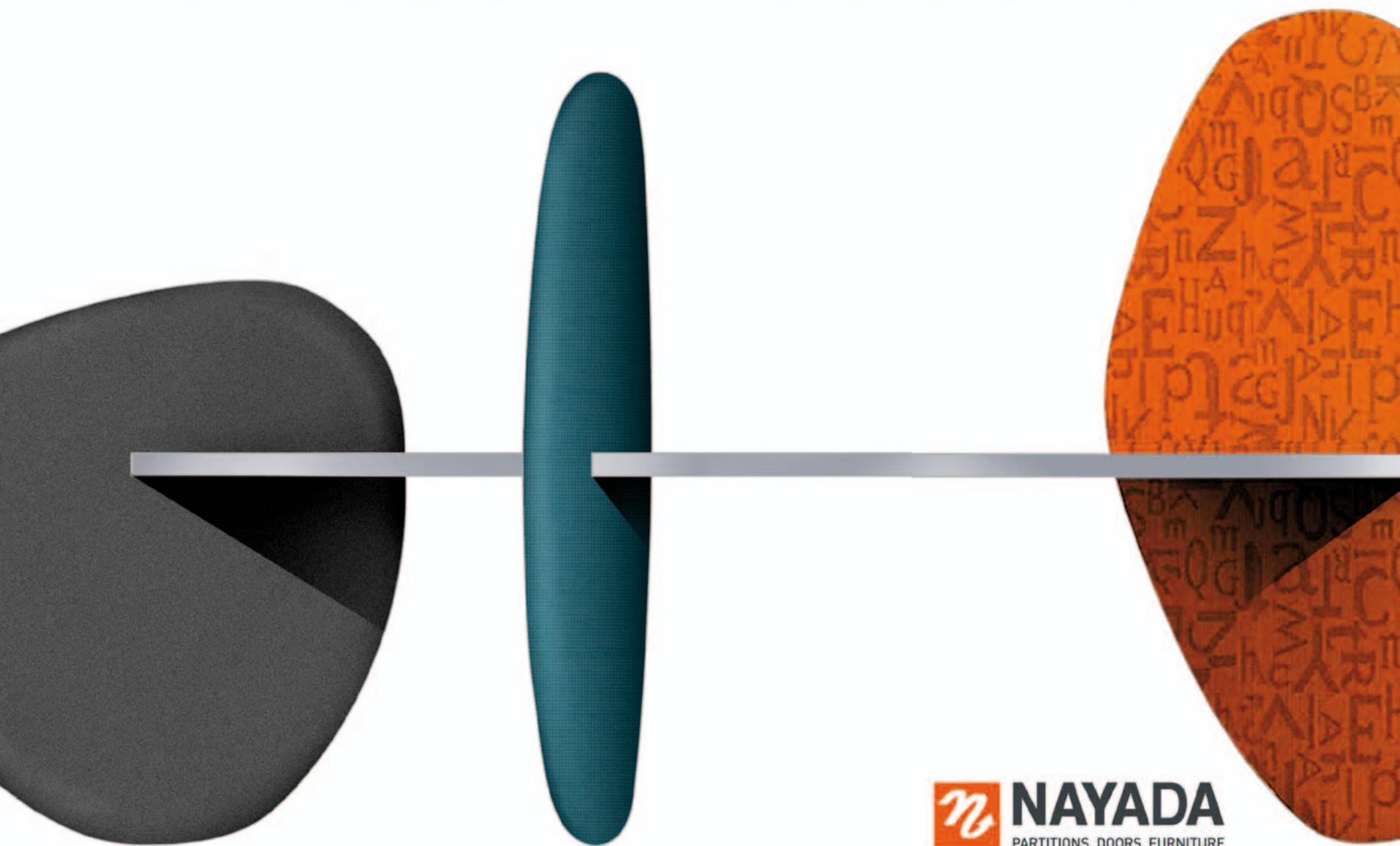


islands

A r s e n y L e o n o v i c h



 **NAYADA**
PARTITIONS DOORS FURNITURE

NAYADA ARCH CHALLENGE



NAYADA ArchiChallenge is an international creative contest that gives young and talented architecture and design professionals a chance to realize their projects and present them to the public.

First organized in 2005, under the name of "Office Spaces: Creativity, Technologies, Innovations", the ArchiChallenge Contest was the first creative competition in Russia for designers of office interiors and equipment. During the seven years of this contest, over 1,500 works have been submitted. Many bright projects have already been realized at NAYADA's production facilities.

