



TWELVE ARCHITECTS CREATE FURNITURE

2012 — 2017

LUCA SCACCHETTI

FRANCESCO MORENA

MARCO PIVA

SERGEY TCHOBAN & SERGEY KUZNETSOV

BORIS LEVYANT & IRINA PRISEDSKAYA

TOTAN KUZEMBAEV & DMITRY PISMANIK

VLADIMIR KUZMIN

YEVGENY POLYANTSEV



This project presents the work of eight architectural teams designing furniture for executives. In all, 12 architects from different parts of the world will eventually participate in this international project. This concept offers several unique key features. First, this is a kind of laboratory for researching new forms and solutions. We wanted to develop the latest modern concepts, completely independent of current restrictive furniture trends. That is why we reached out to architects, the experts who understand how to create significantly larger objects, and gave them the freedom to choose their materials and technologies. Based on their wealth of interior office design experience and work with leading executives, the authors presented their visions for solutions that meet today's market needs. Moreover, as many visitors to our exhibitions have noted, this need really does exist, and can be expressed with the term — Personalized Offices.

The second key feature of our project — is that we show not only the resulting furniture pieces, but also the entire creative process, from concept to implementation. Each collection includes an executive desk, conference table, and credenza with shelves or racks. We are already selling the office furniture collections featured in this catalog. These are produced at the LEPOTA Design Furniture Factory, which is part of the NAYADA Group of Companies. We would like to express our gratitude to all participants and partners in this project.

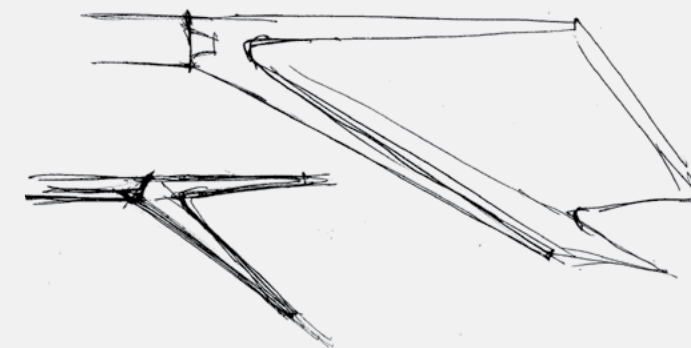
Dmitry CHEREPKOV
President NAYADA—Group

2015

PROJECT PIGRECO

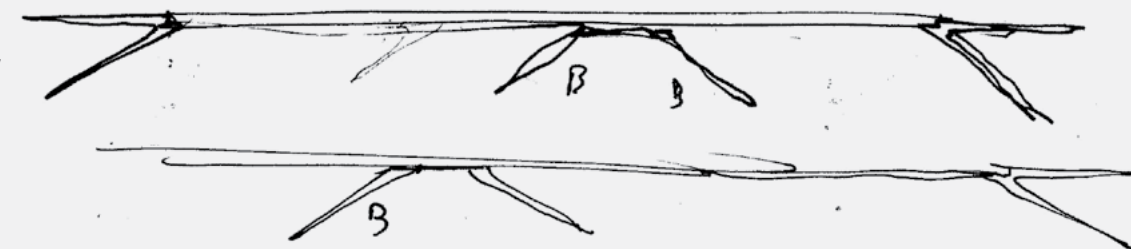


Luca Scacchetti
architect



Luca Scacchetti is a famous Italian architect, industrial designer, and author of many famous series and ideas in interior design. Since 1993, has been reading lectures entitled «Elements of Architecture» and «Urban Design» at the Academy of Arts of Brera in Milan. He has been a member of numerous professional congresses and conferences in Italy, Europe, Asia and the United States. He is the author of various essays and articles on the transformation of the architectural language, the relationship between modernity and tradition, the history of architecture and design methodology. Pigreco is the result of a quest for maximum simplicity, almost formulaically reducing the sign to a minimum, down to the archetype of a table or a desk. But all this is done through a process of gradual elimination without losing any character or formal identity.

This differs from other minimalist trends which have displaced very strongly recognizable signs. Pigreco seeks the minimum mark with the maximum force. And in this sense, the desk, the contemporary office collection and even the classic is timeless, or rather detached from style and trends. Combining the matte surface with the texture of the wood enhances the impact of the design, of the profile and shapes, and especially of the architectural concept that generates and summarizes it.



new
materials
concrete



◆ makassar veneer and «iron gray» colored lacquer



◆ makassar veneer and «iron gray» colored lacquer

◆ makassar veneer and «iron gray» colored lacquer

2015



Luca Scaccetti:

«Our executive office collection design carries a double meaning. It is part of the functional, formal and constructive research that we have carried on for years. And it makes sense as part of a more general and collective project, in being a voice in the choir, where all projects benefit from each other and enhance their characteristics in contrast with others. Being one of the twelve (12 Architects Create Furniture) places our Pigreco collection in a prestigious «cenacolo* » of excellence and especially fits it into the extraordinary research and experimentation which NAYADA courageously and enthusiastically conducts — an increasingly rare approach these days».

**italian for «upper room»*



◆ makassar veneer and «iron gray» colored lacquer

◆ makassar veneer and «iron gray» colored lacquer



◆ makassar veneer and «iron gray» colored lacquer

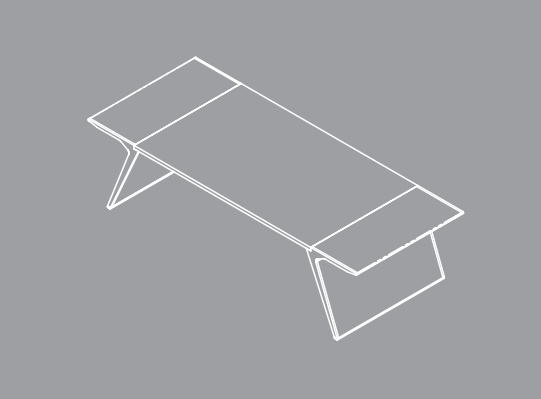


◆ makassar veneer and «iron gray» colored lacquer



◆ makassar veneer and «iron gray» colored lacquer

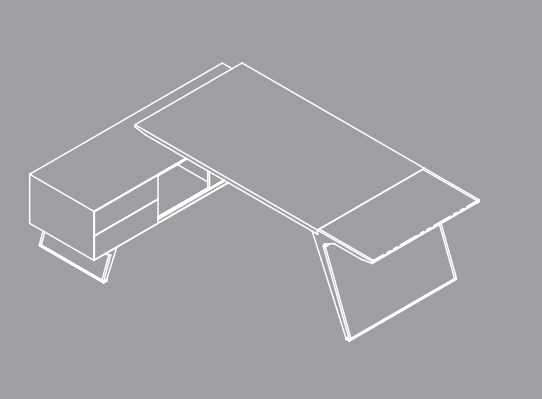
Executive desk



APGR.50.20	2000x950x750
APGR.50.22	2200x950x750
APGR.50.24	2400x950x750
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

◆ Screen can be mounted beneath the desk top

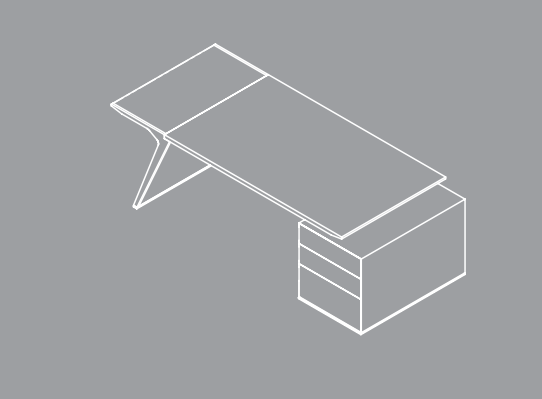
Executive desk



APGR.10.20	2000x950x750
APGR.10.22	2200x950x750
APGR.10.24	2400x950x750
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

◆ Executive desk with a file cabinet. Screen can be mounted beneath the desk top

Executive desk



APGR.11.23	2300x950x750
APGR.11.25	2500x950x750
APGR.11.27	2700x950x750
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

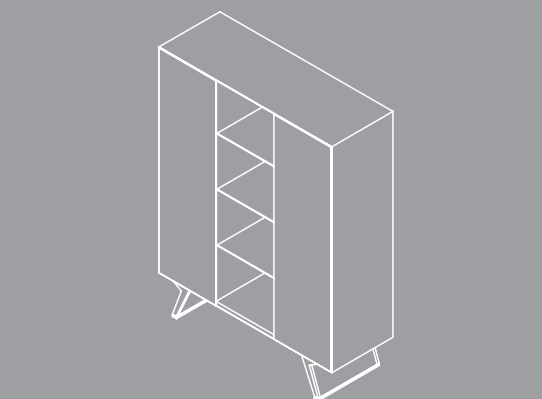
◆ Executive desk with a file cabinet. Screen can be mounted beneath the desk top

Wall-mounted shelf



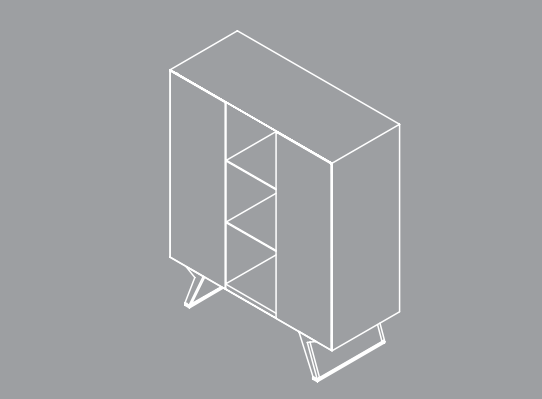
APGR.40	1600x378x1420
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

Cabinet M



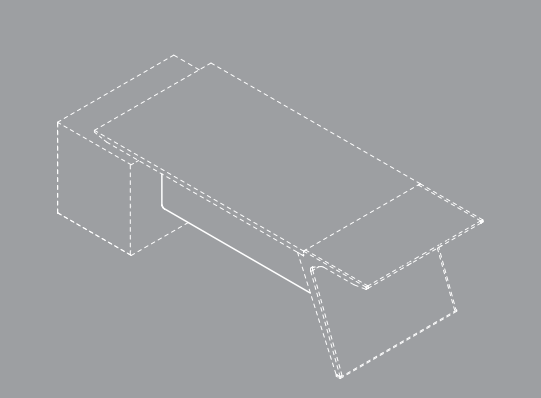
APGR.56.32	1273x450x1668
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

Cabinet S



APGR.56.31.	1082x450x1312
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

Lower desk screen



APGR.61	800x380x16
APGR.62	1000x380x16
APGR.63	1200x380x16
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

