

LIVE.
WORK.
PLAY.

We design for
today's work-life
blend. We call
it people-first
contract furniture.



Torino table | Adelaide chair

At BoConcept we live and breathe Danish design. We are the world's most global furniture brand and have been designing, developing and producing furniture in Denmark since 1952.

Our heritage gives you versatile solutions with personality and an essence of home. Unique designs that communicate your brand's values. Clever functionality so your space can adapt to the way your clients *live, work* and *play* – right now.

It's design for today's work-life blend. It's design for living. *We call it people-first contract furniture.*
Welcome.



In a sleepy town in 1950s Denmark, a pair of young cabinetmakers stand at the entrance of their new factory. They're proud. The space may be modest in size but it is perfectly formed; all painstakingly built by their hands.

DANISH DESIGN SINCE 1952

Just two years earlier, Jens Ærthøj and Tage Mølholm began their furniture business in the hot summer of 1952. Then, their only company was skill and youthful determination. Now, they are walking in with four employees, a growing list of orders and the satisfaction of a pursued ambition: to introduce quality Danish furniture to a broader audience.

Meeting that demand while maintaining such high standards of quality required a pioneering spirit. They would have to combine their traditional craftsmanship with Denmark's wave of late industrialisation. Machines were now more affordable, efficient and accurate. Investing wisely would speed up production and keep costs low, without compromising the quality the customers loved.

Jens and Tage stood on the principles that made Danish design admired around the world. Simplicity, craftsmanship, elegant functionality and quality materials. That year, those values were seen in the smooth movement

of the company's popular extendable teak dining table. While their belief in the pared-down aesthetic of Danish Functionalism would be brought to life in the accompanying dining chair, designed by architect, Arne Wahl.

Joining those tenets with Jens and Tage's innate business acumen, was a recipe for well-crafted success. Just eight years later, they moved to a new 1300 square metre premises. There, the company grew, evolving from manufacturer to retail chain. From a small firm to Denmark's biggest and most global furniture brand, with 300 showrooms in over sixty-five countries.

Our headquarters sit on the same location we acquired in 1962 – an analogy to the brand: design excellence rooted in heritage with a keen eye to the future. It's how Jens and Tage worked then. It's how we always will.

PEOPLE-FIRST CONTRACT FURNITURE

BoConcept is a premium lifestyle brand rooted in Danish aesthetics and the philosophy of simple and purposeful functionality. We connect the world through the aspiration and open values of a cosmopolitan lifestyle and the need for trusted interior design guidance.

It's why we've made it our business to understand how the world lives – knowledge that will give you a competitive advantage.

Because if you strip away the layers of your project, it has one thing at its core: *people*.







Traditionally
guarded borders
between office
and home, work
and recreation
are converging.

Your clients want
spaces that reflect
the fluid ways we
live, work and play
today.

APPROACH: CROSSING BORDERS

Out of more than six decades of designing for the home, and our very Danish sense of work-life blend, comes contract furniture with a difference. Pieces with personality that soften the edges of traditional contract solutions. BoConcept isn't for borders. We are for the blurred lines – where life, innovation and identity flourish.



Vancouver table | Adelaide chair

The notion that success is proportionate to extra hours at a desk is outdated. We thrive in cultures of autonomy; when we're afforded the freedom to allocate time for family, leisure, introspection and rest. Studies show that work contentment isn't attributed to having a private office, creative job title or ample pay. It's flexibility and fairness; the lubricants of a modern work-life blend.

In Denmark, fairness is deep-seated and in fact intrinsic to our furniture aesthetic. It fuelled Danish Functionalism of the 1940s: a desire to democratise design, removing ornamentation; making quality furniture accessible to broader audiences. While our need for balance is entwined in the philosophy of 'hygge', setting aside time for the appreciation of simple things with those who matter.

This life approach informs our work. It helps us make designs that create pleasing environments, fertile for rich interactions. Reconfigurability and multipurpose functionality that opens a landscape of possibilities and cultivates

innovation. Form and feel that evoke positive emotions and accentuate your brand's story. And an ever-present essence of home, which adds character to office spaces; and upgrades your residential or hospitality project to a memorable experience or instant sale.

