

PRESS RELEASE - SEPTEMBER 2023

London 16/24 September 2023  
MINT Gallery / LDF  
3 -5 Duke Street / London W1U 3ED

mint

Presents



# Alchemy of Form

London Design Festival  
16th - 30th September 2023



mint

3-5 Duke Street  
London W1U 3ED  
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MAYFAIR DESIGN DISTRICT

*Tonucci Collection* is part of the exhibition : **Alchemy of Form**  
at Mint gallery, during London Design Festival, September 16-24, 2023.

For this exhibition the new sculpture-seats in hand-weaved natural leather designed by *Viola Tonucci*, created as unique pieces exclusively for Mint, will be displayed, for the project "**Green like Sustainable**".

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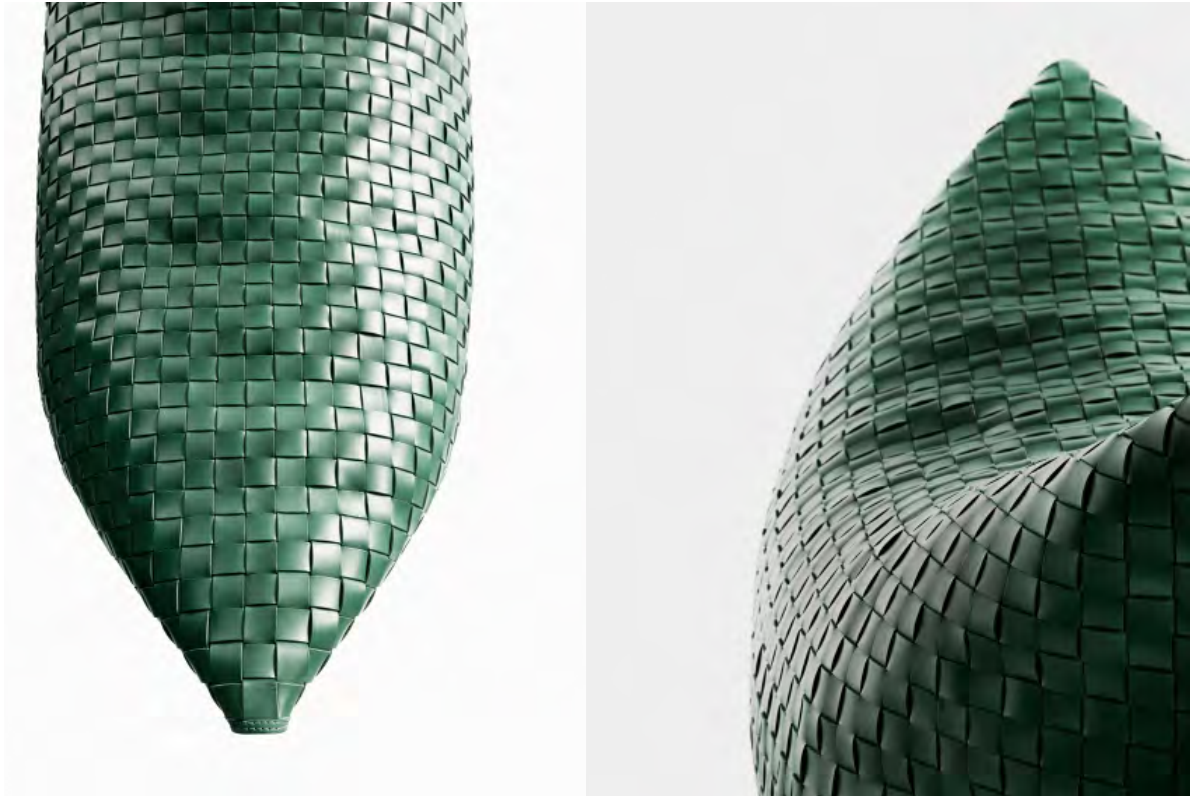
## Green like Sustainable.

During London Design Week, from 16 to 24 September 2023, **Tonucci Collection** will display a unique selection of pieces exclusively designed by **Viola Tonucci** in woven leather for **Mint Gallery** in 3-5 Duke Street/London W1U 3ED.

The new collection, completely hand crafted in Italy, show-cased for the first time in Milan last April, during the Salone del Mobile, has been improved and re-thought in a **completely ecological way**, from the stuffing material that is made of Bio-Foam beads to to upholstery that's always in natural leather, treated with vegetal tannings and hand-buffed.

These unique pieces, two poufs, a small one-person seat and an ottoman for two or more persons, are in **natural green colour**, to recall the origin of the product in the respect of environment.

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**Maone**  
design Viola Tonucci

A sculpture-shaped ottoman seat- already in production - turns into MAONE, a sculpture seat made of strong natural woven leather that defines its shape and functionality as an ottoman. The leather is treated with natural tannings. Dimensions and finishing can be bespoke.

Dimensions: cm 170x56xh46



credits photo: Silvano Bacciardi

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**Weaved Mao**  
design Viola Tonucci

The leather is folded with a new design as in the Origami art: through this gesture, we are able to create and engrave its shape. Made in natural leather woven by hand. Mao was awarded with honourable mention at the Young & Design contest, Milano, in 2011.

Dimensions: cm 72x42x42

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### **VIOLA TONUCCI designer**

Graduated at the “ Scuola del Libro” High School in Urbino she got a full scholarship at the European institute of Design in Milan, achieving a diploma in jewellery art. She designed for Italian and foreign companies such as Manifestodesign, Estel Group, Casanova, Tonelli Design, Okite, and others, also collaborating with other important designers, from time to time. She takes part in collective jewellery and design shows for which she has received very positive reviews and even been awarded with the honourable mention at the Young & Design Competition.

Some of his projects are chosen to set up important public places such as the lounge of MOMA Modern Art Museum in San Francisco, USA.



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## COMPANY PROFILE

Tonucci Collection has its roots in the design culture of the Studio created by Enrico Tonucci in 1970 and continues the legacy of entrepreneurial productive business inherited from Manifesto Design, founded in 2006. In 2023 Viola Tonucci, takes over the management of the brand, renewing its image and communication with respect for the company's original identity. The production of furniture and complements of our brand is created with natural materials in the respect of the natural and human world. Our mission is to combine design and production process to create beauty and comfort, having regard for the contemporary awareness towards the environment protection as well as the attention to the well-being of people in public and private spaces. The whole production is handcrafted in Italy, by the best artisans around Marche and Romagna regions.

[www.tonuccicollection.com](http://www.tonuccicollection.com)

credits photo: Wilson Santinelli

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