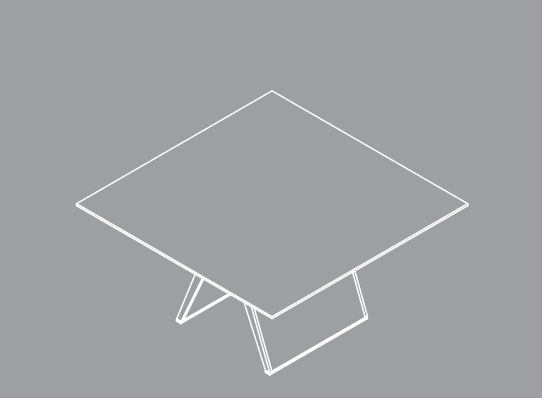
◆ Screen can be mounted on all desks except APGR.54 and APGR.55

Round negotiation desk



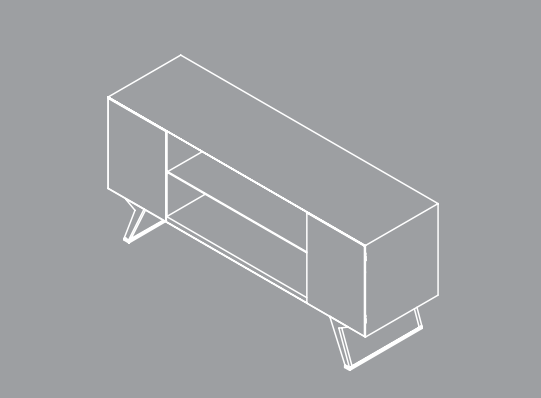
APGR.51	1500x1500x750
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

Square negotiation desk



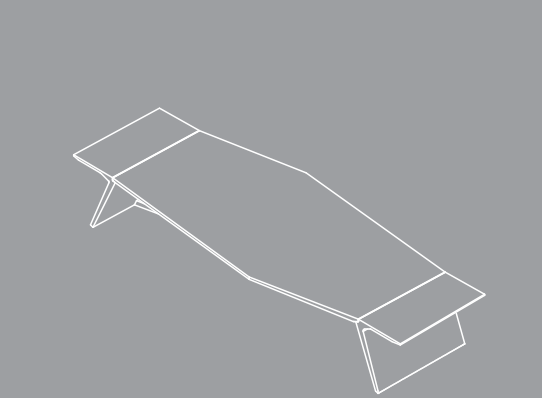
APGR.52	1400x1400x750
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

Low file cabinet



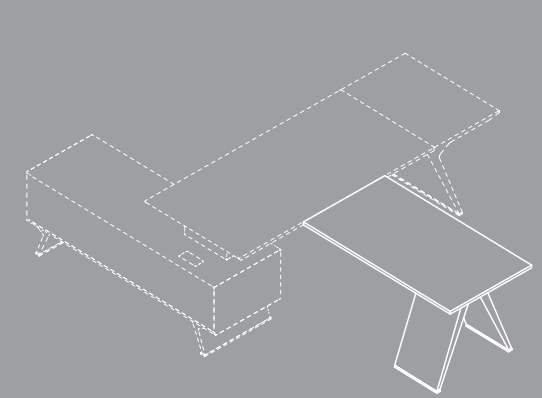
APGR.20	1650x450x720
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

Negotian desk



APGR.55	4695x1688x750
APGR.54	3400x1100x740
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

Meeting console



APGR.56.14	1400x800x750
APGR.56.20	2000x1000x750
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

Cabinet module 820 mm



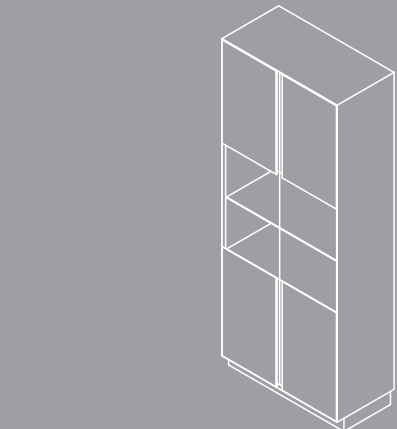
APGMC.20	820x450x849
APGMC.21	820x450x1217
APGMC.22	820x450x1588
APGMC.23	820x450x1960
APGMC.24	820x450x2337
finishing	Light concrete, «iron gray»colored lacquer

Drawers module for cabinet 820 mm



APGMC.34	810x400x240
APGMC.35	810x400x480
APGMC.36	810x400x700
finishing	Macassar veneer

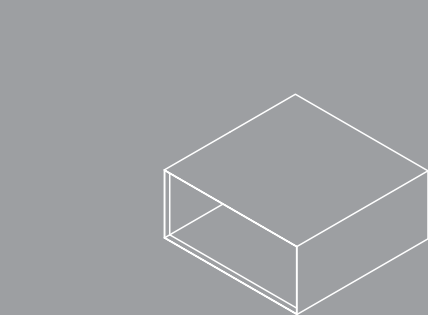
Cabinet module 820 mm



APGMC.30	820x450x1217
APGMC.31	820x450x1588
APGMC.32	820x450x1960
APGMC.33	820x450x2337
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

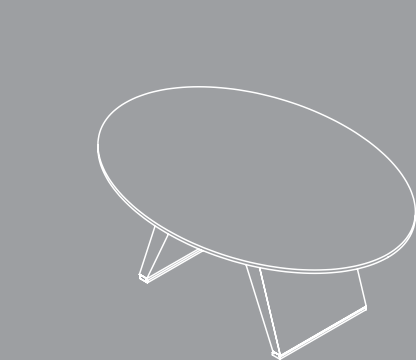
◆ Combined doors with glass

Coffee table



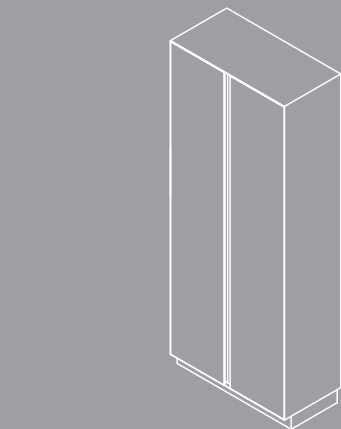
APGR.70	1000x600x400
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

Coffee table



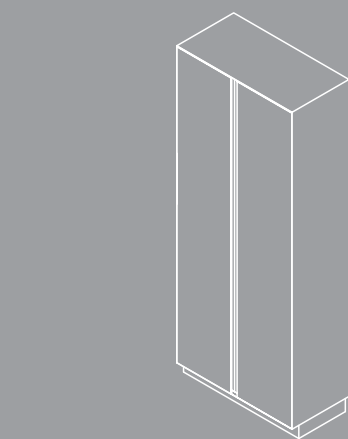
APGR.71	1100x750x400
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

Cabinet closet 820 mm



APGMC.37	820x450x1960
APGMC.38	820x450x2337
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

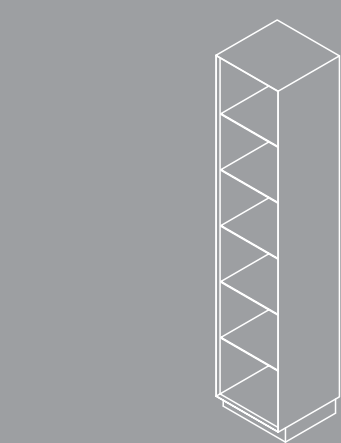
Cabinet module 820 mm



APGMC.25	820x450x849
APGMC.26	820x450x1217
APGMC.27	820x450x1588
APGMC.28	820x450x1960
APGMC.29	820x450x2337
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

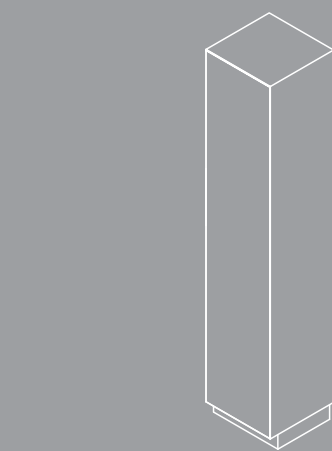
◆ Wardrobe with solid doors

Cabinet module 410 mm



APGMC.10	410x450x849
APGMC.11	410x450x1217
APGMC.12	410x450x1588
APGMC.13	410x450x1960
APGMC.14	410x450x2337
finishing	Light concrete, «iron gray» colored lacquer

Cabinet module 410 mm



APGMC.15	410x450x849
APGMC.16	410x450x1217
APGMC.17	410x450x1588
APGMC.18	410x450x1960
APGMC.19	410x450x2337
finishing	Macassar veneer, light concrete, «iron gray» colored lacquer

◆ Wardrobe with solid doors

2017

PROJECT GEMSTONE

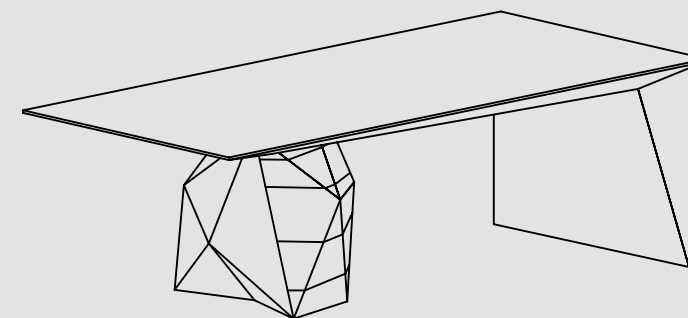
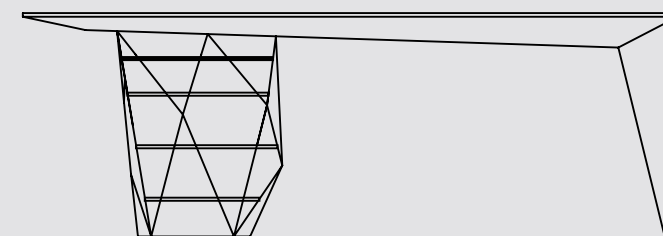


Francesco Morena
architect

Francesco Morena, Architect, the owner of Morena Architects Studio. He undertakes extensive, international, professional activities in the fields of: architectural planning, design, restoration and urban planning. He holds the Academic title «Cultore della materia», as expert in Architectural Planning at the University of Venice, Italy. He has won numerous prizes and has published his work extensively in Italy and abroad.

The Gemstone collection for corporate offices, featuring the desk as the first product, aims to explore the complex relationship between nature and design. The chosen forms are modified in space, and transform from a base that is similar to a rock of variegated surface, to a sanded table that is generated from clean and precise cuts, almost creating a metaphor of the natural origins of the objects that surround us.

