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 your 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.
1927

45,000 m²

>50 worldwide locations

37 international designers

trust
geritage
reliability
experience
capacity
technology
quality
sustainability

reflected our passion to do

...to be continued...
>60 design awards

>200,000s happy people :)

∞ to be continued...

solutions for different cultures
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.
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
1. Organize Sanayi Bölgesi
Osmaniye Mah. Oğuz Cad. 25
06935 Sincan, Ankara, Turkey

Nurus Germany
88North Riesstrasse 12 80992
Munich, Germany

Nurus Export
Büyükdere Cad. Karakol Sok. No.2
34330 Levent, Istanbul, Turkey
export@nurus.com

Nurus DMCC
Unit No: 526, DMCC
Business Centre, Level No 1,
Jewellery & Gemplex 3 - Dubai, UAE
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 certificate since 1996, EN ISO 14001 certificate since 2004 and OHSAS 18001 certificate since 2007 to present.
INNOVATIVE APPROACH

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

02 Nurus Tracker®
Production Management.  
Container Loading Management suitable to Project Planning.  
Independent Loading Auditing.  
Vehicle/Container Loading.  
Vehicle / Container Position Verification.

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

04 Nurus Maintainer®
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.

Nurus Tasarım Yönetimi
Taklamakan
U Too
I/X
Kiss
Sema
4U
Flat
Me Too
Pitstop
Onda
Mare
Dave, Marla, Ela
Leaves
Renée
Caria

Eon / Eon Terminal

Have a Break

Greta

Eon / Eon Terminal

Take 5

Mila

Pila

Picnic

Uneo

Diadem

Mio

Tan

Inno

Alava / Alava Bench

Isola

Lips

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

Dominique David
Defne Koz
Claus Breinholt
Charles Pollock
Can Yalman

Lievore Altherr Molina

İnci Mutlu
Jacob Thau
Koral Erat

Nurus Design Lab

Murat Tabanlıoğlu & Melkan Gürsel
Monica Förster
Noe D. Lawrance

Radice Orlandini
Shelly Shelly
Martin Ballendat

Aziz Sanyer
İnci Mutlu
Jacob Thau
Koral Erat
Lievore Altherr Molina

Flippo Mambretti
Ömer Unal
Paolo Favaretto
Radice Orlandini

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 m² manufacturing plant.

1982
Office furniture
The decision to specialize in office furniture was taken.
1927 The first atelier was established by Nurettin Kunurkaya.

1967 The first sales store was opened in Ankara, Mithatpaşa.

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.

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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 m² area.

1995 Nurus began exporting 45% of the production.

1996 Member of KALDER Nurus became a member of KALDER (Quality Association of Turkey).
1997
ISO 9000 in furniture
Became the first company to obtain ISO 9000 in furniture sector in Turkey. Also the store in Istanbul, 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.

2007
"İlk in Milano"
Nurus became the organizer and sponsor for the "İlk in Milano" exhibition.

2013
Technology base
45000 m² technology based manufacturing plant has come into operation in Ankara.

2014
Nurus Dubai
Nurus Dubai administrative office was opened for the Middle Eastern market.

2016
Nurus Ankara
The new concept store is opened in Sogutozu.

2017
The First Accredited R&D Center
The First Accredited R&D Center established in the field of office furniture in Turkey.
Today, Nurus brings together tens of thousands customers over 50 countries with its innovative office & life style solutions.

2013
Technology base
45000 m² 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.

2017
The First Accredited R&D Center
The First Accredited R&D Center
The first accredited R&D Center established in the field of office furniture in Turkey.
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.
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.

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.

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.

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.
Nurus Links® is the ultimate set of connectivity solutions integrated in furniture systems with desirable high technology features. Nurus Links® is the fast, functional and practical solution to the changing needs of today and future.

Nurus Links® is available in many versions customizable according to purpose of use and provides easy access to electrical connections without leaving your desk, also saves you from unnecessary cable clutter.
Wireless Charging Unit

Now you just need to put your mobile devices on the Nurus Links® wireless charging unit for charging!

Sharing Multimedia

Nurus Links® builds a functional and practical platform for collaborative work, video conferences, and presentations by providing data transfer to screen through USB, VGA and HDMI inputs.

Rapid Charging

Nurus Links® offers USB ports, micro USB and socket for different devices.

