

Red Dot Design Award: Product Design 2023 for Genaya!

Genaya by brodbeck-koepf design, one of Kusch+Co's most eagerly awaited product launches, has already won recognition for its premium design quality! The entire product line has been honoured with The Red Dot Award: Product Design 2023!



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The Red Dot Award is one of the world's most prestigious international awards for product design, communication design and design concepts. The competition attracts companies and design studios from all over the world every year – their designs are scrutinised by the Red Dot Jury, international experts who examine a remarkable number of products during an evaluation process that lasts several days.

Only the most outstanding achievements in the field of design and innovation receive The Red Dot Label, which is now established internationally as one of the most sought - after seals of good design quality.

“Kusch+Co's collection of Red Dot awards is increasing, with the brand winning the award annually in recent years”, Karolina Manikowska, Nowy Styl and Kusch+Co Marketing Director, emphasises. “Last year, V-Care by Justus Kolberg received the Red Dot Award 2022, and now the upcoming Genaya range by brodbeck-koepf design has ticked all the right boxes and persuaded the Red Dot Jury. Kusch+Co's product portfolio is expanded every year, but only top design quality launches that aspire to serve users and address their needs are added. The Kusch+Co brand is the icing on the cake in the Nowy Styl offering, and we attach supreme importance to its evolution.”

In recent years, the business environment has undergone more changes than ever. The new Genaya range was created to meet emerging requirements in offices and other public spaces, where good design and a pleasant, somewhat informal atmosphere matter. Genaya is ideal for welcoming, stylish spaces like reception areas, for meeting and brainstorming rooms like Connect&Create Spaces, and for chillout areas, VIP lounges and airport terminals, to name just a few. This modular soft seating is about creating infinitely versatile configurations, perfectly suited to any space regardless of its size.

“Genaya is our answer to the demands of our time. Reduced, simple, sustainable - yet we have not compromised on performance, usage and

design requirements. Maximum diversity in terms of application and configuration options, minimal components and material costs”, says Veronika Köpp, the creative mind behind brodbeck-koepp design and Genaya designer.



“The Red Dot Award confirms that our product is innovative, designed according to highest standards and developed with attention to details. We are so proud to be appraised! – adds Cezary Janas, Nowy Styl and Kusch+Co Director of Product Management. - Genaya is comprehensive and versatile modular system that enables the user to create arrangements according to individual needs. Genaya allows to have sofas (linear or non-linear) or islands that perfectly suits not only to office spaces but also waiting rooms, reception areas and other public spaces, offering comfort and enjoyable environment.

Modularity and linearity – these are the key characteristics of Genaya. You can choose between short, closed or long and open configurations. Versions with or without backrests, standalone units, tables or panels – all is available for configurations.

We are glad to hear very positive feedback we have received after fairs and shows in the past months – this confirms, that we have developed the product, that exactly addresses the needs of our customers.”

As one of the winners, Genaya will appear in the Red Dot Design Yearbook and the Winners Section of the Red Dot website. The product will also be featured at a special exhibition, Design on Stage, in the Red Dot Design Museum in Essen from June 2023 to May 2024.

The Red Dot Gala award ceremony will take place in the Aalto Theatre at the Red Dot Design Museum in Essen on 19 June.



About Kusch+Co

Kusch+Co is a design-driven 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 work- and lifestyle, his everyday and the environment he lives in.

Hallenberg, May 2023

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