NAYADA is always open for cooperation with active and ambitious specialists willing to develop and promote their ideas. In ArchiChallenge participants, we welcome the qualities that are the priority for our company: progressive views and fresh ideas, technical and esthetical innovations, courage and a responsible approach to utilized resources.

Young designers have a unique opportunity to have works presented at international exhibitions and launching their projects into batch production, with their further sales in the global market.

One such participant is Arseny Leonovich, a prizewinner of the NAYADA ArchiChallenge: Object 2012 in the "Furniture for Co-Working" category. His Ostrova (Islands) workstation has already been appreciated by the international community of professionals.

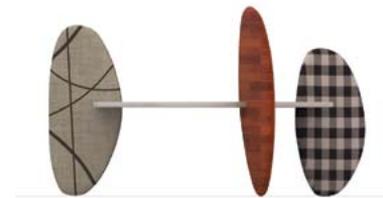
We seem to spend our entire lives behind our desk (desks) – we learn to play, read and write, sculpt and model, we solve problems, we sit on the Internet, draw and paint, eat and sleep... And these desks are always SQUARES (!) or, more rarely, ROUND tables! And then – the desire starts building up inside us, to see these very flat surfaces made "for everything" - at least sometimes, somehow DIFFERENT! Let each child and adult find the shape, color and finish, choose the combination they desire, for work or for play. Those who are not afraid – will see their living sculptures, functional and ergonomic, very austere or fully unrestricted.

Arseny Leonovich





The process of creation
Of ideas is a
continuous one...

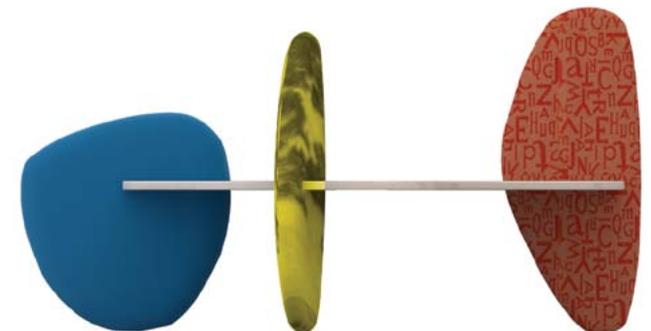
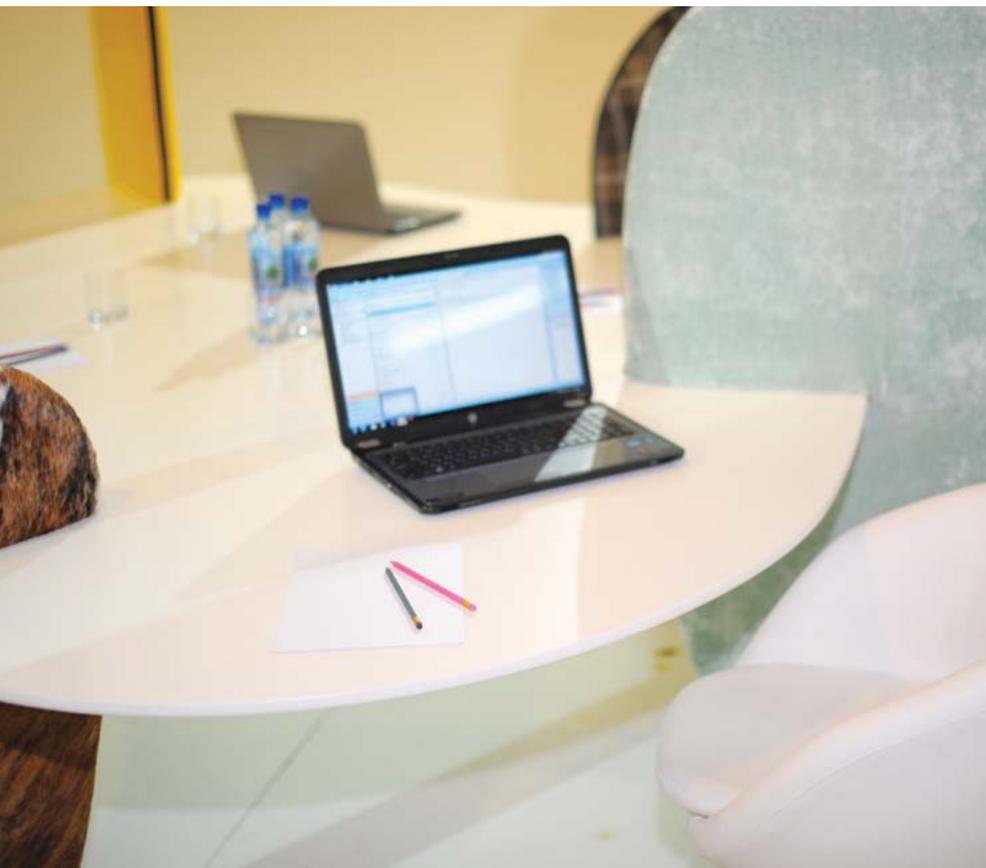


