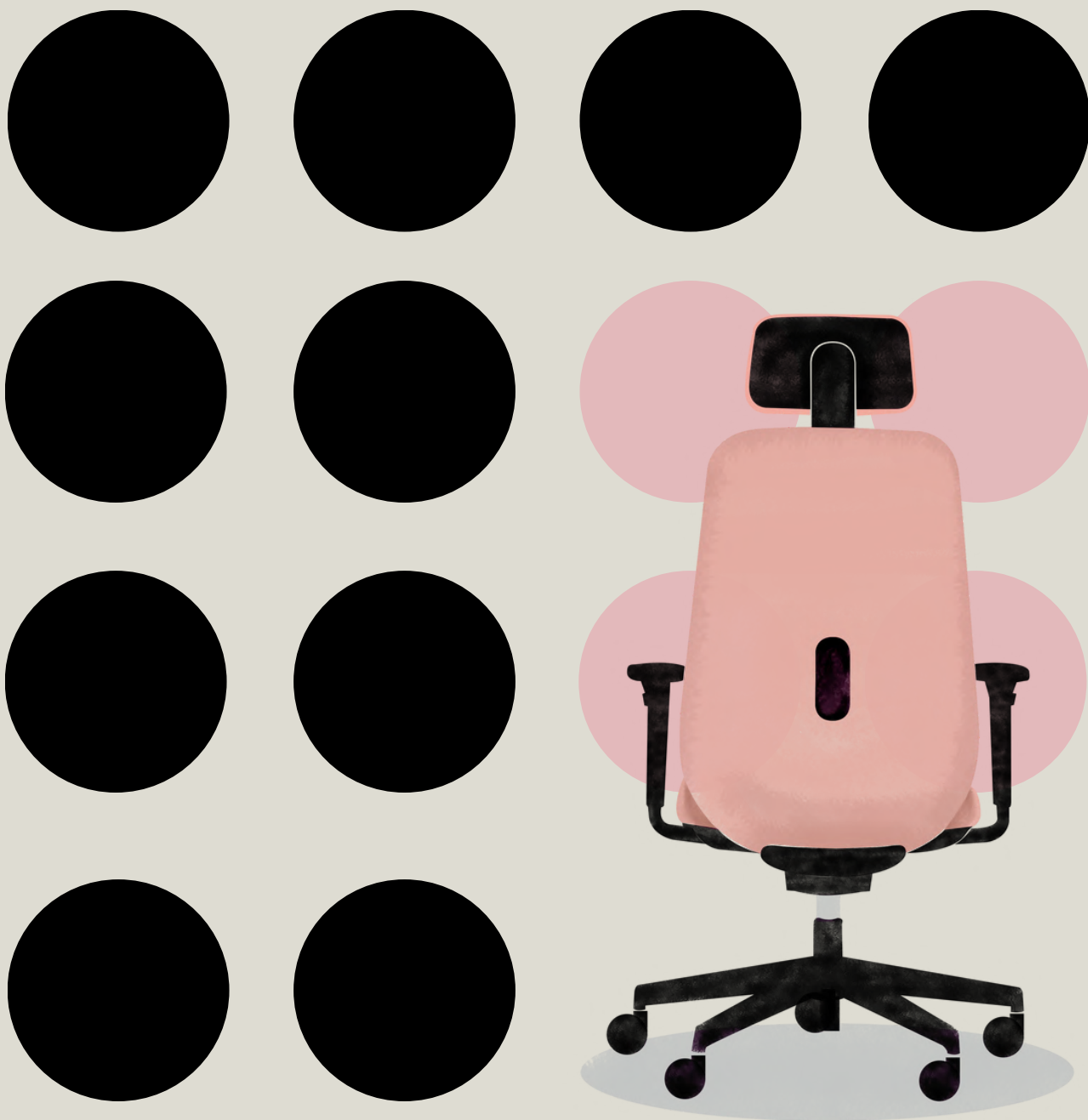


# bejot:magazine

spring edition 1/2024



bejot:

**The latest edition of  
Bejot magazine **spring**  
'24 is a huge dose of  
knowledge on the  
topics of ergodynamics,  
sustainability and the  
presentation of our new  
collection of swivel  
chairs.**

# 04:

## **Be:max: amazing opening of a showroom**

New and the largest Bejot furniture showroom in Europe.

