

Egoundesign @ Maison&Objet Paris 2025 Products

VORONOI



Four hidden magnets generate invisible forces, allowing Voronoi to connect, stack and defy gravity. Voronoi is a series of faceted, sculptural containers designed to encourage interaction, blending playfulness with function. Inspired by the Zen art of stone balancing, the collection invites users to explore space through balance. The name refers to the Voronoi diagram—a hidden yet omnipresent geometry in nature. Winner of the **Third Prize at SaloneSatellite Awards 2024**, Voronoi was the first product in the world to experiment with **3D-printed brass**, made possible through a collaboration between EGOUNDESIGN and 3D4Mec, the first company to develop industrial 3D printers for brass. In its metallic version, the pieces are created using L-PBF (Laser Powder Bed Fusion) technology, where laser melting and solidification shape intricate, three-dimensional forms. The result is an unexpected lightness that does not compromise structural strength. Thanks to 3D4Mec's patented "**Automatic powder recovery**" system, 98% of the raw material is reused, virtually eliminating waste. Today, Voronoi is unveiled in a new edition, 3D-printed in bio-based PLA, carefully hand-finished, coated with food-safe resin and varnish, available in two colour variants: Vanilla and Dark Cherry.

HQ pictures: https://bit.ly/Voronoi_Egoundesign

BILLA



Set to launch in September 2025, **Billa is the new portable lamp** designed by EGOUNDESIGN.

Portable, ergonomic, magnetic and multifunctional, Billa is the result of two years of dedicated research and development by the studio's team. Its **ergonomic** shape is designed to nestle naturally between the fingers—compact, lightweight and easy to handle, it fits comfortably in the palm of a hand.

Integrated magnets at the ends allow the lamp to attach effortlessly to metallic surfaces, without the need for additional supports, offering total freedom of use. Inside its resin-coated body, Billa hides a clever storage compartment, perfect for keeping small everyday items close at hand.

Its intuitive **twist mechanism** lets users turn the LED light on and off by simply rotating the base. The light is adjustable to two different tones, ranging from cool to warm light.

Designed for fast-paced lifestyles, Billa is always ready to shine: it offers up to **6 hours of battery life** and recharges easily via USB-C.

Billa was designed to illuminate life's everyday moments—just like in “**Billa, a short film**” (https://bit.ly/Egoundesign_BILLA): a poetic short movie written, directed, filmed and performed by the EGOUNDESIGN team itself. The film marked the launch of **Billa's Kickstarter campaign in fall 2024**, which sparked the enthusiasm of over 100 supporters worldwide and made the pre-production phase possible.

HQ pictures: https://bit.ly/BILLA_Egoundesign

ILY



ILY, short for I Love You, is a vibrant and inclusive evolution of the CENTO3 project—the last design conceived by Achille Castiglioni in 2001, alongside architect Gianfranco Cavaglia. While CENTO3 was rooted in the idea of a professional writing set, ILY is its younger, more playful relative: a **compact, colorful and multifunctional** writing tool accessible to all.

At the core of ILY is the same **trilobate shape**, the ergonomic signature shape that defines the original design. Designed to perfectly fit the three fingers used in writing, the trilobed body encourages a natural and comfortable grip. This shape becomes a symbol: of inclusive design, of creativity made approachable, of a possibility for everyone to leave a mark.

Developed by EGOUNDESIGN in 2025, ILY is entirely made in Italy using **bio-based 3D printed materials** and a no-waste production process. Designed to always be carried or gifted, ILY crosses boundaries between function and lifestyle—becoming an object of expression as much as a writing instrument.

Each of the three new colors tells part of the story:

- **Saffron** was chosen by Gianfranco Cavaglia to evoke the golden hue of traditional wooden pencils.
- **Coral**, selected by EGOUNDESIGN, pays tribute to their home city of Bologna.
- **Mint**, proposed by the Achille Castiglioni Foundation, recalls the iconic shade of the doors and windows in the designer's historic family home.

Whether for students, design lovers, collectors or creatives, ILY is a joyful tool that brings meaning to everyday gestures. With it, EGOUNDESIGN continues to explore the potential of design as interaction, rethinking stationery as a means of connection, inclusion and everyday empowerment.