The table, the desks, seem to rise up from the ground, expressing the notion and hope for the way in which we can transform nature into something beautiful and useful while remaining in harmony with it.



◆ olive ash veneer and metal



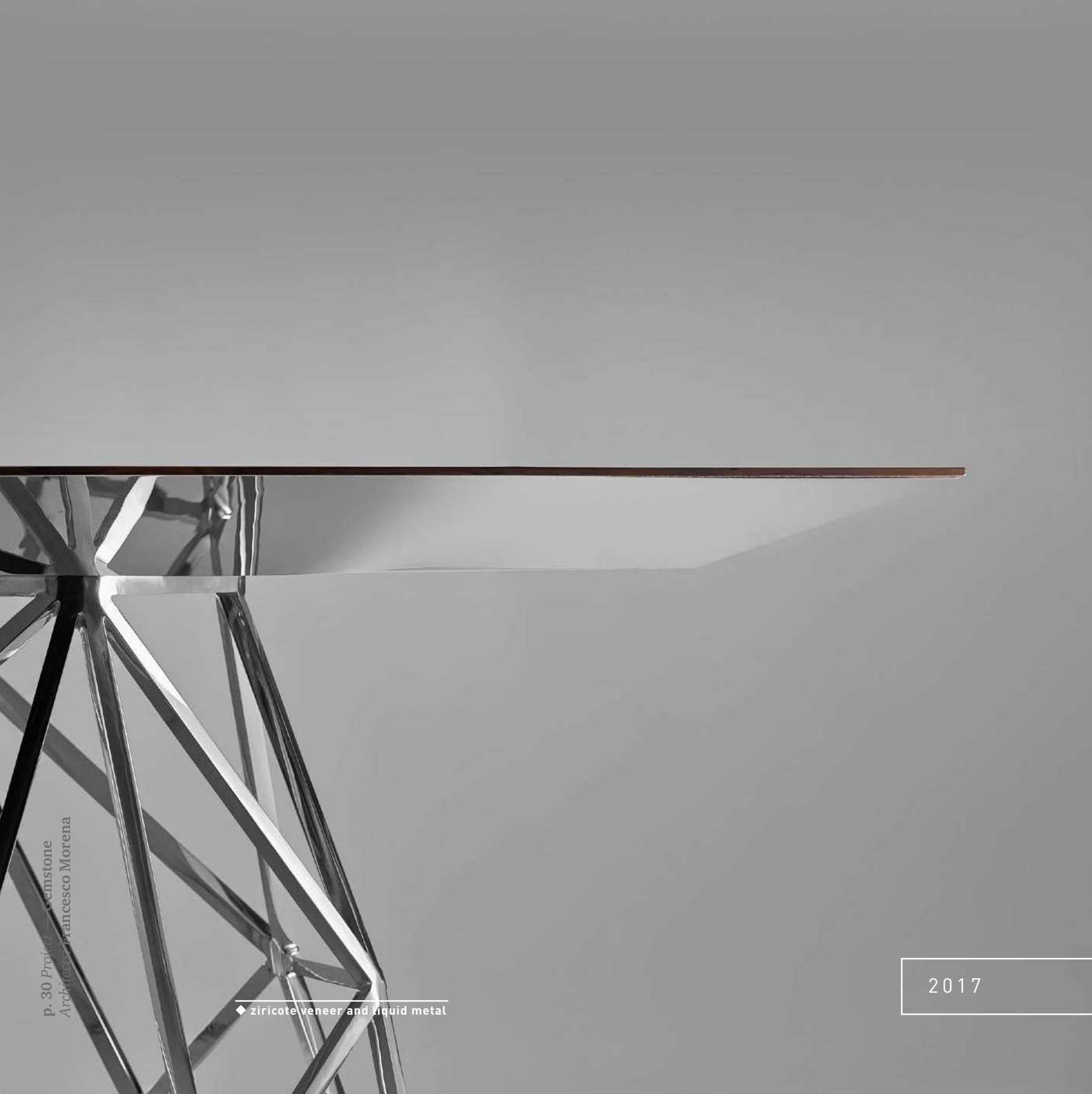


Francesco Morena:

«In fact, this project expresses the contrast between the soft, pleasant to the touch surface — such as olive wood, and solid objects — such as drawers, which have a shiny metallic hue, inherent in natural minerals. The process of pulling out the drawers, each of which has its own form, creates a dynamic and flickering effect by reflecting the plurality of surrounding objects. Hence the name of this collection — Gemstone, inspired by the natural geometric forms and created as a result of cooperation with NAYADA, a company that looks to the future, and which has managed to capture this «research» in the use of forms and materials».

◆ olive ash veneer and metal





CONFERENCE TABLE

According to the idea by Francesco Morena, the conference table features new types of legs. Both of them are made from stainless. Still bearing the main idea of the cut stone behind the design, the legs seem aerial and weightless however they give space to its stability and reliability as the basic functional properties. A surface of the table top is made from ziricote veneerspecially selected for the Gemstone collection. Ziricote veneer has a straight-grained structure with

a shining, glossy surface. Bearing section of the drawer was designed to ensure maximum reliability in case of application of various size table tops. A Conjunction of several metal legs creating overhanging edges required especially professional excellence. This solution came true thanks to precise computation and innovational approach during designing and production. A hidden adjustment to control floor unevenness is also mounted to the legs.

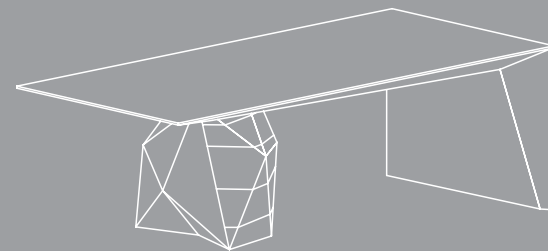


◆ ziricote veneer and liquid metal



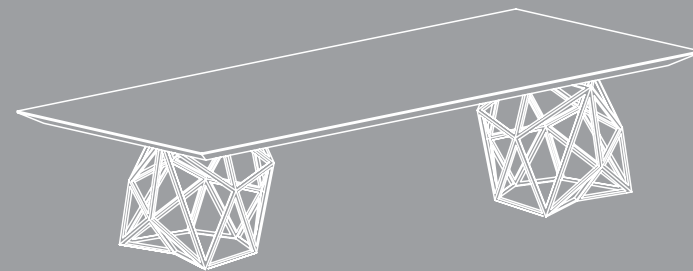
◆ ziricote veneer and liquid metal

Executive desk



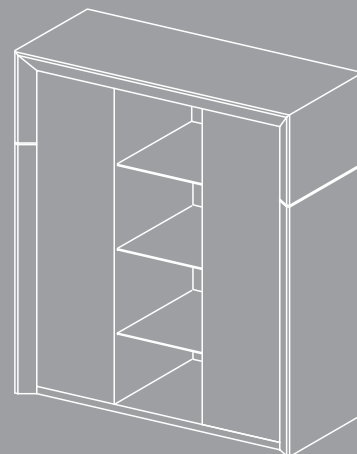
AGMS.11	2600x1000x720
finishing	Olive ash veneer, metal, ziricote veneer

Conference desk



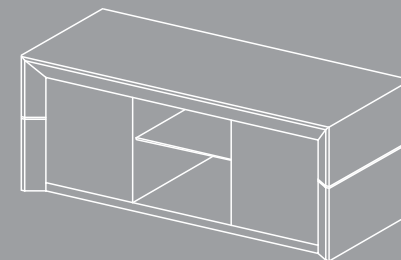
AGMS.24	2400x1000x720
AGMS.32	3400x1200x720
finishing	Olive ash veneer, metal, ziricote veneer

Cabinet



AGMS.32	2000x450x1970
finishing	Olive ash veneer, metal, ziricote veneer

Low file cabinet



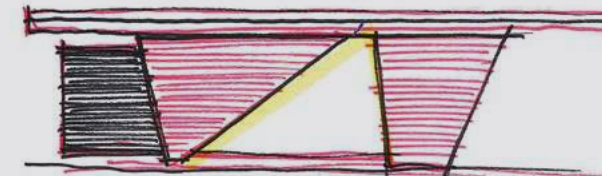
AGMS.33	2000x450x720
finishing	Olive ash veneer, metal, ziricote veneer

2015

PROJECT TOUCH



Marco Piva
architect

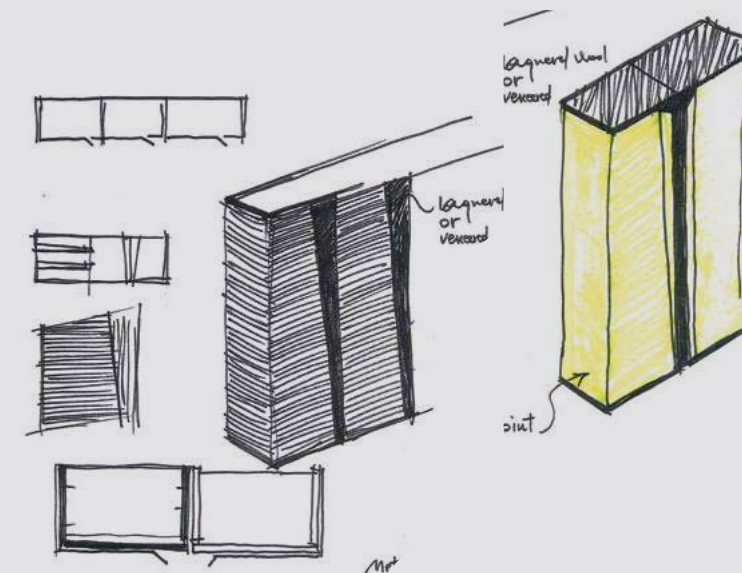


Marco Piva is an Italian designer and architect working in the industrial and interior design spheres. He is a founder of the Studio Marco Piva and the Atelier Design Bureau. Among the honors won by the designer are the prestigious Interior Award, European Hotel Design Award and the European Community Design Prize.

In conceiving the furniture items for high-level offices, I referred to my architectural fundamentals: dynamic but rigorous shapes, the connection between structure and weight, material and surface.

TOUCH consists of volumes and container, plain desks and modular components that refer to an open geometry but also significantly formalized. The collection consists of desks, bookcases, work plans, consoles and panels with high acoustic absorption. The materials chosen are contemporary in their essentiality: lacquered wood, leather, back-painted glass, textured metal. Materials play a key role for the tactile sensation that TOUCH gives, along with

its aesthetic, to create an empathetic approach with the user. The collection consists of desks, bookcases, work plans, consoles and panels with high acoustic absorption.



