

bejot:magazine

summer edition 2/2024



**must
have**
SELECTED BY ŁÓDŹ DESIGN FESTIVAL 2020

bejot:

**In the latest issue
of Bejot magazine
summer '24 you will
find a dose of
knowledge about
biophilia in the
office, our new,
award-winning
Flos collection,
outdoor furniture
suggestions
and lots of colour
inspirations.**

04:

Flos collection at the 'Must Have' 2024 gala!

Must Have title for the
Flos collection by Tomasz
Augustyniak.

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Biofilia –an interior in harmony with nature

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according to the
principles of biophilia.

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Trend: The Art of Contrast

Creating a variety of
styles and expressing
emotions through
contrasting colour
combinations.

Flos collection at the Must Have 2024 gala!

Organic shapes inspired by nature were recognised at the Łódź Design Festival. We are talking about the Flos collection, which won the distinction of 'Must Have 2024'. Chosen from 400 submissions, it places us among the leaders of design in both Polish and international arenas.



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The Must Have gala, which has been organised since 2011 by the **Łódź Design Festival**, is held in high esteem not only among Polish designers, but also manufacturers.

Prizes are awarded to those products that combine a high level of design with functionality and concern for the needs of the modern user, such as comfort, health and care for the environment.





**This time, the Must
Have title was
awarded to the Flos
collection by
Tomasz Augustyniak
- a designer of many
office and home
furniture collections
for the most
important Polish
brands.**



Another award for Bejot

This year, the Must Have title was awarded to the **Flos** collection by **Tomasz Augustyniak** – a recognised industrial designer and interior architect. A graduate of the University

of Arts in Poznań, he has produced numerous collections of office and home furniture for leading Polish brands, as well as a number of prestigious design awards.

