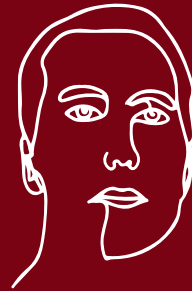
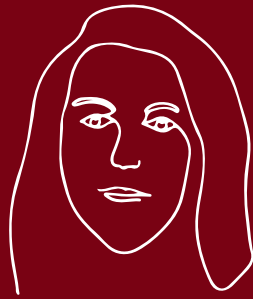


EGGO™



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B R A N D I D E N T I T Y

ECCENTRICO

GRINTOSO

ORGOGLIOSO

EGOTM

ELEGANTE

GIOVANE

ORGANIZZATO

With strong determination, EGOTM places itself in the global scenario of the design Made in Italy. Thanks to the talent of its artisans and strengthened by the know-how experiences of its partners, EGOTM gives life to a brand that wants to be pure essence in design. Despite the historical Covid-19 period, probably the hardest in the last fifty years, Team EGOTM is constantly moved by a witty curiosity always striving for creative moments.

With humour and self-criticism, the young Edoardo M., brand designer, tells about himself.

UNCONVENTIONAL DESIGN

As design studio, EGO^M aims at a constant search for essentiality. Besides keen ideas, the Team looks for concreteness and correspondence to reality achieved through unconventional choices and solutions.

PECULIARITIES

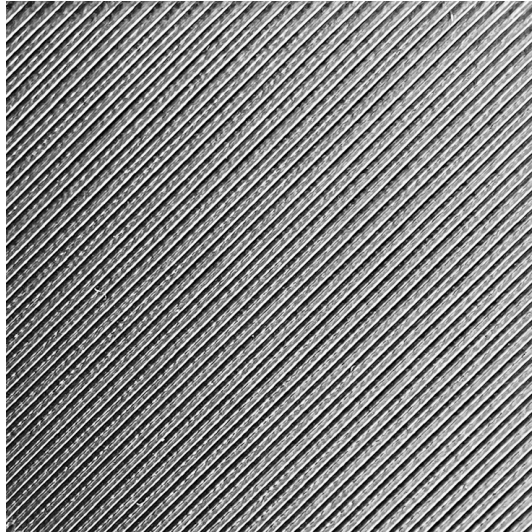
Research and use of innovative materials as well as advanced production techniques. Simple objects, discreet and dense in content, which do not impose, but let themselves be known by properly talking about the project's research.

