

TONCELLI

manufatto italiano

Toncelli and a tribute to Milan

First launched in 2010 to celebrate 50 years of Toncelli, but conceived as a continuously-evolving container, Project 50 is a furniture collection of three theme-based columns – the Cocktail Column, the Cigar Column and the Wine Column – designed to bring moments of pure pleasure to the home environment. 'Pleasure' is intended as an opportunity for conviviality or a precious moment for oneself; or 'pleasure' can reflect the exclusive aesthetic value of the column which enhances the beauty of the space it inhabits.

On the occasion of Eurocucina 2016, Toncelli suggests a new version of the Wine Column: a designer item that conceals the concept of a wineshop behind its two shutters. It features a wine cellar, the partitioning required for bottles, the tools required to open and taste wine and a handy removable shelf on which to place vintage wines. The shutters conceal this union of tradition and modernity; they subtly provide precious anticipations of the complex microcosm hidden behind them. The finishings of the shutters express the trademark features and philosophy of the company, including meticulous attention to detail, careful selection of materials and the importance of the territory in which the company operates.

Through a laborious inlay technique, the shutters of the new Wine Column to be presented at the Salone del Mobile reproduce the urban plan of fashion district in Milan that Toncelli has chosen as an exclusive location for its sales point. The artisanal juxtaposition of different kinds of wooden tassels - ebony, wenge, elm, poplar, myrtle and walnut - reflects the urban structure in which the showroom in Via dei Giardini 10 - which will officially open to the public on the occasion of Milan Design Week - is located.

With great ability, Toncelli reinterprets the classic concept of spatial identity bringing to life a true work of art: thanks to the careful processing of the wood, this piece of furnishing explores this specific Milanese context and introduces the theme of the journey which will feature in the up-and-coming limited editions dedicated to the main cities of the world.

The Wine Column - the main piece of the Milanese space and of the Salone del Mobile stand (Pav Il Stand C18/C20) - is a tribute to the city synonymous with fashion and design. Like a tailor, Toncelli has created a custom-made design in tribute to the great city of Milan.

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