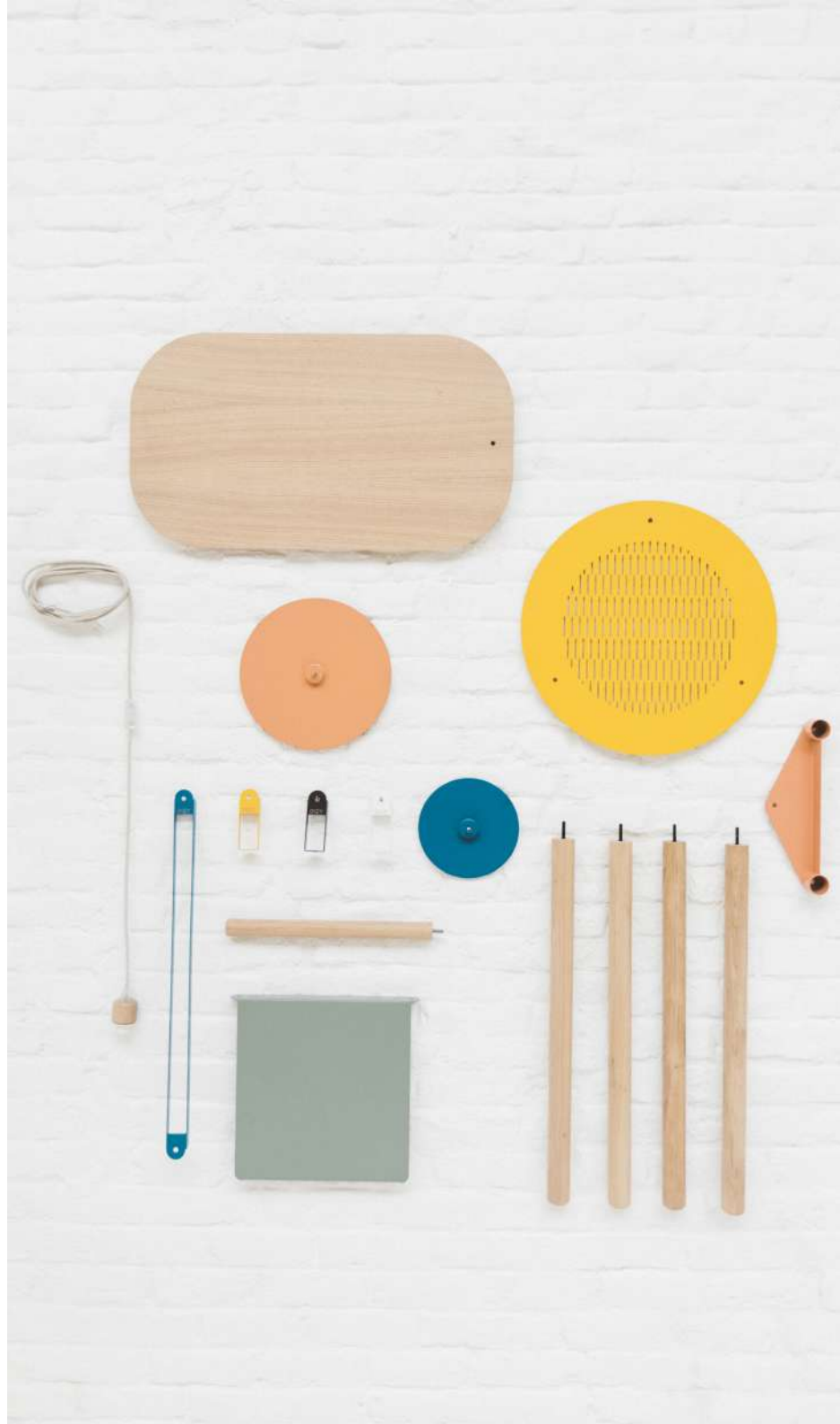


# DIZY

do it design

Press Kit

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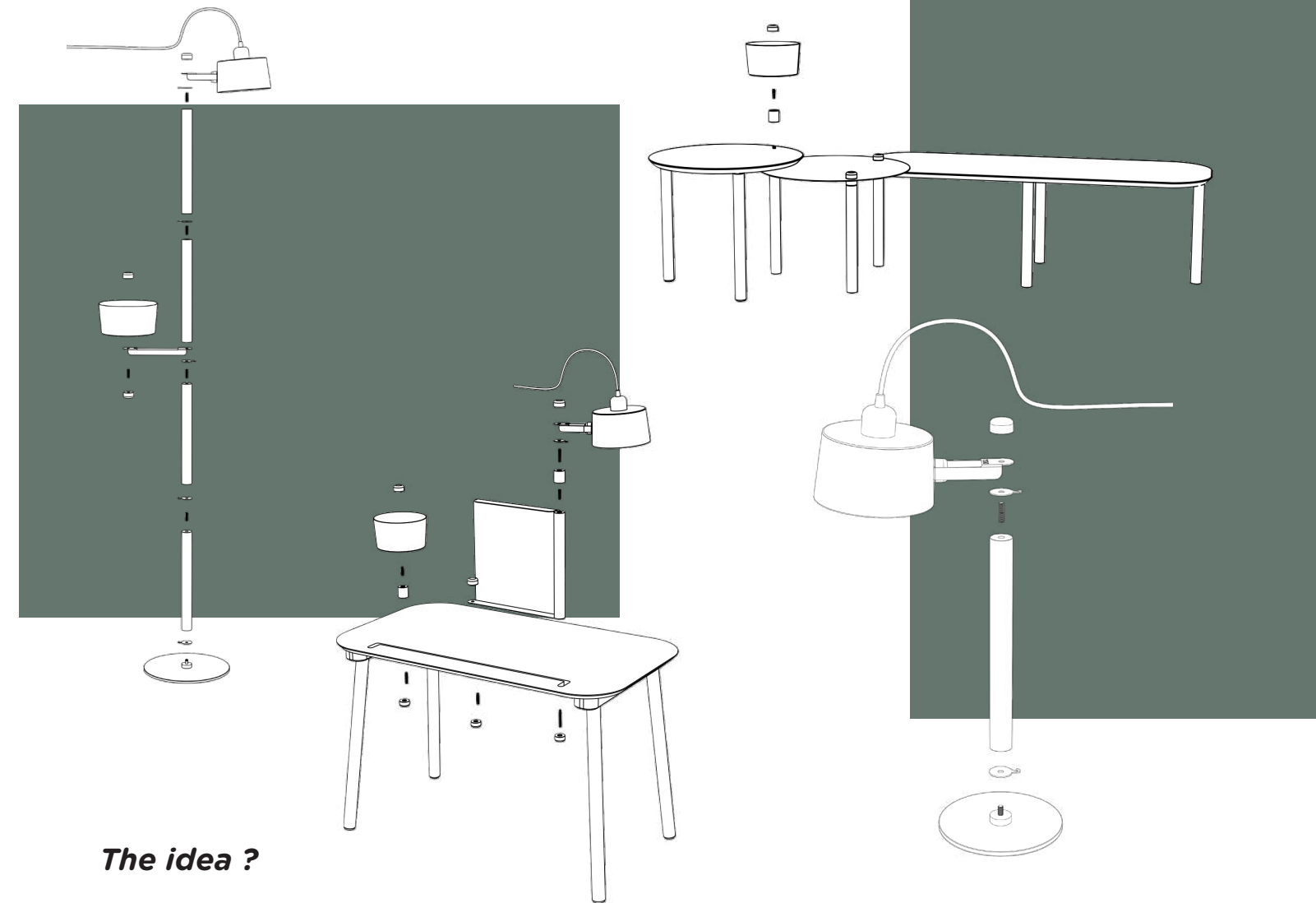


## The concept

« Pieces to assemble,  
furniture to invent! »

DIZY is a range of **infinitely modular** elements that give free rein to creativity. DIZY offers **design and responsible** furniture. Furniture that adapts to all needs, spaces and decoration ideas!

## When modular rhymes with design!



## *The idea ?*

Choose the parts you need from lampshades, legs, sleepers, trays... **Mix the colours** that inspire you and finally assemble everything - no tools needed - to create a unique piece of furniture! A multitude of combinations: the creation of possibilities is infinite!

DIZY has created a digital platform that enables you to select the different parts and make simulations, thus enabling you to create your dream piece of furniture. The simulator enables you to test and explore as many possibilities as you wish!

# The creators

Behind DIZY is a **longstanding friendship**! Vianney Sauvage and Augustin Poncelet, after having taken different professional paths, decided to pool their experiences and knowledge in order to launch their own project

The DIZY project grew out of the desire to **improve the way people purchase** furniture, by combining sustainable development and creativity. Driven by these values they share, Vianney and Augustin ventured into entrepreneurship with the desire to create an **evolutionary and sustainable** product that would encourage mindful consumption.

