

THOUSANDS OF INTELLIGENT INTERIOR DESIGN SOLUTIONS



SCANDINAVIAN[®]
DESIGN HØUSE

Intelligent Urban Design

WHO WE ARE?

SCANDINAVIAN DESIGN HOUSE WAS BORN FROM THE DESIRE TO OFFER SCANDINAVIAN DESIGN LOVERS A DESTINATION WHERE THEY CAN BENEFIT FROM A COMPLETE EXPERIENCE FOR THE INTERIOR AND EXTERIOR DESIGN OF THEIR SPACE.

WHAT SERVICES DO WE OFFER?

WHETHER IT'S RESIDENTIAL, OFFICE OR HORECA SPACES, SCANDINAVIAN DESIGN HOUSE OFFERS A WIDE RANGE OF SERVICES, FROM SPECIALIZED CONSULTING AND DESIGN, TO THE SALE OF FUNCTIONAL, SMART AND URBAN FURNITURE AND ACCESSORIES WITH A SUPERLATIVE SCANDINAVIAN DESIGN, UP TO PROFESSIONAL INSTALLATION SERVICES.

RESIDENTIAL.

Furniture's importance can't be overstated. It can make or break a home – and your ability to sell it. With a range that covers large-scale to space-saving designs, we tailor solutions that put your portfolio in its best light.

OFFICE.

Meeting rooms and offices are where decisions are made, ideas formed and strategies devised. So, why are so many spaces uninspiring? Our furniture and accessories give you work environments designed for creativity and success.

HOSPITALITY.

More than food, drink and good service, the recipe for a memorable stay requires the right atmosphere. Our designs give your establishment just that. Together, we create comfort, helping your guests feel right at home.

SERVICES.

We offer interior design services, delivery and assembly services, wallpaper mounting service, decorative walls, floors and skirting boards assembly services. All of this provided by our own team of professionals, with over 10 years experience.

GIFT VOUCHER.

Gift cards are a surefire way to make certain that everyone gets something they love. Also, it can be the most suitable gift for your company's employees.



SCANDINAVIAN DESIGN IN FACTS AND FIGURES



15

YEARS OF EXPERIENCE
IN INTERIOR DESIGN

2

ONLINE SHOPS
WWW.SDHOUSE.RO
WWW.FLEXIMO.RO

21k

COMPLETED
PROJECTS

65

RELIABLE
PARTNERS

130k

DELIVERED AND
ASSEMBLED FURNITURE
PIECES

45k

ITEMS ACCORDING TO
YOUR REQUIREMENTS

INDOOR





BoConcept®

BoConcept was born in Denmark in 1952, and is today a premium retail lifestyle brand, with close to three hundred stores in over sixty countries. We design, produce and sell contemporary furniture, accessories and lighting for living, dining, sleeping, home-office and outdoor spaces. We also help our customers create a personal home with our comprehensive in-home or store interior design service.

For us at BoConcept, a culture should be built from the inside out. Growth, customer focus and performance have many metrics. But we believe the most important is the satisfaction of our people. The feeling of being empowered to produce our best results. That's why we have created a set of Values: the foundation of our collective culture – and shared success. We call it **The BoConcept Way**.

WWW.BOCONCEPT.RO





CREATIVE COLLECTION

Following the changing world and different lifestyles of our clients, we have designed a new furniture system that gives almost unlimited configuration possibilities. Thanks to Creative you will create exactly the piece of furniture you need. A rich palette of colors, several types handles and legs - everything has been thought out so that you can arrange your dream interior.

WWW.MOBIERVOX.RO





VOX is an interior design brand that has been steadily strengthening its position as one of the most innovative companies in the furniture sector in Poland since 1989. Our portfolio includes both unique as well as complementary products and services connected with decorating apartments and houses.

In VOX we believe that real freedom begins at home, and the way we organise our living space has a great influence on our life. Therefore, our products are created as the answer to people's actual needs based on the design thinking methodology. They are developed by multidisciplinary teams that, apart from designers, consist of psychologists, ethnographers and sociologists. Our goal is to constantly develop and provide comprehensive interior design solutions. In this way furniture, floor and door collections, accessories as well as wall and façade systems that match one another are made.

