



ASK

January 2012

magazine

A NEW MEANING TO
SKYSCRAPERS

SOUTH AFRICA: **A VISION OF
LUXURY**



THE **AROMAS** OF ITALY
“THE MOVING CITY”

By Maha Kenawy
Images Courtesy of Tabisso

TABISSO®

IN FURNITURE TOO,
LETTERS COMPOSE
WORDS!



In a world where everything is just so serious, we all need the small touches of fun in our surroundings! Whether it's your busy work space or your quiet home, an amusingly personalized interior has the ability to brighten up your day. This is the significance of the new "alphabet" furniture collection from **Tabisso**. Your furniture will literally speak about you!

Picked as finalist for Best New Product in 100% Design London Festival, **Tabisso** is specialized in high-end 'typographic' lounge furniture design. The "alphabet" collection is composed of a set of chairs that represents letters from A-Z and numbers from 1-9. The chairs are accompanied with a set of floor lamps that represents many punctuation marks for creating more playful messages!

It can work anywhere: an office space, a company lobby, a showroom, a hotel, or a free-spirited home where your own personal touch makes all the difference. The possibilities are unlimited! You can spell out your company name with this furniture, or give a couple of chairs as a present to a newly-wed with their initials! The more creative you go with these pieces, the more you get.

The masterminds behind creating this collection are designers Caroline Richard and Sébastien Maitre. They tell the story of this collection: a fresh idea that came to Caroline while she was engaged in voluntary work in a South African preschool near Johannesburg. The touching part is naming the design label after a cute two-year-old child from the preschool: 'Thabiso'.

While the interior design world is all filled with new contemporary-looking furniture, the little ground-breaking ideas have the edge. It's not much to say that these pieces bring a new dimension to furniture design: communication. You don't just pick your favorite color, fabric or shape,



you actually get to pick the message you want to communicate as well. The idea is not strange to us; we all like to wear T-shirts with printed messages on them to show our support for a world cause, cheer for a sports team, or even display a humorous message! This collection is simply a creative application of an idea we all identify with, only presented in a more fun package! ■

