

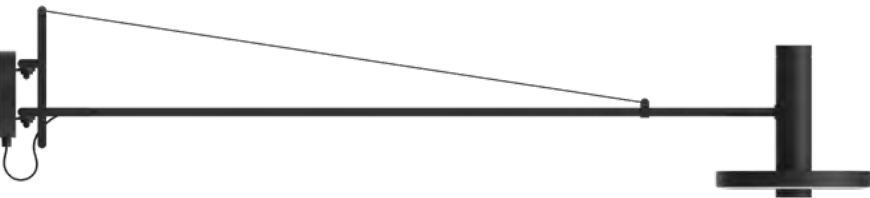


BEADS

**TONONE**



TONONE



# FEEL THE BEADS

TONONE INTRODUCES THE BEADS COLLECTION

The Tonone Beads is a lamp, designed to fit in every environment. The modest look of the armature, shines when it comes to functionality. With its 360 degrees dimmable LED range, Beads is a solution for every situation. On top of that the Beads is compatible / available as a pendant, ceiling, wall, floor or table lamp.

Anton de Groof: "One day at the beach my daughter was stringing beads. I looked at her and the beads caught my eye, the shape, the simplicity. What if we convert this into a functional lighting design? After this, the Beads was born."

Available May 2019.



## THE BEADS





TONONE



TONONE



TONONE

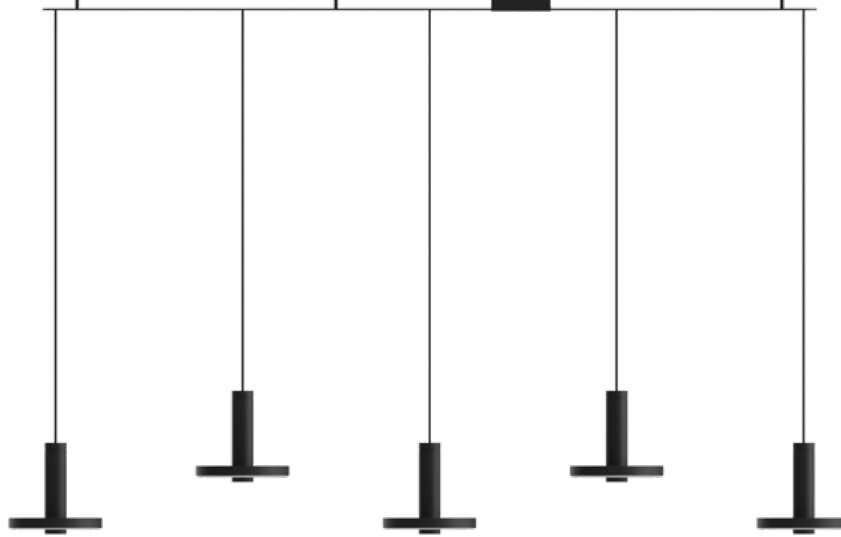


TONONE



# BEADS COLLECTION





## ABOUT TONONE

How can we apply our fascination for traditional mechanics and craft tools into state-of-the-art design? This quest was the starting point for the products of lighting label Tonone, known for the use of characteristic construction tools as a visual and a functional basis for innovative product design. This vision was well illustrated by the design of the first Tonone-line up: the Bolt-series, rapidly followed by the sturdy lamp Mr. Tubes, the hand blown glass series Atlas and Ella and the smart serie Orbit.

Today the design team's vision is still committed to apply traditional craft tools and mechanics in innovative light design. Although the handwriting of De Groof and his team is still to be described as bold and functional, the newly introduced light designs have evaluated to a slick, unadorned and smart light concept. Even when there is no visibility of the used mechanics, Tonone's signature is still recognized in every next step of its lighting design.

Tonone was founded in 2013 by designer Anton de Groof and is based in The Netherlands. The Tonone design team works together with local craftsmen to produce their products. During the design- and the production process the entire life cycle of the products is taken into account when it comes to sustainability, efficiency and logistics.



# PRESS & IMAGES

go to [tonone.com/press](https://tonone.com/press)

Tonone

Veemarktkade 8 - 6117  
5222 AE Den Bosch  
The Netherlands  
[info@tonone.com](mailto:info@tonone.com)  
[www.tonone.com](http://www.tonone.com)  
+31 (0) 85 782 13 33



tonone\_official