







OUR HISTORY

CP01



This is where it all started, in a tiny, unspoilt town surrounded by the natural beauty of the Sibylline Mountains.  
 1956. A small workshop would then become the company we know today. It was more a workshop than a shop, as one used to call it at the time, and right here, Basilio and Giuseppina (Valeria's grandparents) decided to give life to their business idea.  
 The project was taking shape slowly, thanks to the passion that more and more transformed in trade every day, without losing enthusiasm.  
 With the passage of time, the craft of the young couple, transformed from simple craftsmen to real artisans of light. The passion for their work moves so even their sons who, since 1985, continue their work.



In 1986, given the entrepreneurial success, the family decides to dream bigger and builds a manufacturing plant by investing in machinery for the workshop and painting department, involving the small but active community in their project of making famous the luminous creations.

OUR DESIGN PHILOSOPHY

CP01

There were many years of research, travel, discovery and sometimes even clashes with reality.

Developing an idea is not easy. After the very first stage, there are many steps before reaching the full and final result. Everything takes time and involves misjudgements and mistakes to be corrected. But above all, it requires stubbornness and the ability to stop and reflect on how much it was worth the effort.

This long training process has allowed us to more clearly envision who we are, with the understanding that our approach remains unchanged.

We are driven by the same, constant desire to innovate and interpret trends. Our design is based on a study of shapes, refined materials and minimalist function.



TODAY

CP02



THE COLLECTIONS  
 THE DESIGNERS  
 PROJECT LIST  
 NUMBERS

OUR HISTORY



CP03  
 CP04  
 CP05  
 CP06

GP01

TODAY

Founded in 2015 by Valeria Giacomozzi and Valerio Tidei, TOOY originates from the desire to introduce innovative and sophisticated products defined by strong craftsmanship and originality and able to satisfy the taste of both an older and younger discerning audience seeking sophisticated aesthetics.

CP02

TOOY's narration of light always displays its reverence towards culture, quality and innovative aesthetics that creates sharp accents for shared and residential spaces.

TOOY's mission is ambitious; TOOY is a young and passionate brand, ready to bring a breath of fresh air in the world of lighting sector, while raising the banner of "Made in Italy".

TOOY represents the continuation of a journey that started long ago. This journey was created through constancy, perseverance and fondness for our local area, where we have built relationships and wish to stay. Our aim is to see the future in a new way.

A new chapter has started, full of experimentation, dialogue and collaboration.



TODAY

CP02

A light to give warmth, a light to give attention, a light to get lost in one's thoughts. Each reflection, a state of mind. Fascinated by the infinite facets of light, the TOOY brand offers lighting that gives value to the experience of living in spaces through a wide and versatile range of products capable of telling a story.

Simple and extremely sophisticated at the same time, TOOY accessories go beyond the boundaries of décor with a strong and distinctive identity that is expressed with eloquence in domestic and contract contexts.

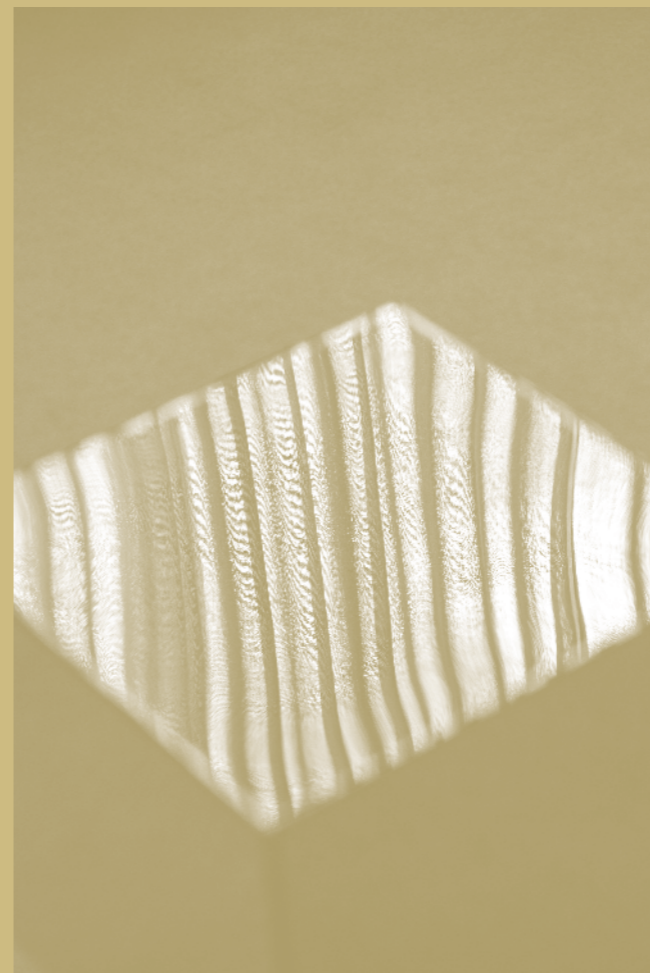
Chaired by Valeria Giacomozzi and Valerio Tidei, the TOOY brand pursues the perfect balance between aesthetic value and functionality. And it does so in a unique way, with a fresh look, identifying the most interesting global trends to translate them into the famous "know-how" that made "Made in Italy" great in the world.



