CONTRACT LOOKBOOK



BoConcept®

LIVE EKSTRAORDINÆR



Ekstraordinær Design
Since 1952

Welcome to a world of ekstraordinaer.
We create unique furniture that improves the new ways in which
people live, work and play.

LET'S LIVE STYLE.
LIVE EKSTRAORDINÆR

Welcome into BoConcept's world—a 70-year journey weaving Danish design elegance and craftmanship.

Present in over 60 countries, our local dedication ensures your project's unique needs are met. We here invite you to explore our furniture, lighting, and accessories collection, crafted to elevate spaces into beautiful, flexible, and comfortable living.

Because at BoConcept, we're not just furnishing spaces; we're crafting extraordinary experiences.





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Trade program for Ekstraordinær professionals

Join the Trade Program and gain instant access to a world of benefits, dedicated tools, and advantages including our extensive library of 2D/3D CAD files, materials Sample Box, concierge service and attend invite-only events in-store.

Learn more about what the Trade Program has to offer

Join now




For Extraordinary professionals
Learn more about what the Trade program has to offer
Benefits

Listening to understand

During more than 70 years, BoConcept has strived to design furniture that speaks to people. Furniture that they can imagine themselves being surrounded with. Regardless of the setting, people yearn to feel comfortable and uplifted, be it in their homes or elsewhere.

This is why BoConcept continuously strives to design furniture with the end user in mind.

BoConcept offers furniture but not only; we deliver flexibility and freedom, and guidance for those who wish. Incorporated in our design thinking is the wish to give customers a possibility to choose and customise within an extensive range of options, ensuring that their final choice is exactly what
they envisioned.

Through advice and guidance from our dedicated team we are available at all times to give direction and discover the right solutions together. Architects, interior designers and planners are presented to opportunities as well as propositions.





As a furniture brand and manufacturer, BoConcept acknowledges the responsibility of creating products and services which can facilitate the contemporary market in a precise way. We listen to the market needs and tendencies yet remain connected to our Danish roots by upholding certain standards and values when it comes to quality, craftsmanship and sustainability. What seemed to be just common sense in the 1950s has obviously evolved over the last 70 years later, and today we are still carrying on the values from the past, as well as understanding what are the most innovative and responsible ways of moving forward.

With this look book we speak to you through design furniture catalogue, yet we invite you to a journey, unveiling how your

project can be carried and supported throughout the entire process, from product specification to installation. With our presence in 67 countries, our dedicated team worldwide is here to support your projects from start to finish.

Danish roots
Global outlook

With the humble ambition of participating in the growing interest in Danish Modern furniture design, Jens Ærthøj and Tage Mølholm set up shop as two young cabinetmakers in 1952.

Little did they know that their small workshop would soon develop into a factory and decades later become Denmark's biggest and most global furniture brand, BoConcept.

Established on the basis of traditional cabinetmaking and mid-century innovative furniture manufacturing, Ærthøj and Mølholm introduced the two pillars of product design which still drives BoConcept today: ensuring high-quality production through experience and know-how whilst staying continuously aware and curious about the market and how to improve wisely.

Today, the BoConcept Headquarters is still located at the same address where the first factory was founded, and the Danish design and quality standards, nowadays well-known and applauded internationally, remain the core values of our activities.




Moderne MØBLER






Ærthøj Jensen & Mølholm . Herning . Danmark





1952

Jens Ærthøj and Tage Mølholm establish the company.



The first pieces of furniture are cabinets made of oak veneer with a mid-section of walnut.

1954

They move into their new factory, 'Ærthøj-Jensen and Mølholm Møbelfabrik'.





Dining room furniture is the main part of the production.

1962

They open a new 1300 m2 factory in Herning, where the company is still located.





Cabinet no. 26 is one of the bestsellers. Wall systems are introduced.

1970

Beds become part of the collection where wall systems and bookcases begin to be the main part of the production.



1976

The company changes its name to Denka, with a view to conquer the international markets. The furniture is now 'customised to the market'.



1984

The company is introduced on the Copenhagen Stock Exchange.



The Capri wall system becomes the first piece of furniture produced according to the knock-down principle.

1988

The collection is extended to include Xilo chests of drawers and children's Color 4 Kids furniture.



1993

The first BoConcept Brand Store opens in Belle Epine, Paris. Seven Brand Stores are also opened in France, China and USA.



1999

The four production facilities in Denmark are merged into one company: Club 8 Company.



One of the first sofas to be produced is the Indivi 2 range. A highly modular sofa system that fits the BoConcept philosophy of flexibility and freedom.



The Indivi 2 sofa.

2002

A new strategy is launched: One company – One brand. This milestone effectively moves the company from being production oriented to becoming concept holder for an international retail chain.



2006

No more wholesale customers and from now on, all furniture is sold through franchise-based stores under the brand name of BoConcept.



BoConcept

2008

Interior Design Service becomes part of the BoConcept shopping experience.



Imola chair by Henrik Pedersen.

2012

Despite the financial crisis, the company continues to grow and the online shop is launched.

2015

The Contract Department is established.



Torino conference table by ARDE Design.

2018

BoConcept Contract participates at Orgatec for the first time.



2019

BoConcept Contract joins the DAAily platform.



Chelsea living chair by Karim Rashid.

2020

New strategic partnership with Haworth, opens new global markets and opportunities.



The first member of the Princeton family is introduced.

2023



Bolzano lounge collection designed by Morten Georgsen.

BoConcept + BIG PRESENTS NAWABARI



BoConcept is proud of the launch of the Nawabari collection in collaboration with global architects BIG - Bjarke Ingels Group.

2024

The Cancún Outdoor Kollektion is introduced.





As the world's most global furniture brand, we're by your side – wherever you are.

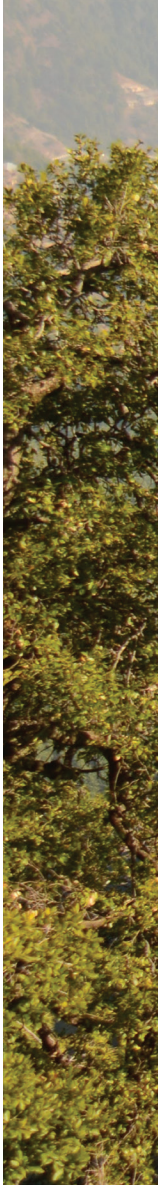
We offer lead times you can trust, through our efficient supply chain in Denmark and beyond.

We're your partner, every step of the way.
A comprehensive one-stop service that adapts to your specific needs and locale.

Truly Global.
Always Local.



A continuous effort



During the past years, BoConcept has been working ambitiously to set a list of goals and formulate a serious strategy to reduce our CO2 footprint, reduce waste, optimize and reduce our energy consumption and design and produce in a resource-efficient way.

The complete process from design idea to end of product life cycle has been analysed to identify the focus areas where improvements would have the largest effect. During the creative product development phase, questions regarding a product's entire lifespan is already taken into consideration. BoConcept always aims at introducing new products with a higher quality than the existing assortment, knowing that the more durable a product is, the more sustainable.

Producing materials require a large amount of energy and therefore we carefully chose which materials to work with. Some materials, like chrome parts, we have decided to take out of our collection entirely, knowing that the production causes a severely negative impact on natural resources like water and soil. In 2022, we entered a journey of introducing increasingly more FSC certified products. We have also committed to introducing more OEKO-TEX certified fabrics, our latest example being the new Tuscany fabric.

Our production set-up is organised in a way to reduce both waste and emissions. Our make-to-stock products are flat-packed for space optimisation and to reduce costs and CO2 emissions during transport. Our made-to-order products are only put in production when an order arrives, meaning we minimise product waste and avoid overproduction.

BoConcept wishes to support local sourcing with the aim of reducing unnecessary freight and handling. Therefore, we have been focusing on consolidating our sourcing activities and actively started the process of reducing the number of suppliers. For our offices, production facilities and warehouses in Denmark we have managed to reduce the annual footprint by 40%, in less than a year. Thanks to a switch from natural gas to central heating this was made possible and we will be able to reduce it even further. To BoConcept, supporting and implementing green energy wherever possible is a top priority.

BoConcept continues the effort and wishes to meet our ambition of an absolute reduction of our CO2 emissions year on year of 2,5%.

Read the full CSR report







Continued relevance

During the past seven decades BoConcept has taken one step at a time in developing and expanding its portfolio, global presence and tailored services. This look book is a demonstration of where BoConcept is today.

The product portfolio manifests a certain design approach rooted in the Danish heritage and a vision of offering what is needed to create entire interior environments, aesthetically appealing and humanly comfortable.

We continue and update our classics while developing and designing new products always remaining relevant to the market.

Our products are renowned for their modularity, functionality and uncompromising quality. These are aspects of our design which will never change because with products like this, long-lasting interiors can be created. Interiors which answer to the needs of their users, to the wishes of our clients and to the demands of day-to-day life.

As society changes, new ways of living and working appear and BoConcept is at the forefront of accommodating these developments.

BoConcept believes in listening, to all the players in the field, and adapting while innovating services required by our partners.

We strive to elevate life for everyone with Danish design, and this mission inspires our motto: **Live Ekstraordinær.**



Craft is what we are made of

Without mastering the craft of cabinetmaking Jens Ærthøj and Tage Mølhølm would not have been able to start making cabinets back in 1952.
This might seem rather obvious, yet it is worth pointing out at a time where we can easily tend to forget where things come from and how they are made.

BoConcept was founded thanks to the skills and talents of those two craftsmen and entrepreneurs.
Based on our production heritage, we have continued to make furniture in Denmark and to work with partners who value this speciality equally. A suitable example to demonstrate our passion for the craft of furniture making is the Imola chair. Designed by our long-time collaborator, Henrik Pedersen, in 2008, this chair has already become one of our classics. Imola is a sculptural centrepiece.

Just looking at the curved shapes and sharp edges immediately reveals the effort it takes to make. Only highly skilled upholsterers are handling Imola as it requires years of experience and a meticulous eye for detail. With our current accessories collection BoConcept puts renewed focus on the importance of well-crafted and handmade pieces. The combination of natural colours and materials expertly created underlines the beauty of the simple and the long-lasting.

BoConcept has come a long way, following the technological advancements of product manufacturing. First and foremost, we strive to produce and offer high-quality design and we always search for the best way of achieving that, whether they are made in Denmark or abroad. Our suppliers are carefully chosen, bearing in mind that what they produce should last a lifetime, preferably several.







OUR QUALITY IS MORE **THAN AESTHETICS**

We stand for craftsmanship, uncompromising attention to detail and exceptional materials. Our reputation and global footprint allows us to handpick the best experts from around the globe. And we do it, remembering the well-being of animals, workers and our planet.

CONTRACT FABRICS

We have a vast upholstery selection, including fabrics by Camira - the British heritage maker - and Gabriel - the Scandinavian one-stop specialist - leading the industry with a focus on long-lasting comfort and durability, innovation and sustainability – all qualities we love. With the addition of the Prescott leather range.

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.

SOFA FILLING

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

HAND-SELECTED VENEER

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

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.

CERAMIC TOPS

All ceramic tabletops 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.

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.

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.



It’s the Danish difference that sets us apart

The little word ’Bo’ in our name is Danish and means ‘to live’. It’s just a word one could say yet nonetheless a word that keeps us busy every day; at BoConcept we are persistently involved with the idea of how to improve living environments, in a large number of contexts. We do what we know best, meaning we develop products and services based on our own cultural heritage.

The Danes were not the first nor the only ones to start designing functional furniture; in a post-war climate the tendency came out of a social need and a general wish to modernise. Yet, the Danish mid-century furniture became popular worldwide because it managed to combine craftsmanship, innovation, aesthetics and comfort. And these are the key elements we at BoConcept still base our design thinking on.

Improved living can be created in many ways and luckily there are architects and interior designers out there to help us finding the right solutions. For that reason, BoConcept initiates collaborations with the creatives to either design new furniture pieces or to rethink new spaces together. Our Danish furniture history has proven that partnerships like this leads to even better results.

The feeling of comfort is something the Danes prioritise. With short days and little daylight during one half of the year, creating cosy and pleasant indoor spaces is important to most Danes. BoConcept has converted this approach into a vast collection of high-quality yet cost-effective products which in all their simplicity speaks to the majority of people and therefore can be implemented in a wide range of projects.

Deisgn DNA

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.

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.

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.

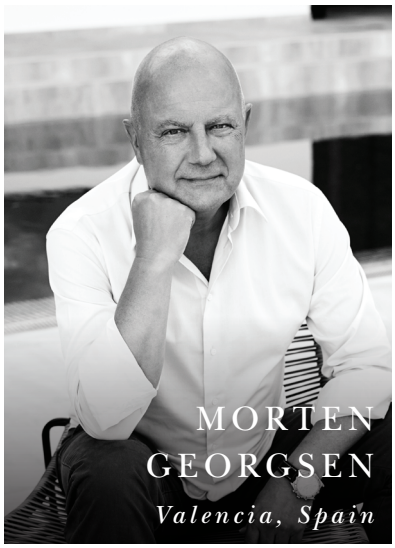
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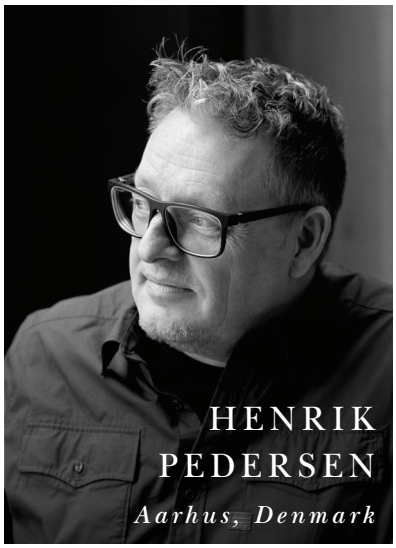
Irresistibly crafted. Our products are intuitively inviting and welcoming, appealing to the senses. With thoughtfulness, attention to detail and choice materials, we evoke a feeling of craftsmanship.

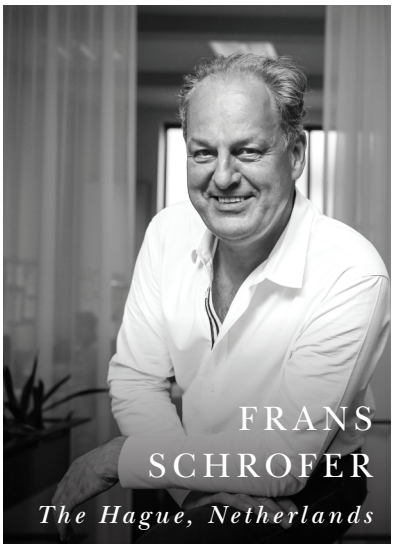


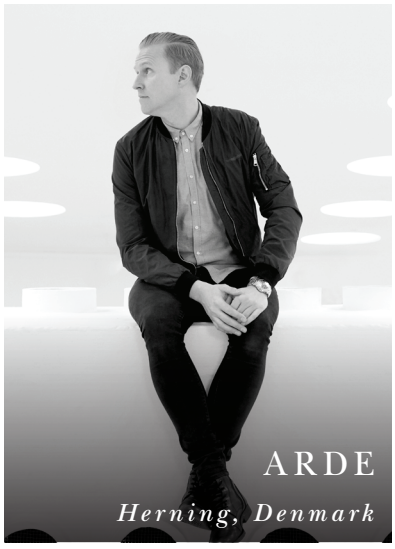
We work with some of the most respected designers in Denmark and further afield.

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.

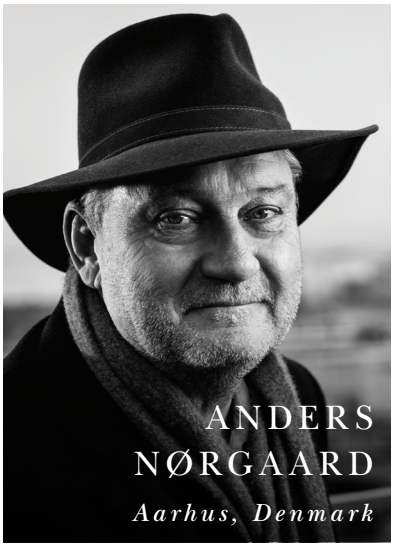


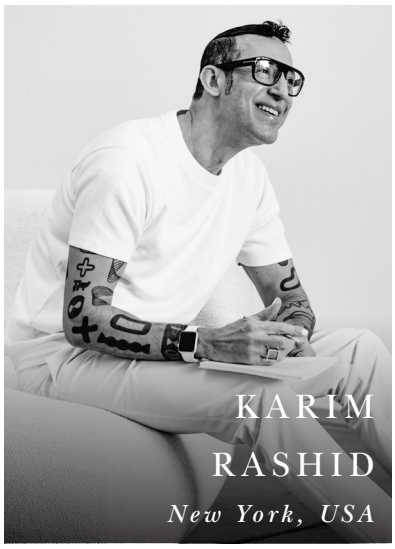






MEET OUR
DESIGNERS










“It is very attractive as a designer not only to design great objects, but also design objects or pieces of furniture that reaches everybody“

BIG - Bjarke Ingels Group

BIG-Bjarke Ingels Group is a Copenhagen, New York, London, Barcelona, Shenzhen and Los Angeles-based group of architects, designers, urbanists, landscape professionals, interior and product designers, researchers, and inventors. Founded by Bjarke Ingels in 2005, the studio is currently involved in projects throughout Europe, the Americas, Asia and the Middle East.

BIG believes that by hitting the fertile overlap between pragmatic and utopia, architects can find the freedom to change the surface of our planet, to better fit contemporary life forms.

Jakob Lange joined BIG in 2003 and was named Partner in 2009. Lange has been instrumental in many of BIG's most high-profile buildings and technology projects, such as Copenhill, an innovative waste-to-energy plant in Copenhagen that doubles as a ski slope, and The Mountain, an architectural alchemy of residential and parking in Copenhagen.





Nawabari installation and pouffes by BIG.



Nawabari sofa and loung chair by BIG.



Scandinavian synergy

Nawabari

Nawabari is a versatile and playful new furniture collection resulting from a Nordic collaboration that leverages the combined power of Danish design: BoConcept and BIG.



As experienced architects, renowned office BIG, led by Bjarke Ingels, knows a thing or two about spaces, interiors and how people act in them. It would seem then only natural that their architectural expertise would extend seamlessly into the realm of furniture and interior product design. 'We connect the big picture to the small details, increasing our overall influence for the built environment', as they say themselves about their product design department.

The Nawabari collection introduces a captivating series of versatile art pieces that seamlessly adapt to diverse places. Whether gracing a residential space, enhancing a hospitality project or elevating an office environment, these creations provide functionality and inspire creativity.



Explore The kollektion

Karim Rashid

Karim Rashid is one of the most creative designers of his generation. His impressive portfolio includes more than 3000 designs in production ranging from furniture and accessories to store designs and luxury goods. To Karim functionality and minimalism is essential but at the same time he wants to move people and create furniture that make people feel at ease.

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.

“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. The collection has received Red Dot, Good Design and iF awards. But for Karim, accolades don’t equate to success.



Ottawa chair by Karim Rashid.



Ottawa sofa by Karim Rashid.

“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.“



The Ottawa sofa has a tight look with an extremely flexible concept, inviting you play and customise. This flexible combination of modules epitomises comfort with its organic, welcoming aesthetic and flexible personality.



Designed by Karim Rashid.

Countless combination with

The Ottawa sofa



Explore The kollektion



"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."

