

**nurus**



# EMOTIONAL INTELLIGENCE IN DESIGN

From game maker companies of the global economy to start-ups, from flat offices with 4 meter high ceilings to home offices, living spaces is being redefined. A reflection of the value you give to you employee is hidden in what you offer to him/her in the space reserved for him/her.

To understand the user and to know about their needs is a necessity. Products that understand user needs well an even offer new habits are always popular.

NUMBERS

REFLECT

OUR PAST

1927

trust  
heritage  
reliability  
experience

45,000 m<sup>2</sup>

capacity  
technology  
quality  
sustainability

>50

worldwide  
locations

37

international  
designers



# ERS CTING SSION

> 50 design awards

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> 100,000s happy people :)

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∞ solutions for different cultures

to be continued...

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Nurus People have stuck loyally to the same ethical values since 1927.

## Deep roots...

Nurus, from 1927 to the present, makes difference in the management and design of professional furniture with a contemporary approach. Nurus offers thousands of products that are user centered and care about environmental factors.

Nurus People have stuck loyally to the same ethical values for years; it is a large family consisting of employees, designers, suppliers, solution partners and users. Each member of the family is bound together by trust and loyalty.



## Where ideas, objects and people meet.

As a leader global brand who's known for its innovations within the sector, Nurus has been sharing its expertise with customers in more than 50 global locations since 1927. The company is strengthening its position in the Gulf countries by increasing the number of monobrand stores with the goal of becoming the regional leader.

The operations have been strengthened with the strategic step of opening the Nurus MENA management center in Dubai. A new management and sales center in Munich which is a major city for logistics and finance has launched in 2015. Nurus as the owner of many national and international awards by independent juries, has a very important and active role in creating awareness for awarding systems in the eye of consumers, producers and designers in Turkey.



**Nurus HQ & Export**  
1. Organize Sanayi Bölgesi  
Osmaniye Mah. Oğuz Cad. 25  
06935 Sincan, Ankara, Turkey

**Nurus Germany**  
88North Riesstrasse 12 80992  
Munich, Germany

**Nurus DMCC Middle East**  
Jumeirah Lakes Towers (JLT)  
Indigo Icon Tower, Office No.2304  
Dubai, UAE P.O Box. 57139

## SUSTAINABILITY

Being human  
is to care for  
future generations.

Nurus understands, stands by, empathizes with humankind, and performs its responsibilities meticulously in every phase of manufacturing because of its farsightedness and the sustainability of life. Its production is done at a building that makes the most of natural daylight, which can use rainwater for watering the garden, which increases the quality of air and the amount of clean air inside the building, which has architectural characteristics that comply with green building criteria thanks to its heating-cooling and advanced acoustic management.



Nurus makes sure that the materials used in manufacturing are in conformity with international norms and standards, are certified, recyclable and environmentally friendly.



Nurus is a member of FIRA and BIFMA and holds the EN ISO 9001:2001 certificate since 1996, EN ISO 14001:2004 certificate since 2004 and OHSAS 18001:2007 certificate since 2007 to present.





## INNOVATIVE APPROACH

Nurus D Lab<sup>®</sup>  
cooperates with other  
designers in harmony  
and collaboration.

Nurus D Lab is effective in every phase, from determining the design strategy of the brand to launching the product in the market. During the product development phase, Nurus D Lab cooperates with other designers in harmony and cooperation. The starting point for the designs is the user's needs and functionality. The phase continues with ergonomics, sustainability and aesthetic concerns and stays up-to-date by following technological developments.





Innovative designs and products  
beyond their time.

For Nurus, design is not a beginning but the end of a phase that begins with need. Nurus understands the changing needs of people and produces solutions that are beyond its time, designing products that shape the future with its innovative approach based on research-development.

The integration of  
design and engineering.

Thanks to the **NurusLinks**<sup>®</sup> system found in Nurus products, you can match your electronic devices with your furniture, transfer information from your devices, and organize video-conferences; you can rapid charge your device, or if you wish, easily take care of business with multi-media features available.

**nurus**links<sup>®</sup>

## DIGITAL CHAIN

# Nurus Solutions work with zero margin

of error in a variety of projects ranging from education to transportation. The whole process from the project phase to the use of products is inspected on a digital platform at every step.