Marco Piva:

«Classical, contemporary and technological: these are the key words of the process behind the creation of the project for NAYADA. Following to the meeting held in Moscow in May, with Nayada President Dimitry Cherepkov, I started work on its view of executive offices, studying for the best solution. As per now, my Studio is working in selecting materials, such as metals and woods, that belong to a classic vision of the office, but using it in a different way, taking advantage of their high technological potential. As for the shapes, we are working both to single elements than to modular ones, to ensure to the final client the possibility of customize its office on his needs. Furthermore, within the furnishings are inserted throughout the home automation control offices. Because office's spaces are changing, from simple anonymous places of work to places where, also, «to live».

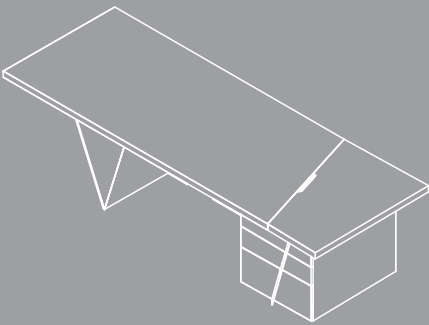
◆ makassar veneer, leather and liquid cuprum





◆ makassar veneer, leather and liquid cuprum

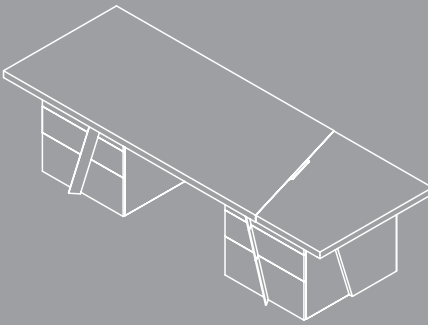
Executive desk



ATCH.10
finishing
2400x1000x730
Makassar veneer, leather,
liquid cuprum

◆ Executive desk with one stub pole

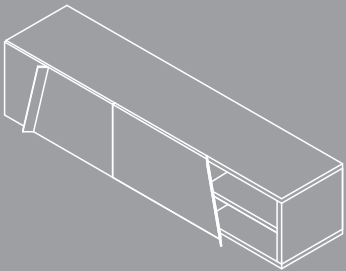
Executive desk



ATCH.11
finishing
2400x1000x730
Makassar veneer, leather,
liquid cuprum

◆ Executive desk with two stub poles

Cupboard



ATCH.20
finishing
2400x530x580
Makassar veneer, leather,
liquid cuprum

2012

PROJECT SPEECH



Sergey Tchoban
architect

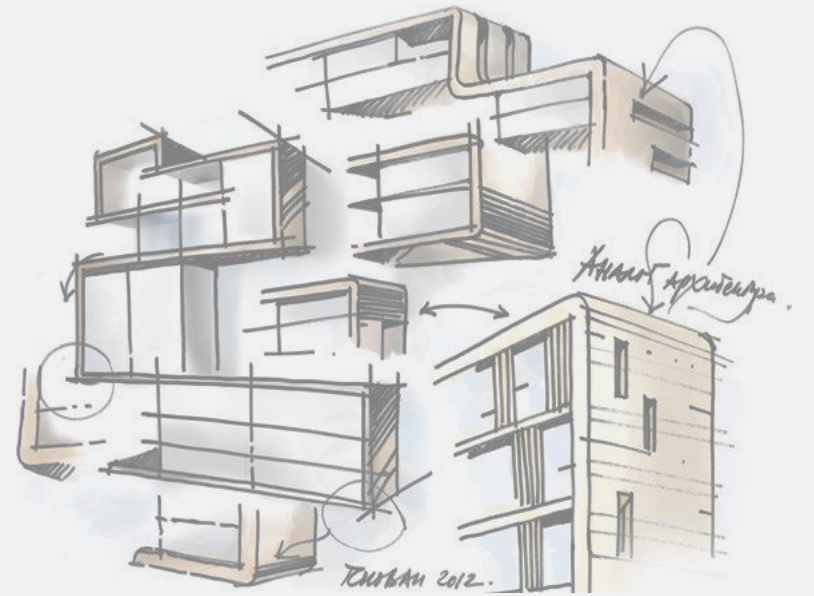
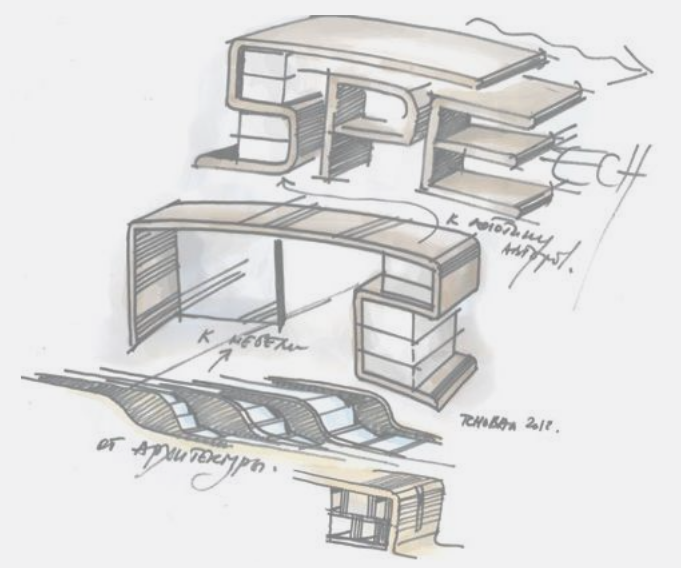


Sergey Kuznetsov
architect

The SPEECH Tchoban & Kuznetsov bureau led by Sergey Tchoban and Sergey Kuznetsov was founded in 2006. SPEECH is one of the leading architectural bureaus in Russia. It specializes in designing buildings and complexes for different functional purposes, developing urban planning concepts and also formulating interior decisions.

This collection includes the characteristic traits of purism and free style shape design. The orthogonal configuration and curvilinear details harmoniously complement each other. This collection is characterized by the continuity of its plain wooden surface, forming a basic frame in contrast with the varnished functional elements.

This collection will complement any interior design due to its versatile nature, whereas the quality of materials and surface treatments will satisfy the most demanding tastes.



Sergey Kuznetsov:

«We aim to utilize elastic and smooth lines and shapes in our projects, reminiscent of the plastic figure of the human body. We try to design items that are nice to look at, and pleasant to the touch. Just like any idea going through the stages of development from the first image to the real product, our conception has certainly undergone certain adjustments under the influence of industrial and technological potential. Something became simpler, another thing was significantly changed, and something else had to be rejected. However, this is inevitable. Our main task is to create and then implement one bright concept. I believe that we managed to achieve this goal».



2014

◆ colored lacquer

Sergey Tchoban:

«When new architecture is created, the discovery of a new shape is my top priority. However, this shape must not clash, but rather fit harmoniously into the proposed environment. It must endure not only with respect to the materials, but also with respect to the discovered image. This was a guiding work principle during Project Speech for which we found a soft, smooth and, subsequently, a decisive shape».

◆ colored lacquer



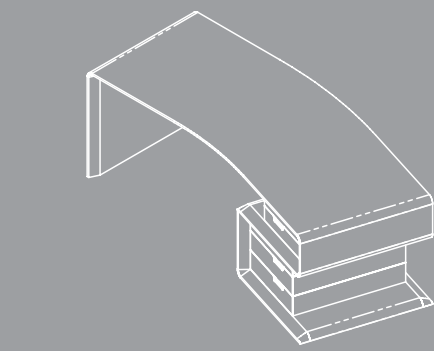
◆ colored lacquer

◆ teak wood veneer and colored lacquer

2015

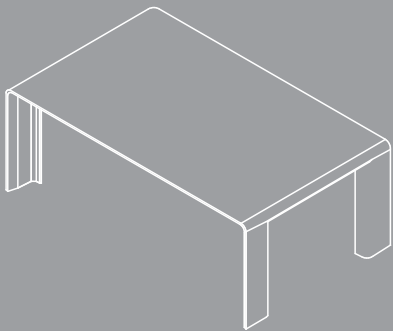
◆ teak wood veneer and colored lacquer

Executive desk new



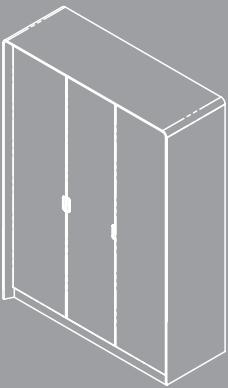
APSK.11.20	2000x1160x750
APSK.11.22	2200x1160x750
finishing	Colored lacquer

Negotiations table



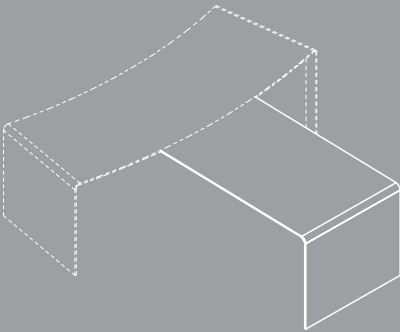
APSK.12.20	2000x1200x750
APSK.12.24	2400x1200x750
APSK.12.28	2800x1200x750
finishing	Veneer, colored lacquer

Cabinet



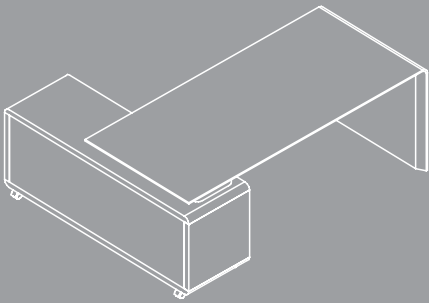
APSK.31	1780x350x2110
finishing	Veneer, colored lacquer, plexiglas

Meeting console



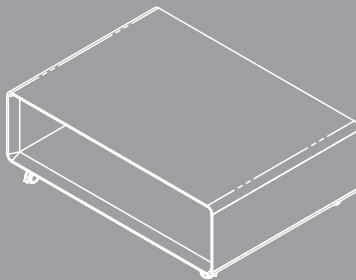
APSK.50.14	1400x100x750
finishing	Veneer, colored lacquer

Executive desk



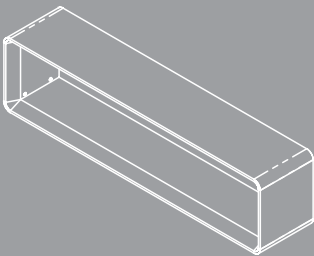
APSK.13.20	2000x1000x750
APSK.13.22	2200x1000x750
finishing	Veneer, colored lacquer