WWW.MOBIERVOX.RO





SITS

— comfortable life

In 27 years of experience with developing, designing and producing upholstered furniture, we at SITS believe we have a great range of products with the highest quality. With almost 1 000 000 handmade sofas and armchairs produced every year, we have a strong ambition to continue our development. Emotions, crafts, people and environmental friendly attitude creates the solutions and innovations, which are very well received around the world. SITS has it's representations all over Europe – you can find them on our website. We manufacture our furniture in the factory, which meets the highest standards and provides the best quality possible.

WWW.SITS.EU



LaForma®

Barcelona Living

At LaForma we design, develop and distribute modern furniture and homewares. Founded in 1982, LaForma works with the best retailers in the furniture business as well as with designers, architects and the major players in the commercial field. With our international expansion, our goal is to provide a fast and reliable service worldwide without forgetting our focus on design, quality and sustainability. Our teams in Australia, Europe, and Asia consist of dynamic and highly professional individuals, who are constantly looking for ways to bring the best collections to our worldwide partners.

WWW.LAFORMA.COM

INNOVATION LIVING™

Expand Your Living Space

Innovation Living™ is a Danish furniture company built on the proud Danish tradition of furniture design. We believe that form and function must go hand in hand to create innovative durable designs for everyday use.

Since 1989 we have dedicated ourselves to design and development of multifunctional sofa beds, and today we are proud to be able to call Innovation Living™ an international renowned sofa bed specialist.

We would be happy to expand your Living space!

Per Weiss Creative Director

WWW.INNOVATIONLIVING.COM





clei
il fascino dell'ingegno

Companies are like people: none is ever like another. However, as far as the corporate world is concerned, some are completely different from them all. This was true of us.

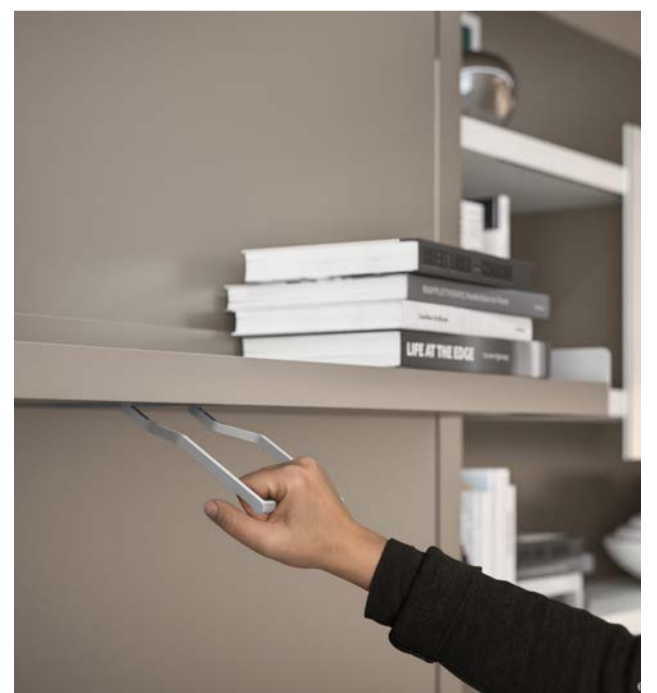
Clei has been the first company - since 1963 - to explore the complex world of transformable furniture, becoming during time an undisputed specialist of multifunctional living.

As always happens to innovators, Clei is constantly imitated.

A reason that has always motivated us to support with passion research and innovation to create value we are proud of.

The distinctive value of strong inclination towards new developments and of products with patented technologies, always with an eye to the future.

WWW.CLEI.IT





JESSE

Our history begins in the 1920s with the production of furnishings for schools, the first of this epoch. In the 1950s we we have established ourselves in the Italian manufacturers of home furniture

Today we export our "Made in Italy" in more than 80 Countries all over the world together with complete design solutions for every environment home, office, horeca, contract

WWW.JESSE.IT

BABIES (0-3) YEARS

SMART SCANDINAVIAN DESIGN FOR TODDLERS' ROOMS



JUNIORS (3-10 YEARS)

TURNING JUNIOR'S ROOM
INTO A CREATIVE PLAYGROUND



FLEXIMO®

Mobilier și accesorii pentru copii

Fleximo is the only children's furniture and accessories concept store in Romania. Founded in 2009 in Bucharest, it provides innovative, sustainable and flexible solutions for children's rooms, covering needs such as playing, learning, and sleeping for toddlers, juniors and teenagers.