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New solutions and additional regulations: introducing the Belt chair.

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## **Trend: the silent language of colors**

Pastel colors are not only a matter of aesthetics, but also functionality.

# Be-Max: amazing opening of a showroom

Our long-standing Dutch partner Be-Max Office Concepts celebrated its twentieth anniversary with the opening of a new showroom. Three times the space, third floor in a modern office building and unique, timeless furniture - all wrapped up with the Biophilic Design concept.




The opening of the new showroom was a unique culmination of the company's twentieth anniversary. 140 guests, including suppliers and valued customers, visited Eindhoven and, together with the Be-Max team, celebrated the creation of a modern showroom furnished following the Biophilic

Design idea. The showroom is located on the third floor of the new Donna office building. Large windows, plenty of light, beautiful views and open space are the perfect background for the presented Bejot furniture.







**By choosing to  
invite nature into  
the office, we care  
about our well-  
being, we create  
a place full of  
inspiration  
and a space for  
the exchange of  
ideas and new  
perspectives at  
the same time.**





Currently, it is the largest showroom where customers interested in purchasing can see, touch and test Bejot products. The new showroom is three times larger than the previous one. The large, open space was designed with the principles of the biophilic design concept in mind.

Diffused light, lots of plants, earthy colours and water walls have made this place full of inspiration and prove that an innovative approach to creating office spaces can be successful.











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Creating a spacious, functional office that supports cooperation, relaxation and relationship building is the basis for designing human-friendly interiors. A selection of comfortable, yet durable and timeless furniture is not easy, which is why Biophilic Design plays such an important role in the creation of modern office spaces.

By inviting nature into the office, we care about well-being, create a place full of inspiration and create a space for the exchange of ideas and new perspectives – exactly like in the new Be-Max showroom.

**Products in the photos:**

1. Epocc chairs EP 215, Spin benches SNR LU 18L, Orte table OTW 4AA
2. Bar table TB CSC 80H, Spin bar stools SN W OH
3. Fora collection of modular sofas and acoustic furniture, tables TB W 74H, TB W 74L
4. Social Swing SSD double
5. Woodbe WB 871 chairs, Tables cross TB CC 80 table
6. Acoustic furniture Leaf\_pod LPS CH1 H1
7. Booi workstation BO WS acoustic armchair
8. Epocc lounge armchair EP 521



# Belt: the new face of design

The Belt office armchair is the new face of design. The collection designed by Wojciech Wołczyk combines the key elements that make up the Bejot philosophy: functionality, ergonomics and aesthetics, i.e. modern yet timeless design.



Wojciech Wołczyk: Designer of seating forms and acoustic solutions at Bejot. He has realised projects for flagship Polish and foreign brands, and his main assumption during the design was to create a piece of furniture that would easily complement contemporary architecture.

- Design is not just a process of creating items. It is the art of combining aesthetics with functionality - says Wołczyk. - I wanted to design an armchair that would fit freely into an architecture that relies on dynamism and softness of form at the same time. I often emphasise that Belt is distinguished by its consistent design. All the functional and visual elements of the armchair have been unified so that they constitute a coherent whole.



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**„I wanted the user to see, from the first glance, the possibility of personalising and adapting the armchair to their individual needs**

**”**

**– Wojciech Wołczyk**



## Modern design

The smooth transition from an organic shape to a dynamic line of form is the essence of the sophisticated style of the Belt armchair.

The main objective of the designer was to create a piece of furniture that would easily complement contemporary architecture.

Belt is an organic, coherent design that does not contrast with modern interiors and architecture, but subtly complements them. - I have decided to clearly communicate to the user that adjusting an office chair to their preferences is quick and very simple. - says Wojciech Wołczyk.

This is why the adjustment elements have been enlarged so that they can be easily found and set efficiently. This is particularly important in the first perception of the armchair, which should suggest comfortable use.



