

ROMANIA



May 21 – 23, 2023

ICFF NYC

Javits Center, New York City
LEVEL 1 | BOOTH no. 352 | 353 | 357 | 359 | 362 | 453 | 459 | 552

CAREL WOODWORKS CARO JIBOU KA&MA TRADING M-OLIVER DESIGN MONTANA CAMPENI WOOD & FURNITURE CONTRACT RIVETHEL GUILD SZEL MOB

2023



Romanian Furniture Manufacturers Association – APMR

Promoting and supporting the Romanian furniture

The interests of the Romanian furniture industry have been represented for 31 years, at national and international level, by the **Romanian Furniture Manufacturers Association - APMR**, a professional, autonomous, apolitical NGO which promotes companies and furniture products manufactured in Romania on international markets, by organizing group stands and National Pavilions at the most important profile events in the world, and co-organizer of the main furniture fair in Romania **BIFE-SIM Bucharest** bife-sim.ro/en.

APMR currently has 385 member companies, of which 230 are furniture and design manufacturers. It is about the most important companies in the furniture industry in Romania, the association also integrating, in its structure, companies and institutions from the entire value chain of the furniture industry: raw materials and

materials producers, designers and interior design service providers, suppliers of equipment and technology, accessories, software for the furniture industry, traders, education and research institutions for the furniture industry, colleges, technical and architectural universities.

Organizes each year the **National Furniture Design Contest**, which now is in its **20th edition**. The contest is addressed to those who have or follow specialized studies in the field of design and furniture industry.

Read more about the Romanian furniture industry industriamobilei.ro/rf/

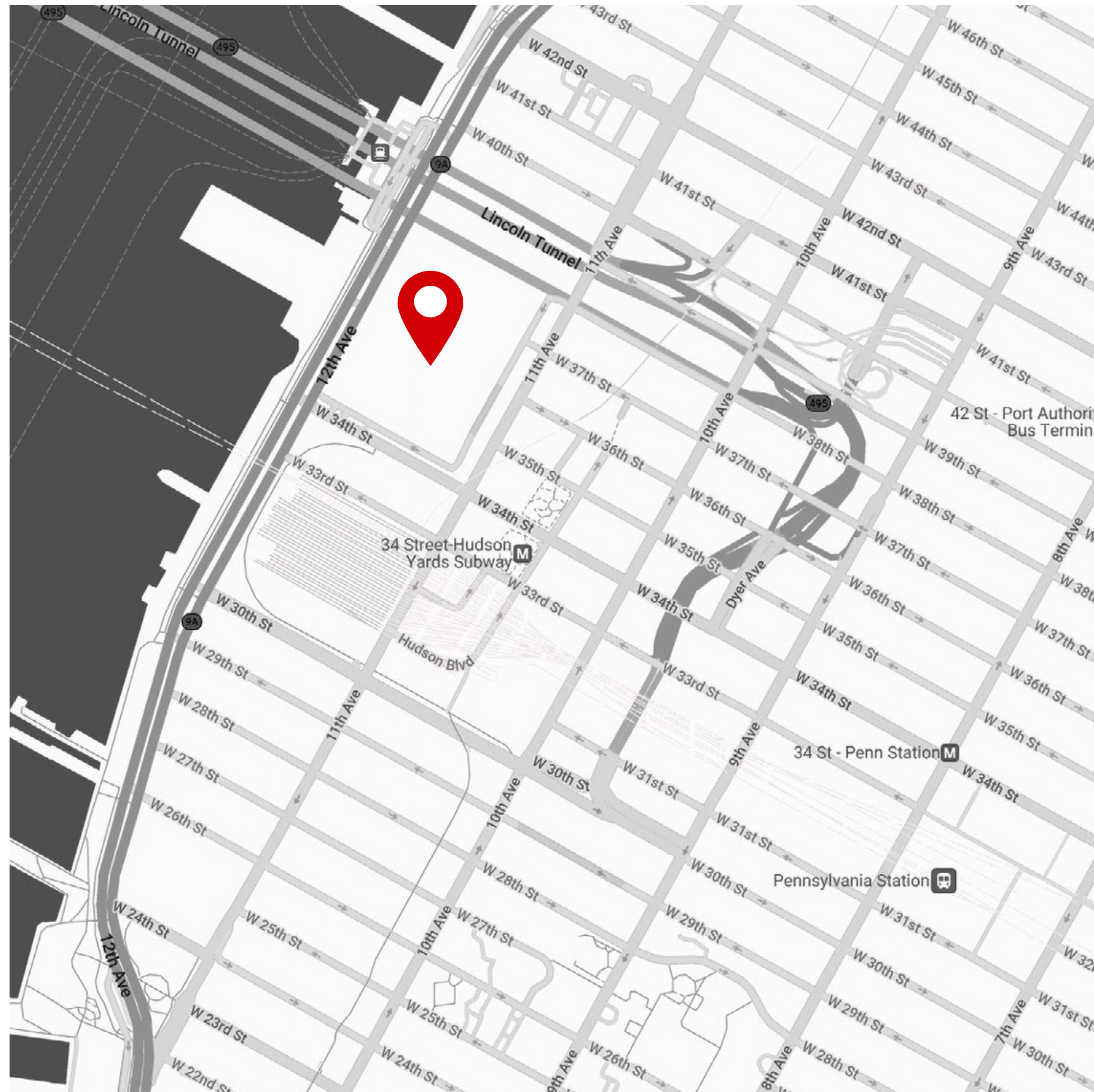
Romanian Furniture Manufacturers Association – APMR
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31 years serving the industry

