## **Total Tool**





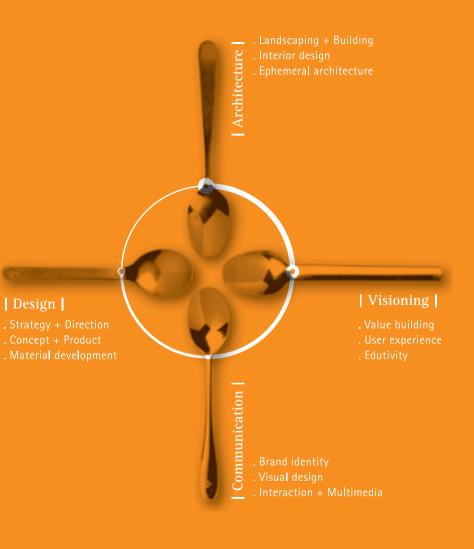














## **COVER**

Venere e Cucchiaini, ARMAND Pierre Fernandez, 2000

FOLLOWING PAGES
Airline spoons
Private collection



In 2009 we celebrated 20 years of Total Tool activities: an extremely intense season, made by all the incredible people that I met and by their trusts and emotions, in a continuum of explorations and challenges. 10 years of magic, celebrations and delusions, but truly unique and authentic. I'm deeply conscious that this "living experiment" will be not repeated and that what we produced it is not easy to be redone, neither by ourselves or by others.

............

We have defined our approach to innovation stepwise along our own path. We made this according to the Epigenetics concept, designing first of all our tools and goals and filtering then through people and experience every progressive step toward quality and fulfillment: the achievements we got are only a partial answer to out thirstiness of expertise, far to be satisfied.

We know that in design the road to satisfaction is never-ending, so thanks to everybody for being so patient and still enthusiastic in the venture of what we do.

Giulio Ceppi, Total Tool founder and managing director

Total Tool is a company dedicated to innovation, established in 1999 in Milan by Giulio Ceppi, architect and designer, with a personal experience in creative teams such as Domus Academy Research Centre and Philips Design.

TT activity is focused on identifying and defining innovation and producing creative and strategic opportunities for companies, via design, communication, architecture and visioning, intended as operative tools.

TT main mission is to help companies to innovate and to create value, contributing excellence and creativity to their business, i.e. being suppliers of new strategies and unique opportunities.

TT goal is to bring the human component into discussions about technology, communication, behavior, values and real needs.





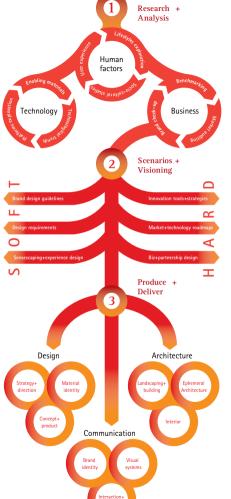
Materials, technologies, senses and behaviours are our assets and leverages: what we deliver is always the result of an interdisciplinary process, able to last in time and to be managed into a complex reality, as we live in nowadays.

Total Tool operates through an international network of people and professionals, experts in different disciplines and in a wide cultural dimension. We truly believe that there's no creation without contamination and mutual understanding.

Swissai



# Proces



Design means exploration, browsing the new, flowing: In TT we continuously map what we perceive or what we expect to see, becasue we need powerful navigators to drive us into the right direction.

We need excitement and expertise, intuition and deduction, forecasting as well as feedbacks: TT approach comes the believe that innovation is a process with different steps and stages, including many different languages, rituals and aesthetics.



A2A

**ABM Group** 

**AIPE** 

Albatros

Andersen windows (USA)

Archivio Disarmo

Arkimia

Auchan

Autogrill

Averna

Azienda Ospedaliera di Lecco

Bonatti Parma

Bormio 2005

**BPB** Italia

Canon (JP)

**CBS** Outdoor

Comune di Bormio

Comune di Mandello

Comune di Venezia

Comunità del GSB (CH)

Comunità Europea

Confartigianato

Deborah Group

**Domotex** 

Edilsider

Elica

Embotelladora de Canarias (E)

Esselunga

Essen (ARG)

Faraplan

Ferrero

Festo

Fima

Fondazione Italia-Giappone

Geodan (NL)

Gruppo Norman 95

iGuzzini

ID Institute Ivrea

IT de Canarias (E)

Kindof

Leuci

Luceplan

Luxando

Mercuri Urval

Mitsubishi design (JP)

More Ideas (E)

Nava Design

Nissan Automotive (JP)

Pepsico

Piquadro

Pioneer design (JP)

Play +

Promos

Reggio Children

Q-free (N)

Selectiva, Gruppo Paglieri

Sony CP Laboratories (JP)