THE COLLECTIONS

- Bilancella<sup>2015</sup>
- Excalibur<sup>2016</sup>
- Filipa<sup>2016</sup>
- Gordon<sup>2019</sup>
- Legier<sup>2016</sup>
- Lilly<sup>2016</sup>
- Macao<sup>2016</sup>
- Molly<sup>2016</sup>
- Muse<sup>2016</sup>
- Nabila<sup>2016</sup>
- Nastro<sup>2021</sup>
- Nastro System<sup>2022</sup>
- Osman<sup>2019</sup>
- Quadrante<sup>2015</sup>
- Thula<sup>2021</sup>
- Tratti<sup>2023</sup>
- Linfa<sup>2023</sup>
- Lej<sup>2023</sup>

CP03



THE DESIGNERS  
PROJECT LIST  
NUMBERS

OUR HISTORY  
TODAY

CP04  
CP05  
CP06

GP01  
GP02

Bilancella



Suspension, ceiling and wall lamp with a thin metal powder coated diffuser. The decentrate version has a versatile ceiling mounting system allowing to illuminate even in absence of electrical connection on the ceiling. In addition, the metal decentralizers allow the wire to slide to bring the light where it is needed. Thanks to its essential form, the light spreads evenly throughout the environment.

- Excalibur
- Filipa
- Gordon
- Legier
- Lilly
- Macao
- Molly
- Muse
- Nabila
- Nastro
- Nastro System
- Osman
- Quadrante
- Thula
- Tratti
- Linf
- Lei

CP03



Excalibur

A slightly Deco inspired lamp. The main body is in black coating and the light is spread through 2 plexiglass prisms and it's wrapped into 3 rectangular brushed brass foils. It is available in different compositions: single or bunch suspension, chandeliers in two different dimension, single or double wall lamp.

CP03



- Filipa
- Gordon
- Legier
- Lilly
- Macao
- Molly
- Muse
- Nabila
- Nastro
- Nastro System
- Osman
- Quadrante
- Thula
- Tratti
- Linf
- Lei

Bitancella



Filipa

CP03

Collection of lamps inspired by the classic Chinese lanterns. The particular bi-dimensional structure is made by powder coated painted metal on the outside, while the inside color is sand gray. A new version in a two-coloured leather has enriched the collection. The light source is located inside a doubleside borosilicate glass diffuser, while the suspensions have an additional integrated LED light source in order to create a direct illumination downwards.



- Gordon
- Legier
- Lilly
- Macao
- Molly
- Muse
- Nabila
- Nastro
- Nastro System
- Osman
- Quadrante
- Thula
- Tratti
- Linha
- Lei
- Bilancella
- Excalibur

Gordon



A new formal and material interpretation of the conical diffuser is the main feature of GORDON lamps. The essential and refined aspect with a strong character that is conferred by the shape of the brass casting; these practical and versatile lamps are suitable to be used in different environments, from the domestic to the working one as in the commercial spaces and 'hospitality'.

