

„Quality is irreplaceable“

The German family business Kusch+Co – a company history stretching over almost 75 years

PAST

Kusch+Co is a leading German manufacturer of high-quality, design-orientated wood- and metal-frame seating and tables. Founded in 1939 by Ernst Kusch, the family business is headquartered in the city of Hallenberg in the German Federal State of North Rhine-Westphalia. Kusch+Co is being run by Ricarda Kusch, the third generation of the Kusch family. This Sauerland-based manufacturer produces round about 300,000 seating units in its 2 factories every year and takes pride in its exceptional production depth.

As an internationally operating contract furnisher, Kusch+Co offers convincing proof that traditional values can harmoniously coexist with a drive for innovation. The co-operation with visionary designers has always provided the company with modern ideas and stimuli. The list of designers include **Prof. Luigi Colani**, who designed some extraordinary seating series for Kusch+Co back in 1968, or the creative out-of-the-box thinker **Norbert Geelen** who penned the universally suited, all-round series uni_verso, not forgetting the Argentinian designer **Jorge Pensi**, who was awarded the Spanish National Design Prize for his lifework in 1997.



The creative heads of **Porsche Design Studio** are also among the top designers working for Kusch+Co. This unique joint project proved extremely fruitful. The revolutionary **waiting bench series 8000** has marked a milestone in the history of this well-established company. Following the series' launch in 2010, Vienna International Airport had the world premiere to have the first 450 units installed in its terminals.

PRESENT

Wherever people congregate in large buildings, the seating is subject to special requirements. Design, functionality, and quality have to live up to the highest standards. Kusch+Co, whose production is characterized by superior craftsmanship, state-of-the-art production technologies and premium artisan quality, meets them with success. Each new series has to pass numerous quality tests, simulating the harsh reality of a contract chair's life cycle. Before receiving the Kusch+Co seal of quality, each model has to stand up to the scrutiny of the company-own quality assurance, using far more exacting criteria than stipulated in any certification scheme. Each Kusch+Co product lives up to the company's mission statement "Quality is irreplaceable".

London, Paris, Düsseldorf, Minneapolis or Kuwait – all over the world you may come across the globetrotting contract seating and tables made in Hallenberg. This family business has established an excellent reputation with its core competence in the field of Airport Seating, having already furnished more than 150 international airports.



The extensive portfolio comprising 29 metal-frame and 19 wooden-frame series offers a myriad of variations, geared towards a plethora of contract environments. The products may be mixed and matched, complementing each other perfectly, regardless of the finish, setting no limits to creative visions. Kusch+Co with its seating "Made in Germany" is traditionally well-represented in reception areas, lobbies, waiting rooms, offices, conference and meeting rooms, restaurants, all the way to VIP lounges and assembly halls. BMW AG is one of many well-known companies to have plumped for Kusch+Co design. BMW Welt, the experience and delivery centre of the BMW brand, has been furnished with Kusch+Co seating. International passengers flying to and from Frankfurt Airport can wait for their flights on airport seating by Kusch+Co. And MTV Networks Germany GmbH was also sold on the seating from Hallenberg. Their multi-faceted product line-up is also geared towards administration buildings, law practices, hotels, sports stadia, not forgetting health care institutions and residential care and nursing homes. Some of the most spectacular, contemporary architectural projects worldwide have been furnished with Kusch+Co seating, like Citibank N.A. in New York, USA, just to name one reference.

.../3

FUTURE

Kusch+Co will make its debut at Superstudio Più in Milan in April 2012, displaying its new and vintage designs. Every year during the worldwide most popular furniture fair "Salone Internazionale del Mobile", Superstudio Più is transformed into a "Temporary Museum for New Design". At the periphery of the Milan Furniture Fair, Kusch+Co intends to stage "a symphony of contract seating", a concept that has been conceived in close co-operation with Atelier Brückner. The 180 m² exhibition stand will highlight the staple series **uni_verso**, the **bench series 8000**, and **9900 Colani Collection**.

