



Tohaa  
Design PARIS

Press  
kit  
2020



## CONCEPT & FOUNDER

Julien Benguigui, entrepreneur at heart and fond of contemporary art, launches a discussion one evening on toilet decorations. The conclusion of this conversation: Toilets rarely look stylish.

If the wallpaper or the various decorative elements sometimes add a bit of originality, the lid is the poor aspect of the decor. So why not make it artistic and, most of all, designer?

He then decided to launch TohaaDesign, an e-shop, just like an art gallery, dedicated to toilet seats. He selects talented and recognized artists and pitched in personally.

He is also eager to be present and following the entire manufacturing process.



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**« My ambition: to finally provide an aesthetic alternative to this useful mundane object, which turns into an unexpected artistic medium! »**

Julien Benguigui

# ARTISTS & CREATIONS

TohaaDesign collaborates with artists with diverse and varied inspirations, French but also international. Different artistic movements are represented in order to portray real artistic diversity.

## Collection Signature



**Vanity Fair** - MDF wood, zinc, and stainless steel  
L. 45 x W. 38 x H. 5,5 cm - 85 €

Guive Khosravi is a contemporary ceramic artist with Pop Art influences, who creates colorful works in a perfectly organized anarchy.



**Effervesce** - MDF wood, zinc, and stainless steel  
L. 45 x W. 38 x H. 5,5 cm - 85 €

Tierney Milne is a Canadian artist who lives in Vancouver. She is known for her unusual and colorful paintings that trigger poetry.



**Cyborg / Crazy Maniac** - MDF wood, zinc, and stainless steel - L. 45 x W. 38 x H. 5,5 cm - 85 €

SKWAK is a French artist with a rich and colorful universe. His works, bordering Robert Combas and Keith Haring, express a unique style.



**Light Variation** - MDF wood, zinc, and stainless steel - L. 45 x W. 38 x H. 5,5 cm - 85 €

Originally from Sao Paulo, Sam Elgreco is an artist known for his murals and his works banking on unique graphic technique.



**Saray03** - MDF wood, zinc, and stainless steel  
L. 45 x W. 38 x H. 5,5 cm - 85 €

Originally from Santiago, Corte is an emerging artist of Chilean Street Art, deriving from graffiti.



**Paris** - MDF wood, zinc, and stainless steel  
L. 45 x W. 38 x H. 5,5 cm - 85 €

Marc C. Woehr is a contemporary German artist who now exhibits in galleries around the world. He is best known for his sculptural reliefs and monumental city paintings.



**Infinity** - MDF wood, zinc, and stainless steel  
L. 45 x W. 38 x H. 5,5 cm - 85 €

Zokatos is a painter, born in France in 1984. Ranging from wall to canvas, his work evolves while retaining its own techniques to street art, between material and color.



# ARTISTS & CREATIONS

## Collection Trend



**Street Sun / Projection / Space / Le Graff Street Sea / Street** - MDF wood and zinc  
L. 45 x W. 38 x H. 5,5 cm - 65 €

Blazer is a street artist from the Paris region. Graffiti artist since the 1990s, he is now increasing the number of media and techniques.



**Out Of Darkness** - MDF wood and zinc  
L. 45 x W. 38 x H. 5,5 cm - 65 €

A French artist, LaBoogy Industrie has been drawing since his childhood years. His art stems from urban culture and his main inspiration is nothing but everyday life.



**Happy Lady** - MDF wood and zinc  
L. 45 x W. 38 x H. 5,5 cm - 65 €

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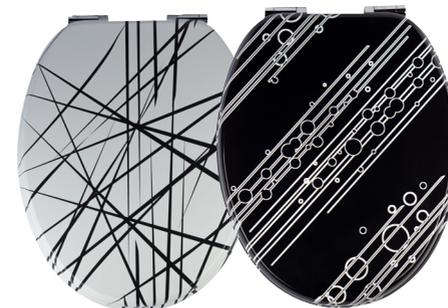
**Orsay** - MDF wood and zinc  
L. 45 x W. 38 x H. 5,5 cm - 65 €

LMP is a Parisian photographer, who is passionate about Urban Art. His photos combine a concern for colors, materials and detail.



**Painting / Arrow / Sax** - MDF wood and zinc  
L. 45 x W. 38 x H. 5,5 cm - 65 €

Ludovic Rubbrecht is a young French Designer, who loves designs that are both balanced and refined.



# LIMITED EDITIONS & GIFT BOXES

These boxes contain, in addition to a flap, an enhanced edition, signed and numbered by the artist.



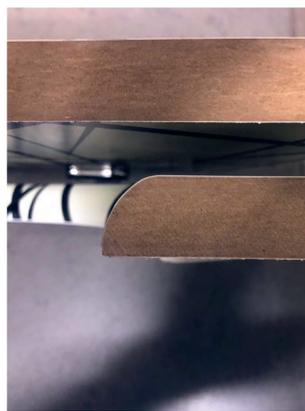
## Happy Lady / Crazy Maniac / Vanity Fair / Cyborg special edition boxes:

Signature range cover and original Fine Art edition of the work  
MDF wood - l. 38 x L. 45 x H. 5.5 cm -139 € onward

# MATERIALS

TohaaDesign uses top-notch quality wood, which is carefully lacquered, offering an optimal lifespan but also perfect quality finish and print. The reproduction of the work remains faithful to the original.

The fixing system is universal and easy to install. It can be unclipped to make maintenance of the toilet seat easier. The latter is equipped with a dual slow closing, ensuring discretion and safety.



# Newest model of the 2020 collection



**Interrelated** - MDF wood, zinc, and stainless steel - L. 45 x W. 38 x H. 5,5 cm - 85 €

Gabe Weis is a mixed media artist living in the Bay Area. His work is influenced by his travels throughout the world and his time spent up in Rio de Janeiro. His fascination with collage, cubism and urban art inspires him to create art every day.



## DRP

DELPRAT RELATION PRESSE

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### Press contacts:

Delprat Relation Presse  
Stéphanie Paratian, Greta Grosu  
& Ayoub Eddaoum  
greta@relationpresse.com  
ayoub@relationpresse.com  
33 rue du faubourg Saint-Antoine 75011 Paris  
T. 01 71 70 38 38  
[www.delprat-relationpresse.com](http://www.delprat-relationpresse.com)

### Showroom contact:

Julien Benguigui  
TohaaDesign  
15 rue de Miromesnil 75008 Paris  
T. 09 82 55 33 75  
[www.tohaadesign.com](http://www.tohaadesign.com)