Together for future!



Location



CAREL WOODWORKS presents the *Steekla Collection* developed in collaboration with Hill Studio, an American design company and the new pieces from the *Phat Collection*, made in collaboration with PHAT Studio, from Great Britain

The *Steekla Collection* includes a complete storage set, a dining set, and a lounge set. It is produced from solid oak as the main material, combined with marble and upholstery. The goal was to generate modern yet subtle and rational products. “The range started with a conversation and a review of traditional Romanian works and crafts and how to be the best showcase but modernize this theme. Ideally, we wanted to create products that could vary between a living environment and a working environment, while showcasing craftsmanship and tradition.”

PHAT is an award-winning British design studio. “Our partnership with CAREL was an insightful look into a culture we had not previously explored. Romania’s rich decorative heritage, combined with a brutalist intensity seen in architecture throughout the country, guided us in our quest to harmonize hard forms with subtle details, soft appearances with old structures.” ■



CAREL WOODWORKS is specialized in wood processing, from primary processing to finished products and manufactures a wide range of solid wood furniture products. “We present our furniture pieces that are inspired by traditional Romanian craftsmanship and carpentry, highlighting the skills and expertise that exist in this region of Europe. Using only the highest quality of materials, our passion is to create timeless heirlooms that enhance the spaces they are in, incorporating all the details required for functionality and style. We have built a reputation through quality services and products thus establishing a high level of brand awareness. Our efforts are closely aligned with our clients’ needs and specifications.”

Welcome to





BOOTH
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Muundo Inspired by nature

Muundo is a brand that creates tables inspired by the tactility of textures we encounter in our surroundings. Every environment is characterised by its typical texturized elements. This uniqueness can be found through the handcrafted collection.

Now, there are five collections on going: *Maana*, *Usoo*, *Laini*, *Haaki* and *Zuri*. Each collection exists out of a dining table, coffee tables and side tables. All five collections are inspired in diverse ways having in common: Nature. The beauty of nature is reflected in each piece through the soft and organic forms.

The designers behind the collections are Cas Moor and Stefano Prevosti. While designing the collection, Cas and Stefano were inspired by the different natural phenomena that appear in our environment. A fascinating example of this are the wild mushrooms that can take a variety of shapes and their soft and elegant appearance. We thought that these shapes would be ideal to translate into our table collection. Based on this inspiration, the Muundo collection has curved and round details with an imperfect surface finish as a tribute to nature.

