. Actually, in just about every way that fantasy or need will suggest.





PA and KO

PA, HE and KO





For everyone, everywhere, wit joy.

JOI Collection design by Simone Viola

Think of a chair. An everyday object made invisible by continuous use. A light piece of domestic furniture in which comfort has the equal aesthetics.

And what is a chair good for if not to sit down to eat, talk, wait, rest and live life?

We have traced the identity of our ideal chair to create the profile of a happy, joyful object which leads automatically to evenings in the company of friends, with the family at home or in the garden, to moments in which chairs are moved to make room for a new arrival, to stack them easily at the end of the day or leave them outside overnight in the rain. An object without boundaries other than the need to be practical, comfortable and userfriendly.

The Joi collection is a tribute to one of the greatest masters of the 20th century: Hans J. Wegner.

A thought which flows along the same guidelines of beauty, simplicity and ergonomics.

A decisive line traced by the imprint of great, proudly modern Nordic design, because real design follows life as opposed to fashion.

Joi combines all of this with advanced construction techniques which allow accessible and flexible production in a variety of versions.

Its main feature is the joint which allows the creation of three different chairs, inserting backs characterised by different personalities, uses and vocations.

The choice of colors also pursues the consistent thought of a determined but flexible object.

With four different colors for the structure and five fabrics for the removable seat cover, the Joi collection allows a wide variety of combinations suited to identifying the right mood for the setting in which it is going to be used.





JOI twentyfour



JOI twentyfour

JOI twenty





JOI twenty



JOI thirtysix



JOI thirtysix



Simone Viola Switzerland, 1985

Simone Viola was born in Mendrisio, Switzerland in 1985. After a rigorous training in industrial design in Milan and through his collaboration during various architectural and design studios, he began to gain experience in Switzerland and abroad. In 2011, he founded the Simone Viola Design Studio, focusing on industrial projects for furniture and accessories.

His philosophy leans toward research on the materials and technical aspects related to the development of the project, conceptually guided by historical and artistic references. This approach produces the most natural connection to contemporary design, where the object is not the expression of a trend, but a long-lasting fusion of form and the intended use. Soft, natural elegant shapes and an elevated attention to details characterizes his work and a continuous optimization of the development phase allows the realization of high quality and generously accommodating products.



Sander Mulder Netherlands, 1978

Born in 1978, he began studying design in 1996, sparked by the creativity and ingenuity he displayed as a child. It soon hit home; this would become his life long passion. His successful graduation from the Design Academy Eindhoven in 2002, set the foundations for opening his own design studio. Always seeking new challenges and inspiration, he has since steadily been working on a diverse portfolio containing lighting, furniture and interior designs for international clients, and his own collection.

His work is proof that good concepts should only exist in symbiosis with a good execution. It investigates new ways to approach the construction, functionality, and aesthetics of everyday objects and spaces.

The resulting work is a combination of strong lines and subtle details, with innovative techniques and bold statements, often questioning archetypes and their interpretations by mankind.







Collection | 2018








T O O U




PRICE LIST




*Dimensions in cm / ** Weight in kgs






CADREA		Material	Dimensions*	Weight**	
	TO-1746 CADREA chair	polypropylene air injection technology	D 47 W 47 H 78 SH 45.5	3.8	
				¥16,000	
	TO-1766 CADREA low stool	polypropylene air injection technology	D 42.5 W 42.5 H 65.5 SH 65.5	4.3	
				¥17,000	
	TO-1776 CADREA high stool	polypropylene air injection technology	D 42.5 W 42.5 H 75.5 SH 75.5	4.9	
				¥18,000	
	TO-1746 / '1722 CH CADREA chair upholstered	structure polypropylene air injection technology seat upholstered	D 47 W 47 H 78 SH 46.5	4.1	
				¥24,000	
	TO-1766 / TO-1722 BS CADREA low stool upholstered	structure polypropylene air injection technology seat upholstered	D 42.5 W 42.5 H 65.5 SH 66.5	4.6	
				¥25,000	
	TO-1776 / TO-1722 BS CADREA high stool upholstered	structure polypropylene air injection technology seat upholstered	D 42.5 W 42.5 H 75.5 SH 76.5	5.2	
				¥26,000	

Colors	
Structure	
white	
black	
light brown	
dark brown	
dark green	

UV resistant






Eco-leather seat upholstery	
black	
coffee	
cognac	

STELLAR		Material	Dimensions*	Weight**	
	TO-1655 STELLAR	polypropylene air injection technology	D 53.5 W 54.5 H 82 SH 45	4.5	
				¥15,000	
	TO-1755 STELLAR holes	polypropylene air injection technology	D 53.5 W 53.5 H 81 SH 45	4.4	
				¥18,000	
	TO-1715 STELLAR upholstered	structure polypropylene air injection technology seat upholstered fabric upholstery	D 53.5 W 54.5 H 82 SH 47	5.1	
				¥26,000	