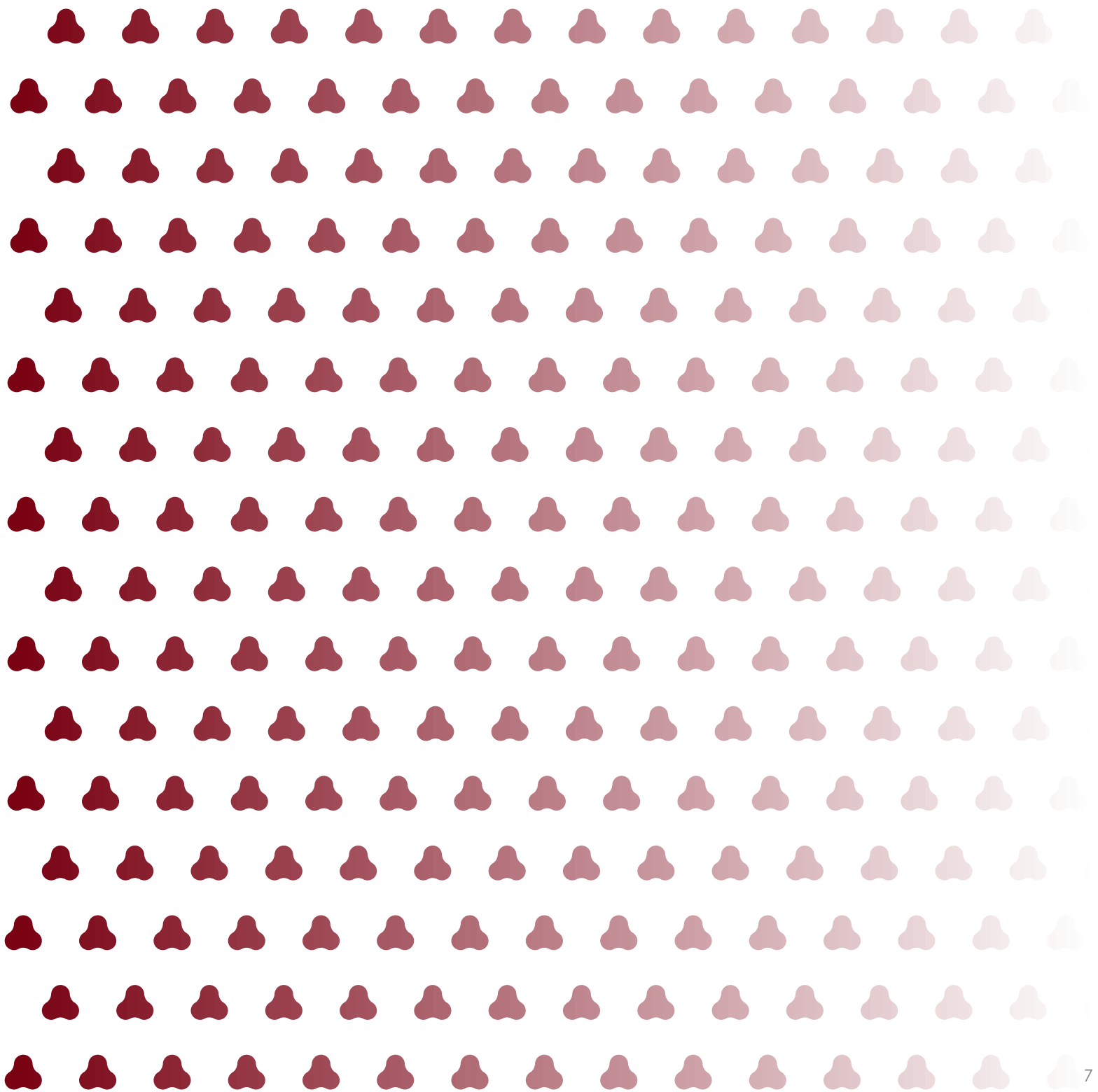
CORPORATE B2B

In Corporate partnerships, EGO^M makes himself available to enhance the distinctive characteristics of the Project and becomes a means of research, production and communication, highlighting the spirit of the B2B partner's brand.

AREAS OF INTEREST

A continuous and meticulous scouting of young talents who believe in behaviors' responsibility, environmental sustainability, quality, and in a man-sized economy, all combined in the fields of DESIGN, HOME and FASHION.





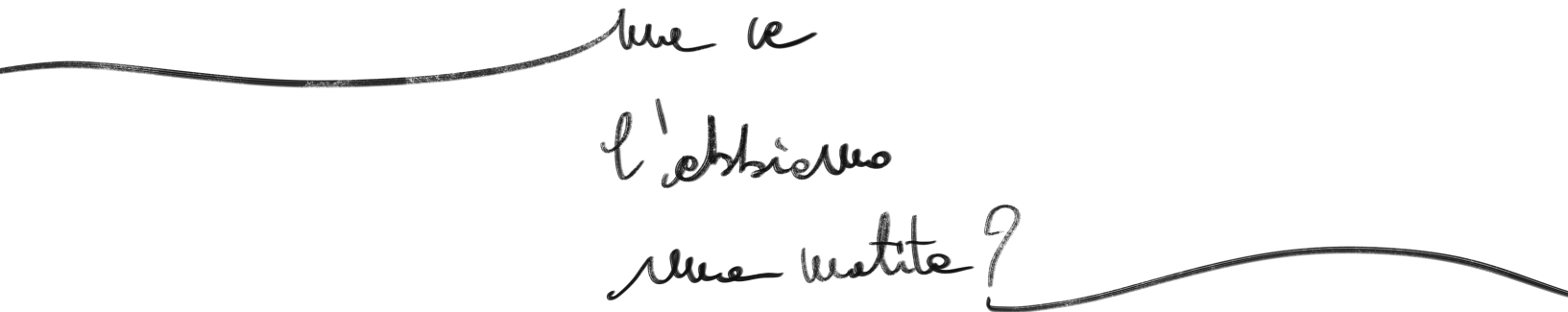
CENTO 3

Achille Castiglioni - Gianfranco Cavaglià

The latest unpublished project by Achille Castiglioni.