- Legier
- Lilly
- Macao
- Molly
- Muse
- Nabila
- Nastro
- Nastro System
- Osman
- Quadrante
- Thula
- Tratti
- Linfa
- Lei

- Bilancella
- Excalibur
- Filipa

CP03



Legier

CP03

Collection of lamps inspired by the classical shapes of Murano diffusor usually used as decoration anywhere in a house; elegant spherical cruet apparently fragile yet very robust and functional. These lamps can have the connection in copper, brushed brass or painted, while the diffuser is made by blown glass opal white glass or fumè with harmonious and decorative shapes. Versatile, elegant and robust, these lamps can be positioned on the floor, on the table, ceiling, wall and hanging, both in one-unit version or in the chandelier one with four or six elements. These lamps give class and sophistication to any location, whether it be sober or lavish.



- Lilly
- Macao
- Molly
- Muse
- Nabila
- Nastro
- Nastro System
- Osman
- Quadrante
- Thula
- Tratti
- Linfa
- Lei

- Bilancella
- Excalibur
- Filipe
- Gordon

Lilly

CP03

Collection of lamps characterized by an oriental taste, reinterpreting the lightness, sobriety and minimalism of Asian design. These lamps have a metal structure painted with epoxy powder and a coated with mesh diffusor. Versatile and elegant, this collection presents different versions: hanging lamps in three different sizes, a wall lamp, table lamp and floor lamp. These objects give any environment a kind of simple elegance through the sophisticated design and materials.

- Macao
- Molly
- Muse
- Nabila
- Nastro
- Nastro System
- Osman
- Quadrante
- Thula
- Tratti
- Linha
- Lei
  
- Bilancella
- Excalibur
- Filipa
- Gordon
- Legier



**Macao**

Collection of lamps revisiting traditional Japanese lanterns, characterized by a minimal and elegant style and available in four versions for any environment, floor (in two varieties) or wall and table. The structure is made by metal painted with epoxy powders, with white or black mesh lampshades. Lightness, minimalism and essentiality are the main traits of this collection.



- Molly
- Muse
- Nabila
- Nastro
- Nastro System
- Osman
- Quadrante
- Thula
- Tratti
- Linfa
- Lei

- Bilancella
- Excalibur
- Filipa
- Gordon
- Legier
- Lilly

**CP03**



Molly

CP03

Collection of contemporary hanging, wall, floor, table, side and ceiling lamps with a painted dome and ring either painted or finished with brushed brass, copper or pewter. The bright diamond screen is made of plexiglass to better spread light out. The collection presents lamps available in three sizes for single-unit or dynamic compositions. These lamps are very versatile and fit any kind of setting, thanks to their simple shape yet rich materials.



- Muse
- Nabila
- Nastro
- Nastro System
- Osman
- Quadrante
- Thula
- Tratti
- Linha
- Lei

- Bitancella
- Excalibur
- Filipa
- Gordon
- Legier
- Lilly
- Macao



## Muse

## CP03

Collection of neo-vintage metal lamps with a double-sided diffuser in borosilicate glass. The metal domes (one internal and the other one external) have the internal side with different colors or finishing: they can be painted or finished in polished brass and bright copper, thus to create different textural combinations. The collection presents hanging lamps, floor lamp, table lamp, wall and ceiling. The hanging and wall lamp version are provided with a further G9 source located in the lower part of the lamp.



Nabila  
Nastro  
Nastro System  
Osman  
Quadrante  
Thula  
Tratti  
Linha  
Lei

Bilancella  
Excalibur  
Filipa  
Gordon  
Legier  
Lilly  
Macao  
Molly

## Nabila



A new formal and material interpretation of the conical diffuser is the main feature of GORDON lamps. The essential and refined aspect with a strong character that is conferred by the shape of the brass casting; these practical and versatile lamps are suitable to be used in different environments, from the domestic to the working one as in the commercial spaces and 'hospitality'.

50s inspired collection of elegant and sophisticated lamps representing the detail to enrich any location. A double-sided spherical bright object in borosilicate glass makes these lamps available in different compositions and a structure made by metal coated with epoxy powder enriched with brushed brass or black chrome details. Different varieties are available for any situation: chandeliers (in five different models) or table lamp, bedside (smaller), floor or wall (available in three different models for single or composite personalized installation). Richness and sobriety all in one single element.

