

# ROMANIA

@ DUBAI WORLD TRADE CENTRE  
Hall 7 | Booth No. 7 E319 | 7 E309 | 7 E281 | 7 E299 | 7 F310 | 7 E289 | 7 E291 | 7 E301



May 23 – 25

# INDEX DUBAI 2023

AESTHETIC INDESIGN

AGRIWOOD

ARDUDANA

CARO JIBOU

GOWRIEL ACT COMPLEX

NORD ARIN

NEWEL TURNING

PURE HOME COLLECTIONS







# 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](http://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 **20<sup>th</sup> edition**. The contest is addressed to those who have or follow specialized studies in the field of design and furniture industry.

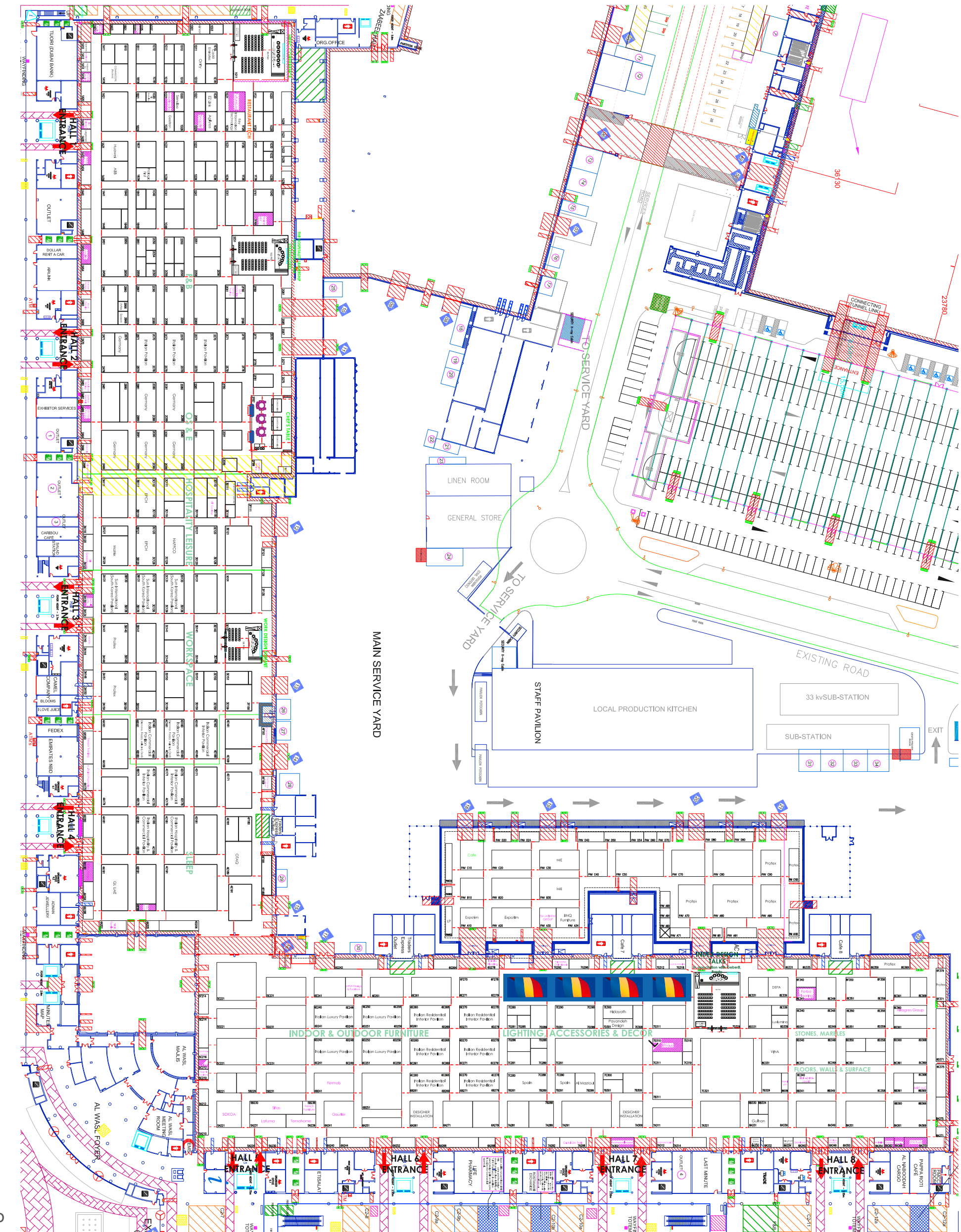
Read more about the Romanian furniture industry [industriamobilei.ro/rf/](http://industriamobilei.ro/rf/)

**Romanian Furniture Manufacturers Association – APMR**  
7 Academiei Street, Rooms 8–11, Mezzanine, 010011 Bucharest 1,  
Romania