The options for creation of a desktop shaped as an ameboid squiggle, among the dozens of options for desks – shelves, cabinets, cupboards, lighting fixtures, etc. – has haunted our minds for years. We wanted to vary the square-corner (nesting) seating with more relaxed form of seating and standing of people working at the desk for a long time. “Co-working” – a form of cooperation in an artistic (less formal) atmosphere – is just the thing that allows a person to feel more at ease and this also may reveal the dormant potential of the “homo trudogolicus”. Our project is the quintessence of these thoughts. The existence of a class of “legs” under the desk was in question, and the idea of moving partitions – “full-length” fins – finally removed “legs”. Now, only two elements form the space within and around the table, the variety of finishes and horizontal (desktops) and vertical (partitions-supports) surfaces generate an almost endless personalization of the workplace of the new format.



How long did it take you
to go from design to
implementation?

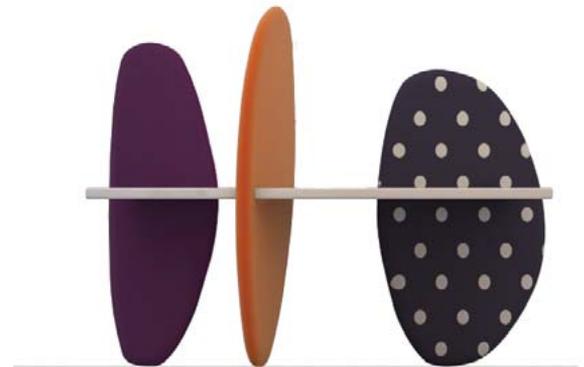
The path from idea to prototype was a quick one. The very first implementation in three dimensions gave us confidence in the viability of this concept.