In 2001 Achille Castiglioni together with his friend and colleague Arch. Gianfranco Cavaglia deals with the significance of the 'handgrip'. Together they design a set of pens and pencils of which some wooden prototypes were made and then treasured to date in the archive of the Achille Castiglioni Foundation. Their purpose was to enhance and recall the attention to the importance of a pencil as an ordinary daily instrument and as a means of expressing ideas and thoughts. For these special writing and drawing instruments, they did come up with a trilobate arched shape which, thanks to its functional characteristics, could accomplish the true alliance between mind, hand, and object.

Castiglioni and Cavaglia paper drawings do indicate precise conceptual and aesthetic wills to which Team EGO^M has contributed with its own intuitions and technical expertise.



me ce
l'abbiamo
me matite?

- 3, the fingers holding a pencil
- 3, the arches that make the instrument trilobate-shaped
- 3, the tools designed and the types of writing
- 3, the partners of the project: Achille Castiglioni, Gianfranco Cavaglia, Team EGO^M
- 3, the generations involved in the project

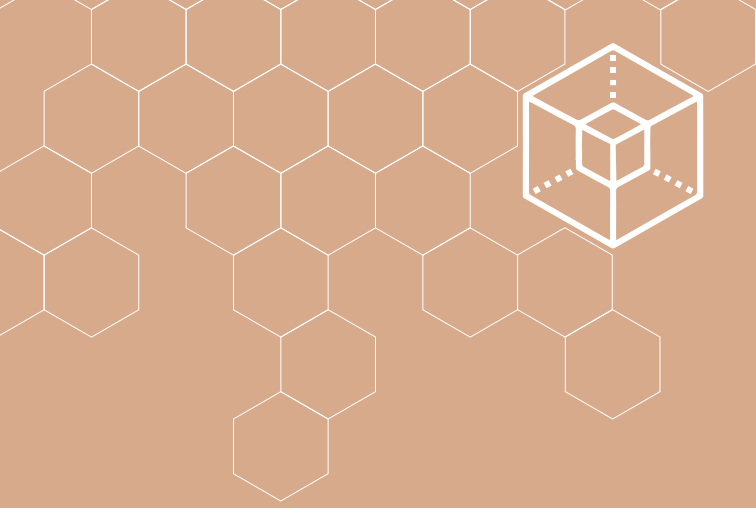
CENTO**3**, are the years from the birth of Achille Castiglioni (1918) to the realization and presentation to the public of the writing project of the two architects Castiglioni and Cavaglia (2021).



ACHILLE CASTIGLIONI

Son of art, he graduated at Politecnico Milano in 1944; after graduation he worked in the studio of his older brothers Livio and Pier Giacomo, in Piazza Castello Milano, dedicating himself to urban planning, architecture, exhibitions, exhibitions and product design projects. In 1944 he participated, together with his brothers, at the VII Triennale di Milano. In 1956 he was one of the founders of the ADI, Association for Industrial Design. Between 1955 and 1979 he won seven Compasso d'oro awards and at the Triennale he won several other awards. Fourteen of his main works are present at MOMA in New York where, in 1997, curator Paola Antonelli realized the largest retrospective ever dedicated by the museum to an Italian designer. Many of his works are exhibited in several international main galleries. At the base of Achille Castiglioni's design there has always been the will to research and design products that would tie up form and function. In production, the primary objective was to reconcile craftsmanship and industry and create democratic objects accessible to most.

"I'm glad there are objects in some museum that I've designed, with my name written below, but I prefer to find those objects in any house, in the right place, with people using them as things that always existed, without knowing that I drew them myself, perhaps without even knowing that there are people who, as work, design objects."



