

ONE TO ONE
into the change


OTO Chair

design

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The world has changed.

**How can the industrial
production of a chair
interpret this change?**

The image features several yellow plastic components arranged on a white background. At the top, there are two long, thin, curved pieces with small rectangular tabs. Below these are two larger, rounded rectangular pieces. In the bottom left, there are two more long, thin, curved pieces. In the bottom right, there is a small pile of yellow plastic granules. The text is overlaid on the central rounded rectangular pieces.

Attention, spoiler:

**“Using recycled plastic
is not enough,
we need a strong idea.”**

Six years ago we began to discuss the idea of a chair that was representative of the contemporary world, in terms of production, sustainability, technology, sales methods and use features.

Hyper-seriality

A mountable chair, in which all the pieces are moulded in one go. The chair is sold just as it comes out of the mould, bypassing several steps; it will be the buyer who will complete the process.

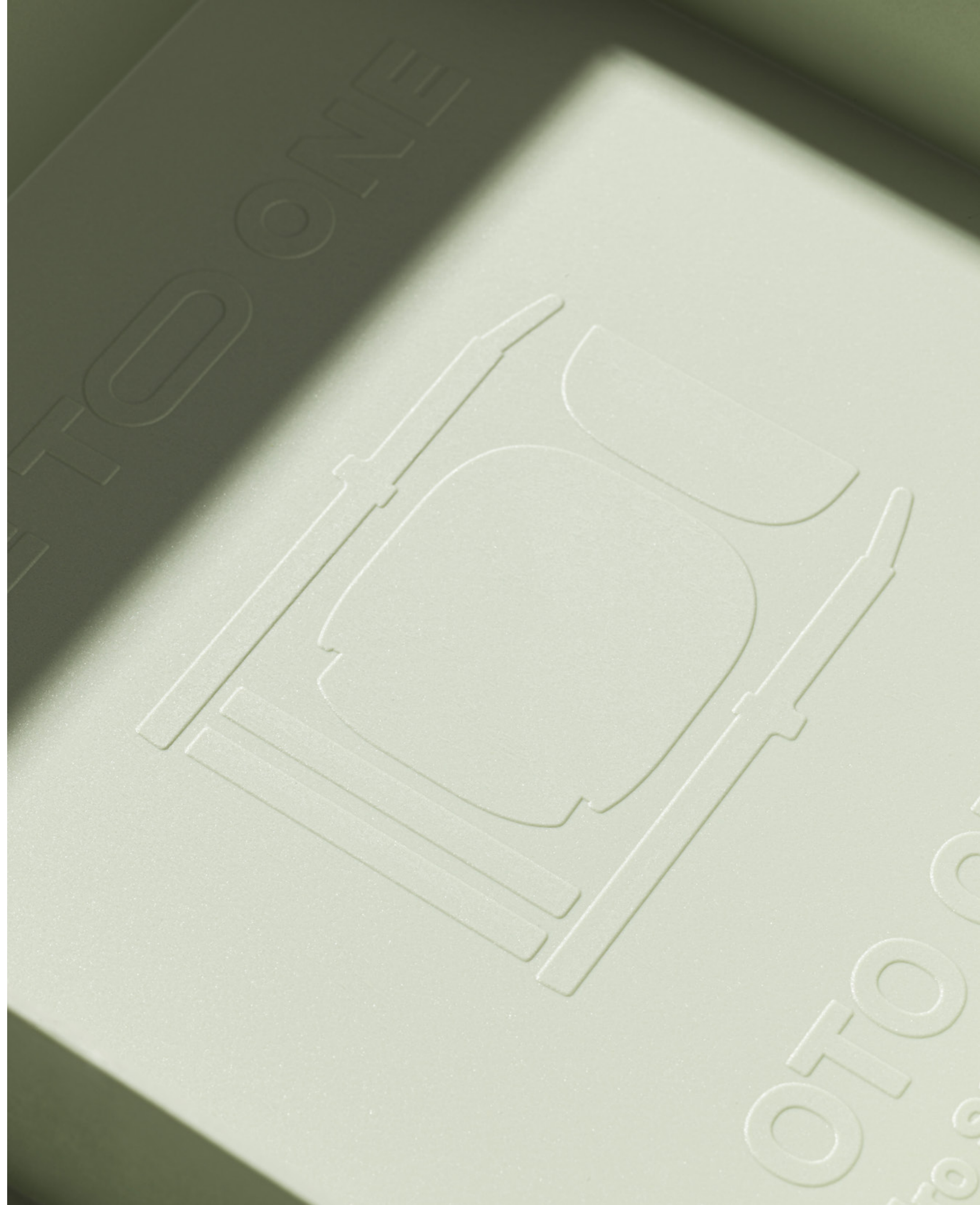


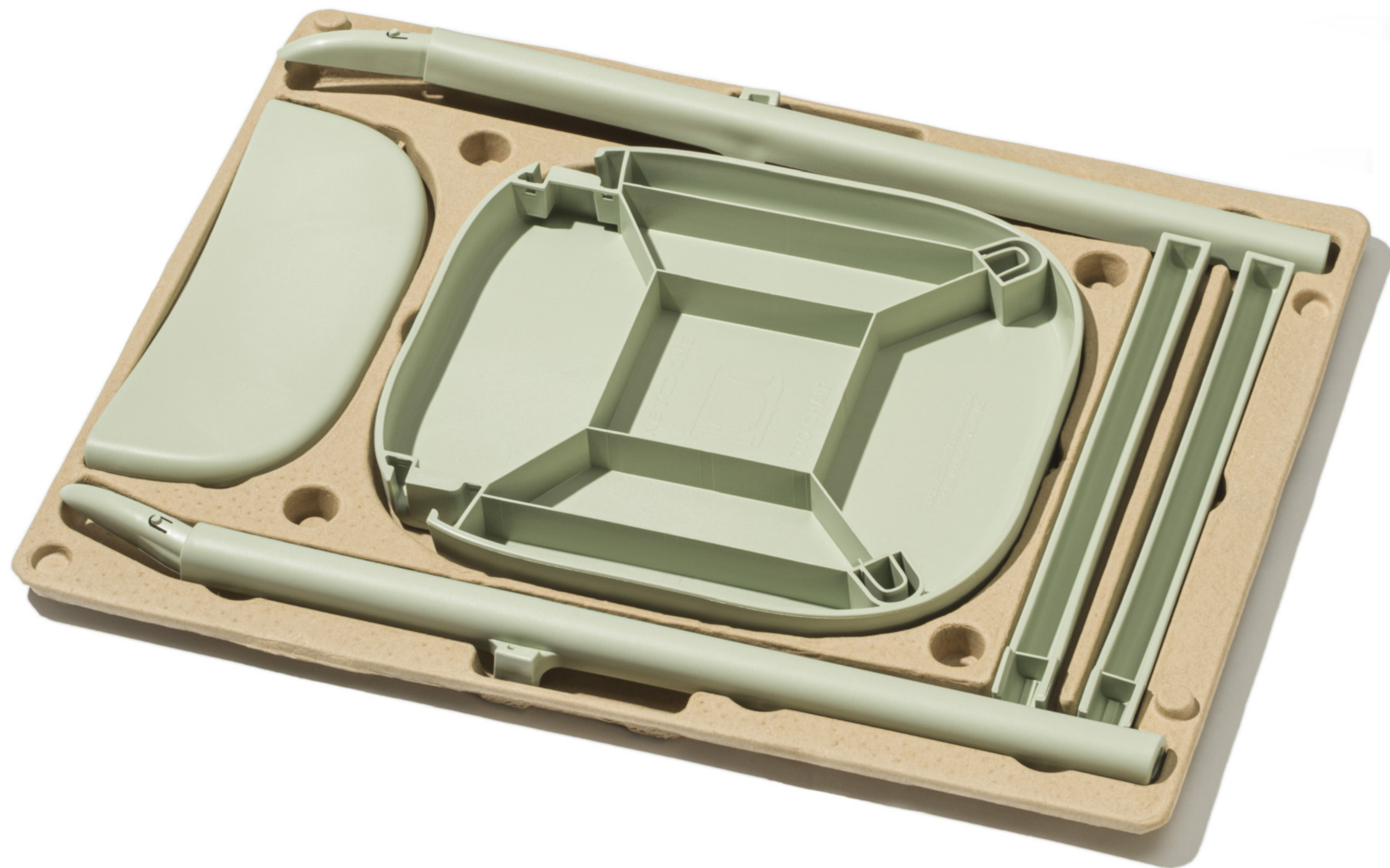
What are the benefits?

1. Smaller mold

Less material (less than 1/3 compared to a normal chair).
Less energy to produce it.
Less costs.

Design, development and production
is Made in Italy.





