



nurus

NEWS

ORGATEC 2014

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NURUS.COM

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Published for Orgatec 2014

THE GREAT SUCCESS OF ORGATEC 2014 WAS ONLY
MADE POSSIBLE BY THE TIRELESS EFFORTS OF OUR
NURUS FAMILY. WE SINCERELY THANK EACH AND
EVERY CONTRIBUTOR FOR THEIR ROLE IN THIS EVENT.

ALİ AĞUSTOSLU

GÖZDE SEVEROĞLU

IŞIK ORAL

HİLAL DÜNDAR

LEVENT DURUBAL

BİGE ÖKTEM

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NURUS LOGISTICS

NURUS PRODUCT ENGINEERING

NURUS PROJECT AND PRODUCT MANAGEMENT

NURUS EXPORT

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MESSAGE FROM NURUS

From 1927 to the present, through contemporary management and design understanding of a family-owned business, each Nurus product finds its life with the passion of the brand's entrepreneurial spirit. Nurus people work with passion without sacrificing sustainability of the processes of design, production and management by transferring this philosophy to a new generation.

Nurus offers thousands of products that help employers to demonstrate their care for their employees and environment. The end-user motivation is central to office life. As a sole provider we export to over 30 countries with our own brand from our logistic center which includes high-tech production facilities for wood, metal, lacquer and laminates.

We are strengthening our position in the Gulf countries by increasing the number of monobrand stores with the goal of becoming the regional leader. Our operations have been strengthened with the strategic step of opening the Nurus MENA management center in Dubai.

In the 87th year of Nurus we launched a new management and sales center in Munich, Germany, a major city for logistics and finance. We are proud to link sustainable innovation with our target group.

We have been executing successful projects from United Arab Emirates to India, from Italy to New Zealand and beyond by developing our partnerships.

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.

Nurus operations rely on natural daylight, rainwater recycling, Heating, Ventilating and Air Conditioning (HVAC) Systems, and acoustic engineering throughout their 45000 m² plants and systems designed with innovative strategic philosophy. In 2007 the Nurus smart design strategy was validated as right and responsible by being honored with the Design Management Europe Awards. With this strategy we are creating products with our valuable designers.

We are glad to introduce our newest products; the Uneo Chair designed by Martin Ballendat, and the Alava Chair and Ashbury executive system designed by Stefan Brodbeck.

We believe these new products will re-define the executive space.

We would like to recommend new solutions for the wooden legs of Pila workstations as in Isola panels implemented by Nurus D Lab. The revived Picnic, Have a Break, Pitstop and Stone by Ece & Oğuz Yalım will refresh people's routines in the office.

With our timeless, functional and innovative products, we are honored each year with new awards. Nurus is proud to receive the well-known award by Chicago Athenaeum Architecture and Design Museum for the products Greta, Inno, Picnic, Have a Break and Caria.

Mare, Picnic, Have a Break, Caria, Inno, Greta and Eon were selected for the German Design Award 2015 Nominee by German Design Council founded by Germany's Ministry of Economy and Technology.

From investment to fruition, Nurus is expanding around the world. Our valued customers can continue to expect unique and innovative products from us.

Thank you very much for your interest.

nurus

After 15 years, it was time for us to make a slight amendment in our logo. Simpler, purer, more **Nurus** with less.

VISIT OUR
NEW WEBSITE:
www.nurus.com

Our new website offers a joyful experience to its users. You can easily reach a lot of information from products to designers, from tailor-made solutions offered to various sectors to the nearest Nurus store in your neighbourhood with an enjoyable user experience.

One of the major changes has been made in the "Products" section. Beside its comprehensive and satisfactory content, visitors will feel like they are actually testing the products.



DESIGNERS

Nurus smart design strategy creates products with valuable designers.