**31 years serving the industry**

**Together for future!**





 Mouse over Romanian Pavilion for more info



# House of VLAdiLA promotes reinterpreted models from the *Más A Tierra* collection

*Our intention is that every event we attend to be regarded as a creative movement, this is why we're introducing Index Dubai to the Romanian wallpaper, fabric and furniture infused with an eclectic-contemporary aesthetic. We will also include a sneak peek of a new wallpaper collection that is currently in the making.*

The designs are made in-house using a mix of unique stylistic directions. The sweet cadence of the vegetal design characteristic to our Más A Tierra collection will be interspersed with tribal elements, therefore receiving the signature eccentricity of the House of VLAdiLA. The entirety of our wallpapers are created on a base made of Vlies, a highly resistant, non-woven material. The fabrics that are used for curtains, cushions, and upholstery for our designer pieces of furniture are made from an exquisite velvet material. We have added ornamentations like tassels and fringes for extra movement and texture.

For this collection, we drew inspiration from the vast wilderness found between the lines of Defoe's novel, translating that natural paradise into a series of indoor robinsonades that we called Más A Tierra.


"We wanted, even indoors, to create the sense of lush greenery through a series of biophilic designs that would capture, masterfully, the perfect symbiosis of homes and nature. In a utopian setting, where large and rich leaves harmonize the room's décor, you are free to venture out in search of your essence", says Oana Vlădilă, architect and co-founder of House of VLAdiLA.

House of VLAdiLA is a polymath brand, a community of artists and creative spirits that cultivate the intimacy through a characterful collection of wallpaper, paintings, velvety fabrics, and designer pieces of furniture. ■



**BOOTH  
7 E319**

House of VLAdiLA by AESTHETIC INDESIGN is the result of a long-lasting love affair with the wild and wonderful beauty of the world, the sacredness of being human and the way they are irrevocably bound together by art. Our founders, Oana and Dragoș Vlădilă are two young dreamers who set out to revolutionize the interior design industry. She is an architect, while he is fluent in entrepreneurship and their shared dream is to transform their love for art into a way of forging a feeling of home for people, no matter where they are.

 Mouse over photos to enlarge





## AGRIWOOD by **WOODEN TOYS**

*“Our passion is to create wooden items dedicated to the little ones. We produce toys, equipment and wooden furniture for schools and kindergartens. The most used material is solid beech wood. Our products are highly appreciated and are marketed in the countries of Western Europe”, claim the company’s representatives.*


Manufactured according to the new European regulations, all products are evaluated, certified and correspond to the norms. The varnishes and paints used are ecological, water-based, in accordance with the European standards EN 71. The corners/edges are rounded to avoid any possibility of injury.

“With great care and precision, we create natural, high-quality products to create joy and safety, to offer our children the opportunity to live and play in a healthy and ecological environment.” ■



BOOTH  
**7 E309**

AGRIWOOD by WOODEN TOYS is a manufacturer of wooden toys and kindergarten furniture. The production is made with solid wood of sustainable forestry, using child-friendly and non-toxic water-based paints and varnishes.

 Mouse over photos to enlarge





## ARDUDANA presents furniture from its reference collections *Modena, Verona, Veneto, Anabell* and *Monaco*

*„In terms of chairs, this year’s pièce de résistance is the Miro Chair model. Visitors will also be able to see a series of tables, chairs, or bars, all in modern finishes.”*


A Ardudana’s premium solid wood furniture has gained international recognition thanks to the excellence that defines every piece in the product catalogue. The pieces within Ardudana portfolio are purchased in more than 10 European countries, a fact that attests to the discreet luxury of the diversified range of furniture that meets the preferences of all customers.

The 12 furniture collections combine elegance with functionality, handmade details or fine inlays turning each piece into a true work of art. Both classic and modern collections are ideal for high-end residential projects and the HoReCa industry. These include sets for the living room, bedroom, study rooms, customers having the option of choosing the wood finish or the upholstery.

Over time, Ardudana has collaborated with more than 1,000 clients in the residential and commercial sector, also producing furniture pieces designed to client’s request.

Ardudana portfolio includes over 200 models of chairs: from fully upholstered chairs, shell type chairs, wooden backrest chairs, rustic or bar chairs, all designed to ensure comfort and sophistication, regardless of the chosen style. In addition to classic chair models, suitable for living rooms or event venues, customers can opt for chairs inspired by the most current trends in design and upholstery. ■



 Mouse over photos to enlarge

BOOTH  
7 E281

With a tradition that begins in 1958, ARDUDANA positions itself as a strong domestic brand whose objective is to create refined and sophisticated furniture that fits a variety of furnishing styles.





## 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. .

**N**ow, there are five collections on going: Maana, Usou, 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 hand-crafted 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. ■

BOOTH  
7 E299

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.



 Mouse over photos to enlarge



## GOWRIEL ACT presents the *Oasis* collection

*The company, which markets itself under the name Soul Crafts, deals with the hand carving of solid wood countertops to create unique, valuable objects that exceed even the wildest dreams.*

“Oasis, that is the name of the collection, because these sculptures provide the feeling of discovering a refuge, like encountering an oasis in the middle of the desert.