2. Extremely storable

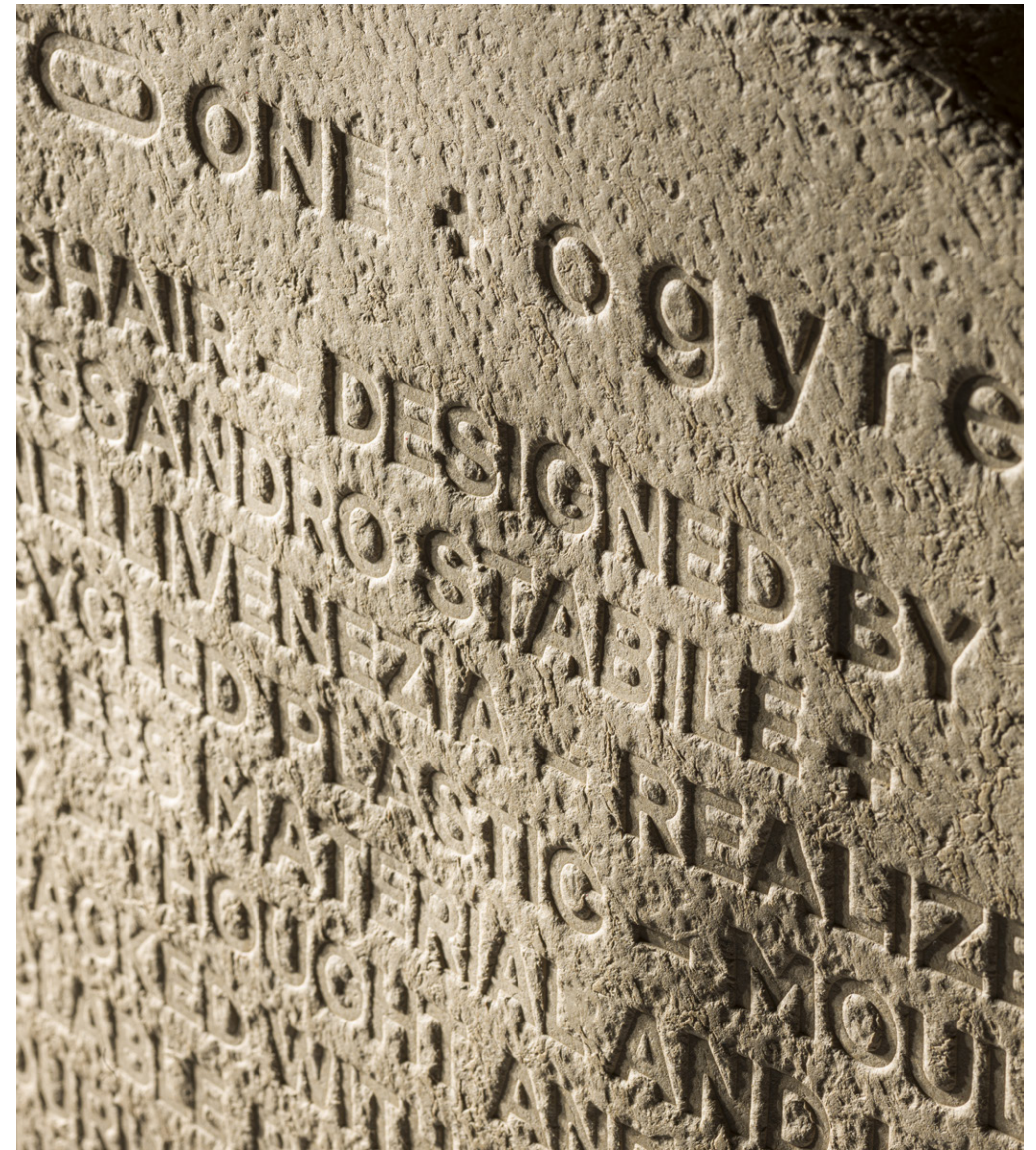
Minimum space in the warehouse
and in transport means less CO2 footprint.

