



## PRESS RELEASE

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### TOTEM by SYLVAIN WILLENZ, 2020

#### *As functional as it is decorative*

The dictionary definition of a totem is an iconic piece or a special symbol, to which spiritual significance is attached.

**Sancal's** new **Totem** maintains the ancient symbolism of an icon that transmits balance and creativity.

But what is it really?

It is a sophisticated bar stool and the first collaboration of **Sylvain Willenz** with the Spanish firm. A clean design with which its author wanted to escape from the conventional forms of a stool and explore a new design language.

**Totem's** sculptural forms are surprising and its graphic silhouette reveals the designer's talent for illustration, transcending the function of a seat to become a decorative object.

Its apparently slender and delicate structure is, in fact, strong and sturdy. Its wide base seems to stabilize a fragile balance of straight lines and a circle. The central ring, as well as providing a pleasing silhouette, serves as a footrest. Reduced to the essentials, the seat remains comfortable without breaking the illusion of a two-dimensional drawing.

The seat can be upholstered in any of Sancal's leathers and textiles. The metal frame comes in two heights that can be laquered from a selection of 15 colours. Whether at home or at a bar, **Totem** is an interesting alternative.

#### **Sylvain Willenz**

After graduating in MA Design Products at the Royal College of Art in London, the Belgian designer opened his own studio in 2004. **Sylvain** is an experienced industrial designer whose works have been recognized with major awards (various iFs and a Red Dot, among others). His graphic and conceptual style, influenced by his early vocation as a cartoonist, is present in all of his works with a clean and simple style. Paying attention even to small details, Sylvain is fascinated by industrial processes, as well as he explores new forms of creation through his most artisanal works. In addition to furniture and lighting, it brings its graphic touch to textile design, creating prints as well-known as Razzle Dazzle.



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The **Totem** stool for Sancal is added to the list of products developed by the designer for international firms such as Arper, Hay, Hem, Ligne Roset, Febrik or Kvadrat.