After two years of discussion, hundreds of strategic choices and dozens of prototypes, DIZY was born in January 2019.

## Vianney Sauvage

Vianney graduated from 3A (School of Sustainable and International Development) and ESSEC. He travelled the world for a while and created an NGO «Mi otro mundo» of which he still is an active volunteer. He then spent more than 10 years working for various NGOs (CARE, Pharmaciens sans frontieres) before running the World Forum for a Responsible Economy. Passionate about everything he does, he founded DIZY with the desire to deeply and sustainably transform the way people purchase furniture.

*'Nothing is lost, nothing is created, everything is transformed'*  
- A.Lavoisier

## Augustin Poncelet

Augustin graduated from IESEG, and then gained experience working in the Marketing and Communication departments of large companies such as Heinz, Tereos and Lotus Bakeries where he was able to drive numerous product launches. He also worked in Thailand for the NGO 'Children of the Mekong'. Creative, passionate about art and design, he founded DIZY with the desire to democratize uniqueness by offering everyone the opportunity to become their own furniture designer.

*'Creativity is contagious. Pass it on.'* - A. Einstein



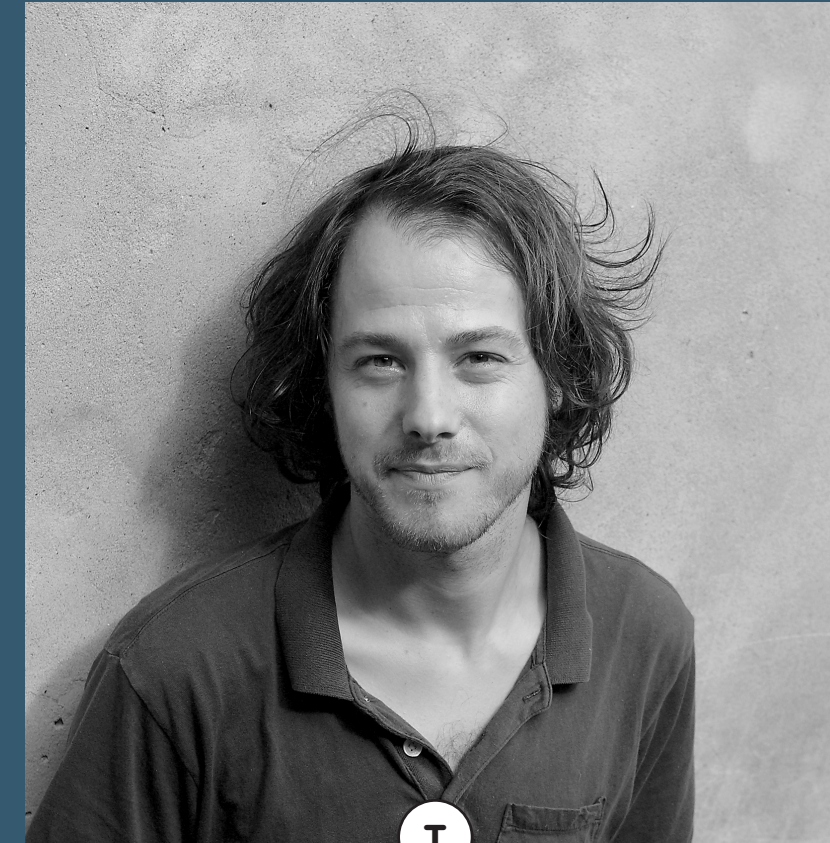
# A design

To launch their first collection, Vianney and Augustin worked hand-in-hand with **Thomas Merlin**, a renowned and passionate designer.

After 4 years spent in various studios in Paris, Thomas Merlin founded his own studio in the Drôme in 2011. He develops his projects with a view to simplicity and strives to offer a balance between functionality, implementation and aesthetics. Through his drawings, Thomas offers a synthesis of three **inseparable issues**: social, economic and ecological.

All three met at the Maison & Objet show in 2016. Vianney and Augustin had a concept in mind while Thomas had the necessary expertise and talent to go from ideas to products. After more than a year of research, discussions, choices, prototyping and travelling all around France and Europe to find the best suppliers... DIZY was born!

