

kvadra

Through its investment in top technology and the development of upholstered furniture, Kvadra stands out in the market for its innovation, the precision of its handmade craftsmanship and overall quality. Twenty years of experience in the healthy sleep industry are the legacy of its development team and the knowledge naturally sewn into the production of upholstered furniture. The 'mirror' of production is of course the innovative sofa bed, *Revolve*, a kind of design symbol for Kvadra's portfolio, as well as the winner of the 2012 *Red Dot Award*. As production is located near Zagreb, in the Zagorje region of Croatia, Kvadra is able to control the quality of its production processes – themselves constantly perfected through the integration of design – which has rewarded Kvadra with a significant following.

Synergy between the industry and craftsmanship



During the development process, concepts of future products are developed as prototypes in a scale of 1:1, as an object and its volume – one of the basic characteristics of upholstered furniture – may be genuinely experienced only through trying out desired positions, varying sponge softness, the tactile quality of the fabric and its cut.

In addition to the advanced technology that allows for series production, there is nevertheless a stress on the mastery of handmade craftsmanship in the precise execution of details. By focusing on creating a palette of different experiences of comfortable sitting, whether when sitting or sleeping, KVADRA bases its advantage on the experience of its artisans in the production of mattresses. Although these are an integral part of the sofa beds, high resilience foam is one of the main components in forming the shape of all the seating modules, from armchairs to sofas. However, the precision of the actual production itself hinges on the quality selection of construction materials for the upholstered furniture. The frames are made from solid wood and multi-layer plywood, lined with high resilience foam and filled with additional wadding and feathers, according to the dictates of the design. Together with high quality fabrics, they ensure long-term use of the furniture and versatile comfort experiences. During the development process, concepts of future products are developed as prototypes in a scale of 1:1, as an object and its volume – one of the basic characteristics of upholstered furniture – may be genuinely experienced only through trying out desired positions, varying sponge softness, the tactile quality of the fabric and its cut.

Locating all the sections of production, distribution and the management itself in the same place allows for constant quality control, a prerequisite for maintaining high standards.





The upholstery, cut and sewing departments are led by artisans who perpetually diffuse their knowledge to their colleagues, through controlling the production of the cuts, characteristic stitching and final upholstery with top-quality fabrics and leathers.



Details maintain the whole

The commitment to detail that is characteristic of KVADRA is prominent for example, in *Cloud*, whose design requires additional surface softness and particular sitting comfort. Therefore, each seat cushion is composed of up to 12 feather-filled stitched cases in order to achieve a long lasting and uniform distribution of feathers throughout the entire surface area. In comparison, products such as *Revolve*, *Segment* and *3angle* require precision to be achieved to the nearest millimetre in the sewing of the cuts, whose details must adhere well to the module's form. The upholstery, cut and sewing departments are led by artisans who perpetually diffuse their knowledge to their colleagues, through controlling the production of the cuts, characteristic stitching and final upholstery with top-quality fabrics and leathers.

In the event that the market does not provide satisfactory equipment for the quality execution of a product, KVADRA simply resorts to making its own. This was precisely the case with the development of the original metal mechanism which enables an easy transformation of the *Revolve* sofa from a seating to a sleeping position. The fact that *Revolve* is a *Red Dot Winner 2012*, bears testimony to the development team's long term congruity and personal dedication to quality, which positively surprised even internationally experienced designers.

Diversity of Design

Kvadra's design stories thus far – *Revolve*, *Segment*, *3angle*, *Match* and *Cloud* – reflect the vision and research process of their designers in conjunction with Kvadra's development team. Their original communication of the contemporary use for upholstered furniture is conveyed through a message of individuality and its applicability to various uses and spatial situations.



The necessary framework for the development of design in KVADRA is assured by a readiness for innovation, personified not only by both its owner and the development team, but also by its own distribution chain, which enables the company's essential interaction between its customers and the market. Chiefly oriented towards transformable sofas, KVADRA's most characteristic product is none other than *Revolve* (design: *Numen/ForUse + Bratovič&Borovnjak*), which despite being primarily destined for smaller urban spaces, has found its way into hotels and other public spaces. *Revolve* is KVADRA's first *Red Dot Award Winner* and has proven to be a market favourite.

The characteristic crystal form of *3angle* (design: *Grupa*) may, at first glance, appear to render it rather rigid. And yet, apart from realising the designers' vision, this property allows for genuine relaxation and informal sitting positions and thus explains its popularity in the furnishing of business interiors and hotel lobbies, although it is increasingly found in living spaces. *Segment* is KVADRA's latest strategic product and this strategic quality derives directly from its design (*Numen/ForUse*), which solves the hierarchical principles of assembling the components of modular upholstered furniture. The permutations of the base owe to the open system that

is the designing of various functional situations in a space. In contrast, the morphology of the new modular sofas, *Match* and *Cloud* (design: *Sanja Knezović*) reflects an architectural approach to interior design – it is more of an extension of architecture than one of furniture. They are characterised by simple lines and *Match* is an embodiment of pragmatics, whilst *Cloud* is that of sensibility.

The difference lies in the details, and the sofas affirm the expression of our individuality, whilst simultaneously building bridges towards a community spirit. KVADRA's design stories are tailored according to these principles.

Interview

Numen/ForUse

In its relatively short yet successful production history, Kvadra has established alliances with several freelance designers, which for the moment hail notably from Croatia. Standing out from amongst them are the works of *Numen/ForUse*, the Croatian-Austrian design collective composed of Sven Jonke, Christoph Katzler and Nikola Radeljković. Besides Kvadra, they have also designed furniture for *ClassiCon*, *Desalto*, *Interlubke*, *Magis*, *MDF Italy*, *Moroso* and *Zanotta*.

Interview: Tatjana Bartaković, Design Agenda editor





The *Revolve* sofa from 2011 and their latest modular piece, *Segment*, are of iconic design and diverge in terms of practical values, and yet are the most eloquent representatives of their product category – the first in the sphere of private interiors, and the second for the furnishing of the contract sector.



Your works for KVADRA, *Revolve* and *Segment*, play powerful roles in forming the company's identity. How did your collaboration begin and in what way would you characterise it in comparison with your experience of working with Italian and German companies?