Looking at the pieces, you get the impression of sand dunes, an effect that is due to the sculpted lines. In the creation of the pieces in the Oasis collection, pine wood was used because it is soft in nature, we carved it by hand, then embedded it, treated, and processed it in epoxy


resin, finishing it and leaving it as transparent as possible”, explains the designer of the collection.

Your one-stop source for quality craft and furniture projects, Soul Crafts is all about hand cutting and carving solid wood countertops using the finest quality power tools. ■

BOOTH  
7 F310

In a small workshop with a lot of passion, we combine creativity and experience with technology, ensuring that every Soul Crafts product is far above the competition in terms of quality, durability, and comfort. Soul Crafts products are built to last and come with a high level of customer satisfaction.



 Mouse over photos to enlarge





## Spotlight on Nature Design is **Nord Arin's** invitation for 2023

*There are 5 concepts which will open a captivating dialogue between wood and natural stone, between organic design and seamless craftsmanship.*

Situated at the border between art and furniture, the sculptural design of **Cortina Dining Table** is staged through American Walnut and lush natural stone.

**Elite sideboard** makes a bold statement by creating a stunning sense of movement and fluidity. Reminiscent of the wavy silhouettes of sand dunes, this sculptural masterpiece with organic wood slats showcases exceptional craftsmanship and is sure to capture attention as the centrepiece of any room.

**Sirius Collection** aims to push the boundaries of material mix in design, through a balanced interplay of volumes and proportions. The alternating textures and impeccably handcrafted organic details ensure a rich sense of depth and grandeur to contemporary nature-inspired spaces.

**Fusion Dining Table** showcases a breathtaking fusion of two powerful essences, a stunning convergence of beauty and power. The delicate design of Fusion portrays stone as liquid, uniting in a mesmerizing synergy with the precious American walnut wood.


**Elegance Sideboard** boasts exquisite textured surfaces, impeccable craftsmanship and fine detailing, while the sideboard embodies the epitome of modern refinement.

„Related to the continuous search for new ways of integrating nature in its many shapes and textures into our homes, we decided to explore new boundaries by adding an array of materials into our furniture. From looking in the forest, it's easily noticeable how at the base of ever-evolving oak trees, there lie stones”, said the Nord Arin designer. ■



BOOTH  
**7 E291**

Nord Arin is a premium furniture manufacturer based in Romania, seamlessly blending minimalist design, heritage, and innovation. Drawing on a century of expertise in woodworking and furniture manufacturing, Nord Arin crafts exquisite wooden pieces while embracing sustainability and responsible resource management.

 Mouse over photos to enlarge

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# Newel Turning presents three beds, the NewCastello, London and Madrid models

*The **NewCastello** bed is designed for customers with special taste. We made a spacious bed, so you can feel the comfort on high level. The design aesthetics are off the charts as the bed comes with a full steel frame that can lift the ottoman in pairs. The bed comes with 4 distinct gas lifts that use a special track to lift the ottoman with ease.*

Newel Turning reflects the needs and expectations of the sector in the best way to the products and services with the consumer-oriented approach; We strive to offer high quality and modern living spaces with the principle of production, foreseen by trends and after sales satisfaction.

We aim to continuously raise the standards in the furniture sector with our innovative line, modern production-marketing approach, and our experience in the sector.

Our company is always with its customers in the international competition environment with customer-oriented quality standards within the framework of quality products and services, as well as the after-sales service. ■



BOOTH  
7 E289

Newel Turning has one of the best offers of bed bases and headboards. European countries are our core market. We are supplying mattresses, headboards, and bed bases with reasonable prices in European standards.

🔍 Mouse over photos to enlarge





# Pure Furniture presents a combination of its famous collections

*“We have prepared the best models, starting with our solid oak cabinets and tables, together with our distinctive collection of hand-finished chairs with more than 200 varieties of fabrics, as well as the leather upholstery collection”, say the representatives of the company.*

## Pure Furniture is retailed under the Pure Home Collection brand

In 2002, Pure Furniture was founded in Romania by three Furniture Enthusiasts who were driven by passion, interested in true craftsmanship and pure high-quality materials. With these core values Pure Furniture and its collection was founded.


Pure Furniture is known for its unique and authentic look and feel. Every item in our collection is made with the

finest materials, such as genuine hand-painted buffalo leather, solid rustic or reclaimed oak that has been aging for centuries, or carefully selected fabrics from Belgium. These materials, combined with artisanal craftsmanship like hand polishing, waxing, scraping, and sanding, make every piece of furniture a timeless work of art. ■



BOOTH  
7 E301

We specialize in manufacturing modern classics in an authentic high-quality style. Designed by our team in the Netherlands and produced in our factory in Romania, our collection represents the best of both worlds.

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# ROMANIA

# INDEX DUBAI 2023

*Thank you.*



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