

# true

Extraordinary. Everyday.





true

True Design is a brand of made in Italy furniture for workspaces in domestic, office and hospitality environments. Founded in 2009 by young entrepreneurs Alessandro and Lorenzo Maniero, has a history of excellence behind it: it was born from the thirty-year experience of TMA, a company specialized in turnkey supplies for theaters and auditoriums (Teatro Alla Scala in Milan, Teatro Petruzzelli in Bari, Teatro San Carlo in Naples, Museo del Novecento in Milan, Palazzo del Cinema in Venice, Parco della Musica in Florence).

In 2014 True Design began its collaboration with the architect Aldo Parisotto as art director of the company. The brand is characterized by the high aesthetic and functional quality of the products, the great attention to detail and the selection of materials, colors and finishes, and stands out for the marked propensity to customization and "tailored" production.

Aldo Parisotto's art direction has transferred coherence to the products through the annual definition of the colour and material palettes and has redefined the brand image also thanks to the design of the exhibition spaces.

The True Design proposal consists of a wide range of chairs, tables, storage units, bookcases, partition panels and accessories, designed to fully furnish workstations, resting areas and shared spaces, lounges and public spaces for commercial or hospitality purposes.

All products are designed and developed by Italian designers by birth or training (such as Leonardo Rossano, Orlandini Design, Defne Koz, Favaretto and Partners, Parisotto+Formenton) and are produced in Italy with the utmost attention to detail, quality control and sustainability.



We produce **furnishing elements** characterized by the search for a balance between **design, innovation and functionality**. Design that lasts over time and is not burdened by the pursuit of the extraordinary trait, the revolution at all costs.

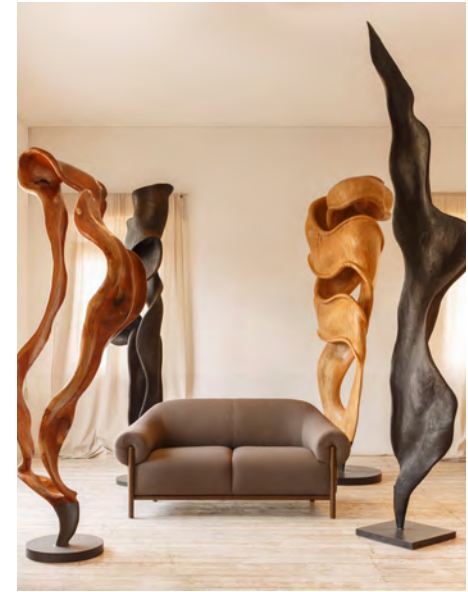
**Aesthetic coherence**, made of chromatic choices and materials that are weighted in every detail. **Formal coherence** expressed in a complete offer of pieces that live as single entities, and that are enhanced when combined.

**Modern solutions** to the contemporary needs of the Workplace and collective spaces.





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[www.truedesign.it](http://www.truedesign.it)

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