Sven Jonke: Our collaboration began with KVADRA's design competition, at which *Revolve* was awarded first prize. We invited *Ivana Borovnjak* and *Roberta Bratovič* to collaborate with us and their contribution was perhaps a key factor in the crucial decisions made concerning this sofa bed. **Nikola Radeljković:** If we compare our collaboration with KVADRA to that with *Moroso* or *Zanotta*, we can say that the workman-

ship quality is virtually the same, whilst the enthusiasm at KVADRA is even greater.

Revolve and *Segment* possess characteristic forms which derive from their functions. What was your starting point for each project? Let us begin with *Revolve*, which is truly a highly innovative solution for a sofa bed.

NR: I would say that *Revolve's* form is based on its function, although it is not entirely determined by it. Namely, due to the geometry of the folding over, symmetry around a side view axis was inevitable, but the sofa's character altered significantly with the rotation of the axis. The final details were defined over a four

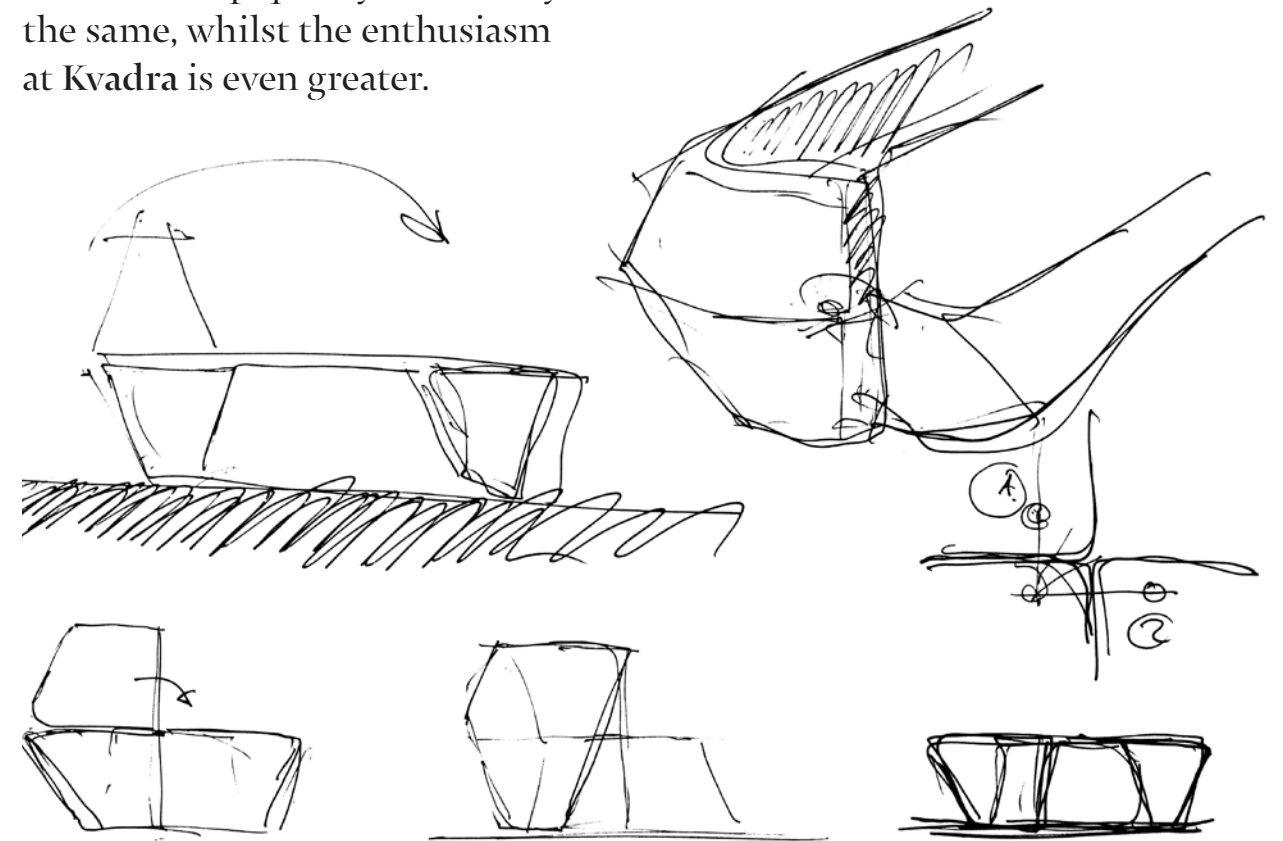
month period in KVADRA. However, *Ivana* and *Roberta* are largely responsible for the final decision on the form.

Cristoph Katzler: *Segment* is even more formally restricted with the concept of assembling components. The design of the base was more complicated and particularly so with the steel legs, for which we had to produce several samples. For us, it is generally important to have a clear concept from which to build a project as without it, the design decisions are too arbitrary and determined by affinity and personal taste.

SJ: When a clear concept literally morphs into a product, the result guarantees a certain quality of the basic function, and



If we compare our collaboration with Kvadra to that with *Moroso* or *Zanotta*, we can say that the workmanship quality is virtually the same, whilst the enthusiasm at Kvadra is even greater.



also becomes insensitive to artificial changes in market 'trends'.

NR: Whilst you were developing *Revolve*, could you have foreseen the range of ways and spaces in which people would come to use it? For instance, children often begin to play with it naturally. How far is this from your initial vision?

NR: Children are logically the most appreciative users of transformable upholstered furniture. *Revolve's* fundamental geometry greatly resembles abstract children's toys, so this combinatorics appears natural to them. The possibilities of spatial play is furthered by *Revolve's* seating depth, that results in a large horizontal surface which, relative to small children, represents the addition of another level to the room, as in Loos's *Raumplan*.

CH: On the other hand, *Revolve* is remarkably well accepted in the furnishing of tourist facilities and other interiors designated for temporary purposes. One of the unexpected spaces in which it is found are offices, so *KVADRA's* slogan from last year, *Sleeping is Living* has indeed become a reality!