Henrik Pedersen

Henrik Pedersen graduated as a fashion designer in 1990 but uses his education to explore the full range of design. His interest for maths together with his wide-ranging experience give him an intuitive ability to quickly gauge if a new design will work or not.

The Danish designer has been working with BoConcept for over a decade. His designs include the bestselling Adelaide and Hauge dining chairs, the Amsterdam and Hampotn sofas, and the brand's iconic design, the Imola chair.

Clear nods to that homely direction appear in the Toulouse sofa system, through soft and inviting curves, organically-shaped shelving for plants and accessories.

Henrik Pedersen's designs offer a warm minimalism; a luxury that calls to you without the needless lexicon of ornamentation and glitz. His design language is a blend of comfort, natural curves, clean lines and honest materials – honesty being one of his mantras. Always with the user in focus, Henrik sacrifices his own predispositions and puts all his energy into optimizing feelings, trends, craftsmanship and functionality in a way that puts the user in focus.



Adelaide lounge chair and
by Henrik Pedersen.



Toulouse modular sofa by
Henrik Pedersen.

Designed by Henrik Pedersen in 2008, the brief from BoConcept was to create a timeless lounge chair. True to his nature, Henrik showcased something radically different. An organic design that mixed evocative curves, sharp edges, and visual tension. A chair that was in his words, "...more about the flow of the pen than rules of geometry."



An Icon of Timeless Design

Imola chair

The core of Imola is made of moulded hard foam, enabling us to create unique shapes. The hard foam is then supplemented with another mould of soft foam to make the chair as comfortable as it is beautiful. The chair is then upholstered in your preferred fabric or leather. There are only a handful of craftsmen in the world qualified to make the Imola chair. That qualification takes approximately a year and is only given to highly skilled upholsterers – and for good reason. Stretching such taut upholstery over Imola's sculptural form is physically demanding work, which requires years of experience and a meticulous eye for detail.

Explore The kollektion



Designed by Hnerik Pedersen.

Designed by Henrik Pedersen.





Timeless expression

The Hauge chair

With a soft, organic form, this contemporary yet comfortable chair seamlessly blends into any space. Designed by Morten Georgsen.

Ergonomic design

Adelaide chair

The iconic Adelaide chair is all about curves, comfort and character. With a graceful, organic form and sublime comfort this modern chair will set an elegant tone in any space.



The seat is available in a partly or fully upholstered version, adding comfort and style to the design. You can also choose a plastic seat for great durability and easy maintenance.

The chair is available with or without armrests. Choose armrest for additional support and an embracing look or go for simple elegance without armrests.



Explore The kollektion

Designed by Hnerik Pedersen.

Morten Georgsen

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 inevitably journeyed into the world of products. His first stop was Bang & Olufsen, where he worked up to the position of Product Manager.

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.

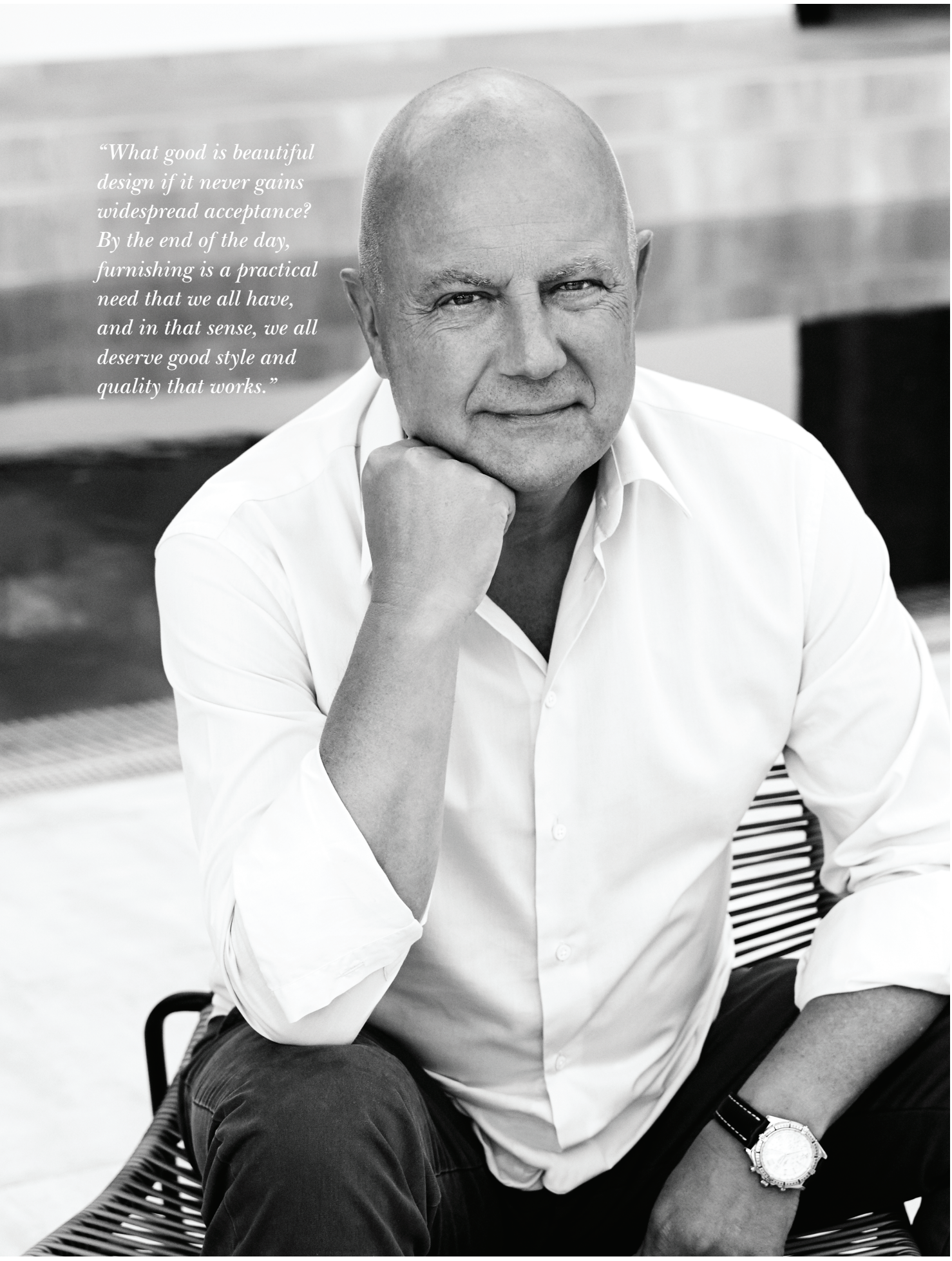
Morten Georgsen designs stylish furniture with multiple functions. He's dedicated to bringing his Danish heritage to an international audience and succeeds in this by focusing on optimising the production process and making it cost-efficient without compromising the look. \



Santiago lounge tables by Morten Georgsen.



Bergamo sofa by Morten Georgsen.


“What good is beautiful design if it never gains widespread acceptance? By the end of the day, furnishing is a practical need that we all have, and in that sense, we all deserve good style and quality that works.”

Designed by Morten Georgsen.



Explore The kollektion



Embracing comfort and elegance

The Bolzano collection

Soft curves and organic forms take centre stage in the Bolzano collection. With a sculptural silhouette, this elegant curved sofa has a streamlined look and a cocooning feel. Designed by Morten Georgsen.



Elegance and comfort combined

The Princeton chair

The feminine visual appeal of the chair invites you to explore how every curve adds both comfort and looks.

Designed by Morten Georgsen.



Explore The kollektion

Designed by Morten Georgsen.



Explore The kollektion



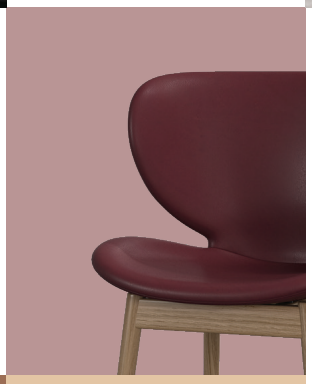
Classic meets contemporary

The Hamilton chair

Designed by Morten Georgsen, organic shapes offer cocooning comfort while a sliim waist offers flexible sitting comfort.









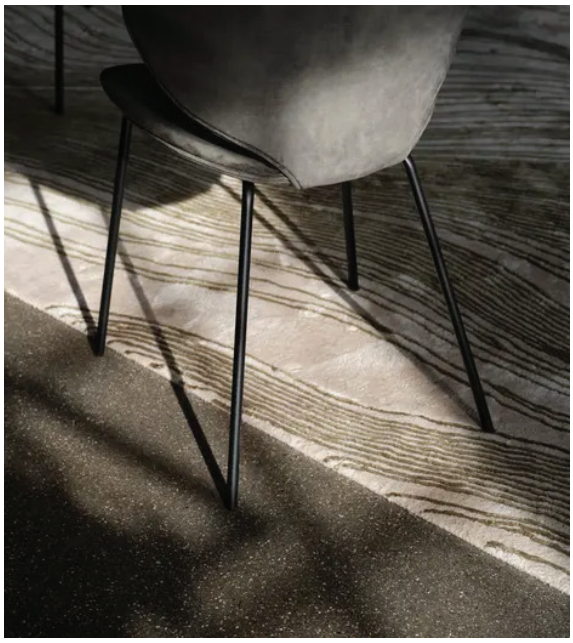






The Hamilton dining chair is available in plastic for a minimalist look with greater durability and easy maintenance, or a fully upholstered version finished with stitch detailing for comfort and style. Customise the upholstered seat with over 100+ BoConcept fabrics and leather.





The Hamilton dining chair has two different bases: slim, tubular metal legs for a modern, light look and a swivel base for smart flexibility.





“Functionality can overrule beauty, but if you think outside the box and pay attention to the small details, you achieve a refined and characteristic expression.”



Anders Nørgaard

Anders Nørgaard always stays true to his Danish design heritage that was very much part of his own upbringing and education. 'I grew up with functionalism and craftsmanship. Danish architects of the 50s and 60s were friends of my parents and among my teachers at the School of Architecture.'

Anders Nørgaard utilizes beautiful lines, minimal styling and perfect proportions to create pieces that have the user in focus. With quiet and purposeful functionality, the designs provide a clean canvas on which to paint your personality. Anders at the same time develops his visionary designs in close corporation with craftsmen to ensure a product that is optimized in both look, comfort and durability.

"My design is characterized by beautful lines, minimal stlung and perfect proportions. However, functionality is always key."



Bermuda stools by Anders Nørgaard.

Osaka sofa by Anders Nørgaard.



Designed by Anders Nørgaard.



Scandinavian cubic design

The Carmo sofa

Carmo is a modular sofa system that can be bought as single modules. When doing so, the modules come fully upholstered with crocodile connectors ensuring easy attachment and detachment. The low comfortable back has the same height as the armrest giving a fantastic seating comfort, especially in the corner.

Designer Anders Nørgaard has used oversized piping to define the unique, squared shapes and give a very soft and cocooning look.



Explore The kollektion


“Furniture is art in form of functionality and beauty. When a design has art, it strikes a chord with the consumer”

ARDE

With a Master's Degree in Architecture and Design combined with many years of experience within the furniture industry, ARDE creates designs founded in professional knowledge and made for everyday use. With a strong passion to move boundaries in the use of materials, new technology and manufacturing processes, his designs are not only beautiful, but provide maximum value for the user.

ARDE is the first two letters of 'Architect' and 'Designer' and the products coming from this progressive design studio merges the best of these to realms. The aesthetics of architecture with the magic touches of lead designer René Hougaard's progressive vision ensure designs that are art in the form of functionality and beauty.



Cupertino desk executive by ARDE.

Torino Conference table with cable management tray by ARDE.



OKI SATO - Nendo Studio

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 a long list of products and awards.

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.

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.



Fusion armchair by Nendo.



"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."







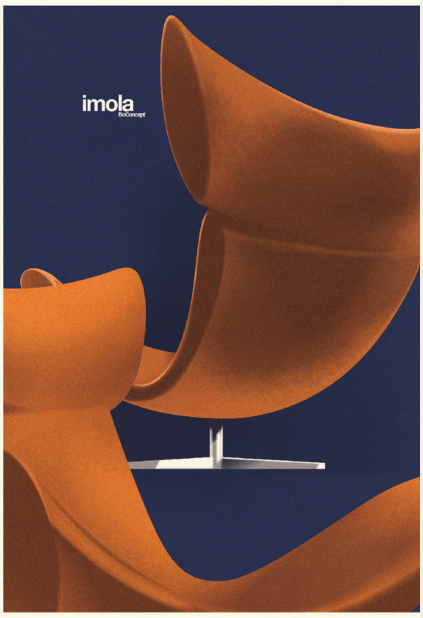
In celebration of our 70th anniversary in 2022, we commissioned renowned Danish illustrator Mads Berg, acclaimed for his modern Art Deco-inspired style, to create a series of illustrations depicting our most iconic designs. The 600 limited edition prints, numbered and signed by the artist, feature six design icons by BoConcept: the Imola armchair, Charlotte chair, Amsterdam sofa, Madrid tables, Kingston table & Princeton chair, and the Cupertino desk & Ottawa chair.



"I compose with a direct light source in order to build dynamics into the images and to highlight the bold shapes of the objects. Characters activate the scenes and provide elegance and relevance,"

“Art Deco is one of my main influences, but there’s actually more to it than that. It’s one of my sources of inspiration, alongside other styles such as Art Nouveau and Futurism. What I really appreciate about Nordic furniture design is the fact that it’s driven by simplicity and functionality, that every element is there for a reason. Of course, you can also have some details that are only there for decoration purposes, and that’s actually what Art Deco is mainly about. By blending these two worlds together, that’s when the magic happens.”









What we offer

01

EASY ONE-STOP SOLUTION

We believe in simplicity and convenience. Our one-stop solution eliminates the need for juggling between multiple suppliers, thereby reducing stress and complexity. We offer a comprehensive range of products and services, streamlining your purchasing process and ensuring a seamless experience from ordering to installation.



02

CUSTOMIZABLE SOLUTION

Our extensive collection and modular designs offer countless customization options, ensuring that you can find the perfect solution for your project. Whether you need furniture for a small apartment, a large office, or a luxurious villa, our flexible and adaptable designs make it easy to create a space that reflects your style and meets your functional needs.



03

DELIVERY & INSTALLATION

You can relax knowing that our delivery and installation teams are experienced BoConcept employees who are highly trained in assembling our collection and provide the high-value service you would expect and reducing customer claims levels and damages.



04

BRAND RECOGNITION

Our expansive global presence allows us to leverage a wealth of knowledge and expertise to benefit our customers and partners. This global recognition lends our brand an aspirational perception. And that perception provides significant added value to our partners.



05

A HISTORY LIKE NO OTHER

We believe in simplicity and convenience. Our one-stop solution eliminates the need for juggling between multiple suppliers, thereby reducing stress and complexity. We offer a comprehensive range of products and services, streamlining your purchasing process and ensuring a seamless experience from ordering to installation.



06

MANUFACTURE CONTROL

In an era where mass production and outsourcing are common, BoConcept stands out by maintaining control over our manufacturing processes. Today, over 90% of our furniture is still produced in Denmark and other parts of Europe, a testament to our commitment to quality and authenticity. This allows us to ensure that every piece of furniture we produce meets our rigorous standards of craftsmanship, quality, and design.



07

VIRTUAL AND HOME STAGING

If you require 3D images or space planning to bring your presentation to life, your key account manager can create and send you 3D visuals of any of our products in various configurations and finishes using our in-house software. Simply add them to your presentation!



08

COMPLEMENT YOUR RANGE

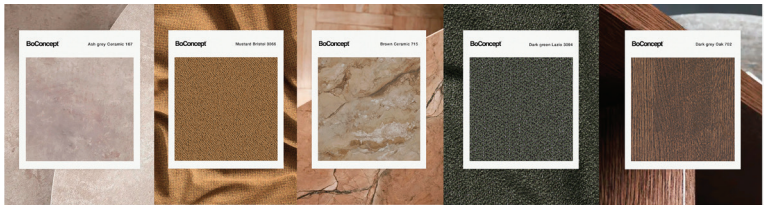
BoConcept's collection is ideal for any project thanks to its versatile and completely customizable furniture and accessories. Our premium Scandinavian design complements many styles.

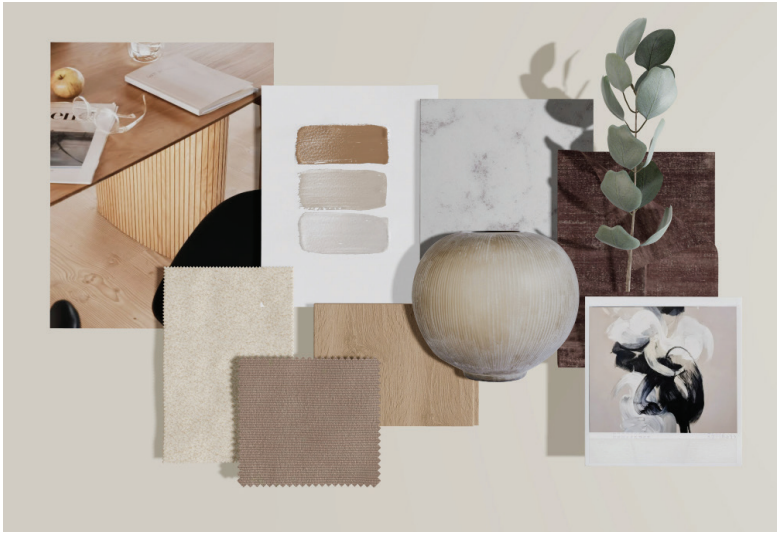




PRODUCT SELECTION

Our dedicated Trade Account Manager will assist you during the product selection phase, providing comprehensive product information, materialk samples, media assets, and customized solutions tailored to your project.





Bespoke Design service

Our experienced team of interior designers provide a 360° design service. From product specification, pricing, and design support, to project management and after sale service. From the conceptual stage though the final solution and installation, our team will support you every step of the way.

PROJECT PRESENTATION

Our team of interior designers can assist you in developing content materials to optimally enhance your project presentation. This includes:

- Inspirational mood boards featuring material selections and product images.
- 2D floorplans that verify the layout of the space with the chosen furniture.
- 3D visualizations to help render and visualize the designed space.







PROJECT MANAGEMENT

We are more than just a supplier; we provide comprehensive, one-stop solutions.

A detailed delivery plan will be developed based on the agreed production ETA and project delivery schedule.



Residential

Build-to-rent, Show homes, Furniture packages,
Home office, amenity spoaces.



Show apartment furnished with the Botanical furniture package.



A recent Build-To-Rent project in the capital of Spain has enabled Danish BoConcept to play to their strength.

Build to Rent for Greystar

Be Casa Essential

Madrid, Spain

Figures from studies carried out around the world, especially in markets like the US and the UK, show that build-to-rent homes (BTR) are among the strongest and fastest-growing real-estate sectors. There is a need and a wish from people, in particularly from the Millennial generation, to live in new-built homes while avoiding the financial bonds and responsibilities of owning the place. In a built-to-rent home the tenant gets a chance to live in an impeccable space, taken care of by an experienced management company; a living environment which provides convenience and safety. One of the largest companies to offer these types of homes is Greystar, a global leader in investment, development and management of rental housing properties. With their portfolio of various brands, serving different needs, Greystar proposes tenants across locations in the US, South America and Europe low-maintenance quality homes.