Nurus developed **Digital Chain®** is providing comprehensive solutions specific to projects.

Nurus works hard to mitigate the environmental impact of its operations, including from procurement to production, from packaging to distribution.



Nurus developed the Nurus Digital Chain® system as part of its integrated project management and logistics services in order to maintain high quality production while conserving energy and resources.



## 01 Nurus Planner®

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Venue Definition/Coding.  
Product Configuration.  
Layout Planning.  
Budget Planning and Management.  
3D Visualization and Presentation Tools.  
Quote/Order phases.

## 03 Nurus Commissioner®

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Vehicle/Container Unloading.  
Damage Control and Management.  
Product Positioning and Assembly.  
Project Matching.  
Creation of Acceptance Documents.

## 02 Nurus Tracker®

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Production Management.  
Container Loading Management suitable to Project Planning.  
Independent Loading Auditing.  
Vehicle/Container Loading.  
Vehicle / Container Position Verification.

## 04 Nurus Maintainer®

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Creation of Client Fixture Records/Matching.  
Access to Nurus Database.  
Product Life Management.  
(User's Manual, Certificates, Spare Parts, Breakdown Maintenance, etc.)

AWARDS When you do  
the right thing,  
the whole world  
will reward you.

DESIGN  
MANAGEMENT  
EUROPE

**DME AWARD\_**

Nurus Design Management



Taklamakan



reddot design award  
winner 2007



U Too



product  
design award

2001

I/X



product  
design award

2004

Kiss



product  
design award

2009

Sema



reddot design award  
winner 2009



2010  
İyi Tasarım Ödülü

4U



2010  
İyi Tasarım Ödülü

Flat



DESIGNPREIS  
2009  
NOMINEE



product  
design award  
2008



reddot design award  
winner 2008

Me Too



product  
design award

2011

Pitstop



reddot design award  
honourable mention 2011



2012  
İyi Tasarım Ödülü

Onda



reddot design award  
honourable mention 2011



German  
Design Award  
NOMINEE 2015

Mare



GERMAN  
DESIGN  
AWARD  
SPECIAL  
2017

Dave



GERMAN  
DESIGN  
AWARD  
SPECIAL  
2017

Marla



GERMAN  
DESIGN  
AWARD  
SPECIAL  
2017

Ela



Caria



Pila



Tan



Have a Break



Picnic



Inno



Greta



Uneo



Alava



Eon



Ashbury



Isola



Leaves



Renée

## DESIGNERS

Nurus designs its convenient and stylish products together with its award winning management team and renowned designers.



Alper Böler



Andreas Ostwald



Arik Levy



Atilla Kuzu



Can Yalman



Charles Pollock



Claus Breinholt



Defne Koz



CuldeSac



Dorigo Design



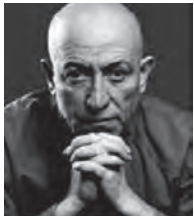
Fabrizo Batoni



Ece Yalim Design Studio



Fritz Frenkler & Anette Ponholzer



Aziz Sanyer



İnci Mutlu



Jacob Thau



Koral Erat



Lievore Altherr Molina



Dominique David



Murat Tabanlıoğlu & Melkan Gürsel



Monica Förster



Noe D. Lawrance



Nurus Design Lab



Flippo Mambretti



Ömer Ünal



Paolo Favaretto



Radice Orlandini



Shelly Shelly



Martin Ballendat



Giancarlo Bisaglia



Silvia Suardi & Sezgin Aksu



Stefan Brodbeck



Studio Zetass



Tanju Özelgin



Yves Behar

## HISTORY

With  
Knowledge,  
Experience and  
Passion...

1927

The first atelier  
was established by  
Nurettin Kunurkaya.

1967

The first  
sales store  
was opened in  
Ankara, Mithatpaşa.

1974

The atelier was  
extended  
to become a 2400 m<sup>2</sup>  
manufacturing plant.

1982

Office  
furniture

The decision to  
specialize in office  
furniture was taken.

1983

Brand  
identity

Work to create an  
institutional brand  
identity began.  
Nurus A.Ş.  
(corporation) was  
established.

1992

Member of  
FIRA

Nurus became a  
member of FIRA  
(Furniture Industry  
Research  
Association).

