

Total Tool

— Milano
— Buenos Aires
— Minneapolis
— New Delhi
— São Paulo

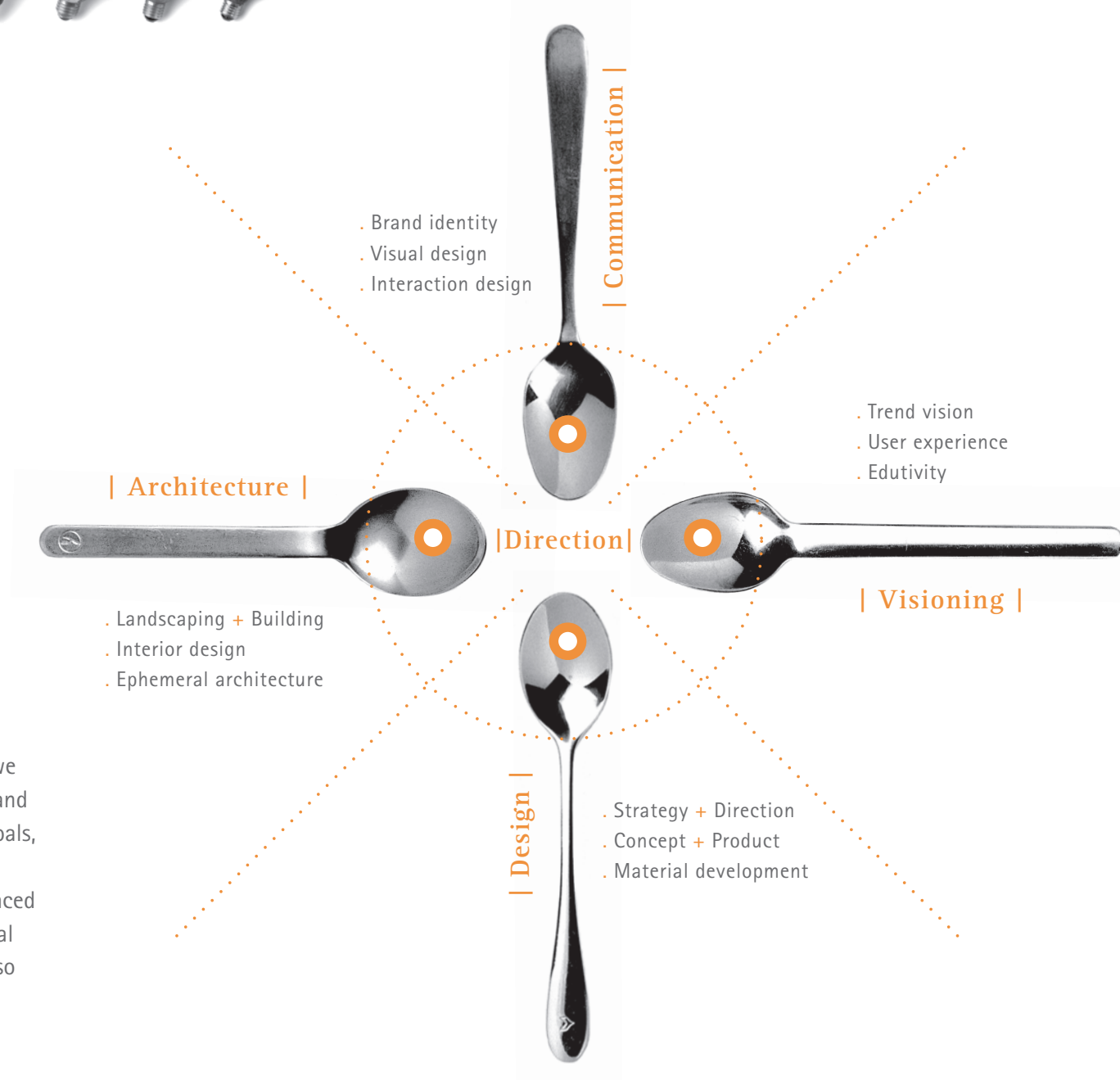


TT Activities

Total Tool is a **strategic design** and consultancy studio based in Milan, browsing transversally into the fields of design, communication, architecture and visioning activities, founded in 1999 in Milan by **Giulio Ceppi**, architect and designer, with a personal experience in creative team working in Domus Academy and Philips Design.