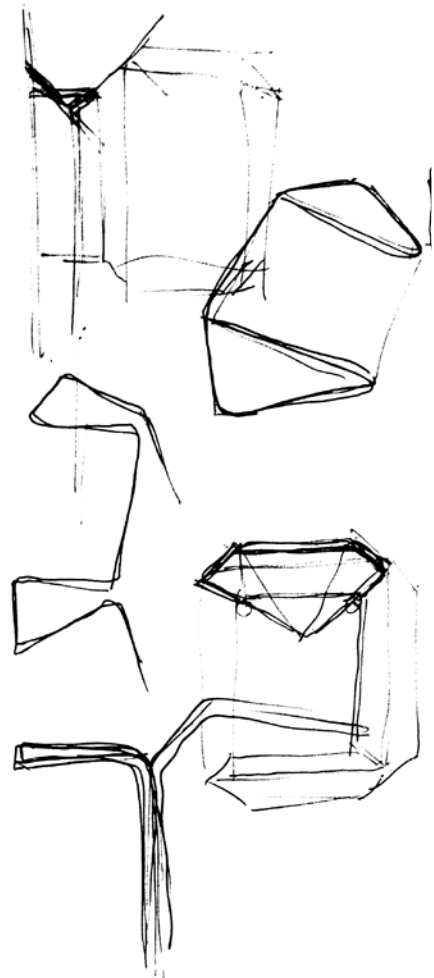
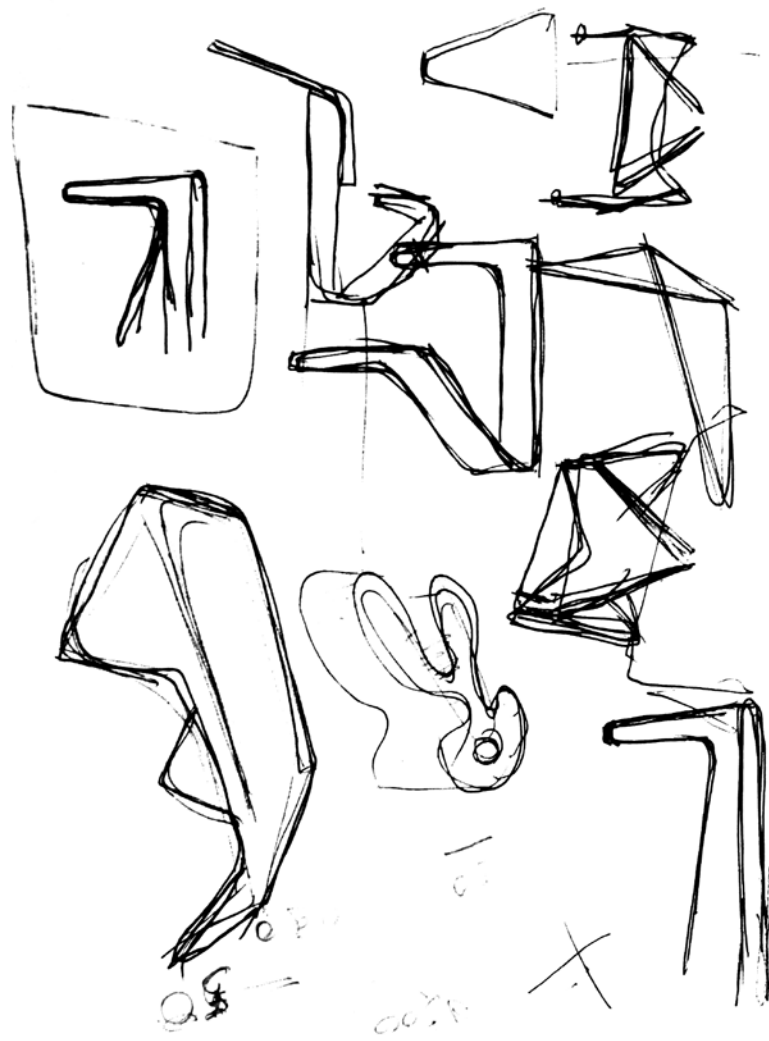
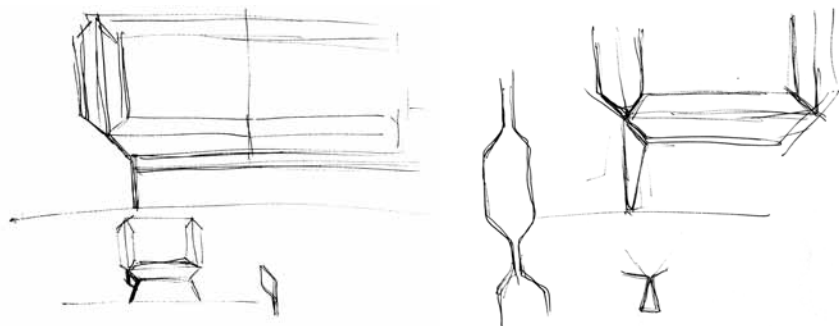
How did *Segment's* basic form come about? Were you consciously referring to the 7-segment typography of early digital watches or did you establish this mutuality during the process?

NR: *Segment's* form derived from analysing the geometry when interlocking the three basic elements of upholstered furniture: the seat, backrest and armrests. After we determined the link between

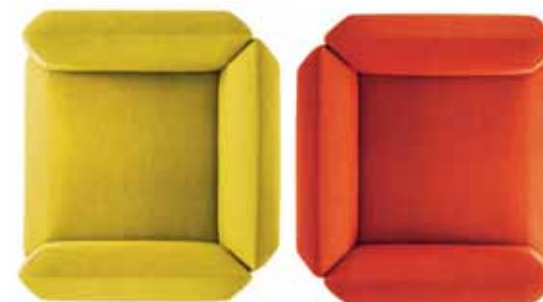
the sofa's concept and the principles of 7-segment typography, the name for the system became inevitable.

SJ: With conventional assembling, a component – most often the armrest – 'covers' the sides of the other two. When we realised that this problem could be solved by chamfering all the elements and unifying the concept, *Segment* was thus defined. All consequent decisions concerning the design originated from the need to transform the concept clearly into a functional product.