1994

The plant was  
extended

to become one of  
the most modern  
plants of the world  
with its 25000 m<sup>2</sup>  
area.

1995

Nurus began  
exporting

45% of  
the production.

## 1996

### Member of KALDER

Nurus became a member of KALDER (Quality Association of Turkey).

## 1997

### ISO9000 in furniture

Became the first company to obtain ISO9000 in furniture sector in Turkey. Also the store in İstanbul, Esentepe was opened.

## 1998

### Competence in production

Received the certificate for "Competence in production" from TSE (Turkish Standards Institution).

## 2000

### Best of show

Nurus was chosen "Best of Show" in the 1st Neocon Fair in Chicago.

## 2006

### Health and safety

Nurus established its strategy on human wellness, health and safety in office life.



Today, Nurus brings together tens of thousands customers over 50 countries with its innovative office & life style solutions.

2007

“ilk in Milano”

Nurus became the organizer and sponsor for the “ilk in Milano” exhibition.

Received the Design Management Honorable Mention Award from Design Management Institute (DMI).

Design literature is collected by Nurus in Turkish Touch in Design as the first book in Turkey.

2013  
Technology base

45000 m<sup>2</sup> technology based manufacturing plant has come into operation in Ankara.

2014

Nurus Dubai

Nurus Dubai administrative office was opened for the Middle Eastern market.

2015  
Nurus Munich

administrative office and showroom was opened.

2016

Nurus Ankara

The new concept store is opened in Sogutozu.

# Nurus Solutions

## Office Solutions



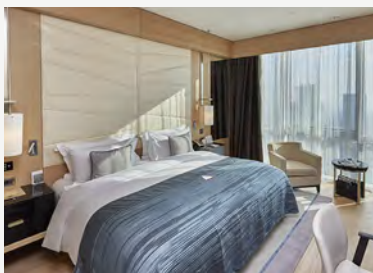
### Happy Offices.

From corporate offices to home offices, from start-ups to well-established corporations, Nurus analyzes the changing needs of its customers with different structures who are operating in various industries, and offers tailor made solutions to their changing working requirements.

It produces people-oriented solutions for "happy offices" with its ergonomic, functional designs which affects the efficiency and motivation positively.

Shaping the future of working life as a leading brand of the industry with its vast knowledge and expertise, Nurus maintains an integrated and faultless process management from production until to the delivery thanks to Nurus Digital Chain® system.

## Hospitality Solutions



### Home Comfort and Business Focus in Hotels.

Nurus aims to maximize comfort and motivation of the user in guest rooms, lounge areas, restaurants, meeting rooms, auditoriums, administrative offices and business centers.

Nurus ensures appropriate solutions for both business and vacation oriented hotels. In business hotels it provides zones for effective business meetings where people could be easily focus and concentrate on it. Nurus' products can be used in many areas and provides home comfort during the guests' stay.

Nurus produces durable and environmentally friendly products. It brings turnkey solutions to large-scale projects.

## Education Solutions



### Innovative Products in Education.

Nurus designs innovative products suitable to the changing dynamics of education, also feeding from its large-scale projects in the global markets.

By reading the difference between the needs of a fashion design school and a school, which is training a mechatronics technician, Nurus creates projects that are suitable to the targets and needs of educators. Nurus is a "single point" supplier with the product custom designed for projects and its standard product range.

## Health Solutions



### Ergonomic Solutions for Health.

Nurus, designing every detail with technology, experience and care, provides convenient solutions for the health industry with their products that offer personal comfort to users.

Nurus understands every need that personnel and patients both have, and responds to these needs with innovative designs.

## Terminals Solutions



### Rational Products in Terminals.

Terminals where human traffic flow is the most intense produce different requirements for staff and passengers. With the changing speed of technology, human behaviors and habits also change rapidly.

While Nurus products answer the needs of passenger and terminal staff with innovative designs.