Coffee table



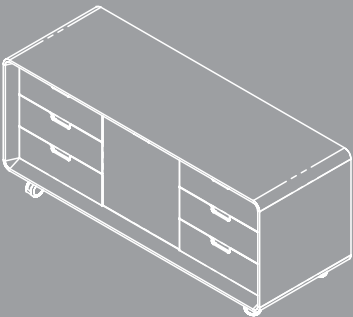
APSK.24	1000x900x450
finishing	Veneer, colored lacquer

Wall-mounted shelf



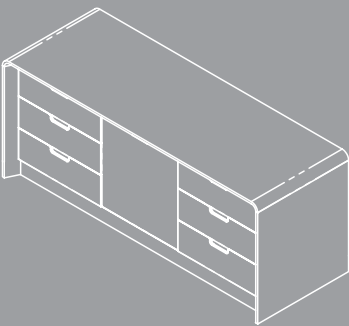
APSK.40	1600x400x330
finishing	Veneer, colored lacquer

Rolling file cabinet



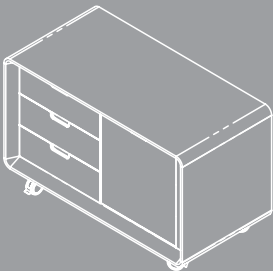
APSK.20.2	1600x570x697
finishing	Veneer, colored lacquer

File cabinet



APSK.20.1	1600x570x697
finishing	Veneer, colored lacquer

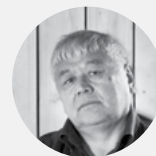
Small rolling file cabinet



APSK.10	800x570x697
finishing	Veneer, colored lacquer

2012

PROJECT VICTORIA



Totan Kuzembaev
architect

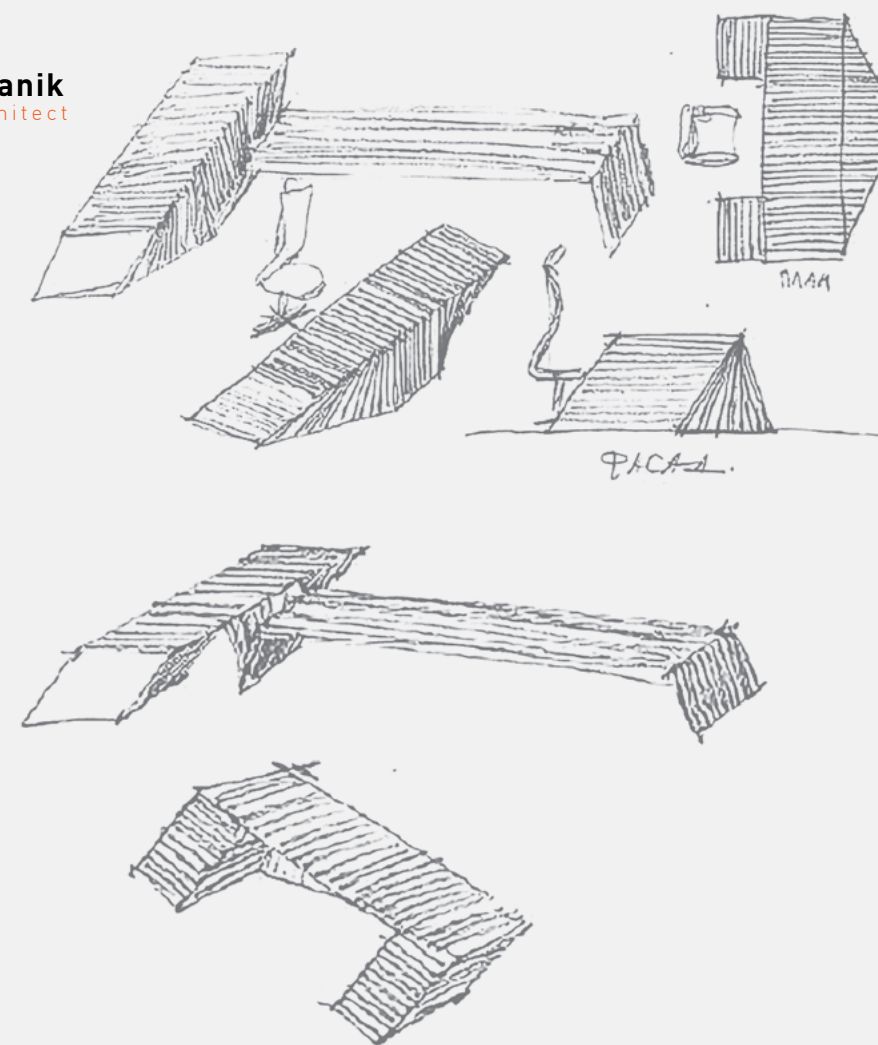


Dmitry Pismanik
architect

Totan Kuzembayev is one of the most renowned modern architects in Russia and abroad. Totan has run his own architectural firm for over 10 years now. He is a Member of the Commonwealth of Artists of the Russian Federation, and a Member of the Union of Architects of the Russian Federation. He was awarded the Bazhenov medal for the «High Art of Building».

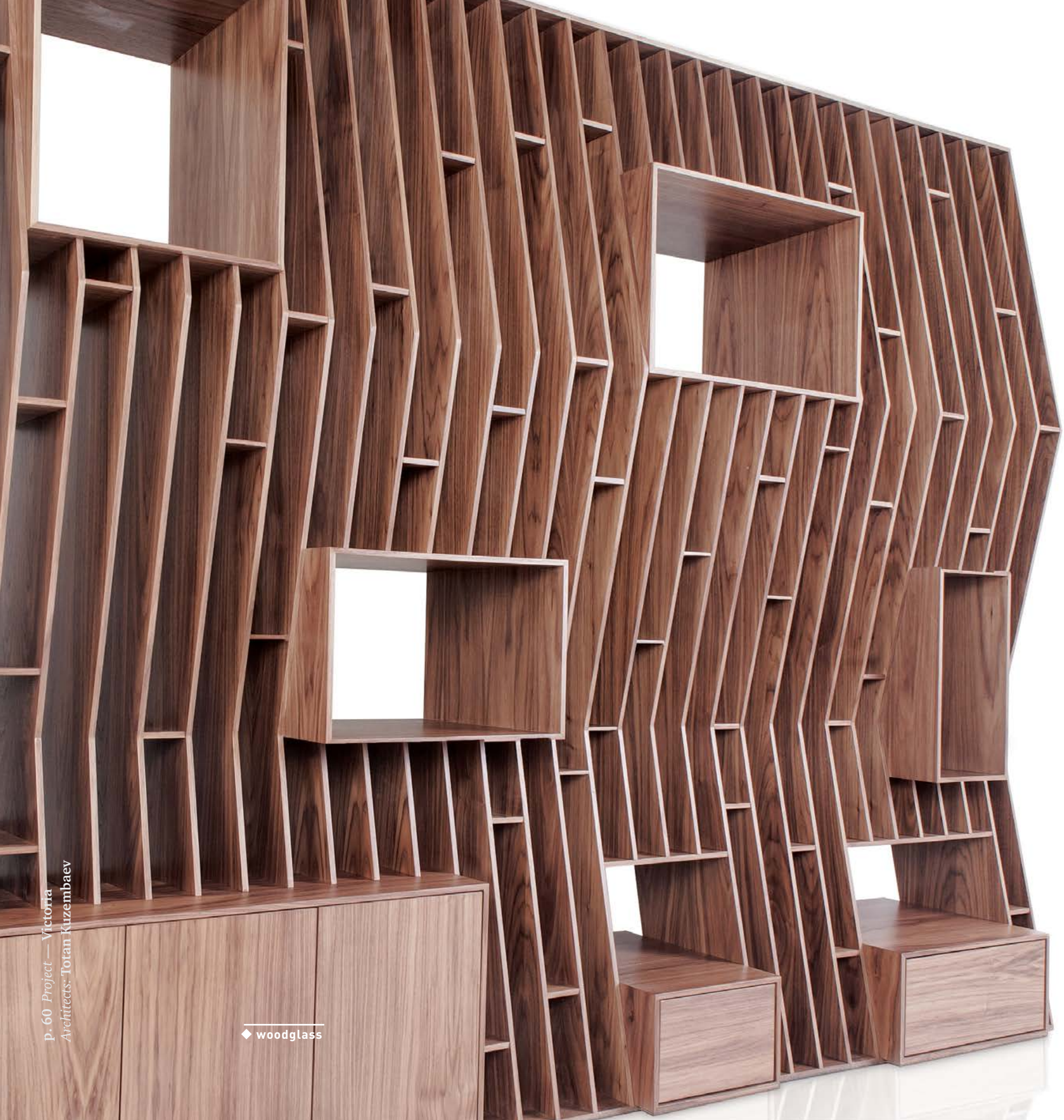
This composition consists of a bookcase and a desk for the director and a table for negotiations, all of which are made from agglutinated wooden lamellas and organic glass. At the customer's request, the director's desk can be made as a solid piece connected to the negotiating table. The desk can also be built to stand alone. There is also an option to embed internal lighting embedded within the desk.

The bookcase is a self-supporting structure made of wooden stands in a zigzag form with frequent steps. The shelves in the bookcase are designed for magazines, books or other items of particular value to the owner.



Totan Kuzembaev:

«As I work on each project, I feel the adrenalin, the interest, curiosity, novelty and... other very special feelings, like those you have when you're in love for the first time. When working on a project in tandem, the striving for harmony and the search for the best solutions between the co-authors, and then between the authors and the customer, become an integral part of the work. In the Victoria Project, we worked with wood, a natural material that I often use. In my opinion, this is the gentlest, richest, softest and warmest material. Throughout the design and implementation of the project, we took the end-user into account first of all. Modern directors are active people. They are always on the go, like a waterfall or a powerful river; they lead the way. We wanted to emphasize this concept. It's up to you to judge where we have succeeded and where we have not».