For further information



MARTIN BALLENDAT
STEFAN BRODBECK
SHELLYSHELLY
CULDESAC
CHARLES POLLOCK
NOÉ DUCHAUFOR LAWRENCE
MONICA FÖRSTER
LIEVORE ALTHERR MOLINA
YVES BÉHAR
ARIK LEVY
NURUS D LAB
JUSTUS KOLBERG
PAUL BROOKS
FRITZ FRENKLER & ANETTE PONHOLZER
SEZGİN AKSU & SILVIA SUARDI
TANJU ÖZELGİN
ECE YALIM & OĞUZ YALIM
KORAL ERAT
İNCİ MUTLU
AZİZ SARIYER
ATILLA KUZU
DOMINIQUE DAVID
ÖMER ÜNAL & ALPER BÖLER
MELKAN GÜRSEL & MURAT TABANLIOĞLU

THIS IS HOW IT WORKS

From game maker companies of the global economy to start-ups, from flat offices with 4 meter high ceilings to home offices, living space 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 and even offer new habits are always popular.



EXECUTIVE SPACE

A manager who is unreachable, very far, fearsome and having an identity to refrain from even asking a question, is a matter of the past.

He/She considers his working environment to be equal to his/her employees' living space and harmonises them in compassion and care.



WE DO SIT

Ideal working space should be considered as a whole.

The comfort and health of the employee are the starting point for motivation and effectivity! We spend eight hours sitting, our greatest supporter in our business life: **OUR CHAIR.**



AURA



SACHA



WAVES

TAKE YOUR OWN TIME!

VIKA... It is individual and supports you to crawl into your shell.

Besides functionality, iconic products push the limits for the material. LOFT manages to push the limit for wood!

LOFT



FUNCTION & JUNCTION

Function & Junction is a response to our desire of socialisation via picnic recorded in our dna. PICNIC. If buckling down to projects as a team is a necessity for fast and effective solutions, then this product is exactly for you!

HAVE A BREAK, an intersection and meeting point in socialisation environments, is exactly a Function & Junction product. A meeting table or a dining table... Presentation area or a bar area!



PICNIC



HAVE A BREAK

COLLABORATIVE OUTPUT

Advancing technology, changing working habits and working of Y and X generations together! New expectations and the office layout that support creativity are proof that the hierarchy at the office has disappeared. Products that contribute to the motivation of the employees while working and enabling them to socialise when resting are the reasons for designing open and flexible offices.



SACHA

SHUSH-ZONE

It has been ages since X and Y generations entered the same office. Those two generations for whom there is a possibility to work in harmony with each other would better hang out separately! Y generation is very used to stay alone with itself. Sometimes it is possible to hear the SHUSH! Voice from X and Y. It is also inevitable for the offices to be prepared.



PITSTOP & LODGE

NEW DESIGNS + NEW PRODUCTS



Stefan **Brodbeck**
1962, born in Munich

Brodbeck founded his design studio in 1994. The office specializes in various fields of design ranging from office and home furniture, industrial products to exhibition design and design related work.

brodbeck designs perceives itself as a marketing-oriented design company with a strong strategic approach.



ASHBURY

Stefan **Brodbeck**



Stefan **Brodbeck** 1962, born in Munich

brodbeck design is working for some of the leading names of the design industry. Many of their products have received international design awards. brodbeck designs perceives itself as a marketing-oriented design company with a strong strategic approach.



ALAVA

Stefan **Brodbeck**

NEW + DESIGNS NEW PRODUCTS



UNEO
Martin **Ballendat**

Martin **Ballendat**
1958, born in Bochum

Recognized worldwide for his elegantly simple and timeless styles, Martin Ballendat has been an influential force in interior and industrial design for more than 20 years.

Since the 1995 launch of his own firm, Design Ballendat, he has produced a large portfolio of important pieces.





Nurus D Lab

Nurus D Lab (Nurus Design 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 Design 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 technological developments.

ISOLA
Nurus D Lab



NEW DESIGNS+ NEW PRODUCTS

From 1927 to the present through contemporary management and design understanding of a family-owned business, each product finds its life with the passion of the brand's entrepreneurial spirit.