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

Total Tool is dedicated to **business innovation** and brand architecture, but we consider human factors and **social values** our final goals, as we design for a better present and for an enhanced future, trying to make real what can be desirable also by someone else.

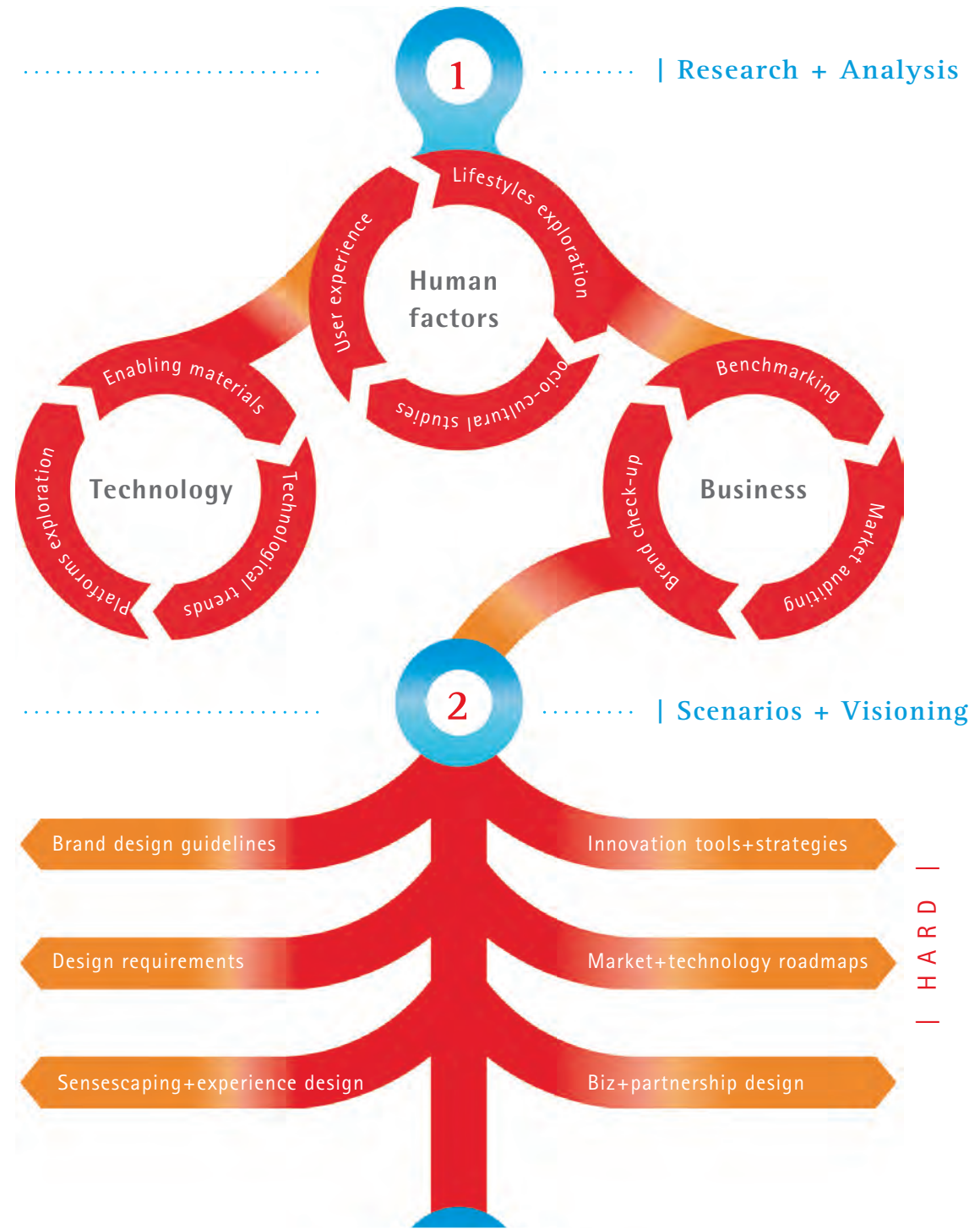


In 2007 we have been invited from the **Triennale di Milano** to contribute to the exhibition **NEW ITALIAN DESIGN** and so doing we presented "**The grape harvest approach**", a way to visually explain that design is an open process to us, a way to combine different ingredients in order to fulfill an innovation, including single steps but always in an original way.