86 Chairs in packaging on a standard pallet,
5 times more than a normal chair.





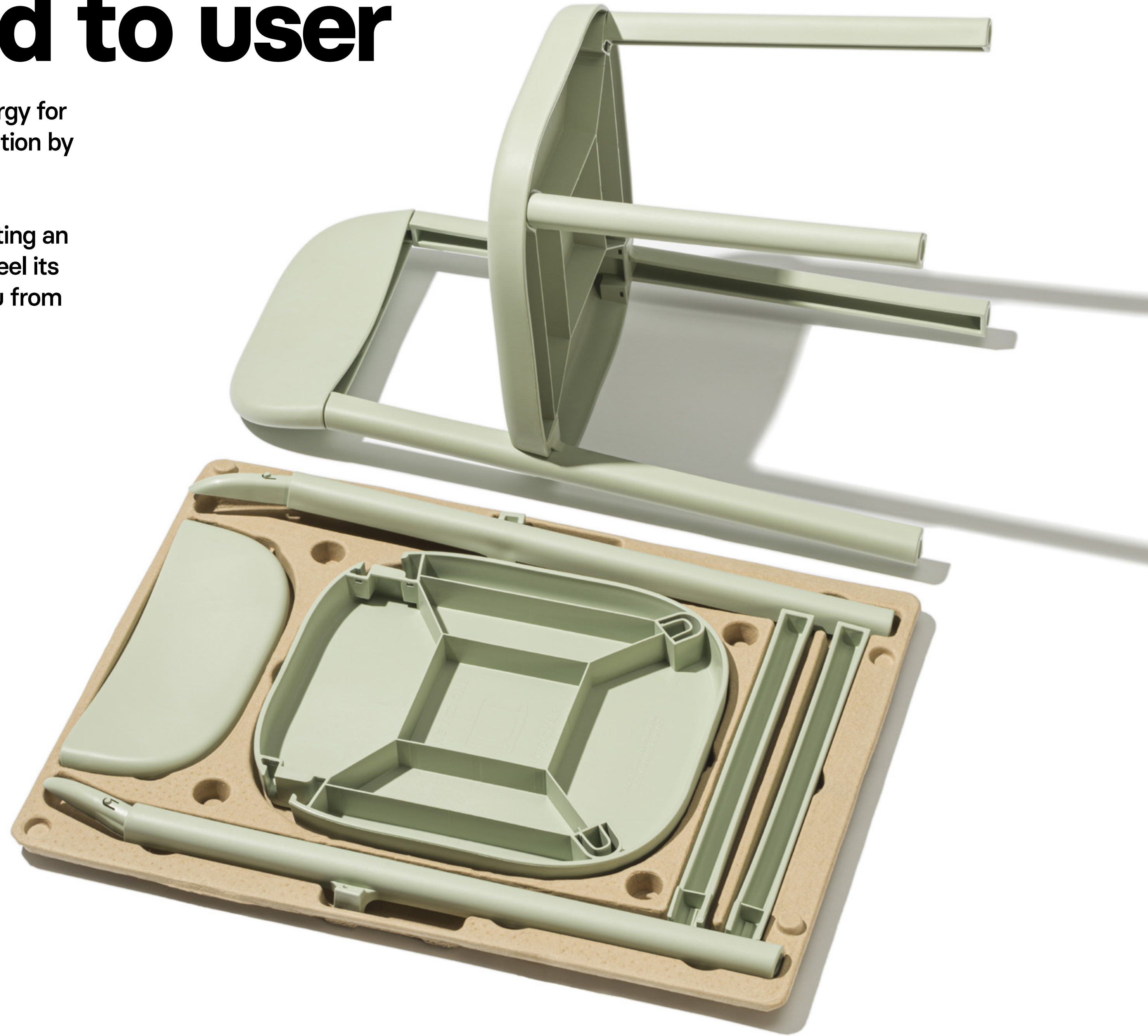
Packaging made by cellulose pulp,
recycled and recyclable material.
Dimension: 800 X 600 X 60 MM



3. From mould to user

It reduces production steps by not using energy for assembly and simplifies logistics and distribution by reducing unnecessary movements.

Assembly is effortless and immediate. Mounting an object makes a bond with it and makes you feel its full value; it builds an affection that stops you from getting rid of it.





Chair made by post-industrial recycled plastic



4. Circularity

The chair is made using post-industrial recycled plastic.

The product is single material, and it can be mounted without the use of screws or metal inserts. This makes it easier to dispose of properly at the end of life.

Easy to assemble, 1 minute, without screws and instruments





5. Democratic nature

It's a compact chair, "polite", designed to suit even the most ordinary houses.

We also wanted a quality yet a democratic product that could replace all those chairs of poor workmanship and durability.





Outdoor



Indoor

6. An icon is eternal

Its image and its innovative features make it a candidate to become a design icon. Fundamental status to extend its life cycle indefinitely.



red^{dot} winner 2023







7. Help to save the Ocean

with

ogyre

We have partnered with Ogyre, thanks to which
1kg of plastic will be recovered from the sea for
every two chairs purchased!



OUR FISHERMEN ARE COLLECTING LITTER IN ITALY, BRAZIL AND INDONESIA.





Assegna questo

certificato di raccolta di rifiuti marini

a

ONE TO ONE

Il quale certifica che

1.000 Kg

di rifiuti marini sono stati recuperati grazie ai nostri pescatori.

L'equivalente del peso di 100.000 bottiglie di plastica.

Antonio Augeri
CEO and Co-founder, Ogyre

2023
Luglio

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