In 2017 the OECD (Organisation for Economic Co-operation and Development) ranked Denmark top of its 36 member countries for work-life balance. We applaud the accolade but aren't surprised. For BoConcept, creating contract furniture that reflects this ethos isn't driven by new demands. It's a natural part of our heritage and craft.

THE SERVICE

RESIDENTIAL.

Furniture's importance can't be overstated. It can make or break a home – and your ability to sell it. With a range that covers large-scale to space-saving designs, we tailor solutions that put your portfolio in its best light.

OFFICE ■

Meeting rooms and offices are where decisions are made, ideas formed and strategies devised. So, why are so many spaces uninspiring? Our furniture and accessories give you work environments designed for creativity and success.

HOSPITALITY ■

More than food, drink and good service, the recipe for a memorable stay requires the right atmosphere. Our designs give your establishment just that. Together, we create comfort, helping your guests feel right at home.

We believe great design makes a difference. And difference makes great design. Our broad collections embody the varied expertise of the world's best designers, suppliers and craftsmen.

Our contemporary furniture, lighting and accessories are conceived by some of the best designers in the business, including Morten Georgsen, Karim Rashid, Henrik Pedersen and nendo.

The aesthetic is minimal and luxurious, with a warm and human sensibility. And our Danish approach means that we develop products to solve problems – solutions characterised by craftsmanship, elegant functionality, sustainable processes and honest quality materials.

Our collections are broad, removing the complexity of multiple suppliers. We cover indoor and outdoor furniture, from beds, desks and sofas, to lighting, rugs and the final touches of crafted accessories. And being an interior-design focused brand that has always designed with room settings in mind, our products combine seamlessly.

CUSTOMISABLE COLLECTIONS

For your furniture solution to be successful it must reflect your brand. Hence, we offer a list of customisation options, covering material, component, configuration, size and finish. But an array of choices can be overwhelming. We can help.

Our experts can develop inspiring interior designs that speak your company's values and personality. It's knowledge we have used for over a decade in our retail business, where our in-house interior designers visit homes, helping customers create a personal space.

We can create fully furnished 3D visualisations using our bespoke app. Alternatively, all 3D models are available to download for use in your environments.





ONESIXTYMADISON

RENTALS

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BoConcept

BoConcept

TRULY GLOBAL. ALWAYS LOCAL.

To succeed you need more than just the supply of furniture.
Choose a comprehensive one-stop service that adapts to your
specific needs and locale. We're your partner, every step of the way.

As the world's most global furniture brand, we're by your side – wherever you are. Explore designs in one of our three hundred showrooms across sixty-five countries, spanning six continents. And let your dedicated contact connect you to a professional local full-service team.

We offer lead times you can trust, through our efficient supply chain in Denmark and beyond. Ultimately, our years of growth will save you time, money and stress.

TAILORED FOR YOUR SUCCESS

Locale. Contractors. Other projects. Schedule. There are so many factors that

make your project like no other. That's why your dedicated contact will design a bespoke service package based on your individual project needs.

For complete peace of mind, we can offer a full 360-degree service, from interior design to installation and after-sales; including the storage and management of your order inventory. And all delivery and installation teams are fully trained and employed by BoConcept – raising quality, saving you time and reducing claims.

We believe every design is your brand's touchpoint. All elements should combine to tell your story and convey your values. And the final product should embody our Danish design roots of craftsmanship, simplicity, functionality and quality materials.

FORM

We get closer to perfection through a process of reduction. We carefully consider each detail, giving our designs a feeling of pure precision and purposeful craft.

FEEL

Irresistibly crafted. Our products are intuitively inviting and welcoming, appealing to the senses. With thoughtfulness, attention to detail and choice materials, we evoke a feeling of craftsmanship.

FUNCTIONALITY

Our designs are always purposeful, carrying on the Danish tradition of design that values functionality and form. A well-crafted balance – one never outweighing the other.





CAMIRA FABRICS

We have a vast upholstery selection, including fabrics by Camira. The British heritage maker leads the industry with a focus on long-lasting comfort and durability, innovation and sustainability – all qualities we love.

