

TA Collection

T O O U

To each his own chair.



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 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 side chair red | Yi base natural





TA side chair light gray | Er base black









TA armchair mustard | Yi base black





TA armchair ocean blue | Er base chrome









TA armchair cream | Er rocking base natural







TA stool white | San base low chrome



TA side chair black | San base high black





TA seat pad



TA Collection design by Simone Viola

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 Studies, 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 décor.

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 continuous optimization of the development phase allows the realization of high quality and generously accommodating products.

Item		Material	Dimensions*	Weight**
TO-1511 / 1501-CN TA side shell Yi base		seat polypropylene base chrome metal base natural oak	D 54 W 45.5 H 82.5 SH 46.5	5.8
TO-1511 / 1501-BB TA side shell Yi base		seat polypropylene base black metal base black oak	D 54 W 45.5 H 82.5 SH 46.5	5.8
TO-1511 / 1502-C TA side shell Er base		seat polypropylene base chrome metal	D 54 W 45.5 H 82.5 SH 46.5	4.5
TO-1511 / 1502-B TA side shell Er base		seat polypropylene base black metal	D 54 W 45.5 H 82.5 SH 46.5	4.5
TO-1533 / 1501-CN TA armshell Yi base		seat polypropylene base chrome metal base natural oak	D 55 W 59 H 83 SH 46	7.1
TO-1533 / 1501-BB TA armshell Yi base		seat polypropylene base black metal base black oak	D 55 W 59 H 83 SH 46	7.1
TO-1533 / 1502-C TA armshell Er base		seat polypropylene base chrome metal	D 55 W 59 H 83 SH 46	5.8
TO-1533 / 1502-B TA armshell Er base		seat polypropylene base black metal	D 55 W 59 H 83 SH 46	5.8
TO-1533 / 1503-CN TA armshell Er rocking base		seat polypropylene base chrome metal base natural oak	D 76 W 59 H 80.5 SH 43.5	7.4
TO-1533 / 1503-BB TA armshell Er rocking base		seat polypropylene base black metal base black oak	D 76 W 59 H 80.5 SH 43.5	7.4
TO-1555 / 1506-C TA stool San base low		seat polypropylene base chrome metal	D 50 W 45.5 H 95 SH 65	6.4
TO-1555 / 1506-B TA stool San base low		seat polypropylene base black metal	D 50 W 45.5 H 95 SH 65	6.4
TO-1511 / 1506-C TA side chair San base low		seat polypropylene base chrome metal	D 54 W 45.5 H 101 SH 65	6.6
TO-1511 / 1506-B TA side chair San base low		seat polypropylene base black metal	D 54 W 45.5 H 101 SH 65	6.6
TO-1555 / 1507-C TA stool San base high		seat polypropylene base chrome metal	D 52 W 45.5 H 105 SH 75	7.0
TO-1555 / 1507-B TA stool San base high		seat polypropylene base black metal	D 52 W 45.5 H 105 SH 75	7.0
TO-1511 / 1507-C TA side chair San base high		seat polypropylene base chrome metal	D 54 W 45.5 H 111 SH 75	7.2
TO-1511 / 1507-B TA side chair San base high		seat polypropylene base black metal	D 54 W 45.5 H 111 SH 75	7.2

*Dimensions in cm / ** Weight in kgs

Colors

TA shell

white	
cream	
mustard	
red	
ocean blue	
light gray	
black	

UV resistant

Wooden base

natural oak	
black oak	

Metal base

chrome	
black	

Seat pad

mustard	
red	
ocean blue	
brown	
gray	
dark gray	
black	

Concept

Visiva Graphic Design

Photo

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