NURUS PEOPLE WORK WITH PASSION WITHOUT SACRIFICING SUSTAINABILITY OF THE PROCESSES OF DESIGN, PRODUCTION AND MANAGEMENT BY TRANSFERRING THIS PHILOSOPHY TO A NEW GENERATION.

BOOMERANG
Nurus D Lab



A chair should fit to your body. It should be ergonomic. BOOMERANG gives you the ability to slide, tilt, widen, adjust and make it personal.

HAVE A BREAK

Ece & Oğuz Yalım



HAVE A BREAK came to being with an innovative idea. It turns meetings into random moments and at the same time it is a resting, socializing and lounge area. Energetic, joyful and innovative.

ME TOO

Nurus D Lab



Perfect at every angle. ME TOO offers the user a personal and comfortable work environment, and it is highly adjustable, thanks to its Fluid Motion® and Fluid Motion Plus® mechanisms. Now in white!





LODGE & PITSTOP

Ece & Oğuz Yalim



LODGE & PITSTOP create a renovation and breathing space by creating a space within a space; and offers an innovative experience with its technology solutions, rich color and fabric options.



NEW DESIGNS+ NEW PRODUCTS

PICNIC

Ece & Oğuz Yalım



German
Design Award

NOMINEE 2015



PICNIC lets you escape from the busy pace of office life and helps you rejuvenate and get motivated. It turns meetings into random, enjoyable moments and creates lively and energetic environments where the innovative ideas can flourish.

12
13



PILA

Nurus D Lab



While increasing the motivation and efficiency, PILA also helps to carry on the team works in joy and interactivity. It inspires innovative ideas enhancing the team spirit in open offices.



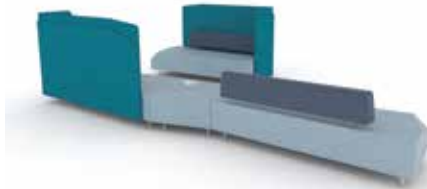
2013



NEW DESIGNS + NEW PRODUCTS

STONE

Ece & Oğuz Yalım



Inspired by nature, STONE reinforces the architectural texture with its unique design and it creates inspiring environments with its statue like look.



ISOLA
Media Wall



TO
Tanju Özelgin



TO brings a different understanding to modern meetings feeding off the Divan culture of the Ottomans. First introduced in 2004, TO has been renovated resting more on today's technologies.



BERNHARDT DESIGN BY NURUS

BERNHARDT | design by **nurus**

Nurus and Bernhardt Design, American based design company, has started a strategic partnership where Nurus is producing a new product portfolio under the name “Bernhardt Design by Nurus” at its 45.000 m² high technology production plant in Ankara.

With its international design awarded products, by underlining its global brand value, Nurus has taken an effective step which also includes an agreement for a selection as “**Nurus by Bernhardt Design**”. This selection will be produced by Bernhardt Design and sold in the US market. The “Bernhardt Design by Nurus” product range will take their place in Turkey, Europe and Middle-East.

According to the agreement between two design oriented brands, Nurus has chosen a selection of 9 products which are inline with Nurus brand identity and are designed by significant designers such as **Charles Pollock, Arik Levy, Noé Duchaufour-Lawrence, Yves Béhar.**

BERNHARDT
DESIGN
BY NURUS

LOFT



"For me, loft is an evolution, a process of merging traditional values to create a modern hybrid; a new interpretation of life."

Shelly Shelly

CHIARA



"I wanted its form to flow under your eyes – to be a chair whose purpose is to support, but not influence."

Noé Duchaufour-Lawrance

CORVO



"The appearance of an armchair can be interpreted in many ways. It is often the back that is discovered first, followed by the inner envelope. I designed Corvo with both views in mind."

Noé Duchaufour-Lawrance

FLY



"The Fly bench is about tension, a restrained yet compelling form, a solid oak plank lifted effortlessly in mid-air."