At first glance, *Segment's* clean geometric lines do not necessarily promise an entirely comfortable experience. However, the double-sided ends sloping at a 45° angle are an ergonomic discovery



Segment was conceived as a modular system which solves the hierarchical principles of assembling the components of modular upholstered furniture. The countless combinations of the base and their permutations owe to the open system that is the designing of various functional situations in a space.



and produce comfortable back, arm and leg rests.

NR: In this case, we also had a bit of luck on our side. The first prototype constructed in KVADRA was already ergonomically optimal, even prior to the testing. All those involved in the process were surprised at how we had known to dimension the atypical geometry so accurately. Yet the dimensions were determined by compromising the heights of the armrest and backrest which, in order to maximise comfort, had to differ significantly.

sj: Due to the precise definition of the concept, we were not able to do this and therefore made the highest possible armrest, i.e. the shortest possible backrest. The slope, together with the optimal hardness of the foam, resulted in a comfortable sofa, both for private and public spaces.

Both of the products which you developed for KVADRA are exceptionally demanding in terms of production. To what degree is KVADRA's Department

of Development able to follow suit and create innovative components during production?

CH: KVADRA's development team is often faster than us and their tempo forces us to remain concentrated and responsible at all times. What impressed us about the way things work in KVADRA is the fact that all prototypes are run immediately, which is similar to how we operate.

The difference lies in the details, and the sofas affirm the expression of our individuality, whilst simultaneously building bridges towards a community spirit. Kvadra's design stories are tailored according to these principles.





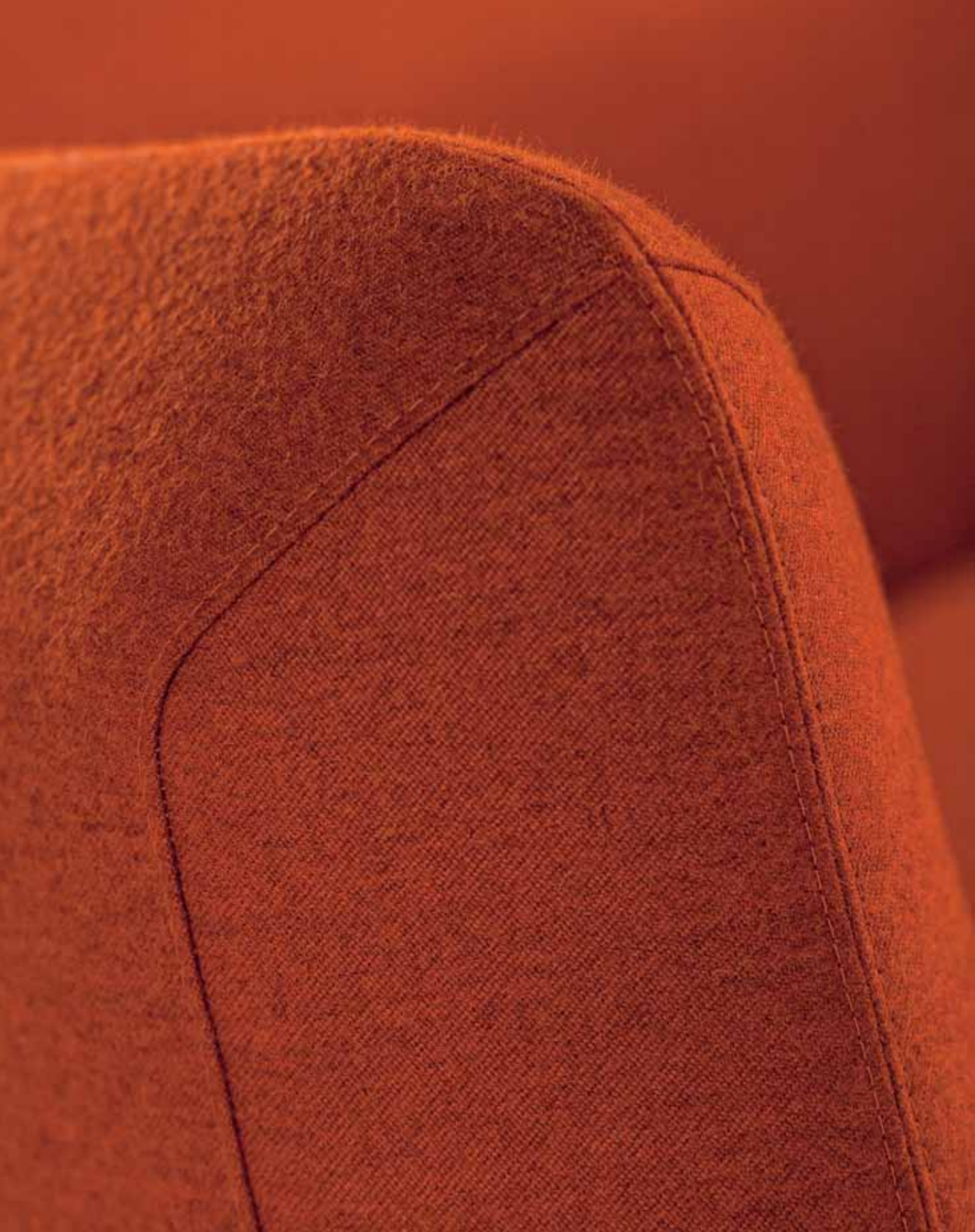
Segment

design: Numen/ForUse

Segment is a system which solves the hierarchical principles of assembling the components of modular upholstered furniture. *Segment*'s identity is determined by the form of its main component part, with its characteristic basic double-sided ends sloping at a 45° angle, thereby enabling the assembling of the parts in all three axes. *Segment* plays homage to the digits of early 7-segment digital watches,

a concept that yields the possibility of putting together a variety of functional and even unconventional compositions in a space. The countless combinations for, and permutations of the base owe to the open system that is the designing of various functional situations in the interior. *Segment* is thus available as a one-seater, two-seater, 3-seater, 4-seater, 5-seater – in short, a 'multibase' series of segments.