Greystar partners with BoConcept for New Be Casa Essential Project in Madrid



Be Casa Essential is Greystar's newest brand, set up in Spain to accommodate rental housing for thousands. Entering a new market offered the opportunity to initiate and build up new business relations and partnerships. After a few online meetings with the BoConcept headquarters in Denmark and a proper face-to-face conversation in Madrid, the two companies decided to give it a try with a new Be Casa Essential project in Madrid. 'For BoConcept, there is obviously a great potential in partnering up with Greystar', says Johan Daugaard Dreyer, Global B2B Tender and Pricing Specialist at BoConcept Denmark, 'Their sheer size, at present managing more than 857.000 multifamily units and student beds globally, combined with their continuous developments and investments into new markets, make them an exciting new partner for us. At BoConcept we have worked with Build-to-rent schemes for a while and we hold a strong experience in handling numerous residential settings at the same time.'

For the project in Madrid, both the headquarters in Denmark and the local franchise in Spain were involved throughout the entire process, explains Maximilliano Ovalle, Commercial Director at BoConcept Spain: 'I think this project has been the perfect challenge because it gave us the opportunity to work not only as a local team but as a global brand. We really worked as a unity which was a great thing to show the client. My role here has been to connect the vision and strategy from Denmark and be able to transmit and implement it on a local level.' At the outset of the project, BoConcept received a clear brief including two important points: firstly, launching their new brand, Be Casa Essential, Greystar wanted to communicate a specific lifestyle in terms of design and aesthetics; secondly, Greystar needed a partner who could manage and carry out everything, from proposing a selection of furniture, designing the interior layout to installing every piece of interior, including even the TVs, curtains and pots and pans.



Before and after of a show apartment furnished with the Scandinavian package.

Show apartment furnished with the Metropolitan furniture package.

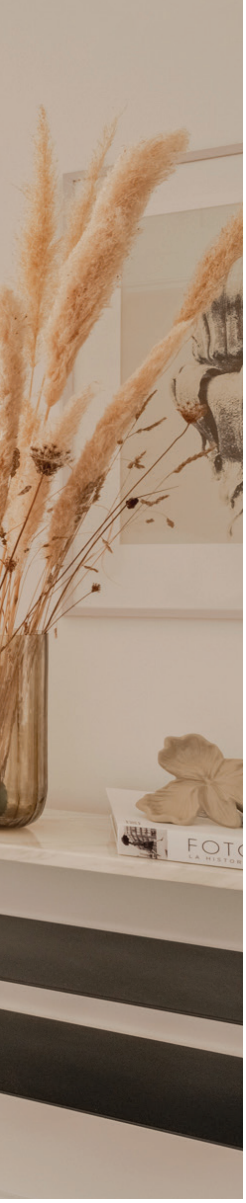






Functionality and Aesthetics: BoConcept's Approach to the Furniture Selection

Global B2B manager at BoConcept, Alessio Maiolino, was brought into the process to oversee the collaboration and make sure that the client was presented with an intriguing selection of furniture from the BoConcept collection. 'When designing a mood board for a furniture package or multiple design solutions I need to consider, how can I best match our assortment? We need to pick the best furniture to answer the quality, materials and trend expressions required in the specific project. You will find that all the furniture pieces actually answer to a function. They are not just aesthetically pleasing but there is a function behind which justifies the design itself,' explains Maiolino.



Functionality and Aesthetics: BoConcept's Approach to the Furniture Selection

BoConcept reaches a global market thanks to the large number of local franchisees. For projects the size and shape like the recent one in Madrid, dialogue and close alignment between the Danish headquarters and the Spanish franchise partner have been key to ensure a smooth service and precise procedure. 'BoConcept has been an excellent delivery partner, not only delivering us flats that looked great and conveyed the brand that we wanted to convey to the market. Each one of their projects, even when pushed against tight deadlines, came in on time and under budget', says John Grubb, Asset Manager at Greystar Spain, 'The apartments that BoConcept furnished absolutely exceeded our expectations in every way, shape or form. The style that they were able to convey in such small units across our portfolio really helped us convey that feeling of warm homeyness that we wanted to give out to our prospective clients. I would recommend BoConcept to any owner and operator of real-estate who is looking to reimagine their brand and bring it to the next level.'

Watch the testimonial: click here



Show apartment furnished with the Organic Elegance furniture package.

BoConcept tailormade B2B2C solutions accomodate both homowners and developers



Show Apartment for Countryside

Watermark

Maidenhead, United Kingdom

BoConcept's contract team in London collaborated with one of the UK's leading housing developers, Countryside, on numerous schemes including a residential project in Maidenhead, west of London. Set on the York Stream in the centre of town, the project, fittingly named Watermark, comprises one-, two- and three-bedroom apartments aimed in particular at first-time buyers. 'At Watermark, we've designed show apartments with complete interiors to illustrate how potential buyers can live with contemporary furniture, designed to optimise space and therefore perfect for modest-sized apartments like this.' says BoConcept London's Commercial Director, Michel Baumgart.






RADIO




JAN
08
FRI



‘Our internal design team often collaborates with interior designers as a partner, offering support in guiding them through our range of services and products. We have a specific team dedicated to giving this type of assistance’

‘Due to our average lead time of around six to seven weeks, we can have everything ready and installed upon receipt of the key, which is of great advantage to the house owner,’ explains Baumgart. He continues: ’The feedback on this service has been only positive. The end-customer can set up their new home, customised and personalised to their own taste. Whether they wish to spend their voucher on just one costly chair or spread the budget out to decorate the whole space, they choose themselves. Over the last year, we’ve designed over 75 apartments across various Countryside developments.’

‘I believe BoConcept stands out thanks to the customisation options which we offer at a reasonable price level. Most of our furniture is made upon order. And to mention the word trust again; the fact that BoConcept has been producing furniture since 1952 definitely helps in assuring clients about the quality



Show Apartment, Watermark, Maidenhead, UK







Private investor

Sallybury House

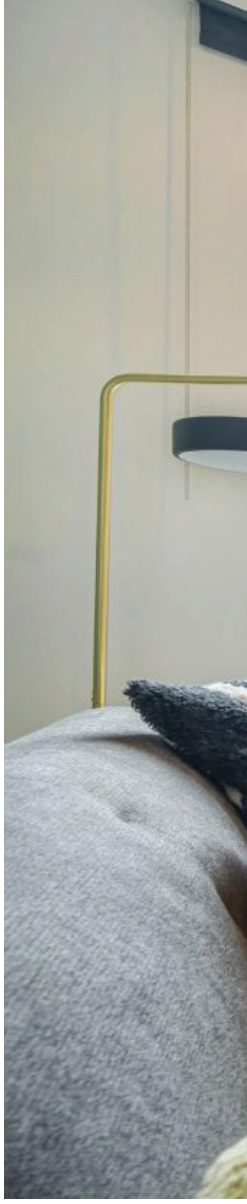
Battersea Power Station, London, UK



BoConcept London’s journey with UNCLE so far has been incredibly rewarding.



BoConcept London’s installation at UNCLE Leeds features a curated selection of furniture pieces that embody the best of our design philosophy.







Realstar Group

Uncle Leeds

Leeds, United Kingdom

BoConcept London's journey with UNCLE so far has been incredibly rewarding, with successful projects in various locations across London, including UNCLE Wembley, Colindale, Deptford, and Stockwell. These collaborations have allowed to bring to life these urban living spaces with our Danish design heritage and modern aesthetic. Each project has reinforced our belief that well-designed, good quality furniture is beneficial in transforming rental homes and enhancing the success of the development.

UNCLE Leeds, located in the heart of the city, is a unique residential community that perfectly aligns with our mission at BoConcept. With its focus on creating stylish and practical spaces, UNCLE Leeds is the ideal partner for showcasing how our furniture is perfect for the BTR market. We are particularly excited to extend our presence to UNCLE's locations outside of London.



This marks yet another milestone in our ongoing partnership, showcasing our commitment to delivering high-quality, stylish, and functional living spaces. We look forward to continuing our collaboration and setting new standards in residential design." - Michel Baumgart, Commercial Director at BoConcept. Partnering with UNCLE Leeds is a testament to our dedication to enhancing urban living. By bringing our designs to this innovative residential community, we are excited to contribute to the creation of homes that residents will love and cherish.

'BoConcept's exceptional work on the UNCLE project in Leeds, delivering 446 units, has truly impressed us. Their attention to detail, innovative design, and seamless installation process have significantly enhanced the living experience for our residents. We couldn't be happier with the outcome."

Nick Hurn Vice President, Asset and Development Management, Realstar Group.







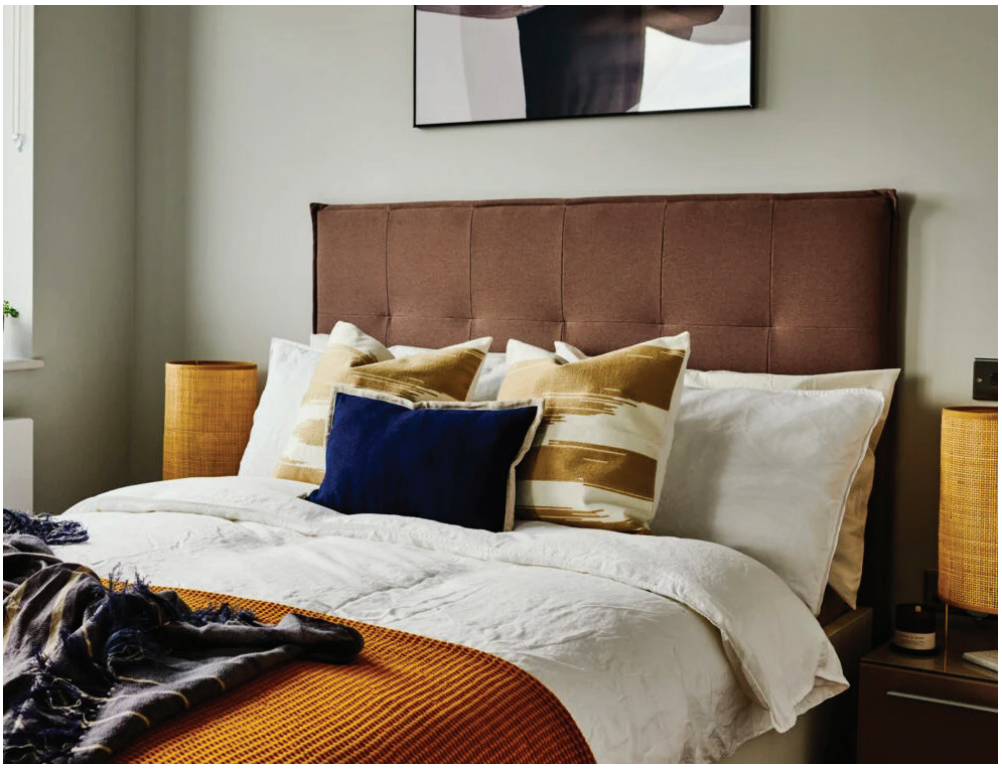


Build to Rent for Realstar Group

Uncle Wembley

Wembley, London, United Kingdom












TEA

Build to Rent for Realstar Group

Uncle Colindale

London, United Kingdom







Build to Rent for Realstar Group

Uncle Deptford

Deptford, London, United Kingdom







Build to Rent for Uniball Rodamco Westfiled

Coppermaker Square

London, United Kingdom



On a recent residential project in London, three design offices were each given a show apartment, a design brief and a selection of furniture from Danish brand BoConcept. Find out what happened next…

Thoughtful, captivating and spectacular; today's interior designers are boldly demonstrating how to create statements through conceptual interiors. Whether expressing reserved minimalism, flamboyant playfulness or organic naturalness, there tends to be a strong and elaborate idea behind the interior concepts being developed currently. Just take a look at the increase in and popularity of design hotels, as well as the number of distinctive and highly stylised restaurants. The impact that our physical surroundings have on us – the shapes, colours, materials and lighting – plays a central role when new hospitality and retail venues are being developed. Interior design delivers definitive experiences and so can be cleverly implemented to speak to our senses and therefore induce specific emotions and reactions.

A selected group of award-winning interior designers has unleashed a playful, artsy and vivid range of proposals for the pristine new rental homes

Style inspiration for residents

At the recently launched Xavier building at Coppermaker Square, a new residential development in Stratford, East London, a selected group of award-winning interior designers has unleashed a playful, artsy and vivid range of proposals for the pristine new rental homes. The three design studios – Studio Heff, 2LG Studio and Holloway Li – all based in the UK, were chosen for their experience as well as their impressive portfolios of dashing and fashion-forward designs.

From their styling of a brand-new London show apartment, it's clear that design-duo 2LG Studio has eyes on both past and future. With a mix of new design furniture, vintage pieces and unique artworks, the interior comes across as contemporary and fresh





Design consultancy Holloway Li has added pop and colour to the classic toned-down kitchen and furniture. This kitchen styling is an example of how much can be done with a splash of paint and some eye-catching accessories

The brief was clear: show the full potential of rental space decoration and provide style inspiration for the residents. Based on existing residents at Coppermaker Square, each studio was given a specific target audience and an apartment to decorate. The designers from 2LG Studio describe their project like this: 'This two-bedroom apartment is filled with curated pieces that reflect the lifestyle you expect from this vibrant urban setting in East London. Hand-printed wallpaper, hand-made craft pieces and re-imagined waste materials combine with rich colours that reflect the urban landscape and wealth of creatives in the area. Layers of textiles and rugs soften the modern space, whilst vintage pieces bring soul and personal stories to this rented home.'

A multitude of furniture options

Besides the existing walls and the straightforward brief, the designers were also provided with a multitude of furniture options from the Danish furniture brand, BoConcept. As a partner on the Xavier Building project, BoConcept was selected to bring contemporary and high-quality furniture into 281 new homes. 'This collection of apartments offers living spaces that will inspire and allow tenants to express their personalities through a variety of interior collections to suit their lifestyles. We are thrilled with the vibrant results', says BoConcept Business and Contract Director, Michel Baumgart, and emphasises: 'Coppermaker Square's ambition to create a "new standard for rental" is perfectly aligned with BoConcept's vision of designing furniture for urban living.'

As a partner on the Xavier Building project, BoConcept was selected to bring contemporary and high-quality furniture into 281 new homes

The response to the show apartments has been a great success, providing both new and existing tenants with ideas on how to accessorise their own individual apartments and showing what a positive impact thoughtful design and styling can have on a space. A series of focus groups – that were created to better understand the priorities of modern renters – pinpointed more comfort and space, a community focus and the ability to stamp individuality to create a personal sanctuary, as the most significant factors.

A simple formula

Penny Cameron, Head of Development UK at Unibail-Rodamco-Westfield, one of the three development partners, comments: ‘Like fashion, our homes have always been a form of self-expression and the results of the collaborations to mark the launch of the Xavier Building have been striking, unique and a great celebration of creative minds coming together. The designers’ unique takes on what can be achieved with home design have really exemplified how residents can infuse their personal taste into their decorating choices and home furnishings to create a sense of belonging.’

Developed using a selection of BoConcept’s staple pieces, the show apartments in the Xavier Building project clearly, and joyfully, demonstrate how it’s possible to create outstanding and personal homes based on a simple formula: timeless furniture styled with talent, imagination and conviction.



Amy Heffernan of Studio Heff demonstrates how to create refreshing colour combinations in the bedroom. A light brown Houston bed and Lugano nightstand from BoConcept are matched with baby blue, pastel yellow and camel brown.

Danish brand BoConcept has supplied furniture for 281 new rental homes in the Coppermaker Square Xavier building. Here, a beige three-seater Carlton sofa and Lugo coffee table have been styled together with a myriad of warm and strong tones



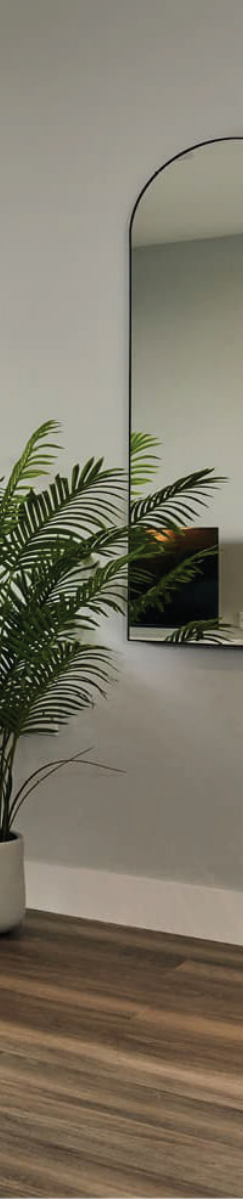


Build to rent for Eco World

Apo Kew Bridge

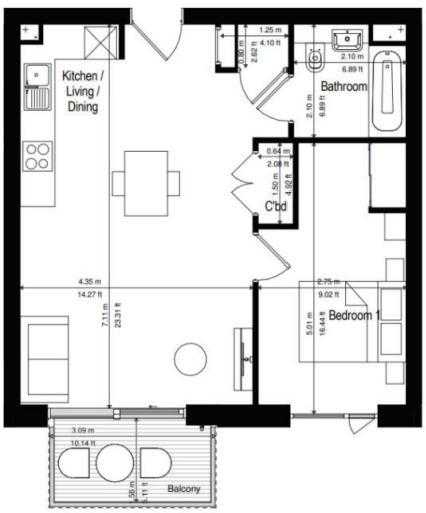
Brentford, West London, United Kindgom

BoConcept offers contract specifiers a variety of interior schemes and plenty of room for individual choice – particularly attractive to young, urban tenants looking to add their own personal touches.





The development of the build-to-rent concept (BTR) is a growing trend in the housing market, not only in the UK but also in other markets where the prohibitive cost of real estate makes it virtually impossible for younger generations to invest. In Brentford, West London, one of these developments, Apo Kew Bridge Apartments, has been conceived with an eye for the fact that taste is personal, and that for younger people in particular, there is clear enthusiasm when it comes to their ability to choose personalised home interiors.





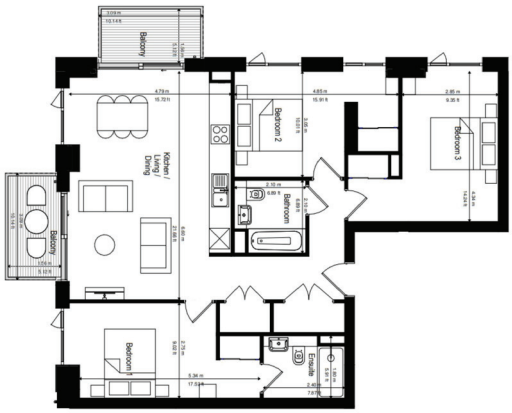






BoConcept flavours homes with individual spice

In collaboration with BoConcept, the Apo Kew Bridge BTR project offers new-build urban apartments which can be decorated to the tenant's tastes. Different flavours have been developed to accommodate different desired atmospheres and are named Urban Luxe, Avantgarde, Back to Nature and Soothing Shades. Due to the broad range of furniture and accessory designs and the variety of materials and colours in which they are available, rental spaces can be transformed into personally customised homes.















BoConcept's Ottawa chair provides character, comfort, and durability.

BoConcept's Ottawa chair, created by award-winning designer Karim Rashid, is an example of a chair that answers today's requirements, providing character, comfort, durability as well as a reasonable price tag. Its leaf-shaped seat visually stands out and when seated, it gently embraces the body, offering total support.