The collection is crafted from a composition of minerals, lime and mortar known as Mortex. Each piece is handcrafted which makes it one-of-a-kind design. Mortex covering is used for those who wish to combine technicality, originality, personality, and aesthetics. Used for both its technical qualities and its decorative advantages, it offers interior and exterior architectural projects a mineral appearance. Thanks to its thinness and malleability, mineral Mortex adapts to all shapes and surfaces, offering an incomparable look to your showers, floors, pools, stairs, and furniture. The material is waterproof, sustainable and heat resistance. The neutral base of Mortex coating can be pigmented and offers numerous possibilities for unlimited colors. ■



CARO JIBOU is the European factory of PR-Living, a third-generation furniture brand, owned by a family, with production facilities in three different continents. The growth of our company continued in 2011 with the establishment of a production plant in Romania, conveniently located in western Romania, allowing us to offer fast delivery solutions throughout Europe.





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KA&MA TRADING, through the *Best Sleep* brand, brings sleep products to the public's attention

The products chosen for ICFF New York are specific to the American market: spring mattresses with imposing pockets, including a distinctive design. Quality textiles are coming together to complete the range of mattresses: bamboo, organic cotton, aloe vera and silver ions.

“An innovation in our range of sponge mattresses is the memory foam infused with Aloe Vera. This new infusion helps with the climate control of the mattress nourishes the user by keeping you refreshed and rejuvenated all night long, night after night. The memory foam molds to the body of its user, eliminating the pressure points during sleep to



relax all muscles and to ensure a healthy blood flow. We use upholstered beds as an excellent support for our products, all of them realized by the ESSIA MOBELKOLLECTION group”, explains the Best Sleep brand manager. ■




KA&MA TRADING produces a variety of mattresses, toppers, pillows and bed sheets all of them under the brand Best Sleep, as well as modular products for small apartments and studios. It all started in 2011, when KA&MA TRADING was born from a simple idea: Give the domestic market access to indoor and outdoor cushions that until then were only available to the European Market. Best Sleep brings together the love for comfort and the care for details, it is a dream come true! Having the best raw materials and using the best technology to deliver our products is always at top of mind. We have something for everyone, and we are confident that each one of our customers will find a product in our Best Sleep range to get a magical sleep!



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 Mouse over photos to enlarge

Mark Oliver

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This year's **M – OLIVER Design** stars are the *Legendary*, *Terry*, *Oliver* tables and the *Klyde* table collection

*“**Legendary** is specially created for business meetings and offers each participant the safety of personal space. **Terry** it is a versatile piece that provides personality to the living room or the conference centre. The angled steel legs suggest perfection, no matter the point of view you use to look at it. The modern form of the Oliver table, combined with the solid natural veneer, makes it look fantastic in any environment. **Klyde** is a perfectly imperfect table, with which we aim to bring nature into the privacy of home or office”, claim the designers of the collections.*

“In our factory we blend top notch modern technologies with amazing craftsmanship to produce timeless designs, using only durable, natural materials like woods from sustainable sources, leather, and solid metal. We see beauty in each tiny detail, that’s why we often pick woods with visible knots that give character and uniqueness to every single piece we create. A high degree of customization is our distinctive mark. We know each individual and home is unique and has specific needs. We address those needs by giving you the opportunity to choose between various colorful

bases for your dining table and mix it with tops of different wood textures or sizes. To this day we’ve come to over 400 possibilities and still counting, ranging from sleek designs to industrial looks. As we grow, we will continue to develop further with high respect towards the people we work with, the materials we use and the environment.” ■




Mark Oliver is a family-owned business dedicated to creating superior quality tables for spectacular and contemporary home environments.



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ROMANIA @ INTERNATIONAL CONTEMPORARY FURNITURE FAIR 2023

 Mouse over photos to enlarge



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Meet **ORGANICA**, brand-new furniture collection!

MONTANA Campeni presents the new *Organica* collection, made together with **Wood Furniture Contract**

*“We hope to delight you with our new pieces of furniture, designed and produced especially for the international events of 2023. They are timeless, suit any type of interior and add value to the space through elegance and simplicity. We used high-quality materials, with textures and patterns taken from nature, on a solid wood structure. The work pieces from **MONTANA Campeni** and it’s partener, **Wood Furniture Contract**, form together the satement colection **Organica**”, says Dr. Ioana Dan, the architect of the new collection.*

The definition of the notion organic refers to a wholesome structure in which the component parts fit perfectly and in complete symbiosis with each other, yet differentiated by unique features displayed on every piece. Our furniture collection follows the same principle: to create an organic structure made from a variety of fundamentally different materials.