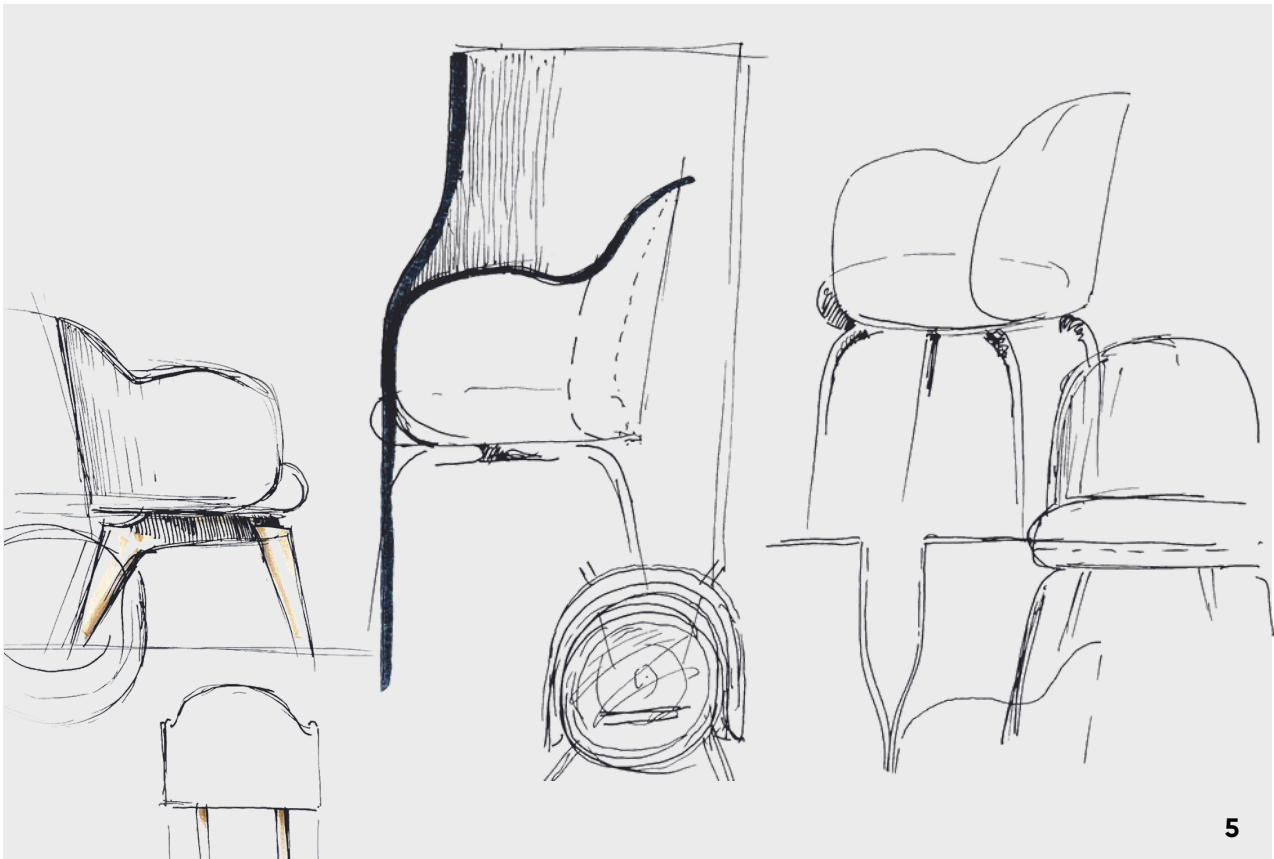
Pure Biophilia

The success of the Flos collection is a reflection of its growing popularity among customers both at home and abroad. The collection draws inspiration from the combination of organic shapes with elements that express tranquility and harmony. It is not by accident that the name refers to **biophilia** – flos is Latin for **flower**. The organic shapes of the forms evoke gentle lines found in nature, fostering positive human relationships.

Products in the photos

1. The Flos FS F 420 low armchair and the Flos FS KP SR chair.
2. Flos FS KP SR chair.
3. Designer Tomasz Augustyniak and Bejot management board member Edyta Kmiecik at the 'Must Have 2024' gala.
4. The 'Must Have' statuette received for the Flos collection.





Aesthetics and Functionality in Perfect Harmony

The design of the collection is emphasised by its flowing lines, giving it a lightness, a classic character and a subtlety that fits perfectly into home working spaces conducive to relaxation and tranquillity. The designer himself explains:

"The starting point was two priority directions: form and ergonomics. The first was to look for a flowing line connecting all the elements of the collection, expressing peace, balance and harmony. The second sought to ensure maximum comfort of use while reducing material consumption."



Products in the photos:

- 5. Sketches by designer Tomasz Augustyniak
- 6. The Flos FS F420 Armchair

- 7. Flos FS KP 215 chair.
- 8. Flos bench FSW L722.
- 9. Flos FSW KP 740 chair.
- 10. Flos FS K HN low hocker.
- 11. Flos FS KP 5R swivel armchair.
- 12. Flos FS K 215 chair.



Biophilia - an interior in harmony with nature

Designing office spaces along the lines of biophilia focuses on the humans and their needs. Fulfilling the fundamental and primal human need to coexist with nature is one of the elements that ensure employee well-being.

What is biophilia?

The term **'biophilia'** comes from the Greek words 'bios' (life) and 'philia' (love) and means **'love of life and all living things'**. This concept was popularised by psychoanalyst Erich Fromm and later developed by Edward O. Wilson, who emphasised the evolutionary and genetic basis of the human need for contact with nature.