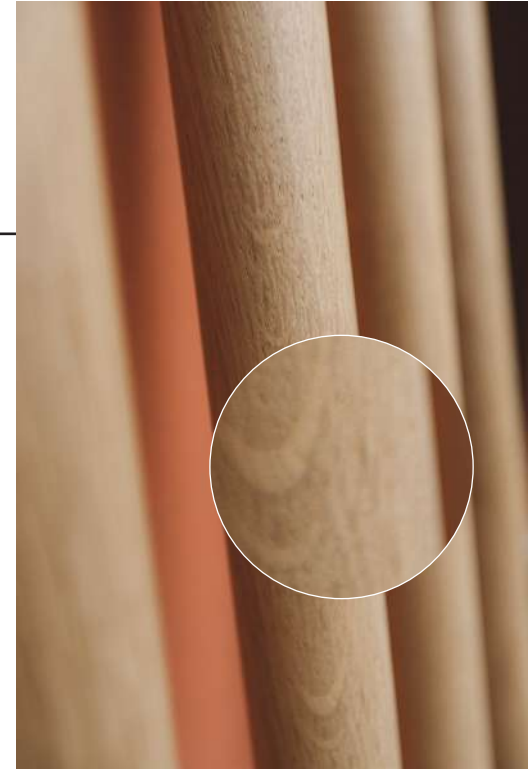
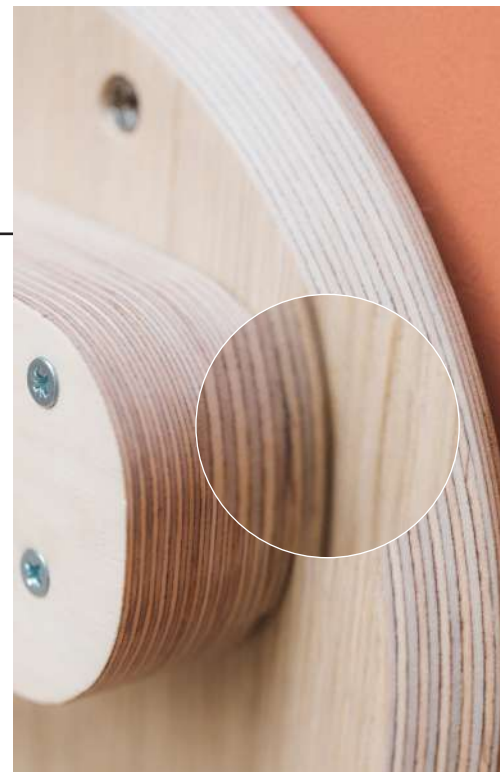
Other DIZY projects are underway with Thomas, other designers and artists, some as part of **Lille Metropole 2020, World Capital of Design**.





# Quality and sustainable materials

The creators of DIZY have worked meticulously on the choice of materials and thought through all the logistics aiming to achieve sustainable and responsible consumption.



- Infinitely recyclable metal, 100% made in France
- PeFC wood and FSC, transformed in Portugal
- Frame made of solid oak
- Birch plywood trays, resistant to shock and covered with an oak veneer for a perfect finish
- Recycled cardboard packaging, 100% French