HQ pictures: https://bit.ly/ILY_Egoundesign

ZEFIRO



If **Zephyrus is the wind that guides explorers**— the breath that led Ulysses toward new discoveries— for EGOUNDESIGN, it is an invitation to be **carried by curiosity**: the silent force that drives the studio's design research.

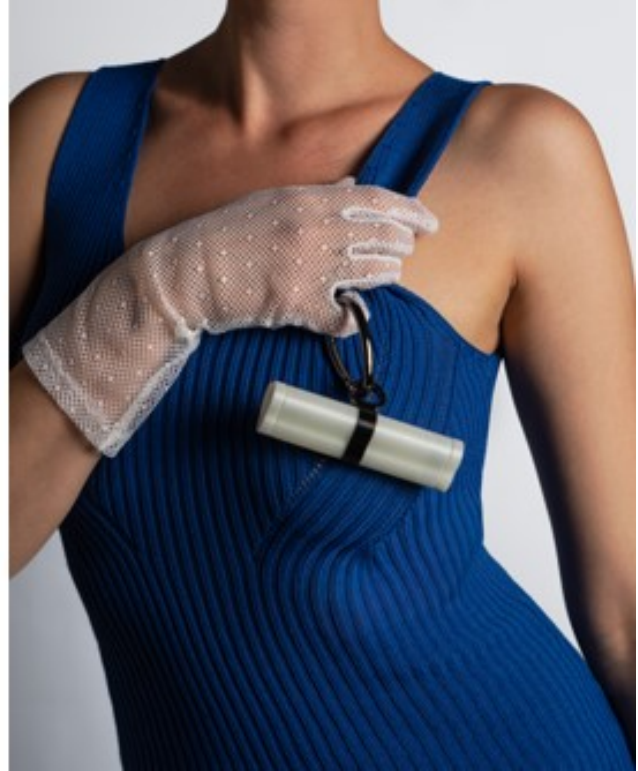
From this inspiration came Zefiro in 2024: a sleek vase made from **bio-based PLA** through 3D printing, distinguished by a thin yet **statuesque paper sail** that wraps around it. This defining element closes with a slit at the top, securing the edge of the sheet and amplifying the upward momentum of the composition—a gesture that transforms formal purity into dynamic expression.

As often seen in EGOUNDESIGN's projects, Zefiro encourages a creative and **interactive experience** with the object: the sail becomes a canvas for drawings, words, or markings—a narrative surface ready to tell a personal story. It also comes with pre-written graphic phrases that explore the floral world with irony and taste.

Like the wind that moves and inspires, Zefiro is designed to bring **lightness and poetry into living spaces**, reminding us that discovery always begins with letting ourselves be carried away.

HQ pictures: https://bit.ly/Zefiro_Zefiretto_Egoundesign

TRILObyME



How often do we need a writing tool? A lot—and more often than we think. To jot down resolutions, note important information (phones always fail us at the worst moment), write a poem, sketch the shape of clouds, relieve stress by fiddling with it—or even make an impromptu pendulum or tie up your hair.

And, of course, it helps you write, draw, give shape to ideas, tell your story. A writing tool is useful for everyone—creative or not. That's why TRILObyME is the perfect solution to have more than one tool always within reach. Literally. Because TRILObyME is a **case, a creative kit, a portable daily-use atelier**. And thanks to its **12 color variations**—Graphene Black, Red, British Green, Gold, Incense, Myrrh, Bright Yellow, Natural Ivory, Quiet Blue, Neon Pink, Deep Blue, Pearl White—and its connect carabiner with elastic band, it becomes an “essential accessory” to match your personal style.

Designed and developed by EGOUNDESIGN since 2022, TRILObyME carries on the legacy of CENTO3, the multifunctional pen designed in 2001 by Achille Castiglioni and Gianfranco Cavaglià—the last project by “Cici”, engineered and produced by EGOUNDESIGN in 2021 in collaboration with architect Cavaglià and the Achille Castiglioni Foundation.