Nastro  
Nastro System  
Osman  
Quadrante  
Thula  
Tratti  
Linfa  
Lei

Bilancella  
Excalibur  
Filipa  
Gordon  
Legier  
Lilly  
Maeae  
Molly  
Muse

## CP03



## Nastro

CP03



The Nastro collection of suspension, wall, floor and table lamps designed by Studiopepe sees an epoxy powder coated aluminum band structure accompanied by a cylindrical weight that counterbalances its flexuosity, in a refined visual balance. The light source consists of a dimmable LED strip; the cylinders are available in epoxy powder coated metal, in wood, in brushed brass and in raw concrete.

The small portable table lamp is the latest addition to the Nastro family. Its soft light is perfect for outdoor dining but also for all situations where additional light is needed. The colors play on pastel and dusty tones as for the whole Nastro family with the addition of black to underline the graphic shapes with a defined personality.

## Nastro System

Osman  
 Quadrante  
 Thula  
 Tratti  
 Linfa  
 Lei

Bilancella  
 Excalibur  
 Filipe  
 Gordon  
 Legier  
 Lilly  
 Macao  
 Molly  
 Muse  
 Nabila



Nastro System



The Nastro collection, designed by Studioepepe, expands with a new slim and sinuous modular system. Rectangular sections and curved elements, interspersed with cylinders that can be both luminous and decorative, interconnect and allow Nastro to be custom-configured as an architectural element and create suspended and wall compositions.

Available in different finishes with dimmable LED light source, there is hardly a limit to what Nastro can achieve by developing in straight lines or forming geometric shapes suitable for any space.

With its endless possibilities, the Nastro system is perfect for designing and manufacturing modular products on specific customized requests.

- Osman
- Quadrante
- Thula
- Tratti
- Linha
- Lei

- Bilancella
- Excalibur
- Filipa
- Gordon
- Legier
- Lilly
- Macao
- Molly
- Muse
- Nabila
- Nastro

CP03



Osman

Family of lamps with a rational design enriched by precious metallic details and double-wall cylindrical diffusers that give a fascinating and harmonious light diffusion. The particular orthogonal structure and the well-balanced proportions give these lamps a strong avantgarde sign while maintaining a formal, familiar and refined appearance.



- Quadrante
- Thula
- Tratti
- Linha
- Lei
- Bitancella
- Excalibur
- Filipa
- Gordon
- Legier
- Lilly
- Macao
- Molly
- Muse
- Nabila
- Nastro
- Nastro-System

CP03



Quadrante

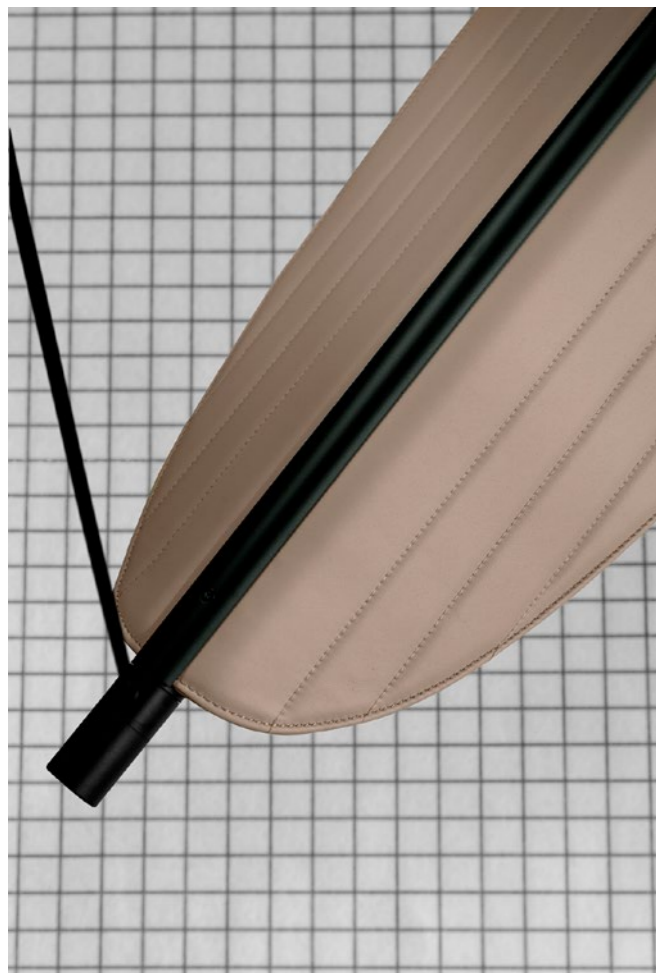
CP03

Modular suspension made of welded and powder coated steel pipes. The possible configurations are numerous and create a system of bright grids.