The combinations in a series of multiple bases is on one side supported by metal feet, while a supporting wooden component with a high lustre finish extends from beneath the base on the other side of the system. Its form's geometric motif is as equally compatible with a leather cover, as with richly textured fabrics, according to the dictates of the interior.





3angle

design: Grupa



3angle brings a different perspective to conventional sofa forms. Its fragmented armrests resemble the line of a human arm folded at the elbow, thus creating an almost crystal form. Its rigorous geo-

metry is softened with padding, merging the firmness and the gentleness of sitting comfort. *3angle* is an inviting and convivial haven for a relaxed and informal way of sitting. It is a sofa that hugs.







Revolve

design: Numen/ForUse + Bratović&Borovnjak



reddot design award
winner 2012

Revolve is a multifunctional sofa that unites your seating and sleeping needs. Its design can make a grand statement in a room, and transform sitting into sleeping with just a single smooth rotation of 180 degrees. *Revolve* offers optimal sleeping quality while its padding resembles freestanding mattresses, made of high

resilience foam. It thereby provides equal quality of your sleep on the entirety of the surface – whether in the middle or on the sides. *Revolve*'s dynamic shape and dual function make it equally desirable for use in homes, offices and secondary residences.

Revolve is the recipient of the RED DOT Award for product design 2012, with which the international jury recognised not only the sofa's functionality, practicality and exceptional aesthetics, but also KVADRA'S outstanding production.





Cloud

design: Sanja Knezović



Cloud hails from a family of modular sofas, offering a number of compositions adapted to each given space. Its morphology is defined by the simple basic lines of a somewhat lower armchair and an elevated armrest. Support from the cold foam

reinforces its entire volume, while the superficial layer of feather filling adds extra softness to the *Cloud* and ultimately a feeling of 'sitting on the clouds'. Together with a cover made from natural materials, the experience of relaxation and pleas-

ure is maximised. *Cloud's* dimensions go hand-in-hand with the needs of diverse groups of users, who can choose between two different widths and depths of the module. Its morphology makes the *Cloud* ideal for the furnishing of larger spaces.





Match

design: Sanja Knezović



Match hails from a family of modular sofas, offering a number of compositions adapted to each given space. Its morphology is defined by the simple basic lines of a somewhat lower armchair and an elevated armrest. While the cold foam fills its complete volume with sufficient firmness for comfortable sitting, a cover

made from natural materials furthers the experience of comfort and relaxation. *Match's* dimensions go hand-in-hand with the needs of diverse groups of users, who can choose between two different widths and depths of the module. Its morphology makes the *Match* ideal for the furnishing of larger spaces.





Elegance

design: Kvadra design team



Elegance is the perfect fusion of comfort and reduced volume in a sophisticated manner. Its clean lines are softened by the rounded curves of the wide seating cushions, filled with feathers for added comfort.



Uurigi Jamb

Jura

Uinko



Classic

design: Kvadra design team



Classic is a modular sofa of a classic typology. It is available in multifarious modules, from the extended part for informal relaxing and a one-seater in numerous variations, to their miscellaneous combinations. The form of the simple lines is supported by cushions filled with cold

foam, creating a quality ratio between firmness and surface softness required for comfortable sitting. The one-seater is available in different widths (83cm & 103cm), whilst its depth of 100cm provides added comfort when resting.





Basic

design: Kvadra design team

Basic is the archetype of a contemporary sofa. Its thin legs emphasize the horizontal line which carries the undulating cushions padded for perfect sitting comfort, the very heart of *Basic*.





Nimble

design: Kvadra design team

Nimble is a compact bed-settee with an extended seating area of masculine design articulated by characteristic stitching. Its clean lines are a surprising contrast to the soft supportive cushions on top, creating harmony between firmness and flexibility. When unfolded into a comfortable bed, *Nimble* offers superb sleeping comfort on a high-quality mattress made of high resilience foam. Also available as a non-sleeper sofa.





Easy

design: Kvadra design team

Easy is a compact bed-settee that evokes nostalgia for an easy way of life. Here it's all about lightness brought about by volume and fullness, underlined with stitches on each cushion. *Easy* is quite welcoming both for sitting and sleeping on a high-quality mattress made of high resilience foam. Also available as a non-sleeper sofa.





Co-Co

design: Kvadra design team

Co-Co is a compact bed-settee whose form emphasizes the positive character of its typology. It is equally suitable both for sitting and sleeping, on a high quality mattress made of high resilience foam.





Cooper

design: Kvadra design team

Cooper is a compact bed-settee with an extended seating area. Its sporty character is defined mostly by its masculine form while the clean lines reduce this impression of firmness in just the right measure. At the same time, when unfolded into a comfortable bed, *Cooper* offers superb sleeping comfort on a high-quality mattress made of high resilience foam.





Combo

design: Kvadra design team

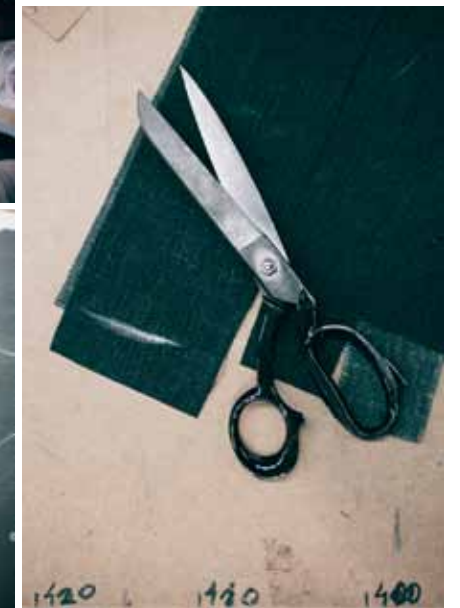
Combo evokes the ultimate comfort experience with its indulging layers of soft cushions. Two rows of extra feather-filled cushions call for personalized sitting and napping styles.