PRODUCTION TECHNIQUES

Team EGO^M, convinced to respect the original will of Achille, has identified the three-dimensional printing technique as the most suitable production process to meet the values of democracy, sustainability, innovation, and craftsmanship in industry.

DEMOCRATIC

The scrupulous search for the right material and the use of state-of-the-art production techniques have made it possible to achieve one of the main goals of the project: make the tools affordable to most.

SUSTAINABLE

Additive manufacturing technique: starting from an empty space, it allows material to be deposited in the form of a filament only where necessary, avoiding waste. In addition, the used PLA filament has a variable average life from 1 to 4 years depending on the environments in which it is discarded.

INNOVATIVE

Usually used for prototyping, 3D printing has been adapted by Team EGO^M to the needs of the project to produce writing objects. Its working method for addition allows to recreate the trilobate form of the object. A form particularly complex to achieve with conventional production techniques.

SEMI-INDUSTRIAL

Through additive manufacturing, 3D printing gradually creates the object layer over layer. Made individually through a slow stratification, CENTO3 becomes a product of industrial craftsmanship.

CENTO3^E

A BODY, MANY FUNCTIONS
Multifunction Art pencil, made with graphene filaments

CENTO3^G

FIERCELY POCKET!
Pocket fountain pen, made with graphene filaments

CENTO3^O

99% PENCIL
Mechanical pencil, made with graphene filaments





Uniqueness



Function



Packaging



Philosophy



Design



Material

WHY - HOW - WHEN

Together, the two Masters designed a set of pencils and pens; prototypes in wood were realized by the fine cabinetmaker Pier Luigi Ghianda, and kept to date in the archive of the Achille Castiglioni Foundation. Their goal was to enhance and draw attention to the importance of a pencil as a daily tool and as a means of expressing ideas and thoughts.

The progressive slowdown of manual writing and the consequent neglect of calligraphy as an expression of the character and peculiarity of the personality of the writer, implies a decay of sociality and aesthetic creativity.

And then... what could be more intimate, introspective, and functional than the use of pencil and pen?



70.02. 26.

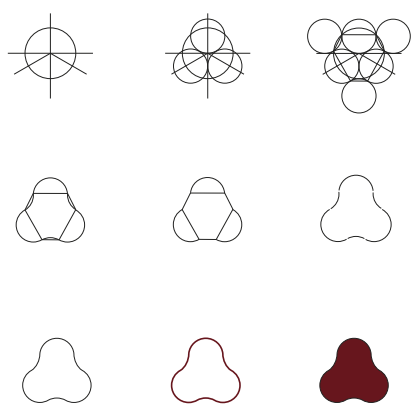
sig. offrande biforcuto
promette a comporre la u. 3
la ungue scilicet restituisce
fieri pueri cetera de fare coluere
Ho detto de non veruno a

ISTRUZIONE GEOMETRICA
SEZIONE ORIZZONTALE (SCALA 3:1)

MORE CAN BE DONE

"The street, the cinema, the TV: that's where you learn to critically observe the obvious gestures, the conformist attitudes, the obvious forms. To find out that more can be done."