QUALITY CHECKING

Our quality department works closely with the Technological Institute of Denmark, allowing them complete freedom for independent testing and your peace of mind.

WOODEN FURNITURE

Over 98% of our wooden furniture is manufactured here in Denmark, in our company-owned factory. It allows us to push industry standards, like applying five separate coats of lacquer – giving your solutions extra durability and an exceptional finish.

WORLD-CLASS LEATHERS

Our leather comes from some of the finest tanneries in Europe and South America. We offer an array of colour options and grades: from corrected, to semi-aniline, to our highest quality pure aniline.

HAND-SELECTED VENEER

Our real wood veneer is of the highest quality – a claim we can personally attest. An expert from our factory here in Denmark travels to Canada three times a year to personally hand-select veneer for our production.

SOFA FILLING

We fill our sofa cushions with quality aquatic bird feathers. The feathers are sorted and selected for their light weight and ability to trap air – giving you sublime comfort.

HINGES & DRAWER RUNNERS

Our high-quality European hinges and drawer runners are tested to a total of 300,000 cycles – the equivalent of 50 and 25 years of use, respectively.

CERAMIC TOPS

All ceramic table tops are produced by the same Spanish manufacturer. Their 40 years of expertise ensure surfaces that are stunning, virtually scratch-proof and heat resistant up to 200° C.





We believe great
design makes a
difference.

And difference
makes *great design*.





Torino conference table | Adelaide chair

MEET OUR DESIGNERS

We work with some of the most respected designers in Denmark and further afield. They're all award-winning experts, as you would expect. But perhaps more important is our mutual interpretation of great design: elegant, well considered products that reflect our time and improve our lives.

ARDE / "Furniture is art in form of functionality and beauty. When a design has art, it strikes a chord with the consumer." Danish designer, ARDE blends his homegrown minimalism with elements of the unexpected, to create designs that pique the imagination.



Henrik Pedersen / "I don't do this for money or fame. My passion is creating good products that can be used by customers around the world." The Danish furniture and lighting designer uses his innate sensibility to produce captivating designs; including the iconic Imola chair.



Anders Nørgaard / "My design is characterised by beautiful lines, minimal styling and perfect proportions. However, functionality is always key." The Danish architect and furniture designer is famed for his ability to conceive sofas and chairs that are coveted around the world.

Oki Sato / “We want to give something more with our design. A little twist that catches the eye and creates a small moment.” Founder of nendo, and youngest ever Wallpaper Magazine Designer of the Year, Oki Sato’s unique take on Japanese design has made him a household name.



Morten Georgsen / “When you combine pleasing proportions with beautiful colours, materials and craftsmanship, you create a design that evokes a good feeling.” Our longest running partnership, the Danish designer has been conceiving designs for us since 1993.



Frans Schrofer / “My overall guiding principle is to create tools for living. A language of form without words.” Part of more than three generations of renowned creativity, the award-winning Dutch designer draws from a rich palette of artistic and technical knowledge.



Karim Rashid / “The object should include a sense of humanity. Something soft that touches you and makes you feel at ease.” The Egyptian-born, Canadian-raised New Yorker is one of the most famous, prolific and awarded designers of his generation.





We caught up with the man Time Magazine dubbed, “the most famous industrial designer in all the Americas,” to hear about his inspiration, process and thoughts on the award-winning Ottawa collection.

KARIM RASHID, NEW YORK

MUSINGS OF A CULTURAL SHAPER



Karim Rashid is one of the most prolific designers of our time, with more than 3000 designs in production and over 300 awards to boot. But more than products, Karim is also known for his personal aesthetic – typically monochrome white or pink – and frank musings on life, society and design. The now resident New Yorker, was born in Egypt to an Egyptian father and English mother; has lived in England, and would later settle in Canada.

Karim’s background, and the plethora of impressions it afforded, has ingrained a global perspective and broad scope of inspiration and work. “It is my diversity that affords me the ability to cross-pollinate ideas, materials, behaviours, aesthetics and language from one typology to the other. I see myself as shaping human experiences and moving our physical landscape forward.” That aspiration is realised in the Ottawa collection.