**SVG**omma

**TDK** 

Terra Moretti

Valextra Versace

Vertu

Vitali Spa































## 19.800

Design templates produced

3.200

People in our mailing list

1.820

Presentations performed

570

140

Projects delivered

Clients served

310 Student internships/trainerships



Alitalia\_

32

Nationalities represented by co-workers

TOTAL TOOL | 1999 - 2019 | DESIGN DIRECTIONS

# 10.200 Average of monthly accesses to our website 1.700 Concepts developed

Press mentions

140 Participations in events/exhibition

Diagrams and maps designed

17

Design Awards

105

Partners and consultants

15

Design directions

8 Nominations to "Compasso d'Oro"

A piece of pie, Barcelona (E)

Canarias Design Center (E)

Cult Biz London (UK)

Design Innovation, Las Palmas (E)

Emedia, London (UK)

**Future Concept Lab** 

GeoEnergia, Vercelli

Giugiaro Architettura, Turin

Inbar Bolzano

Kanso, Rome

Kikilab, Brescia

Materially, Milan

Materioteca, Milan

Parini Associati, Milan

Pianeta comunicazione, Milan

RSP Architects, Minneapolis (USA)

Starching, Milan

Studio Bodega, Lecco

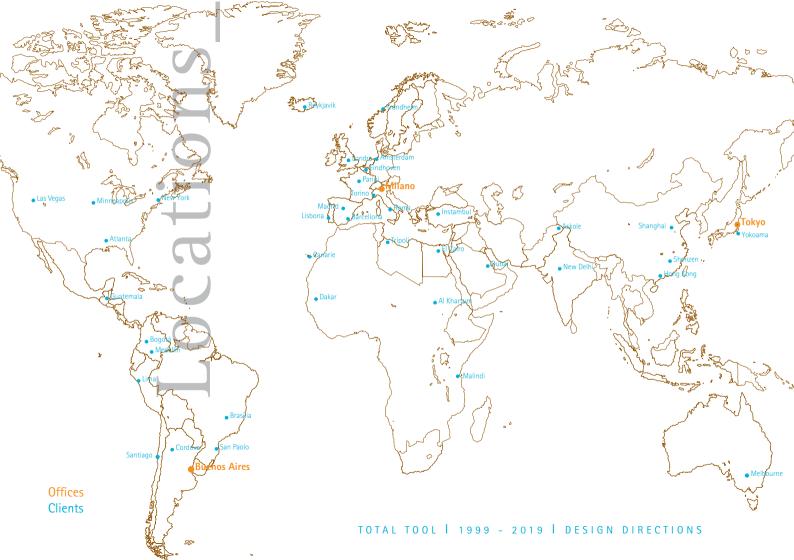
Studio I.T.O., Milan

Value Building, Milan

ZPZ Partners, Modena

TOTAL TOOL | 1999 - 2019 | DESIGN DIRECTIONS





Giovanna Amadasi | creativity cons. Stefano Bader | *olfactive planner* Atto Belloli | art manager Antonio Benincasa | visual designer Francesco Bergonzi | designer Angelo Bianco | architect Edoardo Brambilla | mokeup maker Giuliano Brambilla | editor Virginio Briatore | *lifedesigner* Federico Brunetti | photographer Tomaso Cariboni | *videomaker* Fulvio Carmagnola | philosopher Aldo Cernuto | art director Emma Clerici | CMF designer Marco Corazza | architect Eleonora Crisci | stylist Giulio Dei | bio engineer Mario D'Andrea | *marketing cons*. Marco Giachetti | architect Paolo Giampietri | project engineer

Maurizio Giuffrè | *urban developer* Marika Hasuike | event promoter Kurt Heikkila | *technology developer* Paolo Icaro | artist Giulia Macchi | researcher Stefano Mandato | com. designer Elena Marinoni | *trend researcher* Francisco Marrero | project manager Giacomo Mojoli | food consultant Alessandra Panunzio | p.r. Nora Parini | p.r.Luisa Pianzola | poet Guido Poli | copy writer Nicola Pontiggia | architect Danilo Premoli | artist and writer Emilio Pucci | media economist Monica Scanu | *experience designer* Alberto Veca | art critic Rinaldo Zanini | medician

**Austrian Airlines** 

TOTAL TOOL | 1999 - 2019 | DESIGN DIRECTIONS



In 20 years Total Tool experienced so many topics and fields, facing different clients and cultures, but we expressed for sure a strong attitude for DESIGN DIRECTION: we have always looked for projects where design, architecture, communication and visioning melt in an original way, enhancing the interdisciplinary approach of Total Tool and its young talents.

## Thai



## -CONTACT-

MILAN | Italy

viale Francesco Restelli

Voice +39 02 76317571

www.totaltool.it info@totaltool.i