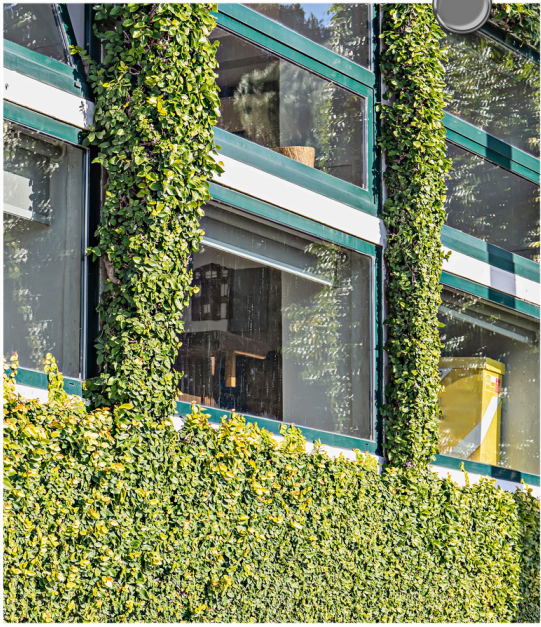
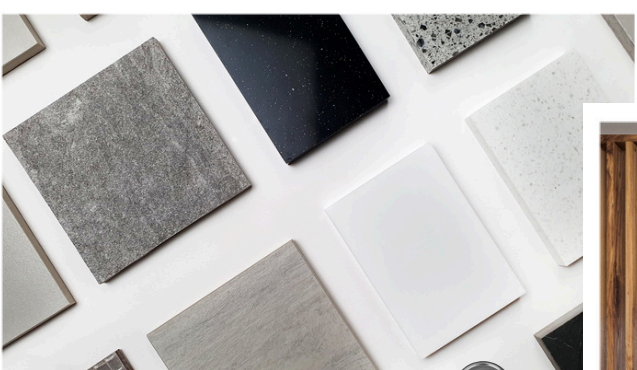
For most of their existence, humans have lived in close connection with nature. Therefore, they respond positively to contact with greenery, organic shapes, and the sounds of nature. Scientific research shows that regular contact with nature is essential for physical and mental health, productivity, and overall well-being.

How to create biophilic interiors?

Biophilic design introduces elements of nature into contrasting, often concrete spaces. So, is placing plants inside enough to call an office biophilic? Not entirely. Plants are the most important element of

this trend, but it is more complex. Elements of biophilic design include wooden features, organic shapes, plant textures, and natural materials, as well as sounds and emotions.





Biophilic design principles:

Incorporating natural elements

Wood, stone, ceramics, potted plants, water - these materials and living plants bring natural aesthetics into the interior and improve air quality.

Organic shapes

Nature-inspired shapes of furniture, decorative elements and potted plants give the space a dynamic and relaxing feel.

Natural light and sounds

Large windows and skylights provide access to natural light, while sounds of nature, such as the sound of water or birds singing, reduce stress and improve concentration.

Materials with natural textures

Wood, stone, fabrics made of natural fibres - these materials stimulate the senses and bring a warm atmosphere to the interior.





**The most
comfortable
working conditions
can be created
when decorative
elements are
accompanied
by living plants.**

Why do we need biophilia and how to introduce it to the office?

Biophilic forms, shapes, and structures bring nature, confined outside the window, into the office, reducing stress and improving concentration.

The organic shapes of furniture from the Alberi collection evoke trees and shrubs

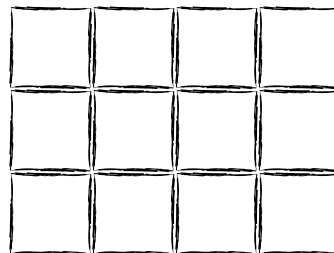
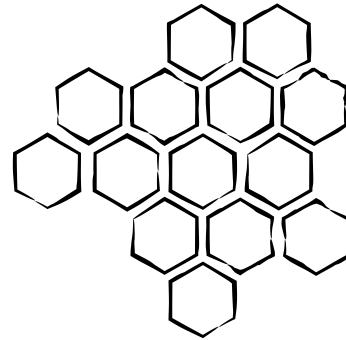
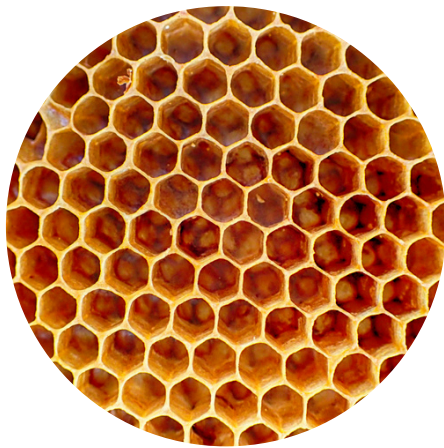
while the colours, reminiscent of the seasons, follow the natural cycle of nature.

Alberi acoustic panels primarily ensure acoustic comfort, which is crucial in noisy offices.