## Comfort of every component

Specially designed armrests have been created with extraordinary attention to detail. Their form, material and finish are carefully chosen to harmonise with the body of the armchair, which contributes to creating a coherent and elegant look. However, the role of armrests is not limited to visual aspects only.

Their most important function is to provide the user with maximum support for the arms and wrists, which is crucial for maintaining a comfortable position during prolonged sitting, thus reducing potential muscle tension and fatigue. We are aware that even such a seemingly simple element as an armrest complements the overall concept of the armchair.



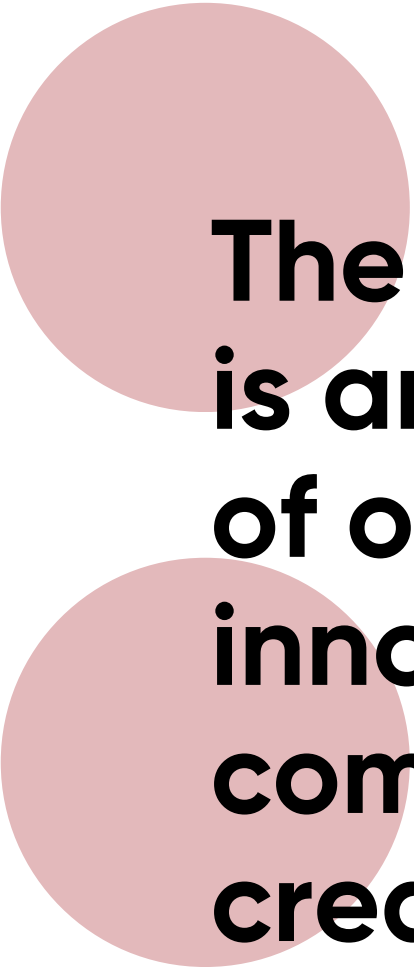
The collection includes upholstered and mesh versions. Upholstered models are characterized by simplicity and elegance, perfectly fitting into office spaces. Their backrests, covered with soft fabric, offer a feeling of warmth, making them an excellent choice also for a home office. In turn, mesh versions are light and airy thanks to the use of a soft membrane with a 3D

effect, which adds a modern look. These armchairs, with their subtly refined details, constitute a harmonious whole. In an office environment, you can easily combine various elements of the collection, creating coherent and functional arrangements. They are available in two colors: timeless black and elegant gray.









**The Belt armchair  
is an expression  
of our passion for  
innovation and  
commitment to  
creating furniture  
that not only  
meets users'  
expectations but  
also inspires  
creative and  
productive work.**



### **Innovative seat**

One of the additional features is a specially designed pneumatic insert in the seat that helps to maintain the correct position of the spine. When the insert is 100% inflated, we sit dynamically, and by gradually deflating the seat, we find a softer and more stable position.

### **Characteristic element**

The name of the collection - Belt - was taken from the characteristic belt supporting the lumbar section. All the above-mentioned elements create an elegant and ergonomic armchair, tailored to the needs of every office. The well-shaped headrest with adjustable height and tilt angle ensures comfort during long hours of work in a sitting position.



### **Caring for the environment**

Out of concern for the environment, can every office chair be made of recycled plastic? The use of recycled materials is possible only if such an option is taken into account already at the design stage - explains the designer. Today, we can say that after thorough analysis, the use of 70% recycled plastic and 30% fibreglass to produce the black version of the Belt armchair guarantees durability, comfort and aesthetic finish, while maintaining the priority of sustainable development. When the furniture is no longer needed, the materials from which it is made are 99% recyclable.

All the implemented solutions create a timeless, durable product, and although the design attracts attention at first glance, the use of new technical solutions encourages you to get to know the collection... closer







## Fabrics

A huge selection of high-quality upholstery fabrics, from wool to airy membrane, make the Belt available in many interesting arrangements.

Particularly noteworthy is the Ally fabric from Svensson, which consists of 85% Norwegian sheep wool. We have introduced 10 consistent, subdued colors to our standard offer; the fabric is certified as flame retardant and hygienic by Oekotex.

