

# T O O J

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STOCKHOLM CREATIVE EDITION 2025

STUDIO TOOJ UNVEILS DUK:

SURREALISM MEETS SUSTAINABLE INNOVATION



Press Release:

FOR IMMEDIATE RELEASE

Stockholm May 2025 – [Studio TOOJ](#) introduces DUK, a functional art piece that masterfully blurs the line between illusion and reality. Showcasing at Stockholm Creative Edition at Lästmakargatan 5, DUK plays with viewers' perceptions—creating an enchanting illusion that makes one question: is it a cloth draped in a corner, or is it a sculpture carved out of stone?

This intentional visual ambiguity stands at the heart of the piece's surrealist approach. "I remember how intrigued I was when learning about Salvador Dali and surrealism in an art lesson," shares [Ashley Wilén-Jong](#), co-founder and designer at Studio TOOJ. "Fast forward some twenty years, DUK emerged from that same fascination with surrealism. Using [Reishi™](#) to envelop the structure has elevated the illusion we wanted to create. Each piece features nature's unique imprint, with Reishi's soft, supple texture enhancing the design's illusive qualities. This piece is just the beginning—we're excited to reveal more works in this series at international art and design weeks throughout the year."



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The studio's latest creation exemplifies their distinctive design philosophy, which bridges traditional craftsmanship with innovative materiality. "There's a duality in our design approach," explains co-founder and designer [Johan Wilén-Jong](#). "We adore traditional materials like wood and stone for their richness and uniqueness. At the same time, we don't shy away from experimenting with innovative ways to create." This bold approach has garnered international acclaim, with their signature Contourage console table—crafted through 3D sand printing—drawing significant attention at both [Milan Design Week](#) and [Miami Design Week](#).

For DUK, Studio TOOJ partnered with biotech company, [MycoWorks](#), utilizing their innovative Reishi™ material—a biomaterial grown entirely from mycelium (the root structure of fungi). "Reishi™ opens up completely new possibilities in design," adds Johan Wilén-Jong. "The material's organic quality aligns perfectly with our aesthetic while pushing the boundaries of innovation. It's about showing that sustainability and luxury aren't mutually exclusive, they can coexist beautifully."



Studio TOOJ founders and designers, Ashley & Johan Wilén-Jong with the corner piece in the DUK series, showcasing during Stockholm Creative Edition 2025 at Lästmakargatan 5.

DUK corner piece is a collaboration with MycoWorks and its groundbreaking Reishi™ material. Reishi™ is a noble material fully grown from mycelium, the roots of fungi.



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Stockholm-based Studio TOOJ founders and designers - Ashley & Johan Wilén-Jong at Alcova Miami 2024.

## About Studio TOOJ

Studio TOOJ ([@tooj\\_sthlm](https://www.instagram.com/tooj_sthlm)) is a Swedish design studio founded in Stockholm by the creative couple duo Johan Wilén-Jong ([@johanwilen](https://www.instagram.com/johanwilen)) and Ashley Wilén-Jong ([@by\\_t.woon](https://www.instagram.com/by_t.woon)), to reinterpret the norm of Scandinavian design and the beauty of simplicity. Wandering between art and design, Studio TOOJ creates pieces that are beautifully crafted, functional, and built to last. Their international debut at Alcova during Milan Design Week 2024 received an overwhelming response, highlighting their unique creative vision and craftsmanship. Since then, their work has been featured in AD, Hypebeast, Elle Decor, Dezeen, and more.

## About Reishi™ by MycoWorks

In 2013, artists Philip Ross and Sophia Wang formed MycoWorks, a biotechnology dedicated to growing the future of materials. MycoWorks' patented Fine Mycelium™ platform engineers mycelium as it grows, crafting biomaterials of unparalleled beauty, strength, durability, and hand-feel. Thirty years of savoir-faire have led to Reishi™ – a new category of materials fully woven from mycelium, the roots of fungi. Each sheet of Reishi carries a singular imprint of nature's unique craftsmanship, seamlessly intertwining art and design with the utmost respect for the natural world, please visit [mycoworks.com](https://mycoworks.com) and follow [@madewithreishi](https://www.instagram.com/madewithreishi) on Instagram.

Media Contact: Studio TOOJ [ashley@studio-tooj.com](mailto:ashley@studio-tooj.com)

[studio-tooj.com](https://studio-tooj.com)

[instagram.com/tooj\\_sthlm](https://www.instagram.com/tooj_sthlm)