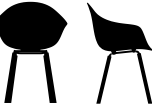







Colors	
Structure	
white	
black	
anthracite	
cool gray	
mint green	

UV resistant








Stackable x 4 pcs

Seat and backrest upholstery	
anthracite	
warm gray	
cool gray	
cool blue	
mint	
mustard	



* 本カタログの価格は全て税抜き表示です。



TA		Material	Dimensions*	Weight**	
	TO-1511 / 1501-CN TA side shell Yi base	seat polypropylene base chrome metal base natural oak	D 56 W 45.5 H 81 SH 46.5	5.8	
				¥23,000	
	TO-1511 / 1501-BB TA side shell Yi base	seat polypropylene base black metal base black oak	D 56 W 45.5 H 81 SH 46.5	5.8	
				¥23,000	
	TO-1511 / 1502-C TA side shell Er base	seat polypropylene base chrome metal	D 56 W 45.5 H 81 SH 46.5	4.5	
				¥19,000	
	TO-1511 / 1502-B TA side shell Er base	seat polypropylene base black metal	D 56 W 45.5 H 81 SH 46.5	4.5	
				¥19,000	
	TO-1533 / 1501-CN TA armshell Yi base	seat polypropylene base chrome metal base natural oak	D 57 W 58 H 82 SH 46	7.1	
				¥26,000	
	TO-1533 / 1501-BB TA armshell Yi base	seat polypropylene base black metal base black oak	D 57 W 58 H 82 SH 46	7.1	
				¥26,000	
	TO-1533 / 1502-C TA armshell Er base	seat polypropylene base chrome metal	D 57 W 58 H 82 SH 46	5.8	
				¥23,000	
	TO-1533 / 1502-B TA armshell Er base	seat polypropylene base black metal	D 57 W 58 H 82 SH 46	5.8	
				¥23,000	
	TO-1533 / 1503-CN TA armshell Er rocking base	seat polypropylene base chrome metal base natural oak	D 78.5 W 59 H 80 SH 43	7.4	
				¥28,000	
	TO-1533 / 1503-BB TA armshell Er rocking base	seat polypropylene base black metal base black oak	D 78.5 W 59 H 80 SH 43	7.4	
				¥28,000	
	TO-1555 / 1506-C TA stool San base low	seat polypropylene base chrome metal	D 51 W 45.5 H 95 SH 65	5.3	
				¥25,000	
	TO-1555 / 1506-B TA stool San base low	seat polypropylene base black metal	D 51 W 45.5 H 95 SH 65	5.3	
				¥25,000	
	TO-1511 / 1506-C TA side chair San base low	seat polypropylene base chrome metal	D 54 W 45.5 H 101 SH 65	5.5	
				¥26,000	
	TO-1511 / 1506-B TA side chair San base low	seat polypropylene base black metal	D 54 W 45.5 H 101 SH 65	5.5	
				¥26,000	
	TO-1555 / 1507-C TA stool San base high	seat polypropylene base chrome metal	D 52 W 45.5 H 105 SH 75	5.7	
				¥27,000	
	TO-1555 / 1507-B TA stool San base high	seat polypropylene base black metal	D 52 W 45.5 H 105 SH 75	5.7	
				¥27,000	
	TO-1511 / 1507-C TA side chair San base high	seat polypropylene base chrome metal	D 54 W 45.5 H 111 SH 75	5.9	
				¥28,000	
	TO-1511 / 1507-B TA side chair San base high	seat polypropylene base black metal	D 54 W 45.5 H 111 SH 75	5.9	
				¥28,000	

* ポリプロピレンのシェル仕様。

Colors	
Shell	
white	
cream	
mustard	
red	
ocean blue	
cool gray	
black	








UV resistant

Wooden base	
natural oak	
black oak	



Metal base	
chrome	
black	



Seat pad TO-1521	
mustard	
red	
ocean blue	
brown	
light gray	
dark gray	
black	
+ 4,500	