There is no receipt for good design in fact. So the grape harvest is the perfect metaphor to explain how during a design process we have to **mix and combine different expertise**, to evaluate and explore complexity, being patient and looking for the right timing: quality and consistency do

deserve an active management about space and time, and no hurry to reach the end that we are all waiting for.

Each design process it is certainly unique, but always connected to the whole and to all processes that have been already experienced.





BHARTIYA CITY



Nestlé



VERTU

VIACOM



3M

3M (USA)
AIPE
Albatros
Andersen windows (USA)
Archivio Disarmo
Auchan
Autogrill
Averna
Azienda Ospedaliera di Lecco
Bhartiya Group (IND)
Bonatti Parma
Bormio 2005

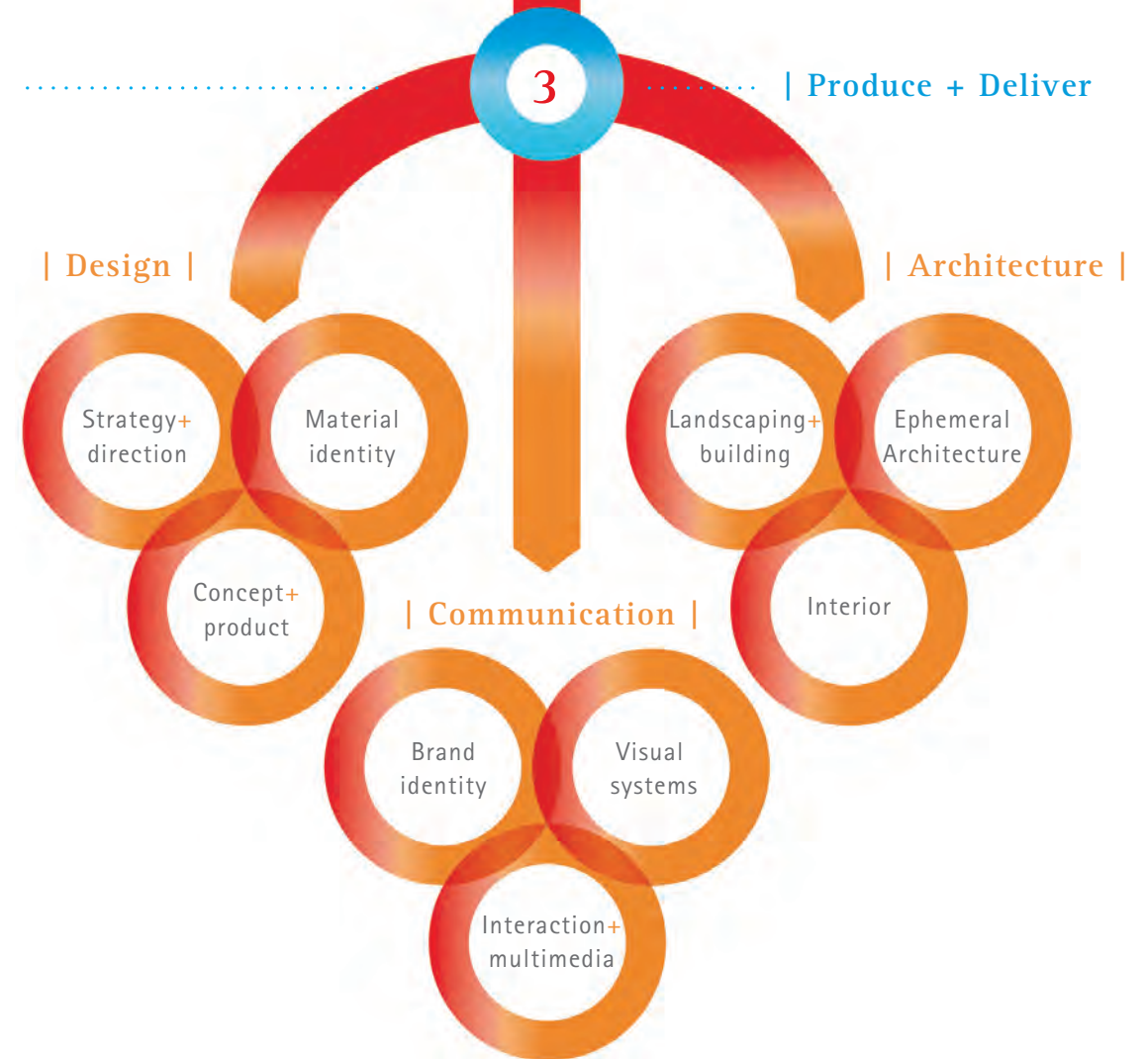
BPB Italia
Canon (JP)
CBS Outdoor
Comune di Milano
Comune di Bormio
Comune di Mandello
Comune di Venezia
Comunità del GSB (CH)
Comunità Europea
Confartigianato
Deborah Group
Edilsider