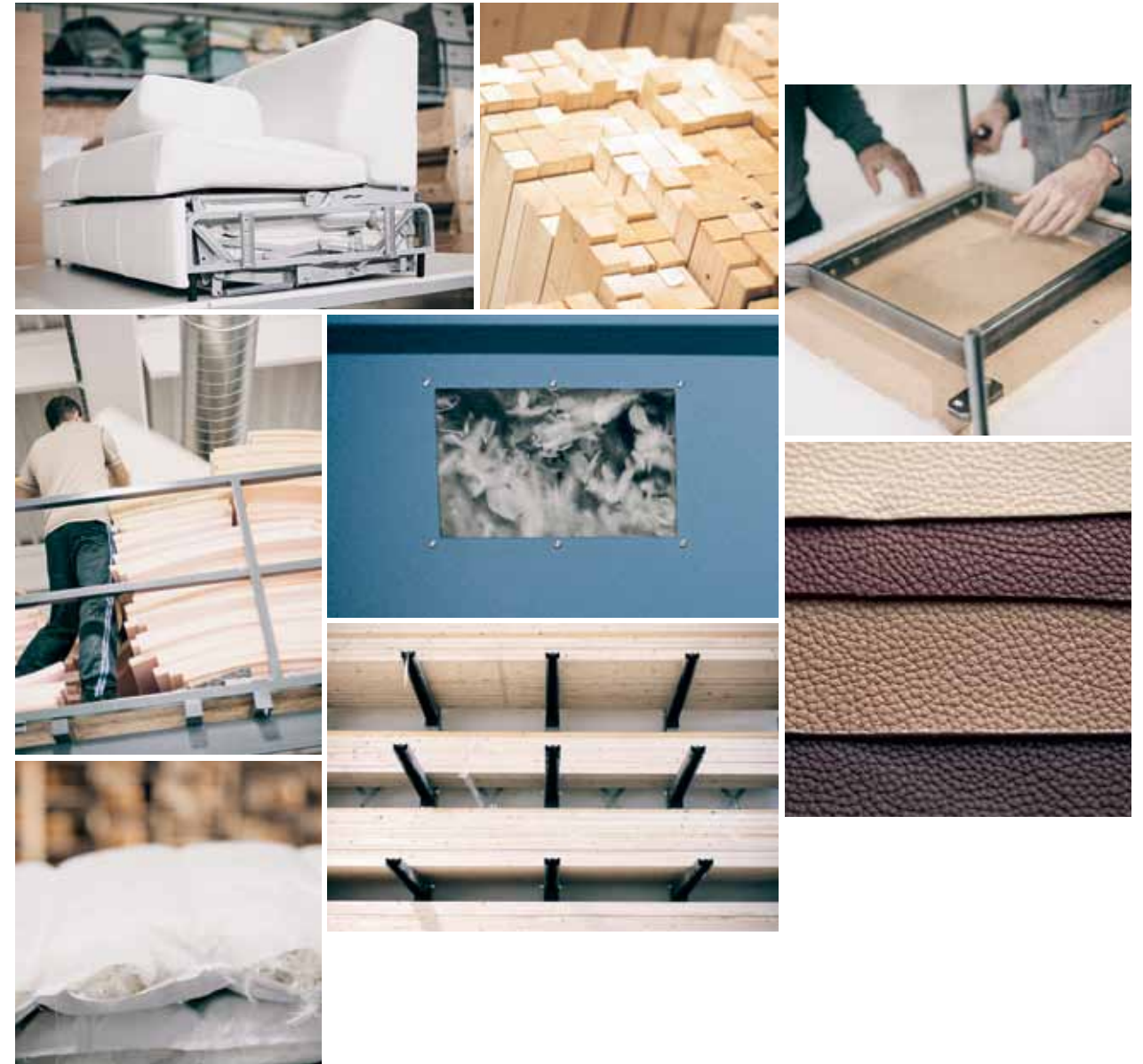


The precision of the actual production itself hinges on the quality selection of construction materials for the upholstered furniture. The frames are made from solid wood and multi-layer plywood, lined with high resilience foam and filled with additional wadding and feathers, according to the dictates of the design. Together with the high quality fabrics, they ensure long-term use of the furniture and versatile comfort experiences.





Fabrics All our pieces are available in over 190 high quality fabrics and more than 20 types of leather. The novelty on offer are fabrics of natural origin, which contribute even further to the experience of comfort and relaxation. They are all highly resistant to damage and their colours are long lasting. As they will stretch and adapt during everyday use, we recommend shaking them occasionally to allow them to return to their original shape.



Leathers *Aniline* is our top-quality leather and it gives your sofa a soft, natural and attractive appearance. The surface of our aniline leather is gently covered with wax to help protect it from dirt. Aniline leather is a natural material that “breathes” and absorbs moisture. *Semi-aniline* is soft, coloured leather onto whose surface a thin layer of pigment is applied. This leather is also treated with a transparent top layer to protect it from dirt and prevent the colours from fading.

Semi-aniline leather also “breathes” and absorbs moisture, is easier to maintain and does not age as visibly as aniline leather. **Standard** leather is highly resistant to stains and dirt. A few coats of paint and wax are applied to its surface. Standard leather is not as soft or supple as aniline and semi-aniline leather, although it is easier to clean.

Wood As construction is the base for any stable piece of furniture, we primarily use

