

## Functionality, safety, emotions – new working environments

Ranging from High tables all the way to universally suited tables featuring a multitude of optional extras, the new table series Creva desk provides all the planning options expected from Kusch+Co products.



**A line-up of tables with matching design aesthetics suited for office, lounge and meeting environments – that sums up the new table series Creva desk in a few words. Generously sized conference tables, compact variations as well as High tables designed for informal conversations – these are only a few of the possibilities with Kusch+Co’s newest table series – slated to be launched in October 2020. Designed by the design team kaschkasch, Creva desk brims with the aesthetic charm of domestic furniture – oozing warmth and emotions – transporting it into working environments. During the creation of the Creva desk series, Kusch+Co put the focus on a variety of essential concepts, such as cleaning and disinfection, hygienic surfaces, fire prevention as well as environmental sustainability.**

Kusch+Co’s Creva desk is surplus to requirements: through its perfect balance between functionality and emotions, its wide range of available materials, and especially its timeless, minimalist design, the new table series is ideally suited to furnish conference rooms, informal meeting areas, training classrooms, large office spaces, restaurants, bars and hotels, not forgetting lobbies.

### **Special requirements to contract furniture**

Dependent on the environment, contract furniture must offer so much more than excellent design quality and flexibility. In addition to the usual requirements, this type of furniture must meet very specific specifications. “This seating has to comply with very strict hygiene and fire safety regulations which usually present a serious challenge to architects and interior designers”, comments Tommy Rube, Customer Service & Marketing Director, Kusch+Co.

### **Manufacture contact:** Kusch+Co GmbH

Lisa Hedderich,  
Public Relations  
Gundringhausen 5  
59969 Hallenberg  
T +49 2984 300-241  
l.hedderich@kusch.com  
[www.kusch.com](http://www.kusch.com)

### **Your press contact:**

Heike Bering  
bering\*kopal, Büro für  
Kommunikation  
T + 49 711 7451759-15  
heike.bering@bering-  
kopal.de

Creva desk also excels in environmental sustainability. The series' environmental product declaration confirms that "all wooden materials are sourced from legally and sustainably managed forest" and that the series is recyclable up to 99 %.

### **New culture of interior design – special design features**

Creva desk is an exceptional table series, transposing the aesthetic charm of domestic furniture into working environments. The slender appearance is characterised by round shapes, harmonious proportions and clear-cut edges, complemented by the warm aesthetics of the natural material wood. The sophisticated construction provides an extremely high comfort level. The rail-free subframe as well as the large table top overstand offer plenty of room. The steel leg mountings with aluminium supports as well as the steel reinforcing bars provide the best possible stability. The central joint in the middle of the table top can be used for freely movable power and data modules, view protection panels and trays. Whether individual workstations, workbenches, conference configurations or High tables – Creva desk opens up a wide spectrum of interior design possibilities, giving plenty of scope for optimum solutions.

Though the euphonic name Creva is an artificial name for marketing purposes, the name holds a clear reference to the English word "crevasse", a synonym for glacier. And the central "crevasse", serving as joint in the middle of the table top, is a seminal constructional and design feature.

The Creva desk table series is an integral part of the comprehensive Creva product family. With the series Creva soft and Creva stool, this product family also comprises soft seating and stools. Kusch+Co will continue to expand the product family in the future. Creva desk is the latest addition, making it possible to realise a plethora of interior design concepts.

Hallenberg, August 2020

Reprint free of charge / file copy requested

**1** Creva desk can be customised to your liking thank to a wide variety of colours and surface materials. The clearly visible top joint can be used for the freely movable power modules, view protection panels and trays. Photo: Kusch+Co

**2** A line-up of tables with matching design aesthetics suited for office, lounge and meeting environments – that sums up the new table series Creva desk by Kusch+Co in a few words. Photo: Kusch+Co

**3** Design quality is seminal for the table series Creva desk. During the design process, Kusch+Co put the focus on a variety of essential concepts, such as cleaning and disinfection, hygienic surfaces, fire prevention as well as environmental sustainability. Photo: Kusch+Co

**4** This ensemble, consisting of a conference table Creva desk paired with the armchairs of the Njord series (Design by Scaffidi & Johansen), oozes a special “warmth”. Photo: Kusch+Co

1.



2.



3.



4.



**5** Whether individual workstations, workbenches, conference configurations or High tables – Creva desk opens up a wide spectrum of interior design possibilities, giving plenty of scope for optimum solutions. Photo: Kusch+Co

**6** Ideally suited for informal meetings: the High tables from the Creva desk series combined with the matching Creva stool. Photo: Kusch+Co

**7** A large conference room characterized by an inviting, welcoming atmosphere thanks to Creva desk – combined with the comfortable armchairs of the series Njord, also from Kusch+Co and a Design by Scaffidi & Johansen. Photo: Kusch+Co

**8** The slender appearance is characterised by round shapes, harmonious proportions and clear-cut edges, complemented by the warm aesthetics of the natural material wood. In this photo a conference configuration made with Creva desk tables. Photo: Kusch+Co.

5.



6.



7.



8.



**9** The central joint in the middle of the table top can be used for freely movable power and data modules, view protection panels and trays. Photo: Kusch+Co

**10** The Creva desk table series is an integral part of the comprehensive Creva product family. With the series Creva soft and Creva stool, this product family also comprises soft seating and stools. Photo: Kusch+Co

**11** Through its perfect balance between functionality and emotions, its wide range of available materials, and especially its timeless, minimalist design, the new table series is ideally suited to furnish conference rooms, informal meeting areas, training classrooms, large office spaces, restaurants, bars and hotels, not forgetting lobbies. Photo: Kusch+Co

**12** A passionate look for detail. Through the central top joint, Creva desk can hold freely movable power modules, view protection panels and tray. Photo: Kusch+Co

9.



10.



11.



12.



**13** Design studio kaschkasch was founded in 2011 by Florian Kallus and Sebastian Schneider. The duo works in furniture, lighting design and art direction for several national and international clients. In close co-operation with companies such as Kusch+Co, they create classic and modular designs, characterized by a symbiosis of innovation, functionality and aesthetics.  
Photo: Thomas Rabsch

13.



**About Kusch+Co**

In order to stay fit for the future, companies have to be able to adapt and reinvent themselves over and over again – this credo also applies to Kusch+Co. Since January 2019, this formerly family-owned business in the third generation is part of the Nowy Styl Group. They develop individual seating and interior design solutions geared towards future-oriented contract environments. They live and breathe high quality and a passion for design. Through its revamped portfolio, Kusch+Co not only reacts to the changes of the modern working world, but also to the new standards in the healthcare industry and to the current requirements in airports and transit sites. The co-operation with upcoming and renowned designers is an integral part of the corporate culture at Kusch+Co, and forms the bedrock of their expanding portfolio, which comprises several award-winning series.

[www.kusch.com](http://www.kusch.com)

Reprint free of charge / File copy requested  
August 2020