The project in Brentford demonstrates how with BoConcept as an optimal partner, offering such turnkey solutions to architects, specifiers and developers, it's possible to flexibly react to contemporary urban demands and individual desires.



Show Apartment

Forest Hill Gate

York, UK



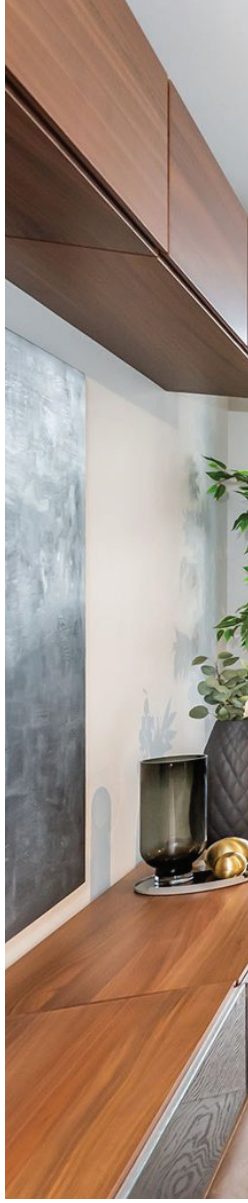




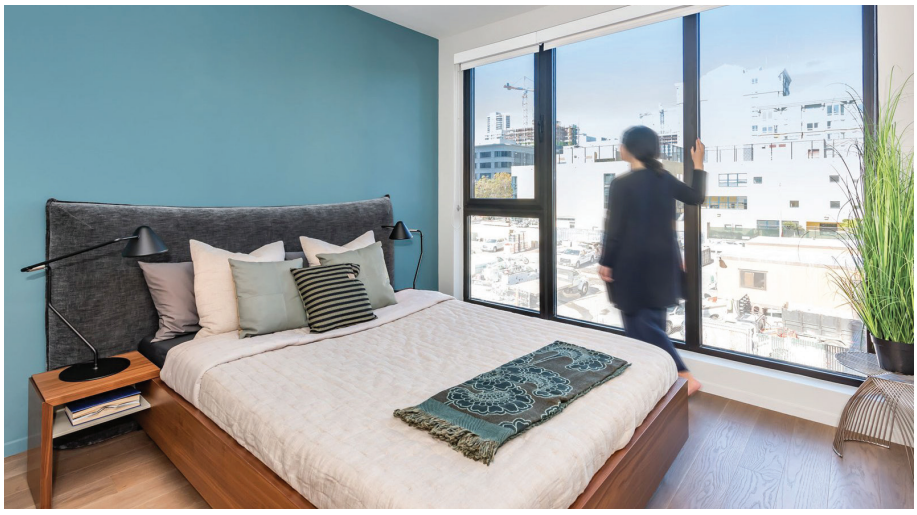












Show Apartment

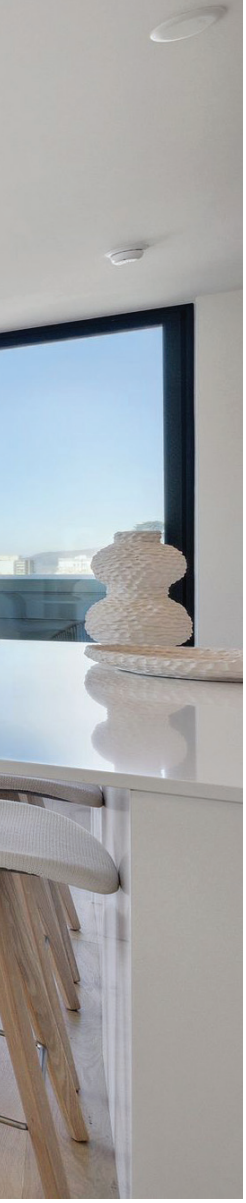
JS Sullivan Goldengate

San Francisco, USA











Show Apartment

Maison Pacific

San Francisco, USA





Show Apartment

88 at the Park

San Francisco, USA







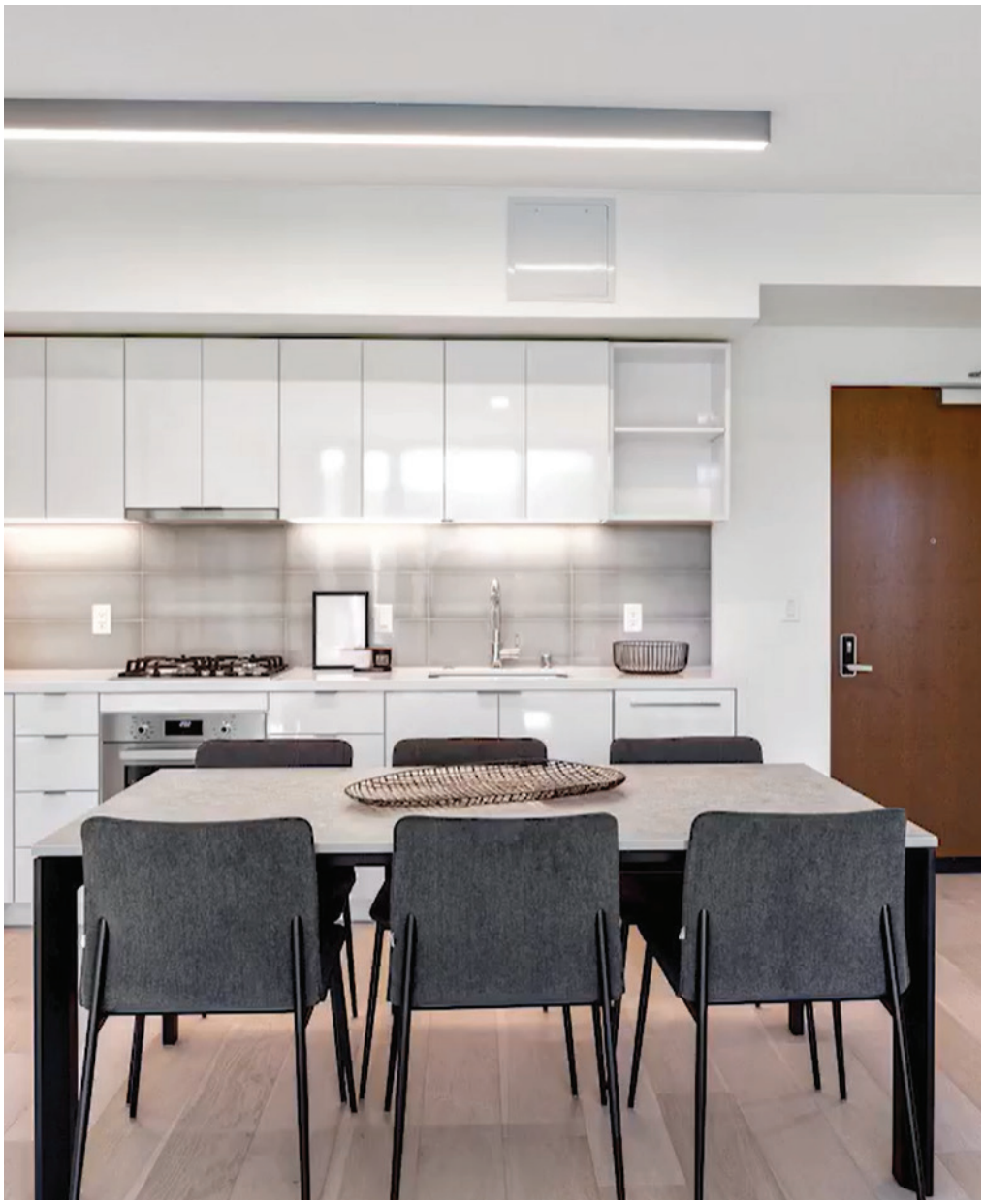


















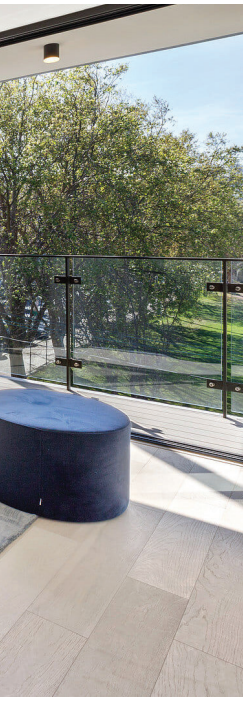












Show Apartments

Wood Ward Square

Glencairn Gate, Dublin, Ireland

















Show Apartments

PURE apartments

Berlin, Germany















Show Apartment

Verso

London, United Kindgom











Serviced Apartments for Dorrington PLC

Taunton Place
Balcombe House

London, United Kingdom







Build to rent for Ridgeback Group

Parkview residence

London, United Kindgom









Show Apartment, LongIsland Lofts, Acton, London, UK







Private investor

Monterey

Cornwall, United Kindgom







Show Apartment

Berkley Homes

Tunbridge Wells, Kent, United Kingdom



Show Apartment, Penthouse at Waterfall, Sydney, Australia





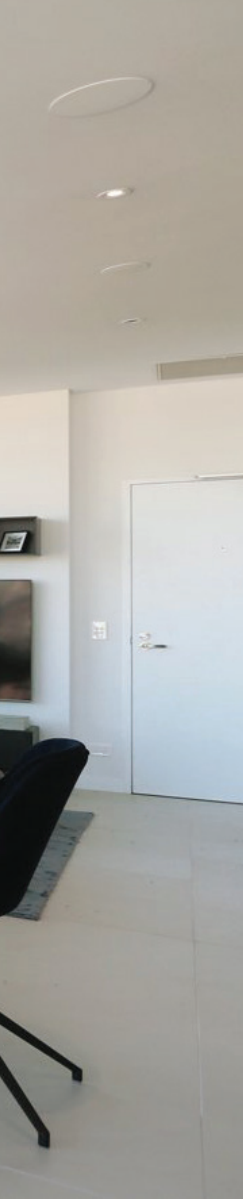




Show Apartment for Crown Group

Penthouse at Waterfall

Sydney, Australia







Show Apartment

Fairbrook Grove

Faversham, United Kingdom

In the latter half of 2020, the UK's Canterbury office was busy delivering an apartment design for the nearby award-winning, sustainably-minded residential development, Fairbrook Grove. The challenge to the team headed by Rachel Sanders, was to identify the lifestyle traits of a likely buyer and plan their ideal interior. 'Understanding the tastes of somebody who is interested in living sustainability was key,' says Sanders. The profile of an outdoorsy person, who is active and likes walks and is conscious about the environment was compiled. 'For them, less is more. They need an uncluttered environment with space – they are also sociable.' The team chose furniture and accessories with clean lines, neutral colours, natural textures and sought to bring in the outside with plants.















Show Apartment for Lazzarini Interios

Battersea Power Station

Battersea, London,, United Kingdom








EAT
DRINK
NAP
BRINGING THE HOUSE HOME



Show Apartment, Battersa Power Station, London, UK




KINFOLK
VOGUE



Residential for Karo & Co

Enfield Residential Project

Enfield, United Kindgom





Build To rent for Imperial College

White city Tower

White City, London,, United Kingdom









Build to Rent for Get Living

Victory Plaza

Stratford, London, United Kingdom

10,000 pieces of furniture for 482 apartments in just 13 weeks? When it came to the Victory Plaza residential complex in London, BoConcept showed it can do the math.

Get Living awarded BoConcept's London team the contract to furnish 482 apartments in London's Victory Plaza project, its build-to-rent property occupying the former Olympic athletes' village in East London. Initialised three years back and completed in spring 2019, the entire project from design to installation was handed to BoConcept. The job began with the compilation of a trend report, then the production of mood boards for three distinct interior designs, followed by 3D visualisations.

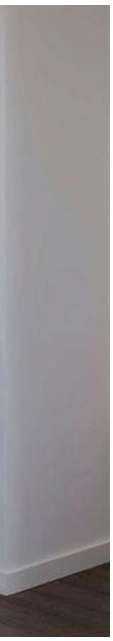





OTTOLENGHI SIMPLE







The inventory amounted to 10,000 pieces of furniture, some with customised elements, all to be manufactured, delivered and installed. Having control of all stages, however, not only translated into a financial advantage for the client, but meant efficiency at every turn. ‘We are vertically integrated which means economies of scale and complete service with no subcontractors,’ says Michel Baumgart who oversaw the project. The installation was organised with military precision over 13 weeks, with 37 apartments completed daily.



The three apartment styles, Nordic Light (a monochrome blank canvas), Botanical Vibe (a biophyllic design) and Understated Luxury (with rich, warm tones and textures) were split evenly across the building and commended by the developer for their polish and versatility ‘BoConcept’s design combines personality and functionality, offering distinct looks while maintaining versatility for people to make it their own,’ says Sylvana Young, Get Living’s then Chief Design Officer. For the demographic who rent here, BoConcept furniture would usually be another life-stage away from attainment, so the end-user enjoys the advantages too. Generation Z may struggle to achieve ownership when it comes to property and its contents, but the desire for quality and style is equal, if not surpassing, that of previous generations.





This sort of local acumen is replicated in BoConcept's residential projects around the world. There's a place, it seems, for high-functioning hygge under rooves everywhere, whatever the weather.

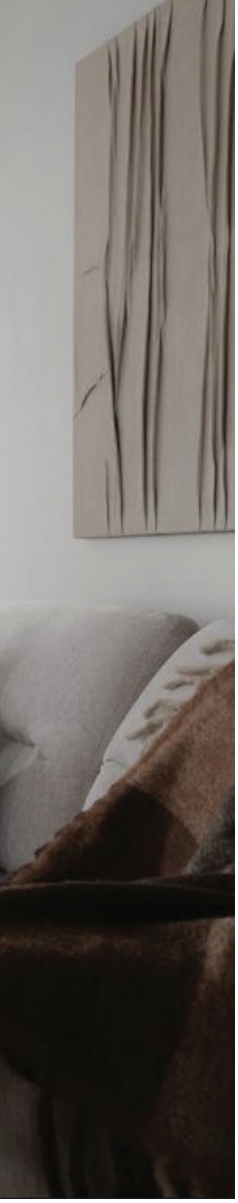




Show apartment

Atrium Ljungberg

Stockholm, Sweden










PIKIN SLEE
VIVIANE SASSEN



Show apartment

Atrium Ljungberg

Stockholm, Sweden



Micro-living or co-living, BoConcept has it covered

Right next to an imposing mountain wall in the Austrian Alps, a brand-new construction has risen from the ground; a building concept which offers a whole range of solutions to contemporary living demands.

Micro-living is not a new term. In densely populated areas of the world such as in Asian metropoles where larger private living spaces are often prohibitively priced or simply impossible to find, people find ways to be comfortable in smaller apartments, compact but well planned, with every square metre carefully fitted out and organised. In Dornbirn, a town of roughly 46,000 inhabitants in the north-western corner of Austria, one would not necessarily immediately think of micro-living as a necessity, but local real-estate developer, Continuum, has discovered just such a demand in the market and in collaboration with local architects, construction managers and interior designers, developed a format which responds directly to modern living and working ambitions specifically for this region.





Occupants of the newly built micro-living project in Dornbirn can enjoy a direct view of the area's raw natural beauty. Photo: Frederick Sams



Housing project for Continuum

Microliving

Dornbirn, Austria

An inventive mix of living solutions

'We're right at the border of Austria, Switzerland, Lichtenstein and Germany, here,' says Maximilian Fröhlich, project manager at Continuum. 'With the establishment of numerous large international companies in this region, there's a housing need for all those employees working here on fixed-term contracts. Our intention is to offer them comfortable, modern and innovative living conditions.'



'The infrastructure we have set up in our department, which includes warehousing and assembly team is focused on scalability to guarantee high levels of flexibility'

The newly built project in Dornbirn – the first of four, another three are currently under construction in the same area – proposes not only compact living, but an inventive mix of individual and communal living solutions. Besides the two-room apartments, all below 30 square metres, the building comprises various co-living spaces like fitness room, co-working space, dining and lounge areas and a large terrasse. The residents can therefore smoothly move between their private sphere and a more sociable environment.



The co-living space is impressively bright thanks to two large window facades. The low sofas and the simple and slender furniture allow for light to enter and for occupants to take in the view from all corners of the room. Photos: Frederick Sams



Serving an evolving market

Matthias Cardin, interior designer at BoConcept in Dornbirn, and his team were chosen as a partner for this project, as well as the three that are to follow. This was a challenge that Cardin took on with great enthusiasm, understanding the great potential of such a concept for the local area. ‘The opportunity to prove that we can master the challenges of a continuously evolving market and its new requirements, and to be in a leading position in this new market were our core ambitions,’ he says. Every piece of furniture and accessory used in the project, indoor as well as outdoor, comes from BoConcept. ‘Handling a large project like this would, beyond doubt, be impossible without the professionalism, reliability and support of a brand like BoConcept and its B2B team,’ adds Cardin. ’The infrastructure we have set up in our department, which includes warehousing and assembly team is focused on scalability to guarantee high levels of flexibility, and to be in the position to handle almost all kinds of projects, big or small.’



BoConcept Dornbirn was responsible for fitting out apartments as well as co-living spaces with furniture and accessories throughout; a natural and soft colour palette ensures an overall harmony. Photos: Frederick Sams

'To furnish 40 apartments in two weeks' time was, for sure, a great challenge – a well-studied workflow was our key to success'

To develop this specific type of building concept, the architects, planners and interior designers examined which functions and uses had to be covered and how best to achieve a proper symbiosis between form and function. Construction manager Christian Remmler of zwei-a projektmanagement, noticed that a harmonious overall furnishing design for the apartments and common areas was of central importance to the success of such a micro-living project. 'The outfitter at BoConcept has put a lot of thought into this and created a furnishing concept with light and friendly colours. The uniform furnishing solution was chosen both for human and practical reasons: to create recognition value and wholeness within the entire building and to be able to replace furniture more easily if there is a defect.'

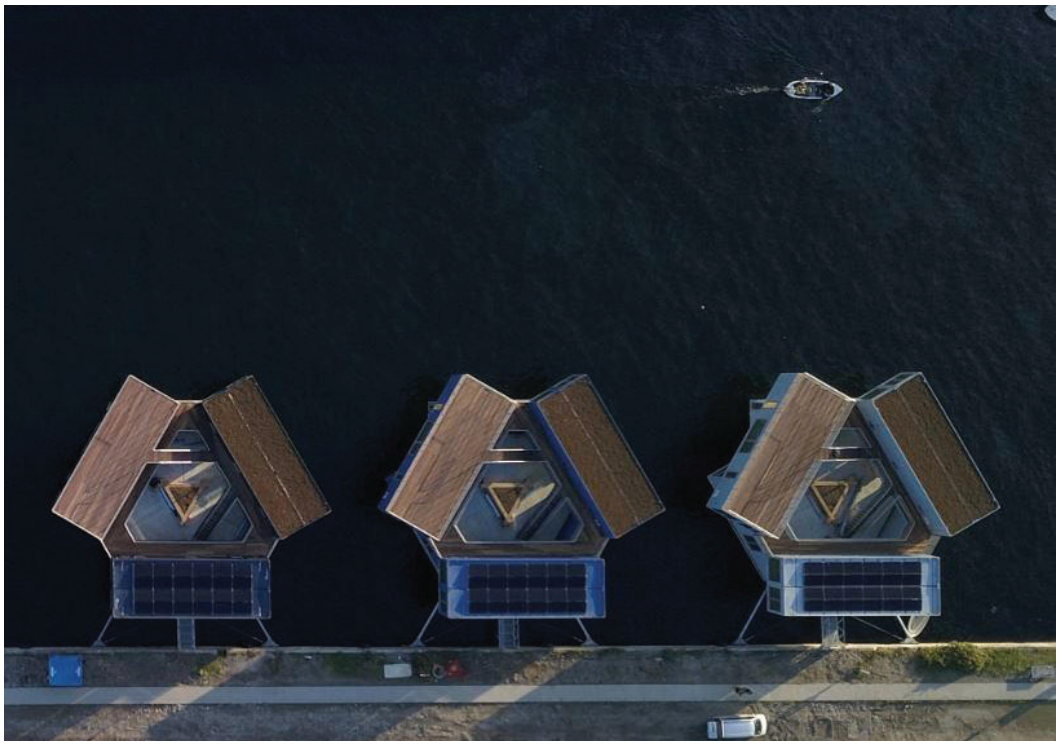


Expecting the unexpected

Cardin is looking at a freshly completed project, grateful for the high level of organisation and collaboration between all parties. ‘To furnish 40 apartments in two weeks’ time was, for sure, a great challenge – a well-studied workflow was our key to success. Even while we were still planning the entire workflow, we let our imagination run wild so as to be prepared for the unexpected; and now I know the reason for calling it the “unexpected”. Thanks to our clear planning and the solution-orientated approach of our team, we never had any unsolvable or serious problems during any phase of the project.’



