



# Collection Simple

Design Zoran Jedrejčić

Simple is an Archetypal Family of clear lines and compact dimensions, exceptionally light, both physically and visually. The simple and clean design of the chairs from this family would not compromise the harmony of any interior. Simple pieces are designed to leave the impression of lean and subtle furniture which is simultaneously exceptionally sturdy and comfortable. This functional family, suitable for long sitting, includes Dining and Easy Chair, Armchair, Bar Stool and Counter Stool. The seat and back of Simple chairs can optionally be upholstered for superior comfort.

# About us

We are a North Macedonian brand specialized in producing modern and functional wooden furniture compatible with the needs of today's world. Our design is responsible and thought out to the tiniest detail. The pieces are primarily intended to be used in public spaces, yet not disregarding individual needs, or requirements of private habitations. Our manufacturing capacities facilitate both maximum efficiency and uncompromising quality.

## Our Roots

We live surrounded with the immense and magnificent forests. We understand wood thoroughly and respect it deeply. The result is High-Quality Furniture, visually and ergonomically comfortable, which is made of local Beech and Oak Solid Wood – the furniture built to endure and be passed down the generations.

Our relationship with people is personal and devoted.

Our company's identity is deeply rooted in our place of origin. North Macedonia is a country of contrasts, a blend of different traditions, cultures and influences, and a junction of the East and the West. Our factory is located in the eastern part of the country, at 1200 meters above sea level. It is surrounded with thick beech forests and cerulean lakes, in a setting painted with all the sun's brilliant colors. The mixture of these colors, details and topography was our inspiration.

## Commitment to Craftsmanship through the Technology

The knowledge of manufacturing and the artisanal know-how and experience of our master furniture makers have also been distilled through decades. This resulted in a manufacturing environment where state-of-the-art technology is combined with committed handwork. The entire production process is self-sustained – from processing, manufacturing and the finishing touches, to the packaging and delivery of the products. This facilitates the absolute quality control and maintenance of the standard.

We feel great respect for the forests and environment and we therefore make effort to utilize the local resources rationally and efficiently.

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## Creative Direction by Zoran Jedrejcić

Zoran Jedrejcić is Croatian Designer and Art Director from Split with Italian background. After seven years of fruitful cooperation with Ettore Sottsass, he opened a design studio in Milan, and recently one in Belgrade.

He has designed for many international brands, such as 3M, Artisan, Molteni&Co, Dada Cucine, Fratelli Guzzini, Nambe', Segis, Woak, among others.

He won awards such as Red Dot and IF Design Awards, and his works have been exhibited in prestigious museums such as MAK Vienna, ICA Boston, MoMA NY, Ozone Centre Tokyo among others. Parallel with his profession, he has been visiting professor at ISIA-Florence, NABA-Milano, IAAD-Torino and Academy of Fine Arts-Belgrade.

Currently he is Art Director of Belgrade Furniture Fair and several Regional Design Brands.

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