TRILObyME was born from the need to always have all **six interchangeable CENTO3 functions** at hand: black ballpoint pen, HB graphite lead, water-soluble wax crayons (red and blue), dry highlighters (yellow and green), eraser and sharpener. The case is closed on both ends with playful **magnetic caps** that can be swapped to create fun two-tone color combinations. The object stands out for its **compact size**, the ergonomic trilobed shape—a tribute to the original CENTO3 design—its **zero-waste 3D printing production** using FDM (Fused Deposition Modeling), and the material: PLA (polylactic acid), a renewable, plant-based, compostable and biodegradable bioplastic known for its versatility.

HQ pictures: https://bit.ly/TRILObyME_Egoundesign

CENTO3 (design Achille Castiglioni, Gianfranco Cavaglià)



CENTO3 is a project dedicated to writing tools—the **last one designed in 2001 by Achille Castiglioni** and Gianfranco Cavaglià, finally engineered and **produced in 2021 by EGO UNDESIGN**, in collaboration with architect Cavaglià and the Achille Castiglioni Foundation.

The name CENTO3 refers to the 103 years that had passed between Castiglioni's birth (1918) and the release of the 2021 edition. The **number three** also recurs throughout the project: three partners, three generations in dialogue, three types of writing tools and three arches that define the object's **signature trilobed shape**. This design emerged from **ergonomic studies** conducted by Castiglioni and Cavaglià, conceived to fit naturally in the hand and accommodate the three fingers that grip the tool in the most comfortable position. Though ingenious, the form proved too complex to manufacture with the technologies available at the time, and the project remained shelved for twenty years.

EGO UNDESIGN identified **3D printing as the key** to bringing CENTO3 to life. Using FDM (Fused Deposition Modeling) technology, which builds up the object layer by layer, it became possible to create complex forms with creative freedom and flexibility. The now mature 3D printing process delivers a textured, tactile finish, improving the grip and overall feel of the writing tool.

A further strength of the project lies in its material innovation. CENTO3 is made with a PLA-based filament (polylactic acid) derived from **renewable sources** like corn starch, and **enriched with graphene**—a single-atom-thick carbon material derived from graphite. Lightweight, strong and highly efficient, graphene is considered “the material of the future” for its extraordinary technological properties.

Today, CENTO3 is available in four models: CENTO3.E multifunction pen, CENTO3.G pocket fountain pen, CENTO3.O mechanical pencil and the CENTO3.R roller pen.

Each is offered in the carbon-black shade that reflects the natural color of the graphene-infused material.

HQ pictures: https://bit.ly/CENTO3_Egoundesign

TRASPARENZA



The Trasparenza collection is EGO UNDESIGN's tribute to the art of hospitality, conviviality and the beauty of food&drink presentation, designed as the first ever collection in 2021. Entirely made in Italy from transparent lucid perspex, each object in the collection is laser-cut, hand-polished and finished with graphic inlays in 3D-printed graphene, creating a unique contrast of lightness and texture.

The name Trasparenza recalls the material itself, but also the design philosophy: openness, clarity and the ability to elevate everyday gestures into experiences. This collection reimagines serving and sharing not just as utility, but as moments of performance—rituals to be seen, remembered and enjoyed.

The collection includes three families:

- **Festa**, a round or square tray to hold with the thumb and hold up to 6 chalices, turning the act of serving into a sculptural gesture.
- **Missorium**, a rectangular tray designed to hold coffee cups, glasses or finger food in linear compositions.
- **Cin Cin**, a double wine glass holder that rests on a bottle neck or serves as a light tray for toasting.

Designed for modern hosting, informal gatherings or café moments, the Trasparenza pieces become stage elements: they support and highlight what they carry, while remaining visually discreet and sophisticated. When not in use, they transform into display pieces thanks to the Projectus stand included with each tray.

HQ pictures: https://bit.ly/Trasparenza_Egoundesign



Egoundesign @ Maison&Objet Paris 2025

HALLE 6, Stand O113

www.egoundesign.com

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Egoundesign HQ Pictures, Texts, Material: https://Egoundesign/M&O2025_img

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