Internet Connection

Internet is a major tool and uses on a regular basis in everyday life. Nurus Links® provides Internet access with a CAT6 connection.
Nurus Links® Smart Reservation System

With the reservation system and its smart software, you can reserve a room or a table for individual work, teamwork or meetings as well as you can send notifications to the participants where you will work and what time. You can also pass on request to different units of the company such as the kitchen for beverages or technical support for equipment.
Nurus Links® Batteries

Today, employees are free to work wherever they want and with whomever they need, and they have the possibility of a complete mobile way of working. And they can create their own working methods according to their task.

Nurus Links® batteries, designed and developed to meet all these needs, decrease the cost of setting up a new working and meeting spaces, and removes both the cable mess and the extra cost.

The batteries provide energy efficiency, low installation effort and eliminate ‘always on’ adapters that consume 24/7 power. You can transform anywhere a charging and a smart communication unit for sustainable energy distribution.

Small and Large Batteries

The small battery that provides low energy consumption, you can charge your mobile devices, share data and energize IoT (Internet of Things).

The large battery that can be programmed at different voltages, you can charge your computers, use reservation systems with PoT (Power of Ethernet) for common areas and adjust the height of the sit-stand desks like Otto.
Nurus Wellness
Nurus Wellness Applications

Nurus Body Wellness

You can protect your health and minimize the risk of health problems, which are caused by a sedentary lifestyle and desk job with Nurus Body Wellness.

Nurus Body Wellness application allows you to light workouts such as stretching and strengthening with Take 5 through exercise videos and programs. In addition to having daily exercise programs, it also allows you to keep abreast of past activities.

The exercises you can practice with Take 5 are designed to be a solution to pain and tensions in the joints such as the waist, neck, back, shoulder and knee, and around the muscles that may occur after long hour working. With exercises, you will both strengthen your muscles and improve your posture.

You can say hello to painless life with these exercises, which will take only 5 minutes!
All the exercises and the exercise programs prepared with Gazi University Faculty of Health Sciences.
The acoustical balance in accordance with the purpose and the work is important for happiness and productivity in all living places from houses to offices and classrooms. The other significant point is that a room used for speeches or a music hall needs different reverberation time.

The Nurus Acoustic Wellness application, which we developed to measure the acoustical quality of your room, bring the reverberation time to the required level and to help to select sound-absorbing products to correct the excessive reverberation time by measuring the acoustics of the room you specify (dimensions, room type, etc.)

Many research show that illumination has affected our mental and psychological well being as well as our physical health. The right illumination helps us maintain our eye health, as well as the inability to correctly perceive the space and objects, the regular operation of our biological rhythm, and the absence of a positive mood.

We developed Nurus Light Wellness to find out quality of light of the room and arrange health properly. With Nurus Light Wellness you can measure the light intensity, vibration and temperature of the environment you work in, and you can save these measurements.

The values you can measure with Nurus Light Wellness: Lux Meter, Flicker Test and Kelvin Meter.
Starting with our ‘health in workspaces’ philosophy, our approach in designing Take 5 was to minimize health problems caused by sitting for long periods of time, help you utilize your breaks in the most efficient way possible, and increase your motivation.

Working at a desk for long hours staying in the same position is a primary cause of cervical lordosis loss, carpal tunnel syndrome, obesity and depression, along with chronic muscle pain, cramps and posture disorders.

Take 5 minimizes these effects by helping you get away from stress, providing peace for your mind, regulating your blood flow, flexing your muscles, and straightening your posture.

Key to get refreshed in 5 minutes: Take 5
Take 5 is an exercise tool designed to enable you to increase your energy and motivation in workspace, and preserve your health by sparing only 5 minutes of your busy schedule. Take 5 is not an ordinary exercise tool, it’s also a piece of furniture; not only innovates workspaces with its mirror, but it also promotes a healthy lifestyle and the will to exercise!

Take 5 is not professional exercise equipment. It is designed to support light exercise moves such as flexing and stretching, in order to provide motivation and help preserve and improve health conditions for people of all ages and body forms.
Performance Task Chairs
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.

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

İnsanlar hayatlarının en az 15 yılını oturarak geçirirler. Nurus, bu süreci daha sağlıklı bir şekilde geçirebilmeniz için iş yaşamına yönelik yenilikçi ve akıllı çözümler üretir.

Her bir detayı teknoloji, tecrübe ve özenle tasarlanan çalışma koltuklarını keşfedin.

Oturmak kaçınılmaz...