## Contract Projects



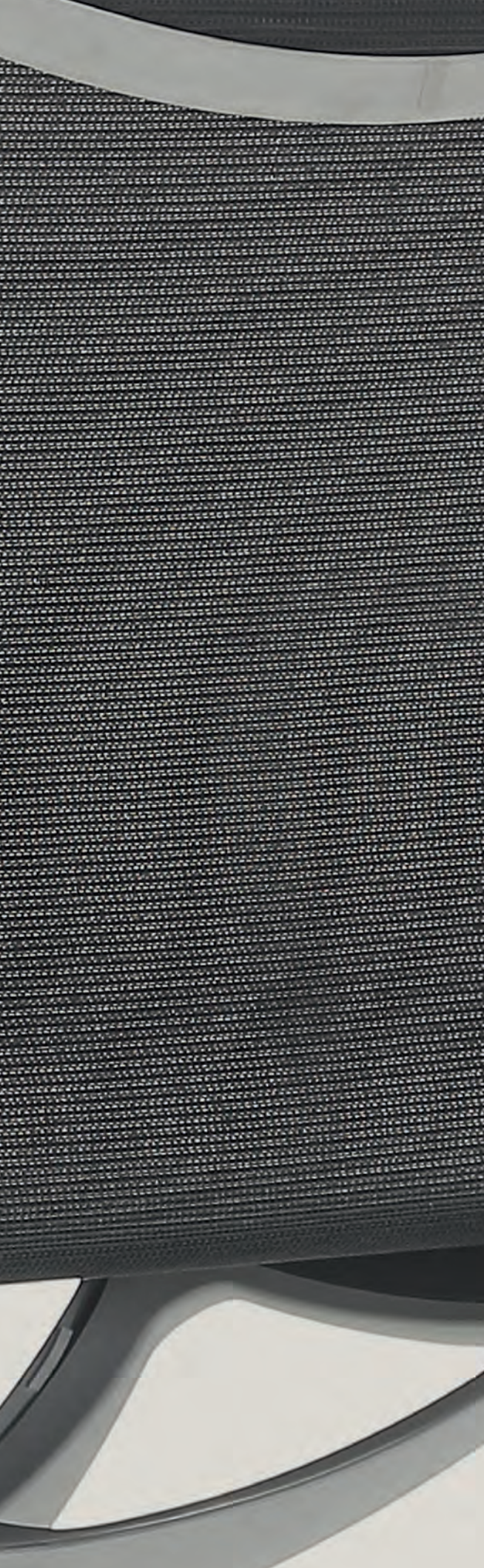
### Nurus Expertise.

Nurus offers turn-key solutions for special contract projects by combining its expertise in different lines of business with its technological production substructure.

Its special solutions designed for various projects from hotels to hospitals, from offices to universities and even to airports meet the user requirements with its fixed and movable furniture options.







# 01. Performance Task Chairs

## 01. Performance Task Chairs

# Sitting is unavoidable...

At least 15 years of human life is spent sitting. Nurus creates innovative and smart solutions for the business life, to sustain this period in a healthy manner.

Discover the performance task chairs that are designed with technology, experience and care, in each detail.



reddot design award  
winner 2008



reddot award 2015  
winner



**Landesgewerbeanstalt Bayern (LGA)**  
LGA, which belongs to TÜV Rheinland Group, have internationally acclaimed high quality and security standards.





01.  
Performance Task Chairs



Alava



Me Too



Waves



Isola, Uneo



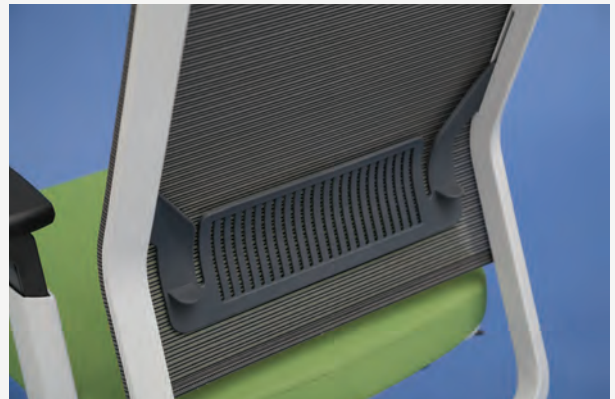
Me Too



01.  
Performance Task Chairs



Sacha, Inno



Uneo



Core



M Chair





Breeze

01.  
Performance Task Chairs



Aura



Mia



D Chair



Alava



Alava











## 02. Lounge

02.  
Lounge

Seize the  
moment.