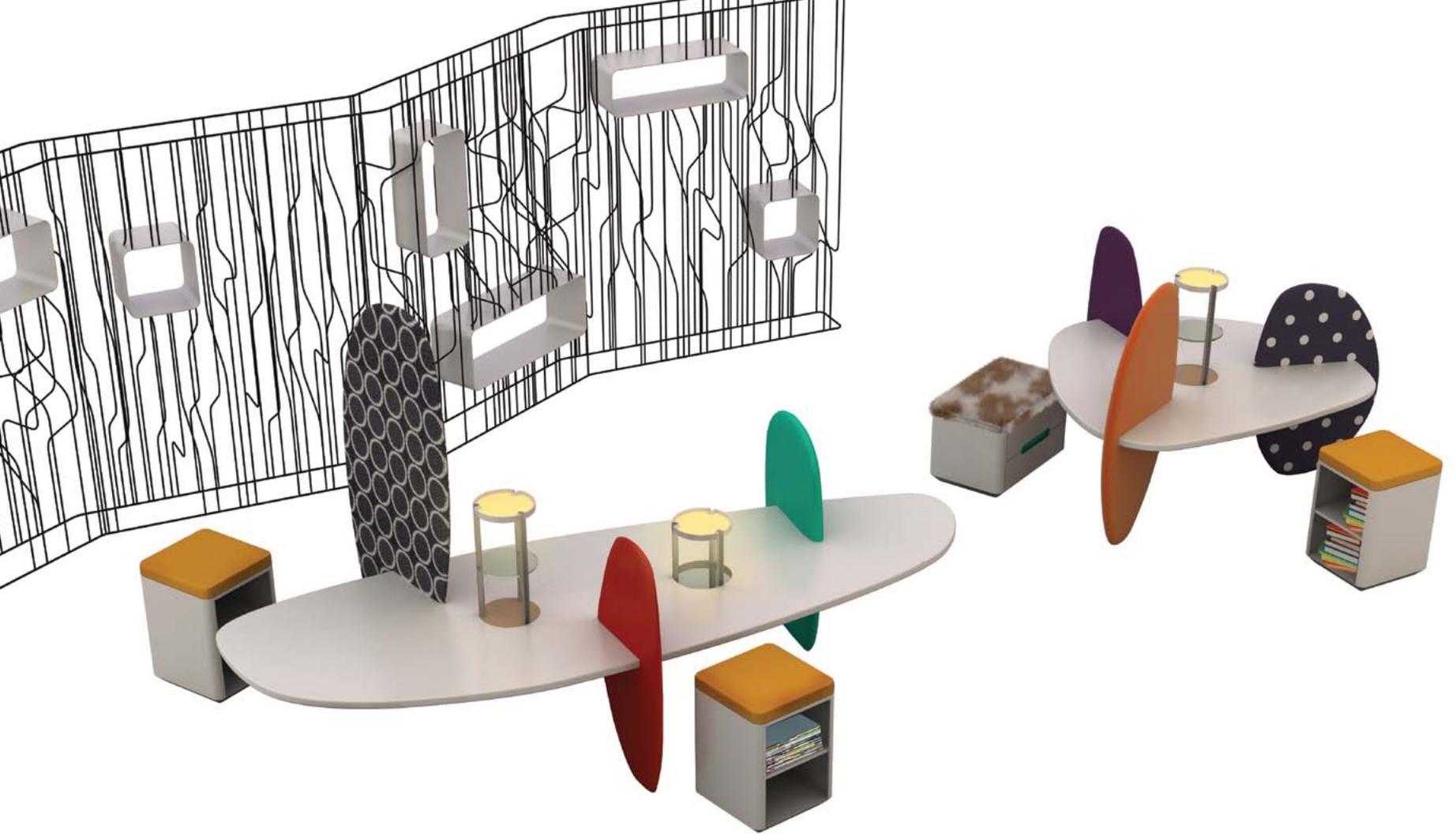


Were there any changes
from the design sample
compared to the final sample,
and what are they?

The nuances in selection of final gauge forms have yet to be developed, as well as options of finishes and material combinations.







For whom is this workstation intended?

What are its features and advantages,
in comparison with standard
workstations?

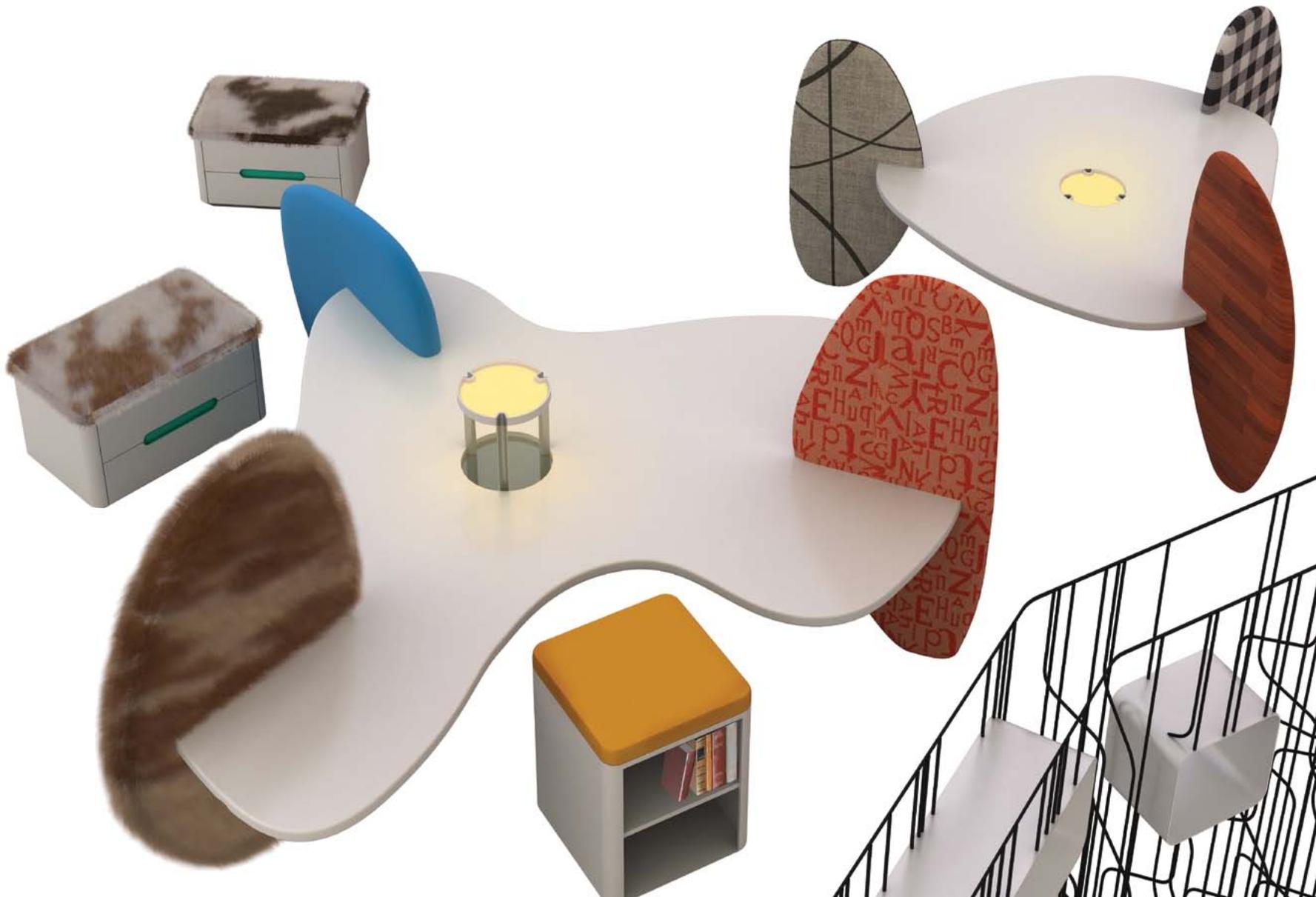
It will be useful to draw the attention of all teams – from professional to amateurs groups, from micro to macro format – to the new collection, in case they want to add some emancipation, comfort and ergonomics.