◆ woodglass

Executive desk

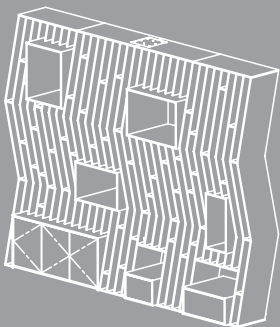


APTK.10
finishing

2500x4635x750
Solid wood, plexiglass

◆ Executive desk with an attached
conference desk

Cabinete



APTK.30
finishing

2570x544x2000
Veneer

2012

PROJECT PROFILE



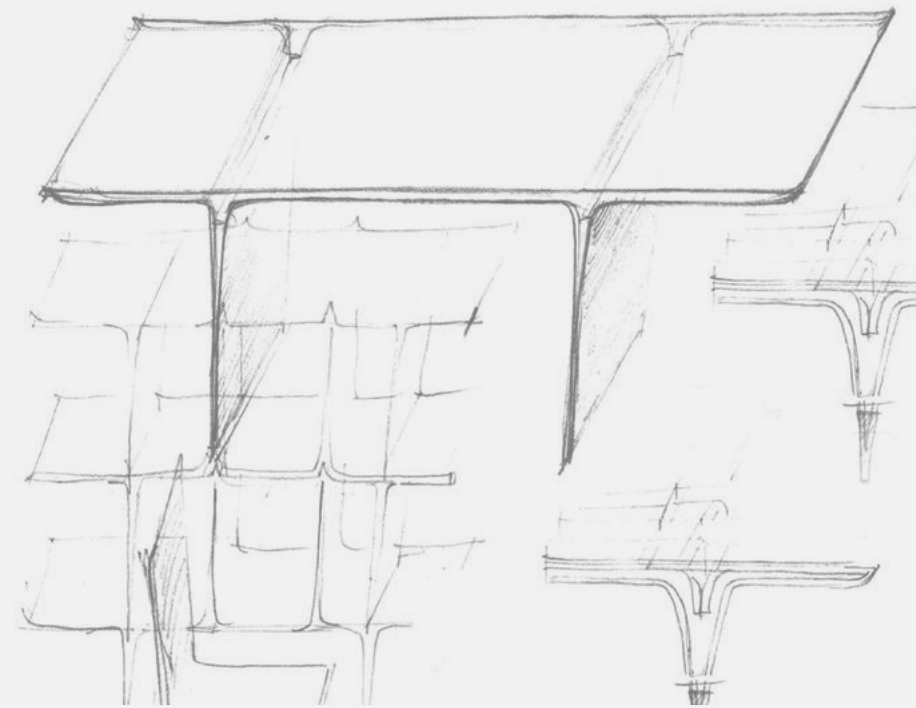
Vladimir Kuz'min
architect



Vladimir Kuzmin is a notable figure in the architectural design community, a practitioner and tutor for the Chair of urban environment design in MARHI, winner of the Russian State Prize for the Design category and the «Golden section» in a professional architecture contest.

The essence of Profile is the side-view, the sections, the cut, a set of characteristics, the combination of horizons, and an outlined imagination. It offers custom selection of modular units for the workplace.

The Profile collection is an attempt to create simple items of obvious and architectural form, without any external domination by a designer and his «design». The quality and features of the material determine the facility's appearance, design, and aesthetic characteristics. This brings the solution to the conceptual purity of the module and transforms it into a product.



◆ carbon fiber



Vladimir Kuz'min:

«The Profile collection concept is to utilize minimal means by a single approach to produce a clear and explicit form without decorative twists... To do that, we used carbon, a super material which guarantees the required ease and clarity of a solution. Absolute quality! While preparing the

Profile collection, we were inspired by the curiosity and interest paid to the engineering process. We were inspired by a creative desire and were eager in our quest. We were inspired by Love. All of these are the eternal elements which help us turn all architectural designs into reality».





◆ carbon fiber



◆ carbon fiber

◆ plywood covered by matt semitransparent white lacquer

2014

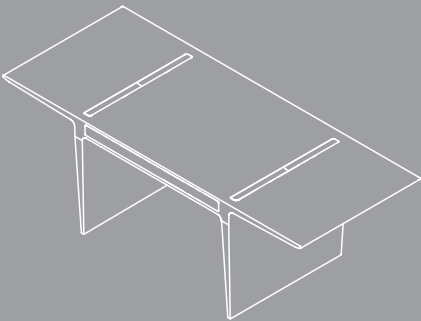


◆ plywood covered by matt semitransparent white lacquer



◆ plywood covered by matt semitransparent white lacquer

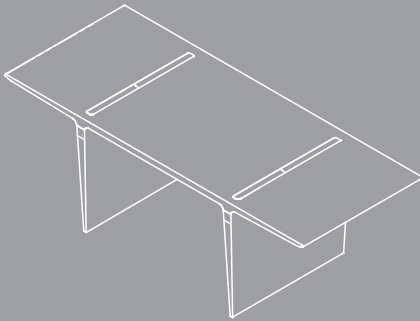
Executive desk



APVK.10 2300x880x720
finishing Carbon / colored lacquer, RAL scale

◆ Executive desk with a pullout drawer. Drawer is available only with carbon or colored lacquer finishing

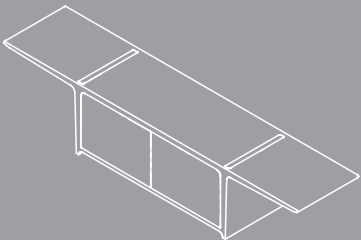
Executive desk



APVK.11 2300x880x720
finishing Plywood, matt semitransparent white lacquer

◆ Executive desk without drawer

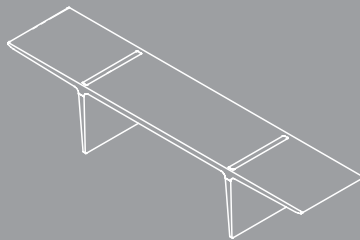
Modular shelf



APVK.20 2170x450x450
finishing Carbon / colored lacquer, RAL scale

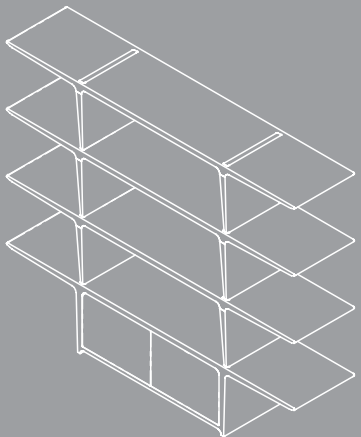
◆ Modular shelf with doors

Modular shelf



APVK.40 2170x450x450
finishing Carbon / colored lacquer, RAL scale

Shelf cabinet



APVK.30 2170x450x1764
finishing Carbon / colored lacquer, RAL scale

2012

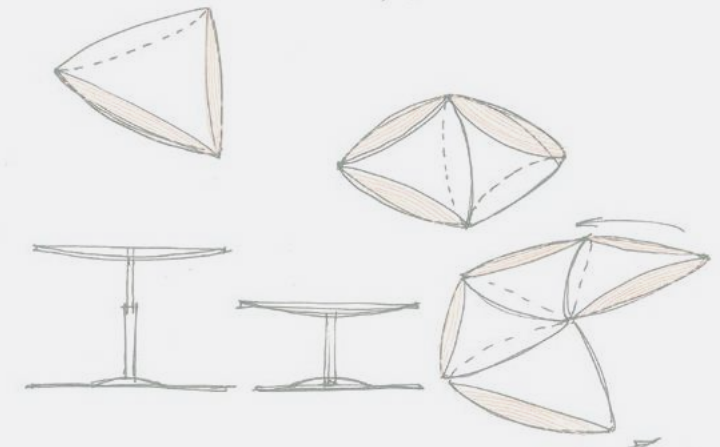
PROJECT ABD'VISE



Irina Prisedskaya
architect

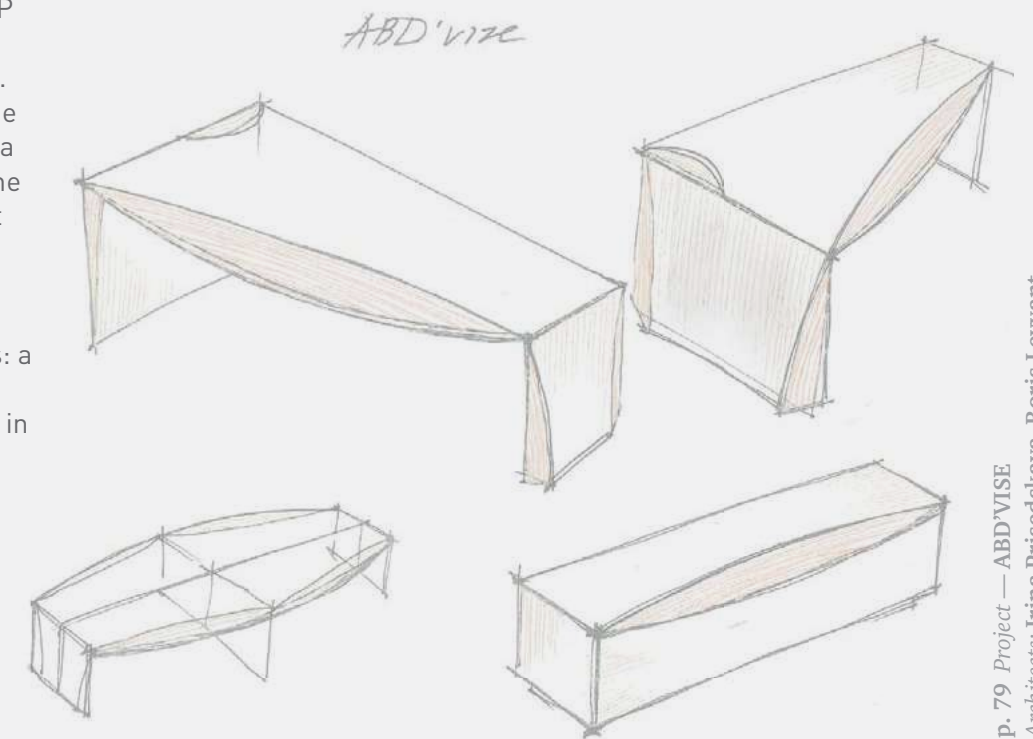


Boris Levyant
architect



ABD Architects is a Russian architectural firm led by Boris Levyant. The company is a member of SRO NP Architects and Designers Guild and specializes in works affecting the security of capital construction. The desk's shape is modeled after a snowboard. The table has a newly invented and effective contour — a long radius arc with a smooth slope to the side of the body. This creates maximum comfort in the contact zone.

The table «bends» to the owner at the contact line, but remains rigid and plain on the working surface. The tabletop's shape allows for 4 functional options: a working desk, a table with an add-on for visitors, a double table for team work, and a negotiating table in the form of a «boat».



Irina Prisedskaya,
Boris Leviant.

«For us, creating a new item first of all means the excitement which comes from fulfilling a customer's request. It's an endeavor to find the one perfectly suitable solution from out of dozens of possible options, motivated by our curiosity and our desire to find new angles on common objects, ideas, theories and practices. The leading question that guided us throughout the work was «And what if we...?»».