The outdoor space supports a social environment of communal living with plenty of movable lounge furniture. Elba, a BoConcept lounge chair, can be used inside as well as outside. Photos: Frederick Sams



Housing project for Urban Rigger®

Urban Rigger

Copenhagen, Denmark

All over the world cities lack housing opportunities, especially student housing. Copenhagen is no exception to the global mega trend of urbanization. Combining the need for affordable housing with the wish to make use of former industrial harbor areas, the idea of constructing floating villages was designed in 2013 by URBAN RIGGER® and a team of architects from the BIG group. In 2017 the project was nominated as a finalist for the World Architecture Festival (WAF) Awards.

Docked in an underused harbour in central Copenhagen, URBAN RIGGER® meets a pressing need for affordable student housing

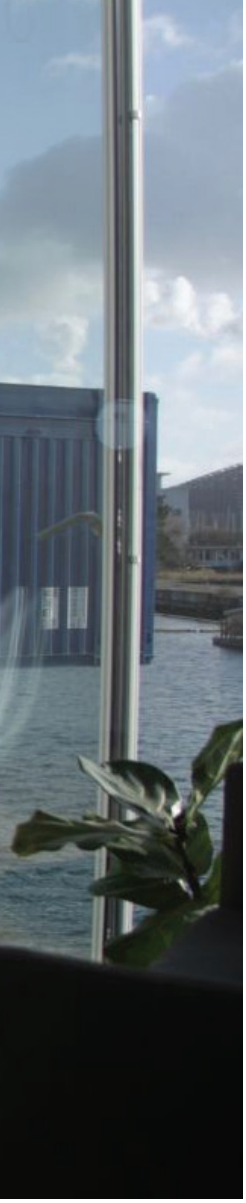


URBAN RIGGER®'s floating residential buildings were designed in cooperation with the Danish architectural firm Bjarke Ingels Group (BIG) to alleviate the housing shortage in the city and provide accommodation for over 70 students.





URBAN RIGGER® was looking for a solution for the interior design that could be compatible with the original idea and brand. Other brands were considered, but due to the unique design and philosophy of URBAN RIGGER®, we required a solution which involved a close cooperation with a designer. When we approached BoConcept we could feel their commitment and passion for their design and work, which is also very close to how we at URBAN RIGGER® feel for our product. From a commercial point of view, BoConcept's furniture is of a high durable quality and has a fine level of simplicity in the design. But it also gives a sharp contrast to the raw materials on an URBAN RIGGER®.





Its compact, light-filled apartments boast enviable harbour views – and BoConcept's stylish, space-saving furniture.





Other spaces in URBAN RIGGER®, all conducive to living and studying, are furnished with BoConcept's communal tables.



From a community point of view, we like for instance the choice of fabric used on the sofas in the common areas. The fabric is made from 100% REPREVE®, a brand of recycled polyester made from used plastic bottles. The design and choices of furniture were made by BoConcept, their experience in furniture and interior design are much better than ours, so we had a simple task of just saying yes.

The community is an important part of living on an URBAN RIGGER®. Recent research shows that participating in any kind of community remarkably reduces climate imprint and encourages the green transition. In other words: It takes a village to change individual behaviour.

By design URBAN RIGGER® facilitate and encourage a sustainable lifestyle focusing on sharing, participating and taking responsibility for community and environment. BoConcept thoughts and ideas on smart living not small living fits very much into our communities onboard the Riggers.


CRIMINAL INSTINCTS


A SMILE
IN THE
MIND





Communal Areas for Ecoworld

Aberfeldy Village

East India Docks, London,, United Kingdom











Communal Areas for Ecoworld, Aberfeldy Village, East India Docks, London, UK







Student accomodation

Hakusan House

Tokyo, Japan



Hakusan House,Student living for Uninest, Tokyo, Japan


DUBAI
LONDON
HAKUSAN HOUSE
YANAKA
VENO
TOKYO DOME
TOKYO TOWER
SHINAGAWA
Dixit



Reception

Turnberry House

Glasgow, Scotland




SPIRE
PLATINUM SUITES

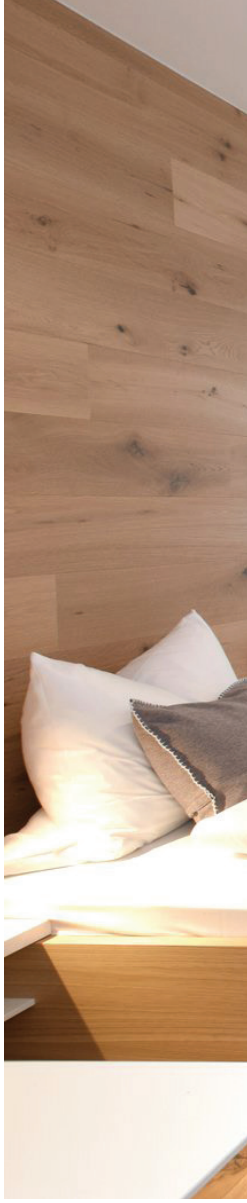


Breakout area

Spire

Pilgrim Street, Newcastle



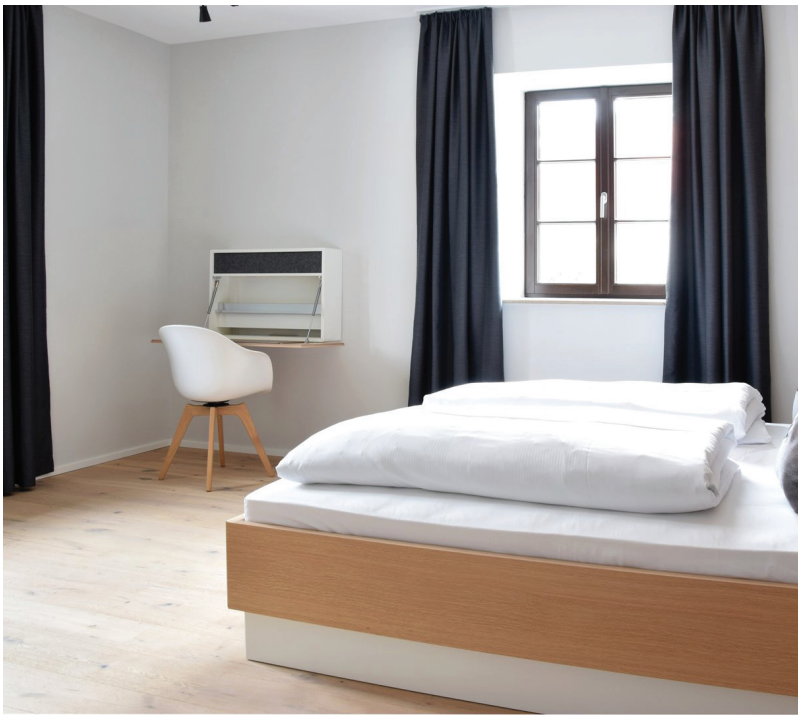




Hotel

Mariandl Am Mer

Rügen, Germany



Hotel Mariandl Am Mer, Germany




fatboy
fatboy
fatboy



Hotel Mariandl Am Mer, Germany



Show home for Private investor

Casa Palma

Miami, USA

Looking to bring some Scandinavian style to a multi-million-dollar residential project in Miami, the developer turned to iconic Danish brand BoConcept to provide the hygge.

When a Norwegian investor placed a brand-new 20-million-dollar villa on the real estate market in Miami, it could have been fitted out with the most exclusive luxury furniture in order to impress buyers, yet he prioritised infusing the house with a Scandinavian atmosphere, above all.

Miami vibes and Scandinavian sennsibilities at Casa Palma

Hygge comes to Miami

'The interior really had to evoke the feeling of "hygge" – this was very important to the client', says Senior Design Consultant at BoConcept Miami, Daniela Contreras, 'And with the BoConcept interiors, we were able to fit out the house with furniture and accessories that all shared the same taste and feel.' The investor came across the BoConcept store in Miami somewhat by chance, while out on a walk. 'Seeing the furniture and going through the possibilities with our design team, he quickly became convinced that this was the right match and directly put us in contact with the architects of the house. "This is the brand I want," he told them.'

BoConcept was far from unknown to the architects, Borges + Associates, however. In fact, the company's Imola swivel chair had already been placed in one of the renderings of the project, and most likely, the choice of this piece of Danish design, with its natural curves, clean lines and strong expressions of comfort, had made a lasting impression on the client.



‘This is the brand I want’

‘We worked closely together with the architects here, as we were dealing with a unique and high-end project, not something we come across every day,’ explains Contreras, ‘These extraordinary volumes had to be given careful attention, making sure that the architectural concept would work together with the interiors.’

Creating a Scandinavian ambience

One of the most important priorities was to maintain a sense of open perspectives in relation to the villa’s large interior spaces as well as to its relationship with the outside. This was accomplished with deep, low-profile seating, set within simple, airy layouts. ‘The colour tones and materials chosen were kept as natural and calm as possible, hanging on to the idea of a Scandinavian ambience, while matching the surfaces of the building,’ says Contreras, ‘At the time, BoConcept also had the license to sell lamps from the Danish mid-century designer, Verner Panton, which were then used to emphasise the overall idea.’







In the US in particular, when investors build and sell real estate at this level, it is common practice to pre-decorate interiors to offer potential buyers a fuller, more rounded experience than they may alternatively have stepping into an empty space. The furniture, though, is most often the same – stocked in a warehouse and used over and over again for various different properties. 'The involvement of the investor was quite rare in this case; he really had a clear idea of what he wanted to propose to potential buyers,' adds Contreras, 'He gave us a lot of freedom in the design process, but his brief was clear and specific. And he invested in all the furniture, making sure that all aspects of the project were thought through and well-paired.'









‘BoConcept designs are conceived to create a sense of quality, warmth and charisma, no matter the size and scale of project’

A comprehensively BoConcept concept

BoConcept designs are conceived to create a sense of quality, warmth and charisma, no matter the size and scale of the project, and Villa Palma demonstrates exactly that. ‘Even though the house didn’t have an owner yet, it had to reflect a certain lifestyle and the Miami vibe,’ concludes Contreras, ‘We are usually involved in different-sized projects, but here we were offered the chance to indulge in the potential promised by many more square metres than usual, by the light, by the views, and so had the opportunity to build up a complete and comprehensive BoConcept scenography.’





Show Home for Flyway

Flyway Timeshare Show apartment

London, United Kindgom

Contemporary and fresh, luminous and colourful, intriguing and surprising; the interior design of a newly finished apartment project in London speaks the visual language of its maker, award-winning designer Karim Rashid. Having spent the past four decades in the field of design and architecture, Rashid has manifested both his talent and approach with an always recognisable design DNA.



Utilising collections from his collaboration with BoConcept, renowned designer Karim Rashid has

For this London project, Rashid was brought in to design an atypical type of home, a timeshare. The real-estate developer behind the project, Flyway, specialises in second homes based on the timeshare principle, a vacation property with a shared ownership model. Not a new concept as such, yet Flyway has introduced its own angle, concentrating on well-designed spaces located in popular cities. ‘Flyway introduced themselves as a new innovative model in the market where multiple people will be able to own luxury second homes and enjoy them, starting this with pied-à-terre in London. I’ve designed hotels from top to bottom, uniforms, key cards, scents, and we wanted to do something similar with Flyway, giving guests a fully designed experience. I chose all the flatware, dishes, appliances, etc.,’ explains Rashid.

The timeshare apartments differ from hotels in the sense that people will stay here for a longer period of time and perhaps several times a year, something Rashid considered in the design process: ‘With hotels, the experience is very temporary so I’m always looking to create an experience like no other. But the Flyway apartments will have longer-term stays. I wanted to create a neutral palate but still with energising pops of colour. For me, it is quite subdued. The white walls and wooden floors act as a neutral canvas for the colour in the furnishings, artwork, and details throughout.







It is my continuous goal to create an intimate environment that focuses on positive energy, rejuvenation, privacy, relaxing, and getting away from the world. This was a perfect opportunity to pare back to high-quality basics that meet the needs of many.'

Rashid has worked in close partnership with Danish design brand BoConcept since 2012, developing whole ranges of furniture together. For the Flyway project, Rashid included some of these products as he found them particularly suitable: 'I chose the Chelsea collection for this apartment as it epitomises my design language of fluid organic forms. I want to remove hard surfaces and sharp edges to create visual and tactile comfort and an arresting sense of calm. These needs are a must, particularly in urban homes that tend to be smaller, as with this London flat.'

The London apartment is an example of how our needs and desires in terms of new ways of living constantly evolve, and how the real estate market quickly picks up on it. Thoughtfully designed interiors have become an increasingly important factor for people in choosing where they want to spend their time. The value of design is increasingly recognised by users and the market naturally follows.









Show Home for Private Client

Pavello House

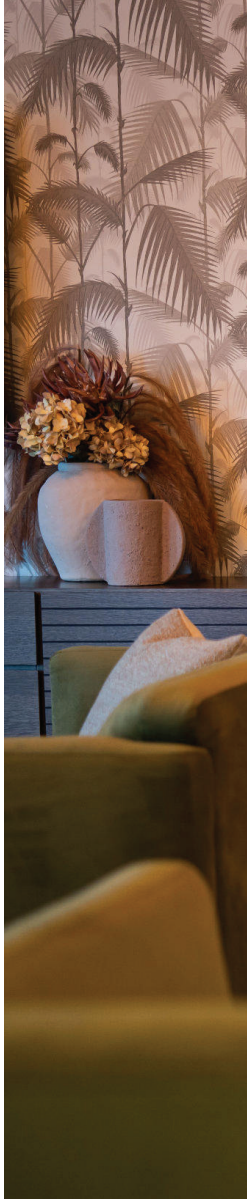
West Sussex, United Kindgom

Pavello House, Grand Designs, West Sussex, UK









Residential Hotel for the Elderly

Wenworth Grange Residential Hotel

Wenthowrth Grange, Riding Mill, UK

Danish hygge specialist BoConcept proved to be the ideal partner when Jeff Lee was looking to bring a comfortable and contemporary design feel to his high-end elderly care home, Wentworth Grange…

How can we create the best possible surroundings for the elderly to live and enjoy their later years? This seems to be the core question behind the Wentworth Grange care home in the North of England. Here, the word ‘care’ takes on a great variety of meanings. Essential things like accommodation, nutrition and nursing services have been given the utmost attention, all combining to offer the type of experience that most of us might only dream of enjoying when we reach this period of our own lives. Wentworth Grange’s insightful interpretation of care is visible in the architecture, the garden and the interiors, even in the staff uniforms, demonstrating sensitivity and understanding of the degree to which our physical environment plays a role in our everyday wellbeing.

The recent makeover of high-end retirement home Wentworth Grange benefitted from the close support and know-how of BoConcept business and trade manager Emma Dickinson (left) and her team.

BoConcept's support on the project initially began with a simple lounge fit-out but went on to encompass a far more comprehensive refurbishment of the facility.









Interior design expertise

For a recent makeover at the location, BoConcept was engaged to assist with the transformation, providing not only furniture but interior design expertise. What started out as a simple request related to the interiors for one lounge area, developed into a more complete commission that included the reception area, the restaurant, outdoor terrace along with the hallways and small seating areas.

> The setting of the care home is purely idyllic, the epitome of romantic Victorian countryside scenography

'We got involved around the start of this new updated phase of Wentworth Grange', explains Emma Dickinson, Business and Trade Manager at BoConcept Business North East & Yorkshire. 'Jeff Lee, the owner, already had plans underway for a new extension to the restaurant and had got in touch to discuss the lounge area upstairs. We initially spoke on the phone and then I visited Wentworth to look at the spaces further. Since then, it's kind



A fusion of some different places

The setting of the care home is purely idyllic, the epitome of romantic Victorian countryside scenography. The facility is centred around the original Victorian house which was on the site when the Lee family took the place over in the 1980s. They sank all they had – in terms of both finance and energy – into the creation of their high-end nursing home, something very much in demand during that time, though equally rare. They built onto the house, merging the new with the original classical architecture, and thus able to offer all the modern and contemporary conveniences needed for providing the best of care and service to its future residents. Owner, Jeff Lee, was just 13 years old when his parents decided to take on this challenge and now he is head of the house – managing the operation, on-call 24/7 and ready to take care of any type of question or task, day or night.

'In BoConcept, we found not only a supplier but a partner who really cared'



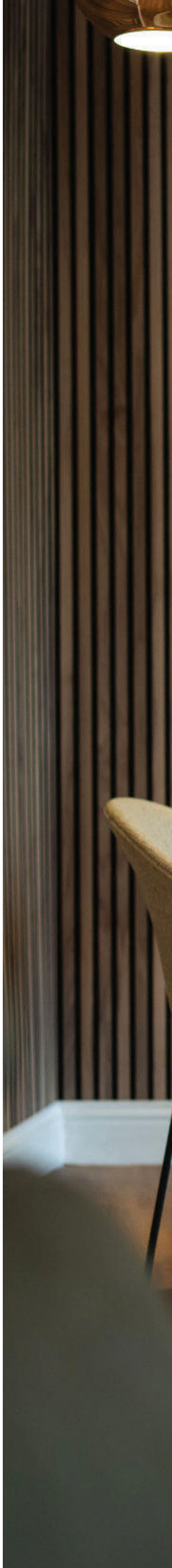
Centred around an extended and renovated Victorian house, Wentworth Grange provides first-class living spaces to its retired guests, and with BoConcept's help, combines the feeling of home with a high-end hotel.

For this new transformation, Lee wanted a fusion of some different inviting places; a home, a lovely restaurant, a fine hotel. ‘We care about the nice things in life which is more important than ever when you’re in your golden years. We do not wish this place to resemble a nursing home which is why I always turn down suppliers of nursing homes. We wish to offer our residents something different that can lift their spirits in every possible way, with an abundance of natural light, openness, fine decor and contemporary finishing. We went for something contemporary that is as good to look at as it is to relax in’, says Lee. ‘The furnishings from BoConcept caught my eye because they are thoughtfully designed and very comfortable with fresh and bold colours. And in BoConcept we found not only a supplier but a partner who really cared.’