Yves Béhar

ARO



"Aro is an expression of dynamism. It is a formal and constructive synthesis as it is spatially weightless – three loops put together with two legs – while functional."

Lievore Altherr Molina

VIKA



“Depending on how you dress it, Vika could be as comfortable on the set of Mad Men, as it would be in an iPad commercial or corporate lobby.”

Monica Förster

COLOURS + MATERIALS

The concurrence of
good material and good product:

PERFECTION!

MATERIAL
HAS A SOUL.

MATERIAL
EVOKES
EMOTION.

HERE COMES THE COLORS OF 2015 IN OUR NEW SHADE CARD.

COLOURS
+ MATERIALS

We invite you to find your own poetic story in the durable and rich combination of materials in the **Nurus Material Box**.

MAKING A CHOICE IS DIFFICULT FOR YOU.

You may choose materials for other furnitures with the cards of upholstering products' fabric styles, mesh and leather options, melamine and lining.

Laquer and powder coat offers variety of options for metallic surfaces and wood panels.

All cards in their harmonious arrangement will even be delightful on your table.



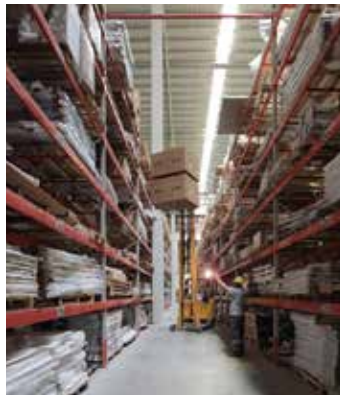
NURUS
MATERIAL
BOX

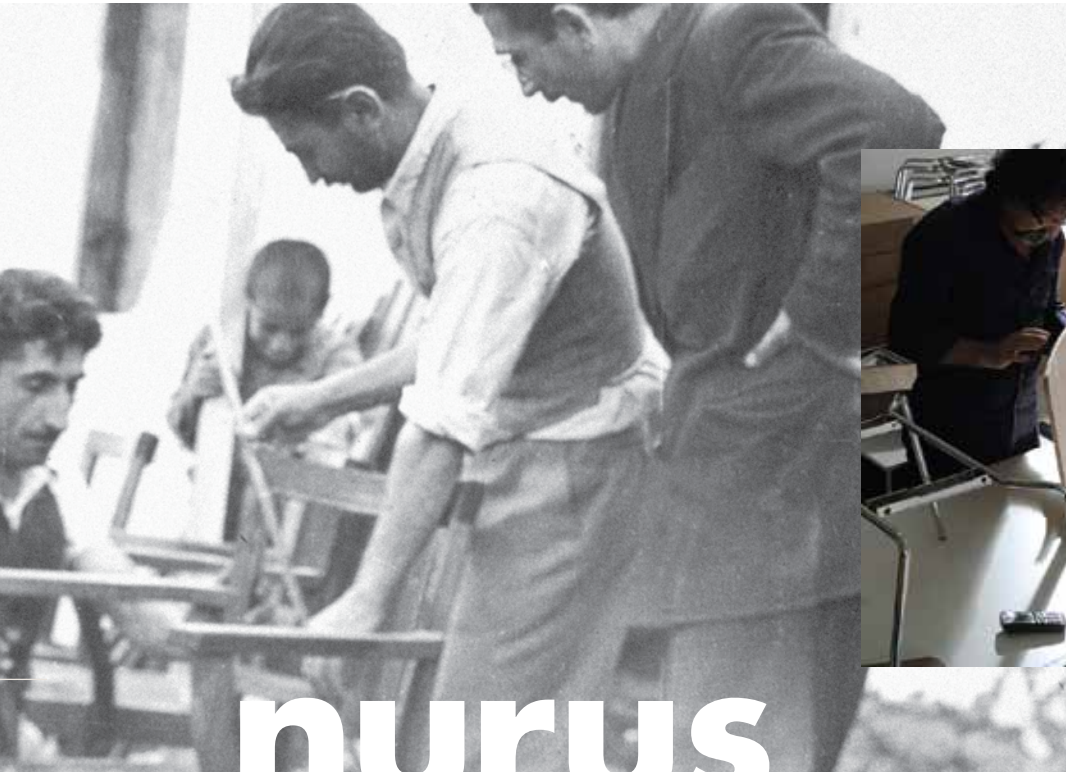
PASSION TO DO...