Incorporating a few elements inspired by the natural world can completely transform the character of an office space, introducing an atmosphere of calm, harmony, and creativity.

An ideal combination of natural elements, wood, and living greenery is the **Saar shelving system** which resembles a honeycomb. It can be enhanced with seats, shelves, acoustic walls, and other accessories, and most importantly, it can hold living plants.





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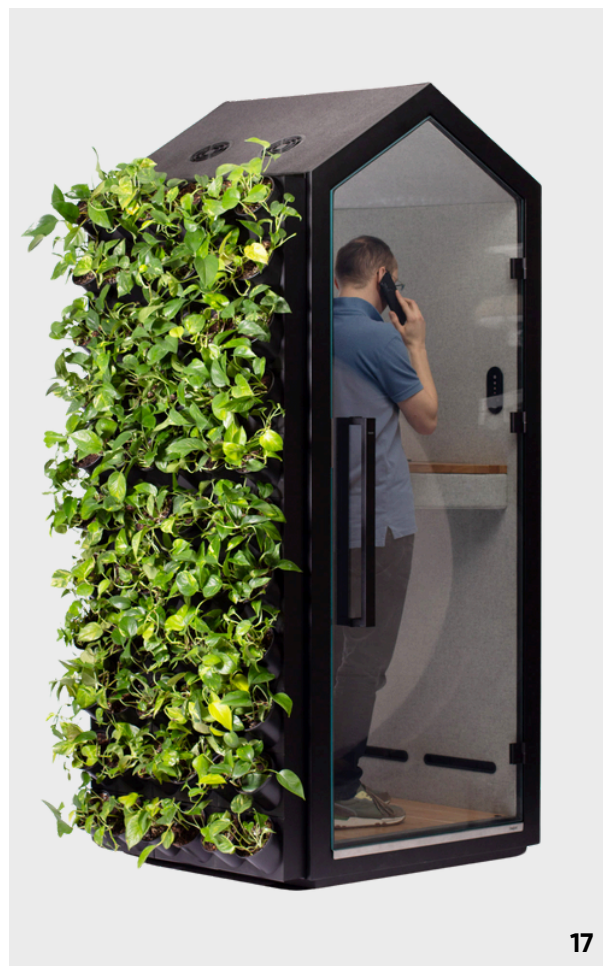


Contact with greenery during work significantly increases productivity and stimulates creative thinking. Moreover,

the overall improvement in well-being positively affects the body's immunity and mental and physical health.

The beneficial impact of nature on humans is best felt through direct contact with greenery. In response to this need, the **Treehouse** collection will soon be expanded to include the **Vertical Garden** option - an exterior green wall that will not only improve air quality in the office but also enhance work comfort. The Vertical Garden system will be available as an option for the Treehouse acoustic booths (models: THS1, THS2, and TH6).

Organic shapes and natural materials help maintain the biophilic trend. Furniture with streamlined shapes (**Flos** collection) and acoustic solutions that evoke elements of nature (**Alberi**, **Selva**, **Flos**) also fit perfectly into this trend. Wooden elements (**Wei**, **Woodbe**) and woolen upholstery fabrics (**Easy**, **Ally**, **Synergy**, **Blazer**) complement a biophilic design office.



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The foundation of biophilia is creating spaces for people, where they feel good and comfortable. Therefore, it is important to design offices using organic shapes, natural materials, and greenery, as well as solutions that provide acoustic comfort and promote rest and relaxation.

Products in the photos

13. Alberi acoustic panels.
14. SAAR set / Milla armchair / Orte table.
15. SAAR set / Ox:co Small armchair.
16. Flos armchairs / Table_coffee table.
17. Treehouse THS 1T G2 with Vertical Garden system.
18. Woodbe chair collection, Silent Block panels, Table Conference table.
19. Wei chair collection / SAAR shelving system / Woodbe bar stools.





Summer - outdoor or indoor?

Summer is a time of longer days and higher temperatures. Sunny days encourage spending time in nature. Why not take advantage of the beautiful weather and move business meetings outdoors? Such meetings will certainly take on a less formal character and add dynamism to the conversations.




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What furniture will be suitable for outdoor use?