Fleximo's portfolio consists of beds, storage, desks, textiles and toys living up to international rigorous demands of non-toxic and environmentally friendly materials.

WWW.FLEXIMO.RO



TEENAGERS(10-14 YEARS)

CONVERTING TEENAGERS' ROOMS
WITH BEAUTIFUL AND FUNCTIONAL DESIGN



FLEXIMO[®]

Mobilier și accesorii pentru copii



OUTDOOR KIDS



Leave the room, play outside !

EXIT Toys is the contemporary brand that encourages, and even challenges, kids to play outside and enjoy themselves.

We do this by developing outdoor play equipment that meets the needs of both children and parents. Our emphasis is to make the toys attractive for children, not only because children like to play, but also by devoting attention to a modern and cool design.

An EXIT Toys product obviously guarantees safety and means value for money. That makes EXIT Toys products accessible to a broad public and that way we provide many children with the opportunity to play outdoors together for days, weeks, months and even years. That is why an EXIT Toys product is a healthy, but mainly playful foundation for every child!

WWW.EXITYOYS.COM



A genuine Jungle Gym

Pure, high quality Amsterdam design. For over 25 years we are the wooden climbing frame and playhouses specialist which is immediately recognisable in our complete collection down to the smallest detail. (This can be seen right off the bat, with our complete selection that is thought-out in the smallest details.) Our entire collection is designed to meet the most up-to-date European health and safety conditions (EN-71), and thoroughly tested with CE, CS certifications. Jungle Gym garden climbing frames are made of sturdy and durable European Pine with a PEFC-Certification. Our timber is always selected with great care, checked and cut to size, planed and sanded for the most ergonomic result. Discover it yourself!

WWW.JUNGLEGYM.COM



Take it outside! Most people spend far too much time trapped indoors, when they could be outside enjoying fresh air and sunshine. With our outdoor chairs you'll be seated in style wherever you are.



Whether you're starting your day with a delicious cup of coffee or watching the sunset with a glass of wine, make the most of outdoor living with the right outdoor table.

BoConcept[®]
WWW.BOCONCEPT.RO



Messy garden or comfortable outdoor lounging area? With these stylish outdoor sofas, the easy choice is the right choice.



cinas

Design for more than 100 years

Cinas creates outdoor furniture characterized by its unique design, incredible durability, and a deep sense of culture that derives from the northern climes that Scandinavians call home.

Manufactured using quality materials, our exceptional furniture is designed for long life and everyday use. In this year's collection, you will find new products and new materials that reflect contemporary trends in outdoor living. We feel these new additions will shape the market for years to come.

We invite you to share in this heritage by stepping outside to enjoy the great outdoors with us.

WWW.CINAS.COM



Sika-Design®
HANDMADE FURNITURE

RENOIR

EXTERIOR HANGING CHAIR

Renoir hanging chair is designed by Sika-Design and made from the materials Alu-Rattan and ArtFibre. Renoir is organic oval shaped and is hanging in a strong rope. The hanging chair is very suitable for private use, as well as in hotels and lobbies. Designed by Sika design in the 1950s, Renoir is one of the oldest designs in our collection.

Alu-Rattan is weatherproof powder-coated aluminum and ArtFibres are artificial fibers made of maintenance-free polyethylene that can withstand the sun's UV radiation. Due to the weather-resistant materials, the furniture can withstand being left out throughout the year without maintenance.

WWW.SIKA-DESIGN.COM





Cane-line®

- life made comfortable

Comfort is our core value

We have used countless hours developing and choosing the right designs, technology and materials. Comfort for us is how well you sit or lay, how smooth our furniture functions, the very low maintenance, our QuickDry system, the easy cleaning and the long lasting materials. Our Cane-line designs can be used all over the world and under any climatic conditions. The strong frames, UV-resistant materials and quick drying cushions can stay out in glaring sun, pouring rain or frost. Our mission "life made comfortable" is total comfort for you. Cane-line is a Danish design company with 30 years of experience in designing and manufacturing functional and comfortable furniture, mainly for outdoor use

KETTAL

Since 1966, Kettal works with the most important names in the international design scene including Patricia Urquiola, Ronan & Erwan Bouroullec, Rodolfo Dordoni, Doshi Levien, Hella Jongerlius, Jasper Morrison, Michel Charlot or Emiliana Design studio. who collectively have contributed to what is a well rounded, innovative and unique collection.