- Thula
- Tratti
- Linha
- Lei
- Osman
- Bilancella
- Excalibur
- Filipa
- Gordon
- Legier
- Lilly
- Macao
- Molly
- Muse
- Nabila
- Nastro
- Nastro-System



Thula



Designed by Federica Biasi, the Thula appliques and suspension lamps are based on a simple and architectural central element with an illuminating function to which an organic component in wood or quilted leather is added in a skillful game of addition and subtraction. Consists of a linear dimmable LED; in the simple wall version it can be oriented, thus giving direct or indirect light.

- Tratti
- Linfa
- Lei
- Bilancella
- Excalibur
- Filipa
- Gordon
- Legier
- Lilly
- Macao
- Molly
- Muse
- Nabila
- Nastro
- Nastro-System
- Osman
- Quadrante

CP03



## Tratti

Tratti is a sculptural lighting system which visually abstracts a solid line of light into smaller pieces.

Designed by the duo CARA / DAVIDE, the fragmented and angular pieces allow for a sculptural composition that interacts with the architecture of the space, extending across diverse planar surfaces from floor to wall to ceiling, and in more elaborate formations, over all three planes simultaneously. The compositions may also remain small and discreet, nestled in a high corner, or even slightly more dramatic to accentuate such overlooked niches.

The soft diffused light outlines the anatomical structure from within, highlighting the divisions and connections between each segment and adding a layer of detail visible only when illuminated. It is the entire body of each composition that emits a soft glow, merging light with material in a single entity. Indeed, the abstraction of such a luminous surface evokes a corporeal idea of light, while the sharp edges convey an idea of light in a solid form.

The corporeal presence of the unlit compositions is equally important within a space and the powder white, textured material emphasises a statuary nature. This is particularly evident with the freestanding light configurations, tending towards an ambient object or sculpture when not illuminated, while their unusual, anatomical formations conceal their primary function even more.

With their graphic aspect and ability to dialogue with the architecture these sculptural formations are, at any time of day, both ambient sculptures and ambient lights.

Linfa

Lei

Bilancella

Excalibur

Filipe

Gordon

Legier

Lilly

Macao

Molly

Muse

Nabila

Nastro

Nastro-System

Osman

Quadrante

Thula

## CP03



## Linha



Like leaf ribbing from which brilliant dew drops spring. A sinuous line from which bright dots emerge unfolds, filling the space.

Designed by Federico Peri, the Linfa collection is composed by different chandeliers, pendant lamps and wall lamps.

The mix of Murano glass finishes gives a unique and elegant effect to the light that expands in the environment.

Lei

Bilancella

Excalibur

Filipa

Gordon

Legier

Lilly

Macao

Molly

Muse

Nabila

Nastro

Nastro-System

Osman

Quadrante

Thula

Tretti

## CP03



Lei

CP03

Feminine, with a crystalline and elegant aesthetic, changeable in its colors and in the changes of clothes. In a world of technical, masculine spotlights, the collection Lei is born spontaneous, necessary. With its ribbed little black dresses the spot light Lei is able to settle into the most formal situations such as wearing trendy or time-less colors to adapt to any project.

Lei was born out of this need to bring her world into the technical, severe, masculine world of commercials. It was created to be placed in elegant situations, with a brilliant aesthetic presence, to be noticed. That it is not just an element to be lost on the ceiling, but that with its presence it knows how to accompany the needs of the new forms of design. Lei is designed by Studio10.