Nurus' lounge products for common use areas, are designed keeping in mind the user's emotional and physical needs. Come and explore.



reddot design award  
winner 2008



reddot design award  
honourable mention 2011



2008  
Good Design Award



2012  
Good Design Award



reddot design award  
winner 2009



2010  
Good Design Award



2012  
Üstün  
Tasarım Ödülü



German  
Design Award  
NOMINEE 2015





02.  
Lounge



Cork



Connect, Pitstop



Stone, Edgar



Greta, Edgar





02.  
Lounge



Peak, Tau



Onda



Fly



Stone, Edgar, Sema





Stone, Tara, To



02.  
Lounge



U Too



Stone, To



Aura



Stone, NurusLinks®





Taklamakan









# 03. Armchair & Sofas

### 03. Armchairs & Sofas

The indispensable  
member of living areas.

Make a room for style and comfort in  
all living areas. Discover the armchairs  
and sofas that add value to any space  
with its modern lines in work areas,  
social areas or homes.





03.  
Armchairs & Sofas



Luna, Drop



CP1



Atlantic, Ashbury, To



Flat





Flat, Mono, To



03.  
Armchairs & Sofas



BERNHARDT | design by **nurus**

Chiara



Tan



To



Juna, To, Mono







03.  
Armchairs & Sofas



Tara



Greta



U Too



Vika





Tan, Loop Lounge, Tau



03.  
Armchairs & Sofas



Atlantic



Beetle



Claire, To



G Chair





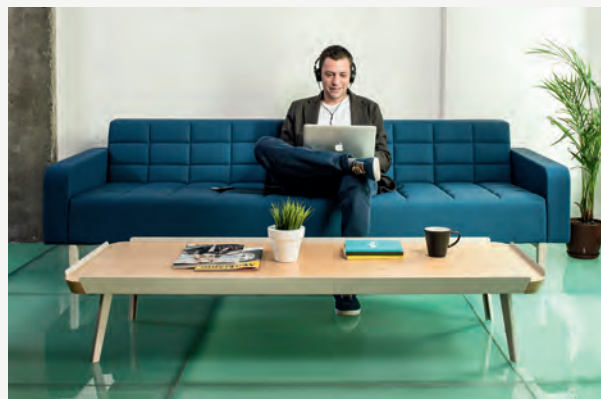
TO  
design | architecture

TO

03.  
Armchairs & Sofas



Ela, Edgar



Greta, Edgar



Hi&Lo



Claire





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Atlantic, To





10,  
WC

The main task of furniture design is not to invent new furnitures as tables, cabinets or sideboards, but to design them in a good suitable manner. One way to way to do that is to show the dignity of proportion, form, colour, material and know-how. By doing that, the dignity of the object passes to their observers and users. The personality and character of a product is found by the knowledge of these things, but it is also found by watching people with their habits and cultural specialities.

Since 1927, every product of Nurus is created with passion driven from the entrepreneur spirit of the brand and the modern design and management approach of the family corporation who values tradition.







# 04. Executive Series

## 04. Executive Series

1+1=5

Even if technology, function and elegance are the common points of executives, style is personal.









## 04. Executive Series



M Chair, I/X



Inno



I/X



I/X, Me Too



**ASHBURY**  
Design: Stefan Brodbeck



Ashbury, Sacha



04.  
Executive Series



Ashbury, Alava, Me Too



I/X, Flat, Greta, Mono



Next, Me Too



Ashbury, Sacha



Inno, Me Too, Tan, To, Inno



04.  
Executive Series



Inno, Me Too, Tara, Tan



Inno, Tara, Greta, Hi&Lo



I/X



Ashbury, NurusLinks®





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I/X, U Too, To









# 05. Meeting & Conference



05.  
Meeting & Conference

Inspiring atmosphere  
for grand thoughts.

Discover Nurus meeting and  
conference products that offer  
solutions for traditional or innovative  
meetings.