The dining collection, with its forest inspired forms, is soft and welcoming, and has garnered fans worldwide. The sofa comprises 10 organically-shaped modules, including ottomans, tri-directional, backless and conventional sofas. The system can be reconfigured and scaled infinitely to fit every need, and can also include USB ports, power sockets and minimal side tables.

When asked about his inspiration, Karim speaks of employing his philosophy of sensual minimalism, which he defines as soft, comfortable, human, with character yet reductive. Philosophy aside, the sofa was also born out of personal experience.

“Seating in hotels is always so far away from one another with huge oversized coffee tables in the way. I can’t communicate with someone 4 feet away over a modernist slab table. There should be a sense of intimacy. But at the same time, you should be able to be very private and work in your own world.” The collection has received Red Dot, Good Design and iF awards. But for Karim, accolades don’t equate to success.

“I define success by consumers liking the work – not by awards or museums. My most successful works were all extremely functional and made life easier, they imbued some flexibility in them or were very comfortable, and had a good production technology to produce them. They were all minimal yet sensual and human.”



Ottawa table | Ottawa chair





Somewhat of a design polymath, Henrik Pedersen's varied background could well be behind his ability to consistently conceive the covetable. We talk to him about work-life blend and a product he hopes will help us achieve it, the Toulouse sofa system.

HENRIK PEDERSEN, AARHUS

BRINGING WORK HOME

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Henrik Pedersen's initial work in fashion, has morphed into a successful graphic, identity and packaging studio, which he still runs with his wife. He is, of course, better known for his lifestyle-based furniture and lighting.

The Danish designer has been working with BoConcept for over a decade. His designs include the bestselling dining chair, Adelaide, and the brand's icon design, the Imola chair. He applauds our desire to impart a sense of home into the often-staid commercial landscape. It's a notion he has been advocating for some time, giving talks on the benefits of homeliness in work settings – aiding creativity, collaboration and contentment.

"The days of leaving the office at 4 o'clock, and not giving work any additional thought, are over. We basically work 24 hours a day and enjoy spare time 24 hours a day. People don't want static, work-orientated spaces anymore. The office is part of their life and it should be a pleasing place to be."

Clear nods to that homely direction appear in the Toulouse sofa system, through soft and inviting curves, organically-shaped shelving for plants and accessories; and fabric shades for the system's integrated lamps.

Toulouse is designed to be a scalable lounge or work zone. It comprises a base frame upon which a choice of four modules can be fastened: a corner, single seat with backrest, backless seat and side table. The system can be arranged in an infinite number of ways using as many modules as required.

The system also works around the premise of layered privacy. The high voluminous main cushions juxtapose a rigid outer shell, which adds height. While fabric divider screens can be added, attached to the sofa by soft hooks. Lamps and shelving add yet more opportunities for privacy and individuality.

"The shell creates a pleasing contrast and a bit of lightness. The design gives up to three layers of privacy, which you can peel away to suit the context. Everything is interchangeable and can be configured to stretch for a mile if you wish. So, I don't see it as a sofa at all. Rather building blocks in a lounge-scape – pixels that make up a bigger and more inspiring picture."



Imola living chair





Toulouse sofa | Ogi living chair





Adelaide chair



fusion chair | fusion daybed

Oki Sato is the Founder and Chief Designer of nendo, the world-famous Japanese design studio. The Canadian-born designer and architect speaks on the links between Danish and Japanese design and the inspiration behind the fusion collection.

OKI SATO - NENDO, TOKYO

UNFOLDING SMALL MOMENTS



Being a self-confessed workaholic and running one of the most prolific design studios in the world could be a recipe for disaster. Thankfully, Oki Sato thrives when busy; a fact illustrated by his ever-cheerful yet unassuming demeanour; and long list of products and awards.

As Founder and Chief Designer of nendo, he typically works on a staggering four hundred designs at a time. If that weren't enough, Oki has made international exhibitions a staple output since launching his studio in 2002. Museums and galleries seem to be fitting settings for the artful playfulness that is inherent to every nendo product.