Kettal's raison d'être is the creation of timeless furniture, functional and expressive, which represents a contemporary culture and provides solutions to the emerging needs of modern life, based on a blend of creativity, customisation, innovation and modern production. Outdoor furniture. Kettal develops products specifically for each project.

WWW.KETTAL.COM



SIRIUS®

SHINING MOMENTS

Sirius is a global Danish brand that creates light decorations and designs in tune with popular classics and latest trends.

It all started in 1971 with product development and production of light decorations, where a deeply felt passion and true interest in light lead to a close cooperation with selected designers.

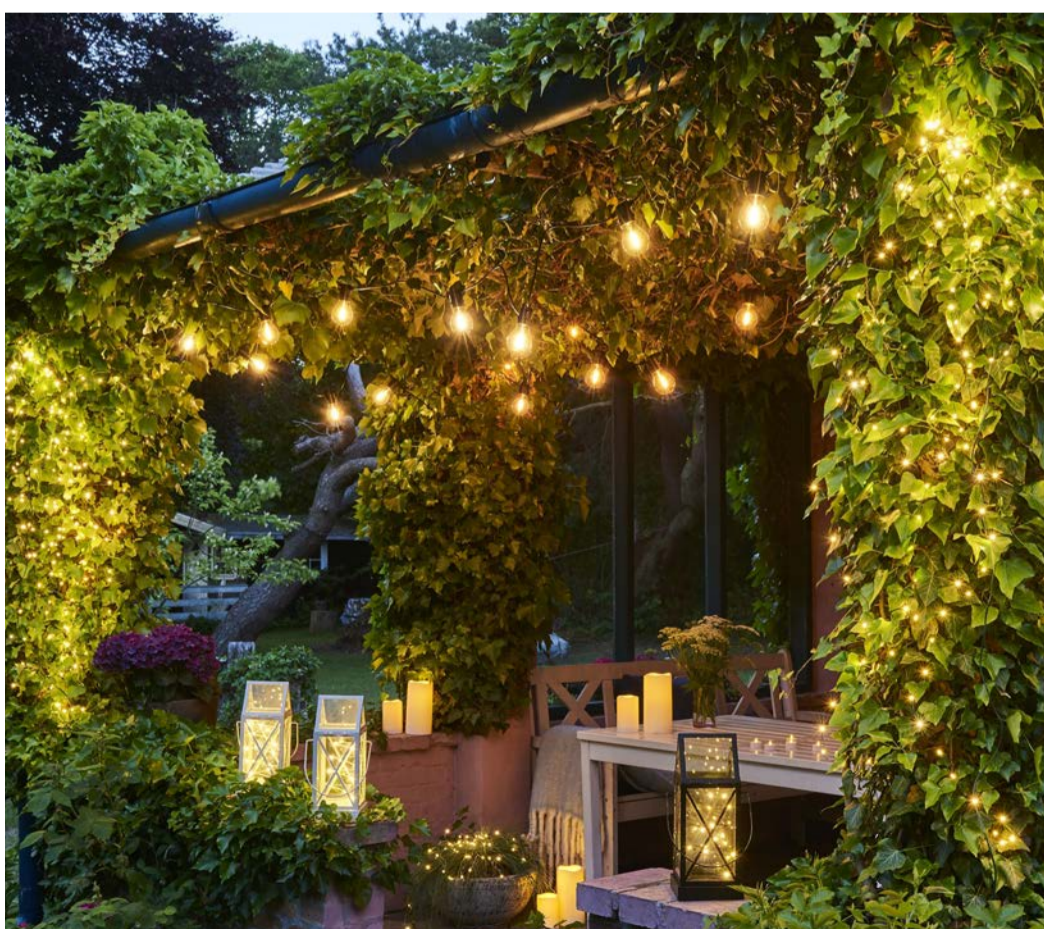
A combination of significant experience, high quality control and flair for design and details has made Sirius a leading brand in the market today, reaching our worldwide.

Sirius is well-known for being able to inspire and to set trends for home decoration lightning as well as professional light solutions.