### Products in the photos:

1. Belt BE 103 black swivel chair
2. Belt BE 103 grey swivel chair
3. Belt BE 1T2 grey swivel chair
4. Belt BE 1T2 grey swivel chair
5. Belt swivel chair collection
6. Belt BE 1T2 grey swivel chair
7. Belt BE 103 black swivel chair
8. Belt BE 102 black swivel chair
9. Belt BE 103 black swivel chair
10. Belt BE 1T2 grey swivel chair
11. Belt BE 1T2 grey swivel chair
12. Fabric Ally from Svensson company





# Ergodynamics: a step further

Does ergodynamics make it possible to predict what functions the "furniture of the future" will fulfil? As the authors of the report on the analysis of trends in the office furniture industry emphasise, appropriate cooperation of specialists from various fields of science (physiotherapists, massage therapists, personal trainers, etc.) will enable the development of a completely new approach to the ergonomics and functionality of office furniture based on dynamic sitting and work style.




Ergonomics is at the heart of office furniture design. The trick is to create them in such a way that they increase employee comfort and efficiency while adapting to the environment and meeting human needs - both physical and mental. Constant

changes in the labour market and increasing work dynamics require new solutions. Ergodynamic furniture makes it possible to equip all office spaces usefully and comfortably.



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**The idea of  
ergodynamics is  
based primarily on  
the concept of  
dynamic sitting,  
which means  
promoting  
movement and  
changing body  
positions  
throughout the  
workday.**





Modern ergonomics is based on two dimensions of dynamics. Ergodynamic furniture is intended to constantly improve the quality of sitting. According to the 2017 and 2018 HealthDesk study, the most common recurring problem among office workers is pain in the cervical and lumbar region. Sedentary work and the general characteristics of office work cause various health issues, and their commonness results primarily from the insufficient adaptation of office furniture and equipment to ergonomic recommendations. More and more office furniture manufacturers create comfortable, ergonomic chairs that can be adjusted to an individual employee. They are guided by principles such as comfort, functionality and body activation, which are invaluable in the fight against the consequences of immobility at work. In response to such diverse requirements, there are many interesting alternatives in the market offers: height-adjustable bar stools, armchairs that allow for front-back and side-to-side movement,

as well as sit & stand desks designed with movement and flexibility in mind. Simple and quick electrical adjustment encourages frequent position changes, increasing energy and productivity







The second dimension of dynamics takes into account a broader perspective of work style and is based on zones. This is about furniture that can be used for individual workstations as well as open spaces and conference rooms. The furniture of the future should be not only multifunctional but also equipped with new technologies and ergonomic solutions. Research indicates that active, controlled sitting positions stimulate and strengthen muscles in the back and core area, as well as promote circulation and relieve static stress on joints, ligaments and tendons. Ensuring body dynamics in that dimension is the basis of the offers of pioneering office furniture manufacturers.

Multitasking products is a challenge for every manufacturer. At Bejot, we have developed a unique active sitting system by implementing the latest Belt chair. A specially designed pneumatic insert in the seat enables dynamic sitting that eliminates pressure points. Along with the user's movements, the air inside the insert moves, providing the body with support where it needs it. Best-selling bar stools, height-adjustable desks, as well as products created with relaxation zones in mind – such as rocking chairs or the popular Social Swings will fit into any, even the most demanding, office space.



\*The article is based on the text "Ergodynamic Furniture," available in "Designing Space. Office Furniture Industry Trend Analysis Report", Busola Trends, July 2021.

#### Products in the photos:

1. Acoustic furniture Social Swing SSD, SSR
2. Ox:co OX W 790 rocking chair
3. Milla ML 102 swivel chair
4. Milla ML 103 swivel chair
5. Lupp Lup 10R bar stool
6. Lift LF 10R bar stool
7. TB HR height-adjustable desk, Lift LF 10R bar stool



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# Rhythm: mesh not only on the backrest

Rhythm by Gabriel is a unique, soft-to-touch mesh fabric with excellent fire-resistant properties. The membrane made of 100% polyester creates a unique, three-dimensional effect of depth. It can be used in most modern office chairs, including the latest Belt collection.