- Bitancella
- Excalibur
- Filipa
- Gordon
- Legier
- Lilly
- Macao
- Molly
- Muse
- Nabila
- Nastro
- Nastro-System
- Osman
- Quadrante
- Thula
- Tratti
- Linha



THE DESIGNERS

Studiopepe  
Federica Biasi  
Corrado Dotti  
Roberto Giacomucci  
CARA \ DAVIDE  
Federico Peri  
STUDIO10

CP04



PROJECT LIST  
NUMBERS

OUR HISTORY  
TODAY  
THE COLLECTIONS

CP05  
CP06

GP01  
GP02  
GP03

Studiopepe

CP04

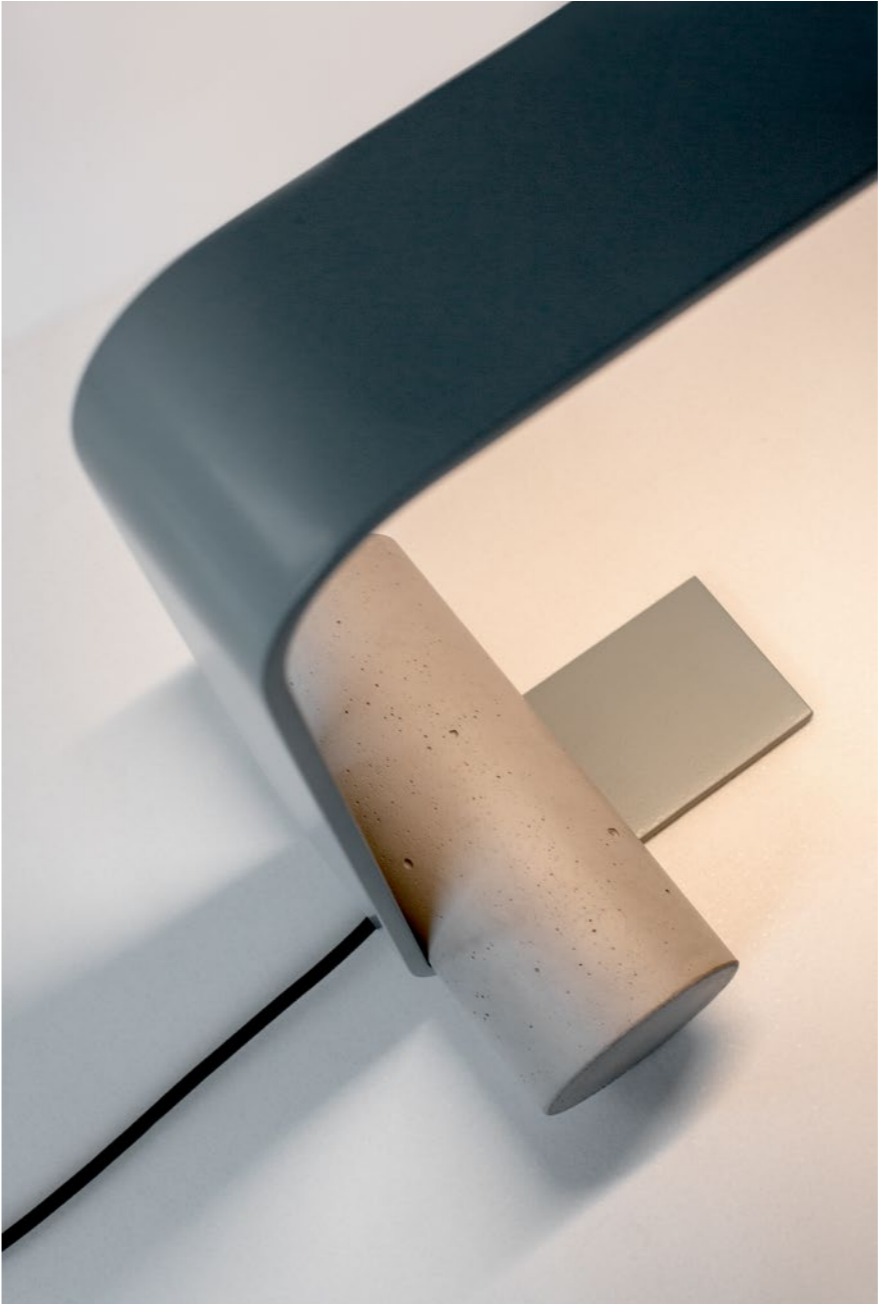


Federica Biasi  
 Corrado Dotti  
 Roberto Giacomucci  
 CARA \ DAVIDE  
 Federico Peri  
 STUDIO10

Studiopepe is a Design + Architecture + Creative Direction agency based in Milan, founded by Arianna Lelli Mami and Chiara Di Pinto.