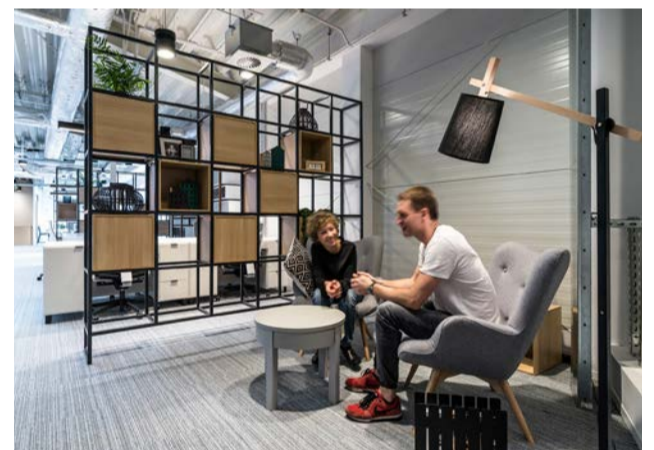
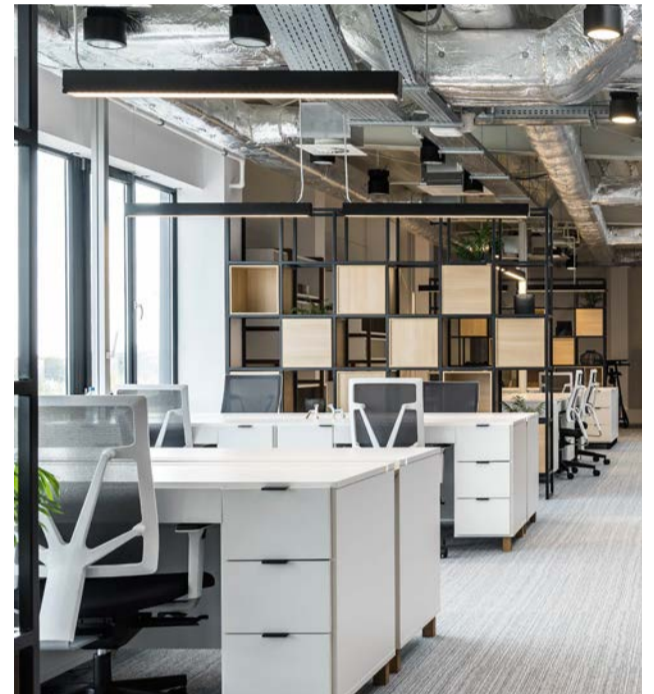
With the desire always to be at the cutting edge of new designs, Sirius is today not only known for Christmas light, but also for all-year decoration light in a wide range of materials and shapes.

This makes it possible anytime to create a magical and pleasant atmosphere with light decorations from Sirius.

WWW.SIRIUS.AS



OFFICE



The perfect office space suits every user needs. To juggle through different work styles and create an ergonomic, beautiful space, we create and find thoughtful and well-designed solutions. VOX offers everything that is necessary for a workspace: from floors, doors and wall panels systems, to desks, lighting and decorative items. With us you will equip both spacious open space and an intimate office with a homely character.

A desk is a basic piece of furniture in every workplace. However not every office has the same atmosphere and rhythm of functioning. That is why the VOX offer includes both classic solutions and and furniture that supports creativity, as well as facilitating personalization space.





The idea behind VOX was the starting point for working: **Freedom Begins at home.** Due to the various needs of a team of over 100 people, the space was organized in such a way that there are rooms in it that allow various ways of working. As a result, there was created a place that provides employees with great freedom in many areas related to the implementation of corporate tasks, as well as home atmosphere conducive to tranquility and relaxation.

Every office space requires independent lighting design. The VOX lamp offer makes it possible to arrange your space with different kinds of point lights.

A wide range of VOX products allows you to equip office interiors of a different nature. Office for 200 people or climatic, intimate space in a restored tenement house? You can arrange your office with us perfectly suited to your needs and to your employees needs.

WWW.MOBIERVOX.RO



 GERMAN
DESIGN
AWARD
WINNER
2020



balma



Balma has gone from designing office furniture to thinking holistically about business space design. However, we always keep in mind we create for people. Therefore, we place a human being and his work style right in the centre of our activities. A well-designed office space stimulates creativity and facilitates more productive teamwork. We do know that – after all, we are a group of passionate professionals ourselves.