Nurus' factory is a reflection of its simplistic design understanding with its architectural and engineering parameters.

This steel construction and its prefab of approximately 40.000 m² was constructed with a planned manufacturing capacity of 150 thousand pedestals, 200 thousand desk and panel carcasses.

Nurus makes sure that the materials used in manufacturing are in conformity with international norms and standards, are certified, recyclable and environmentally friendly. The same sensitivity is reflected in it is technology investments.





Nurus is a member of FIRA (Furniture Industry Association) and BIFMA (Business and Institutional Furniture Manufacturers Association) and holds the EN ISO 9001:2001 certificate (Quality Management System Standard) since 1996, EN ISO 14001:2004 certificate (Environmental Management System Standard) since 2004 and OHSAS 18001:2007 certificate (Health and Safety Management System Standard Certificates) since 2007 to present.

WHERE IDEAS,
OBJECTS AND
PEOPLE
MEET...



Nurus Sales HQ

Büyükdere Cad. Karakol Sok. No:2 34330 Levent, İstanbul, Türkiye

Nurus GmbH – opening by end of November 2014

Ries Str. 12 80992 Munich, Germany

Nurus GCC

Jumeirah Lakes Towers (JLT)

Indigo Icon Tower, Office No: 2304

Dubai, UAE P.O Box: 57139

For contact details visit our web site: nurus.com



WHERE IDEAS,
OBJECTS AND
PEOPLE
MEET...

FIELD STUDIES +

KEY RESEARCH NEW ZEALAND

Key Research Group comprises four market research and call centre companies, Key Research, Pulse Business Solutions, West Coast Field Services and Researchpanel. Key Research is a full service market research agency with a high level of expertise in added value market research and consultancy. The total commitment to professionalism and quality has ensured that Key Research has proven its ability to many high profile clients nationally and internationally.



*FIELD
STUDIES+*

Key Research recently relocated to a new 750 m² head office to accommodate its 180 staff.

ARCHITECTURAL DESIGN

DAVID WINGATE,
WINGATE + FARQUHAR





FIELD STUDIES+

KEY RESEARCH NEW ZEALAND



Key Research worked with Architect David Wingate from Wingate + Farquhar on the interior fit out which included working with Modern Office who put forward a range of high quality furniture by Nurus.





Mike Hooker, **Global President Key Research Group** said

“My employees and I are enjoying the new office including the fantastic range of furniture by Nurus”.

FIELD STUDIES+

VLERICK BUSINESS SCHOOL BELGIUM



CHALLENGE

The Vlerick Business School has now positioned itself principally as a knowledge architect that facilitates students in acquiring management know-how. The traditional way of learning was set aside and a London-based agency, Brandon Consultants, then developed a bold new corporate identity built on the values of "international, open, vital and pragmatic". Bulvano was asked to translate this identity into tangible reality at the three Belgian campuses (Ghent, Leuven and Brussels).

ARCHITECTURAL DESIGN

NICOLAS VAN EETVELDE

SOLUTION

In consultation with Vlerick's general director Patrick Degreve, Bulvano wanted to interconnect the brand values even more strongly by means of the furnishings. This turned out to be a creative quest, because the branding called for use of very bright colours, completely at odds with a traditional academic environment. The intention was to stimulate innovation, creativity and interaction. Bulvano extended the newness of the concept down to the very last detail and created waiting rooms, gatekeeper lodges, auditoriums and workstations to be as multifunctional as possible.