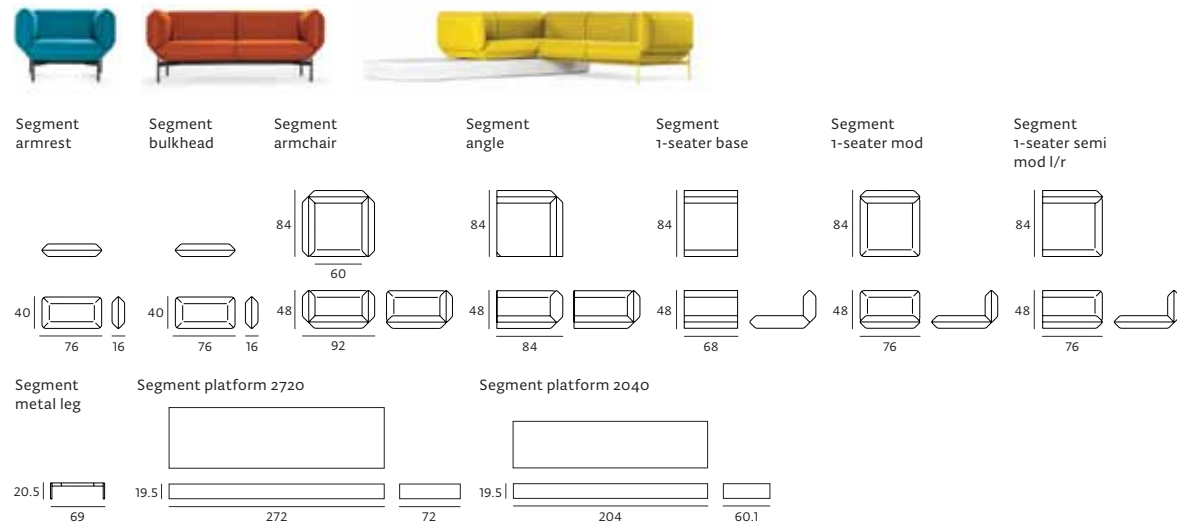
solid wood and plywood for the frame, and chipboard, hardboard and refined chipboard for other sofa components, depending on the intended function. All our wood originates from renewable resources in the EU.

Metal Our metal parts are made of high-quality steel, either powder-coated or chrome-plated. We use hydraulic mechanisms in the sofa beds to ensure a lasting and more comfortable usage.

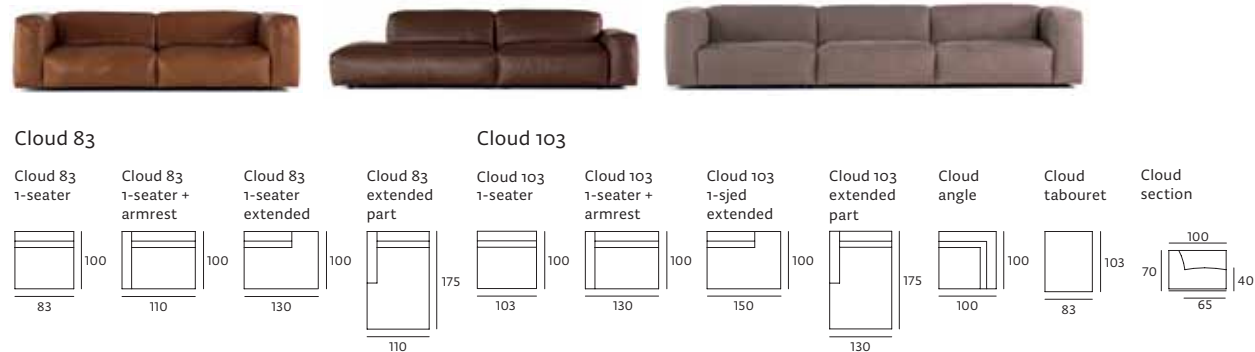
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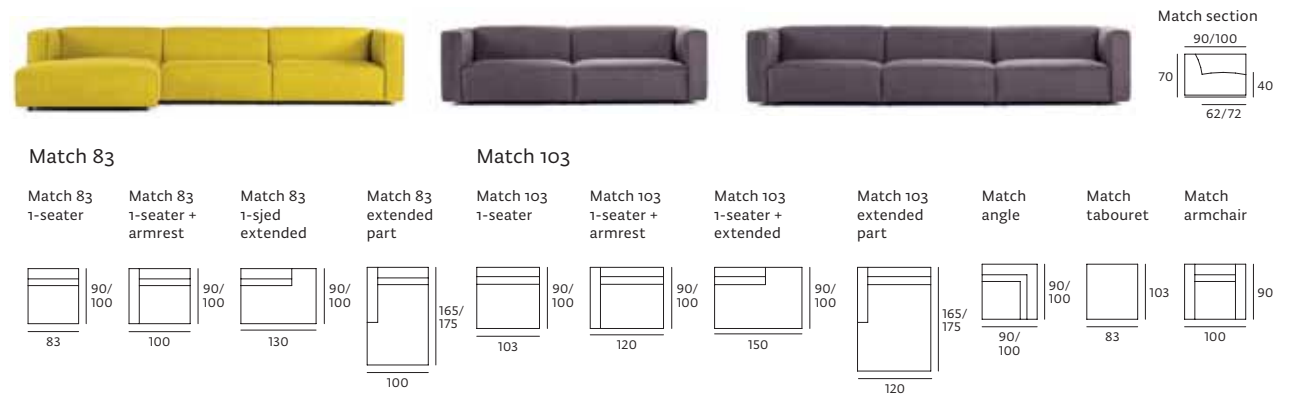
Segment