Outdoor furniture is designed for use on terraces, patios, or gardens, intended to withstand various weather conditions without compromising their quality.

Therefore, selecting appropriate materials is crucial to ensure durability and protection against rain, wind, and sunlight. Outdoor furniture is also known for its high resistance to mechanical damage.



Two solid blue circles are positioned on the left side of the page. The upper circle is partially behind the text, and the lower circle is also partially behind the text, overlapping the words 'are recycled' and 'means that we can'.

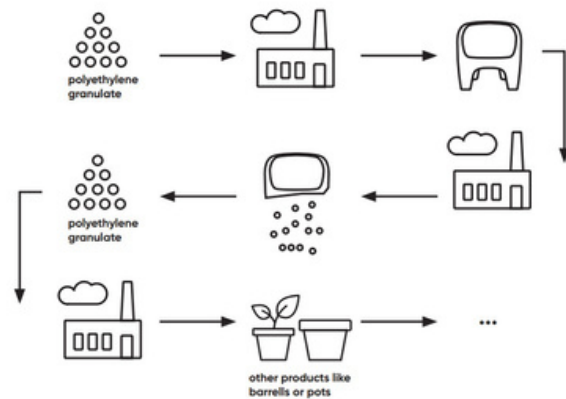


Design and durability

Armchairs from the **Gummy_bear** collection are ideal for relaxation zones, corporate patios, or restaurant gardens. These furniture pieces attract attention with their original design inspired by famous gummy bears. Designer **Jan Kochański** emphasises both minimalism and the purity of form, as well as the rational use of materials. The Gummy_bear collection armchairs are made from **rotomoulded** plastic, ensuring durability, weather resistance, and long-term use.

The materials used in the production of Gummy_bear furniture are recyclable, meaning that up to **100% of this piece of furniture** can be reused. The used plastic can be processed into regranulate, which can then be used to produce other items such as garden barrels.

Complementing the outdoor chair collection are single and double tables, poufs, and planters.





Durability and simplicity

When selecting outdoor furniture, durability is a primary consideration. However, it is beneficial when durability is complemented by modern design. This is exemplified by the **Split chair**.

The Split chairs are made using innovative material with added fiberglass, ensuring not only weather resistance but also soft and flexible backrest, enhancing comfort.

Available in six colors, the Split chair, despite being designed for conferences, is suitable for restaurant gardens, corporate terraces, and outdoor events.



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Pairing perfectly with the Split chairs are the **Tables OUT tables**. Made from galvanised steel with a powder-coated polyester finish, they are suitable for outdoor use, such as in café gardens. They come in two heights, two tabletop sizes, and four colour options: cream, burgundy, black, and dark green.



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Can you bring outdoor indoors?

Why not! Both the Gummy_bear armchairs and Split conference chairs will work well in office spaces.

You can also bring the atmosphere of summer relaxation and leisure into the confines of the office. **Treehouse acoustic booths** evoke memories of childhood treehouses, fostering creativity and productive meetings.

Additionally, the **Social Swing** set recreates the ambiance of a playground and enables moments of relaxation



Products in the photos

- 20. Gummy_bear collection.
- 21. Split SP 215 chairs next to the TB OU 70L table.
- 22. Gummy_bear collection.
- 23. Gummy_bear armchair.
- 24. Gummy_bear collection.
- 25. Split SP 215 chair.
- 26. Split chair colours.

- 27. Stacked TB OUT tables.
- 28. Split collection with the Tables_out table.
- 29. Split collection with the Tables_out table.
- 30. Social Swing Single.
- 31. Split collection.
- 32. Gummy Bear GB TM armchair.
- 33. Treehouse TH2 booth.





Office perfect for hybrid working model – Unilever Romania Headquarters

Designing an office for a corporation that brings together many different brands, while maintaining a uniform identity, can be quite challenging. As it turns out, such a task is not a real difficulty for our distributor Workspace Studio.



In order to adapt the office space to the new hybrid working model, the Unilever decided to relocate to the heart of the city's business district.

Above all, the company wanted to encourage employees to return to the new post-pandemic reality in a modern and welcoming environment.