Me Too
Aura
Me Too
Breeze
Alava
Trea
M Chair
Waves
Breeze
Uneo
Core
Sacha
Mia
D Chair
Boomerang
Performance Task Chairs

Alava

Me Too

Waves

Isola, Uneo
Me Too

Project: Turkey Contractors Union
Architecture: Avcı Architects
Performance Task Chairs

Sacha

Uneo

Core

Sacha
Performance Task Chairs

Aura

Mia

D Chair

Alava
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.
Lounge

Cork

Connect, Pitstop

Stone, Edgar

Greta, Edgar
Lounge

Peak, Tau

Onda

Fly

Stone, Edgar, Sema
Taklamakan

Project: Şişecam
Architecture: Bakirküre Architects
Armchair & Sofas
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.
Armchairs & Sofas

Luna, Drop

CP1

U Too

Claire
Project: Abdullah Gül University
Architecture: Emre Arolat Architects
Armchairs & Sofas

Chiara, Flat

Tan

To

Juna, Drop
Loft, Tan

Project: Deloitte
Architecture: Bakırküre Architects
Armchairs & Sofas

Tara

Greta

U Too

Vika
Armchairs & Sofas

Atlantic

Beetle

Claire, To

Greta, Edgar
Armchairs & Sofas

Ela, Edgar

Hi&Lo

Greta, Edgar

Claire
Executive Series
Executive Series

1+1= 5

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

M Chair, I/X

Inno

I/X

I/X, Me Too
Ashbury, Sacha
Executive Series

Ashbury, Me Too, Corvo

Next, Me Too

I/X

Ashbury, Sacha
Inno, Me Too, Tan, To, Inno

Project: Turkey Contractors Union
Architecture: Avcı Architects
Executive Series

Inno, Me Too, Tara, Tan

Inno, Tara, Greta, Hi&Lo

Brooklyn, Sacha, Ela

Ashbury, Nurus Links®
Meeting & Conference
Meeting & Conference

Inspiring atmosphere for grand thoughts.

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

Picnic

Pitstop, Tune, Nurus Links®

Isola Meeting, Nurus Links®

Waves, U Too
Meeting & Conference

XXL

Greta Meeting, Nurus Links®

Pitstop, Nurus Links®

Picnic, Nurus Links®
Pitstop, Waves, Pila

Project: Deloitte
Architecture: Bakirküre Architects
Meeting & Conference

Nest, Tune

Picnic, Mono

Picnic, Isola Media Wall, Nurus Links®

Have a Break, Bobo
Waves, Pila

Project: Deloitte
Architecture: Bakirküre Architects
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.
Work Systems

Gate, Breeze

Faces

Otto

U Too, Breeze, Fe2
Work Systems

Plato, Mia

Tools

Pila, Breeze

Silva, Me Too, Cube
Work Systems

Isola, Waves

U Too, Me Too

U Too, Me Too, Fe2

Isola, Waves
Chairs
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.
Chairs

Fiorellina, Drop Table

Drop Chair, Bobo

Graf

Tune, Nest
Chairs

Aro

Tune

Eon

Eon, Pila, Tau
Project: MET Global
Architecture: OSO Architecture
Chairs

Eon

Corvo

Eon

Trea
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.
Pouffes

Oli

R2

Lips

Kiss
Project: Abdullah Gül University
Mimari Firma: Emre Arolat Architects
Coffee Tables
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.
To

Edgar

Drop

Brooklyn

Sema

Ela

Tau
Coffee Tables

Sema

Brooklyn

Edgar

Sema, Edgar, Tara, Greta
Coffee Tables

R2, Edgar, Greta

Drop, Greta

Sema, Greta

Edgar, Greta
500 COLOR IDEAS FOR Small Spaces
Accessories
Discover Nurus accessories that coloring your living spaces, help to increase your motivation and make your life easier.

Color your life.
Accessories

Cushions, Marla, Leaves

Tools

Marla

Leaves
Accessories

Lumo

Tools

Cushions

Leaves
Cushions
Storage Systems
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.
Storage Systems

U Too, Me Too, Fe2

Cube

Mono, U Too

U Too, Fe2
Project: Abdullah Gül University
Architecture: Emre Arolat Architects
Storage Systems

Basic Box, Me Too, Silva

Fe2, Silva

Fe2

Mono, Hi&Lo, To
Wall Dividers
Helps you to shape your living space to meet your needs; creates resting, socializing, meeting and individual working areas within your space.
Wall Dividers

Kiss

Varto, U Too, Fe2

Varto, Connect, Taklamakan

Varto, Basic Box