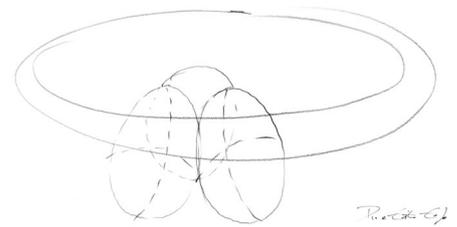


Maxim

design by Pio and Tito Toso



on the right: sketch by Pio and Tito Toso
on the left: Maxim Argile with Cairo clay finish -
chairs Rhonda Wood - floor lamp Arx

The design of Maxim table stems from the inseparable bond between its shape and its material. The base consists of **three petals, molded from liquid cement**. The fluid material adapts inside the mold, modeling itself dynamically, and then stiffens, concluding its transformation.

“When the material is sufficient in itself, without superstructures or additions, we have a pure and direct object that is already a finished product” explain the designers Pio and Tito Toso.

Maxim responds to the need for more **sustainable design**. It derives from manual workmanship and a cold moulding technique, which does not involve exploiting energy resources. The industrialised processes are only to support the **high artisan component** of the manual phases of pouring the liquid cement and the finishing. Just like a sculpture that emerges from the material in the hands of the master, observing the Maxim table reveals the effort and time taken to shape it.

The family consists of two variants, the **Maxim** table with base in cement clay-spatulated and glass top, and **Maxim Argile** with a full clay handmade finish, in the natural shades **Oslo, Cairo or Havana**. This raw material is an impermeable sedimentary rock, a simple and gentle finish with a rough look. Its minimal style enhances the table’s organic look. Maxim is a multipurpose design furniture, it is conceived for both indoor and outdoor living spaces, or for public spaces where the atmosphere is convivial and relaxed.

Last but not least, the easily transportable packaging is an efficient logistical aspect. The base is divided into three pieces, reducing its total weight, as well as the space and resources necessary for transportation.