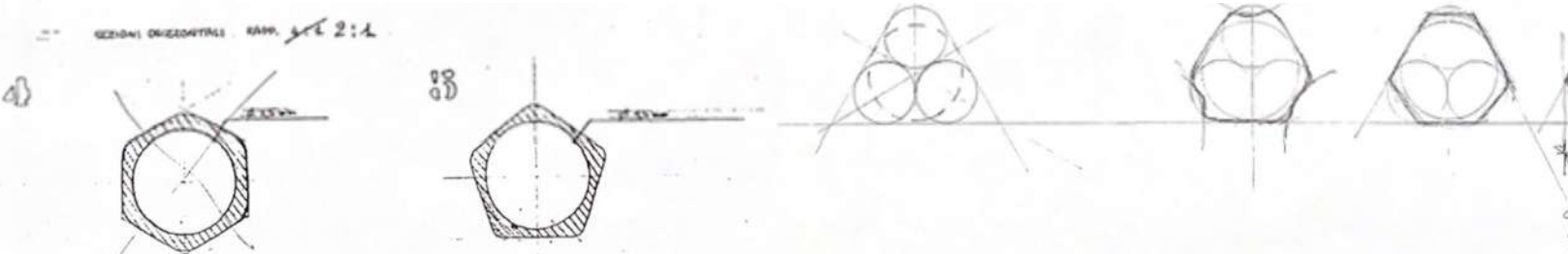
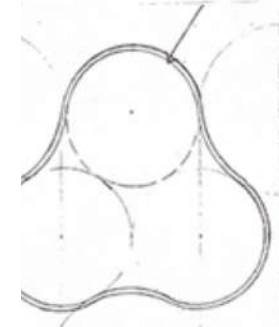
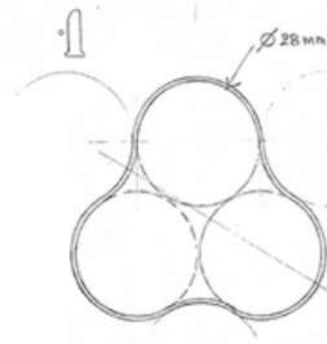
(A.Castiglioni)



Dimensione
minimo circonferenza
che esprime la delle tre
cifere

1990 della circonferenza
iscritta a meno
della spere del
material

The unique trilobed shape is neat in its design, although complex to be made on the object, ergonomic and suitable to be contested by the three fingers. It allows the writing object not to slip on the table like other circular section pens and "this aspect seemed to us of some interest", Cavaglià recalls smiling. Tools that propose a new behavior: touch and use become a very particular way of expression, at the same time they create an ideal combination between design and user.



G R A P H E N E



One only atom thick: the thinnest and most seductive substance in the world.



In the challenge of **CENTO3** project and in the desire to propose a new material also for the world of writing, team EGO^M considered quite interesting completing the common denominator of the writing concept by using writing itself as main production material: a pencil made of pencil, or graphene.

Graphene used in the additive manufacturing process gives to the instrument a texture of a knurled finish, pleasant to the touch, in natural graphite color and with a non-slip grip.

TREASURE YOUR SCAR

The junction line along the body of CENTO3 certifies the slowness and production precision of each piece, enhancing the value of time and the quality of three-dimensional printing production. Each artifact becomes even more valuable thanks to its own mark, like a scar, unrepeatable and unique for the texture obtained from the processing of the graphene filament, for its tactile pleasantness and for the natural finishing color of graphene.

