



## PRESS RELEASE

### **TON is to bring the Smiling Chair to Milan**

One of a few of Czech furniture-making companies, which will be also present at the most important furniture fair **Salone del Mobile** this year, is the Bystřice-located **TON**, the prime European manufacturer of sitting furniture. As early as the last year, TON in Milan moved from the pavilion intended for modern furniture out into the "design" hall among the best global manufacturer, also thanks to some of prestigious appreciations won last year. You can now find the TON stand under the number **B 21 in Hall 12**.

TON will introduce some novelties this year again. Following the 002 Chair and Tee Coat-rack, which were presented already at IMM Cologne, TON will present quite new **One and Rauma Chairs** by the Austrian design studio **Guggenbichlerdesign...** and the **Forssa Chair** by the Slovak designer **Michal Riabič**. TON has already collaborated with him on a series of products, for example the Wave Armchair, which won the Furniture 2011 award.

Around 1,300 companies exhibit in Milan every year and almost 300 thousand admirers of design visit the fair. To satisfy such delegation, one must be duly prepared, that's why TON, similar as the last year, collaborated on the exhibition design with the Czech design studio **Olgoj Chorchoj**, with Michal Froňek and Jan Němeček at the head.

#### **And what can visitors to the Fair look forward to at the TON exposition?**

It may be the "Smiling" chair for example. Yes, exactly like this we can call the **Rauma Chair** the appearance of which is predestined by its rounded shape of the backrest, which is also very practical, indeed. Mostly ladies will appreciate the chair, since they won't have to put aside their handbags on the ground in restaurants, but can hang it over the Rauma Chair armrest, which creates very pleasant and positive atmosphere.

As for the **One Chair**, Heike and Harald Guggenbichler were led to be inspired by the history of TON and by possibilities of wood-bending, tried and tested by years. The inspiration resulted in the creation of an unusual and extraordinary bent-wood chair which is stackable and therefore excellently suits to be used not only in homes, but in cafés or restaurants too.



The last novelty is the **Forssa Chair**. Its design came into being within an internal tender announced as a redesign of the City Chair. However, the approach of the designer Riabič was rather conceptual and the original chair was used by him “only” as a model with proven parameters, which Forssa should bring too. Forssa, however, is modern to maximum, more dynamic, with purely wrought details.

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