The Rhythm mesh fabric has been awarded the Oeko-Tex Standard 100 certification – which means that it is free of substances harmful to humans and the environment. At the same time, it meets the requirements of Möbelfakt, the Swedish system of

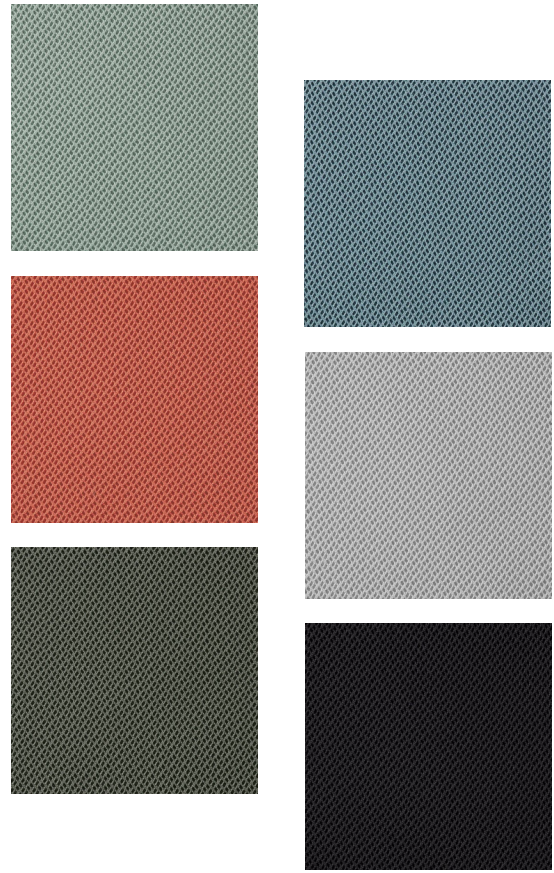
classification of furniture. The membrane emphasises the properties of modern office chairs perfectly well. As the only mesh fabric on the market, Rhythm meets even the strictest requirements of fire regulations.





### **Perfect for... the Belt armchair**

Rhythm is perfect for office armchairs and their home versions designed for offices and home offices. We can use the flexible, airy 3D membrane in the latest Belt armchair - not only on the backrest but also on the seat. A wide range of colours allows



to choose the mesh fabric according to individual preferences. Together with other finishing elements, it makes it possible to create an elegant, timeless piece of furniture.

**The Rhythm fabric is available in six colours in a standard sampler in price group III.**



# Bejot: sustainable development

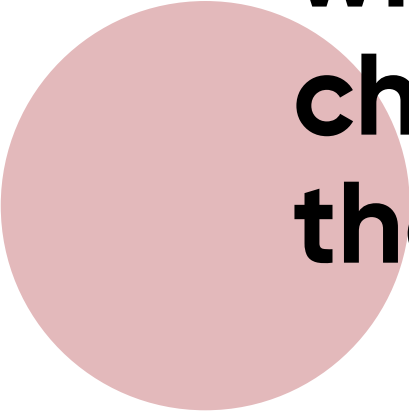
Quality, design, and ergonomics go hand in hand with sustainable development of Bejot. Our products are not the only aspect that requires attention. Corporate social responsibility is equally important in our strategy. What does this mean for us? It is, above all, honest operation in an environmentally friendly manner, in accordance with applicable law and respect for human rights.



At Bejot, we love furniture, and our passion goes far beyond designing items that are merely aesthetically pleasing, durable and comfortable. We aspire for our products to support the idea of sustainable development – this is exactly how we imagine it. Our dream is for each armchair, table or sofa we produce to tell its unique story of caring for the environment.

We optimise organisational processes to increase efficiency at every stage of product implementation – from design and production chain to customer service and delivery. We presented all our activities in the latest Sustainable Development Report, while the rest of the article explains briefly what being green means to us.