“Different from the straight lines and perfect angles that modern furniture is usually all about, the collection’s sinusoidal patterns perfectly carved in oak are the main point of attraction. Besides the overall look,

the collection is a successful mix of different materials combined, organically, in perfect harmony. The furniture fronts are made from solid oak, the overall structure made from oak veneer and the countertops with a sideway extension made from fireproof MDF and concrete. We have also combined different furniture styles, ranging from classic wood furniture to straight modern lines with a twist of futuristic design patterns, by incorporating concrete elements in the corners”, said the designer behind the collection. ■





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MONTANA Campeni

makes solid wood furniture: softwood, beech, and oak. It has modern technology and woodworking professionals.

Technological flexibility and the power to organize production offer the possibility to produce both large and small series, furniture for homes (living rooms and bedrooms), but also for HoReCa and public institutions. „In MONTANA, we bring modern woodworking technologies, the unique characteristics of the best materials and the skills of our craftsmen into perfect harmony. Our presence at ICFF New York is a statement of our capabilities, reflecting love for wood and skills in woodworking.” ■



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Upholstered chairs, armchairs and sofas made from recycled materials by **Wood Furniture Contract**

The products are created by the company's designers. They are comfortable, ergonomic, but also durable over time. In the production process, the company uses green energy from renewable sources, and the products are hand-processed by WOOD FURNITURE CONTRACT craftsmen and professionals. The company produces sofas, armchairs, chairs, bedrooms, living rooms, hotel furniture, bar and restaurant furniture, in classic or modern style, in various sizes and solid wood finishes with upholstery. The collections are full of life, made of trendy materials, tinted in bold colours, to highlight furniture and cheer up the classic interiors.” ■

The **RIVETHEL GUILD** brand *MOZEA* features two impressive dining sets

*The first set, containing the recently launched **Flow** dining table paired with the **Locus** chairs. The dining table is a floating sculpture designed to defy gravity and balance. This table will leave you spellbound, having been created to bring an element of magic into your living room. Locus is a dynamic chair with sinuous lines that provide a sense of movement, while maintaining stability for a comfortable and stylish seating experience.*

The second dining set is made of the Mantis table, which perfectly matches the Testa chairs. Both pieces of furniture were launched last year at BIFE-SIM Bucharest.

“We believe that natural materials such as wood, stone, metal and leather have intrinsic value that we wish to preserve into aesthetic and ergonomic objects.” ■



Mozea is a Romanian contemporary furniture brand founded in 2019. Located in the Transylvanian region, near Sibiu, they are fusing the know-how experience of local craftsmen with the modern mindset that puts design first and relentlessly finds unique ways to bring ideas to life. Their products consist of different materials, with wood occupying the main spot.



SZEL MOB presents products from the *Shutter* and *Directoire* Collections, but also bars, kitchen islands, solid wood tables and chairs

Shutter is a furniture collection with a modern look that recreates the atmosphere of islands surrounded by water, prompting a vacation feeling and well-being. **Directoire** is a classic collection, containing bookcases, kitchen buffets, bathrooms, and hallway furniture.

In the SZEL MOB offer there are bars with a classic design to allow the arrangement of spaces with a wide range of interiors such as: modern, retro, or even industrial, but also kitchen islands, tables, and chairs made from solid wood, so versatile that they can be integrated into arrangements in rustic and traditional style as well as in modern and minimalist ones.

also custom-made so that they would fit into any size or style of home, whether it is a living room, kitchen, bathroom, bedroom, or even a hallway. Our customers can choose from over 80 colours, with more than 40 handles to create a unique product that suits their personal tastes. But if you want to furnish a hotel, boarding house, shop, pub, or restaurant, we can help you with that as well.” ■

“We produce premium quality furniture from solid pine and oak wood for the European market. In addition, our standard furniture pieces can be ordered



SZEL MOB is a factory founded 29 years ago in the heart of Romania, with more than 200 employees who are passionate about the art of woodworking.



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CAREL WOODWORKS

CARO JIBOU

KA&MA TRADING

M-OLIVER DESIGN

MONTANA CAMPENI

WOOD & FURNITURE
CONTRACT

RIVETHEL GUILD

SZEL MOB

Thank you.



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