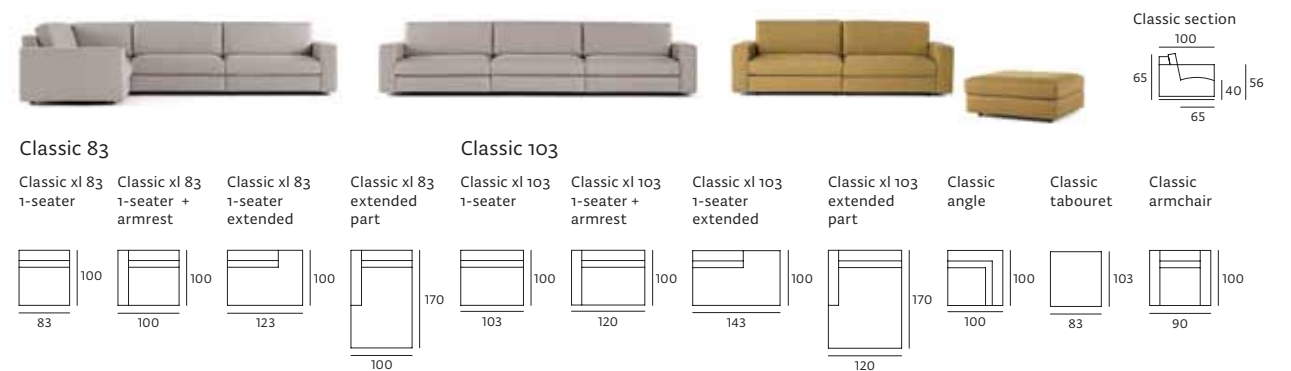
Cloud



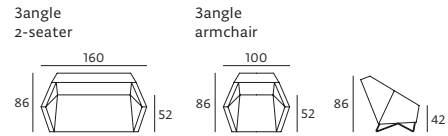
Match



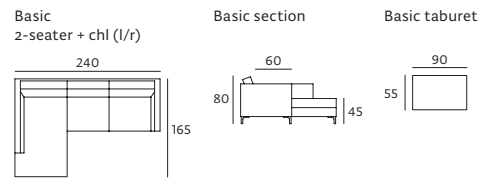
Classic



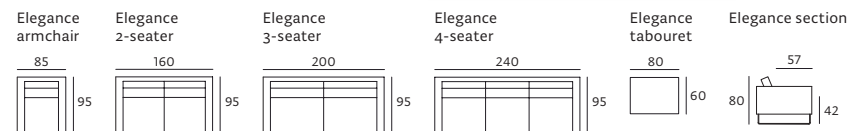
3angle



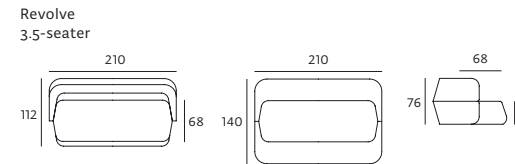
Basic



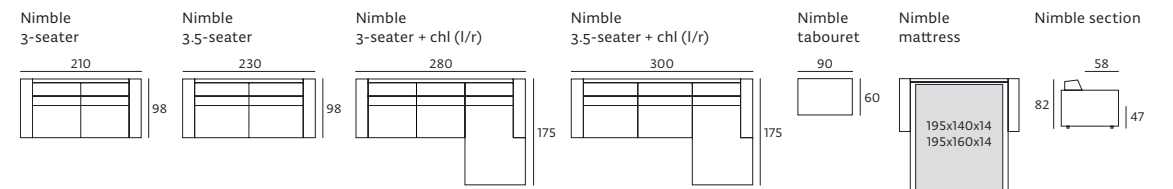
Elegance



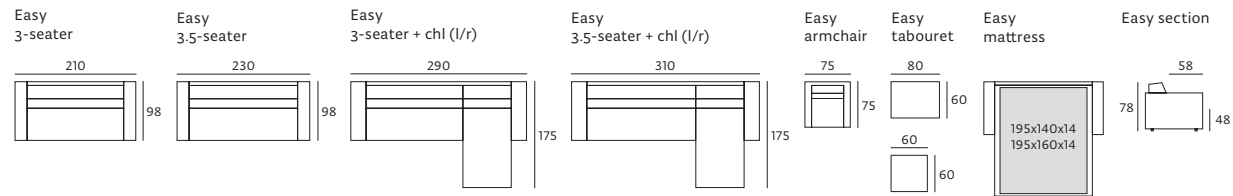
Revolve



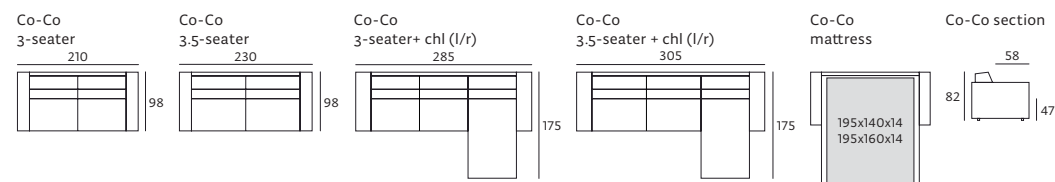
Nimble



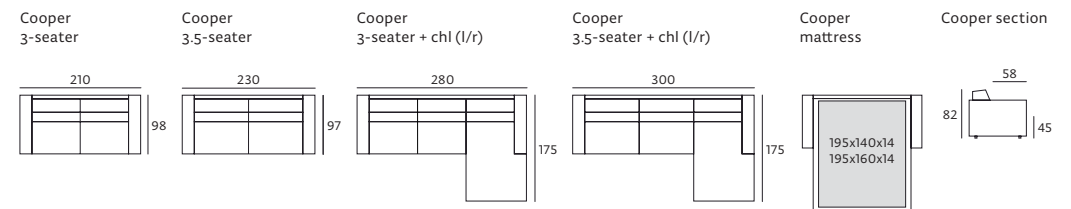
Easy



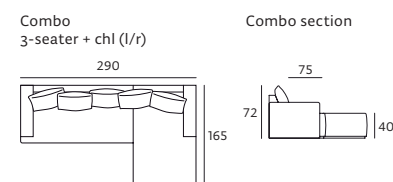
Co-Co



Cooper



Combo



Personalise your sofa!
From a rich palette of
colours and textures,
choose those that suit
your decor and fulfill
your desired tactile
experience.





Designers

Numen/ForUse (Sven Jonke, Christoph Katzler, Nikola Radeljković) is a Croatian-Austrian design collective that works in the fields of scenography, industrial and spatial design and conceptual art. Recently they have turned towards installation art creating projects such as the Numen-Light series, Tape Installation, Net and Tuft. Under the name of ForUse, they designed for Cappellini, ClassiCon, Desalto, Interlubke, Magis, MDF Italia, Moroso and Zanotta.



Ivana Borovnjak and Roberta Bratović are a team of product designers whose collaboration began with the project table for 10r2, which was selected by Konstantin Grcic and exhibited at Salone Satellite Milan in 2011, within the Young Balkan Designers collective. They work in the field of product design and visual communications.



Grupa (Filip Despot, Ivana Pavić, Tihana Taraba) is a team of product designers that commenced by designing the solid wood furniture line Basic (Artisan), for which they received the Edida 2009 award. Along with product design, Grupa designs interiors and creates scenographies for special events.



Sanja Knezović is primarily an architect who heads her own architectural studio, which specialises in private houses and smaller commercial buildings. She has transferred the experience gained from designing furniture units for interiors onto designing upholstered furniture for Kvadra, her first project in the field of product design.

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