Luxurious and homely

Wentworth Grange is fitted out like a hotel for the elderly, with all the nursing support directly on hand yet not the first thing you notice. ‘The brief we received was to create something that felt luxurious and homely, not a care home with a hospital feeling’, says Dickinson who visited the location on several occasions to get a sense of how the spaces were being used and what exactly was required. Besides their private rooms, the residents spend a great part of their time socialising in the common areas and therefore they were at the forefront of the plans for change: remaking beautiful spaces to talk, eat good food, play board games, welcome family, host visitors or simply relax.

‘Restyling a care home is not necessarily a standard request at BoConcept yet a very meaningful one,’ says Dickinson, who believes this is a field with a potential for more design thinking: ‘The world is changing and I think there is an urge for people to stay within a space that they feel safe and happy in, even if they don’t need 24-hour care. At BoConcept, we have such a vast collection, with brilliant commercial & healthcare options, I don’t see why we couldn’t work with other spaces like this trying to achieve a more design-led interior.’









Residential home

Carlton Beach House

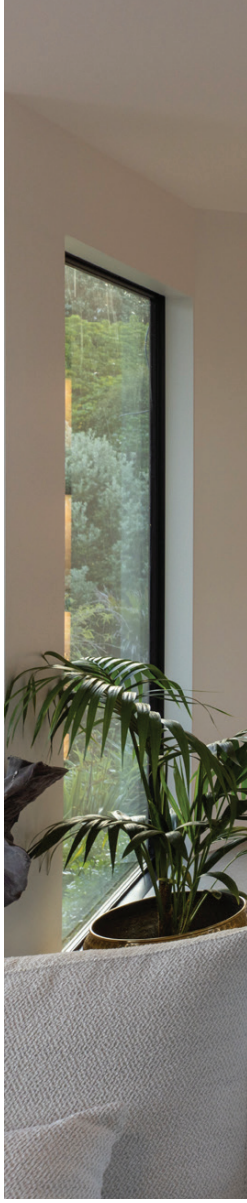
New Zealand













Residential home

Leigh House

Auckland, New Zealand











Residential home

North Shore House

Auckland, New Zealand

















Residential home

Patchwork 10x10

Wellington, New Zealand







Residential home

Patchwork Partywall

Wellington, New Zealand

















Residential home

Penrose street

Wellington, New Zealand











Residential home

SeeSaw House

Wellington, New Zealand



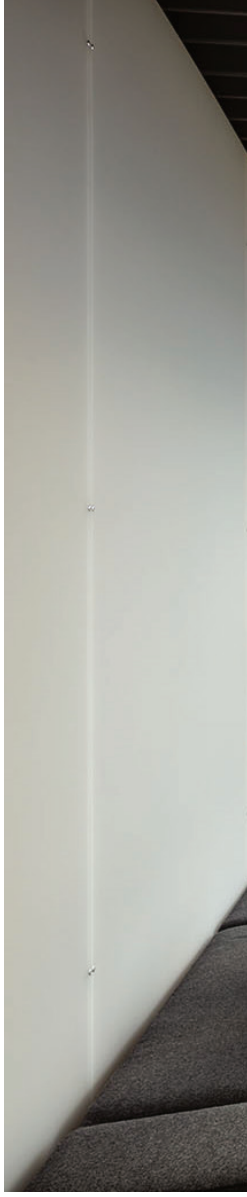














Residential home

Stilt House

Wellington, New Zealand















Residential home

Waiheke Island

Auckland, New Zealand







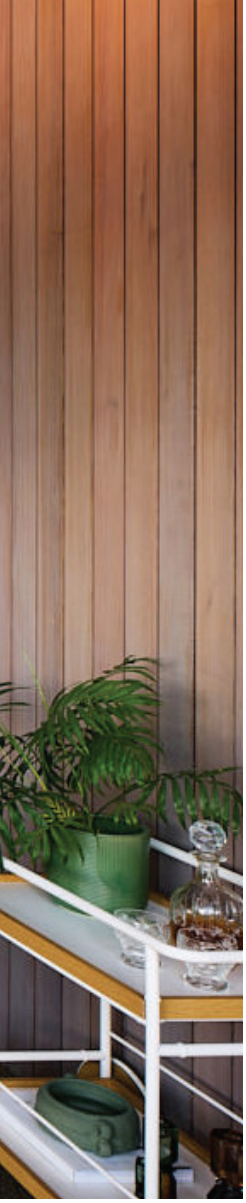




Residential home

Waikanae Beach

Wellington, New Zealand











Hospitality

Lounges, lobbies and communal spaces.
Restarants, Cafè and Hotels.



Modern heritage design takes flights at Harrods Aviation

In this installation for Harrods Aviation, BoConcept Contract in London have designed and furnished the reception and VIP lounge areas at their facility in Luton Airport. This prestigious undertaking allowed to blend our modern design sensibilities with the rich heritage of the Harrods brand, resulting in a sophisticated and welcoming space for travellers to comfortably relax in style before boarding their flight.

Harrods Aviation is the leading London based business aviation service provider and offers high quality Fixed Based Operating services at London Luton and Stansted airports, where we also furnished the Knightsbridge Lounge last year. With over 60 years of aviation experience, Harrods Aviation embodies the excellent service standards for which its namesake Knightsbridge store is renowned.



Lounge Design

Harrods Aviation Lounge

Luton Airport, London, United Kingdom

This project is a natural fit for BoConcept and Harrods, given our long-standing partnership. Since opening our concession in Harrods in 2007, we have enjoyed the collaboration built on shared values of excellence, style, and innovation. This 17 year relationship has allowed us to deeply understand the Harrods brand, enabling us to deliver a design that truly resonates with their identity.

The design approach for this project was rooted in honouring Harrods' esteemed brand. We meticulously curated a colour palette that reflects the elegance and luxury synonymous with Harrods. Rich hues, including deep greens, tan accents, and timeless neutrals, were chosen to create an atmosphere of refined comfort. This palette not only pays homage to Harrods' iconic brand but also enhances the modern heritage style we aimed to achieve.



Perfectly selected pieces, Instilling quiet luxury for travellers through a fusion of timeless design and modern luxury.





‘From initial design and consultation to the final delivery and installation, collaborating with BoConcept has been seamless. BoConcept perfectly align with Harrods Aviation’s philosophy to instill ‘quiet luxury’, and we are proud to partner with them across all our locations, offering added value to our discerning clients.’

Nathan Farrow, Head of Customer Experience at Harrods Aviation.

Staying true to the Harrods brand, the carefully curated selection of furnishings subtly reflect the colour palette the prestigious name is known for.

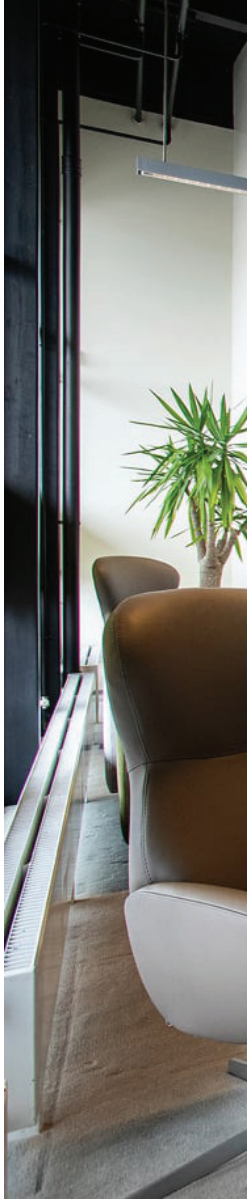


Harrods Aviation, Stansted Airport, London, UK




BoConcept
DISCOVER CONTEMPORARY
DANISH FURNITURE
AT BOCONCEPT.COM


Harrods AVIATION
Harrods AVIATION
THE
KNIGHTSBRIDGE





Lounge Design

Harrods Aviation Lounge

Stansted Airport, London, United Kingdom





Harrods Aviation, Luton Airport, London, UK


Harrods AVIATION

Lounge Design

Harrods Aviation Lounge

Luton Airport, London, United Kingdom



The BoConcept team in Adelaide recently completed a stunning redesign of the Executive Lounge at the Hilton Adelaide. This project, which took four years to conceptualise and execute, exemplifies the sophistication and functionality that modern hotel lounges aspire to offer their high-profile guests.

Located in the heart of Adelaide, the Hilton's Executive Lounge has been transformed into a space of both comfort and luxury. The design team utilised our contemporary furniture pieces to create an inviting atmosphere. The lounge now features sleek, modern sofas and comfortable armchairs that are perfect for relaxation or casual meetings. The colour palette is subtle yet sophisticated, with neutral tones complemented by bold accents that add a touch of elegance.

BoConcept and Hilton unite to create new executive lounge in Adelaide



The newly furnished Executive Lounge at Hilton Adelaide is a testament to the collaborative effort between Hilton and BoConcept Adelaide.



The layout of the lounge has been thoughtfully arranged to maximise space and functionality. There are distinct areas designated for dining, relaxing, and working, which cater to the diverse needs of Hilton's executive guests.

The collaboration between Hilton Adelaide and BoConcept in redesigning the Executive Lounge showcases the numerous benefits of partnering well-known brands in projects such as this. Firstly, both brands bring their respective reputations for quality and excellence to the table. Hilton, a globally recognised name in hospitality, is known for its impeccable service and luxurious accommodations. BoConcept, on the other hand, is celebrated for modern, high quality and innovative furniture design. This collaboration signifies a melding of hospitality and design expertise, ensuring that every detail of the lounge is meticulously crafted to meet the high standards expected by its guests.

Ultimately, the success of the Hilton's redesigned Executive Lounge serves as a compelling case study for the power of brand collaboration. It not only enhances the guest experience by creating a luxurious and functional space but also sets a benchmark in the industry for future projects involving partnerships between hospitality and design brands.







Movie Theatre concept

109 Premium Cinema Shinjuku

Tokyu recreation, Tokyo, Japan



Different seating options from BoConcept's portfolio differentiate the zones in the lounge at Hamburg Airport. The uniform tan and black leather palette tie the design together.





VIP lounge

Hamburg Airport

Hamburg, Germany

When it comes to the shaping of public spaces, an airport lounge provides glorious scope for the flexing of design muscles. When a space serves a broad spectrum of tastes and types, what guides the aesthetic? When hundreds of people tread its floors daily, what materials will withstand the wear and tear? And what furnishing and effects does the space require in the first place? Are people using it to fuel up on food before a flight, or as a temporary office? Are they making a library of the space or a crêche; are they catching 40 winks or drinking towards an airborne stupor?



BoConcept found themselves seeking answers to these questions when they were tasked to fit out Hamburg Airport's VIP lounge. 'The lounge at Hamburg airport has always been considered a best kept secret and the airport wanted to change this with new looks and new services,' says Christian Hiller, BoConcept's head of Contract. 'Everyone can use it by paying an entry fee and so it was very much about pushing the potential of the only universally available (not airline-related) lounge.' By maximising seating, and polishing up the offering and environmental appeal, profits could be expected to rise.



‘BoConcept has created, a completely new atmosphere,’ says Faik Bozdogan, the Daily Lounge Manager at Hamburg Airport. ‘Our lounge used to be just normal. Now we have areas where our guests can choose how they want to enjoy their stay’

The team achieved a living room-like feeling using warm earthy tones and a material mix of leather, metal and fabric. Ogi chairs with swivel function were installed under over-sized lampshades designed to provide acoustic privacy for quiet moments and meetings. Toriano bar tables teamed with the Adelaide bar stool provide social space, the Lucca armchair paired with the Dublin footstool and the Ottawa lounge table offer a zen zone, and the Torino table and Vienna chair make a good work station. In order to subdivide the 500sqm VIP lounge into different areas, partition walls and statement lights were placed as acoustic and optical room dividers, which give guests privacy and make the wait for a plane comfortable.



The lounge is divided into zones that allow for different activities, from casual idling in armchairs, to drinking at bar tables, meeting in comfort, to working at desks complete with charging points.


Eurowings
BANGKOK
Eurowings
NEW YORK
Eurowings
KARIBIK



VIP Lounge for Hamburg Airport, Hambrug, Germany







VIP lounges for Muse

Muse VIP Lounge

Shanghai, China




DÉFENSE
DE FUMER




designed by
BoConcept
STADE RENNAIS
FOOTBALL CLUB
1901







VIP lodges for STade Rennais

Stade Rennais

Rennes, France

Ultimate blend of luxury and comfort at Rennais Stadium's furnished lodges, courtesy of the BoConcept Rennes team.

Elevating the match-day experience to new heights, BoConcept brings its signature Danish design ethos to these exclusive spaces, crafting an ambiance that exudes sophistication and warmth. With a curated selection of furnishings in a range of colorful palettes, each lodge becomes a haven of contemporary elegance, where fans can revel in the excitement of the game while indulging in the plush comforts of BoConcept's iconic pieces.






DÉFENSE
DE FUMER
Façade Bois CLINEXEL
Façade Bois ESSENTIEL






Espace lounge
designed by
BoConcept


STADE RENNAIS
FOOTBALL CLUB
1901





VIP lounge for Reading FC

Madejski Stadium

Reading, United Kingdom

Merging comfort and contemporary design, each lounge is furnished with BoConcept's signature pieces, creating an atmosphere that perfectly complements the excitement of game day and offers a truly exceptional match-day experience . Reading FC team's key colors are integrated into the colour palette, celebrating the spirit of the club.


TAKE ME
I AM YOURS
BoConcept



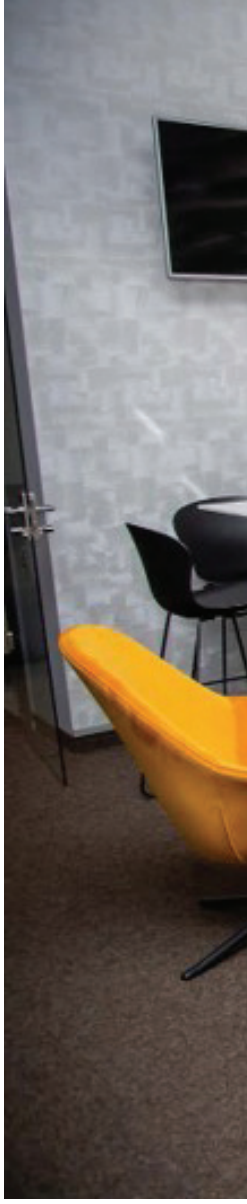



www.readingfc.co.uk
ROYALS


KYOCERA
READING FOOTBALL CLUB
EST. 1871


BoConcept
PLAYERS LOUNGE







VIP lounge

Grizzlys Wolfsburg

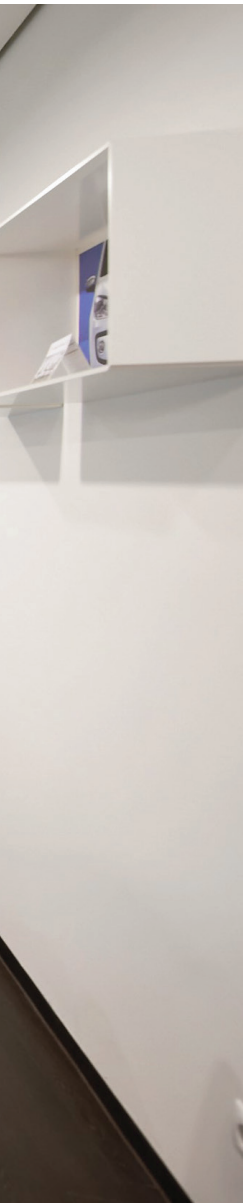
Eis Arena Wolfsburg, Germany






Leistungsträger.
Block
02





VIP lounge for MCH Gropu A/S

Herning Arena

Herning, Denmark







VIP lounges for MCH Group A/S, Henring Arena, Herning, Denmark





Sales and Marketing Suites for BMW

BMW Wentworth PGA Championship

Virginia Water, Surrey, United Kingdom






BMW


BMW
BISTRO MENU.
BMW PGA CHAMPIONSHIP 2017.
23–28 MAY 2017.
WENTWORTH CLUB, SURREY.





BMW Wentworth PGA Championship, Surrey, UK





Sales and Marketing Suites for BMW

BMW Goodwood Festival of Speed

Chichester, United Kingdom




BoConcept


BMW
OWNERS'
LOUNGE







BoConcept classics paired with one-off interior design pieces by Swedish fashion designer Lars Wallin, creating an ambience of extravagant cosiness.





Bridal suite for SAS Radisson

A marriage made in heaven: Lars Wallin X BoConcept

Stockholm, Sweden

Honeymooners are in for a treat as Stockholm-based dream maker and haute couture specialist, Lars Wallin, brings his famously feminine and festive touch to a luxury suite at the Swedish capital's SAS Radisson.

If anyone can be said to know about the wishes and dreams of brides-to-be, surely it's those behind the creation of that mythical matrimonial object, the wedding dress. For more than 30 years, one of Sweden's most famous fashion designers, Lars Wallin, has created dresses for women about to live, what is for many, the ultimate romantic experience.

And with his design for a recently finished bridal suite at Gothenburg's SAS Radisson, Wallin has demonstrated not only his haute couture finesse in realising dreams of glamour and romance, but also an ability to seamlessly transfer his creative talents from the boutique to the bedroom.

A common focus

Walking into the suite, one immediately senses the designer's strong affection for textiles and textures – fabric, of course, being something that Wallin lays his hands on in his fashion work on a daily basis. On a natural palette of beige and grey, vivid silver and gold stand out, shiny and glittering, on curtains, cushions, lamps and accessories, creating an atmosphere that is both warm and luxurious. Classic fabrics and wallpapers bring notes of the Swedish Gustavian style and are mixed with sculptural contemporary furniture and lighting – all elegantly brought together by Wallin.

One of the key pieces of furniture in the suite is the white Bergamo sofa which first ignited the collaboration between Wallin and BoConcept on this project. 'As soon as I saw this sofa, I felt "this is it", this is the wedding sofa for my suite', Wallin explains. A common focus and a set of values in terms of design and creation defined the partnership: 'Craftsmanship is what's most important to me. When I found BoConcept, I felt that they had the same expression as me.





The Bergamo sofa and Imola armchair were selected by Lars Wallin to offer both comfort and flair. The textured golden orange fabric on the armchair catches the eye and adds warmth to the delicate beige and grey backgrounds

They had timelessness and they focused on the craft. Their products are just as beautiful from every angle, but also they are not afraid to go the extra mile, which delivers an experience and something aesthetically luxurious that I really liked.'

'Craftsmanship is what's most important to me. When I found BoConcept, I felt that they had the same expression as me. They had timelessness and they focused on the craft'

Inspired visions coming to life

Mimmi Lobendahl, CEO of BoConcept Stockholm, worked together with Wallin and supported him in finding the right pieces of furniture suitable for the suite. 'We started out the process by looking at fabrics for the Bergamo sofa where details such as how the white wedding dress would look against the fabric became important factors to consider. Then we continued with the selection of furniture and fabrics, all of which would go well with Lars' own design of cushions, wallpaper, crockery and furniture. Lars has an incredibly good eye for design and details, so we are very happy to have been part of this project.'

Watch the full video here.

‘Since 2022, our global contract division has been on an evolving journey, creating extraordinary spaces focusing on being a value-adding, solutions-oriented partner for the A&D community’

The bridal suite stands out as an example of how to merge made-to-measure design pieces and premium retail lifestyle furniture in an exclusive and dreamlike setting. ‘One of the many highlights of this project has been that Lars liked some of our classic furniture so much that he chose those’, Lobendahl says. ‘Here I am thinking of the Imola armchair, the Vienna chair and the Bergamo sofa. And then, of course, to see the end result of the suite which has turned out magically well because we really see Lars’ vision come to life.’