05.  
Meeting & Conference



Picnic



Isola Meeting, NurusLinks®



Pitstop, Tune, NurusLinks®



Waves, U Too



Inno, Sacha





05.  
Meeting & Conference



XXL



Pitstop, NurusLinks®



Isola Meeting, NurusLinks®



Picnic, NurusLinks®





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Pitstop, Waves, Pila



05.  
Meeting & Conference



Nest, Tune



Picnic, Mono



Picnic, Isola Media Wall, NurusLinks®



Have a Break, Bobo





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Waves, Pila







# 06. Work Systems



## 06. Work Systems

# Strength!

Work areas that respect individuality while strengthening cooperation plays a major role in continuing teamwork in a fun, happy and efficient manner. See Nurus Work Systems that transform the team spirit into gain and value.



reddot design award  
winner 2008



Good Design Award



GERMAN  
DESIGN  
AWARD  
NOMINEE  
2016



GERMAN  
DESIGN  
AWARD  
WINNER  
2017



**Landesgewerbeanstalt Bayern (LGA)**  
LGA, which belongs to TÜV Rheinland Group, have internationally acclaimed high quality and security standards.





06.  
Work Systems



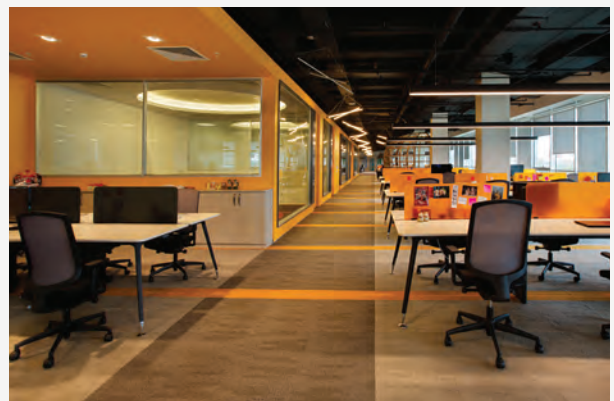
Gate, Breeze



Isola, Uneo



Lunar, D Chair, Greta



U Too, Breeze, Fe2





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Pila, Breeze





## 06. Work Systems



Plato, Mia



Tools



Pila, Breeze



Silva, Me Too, Cube



Isola, Uneo



06.  
Work Systems



Isola, Uneo



U Too, Me Too



U Too, Me Too, Fe2



Isola, Waves





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Silva, Picnic, Breeze, Cube









## 07. Chairs



## 07. Chairs

# The colorful heroes of daily life.

Look at Nurus chairs that provide colorful solutions to all venues like homes, conference, meeting rooms, dining halls, educational establishments and social areas.







07.  
Chairs



Fiorellina, Drop Table



Graf



Drop Chair, Bobo



Tune, Nest



Corvo



07.  
Chairs



Aro



Tune, Nest



Eon



Eon, Breeze, Pila, Tau





07.  
Chairs



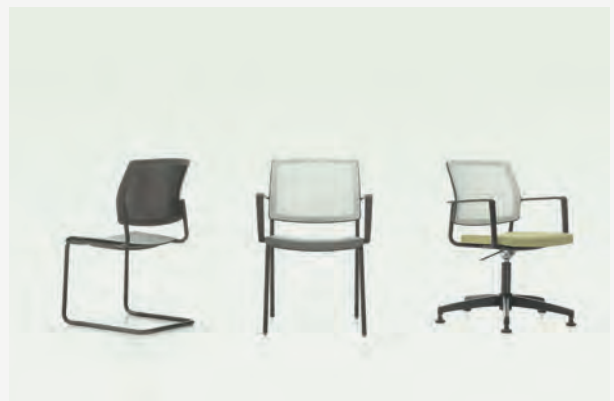
Eon



Corvo



Eon, Breeze, U Too



Trea

Forest





THE  
WORLD  
IS NOT  
ENOUGH





## 08. Pouffes



08.  
Pouffes

Add joy to your  
living space.

Take a closer look to the Nurus puffs  
that bring liveliness, sincerity and  
color to all living areas from homes  
to offices.