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The turnkey project was developed by **Workspace Studio**. The office space is located on the eighth floor of the building and is divided into two sections: an office space with open space and smaller areas for joint and individual work, and a space with designated meeting areas and an event zone.

The company's corporate identity is visible both in the open space but also in the informal areas in the second section. It is distinguished by distinctive colours and graphics, a variety of upholstered furniture, plants and acoustic solutions. The conference rooms, meeting areas, café and canteen additionally contain distinctive elements of the main brands comprising the company's portfolio.

The design incorporated **Bejot furniture**, among others, which fitted perfectly into the chosen areas. In places where it is important to provide space to dampen noise, acoustic solutions were used. The open spaces at Unilever's headquarters were fitted with **Treehouse** acoustic booths.

These provide users with comfort and **privacy** during conversations or work that requires focus. The design of the booths effectively **reduces noise** without disturbing others in the open space.







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The chillout room and meeting areas located at Unilever's headquarters are spaces where comfort is essential. Workspace Studio used **Plint** modular sofas and **Vieni** lounge armchairs. These are complemented by colourful pouffes from the **Point** collection.

Neutral backgrounds, subtle lighting, biophilia, colours in line with the company's corporate identity and comfortable furniture and acoustic solutions - unify and provide coherence to the entire design.

The result is a vibrant, strong and dynamic workspace that globally relates to the Unilever brand.

Products shown in pictures

- 34. Plint sofa, Point pouffes and Vieni chairs.
- 35. Vieni VE W 742 armchair.
- 36. Treehouse THS 1S G2 booth.
- 37. Treehouse booth, Vieni chairs and Point pouffes.
- 38. Treehouse booth, Vieni chairs and Point pouffes.
- 39. Vieni armchairs and Point pouffes.
- 40. Vieni VE W 742 armchair.
- 41. Vieni VE W 742 armchair.
- 42. Plint sofa.



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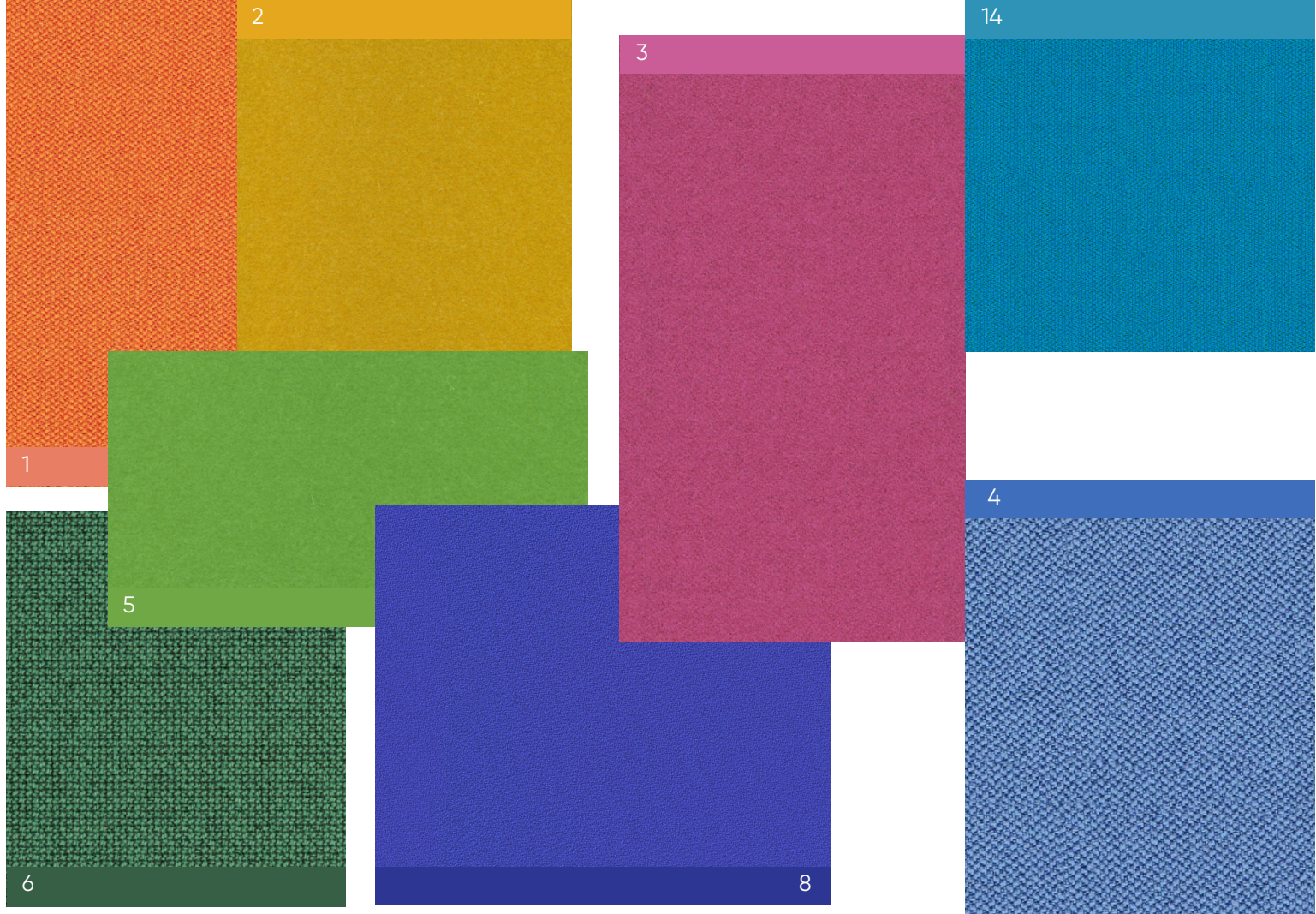
Trend: The Art of Contrast

