

PRESS RELEASE
JULY 2024

Nowy Styl and Kusch+Co will add colour to life and focus on relations at Orgatec 2024!

Nowy Styl and Kusch+Co will welcome the visitors at their common stand during the Orgatec 2024 trade fair, presenting over 20 new products from each product category.

This year development of portfolios of both brands show focus on relations: soft seating categories and inviting colours are on the rise

The special guest of the booth, Karim Rashid, will make a speech about the role of design in crafting relationships.

Relations. Color. Life.

**ORGATEC Trade fair
22-25 October 2024
Cologne, Germany, Koelnmesse, Messeplatz 1
Hall 9, Stand C20/D29**

Two great brands, Nowy Styl and Kusch+Co, will welcome the visitors at their common stand during the Orgatec trade fair, presenting over 20 new products from each product category, that aim not only to elevate the experience of all users, but also to add colours to their relations, both figuratively and literally.

Relations

The world is changing really fast – only two years ago Nowy Styl and Kusch+Co were focusing on addressing the needs of the post-pandemic reality: reunion after the lockdowns and bringing people together at offices and other venues. Now that public spaces have their users back, it is time for the next step - the focus is on the development of relationships.

<<All we have in life is each other, really>> – these powerful words were spoken by Karim Rashid in an interview he gave us – says Bartosz Karasiński, Marketing Director and Extended Board Member at Nowy Styl. – These words perfectly express what we at Nowy Styl and Kusch+Co want to give to the world. We want to encourage encounters, to facilitate the creation of friendships and the development of interpersonal relationships, because these are what give colour to our lives. By this I mean all the relationships we have on a daily basis - both those between colleagues in the workplace and the more personal ones that take place for example in restaurants, cafés, cinemas or other venues. I am also thinking of those completely transient

relationships we experience when cheering with strangers in stadiums or waiting for a plane in passenger terminals - these relationships can also shape our lives, for there are days that consist mostly of such relationships. And I am not forgetting the relationships built between business partners, for example at trade fairs, at our stand at Orgatec, to which I invite you.

This year's Nowy Styl and Kusch+Co stand was set up for establishing and maintaining relationships. Although it will offer spaces for business meetings and networking, such as conference rooms, the stand will mainly be about soft seating areas that encourage informal meetings. Among the more than 20 new products, that visitors will have the opportunity to discuss with Nowy Styl and Kusch+Co experts, and explore themselves, will be:

Trip.ly – the product offers unlimited arrangement possibilities. The round poufs, which are at the heart of the collection, will perfectly add variety to any interior, bringing a modern and stylish touch to it.

Versi – an innovative, multifunctional product that blends perfectly into a variety of interior settings. With its intuitive form and wide colour palette, Versi inspires exploration and creative play with different layouts.

eComo – a comfortable desk with electric height adjustment for comfortable working, increasing efficiency and encouraging healthy habits.

Future chair – a new swivel chair in Nowy Styl portfolio. We're not revealing details for now, get to know it at Orgatec!

Bound by Karim Rashid

The **Bound** soft seating collection comprises an armchair, sofa and table. Its reductive yet powerful design saturates any space with loads of emotions, making that place unforgettable. Bound furniture is designed to play with human senses – sight, touch and general perception. It aspires to engage the emotions and stick in memory.

A speech by **Karim Rashid**, the designer of Bound, will be one of the highlights of the Nowy Styl and Kusch+Co booth. Karim Rashid is one of the most prolific designers of his generation. Over 4000 designs in production, over 400 awards, and operating in over 35 countries attest to Karim's legend of design.

Come to our stand and meet Karim Rashid
24 October 2024, 15:00, Hall 9, Stand C20/D29

Color**New finishes in our offer**

We have added four brand new, fun colours to our range of metal finishes: Violet Blue, Vermilion Red, Olive Green, Ochre Yellow.

And among the melamine and furniture laminates, decors of oak and walnut are interesting new additions: Hamilton Oak, Grey Vicenza Oak, Natural Dijon Walnut, Lincoln Walnut.

Life

The reality of work is constantly changing – after a period of dynamic post-pandemic change and the rise of remote working, we are now starting to stabilise more and make decisions with the long term in mind. The needs and expectations that have emerged in recent years are still with us – new ones may have emerged, which will certainly have a significant impact on our approach to work organisation. What we are seeing is the clear primacy of trends such as **neurodiversity** and community and **community building**, so we want to find out directly what office users think about this and what conditions they want to work in. We are a manufacturer of furniture and office solutions, so it is particularly important for us to create spaces that resonate with people and enhance their comfort. To this end, we conduct research, based not only on predictions, but also on the voice of the employees themselves. And you will be able to read and learn more about our findings and results at our stand.

Find out more about our workspace research at this year's Orgatec.

Nowy Styl and Kusch+Co experts will be ready to welcome you during the Orgatec Trade fair at Hall 9, Stand C20/D29. Save the date and check the details: [LINK](#)

ABOUT NOWY STYL

Nowy Styl (www.nowystyl.com) is a European leader in comprehensive furniture solutions for offices and public spaces. It delivers a comprehensive interior arrangement service based on the analysis of specific needs: work organisation, desired effectiveness as well as ergonomic and acoustic aspects. It has branches in 11 countries. The brand presents its solutions and know-how related to office arrangement in the Office Inspiration Centre in Kraków as well as in 28 showrooms in locations such as London, Paris, Warsaw, Munich, Prague and Budapest.

ABOUT KUSCH+CO

Kusch+Co is (www.kusch.com) a brand recognized around the world for its excellent quality, exceptional design of furniture and specialized solutions for healthcare facilities and passenger terminals. At Kusch+Co, quality has always been irreplaceable. This concept translates not only into the products, their design, materials and precision, but also into the general approach. As a man is in the centre of the brand's interest, Kusch+Co wants to give him the quality, that can truly support his dynamic workstyle and lifestyle, his everyday and the environment he lives in.

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