Series uni_verso

Industrial designer Norbert Geelen started out on his freelance career at Studio Matteo Thun in Milan, Italy. He has specialized in furniture design, mainly high-quality seating and tables. The seating series uni_verso is one of the designs he penned for Kusch+Co – a series characterized by its multitude of possible variations and finishes. The ergonomically shaped plastic or wooden seat shell, available in seven appealing colours, can be combined with a variety of seven distinct metal or wooden frames, adding up to a total of more than 120 possible combinations.



Series 8000

This series stands for waiting benches characterized by a new aesthetic design language, bearing the Porsche Design Studio trademark. This studio has drawn an innovative and vigorous symbiosis of engineering and design. Seat and back are either made of perforated steel in numerous finishes or of beech. A third option features an entirely PU-foamed seat and back, a material that is pleasant to the touch and extremely hard-wearing. The frames consist of a steel stretcher bar supported by aluminium legs. The benches come with a plethora of power and data options; with country-specific in-seat power ports and plug connections for laptops and mobiles on offer.



.../4

Series 9900 Colani Collection

In 2005, Kusch+Co revived the legendary lounge chair TV-relax, designed by Colani in 1969. In Milan, **Colani Collection** is the attention-getter, designed to intrigue and mesmerize the visitors. Both models are ergonomically shaped, offering the best possible comfort. The colourful fabrics meld beautifully with the lounge chair's organic lines, adding a playful element to minimalist interiors and creating a futuristic atmosphere.

Next to these classic series, Kusch+Co has chosen Superstudio Più as the ideal setting to unveil its new series.

Series 1010 Bina

A compact wooden-frame side chair, pairing stability with elegance, a synthesis of simplicity and playfulness. Frank Person is the designer who has crafted this chair from solid wood. Apart from his wooden and steel furniture designs, he has made a name for himself by designing various utility items. Inspired by the tradition of Nordic-Scandinavian design, frame and seat can be stained in a wide variety of appealing colours, giving leeway for creative finishing options. The cross frame minimizes materials usage without compromising on stability and safety, a testimony to its economical use of wood. Series Bina is a set piece of what can be done with wood.



Series 3000 Njord

Another novelty is series 3000 Njord – also inspired by Scandinavian design. This exceptional design is a blend of side chair and armchair – a compact, snug lounger ideally suited to either sit at a table or be used as occasional furniture. The polyester felt seat shell is nested on a wooden frame. A jury of 30 design pundits has awarded the sought-after “red dot award: product design 2012” to this new series, commending 3000 Njord for its outstanding craftsmanship and its exemplary design language. This armchair has been designed by Antonio Scaffidi and Mads K. Johansen, a young designer team hailing from Denmark.

Series 2750 Soley

The icing on the cake will undoubtedly be the revival of an '80s design classic: the folding chair 2750 Soley, the award-winning design by Valdimir Hardarson, voted 'Furniture of the year 1984'. Its design language is characterized by the consistent use of clear-cut geometric shapes, beautifully melding circles with rectangles.



With this stand concept, conceived under the motto PAST-PRESENT-FUTURE for the Milan exhibition, Kusch+Co is set out to plot a new course into the future. Ricarda Kusch, the company's CEO, has high hopes of this new direction: "We have a genuine passion for contract seating and interior design. Our know-how is founded on many decades of experience gained from having furnished thousands of projects. With the presentation at Superstudio Più, we are operating at a completely different level. Quality is irreplaceable. We never grow tired of communicating the Kusch+Co philosophy to the world."

Prices:

Series 1010 Bina: from € 290,-

Series 3000 Njord: from € 495,-

Series 9900 Collani Collection: lounge chair: 83 cm x 100 cm x 71 cm; from € 2.770,-, lounge chair TV-relax: 200 cm x 95 cm x 74 cm; from 4.000,- €

Prices of other series are available on request.

www.kusch.com

Press contact:

Blume PR GmbH & Co. KG

Leverkusenstraße 54

22761 Hamburg, Germany

Tel +49 40 870 89 33

Fax +49 40 86 36 69

E-Mail: kusch@blume-pr.de

Website www.blume-pr.de