Editoriale Campi
Elica
Essen (ARG)
Faraplan
Federlegno Arredo
Festo
Geodan (NL)
Gruppo Italiano Vini
iGuzzini
Illy
Ikea (SWE)
IT de Canarias (E)

Leuci
Luceplan
Mercuri Urval
Mitsubishi design (JP)
More Ideas (E)
Motorola (USA)
Nestlé
Nike (USA)
Nissan Renault (FRA)
Novacart
Oikos Fragrances
PepsiCo (USA)

Philips (NDL)
Pininfarina
Pioneer design (JP)
Piquadro
Pirelli RE
Play +
Porcelanosa (E)
Promos
Provincia di Lecco
Reggio Children
Q-free (N)
Saeco

San Lorenzo
Sony Cp Laboratories (JP)
SVGomma
TDK
Taiwan National Institute for Crafts (ROC)
Top Union Holdings Limited
Terra Moretti
Unilever
Valextra
Versace
Vertu (UK)





'04 Saporiti italia



'05 Averna



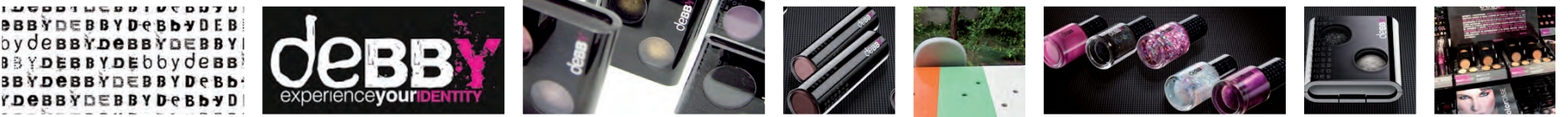
'05 SVgomma *



'06 Q-Free (N) *



'07 Deborah



'13 Porcelanosa (E)



'13 Pepsi (USA)



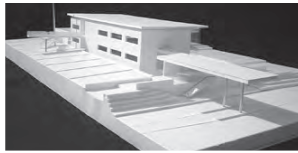
'14 Nino Negri



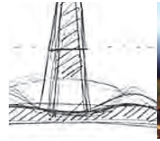
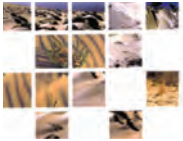
Architecture |



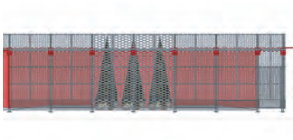
'99 Silea



'01 Instituto Tecnológico de Canarias (E)



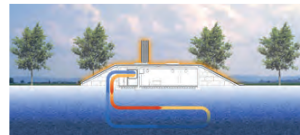
'03 Autogrill



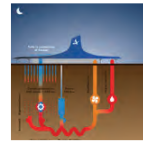
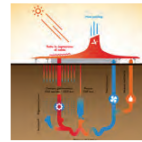
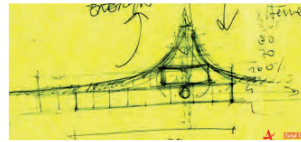
'06 Comune Mandello del Lario



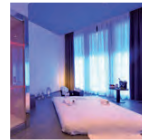
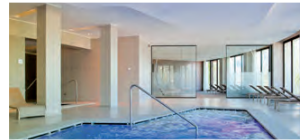
'08 Autogrill