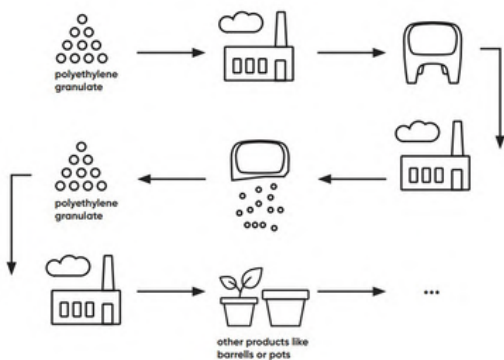




**"We are  
the last  
generation  
with a real  
chance to save  
the world."**



**– Laurence Overmire**



### Our ecological mission

For us, being "eco" means more than just following trends. This is our mission, based on a fair approach to doing business, in a nature-friendly manner, in accordance with applicable law and respect for human rights. We strive to optimise our processes - from the first design sketch to delivery of the finished product to the customer - all to minimise our impact on the planet.

### Eco-Innovations

Our furniture, is not only designer and functional, but also environmentally friendly. Collections such as Selva and Treehouse are full of recycled materials - recycled wool and cotton, which is one of the examples of our commitment to reducing waste and promoting the circular economy. And our furniture? We design them in such a way that they can be easily disassembled and recycled years later. Because, after all, every piece of furniture deserves a second life!







### Product longevity and sustainable packaging

We want our furniture to be with you for years to come, so we place great emphasis on durability and offer a 5-year warranty. We are also constantly adjusting our packaging and transportation processes, reducing the use of plastic film and avoiding materials that are difficult to recycle. We have minimised the use of plastic to a minimum and introduced innovative solutions, such as cardboard boxes that can be used as playhouses.

### Our green garden - oxytrees

Planting oxytrees is our contribution to the fight against CO2 emissions. We have already planted 30 of them, and we are planning to have as many as 150 of them in our surroundings. Every planted tree is a step towards cleaner air. Such trees not only support our planet, but are also home for bees.



### Be part of our green adventure

We are glad you made it this far in the article! This means that you probably share our passion for sustainable development. We encourage you to read our Sustainable Development Report, where you will find more inspiration and information about how together we can create a better future for our planet. We are convinced that each of us can have a positive impact on the Earth, starting with a conscious choice of furniture.





# Trend: the silent language of colors

When thinking about pastels, we often think of light colors ranging between green, violet, coral and powder pink. However, they only constitute a fragment of the full pastel palette, as pastels can even include shades of gray.



An important element here is the degree of color intensity, where pastel colors are usually defined as slightly subdued shades with lower pigment saturation. They are usually created by adding white to an intense shade. That's why we associate them with bright colors.

Mają łagodny, stonowany odcień i charakteryzują się niskim lub średnim nasyceniem. Są miękkie, neutralne, uspokajające, o mlecznym wykończeniu lub lekko zamglone. Nie są zbyt odważne, prezentują się subtelnie, tworząc kojący efekt dla oczu.







## What can we achieve by using these colors in design?

Pastel colors create a delicate and friendly atmosphere, both in interiors and in graphic designs, evoking peace and adding lightness and a slightly funny character. Introducing them into the interior can create a sense of harmony, relaxation and balance. They are perfect where a relaxing atmosphere is important. There is no place for flashy shades here - designs using them always exude subtlety. Subdued colors represent moderation and elegance, which give the design a refined look.

Light pastel shades visually enlarge rooms, making them seem more spacious and bright. This is a perfect solution for smaller spaces, where every centimeter is worth its weight in gold.

Pastel colors are not only a matter of aesthetics, but also functionality. Their versatility makes them an excellent choice for both traditional and modern interior arrangements.



