



## DESIGN SILENT PRECISION

Simplicity is beauty, and in the world of furniture design, it is not easy to come by. “The most difficult thing to design is a chair; there are so many good ones out there that it really has to be something different,” Toan Nguyen tells *ELLE Decoration Philippines*. “It took two years to come up with the ‘Wa’ collection for Dedon,” relates the Milan-based industrial designer who continues to mine almost 20 years of experience in the industry, a decade of which was spent as a design partner of Antonio Citterio. Dedon had this directive for Toan: Come up with the most comfortable cushion-less outdoor chair—a tall order by any terms. Along with that, it also had to be light yet stable.

With a rounded yet angular frame and a weave using a thinner version of the Dedon fiber, “Wa” is an instant classic, straddling the prized position of being able to stand its ground yet blend well with other pieces. Despite attesting to the challenges in its creation, the complexity isn’t perceptible at first glance. But look closely and you’ll see the ingenious details: The die-cast aluminum frame that serves as its foundation is molded instead of cubed, with the top parts flat and the underside circular. The fiber used is also rendered in two different hues, a technique Toan also employed in creating the “Mu,” the first collection he designed for Dedon.

A minimalist at heart, Toan’s designs are undeniably modern yet imbued with softness uncommon in minimalism. “I always think about comfort. What’s a chair if you can’t sit on it?” The “Wa” collection embodies his philosophy of balance—it melds sharpness and softness, and is conceptual yet practical enough to respond to the demands of reality.



**Clockwise from left: Toan Nguyen in the Dedon factory in Cebu City. Dedon products are a clever mix of intelligent design and innovative technology and are finished with a human touch as all their products are handcrafted by artisans in Cebu. Toan Nguyen’s designs also center on the practical aspects of seating: The “Wa” collection focuses on comfort and simplicity while the “Mu” collection takes inspiration from the indoor modular sofas.**