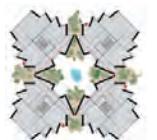
'12 Autogrill *



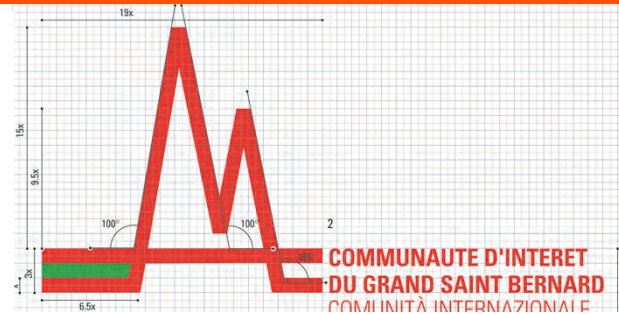
'13 Terme di Saint Vincent



'14 Terra Moretti



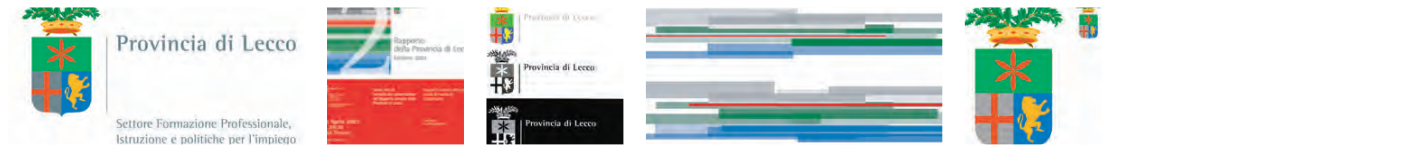
Communication



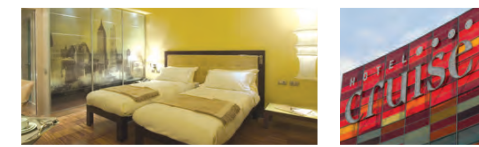
'03 Gran San Bernardo (CH)



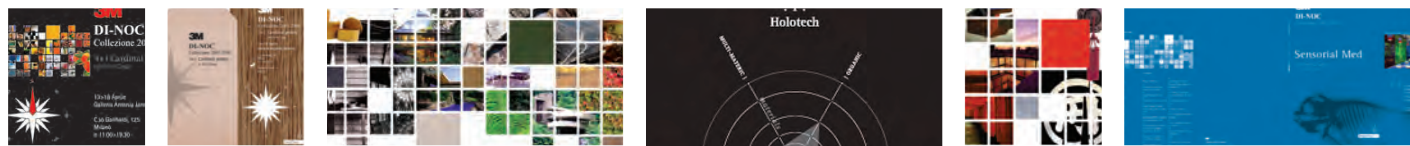
'03 Provincia di Lecco



'05 Hotel Cruise



'05 3M Italia



'09 Vertu (UK)



'10 Barbanera



'12 Comune di Milano *



'13 YouKhanga

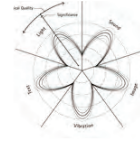


Viewing |

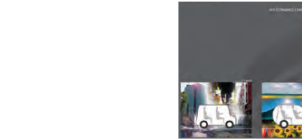
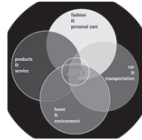
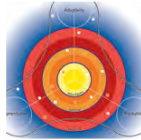
'02 Andersen Windows (USA)



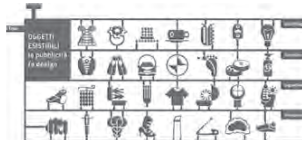
'03 Interaction Design Institute Ivrea



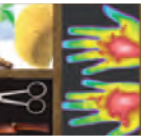
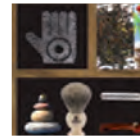
'03 Nissan (JPN)



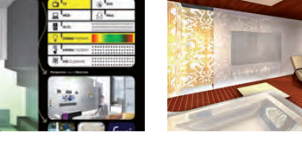
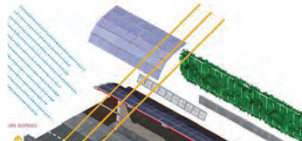
'05 Triennale di Milano



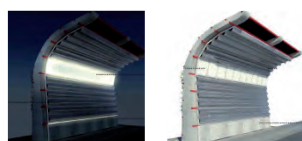
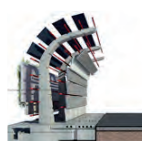
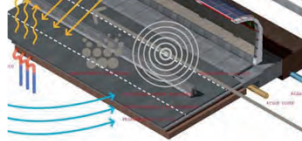
'09 Confartigianato