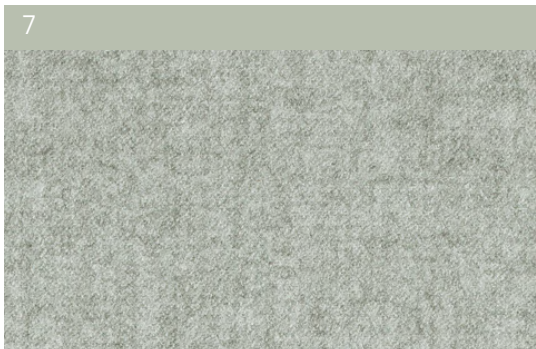
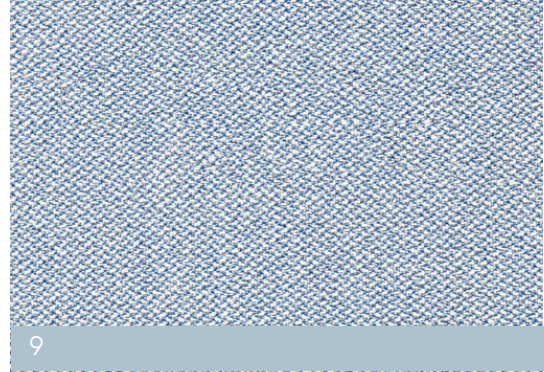
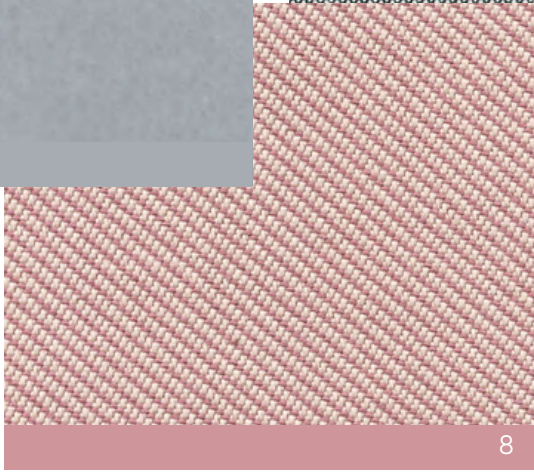
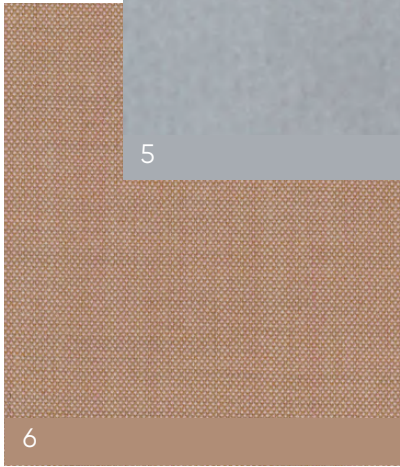
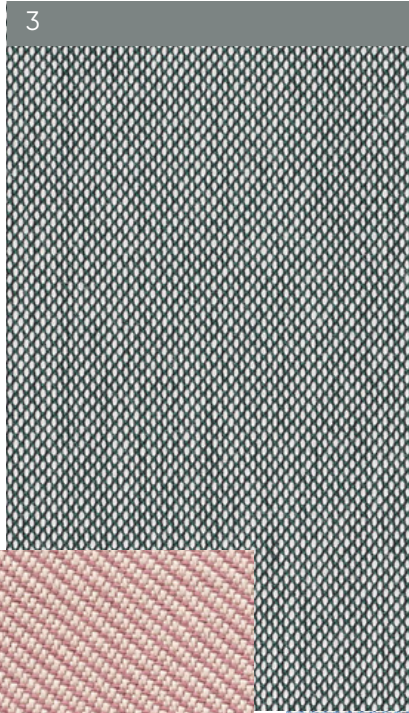
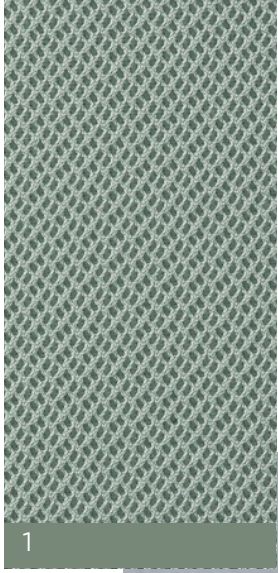
In the 1950s (called the "pastel decade") in the United States, pastel colors decorated not only clothes, but also furniture, kitchen appliances, tiles, walls and even facades. It was a true symbol of the innocence and optimism of the times.

Then pastels returned in the 1980s, reviving the fashion world. Today, for several years now, they have been gaining recognition in the fields of graphic design, interior design, design and the fashion industry. They are enthusiastically used on websites, applications and in visual identification. They are delicate, give a sense of space and emanate positive emotions.