There is much more to office design than just creating an opportunity to work in a visually attractive interior. Thanks to the unique Think Pro philosophy, Balma solutions can significantly increase worker productivity.

By designing office space where aesthetics go hand in hand with functionality.

WWW.BALMA.PL/EN



profim

Our mission consists in establishing standards of healthy and effective sitting.

Our current position is attributed to many years of consistent work and constant development of the company. For 30 years we have been manufacturing products which meet the highest standards in terms of ergonomics, quality and design.

The more pieces of furniture we provide for offices, open space facilities, waiting rooms, front desks, hotel halls or conference rooms the more responsible we feel for their functionality and reliability.

WWW.PROFIM.EU



WALL IN

MODULAR SYSTEM

Wall In is a modular seating system characterized by simple geometric forms, suitable for spacious and modern interiors such as halls of public buildings and receptions.

The collection has been developed to offer a highly versatile mobile sitting configurations, easily rearranged and adjustable. The family comprises poufs, armchairs, tables and linking units (30 and 60 degrees) completed with partition walls upholstered with structural fabric.

The wall fulfills a separating function marking out a space perfect for a private conversation. Legs finished off with esthetic, chromed plates are the eye-catching elements of the furniture.

WWW.PROFIM.EU





VIOLLE

The Violle is a premium office chair that attracts attention with its elegant design and tasteful, noble form. It's simple but impressive aluminium frame merges the backrest and seat into a harmonious unity.

The Violle's great usability comes from its high-level ergonomics, which comes in part from its innovative Synchro mechanism and easily accessible, intuitive adjustment controls – all fully integrated into the seat.

Standard equipment includes, amongst others, lumbar support with adjustable height and depth, and multi-adjustable armrests with soft pads.