Talented designers work closely with our production team to create not only lighting systems, but also to perfect aesthetics. They focus on the creative process and how we can go the extra mile to give life to unique products.

Collections: Nastro and Nastro system.



Federica Biasi



Corrado Dotti  
 Roberto Giacomucci  
 CARA \ DAVIDE  
 Federico Peri  
 STUDIO10

Studiopepe

CP04

Federica Biasi, born in 1989, graduated with honours from European Institute of Design in 2011. In 2015 she set up her own design studio in Milan, working on product design, design consulting and interior design.

Collection: Thula.



Corrado Dotti



CP04

Corrado Dotti Design and Architecture is a design office based in Milan Italy, specialized in Product Design, Creative Direction and Interior Design.

Collections: Excalibur, Filipa, Gordon, Legier, Lilly, Macao, Molly, Muse, Nabila and Osman.

Roberto Giacomucci  
CARA \ DAVIDE  
Federico Peri  
STUDIO10

Studiopepe  
Federica Biasi



Roberto Giacomucci



CP04

Roberto Giacomucci, architect from Ancona. Take advantage of the knowledge acquired over the years of study to learn how to manage spaces, techniques and materials. "Design craftsman" considers it essential to know the soul of the material to be molded, verifying its transformation step by step and thus establishing a unique relationship with the object.

Collections: Bilancella and Quadrante.



CARA \ DAVIDE  
 Federico Peri  
 STUDIO10

Studiopepe  
 Federica Biasi  
 Gorrado Dotti

CARA \ DAVIDE

CP04



CARA \ DAVIDE, multidisciplinary design studio based in Milan, is a collaboration between Cara Judd (South Africa) and Davide Gramatica (Italy). Their works are characterised by an ongoing research in material, territory and perception of geometries. They produce their own series of products working closely with artisans in Italy and South Africa. Their collections are represented by galleries in Europe and USA. They work with brands to produce furniture collections and design interiors such as retail and residential spaces as well as exhibition scenographies. Cara and Davide both lecture in the Product Design Department at IED Milan and Como.

Collection: TRATTI.

Federico Peri  
STUDIO10

Studiopepe  
Federica Biasi  
Gorradò Dotti  
Roberto Giacomucci



Federico Peri

CP04



Federico Peri was born in Italy on December 1983. After receiving the degree in Interior Design at IED Milan, he moved to Paris. In 2011 he started his own Interior Design studio in Milan, designing commercial and private spaces, while also collaborating with other companies as a creative consultant.

He collaborates with companies, fashion brands, professionals and private client by conceiving projects that are closely connected to individual identities.

Among the candidates as “Best emerging designer” at the Salone del Mobile in Milan in 2017 and nominated for the “Rising talent awards” at Maison&Object 2018 edition.

In 2019 and 2020 AD France recognized him among the top designers of the year in the “AD100” selection.

Collection: LINFA.

STUDIO10

Studiopepe  
 Federica-Biasi  
 Corrado-Dotti  
 Roberto-Giacomucci  
 GARA\DAVIDE



STUDIO10



Studiopepe  
 Federica Biasi  
 Corrado Dotti  
 Roberto Giacomucci  
 CARA \ DAVIDE  
 Federico Peri