Oki believes his designs should punctuate our everyday lives with small moments; often through the vehicles of humour and delight. The approach makes the products accessible and mitigates the distance sometimes characteristic of reductive Japanese design. "nendo is Japanese for play dough. And that freedom of making shapes and mixing colours is exactly how I wanted to work. I believe design should be friendly."

It's a signature clearly legible in the 'fusion' chair. Oki Sato's inspiration was the Japanese paper folding art of origami. And in response, the visually

comforting chair appears to have been folded from a single flat cushioned form. As you ponder the plausibility of such a construction it draws you closer – daring you to try the impossible, and unfold it.

The collaboration between BoConcept and nendo was natural. It traversed a connection between nations established over one hundred and fifty years ago, when Danish architects, artists and designers travelled to Japan to seek new inspiration. They were among the first western creatives to visit the nation that had only recently lifted its 220-year closed border policy. The impression Japan made was indelible. It can be seen in Danish ceramics, furniture, open-plan architecture and minimalism. And today, that admiration is reciprocated, as Danish design continues to grow in popularity throughout the island nation.

"There's so many similarities between Danish and Japanese design, especially how we treat natural materials like wood or leather. We try not to work too hard on the materials. We try to be as honest as possible – to maintain the finish. And in the end, it becomes natural, simple and functional."

The award-winning Danish designer is BoConcept's longest running design partner; conceiving a host of bestselling products since 1993. His legacy of intelligent and sympathetic design continues with the new Toronto wall system and sofa.

MORTEN GEORGSSEN, VALENCIA

THE WORKSPACE EVOLUTION



A coincidence of proximity heralded what would become one of BoConcept's most fruitful partnerships. The renowned iF Design Award juror, Morten Georgsen, grew up in a small rugged town, just 3km away from BoConcept's then newly acquired headquarters.

Inspired heavily by his artist and furniture-making father, Morten inevitable journeyed into the world of products. His first stop was Bang & Olufsen, where he worked up to the position of Product Manager. "What I learnt, during my time there was to always keep my designs to their essentials, and that you should be able to describe a design in just a few lines. It's what the mid-century Danish designers did so well, and I was born in 1958, so I'm from that school."

After leaving for additional studies, and a segue into marketing and advertising, Morten began his first design company with an impressive client list that included BoConcept. "BoConcept wasn't as big as it is today, so, we came up with ideas and just ran with them. I would say that perhaps they weren't so well thought through as they are today [laughs]. But looking back, the designs were innovative and very successful."

For his latest efforts, Morten was briefed to create designs that addressed some long-held assumptions made of contract

furniture and their environments. "We all work differently now and typically in changeable zones. Businesses can no longer predetermine usage. Users must be given the freedom to optimise the furniture to fit whatever they're doing. It's about creating better work environments."

From his studio in Valencia, Morten and his team have brought that mindset to life in the Toronto collection. "I wanted to use my experience of travelling, staying in hotels and working in countless offices. Nowadays, it's common to work from a sofa, whether that's in the office or hotel lobby. But most designs aren't conducive to working on a laptop. We developed a flexible backrest so it can give proper lumbar support when you're working, or adjust to offer a conventional seating position for lounging. And it's of course comfortable in all situations."

"Likewise, we wanted the wall system to be an integrated solution that can be changed to suit the personal needs of the user. And with so many elements and dimensions, the biggest challenge of this jigsaw puzzle was mathematical. However, I am very happy with the results. It is true to the BoConcept heritage of problem solving through intelligent modularity."



Como wall system





Phoenix desk | Atlanta storage | Adelaide chair

Because if you
strip away the
layers of your
project,

it has one thing at
its core: *people*.