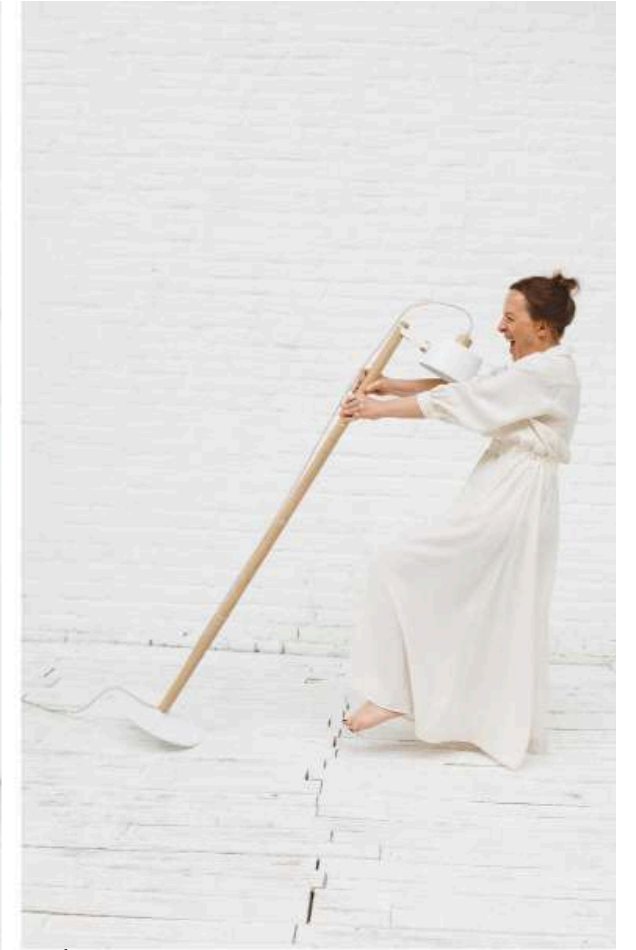
# Products

DIZY offers a wide range of products, all infinitely modular! Don't just buy furniture, create it! Refined design with a touch of originality and color. A bowl lamp? A lamp desk? A rack-bench? The DIZY system offers infinite possibilities to fit with all living spaces.



## 1 Luminaires

Choice of colour, height, inclination: DIZY is the solution to finally create the lamp that will meet all needs.



## Tables 2

Dining tables adaptable according to needs: one or two drawers for cutlery or a side board to hang on the side!



## 3 Low tables

Coffee tables with one, two, twelve trays! To modulate infinitely.



## Stylish desks

4

DIZY has designed an **adjustable and well thought-out** workspace. Infinitely flexible, so many options are possible: add a lamp, a drawer, a separator, a pencil jar... Create a **unique, robust and practical** desk with flawless finish.



## Shelves

5

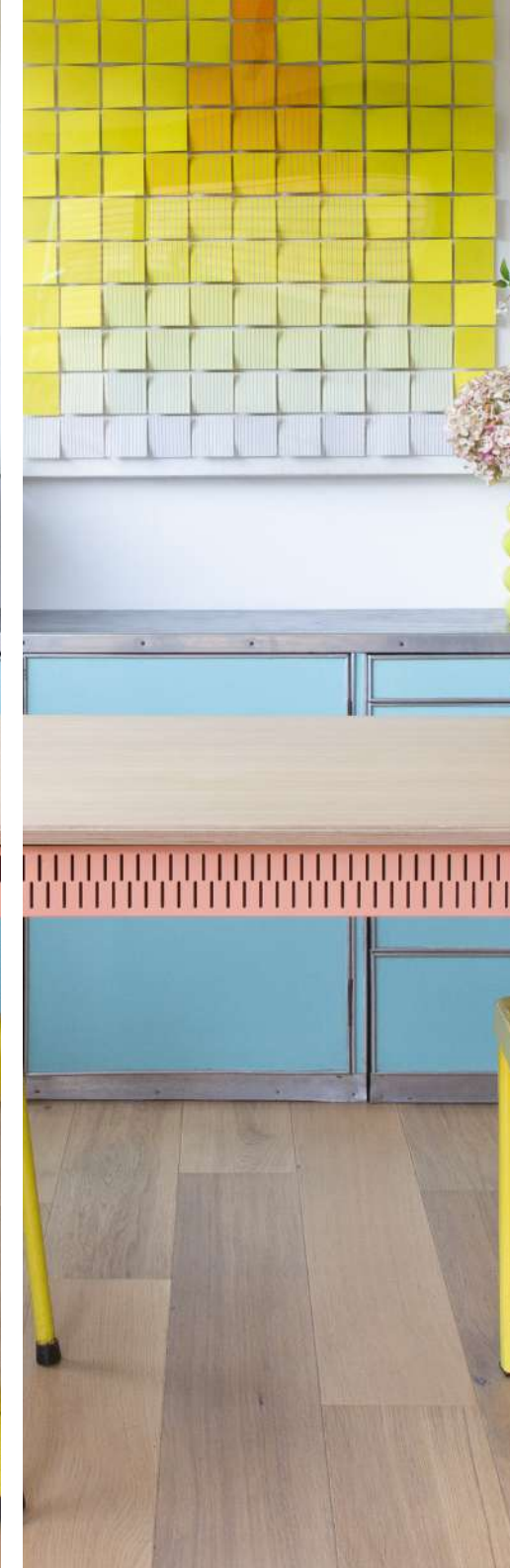
As a shelf or a bedside table, we modulate everything according to spaces and needs. **Two, three or four levels**, the DIZY shelves are ideal for storing books or any other accessories! A practical storage unit that is also a perfect decorative feature!





## Dressing room ⑥

A sturdy hanging rail with light graphics that will please many! For an entrance hall, a bedroom, a workspace... This hanging rail fits everywhere! To make it even more practical, it is easy to add hooks, a mirror, a lamp, a trinket bowl...or even a tray to tidy shoes or hats!



# DiZY

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