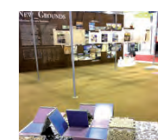
'09 Sensorroom



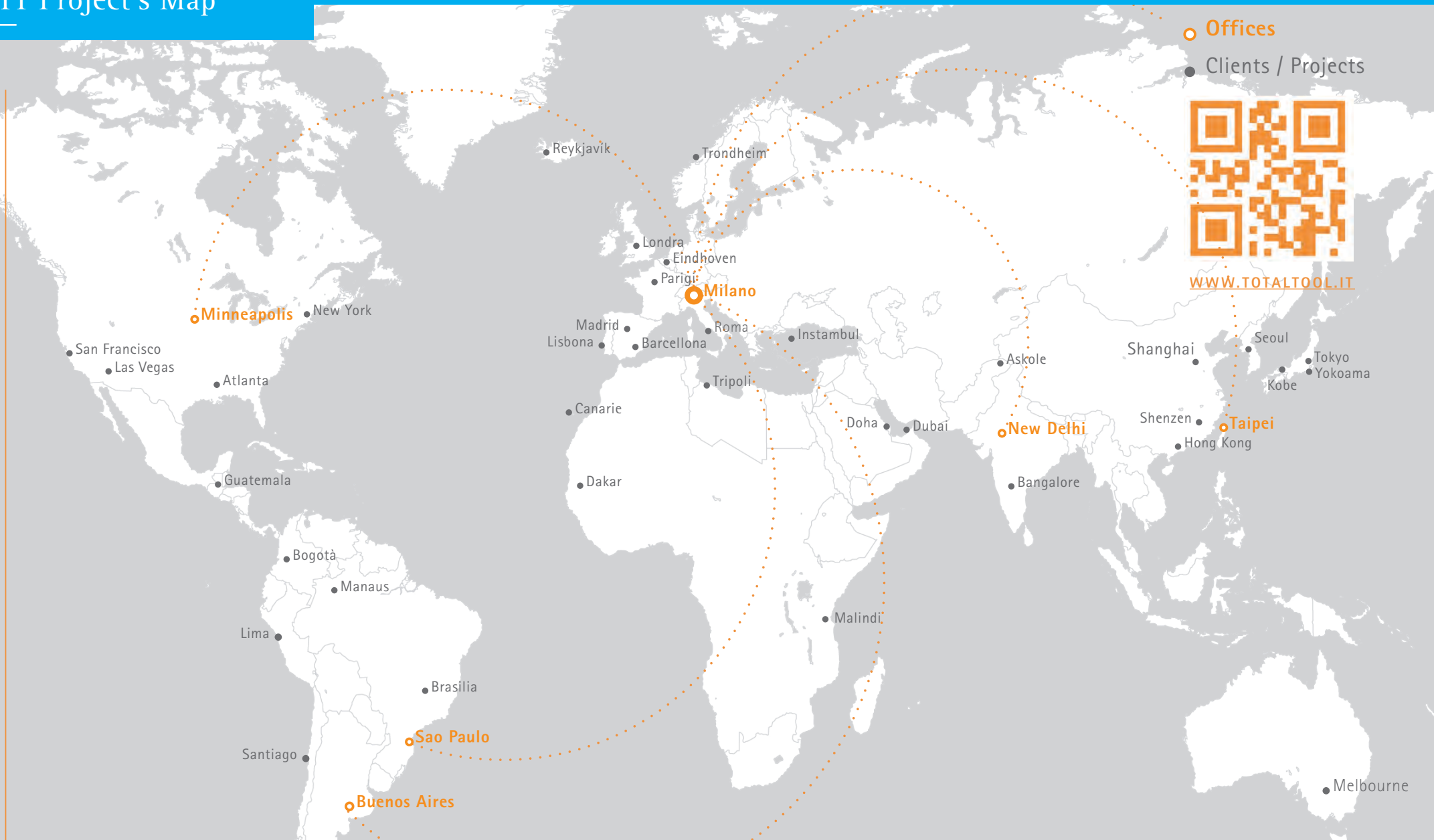
'10 Km Zero Road *



'13 Federlegno Arredo



TT Project's Map



○ Offices
● Clients / Projects



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