Vivid colours are intense and bold. They are typically used to add energy and dynamism to a room, serving as excellent tools for creating an atmosphere of optimism and creativity.

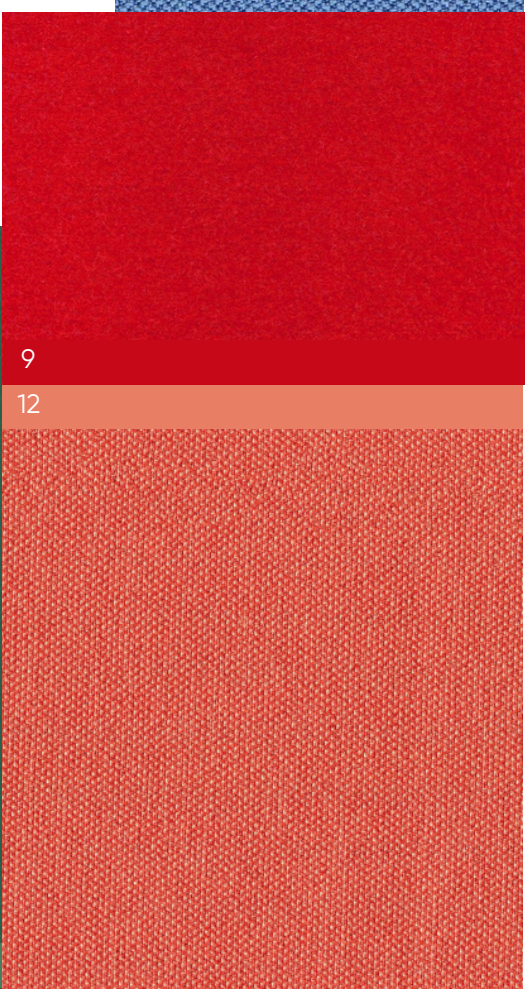
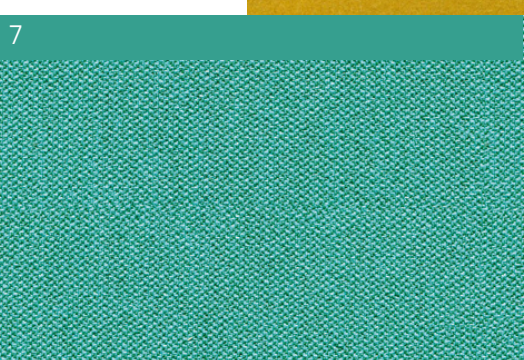
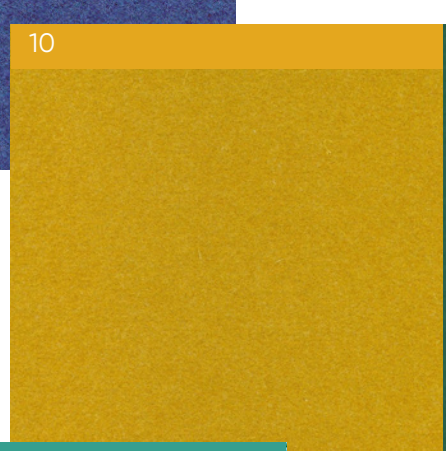
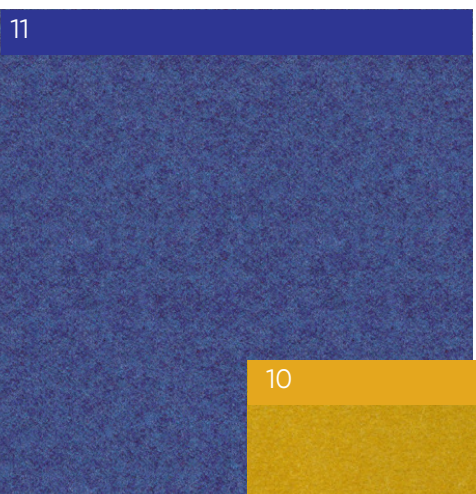