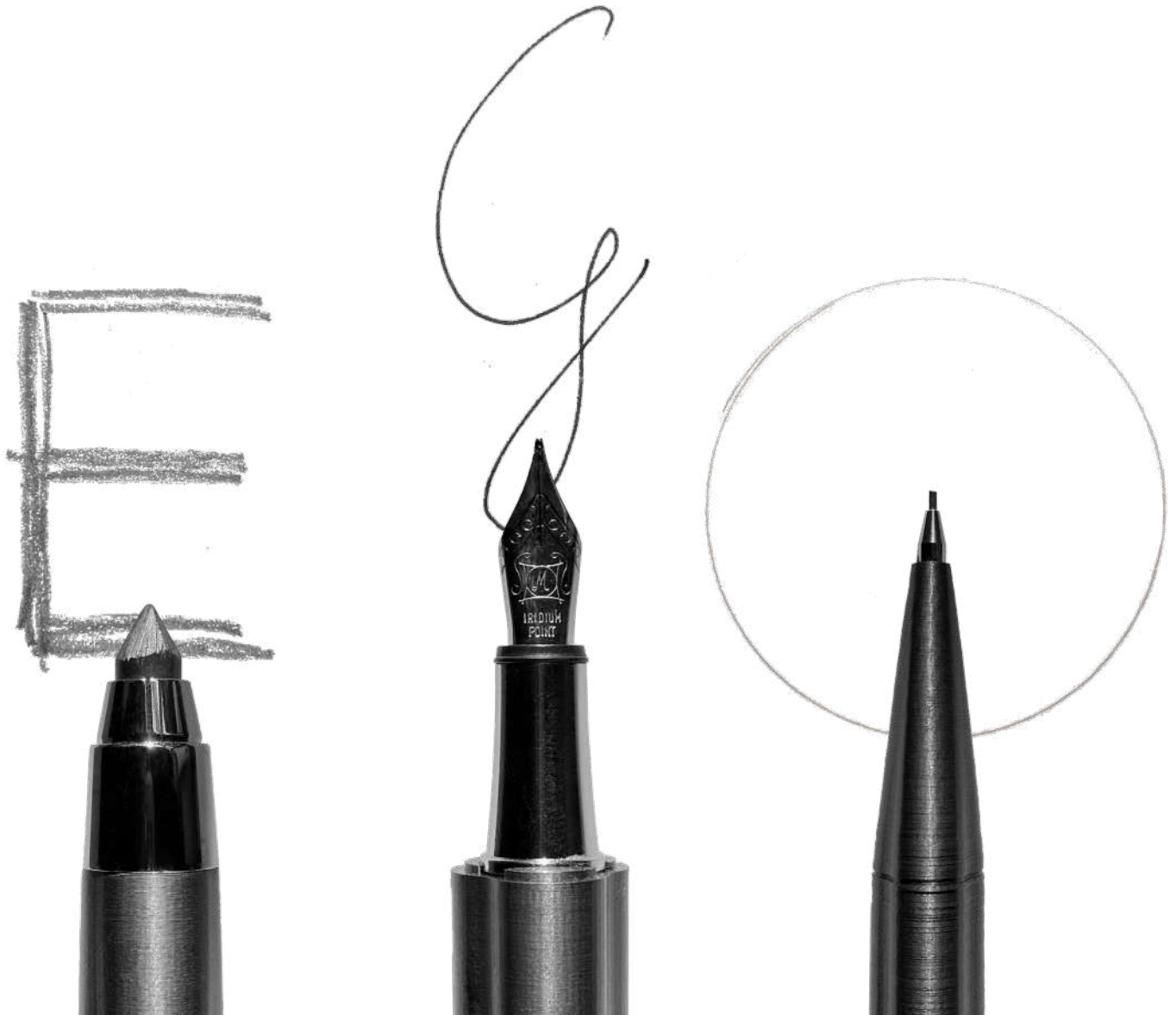
*"One has to be proud of his scars."
(P. Coelho)*

Each writing tool has its own essential nature

CENTO3^E is sketch, instinct and immediacy

CENTO3^G the pocket fountain pen brings handwriting back into everyday life

CENTO3^O it's an irreplaceable design tool, it's technicality and creativity



A DIP IN WHITE



Soft touch and essentiality
to enhance shapes,
natural color of graphene,
and the knurled texture of
the writing instruments.





CENTO3^E

IT'S TIME TO CHOOSE!

Multifunction Art pencil made with graphene filaments



Graphite refill diameter 5.5mm included.

Multifunction length 10,3 cm

Multifunction max diameter 1,5 cm

Weight 22 g



CENTO3^G

TAKE IT WHERE YOU WOULDN'T TAKE A PEN...
Pocket fountain pen made with graphene filaments



Black ink cartridge included. Fountain pen nib medium stroke.

Fountain pen closed - length	10,3 cm
Fountain pen open with cap - length	13,5 cm
Fuse Diameter	1,5 cm
Weight	23 g



CENTO3.0

DON'T WE HAVE A PENCIL?

A pencil made of pencil



N°3 mines HB 0.7mm included.

Mechanical pencil - length	13,0 cm
Fuse Diameter	1,1 cm
Weight	13 g



"At first it was a study of many forms, without excluding the circular one, but then the question of the three fingers - that find their perfect position on the object - has become prevalent."

(G. Cavaglia)

2001 - 2021

Cari Irma e Achille
ce l'abbiamo fatta!

Grazie a tutti

Giovanna Castiglioni

Dear Irma and Achille,
we did it!

Thank You All
Giovanna Castiglioni



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