◆ plythreewood (plywood)



◆ plythreewood (plywood)



◆ plythreewood (plywood)



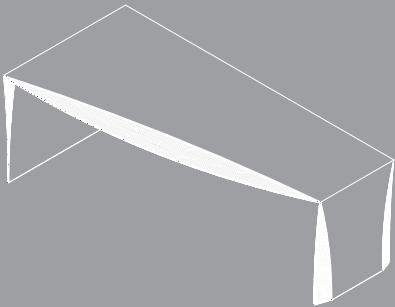


◆ plythreewood (plywood)

p. 86 Project — ADD MUSE

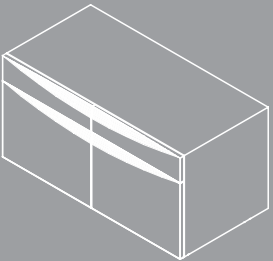
Architects: Irina Prisedskaya, Boris Leviant

Executive desk



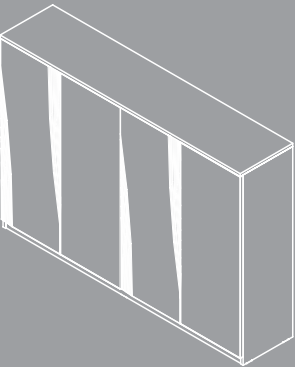
APBL.10	2000x950x720
finishing	Veneer

Rolling file cabinet



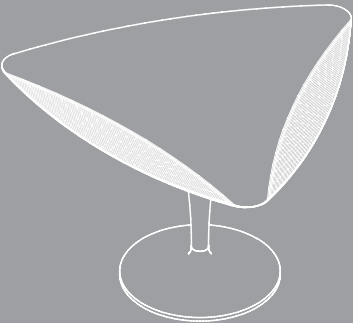
APBL.20	900x447x492
finishing	Veneer

Credenza cabinet



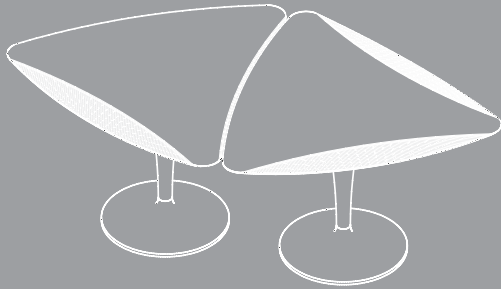
APBL.30	1600x350x1117
finishing	Veneer

Negotiation desk



APBL.50	1236x1150x766
finishing	Veneer

Negotiation desk



APBL.50	900x900x720
finishing	Veneer



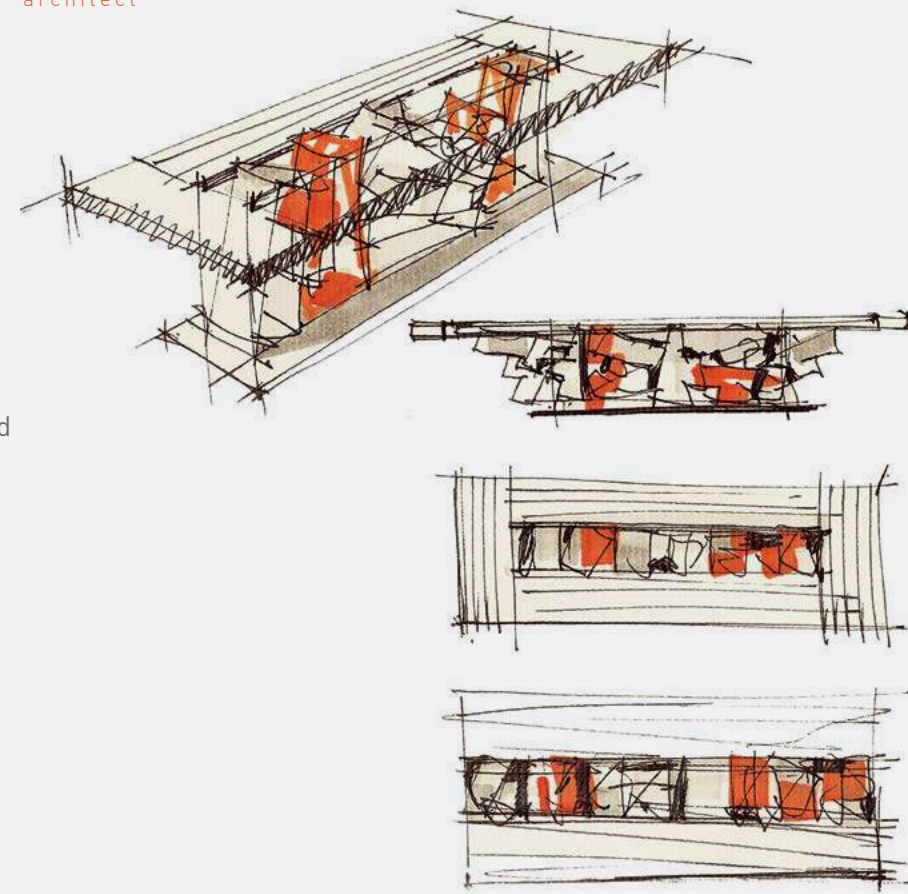
2012

PROJECT 0 — 24



Yevgeny Polyantsev
architect

ГЕОРГИЙ ПЕРЕКРЕСТОВ



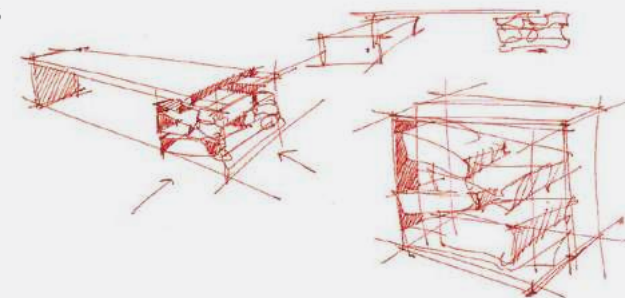
The 0-24 project was created by Y. Polyantsev (Meralstudio) with the assistance of G. Markaryan and M. Rukavishnikova.

Meralstudio is an architectural workshop led by Yevgeny Polyantsev, and was founded in 1995. Its main lines of business include designing residential, public and industrial buildings, restoring and reconstructing monuments, designing private interiors and designing furniture.

The modern executive works 24 hours a day — this is the basis for the 0-24 line of furniture.

Following this concept, our product list includes not only traditional workplace furniture, but also furniture for recreational areas.

The decorative element «brain» unites different pieces of furniture into a single entity, in one case serving as a desk support and in another as multifunctional shelves.



Yevgeny Polyantsev:

«I have always taken an interest in specifically designated tasks. I believe that big themes and images are born from simple details. So I try to observe the surrounding features and processes in great detail. «How? What for? Why? and For what reason?» are the guiding questions in my work process. The answers to these questions help overcome stereotypes. In general, I am not a follower or adherent to any specific school of thought which is why I can freely move from one theme to another. Style is always secondary to shape. The interior psychology is also important when taking color schemes, touch and bodily comfort into account».

◆ veneer and colored lacquer



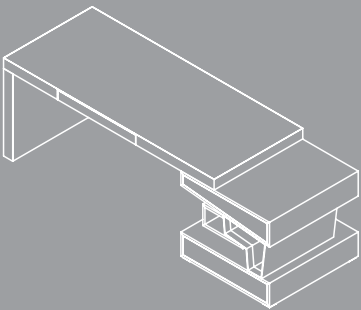
◆ veneer and colored lacquer





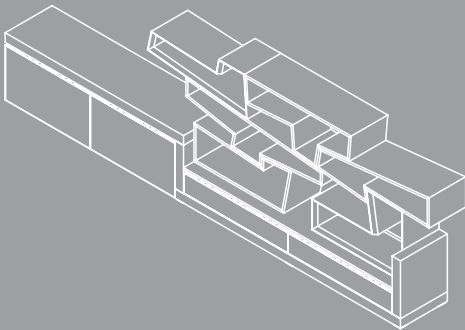
◆ veneer and colored lacquer

Desk



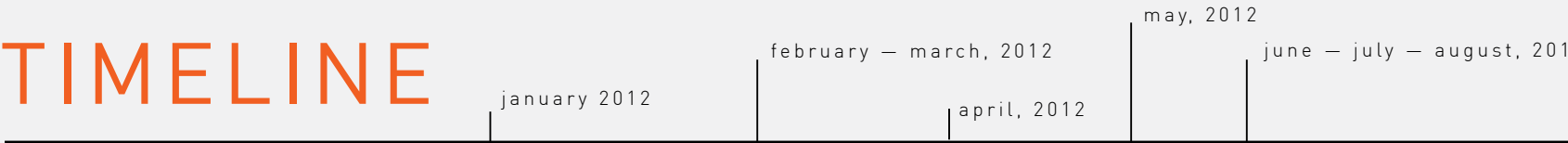
APYP.10 2400x800x766
finishing Veneer, colored lacquer

Shelf-cabinet



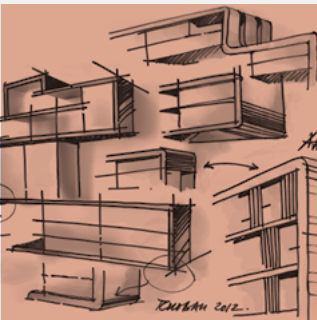
APYP.30 3965x450x1276
finishing Veneer, colored lacquer

TIMELINE



JANUARY, 2012

Negotiations with the architects



The project kicks off. The composition and the number of participants are approved in its first stage. Five architects representing reputable architectural firms and studios are selected to participate in the project. Top Russian designers have responded enthusiastically to the proposal to participate in the 12 Architects. Offices project.

FEBRUARY — MARCH, 2012

Approval of sketches



The initial creative products are submitted. Ideas start to turn into shapes and forms. All are working towards agreement upon the future executive offices.

APRIL, 2012

Fine-tuning technologies and materials



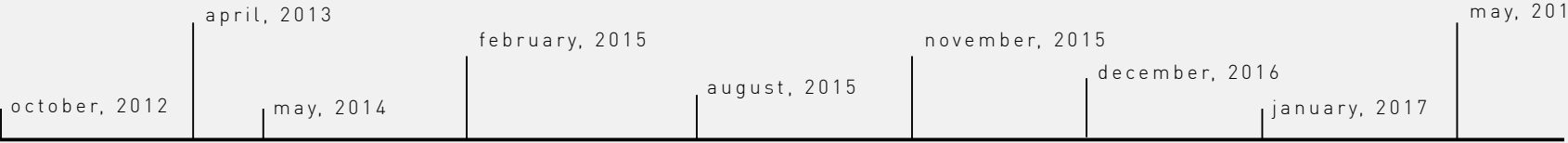
Ideas begin to materialize. The participants select technologies for implementing their future interior design elements and choose their materials. Each designer's individual approach and vision adds new and unique facets to the offices being created. The architects make their first contact with the mass media to share their plans for implementing these designer solutions and take part in a press conference to present the Project.