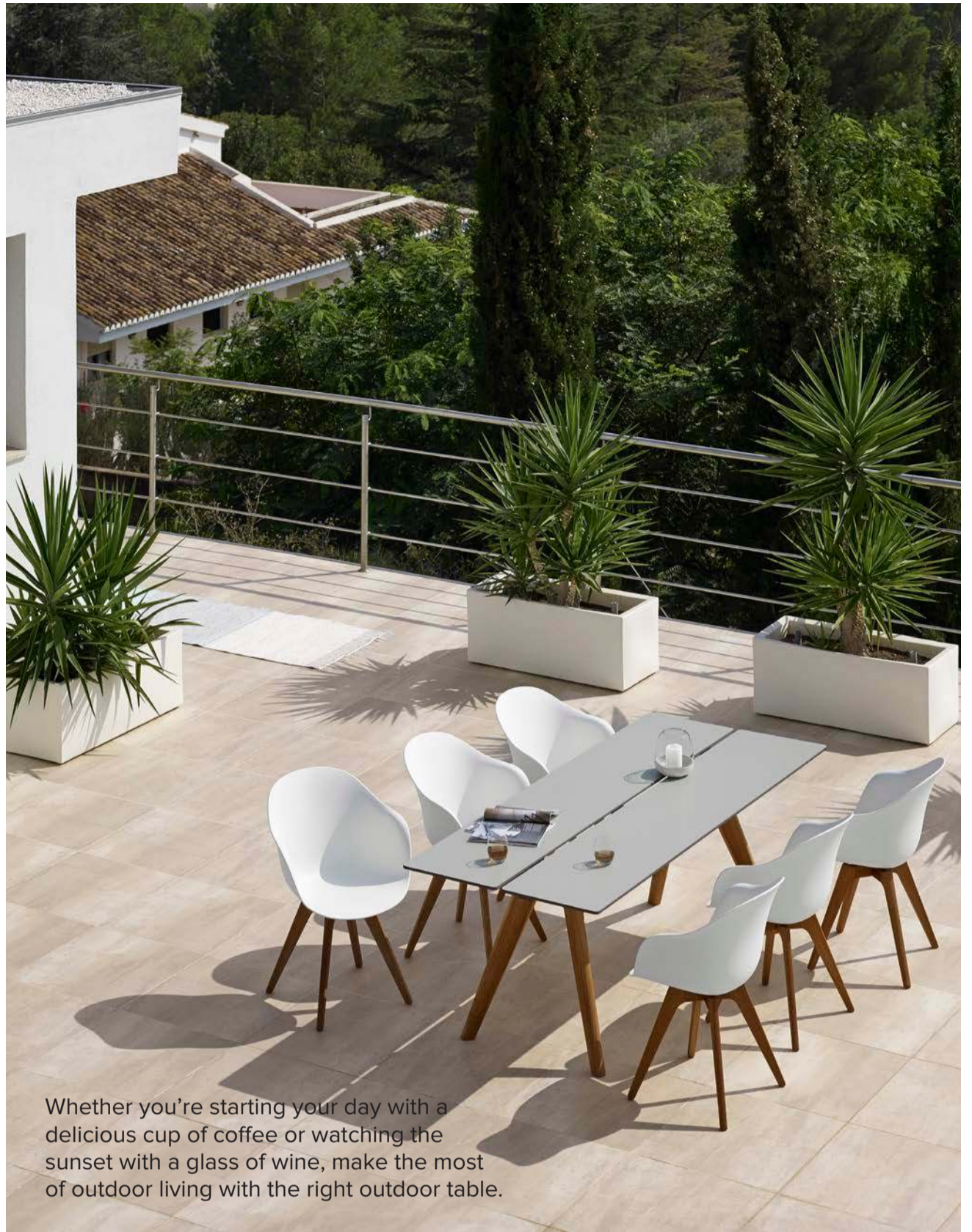


**GERMAN
DESIGN
AWARD
SPECIAL
2018**





Take it outside! Most people spend far too much time trapped indoors, when they could be outside enjoying fresh air and sunshine. With our outdoor chairs you'll be seated in style wherever you are.



Whether you're starting your day with a delicious cup of coffee or watching the sunset with a glass of wine, make the most of outdoor living with the right outdoor table.

BoConcept[®]
WWW.BOCONCEPT.RO



Messy garden or comfortable outdoor lounging area? With these stylish outdoor sofas, the easy choice is the right choice.

HORECA



Out of more than six decades of designing for the home, and our very Danish sense of work-life blend, comes contract furniture with a difference. Pieces with personality that soften the edges of traditional contract solutions. BoConcept isn't for borders. We are for the blurred lines – where life, innovation and identity flourish.

We believe great design makes a difference. And difference makes great design. Our broad collections embody the varied expertise of the world's best designers, suppliers and craftsmen.



DESIGN DNA

We believe every design is your brand's touchpoint. All elements should combine to tell your story and convey your values. And the final product should embody our Danish design roots of craftsmanship, simplicity, functionality and quality materials.

FORM.

We get closer to perfection through a process of reduction. We carefully consider each detail, giving our designs a feeling of pure precision and purposeful craft.

FEEL.

Irresistibly crafted. Our products are intuitively inviting and welcoming, appealing to the senses. With thoughtfulness, attention to detail and choice materials, we evoke a feeling of craftsmanship.

FUNCTIONALITY.

Our designs are always purposeful, carrying on the Danish tradition of design that values functionality and form. A well-crafted balance – one never outweighing the other.