FIELD STUDIES
VLERICK BUSINESS SCHOOL



RESULT

Despite the architectural differences between the campuses, Ghent (completed 2007), Leuven (2010) and Brussels (2013) form a unity in which everything communicates with each other. In each case a platform was created to stimulate the participative way of learning at international level. At the same time the campuses retained the 'Vlerick touch', among other things through furniture designed in a V-shape, and the aforementioned attention to detail.



FIELD STUDIES+

DELOITTE VALUES HOUSE ISTANBUL

Our partnership with Deloitte has re-defined the office. The new work culture is reflected in the new office.

MASLAK 1
ARCHITECTURAL
DESIGN:
EAA - EMRE AROLAT ARCHITECTS

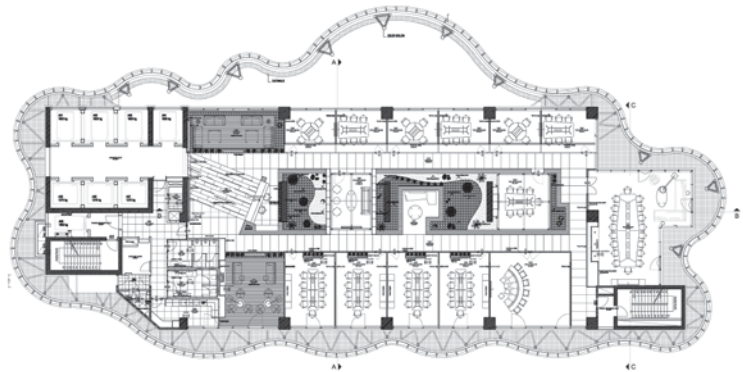
WORK PLACE
ARCHITECTURAL
DESIGN:
BIGG ARCHITECTS - GÜRHAN BAKIRKÜRE



The visionary Maslak No.1 building was awarded
LEED Platinum Certificate and Green Good Design.



Deloitte's new office is exactly this kind of place. Spread across 12,500 m², each square meter is its own work culture. 2500 m² is dedicated to education and motivation, 800 m² is dedicated to social interaction, and 350 m² is for Deloitte Café that provides additional space for free work culture and social interaction.







OUR COMMON
WORK AREAS ARE
DESIGNED TO BE
ACCESSIBLE TO
ANYONE, OPEN
FOR SHARING
AND PROVIDES
SUSTAINABILITY.

Therefore minds united toward a common goal easily work together. The solution for variable needs can be found through flexible workspaces. The workspaces adapt to the needs of the work. Demand for group work, private work, quiet and social areas can be accommodated to everyone's satisfaction.



Today there is no space for cubic systems, closed areas, divided partitions and hierarchic arrangements that are obvious from a distance.

THE ERA OF INDIVIDUAL
PERFORMANCE-ORIENTED
WORKERS SHARING
COMMON IDEAS IN THE
WORKSPACE IS PAST.



TODAY'S IDEAL WORKSPACE
INCORPORATES ALL IDEAS AND
SKILLS. NEW BUSINESS WORLD
IS FOUNDED ON SUCCESS,
EFFICIENCY, TECHNOLOGY AND
OPEN MINDS, ALL CENTERED
AROUND OPEN OFFICES



FIELD STUDIES+

DELOITTE VALUES HOUSE
ISTANBUL

IN THE CENTER OF
AN INTERACTIVE,
HIGHLY MOTIVATED,
HAPPY, TEAM-ORIENTED
PHILOSOPHY:
DELOITTE!





For personal and business related calls the phone booths are used in the office. The Wi-Fi internet allows Deloitte have a cable free environment. There are 70 meeting rooms with wireless screens.

OUR MOBILE LIVES DEMAND MOBILE OFFICES. THERE IS SOFTWARE THAT ALLOWS A FASTER INTERACTION BETWEEN TELEPHONES AND COMPUTERS.



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