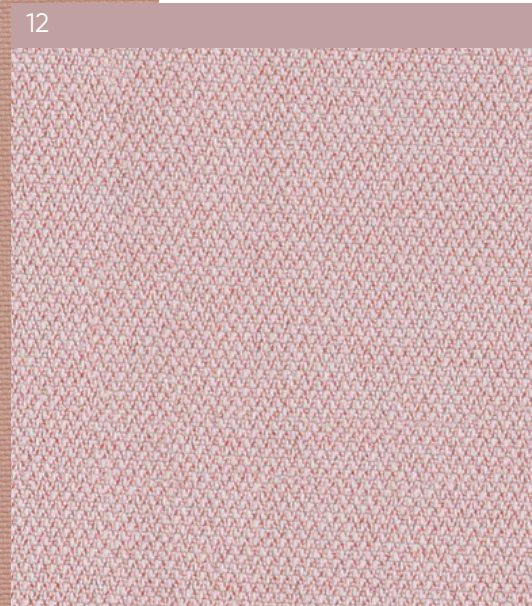
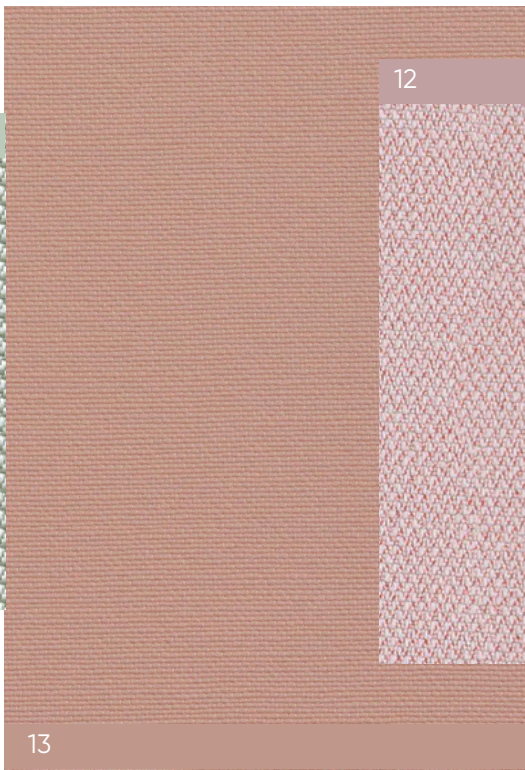
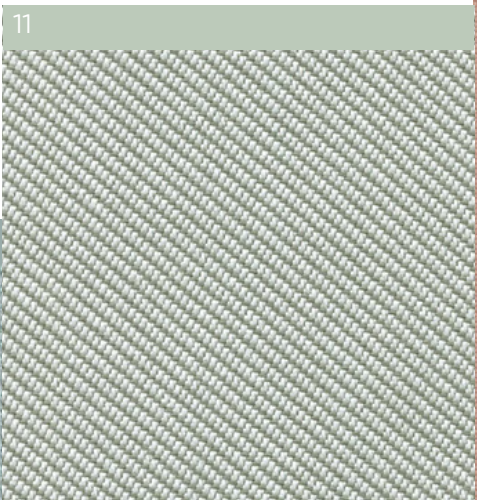
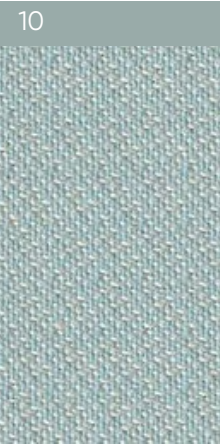
### Products in the photos:

1. Fora sofa set in fabric Oceanic OOC16 , Fora FR TB 13 coffee table
2. Epocc lounge EP 521 + P-A armchair and Epocc lounge EP 520 armchair in fabric Cura CR886
3. Floss FS K 260 Chair in fabric Steelcut SC 515 ,Saar Modules set of shelves





- 1. Rhythm RH821   2. Synergy LDS20
- 3. Steelcut Trio 3 SC916   4. Synergy LDS23
- 5. Charles CH005   6. Remix RX406
- 7. Synergy LDS08   8. Oceanic OOC16
- 9. Era CSE38   10. Ally AL430
- 11. Oceanic OOC13   12. Era CSE19
- 13. Silvertex SV2098





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**the next edition already in summer**

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