*Dimensions in cm / ** Weight in kgs





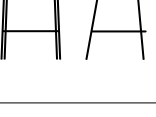
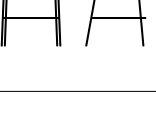
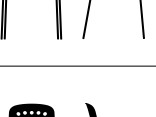
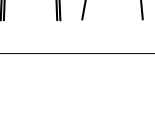
TA UP		Material	Dimensions*		Weight**
	TO-1711 / 1501-CN TA UP side shell Yi base	seat upholstered base chrome metal base natural oak	D 56 W 45.5 H 81	SH 46.5	6.5 ¥38,000
	TO-1711 / 1501-BB TA UP side shell Yi base	seat upholstered base black metal base black oak	D 56 W 45.5 H 81	SH 46.5	6.5 ¥38,000
	TO-1711 / 1502-C TA UP side shell Er base	seat upholstered base chrome metal	D 56 W 45.5 H 81	SH 46.5	5.2 ¥32,000
	TO-1711 / 1502-B TA UP side shell Er base	seat upholstered base black metal	D 56 W 45.5 H 81	SH 46.5	5.2 ¥32,000
	TO-1733 / 1501-CN TA UP armshell Yi base	seat upholstered base chrome metal base natural oak	D 57 W 58 H 82	SH 46	7.9 ¥42,000
	TO-1733 / 1501-BB TA UP armshell Yi base	seat upholstered base black metal base black oak	D 57 W 58 H 82	SH 46	7.9 ¥42,000
	TO-1733 / 1502-C TA UP armshell Er base	seat upholstered base chrome metal	D 57 W 58 H 82	SH 46	6.6 ¥38,000
	TO-1733 / 1502-B TA UP armshell Er base	seat upholstered base black metal	D 57 W 58 H 82	SH 46	6.6 ¥38,000
	TO-1733 / 1503-CN TA UP armshell Er rocking base	seat upholstered base chrome metal base natural oak	D 78.5 W 59 H 80	SH 43	8.2 ¥45,000
	TO-1733 / 1503-BB TA armshell Er rocking base	seat upholstered base black metal base black oak	D 78.5 W 59 H 80	SH 43	8.2 ¥45,000
	TO-1711 / 1506-C TA UP side chair San base low	seat upholstered base chrome metal	D 54 W 45.5 H 101	SH 65	6.2 ¥36,000
	TO-1711 / 1506-B TA UP side chair San base low	seat upholstered base black metal	D 54 W 45.5 H 101	SH 65	6.2 ¥36,000
	TO-1711 / 1507-C TA UP side chair San base high	seat upholstered base chrome metal	D 54 W 45.5 H 111	SH 75	6.6 ¥38,000
	TO-1511 / 1506-B TA UP side chair San base high	seat upholstered base black metal	D 54 W 45.5 H 111	SH 75	6.6 ¥38,000





* ポリプロピレンのシェルに特殊生地を張り包んだ仕様。

Colors	
Wooden base	
natural oak	
black oak	

Metal base	
chrome	
black	




Upholstery	
mustard	
red	
ocean blue	
brown	
light gray	
dark gray	
black	



HOLI		Material	Dimensions*		Weight**
	TO-1611 / TO-1601 HOLI closed shell Side base	seat polypropylene base metal	D 51 W 48.5 H 79.5	SH 46.5	4.6 ¥18,000
	TO-1612 / TO-1601 HOLI open shell Side base	seat polypropylene base metal	D 51 W 48.5 H 79.5	SH 46.5	4.4 ¥18,000
	TO-1611 / TO-1602 HOLI closed shell Armrest base	seat polypropylene base metal	D 51 W 55 H 78.5	SH 47	5.2 ¥19,000
	TO-1612 / TO-1602 HOLI open shell Armrest base	seat polypropylene base metal	D 51 W 55 H 78.5	SH 47	5.0 ¥19,000
	TO-1611 / TO-1606 HOLI closed shell Low stool base	seat polypropylene base metal	D 51 W 54 H 100	SH 67	6.0 ¥22,000
	TO-1612 / TO-1606 HOLI open shell Low stool base	seat polypropylene base metal	D 51 W 54 H 100	SH 67	5.8 ¥22,000
	TO-1611 / TO-1607 HOLI closed shell High stool base	seat polypropylene base metal	D 52.5 W 54 H 108.5	SH 77	6.2 ¥23,000
	TO-1612 / TO-1607 HOLI open shell High stool base	seat polypropylene base metal	D 52.5 W 54 H 108.5	SH 77	6.0 ¥23,000






Colors	
Structure and shell	
white	
red terracotta	
olive gray	
black	

UV resistant
Stackable x 6 pcs

*Dimensions in cm / ** Weight in kgs

PA.HE.KO		Material	Dimensions*	Weight**
	TO-1677 PA	polypropylene	D 30 W 30 H 44.5	3.5
				¥12,000
	TO-1688 HE	polypropylene	D 30 W 30 H 44.5	3.5
				¥12,000
	TO-1699 KO	polypropylene	D 30 W 30 H 44.5	3.5
				¥12,000

Colors	
Structure	
white	
black	

Ring	
white	
mustard	
red	
ocean blue	
black	

UV resistant

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



JOI		Material	Dimensions*	Weight**
	TO-1520 JOI twenty	polypropylene air injection technology	D 52.5 W 48.5 H 76 SH 46.5	4.8
				¥26,000
	TO-1524 JOI twentyfour	polypropylene air injection technology	D 52.5 W 55 H 81 SH 46.5	4.8
				¥26,000
	TO-1536 JOI thirtysix	polypropylene air injection technology	D 52.5 W 46.5 H 84.5 SH 46.5	4.8
				¥26,000

Colors

Structure

white	
light brown	
dark brown	
black	

UV resistant
Stackable x 4 pcs

Seat cover	
sand	
coffee	
anthracite	
light blue	
lime	
dark gray	

In and outdoor use
Removable cover
Washable at 40°

STUDIO ANAGRAM.

輸入販売元

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