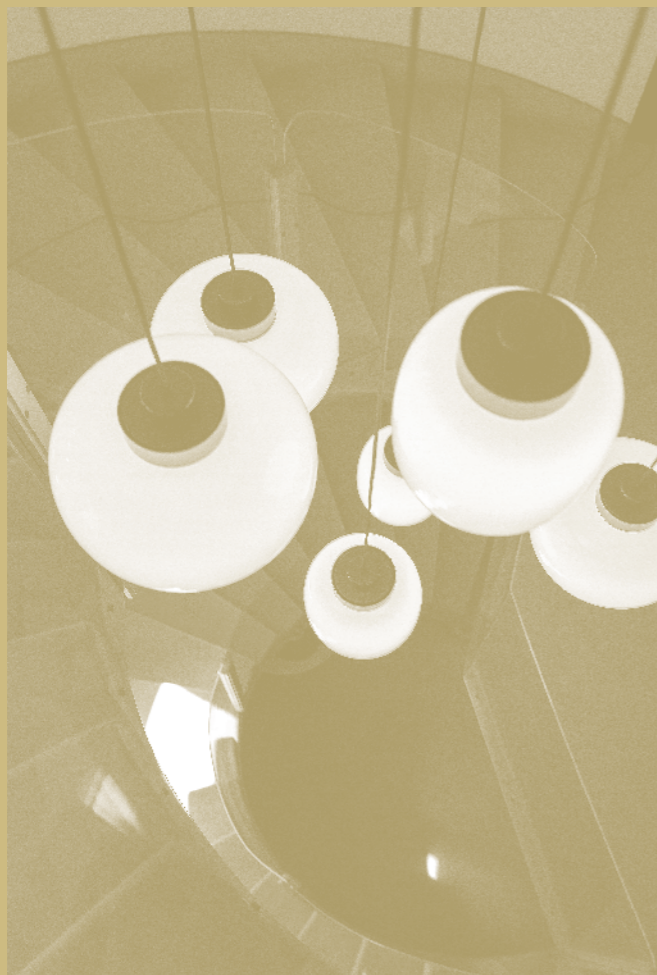
CP04

Founded in Florence by architects Simona Bianchi and Roberto Baccioni, Studio10 specialized in designing for corporate and fashion brands, in the restoration of monumental buildings and in the construction of luxury homes. They have developed and customized furniture, furnishing accessories and lighting fixtures produced for projects all over the world.

Collection: LEI.



PROJECT LIST



NUMBERS

- OUR HISTORY
- TODAY
- THE COLLECTIONS
- THE DESIGNERS

CP05



CP06

- CP01
- CP02
- CP03
- CP04

## PROJECT LIST

Salzburg Airport Lounge	Salzburg, Austria	2017
Chiara Ferragni Home	Milan, Italy	2019
Diana Grand Hotel	Alassio, Italy	2019
Mariekron Hotel	Mönchhof, Austria	2019
Spica Restaurant	Milan, Italy	2019
Sofitel	Bruxelles, Belgium	2019
The Ring Hotel	Vienna, Austria	2019
Tottenham Stadium Vip Area	UK	2019
Villa Sassi	Turin, Italy	2019
Grammarly	Kiev, Ukraine	2020
Hilton Molino Stucky	Venice, Italy	2020
Radisson Blu Royal	Dublin, Ireland	2020
Cossa 28 - Boutique Home	Rome, Italy	2021
Don Gennaro Restaurant	Iraq	2021
Hard Rock Cafè	Budapest, Hungary	2021
Hotel Le Ballu	Paris, France	2021
A Casa di Alice Carli	Milan, Italy	2022
Casa Armonia	Turin, Italy	2022
Corte di Reggio Emilia	Reggio Emilia, Italy	2022
Dimora Pinciana	Rome, Italy	2022
DKNY	Dubai Mall UAE	2022
Elle Decor All'Aperto	Milan, Italy	2022
La Galiana Golf Resort	Valencia	2022
Blubottle	London, UK	2023
Cantina Ca' del Baio	Cuneo, Italy	2023
Dry aged Restaurant	Milan, Italy	2023
Orazio 31 Apartment	Naples, Italy	2023

FURNITURE AND FASHION COLLABORATION

	SANTONI	LEMA
	MINOTTI	BONALDO
	FLEXFORM	ARCLINEA
	SABA	ELITIS
	RIMADESIO	POTOCCO
	REXA DESIGN	CERAMICA CIELO
	SOCIETY LIMONTA	DESCAMPS
	TUBES	WALL & DECO
	ZANOTTA	INTIMISSIMI
	PIANCA	EUROMOBIL
	NOVAMOBILI	LELIEVRE
	ATLAS CONCORDE	TOMMY HILFIGER
	MANERBA	ARBLU
	LUALDI	MALLONI
	ITALGRANITI	MARZOTTO
	GERVASONI	SAMBONET
	FRETTE	ZUCCHI
	FLOU	LEA CERAMICHE
	FIAM	RINASCENTE

NUMBERS

Store locator  
Turnover

CP06



OUR HISTORY  
TODAY  
THE COLLECTIONS  
THE DESIGNERS  
PROJECT LIST

CP01  
CP02  
CP03  
CP04  
CP05

STORE LOCATOR

CP06



TURNOVER

CP06