MAY, 2012

Prototyping



Initial prototypes are carried from idea generation to implementation — an idea, a sketch, a drawing, technology and materials...and, finally the office prototype — the first stage of the project's material implementation. All the elements of the prior work have converged into five unique architectural solutions.



MAY 23 — 27, 2012

ARCH Moscow — presentation of prototypes



The first five office desk prototypes were presented to the professional community at the 17th International Architecture and Design Exhibition ARCH Moscow at the Central House of Artists on Krymskiy Val. The creators of all five designs used this exhibition to conduct lectures and master classes:

• **24 May — Boris Levant** (ABD Architects): New trends in office space development and their impact on office furniture

• **25 May — Vladimir Kuzmin** (Pole Design): Profile as an outline of the imagination. Pole Design

• **26 May — Sergey Choban and Sergey Kuznetsov** (SPEECH Choban & Kuznetsov): From the general to the specifics. From urban planning to the details

• **27 May — Totan Kuzembayev** (Totan Kuzembayev Architectural Studio): Intuition

• **27 May — Evgeniy Polyantsev** (MERAL STUDIO): Life realities and creative abstractions

JUNE — AUGUST, 2012



Producing industrial samples

The engineering stage of the creative process begins. The Lepota designer furniture factory, part of the Nayada group of companies, produces the first industrial samples of the furniture components.

OCTOBER, 2012

Presentation of the project at the Orgatec exhibition (Germany)

The Russian project 12 Architects. Offices appears in the European market for the first time. Nayada's exhibition stand presents the finished offices exactly as they will be launched into production.



APRIL, 2013

Presentation of office furniture sets at iSaloni (Milan)



In 2013 the project will In 2013, the project expands its geographic boundaries of participation. Negotiations are under way with leading Dutch, Italian and Japanese architects. They offer their vision of the main project objectives, and the ideas that have already been implemented will be presented at Milan Furniture Fair in 2015.

FEBRUARY — MAY, 2014

Presentation of a new executive furniture collection



The project is joined by its 6th participant, Italian designer and architect Luca Scacchetti. His PIGRECO collection consists of ten furniture pieces and includes several office solutions. His furniture collection was presented as part of Office Next Moscow. The first production pieces of the furniture elements are manufactured at the factory of the project furniture Lepota, part of Nayada Group of companies.

MAY, 2014

Italian architect Marco Piva joined the project



Marco Piva Joins the NAYADA «12 Architects Create Furniture» Project. An agreement on his participation in the Russian project was officially signed at the presentation in Moscow. His TOUCH collection configures a workplace that embraces the ethical aspects of the project: attention to the use of materials, recycling, reduction of energy consumption, operational efficiency.

FEBRUARY, 2015

The project is joined by 8th participant



The project is joined by Italian architect Francesco Morena. His Gemstone collection aims to explore the complex relationship between nature and design. The chosen forms are modified in space, and transform from a base that is similar to a rock of variegated surface, to a sanded table that is generated from clean and precise cuts, almost creating a metaphor of the natural origins of the objects that surround us.

AUGUST 2015

A new edition of the PROFILE collection



The PROFILE offices for executives produced from pressboards emphasize the main aesthetics which is actually called the design. A new edition table reflects one of the most actual and modern design trends that provides for application of simple and conventional materials which create a new value when being used to form an item.

NOVEMBER, 2015

Novelties introduced in SPEECH offices for executives



NAYADA presented SPEECH in two new finishes: the first one is pigmented lacquer (one of the most fashion color combinations includes ecru recalling a color of coffee, and milky white) and the second represents finish made from natural teak veneer with the application of complicated cross-sectioned veneer. The collection consists of 8 elements.

january 2016

NAYADA presents PIGRECO made of lightweight concrete



The PIGRECO set of furniture for offices for executives by Luca Scacchetti is produced from lightweight concrete that is an innovative material. Macassar Ebony veneer was used to finish the furniture. The collection includes 10 pieces.

May 2017

The new GEMSTONE conference table



NAYADA presented the new GEMSTONE conference table with geometric legs made from stainless steel. Still bearing the main idea of the cut stone behind the design, the legs seem aerial and weightless however they give space to its stability and reliability as the basic functional properties. A surface of the tabletop is made from Ziricote veneer with a curving structure specially selected for the Gemstone collection.

Russia

Nayada-Moscow
121059,Berezhkovskaya embankment16a, Moscow
Tel. / Fax: +7 [495] 933-10-55, 8 800 550-13-45
office@nayada.ru

Nayada-Ekaterinburg
620014, Radishchev St.6a, office 2902, Ekaterinburg
Tel. / Fax: +7 [343] 287-01-00
ekaterinburg@nayada.ru
www.nayada-ekaterinburg.ru

Nayada-Kazan
420097, Dostoyevsky St.66,office 312, Kazan
Tel./ Fax: [843] 5-248-048
Tel.: [843] 5-248-148
kazan@nayada.ru, www.nayada-kazan.ru

Nayada-Krasnodar
350000, Karasunskaja St., 60, office 37, Krasnodar
Tel.: +7 [861] 200-69-44, 200-69-50, 210-27-02
krasnodar@nayada.ru, www.nayada-krasnodar.ru

Nayada-Krasnoyarsk
660077, Aviators Avenue, 23 «a», Krasnoyarsk
Tel.: +7 [391] 277-10-63, 277-10-73
krasnoyarsk@nayada.ru
www.nayada-krasnoyarsk.ru

Nayada-Nizhny Novgorod
603057, Nartova St.6, office 605, Nizhny Novgorod
Tel./ Fax: [8312] 78-66-84, 78-66-85,
nnovgorod@nayada.ru, www.nayada-nn.ru

Nayada-Novosibirsk
630091, Sovetskaya St.64, office 603, Novosibirsk
Tel.: +7 [383] 236-20-67
novosibirsk@nayada.ru, www.nayada-nsk.ru

Nayada-Perm
614000, Monastyrskaya St. 95G, Perm
Tel.: +7 [342] 206-70-80, +7 [342] 206-39-20,
+7 [342] 215-57-86
Info@nayada.perm.ru, www.nayada-perm.ru

Nayada-Rostov on don
344130, Dovatora St. 197, office 205A, Rostov on Don
Tel.: [863] 237-27-15, [863] 237-27-13
rostov-na-donu@nayada.ru
www.nayada-rostov.ru

Nayada-Samara
443086, Eroshevskiy St.3, office 310, Samara
Tel.: +7 [846] 2-790-890
info@nayada-samara.ru, www.nayada-samara.ru

Nayada-st. Petersburg
191119, Marata St., 69/71B, «Renaissance Plaza», office 203 A, Saint Petersburg
Tel./fax: +7 [812] 449-10-90
info@nayadaneva.ru, www.nayada-neva.ru

Nayada-Tyumen
625048, Kharkovskaya St. 27, Tyumen
Tel./fax: +7 [3452] 59-31-49, 59-31-59
tumen@nayada.ru, www.nayada-tumen.ru

Nayada-Surgut
628415, Trade Unions St., 51/1, 2, Surgut
Tel.: +7[922] 042-93-23
chumak@nayada.ru, www.nayada-surgut.ru

Nayada-Chelyabinsk
Tel.: +7 [963] 470-60-00
chelyabinsk@nayada.ru
www.nayada-chelyabinsk.ru

Nayada-Omsk
644043, Frunze St. 40, office 404-6, Omsk
Tel.: 8 923-678-10-96
sibir@nayada.ru, www.nayada-omsk.ru

Italy

Verona
Via Crivellin, 9/k 37010 Affi - VERONA
Tel./Fax: +39 045 72-38-520
Tel.: +39 050 76-20-014
info@nayada.com, www.nayada.com

Belarus

Nayada-Minsk
220035, Timiryazev St., 65 A, office 425 Belarus, Minsk
Tel.: +375 17 369-70-24, 205-89-53, 205-89-67
minsk@nayada.ru, www.nayada.by

Kazakhstan

Nayada-Almaty
050008, Tolebi St.,187, 2nd floor Kazakhstan, Almaty
Tel./Fax: +7 [727] 395-54-08, 395-46-09,
395-46-10, 395-46-11
info@nayada.kz, www.nayada.kz

Nayada-Astana
010000, Baraeva St.,16, «B», 3rd floor, office 3 Kazakhstan, Astana
Tel./fax: +7 [7172] 59-26-86,59-26-70
info@nayada-astana.kz, www.nayada-astana.kz

Moldova

Nayada-Kishinev
of. 204, bloc 2/4, Studentilor str-la, Chisinau, MD-2020, Republica Moldova
Tel./Fax: +373 [22] 240307
office@nayada.md, www.nayada.md

Ukraine

Nayada-Kiev
04050, Kiev, Ukraine, Pimonenko St. 13, «Forum» business center, office 5A/14
Tel.: +380 [44] 247-69-55 [57]
kiev@nayada.ru, www.nayada.ua

Saudi Arabia

Nayada-Saudi Arabia
Building 203, Makkah Rd, Maathar District P.O.Box 26700, Riyadh 11496, Saudi Arabia
Tel.: +966 11 4886699
Fax: +966 11 4886600
Cell: +966 505461071

NAYADA



OUR MISSION IS «TO CREATE!»
TO CREATE BEAUTIFUL AND USEFUL PRODUCTS FOR ARRANGEMENT OF WORKING AREAS.
TO CREATE AREAS FOR THE DEVELOPMENT OF PEOPLE AND COMPANIES.

NAYADA WAS FOUNDED IN 1995 AND NOW IT IS THE LEADING DEVELOPER AND MANUFAC-TURER OF INTERIOR PARTITIONS SYSTEMS, DOORS, FURNITURE.
THE CENTRAL OFFICE AND THE MAIN PRODUCTION COMPLEX OF THE COMPANY ARE LO-CATED IN MOSCOW. THERE ARE ALSO 19 REGIONAL BRANCHES OPERATING IN THE CITIES OF RUSSIA, KAZAKHSTAN, UKRAINE, BELARUS, MOLDOVA AND ITALY.

Nayada company structure includes:

- 1 production of components of partitions systems
- 2 production of Nayada-Doors and door furniture
- 3 production of operable partitions Smartwall
- 4 production of fire resistant partitions and doors
- 5 production of office furniture Lepota
- 6 production of frameless furniture Smartballs
- 7 a complex for metalware painting
- 8 a complex for glass treatment Nayada Glass Technology

20
REPRESENTATIVE OFFICES

1000
EMPLOYEES

4000
PROJECTS PER YEAR

20000 M²
AREA OF PRODUCTION FACILITIES



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since
2010



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www.lepota-rus.ru

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| 7 | Acoustic panels |
| 8 | Wall panels and doors |
| 9 | Designer developments |