Choosing vibrant, energetic colors such as deep green, mustard yellow, or classic blue is a great method to break the monotony of monochromatic arrangements. Practical and economical solutions include colourful accessories that enable easy changes in decor as needed. These could be colorful curtains, cushions, vases, or posters.

A bolder approach could involve painting one wall in a vibrant color, using striking upholstery colours, or opting for furniture fronts in contrasting colours. Regardless of the choice, it is crucial to match the colours with the existing interior palette to achieve coherence and harmony throughout the space.



- 1. Era CSE05
- 2. Blazer CUZ2W
- 3. Synergy LDS72
- 4. Era CSE08
- 5. Blazer CUZ 1L
- 6. Cura CR68263
- 7. Era CSE37
- 8. Bond BD071
- 9. Blazer CUZ18
- 10. Blazer CUZ2W
- 11. Synergy LDS68
- 12. Era CSE26
- 13. Blazer CUZ1N
- 14. Era CSE10



Use the colour wheel to guide your colour selection.

Complementary colours

Complementary colours are opposite each other on the colour wheel.

Combining these colours creates a striking contrast, imparting a dynamic character to the interior. Such contrast is ideal for creative spaces like art studios, as well as areas designated for relaxation and entertainment.

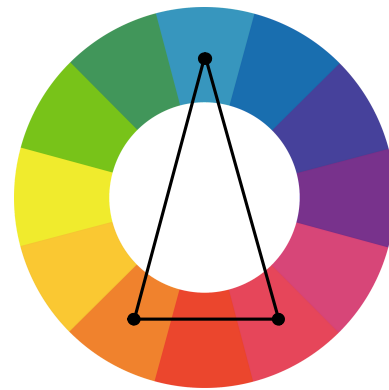
Contrasting colours

Contrasting colours involve pairing colours that, while not directly opposite on the color wheel, still create a distinct contrast without achieving the extreme effect of complementary colours. An example could be combining blue with red using more subdued shades of both colours.

Contrasting colours are excellent for emphasising specific elements within the interior.



Complementary colours



Contrasting colours



In interior design, vibrant colours can serve as focal points, drawing attention and imparting character to a room. They can be used to highlight certain features or create balance between different areas of the space. However, it is important to use these colours judiciously and in a balanced manner to avoid an overwhelming effect.

Contrasting colour combinations allow the creation of diverse styles and expression of emotions. Their appropriate application can significantly impact the perception and functionality of a room, adding personality and character. It is worthwhile to experiment with various colour combinations to find solutions that match individual preferences and client needs.

Products in the photos

43. Fora collection.

44. Epoce EP 215 chairs.

45. Flos chairs and Saar shelving system.



bejot:

next edition this autumn

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