Photographer: Diane Kang









Residential: DD Suites, Munich, Germany
Photographer: Gabriel Büchelmeier















































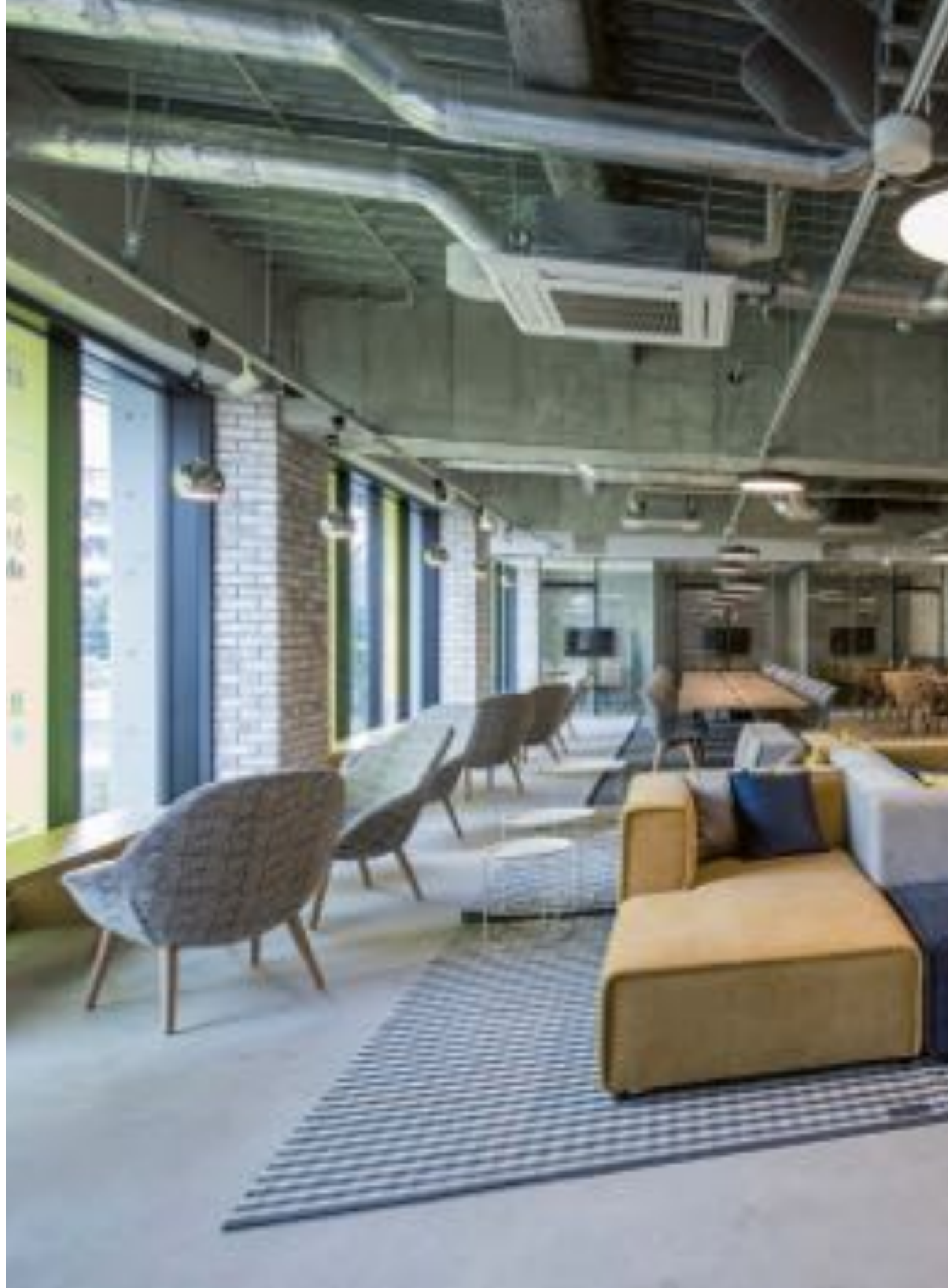


























lamps, *sofas*,
chairs, mirrors,
armchairs,
cushions,
desks, artwork,
dining tables,
daybeds, rugs,
benches, *coffee*
tables, bedding,

wall systems,
ceramics,
gallery, beds,
barstools,
sofabeds,
outdoor, clocks,
shelving

EVERYTHING YOU NEED.

DANISH DESIGN SINCE 1952

BOCONCEPT WAS FOUNDED IN DENMARK IN 1952
AND HAS 300 SHOWROOMS IN 65 COUNTRIES
WORLDWIDE.

BOCONCEPT.COM