08.  
Pouffes



Oli



R2



Lips



Kiss









# 09. Coffee Tables



09.  
Coffee Tables

# Compliments of living areas...

Take a closer look to the Nurus coffee  
tables that help to improve your  
comfort and enrich your living spaces.



product  
design  
award

2009 ■





09.  
Coffee Tables



Sema



Brooklyn



Edgar



Sema, Edgar, Tara, Greta



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Edgar, Greta



09.  
Coffee Tables



R2, Edgar, Greta



Drop, Greta



Sema, Greta



Edgar, Greta



Tara, Greta, Edgar





500 COLOR IDEAS FOR  
Small Spaces

500 IDEES DE COULEURS POUR PETITS ESPACES | 500 FARBIDEEN FÜR KLEINE RÄUME

AFEN  
Sachen  
Besten  
PIELEN  
Ideen für  
Wohnzimmer

NATURLICH  
RAUMEN UND EINRICHTEN MIT  
HINEN  
HILFÜHLEFFEKT





# 10. Accessories

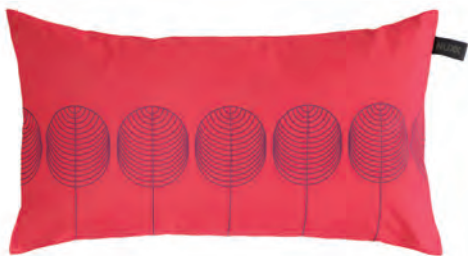


10.  
Accessories

Color your life.

Discover Nurus accessories that coloring your living spaces, help to increase your motivation and make your life easier.







10.  
Accessories



Cushions, Marla, Leaves



Tools



Marla



Leaves



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Lumo



10.  
Accessories



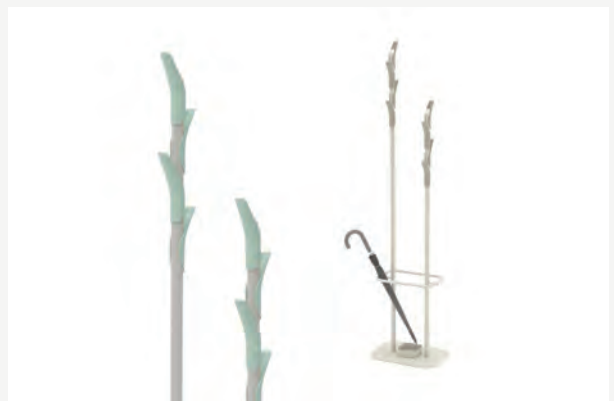
Lumo



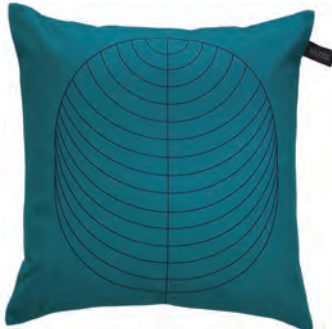
Dave



Cushions



Leaves



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Cushions







# 11. Storage Systems



## 11. Storage Systems

# The Key to Productivity.

Explore Nurus storage systems that help with restoring order and the storage of stuff in work areas, at homes or in shared areas.



**Landesgewerbeanstalt Bayern (LGA)**  
LGA, which belongs to TÜV Rheinland Group, have internationally acclaimed high quality and security standards.





## 11. Storage Systems



Fe2, U Too, Me Too



Cube



Mono, U Too



U Too, Fe2







## 11. Storage Systems



Basic Box, Me Too, Silva



Fe2, Silva



Fe2



Mono, Connect

Cube











# 12. Wall Dividers



## 12. Wall Dividers

# Areas within your space.

Helps you to shape your living space  
to meet your needs; creates resting,  
socializing, meeting and individual  
working areas within your space.

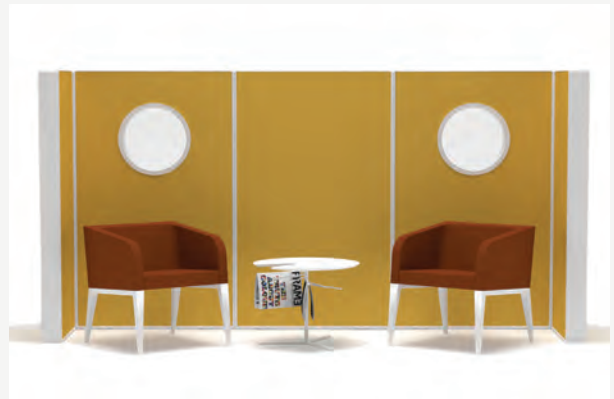




## 12. Wall Dividers



Kiss



Kiss, Tara, Sema



Varto, U Too, Fe2



Varto, Basic Box



Varto, Basic Box



**nurus.com**