Why is it called the “Islands”?

Each working zone has its own individual design in the project.

What is the reason for this?

Independent, different sized and, if desired, colorful streamline shaped tables are like islands – like dumplings in broth, and will transform virtually any room of any format into a working space, with a strong individual character, stimulating the process of creative fruitful activity.





You emphasize the mobility and functionality of the workplace. And where is the place for stationeries and gadgets?

The leather "Cartridge Belt" is another version of mastering of soft vertical "fins" - the main visual and design elements of the "Islands" desk collection. The most useful items are located in the personal pockets of the belt, and always remain "at hand", without taking up the precious surface of a desk!





That is why it is easy to unfasten, add, and change locations of these removable pockets – movement around the office and around the city becomes easy and convenient. Colorful fabric and leather finishes, as well as a variety of formats – from pencil and “iPhone” to a miniature flower vase – allow you to personalize the workplace and add functionality to the visual and acoustic screen of partitions.





Does irregularly shaped chest continue the author's idea?

The sturdy frame of an irregularly shaped chest should serve not only its intended purpose, namely to store office supplies, but also as a mobile padded stool or stool, on which one can sit and move around the office, without interrupting a conversation.



Nayada

Nayada was founded in 1995 and now it is the leading developer and manufacturer of interior partitions systems.

The central office and the main production complex of the company are located in Moscow. There are also 19 regional branches operating in the cities of Russia, Kazakhstan, Ukraine, Belarus, Moldova and Italy.

Nayada company structure includes:

- production of components of partitions systems;
- production of Nayada-Doors and door furniture;
- production of operable partitions Nayada-Hufcor;
- production of fire resistant partitions and doors;
- production of office furniture Lepota;
- production of frameless furniture Smartballs;
- a complex for metalware painting;
- a complex for glass treatment Nayada Glass Technology.

Lepota Furniture Factory

Lepota is an office furniture factory of Nayada group of companies.

Together with other divisions of the company it helps to provide complex solutions to the clients and create turnkey interiors.

Lepota was created in 2010 on the basis of Nayada company furniture production.

Furniture collections under Lepota brand are created according to author projects of architects and designers.

For the first time Lepota furniture (Architect and Volare tables) was presented in 2011 at the International Furniture Fair in Milano.

Since then designer office furniture Lepota has won awards at many international exhibitions.

During the several years of the company's existence there were created the following outstanding author furniture projects as: designer armchairs Hedronics, bookshelf Forest, table Lunch Outdoors, designer tables Square table, Twist, Volar, Cell-za-table, there were also developed and implemented dozens of individual author solutions for creation of unique office spaces.



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