A value-adding, solutions-oriented partner

BoConcept’s Global B2B Partner Director, Christian Boström, also underlines the importance of being able to realise creative partnerships like this one: ‘The bridal suite is a project which enriches our project portfolio for the hospitality sector; the suggestive atmosphere and the beautifully curated furniture and material selection express a romantic dream interior. Since 2022, our global contract division has been on an evolving journey, creating extraordinary spaces focusing on being a value-adding, solutions-oriented partner for the A&D community.’

In the bedroom, a custom-made canopy bed and adorning wall panels set a classic tone, evoking notions of historical, noble manor interiors. Shimmering gold and silver fabrics only add to the effect







Hotel for Max Hotel

Max Hotel

Seefeld, Austria

The dasMax Hotel in Tyrolean Seefeld, completed in December 2019, is one of the hospitality project delivered by BoConcept's Innsbruck team. Following its success in bridging old and new design in the interior of nearby hotel Sonnenburg, they were approached by the architects of the Max Hotel to help inject some modernity into the somewhat faded winter resort of Seefeld. The interiors needed to be cool and contemporary, but also timeless so they don't date too quickly. The team met the challenge with a plan for comfortable minimalism in a neutral palette. Ticking all the client's boxes, the 23 rooms of the small aparthotel were installed within 2 days.




HOTEL
MAX






das
Max
LIFESTYLEHOTEL



Hotel for B(l)ack Homes

B(l)ack Homes City Hotel

Innsbruck, Austria

Although a small city, Innsbruck is a centre for both business and tourism: it is home to a large university and surrounding network of suppliers and institutions, which creates a notable number of visitors. The headquarters of renowned glass manufacturer, Swarovski, is also situated just outside the city, as well as a number of important lighting manufacturers. And besides that, we are located in the middle of the Alps with the accompanying skiing and alpine industry.'









A specialist in the contract sector

The Austrian BoConcept team started working on this project in October 2020, ‘conceptualising the interior with our in-house designer and coordinating the logistics of the actual fitting; being well organised is key in achieving a fluid execution. In just three days, they fitted 39 hotel rooms entirely, lighting, furniture and accessories, as well as the other extra elements. Thanks to local storage facilities and the swiftness in relation to our furniture production, they were able to work within tight deadlines.’




Discover the ancient secrets of Erechtheion



Hotel / Apartments

Great Living Hotel Apartments

Athens, Greece



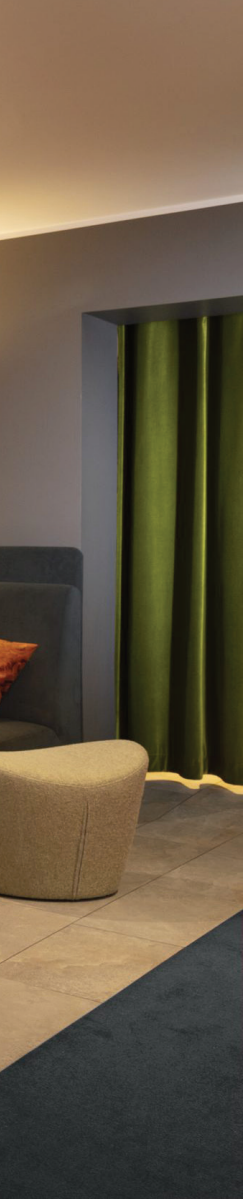




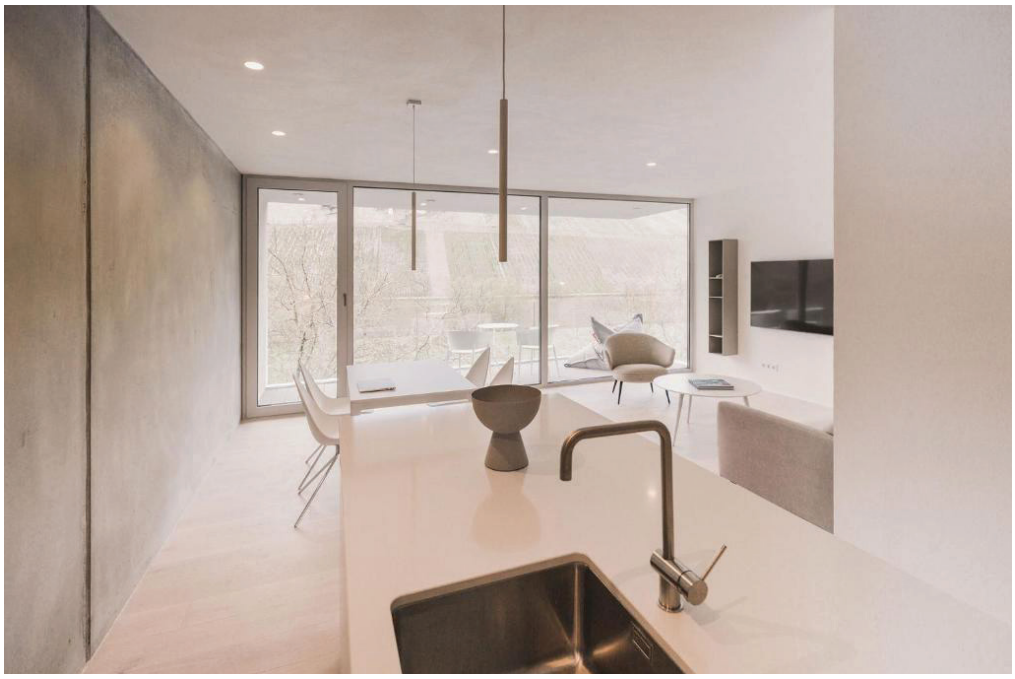
Hotel for Markus Daschil

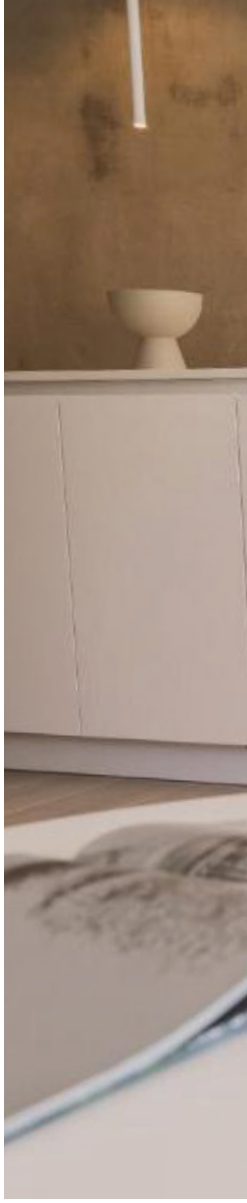
Hotel Bergland

Seefeld, Austria











Hotel suite

Steillage Moselsuiten

Brauneberg, Germany



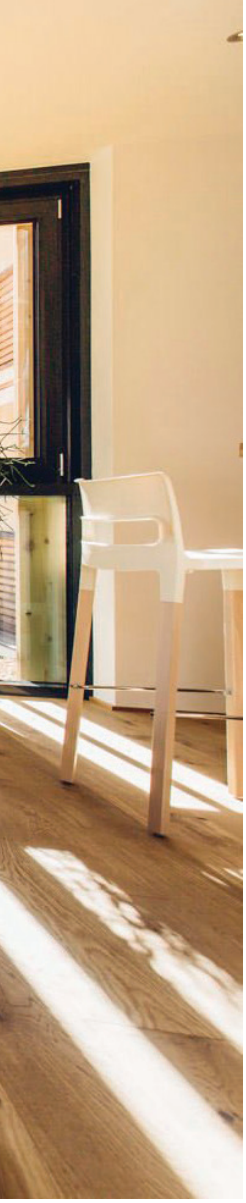




Hotel for Hotel Sonnenburg

Hotel Sonnenburg

Riezlern, Austria




















Nº 3



Hotel for Hotel De La Plage

Hotel De La Plage

Montpellier, France







Hotel for Rotana Hotel

Downtown Rotana Hotel

Manama, Bahrain





Hotel for Rotana Hotel

Cinema bar

Bucharest, Romania



Restaurant designed by Karim rashid

Raionul de Peste Floreasca

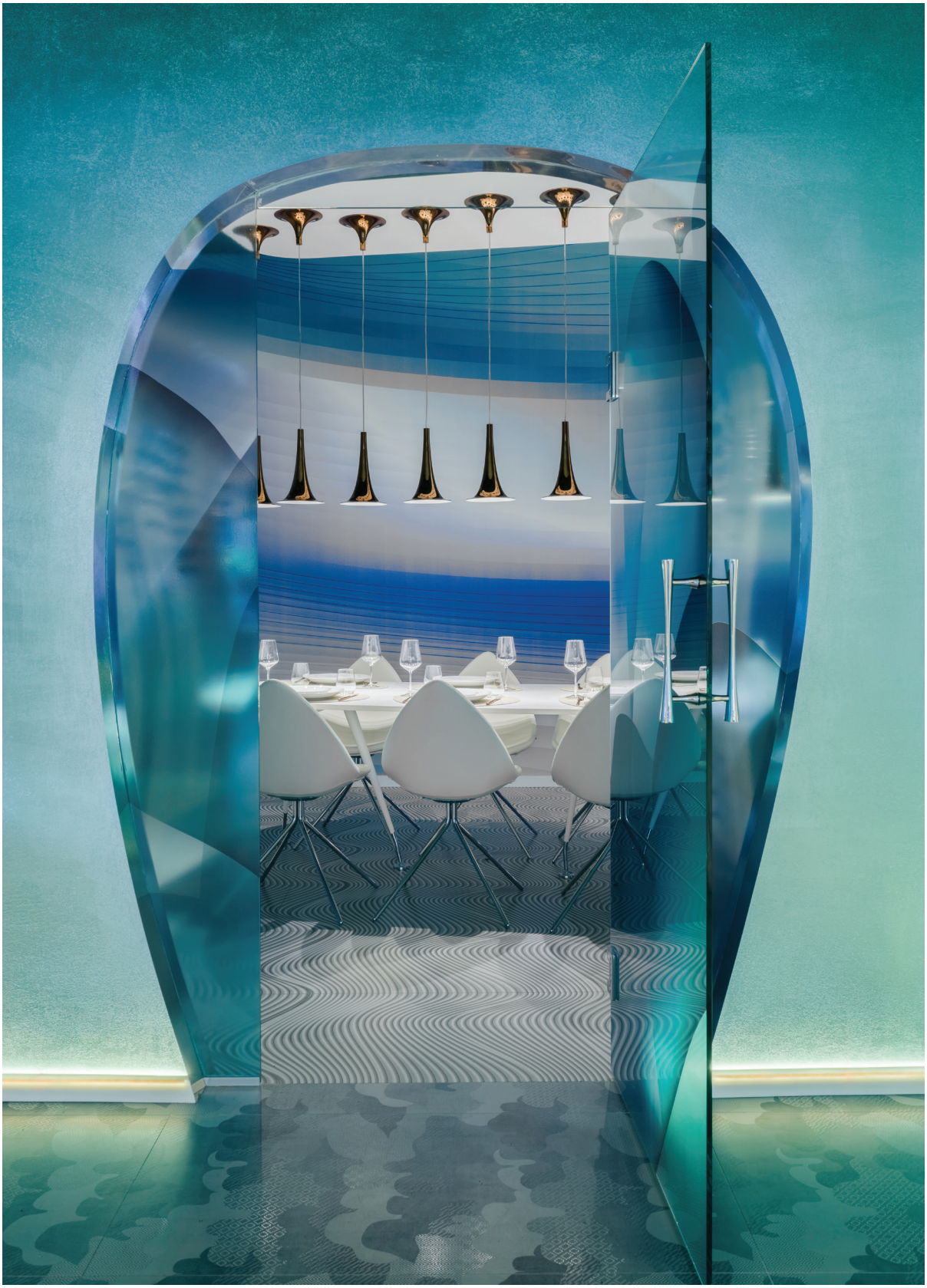
Bucharest, Romania

Raionul de Pe□te Floreasca is one of the success stories in the gastronomic landscape of Bucharest, Romania.

“My approach is to create environments that will inspire, engage, and encourage positive experiences. I wanted to create more than just a restaurant, but to make the Raionul de Peste Floreasca a destination for dining. The end result is a marriage of sensual minimalism and human experience, told through the story of Raionul de Peste Floreasca’s culinary vision”, says Karim.

The undulating decor, lighting and furnishings relate to key elements of marine life. The restaurant’s seating is organized into intimate coves to accommodate different-sized groups and allow for acoustic and visual separation all while maintaining a flow of energy. Emblematic of the sea, the sofas remind us of the ocean waves, giant jellyfish turned into lamps, schools of fish tuned into wallpapers, and fins reflected in the menu shapes. The restaurant is warm and inviting with accent colors of emerald green and cobalt blue with glints of chrome, like light hitting the water.

The restaurant and VIP Dining room are separated by the wine gate, acting as a literal and theoretical gateway to the intimate space. From summer to winter, day to night the space exudes vibrancy and sophistication.







Raionul de Pește Floreasca Restaurant, Bucharest, Romania



Karim Rashid’s modular Ottawa sofas welcome guests to the lobby of the Atomix restaurant in Manhattan. Photo: Diane Kang

Restaurant for Atomix

Atomix Restaurant

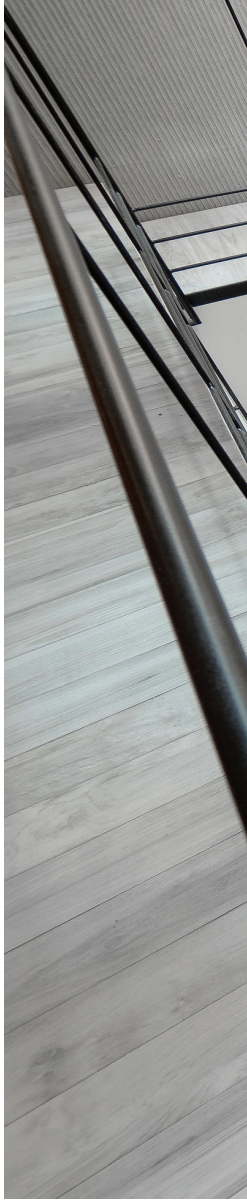
New York City, USA

The Madison Avenue BoConcept contract team helped transform the interior of a Manhattan townhouse into the Michelin-starred Korean restaurant Atomix.

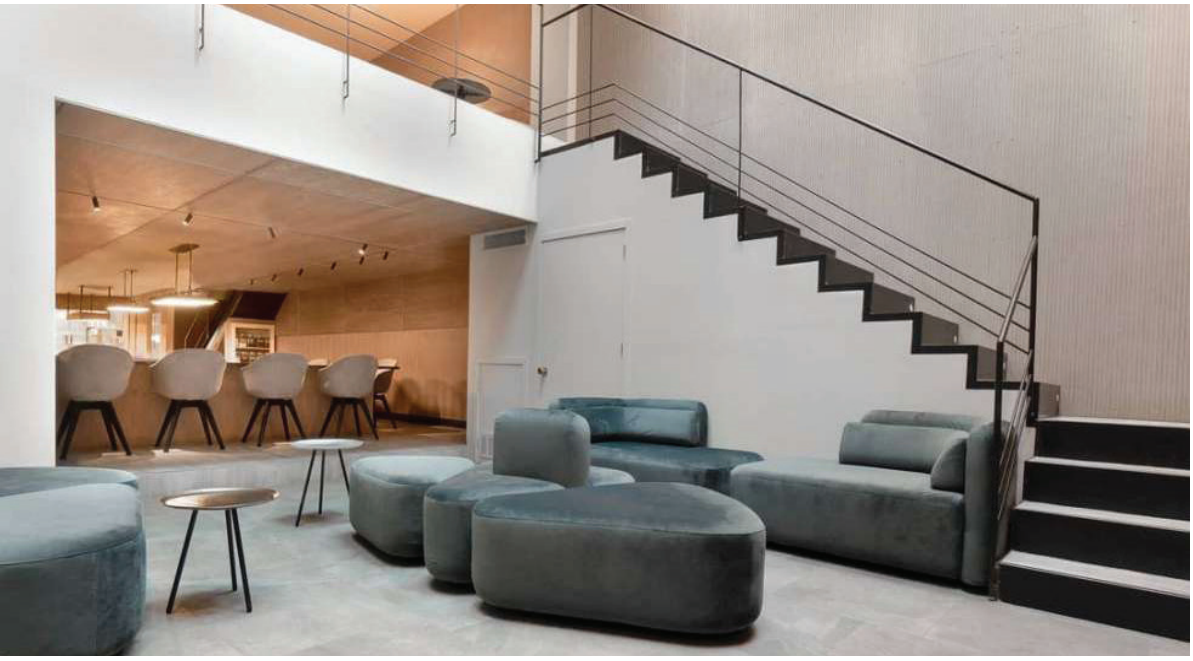
Great dining experiences are often enhanced by the standard of the setting. That might mean simply biting into an apple picked freshly from an orchard, or tucking in to bone marrow on toast at Fergus Henderson's pared-back St John restaurant. As many top chefs are fond of saying; 'We eat first with our eyes'.

The calm yet creative interior of New York City's Michelin-starred Korean restaurant Atomix is one example of a space that contributes enormously to the dining experience. The interior created by Seoul-based design firm Studio Writers fuses modernity and tradition to produce an ambience that complements the multi-course tasting menu cooked up by chef Junghyun Park.





Chef Junghyun Park and his wife Ellia helped design the dining area, where Adelaide chairs line a counter that offers a view of the food preparation zone. Photos: Diane Kang (1), Heehyun Oh (2)





The result of the collaboration is a restaurant that fulfils the expectations of fine-dining patrons and provides a feast for all the senses.

The designers worked closely with Park and his wife and co-owner, Ellia, as well as the contract team at BoConcept's Madison Avenue store to overhaul the interior of a townhouse on East 30th Street in Manhattan. A bright lounge area furnished with Karim Rashid's Ottawa sofas provides a space for guests to enjoy welcome drinks and hors d'oeuvres, while the main dining area downstairs centres around a 14-seat chef's counter that celebrates the communal dining experience. The counter is surrounded by Adelaide dining chairs, which feature straight wooden legs and a contrasting curved seat with inbuilt armrests for enhanced comfort.


B



Beans Restaurant, Hong Kong, China





Restaurant

Yuícery Restaurant

Cologne, Germany

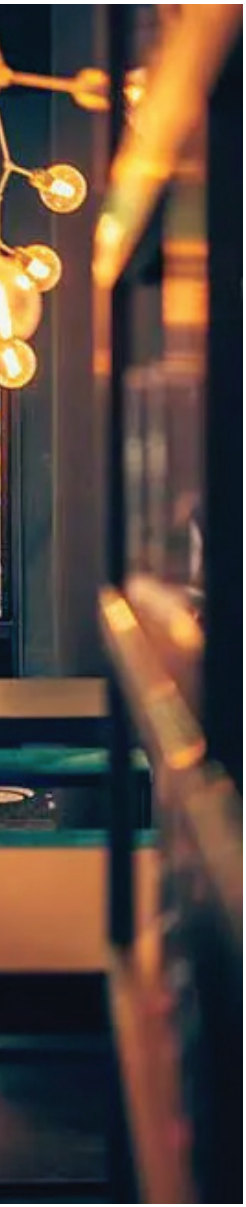

SIGNATURE BOWLS
Yuicery




Yuicery


Yuicery





Restaurant

Yuícery Restaurant

Stuttgart, Germany





Restaurant for The Willow Tea Rooms Trust

Mackintosh at The Willow

Glasgow, United Kingdom






MACKINTOSH
AT THE
WILLOW







Restaurant for Brasserie

Brasserie Restaurant

Herning, Denamrk



Restaurant design for

Barclaycards Arena

Hamburg, Germany

Uwe Frommhold, Managing Director of Barclaycard Arena expresses the following: 'As a modern, innovative multi-functional arena, it is quite natural that we – at Barclaycard Arena - strive to ensure our customers a modern, functional and cosy atmosphere, when dining in our restaurant. The restaurant impresses with its modern, Scandinavian design, and it was a big hit right from day one'.

