

T O O U

PA.HE.KO

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.



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PA

Structure in polypropylene, color black.
Ring in polypropylene, color red.



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HE

Structure in polypropylene, color white.
Ring in polypropylene, color ocean blue.



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KO

Structure in polypropylene, color black.
Ring in polypropylene, color mustard.



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.

PA.HE.KO		Material	Dimensions*	Weight**	Colors
TO-1677 PA		polypropylene	D 30 W 30 H 44.5	3.5	Structure white  black 
TO-1688 HE		polypropylene	D 30 W 30 H 44.5	3.5	Ring white  mustard  red  ocean blue  black 
TO-1699 KO		polypropylene	D 30 W 30 H 44.5	3.5	In and outdoor use UV resistant

Creative & design direction

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