'We are very pleased with the new look, and the cooperation with BoConcept am Fischmarkt was just great'.
'The new concept. Platinum Restaurants by BoConcept works very well with Barclaycard Arena. BoConcept am Fischmarkt gave us exactly what we were promised, and their ideas were turned into real solutions to perfection'.

Has the project affected the popularity of the restaurant?
'The restaurant has become even more popular. Our customers are very pleased with the new restaurant look, and we receive a lot. of positive feedback. A big 'thank you' to BoConcept am Fischmarkt'.




BY BoConcept



Commercial

Showrooms, shops and commerical spaces.


RALPH LAUREN
QLM
MetLife
Allianz


BoConcept
+ BIG





Sales and Marketing Suites

Audi Hong Kong Flagship Showroom

Tai Koo, Hong Kong

Audi knocked on BoConcept's door in Hong Kong in 2020. Looking to create an environment for their new showroom that would encourage clients to linger, the space was zoned, and areas of comfortable seating, that echo the sporty, streamlined silhouettes of the vehicles, introduced. 'The Ottawa sofa designed by Karim Rashid stood out,' says Phoebe Ho from the Hong Kong BoConcept team. Not only were design details required to gently reflect the aesthetics of Audi's cars, but colours and measurements had to meet company guidelines. BoConcept's flexibility in adapting its broad standardised range to match Audi's stipulations gave them the edge over the long-lead customisation programs of their rivals.




Audi A4 Avant



Audi Hong Kong Flagship SHowroom, Tai Koo, Hong Kong





Showroom design

Loewe showroom

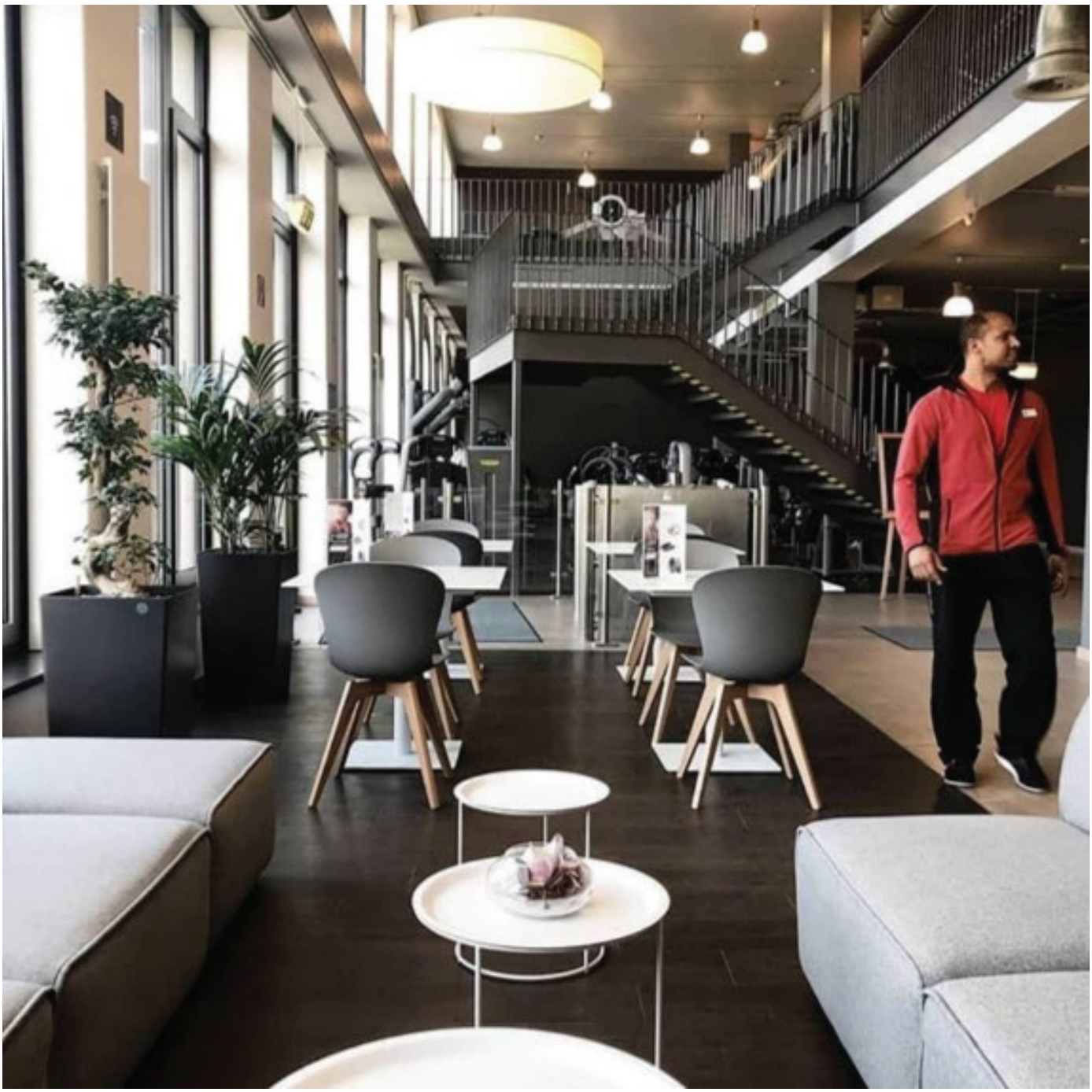
Adelaide, Australia

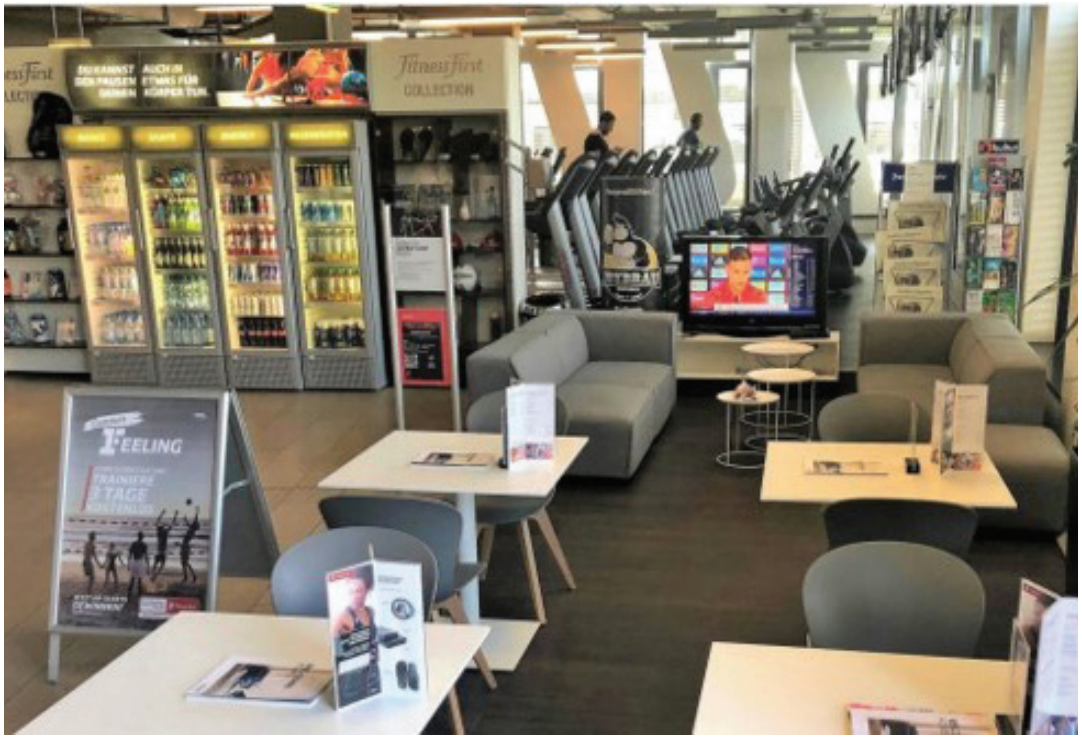

LOEWE.
Made in Germany




Made in Germany


LOEWE.
LOEWE.
LOEWE.





Breeak out area

Fitness First

Hamburg, Germany





Showroom design

Andrea Ubhi Dentist practice

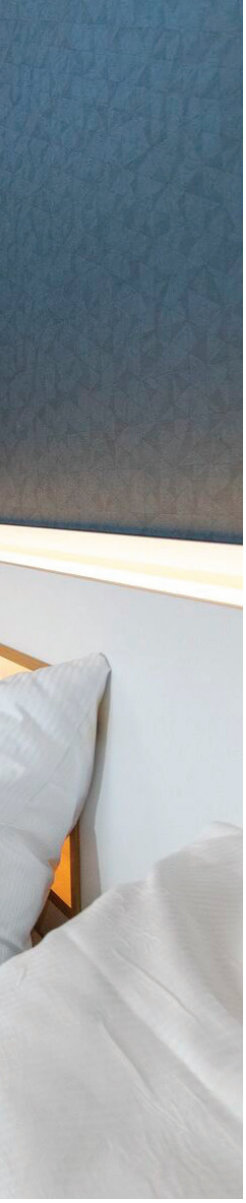
York, UK















Clinic design

Helios Clinc

Germany


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AU





Office

HQ offices, co-wrking and small offices.









Office Design

BIG - Bjarke Ingels Group HQ

Copenhagen, Denmark

BIG's New Copenhagen Headquarters Features BoConcept Nawabari Collection

Surrounded by water and with a distinctly energetic vibe, Danish architecture studio BIG – Bjarke Ingels Group has based its new headquarters in Copenhagen's flourishing harbor district, Nordhavn. With its newly constructed office building, the design pioneers are striving to showcase the art of blending technology, innovation and creativity while also designing a space that nurtures inventiveness and fosters a sense of community in the workplace.

The shift towards flexible office environments is a growing trend, with an increasing number of companies realizing the benefits of being able to customize office spaces that cater to different ways of working. Although structure and support remain essential pillars in the professional framework, it is freedom and flexibility that drive autonomy and happiness.













Communal areas

Toppan Edge

Tokyo, Japan











Office Design

Kern Innovation Centre

Munich, Germany





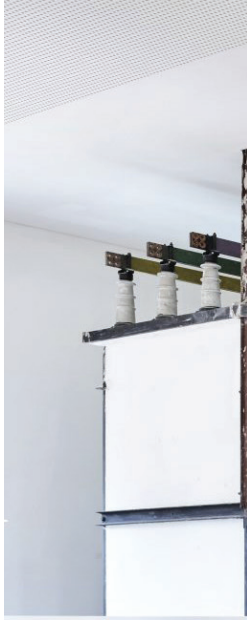
Kern Innovations in Munich, is a multidisciplinary creative lab that also has offices Hong Kong and Shanghai. Housed in an adapted power station, the office celebrates the industrial aesthetic of the space's original programme, while offering its users and visitors an ultra-flexible, ultra-comfortable environment via a design scheme that promotes creativity, interaction and, above all, a sense of well-being. 'The idea was to feel at home,' explains Felix Wenzel, Director Contract Sales from BoConcept's Munich team. 'So the office space has been developed as a kind of industrial urban jungle, where our products help articulate and organise it, supported by lush, green vegetation.

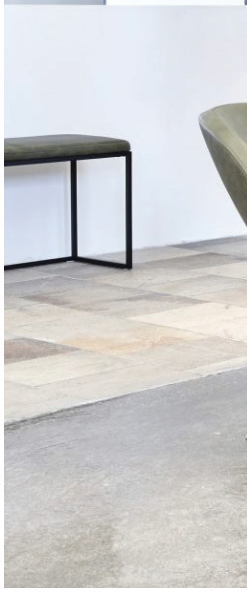




Kern Innovation centre, Munich, Germany



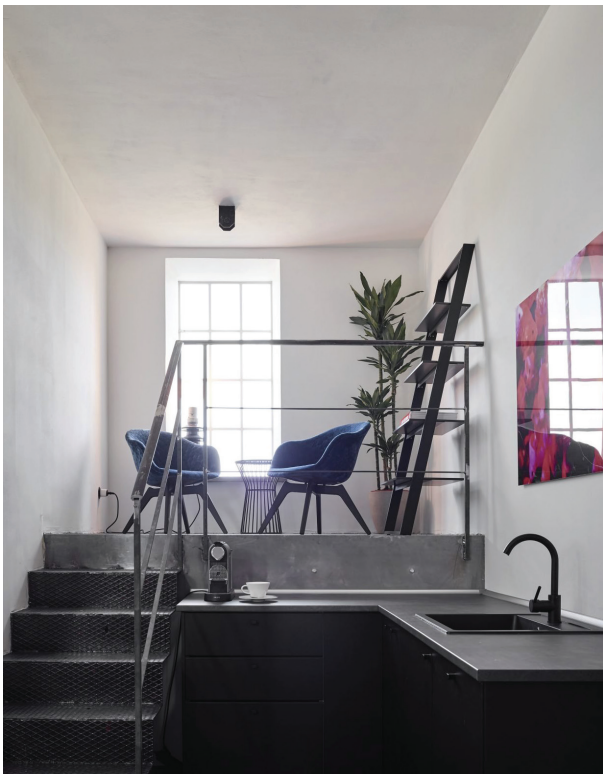




‘It was very important to create a space where our team really wants to be, and feeling extremely well was an absolute must. And where visitors love to come. BoConcept allowed us to do this’

There’s a real feeling of the contemporary co-working destination here, with all the collaborative culture and cross-pollination of knowledge and ideas that come with it. No surprise then that Kern Innovation’s video-artist-turned-all-round-ideas-generator CEO Markos Kern originally envisaged the space for precisely that: co-working. But as his team grew, so did their need for more room. That said, their sole occupancy isn’t any less dynamic.


Trafo13
25000 KVA
Trafo1
25000 KV






gestalten

Dynamic, too, are the products that have been installed here. When it came to the specification of the tables – for various areas, including the control room turned meeting room – a customised solution was offered, one that took the tabletop from one particular product and married it with the legs of another. ‘I always loved BoConcept’s tables,’ explains Kern, ‘but what we wanted were tables that could be adjusted in height without them looking too much like office furniture. BoConcept didn’t offer anything like that as standard, but now – I’m proud to say – we have these super-stylish custom desks and are so happy with them.’



It’s the expansiveness of BoConcept’s collection that helps facilitate such new and expressive combinations, of course. What’s also worth noting is the company is able to upholster its seating in the customer’s textile of choice, regardless of whether it’s a BoConcept fabric or not. As Wenzel puts it, when you’re in the office you should still feel at home.






BoConcept



Office Design

BoConcept HQ

Herning, Denmark

Comfortable, creative and productive

BoConcept's headquarters is situated in the town of Herning, right in the middle of Denmark. Since 1962, the company has been run from this location – today an office of 85 people. Here, they have decided to implement a working environment which is as adaptable as their furniture, an environment that encourages employees to be creative and productive while at the same time feeling comfortable and at ease. This office-interior concept is known as ABW (Activity-Based Working) and dates back to the 1980s and 90s when the first steps around the idea of 'activity settings' in offices were taken.

Chief Marketing Officer at BoConcept, Paula McGuinness, describes the transition to the new office structure as a success, pointing out the importance of proper implementation: 'New ways of working and change can be daunting for some, whilst others embrace it. However, in the majority of cases, the advantages gained far outweigh the initial fears of working in a new way. If done well, on average nine out of ten employees surveyed would not return to traditional ways of working after implementation of ABW.'







The advantages of Activity-Based Working

BoConcept welcomes ABW as it closely relates to their own convictions of how big an influence interior surroundings have on our general wellbeing. In Herning, if you need silence to concentrate, you can sit down quietly in the ‘Library’, and if you are meeting up with colleagues for a discussion or a brainstorm, you head to the ‘Collab & Project Room’. As McGuinness elaborates: ‘ABW is all about employee empowerment and the flexibility to choose the environment that makes them most productive, and this benefit far outweighs the conventional static office desk environment. ABW encourages cross-functional working and injects fresh thinking and perspectives across departments.’

Denmark is well known for its culture of flat workplace hierarchies, where people relate to one another as equals regardless of job titles and formal positions. At BoConcept, this working culture thrives through ABW: ‘All levels of employees from top management to student workers live the ABW principles,’ says McGuinness, ‘It opens up huge opportunities for knowledge sharing, relationship building and common understanding across all levels of the organisation – one day you are sitting next to the CEO discussing business performance and the next you’re getting insight into the product design process!’



‘It opens up huge opportunity for knowledge sharing, relationship building and common understanding across all levels of the organisation’













Office design for BoConcept

Aoyama Live office

Tokyo, Japan

Hygge in Tokyo

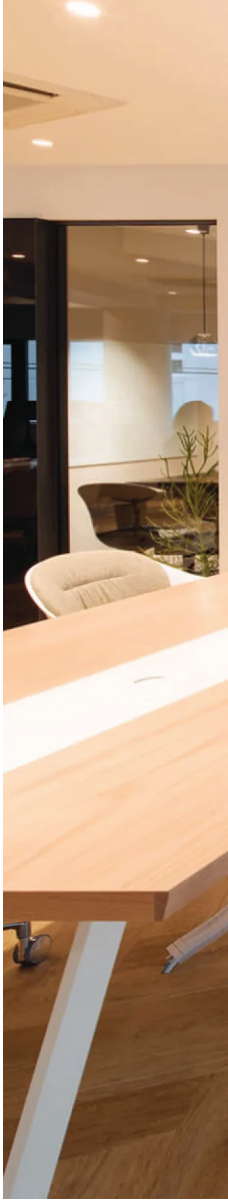
A few years back, the BoConcept Aoyama office in Tokyo was also re-designed with an ABW approach. The office space, fully furnished with BoConcept products, works both as an office for the company's staff and as a showroom that is open to corporate customers. The space offers a live experience of how much the furniture design, the materials and colour choices impact the atmosphere, people's mood and activity. With niches of soft lounge seating, warm colour tones, exotic green plants and delicate pendant lights, the Danish term 'hygge' has been implemented to underline BoConcept's proposal of a 'work as you live' working style.





BoConcept Live office, Tokyo, Japan












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BoConcept HQ, Tokyo, Japan



Lounge area meets casual meeting space

The modular sofa Carmo shows flexibility and can be moved around accordingly as it is fully upholstered. It's perfect for these environments as there's no loose cushions to maintain, looks clean and low profile so it does not obstruct a view. Bornholm coffee tables is just as flexible and easy to move around if a meeting should take place it is easy to re arrange the tables. Last the Ogi chairs offers swivel and compliments the Carmo perfectly contrasting with shape. All of the beautiful designs were customized in colors reflecting LBP's logo and brand.



Office

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Break-out area

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