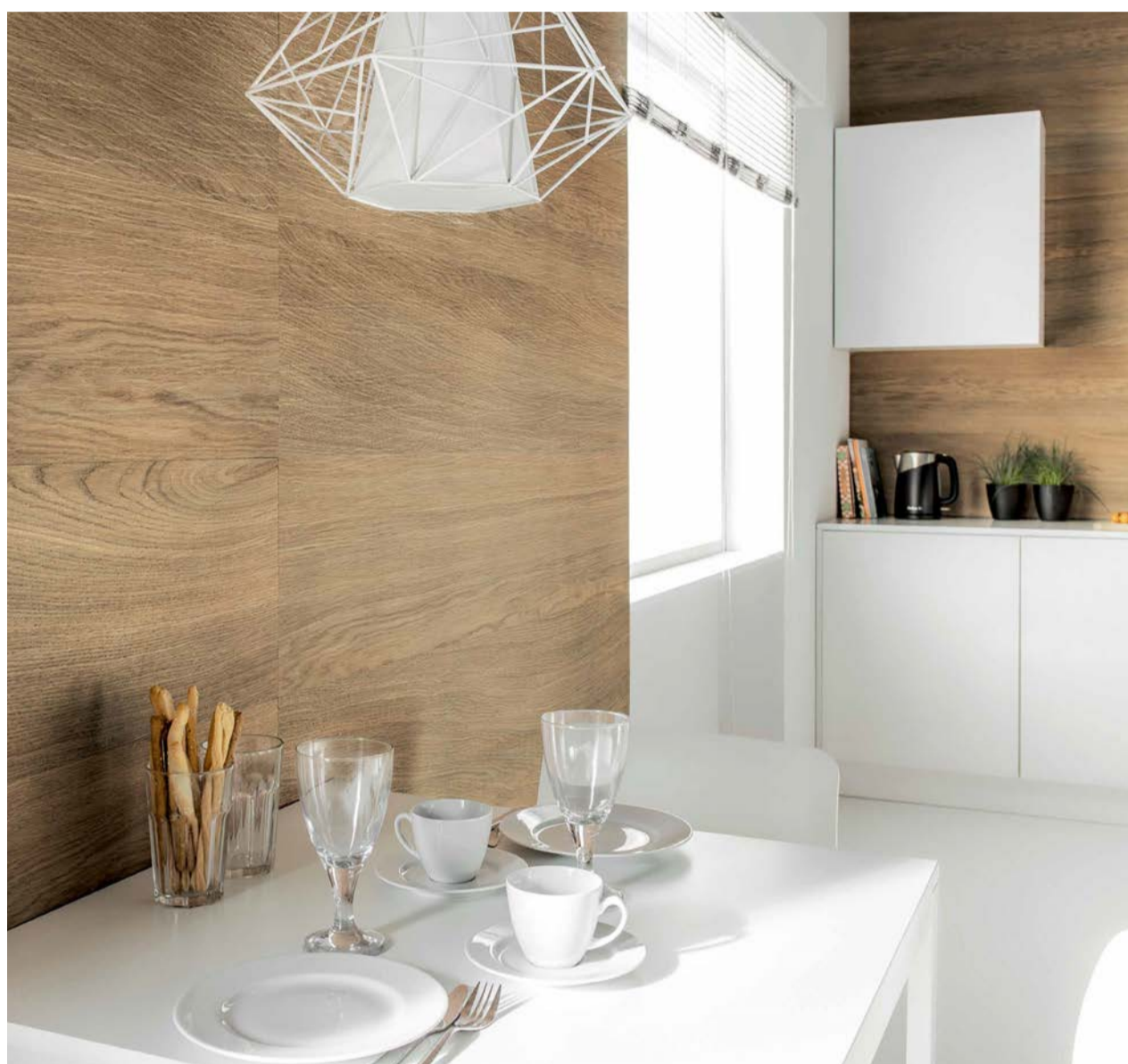
DECORATIVE WALLS FLOORS SKIRTING BOARDS

KERRADECO.

WALL ANEW

Each interior has different possibilities. Each one can create an individual, inspiring atmosphere. The modern Kerradeco decorative walls, created by VOX stylists and experts, makes walls cease to be part of the background and integrates into your lifestyle. A large palette of decors and colours gives you endless design option and the new, textures provide a tactile touch sensation. Kerradeco is not only aesthetically pleasing but also has exceptional technical qualities. Kerradeco is non-flammable with enhanced sound insulation and also impact and moisture resistant.

WWW.MOBILIERVOX.RO





FLOORS FOR DEMANDING SPACES

Durable and resistant to scratches, dents and water. Perfect for the hallway, kitchen or bathroom.

NO EXPANSION GAPS, NO BARRIERS

Now you can enjoy your floor without thresholds between individual rooms. Our floor may be installed entirely without expansion gaps.

ESPUMO - BASEBOARD LIKE NO OTHER

Baseboard made using Kerracore technology, which guarantees impact resistance and moisture insensitivity. This is an ideal finish for ceramic, vinyl and laminated floors. It can be painted. It has dedicated trimming accessories.



WALL AND WINDOW SOLUTIONS



TEXTILES FOR CURTAINS AND
BLACKOUTS

kvadrat

www.kvadrat.dk

creation **baumann**

www.creationbaumann.com

Eijffinger[®]

Decorating the world

www.eijffinger.com

Ashley Wilde

Soft Furnishings since 1950

www.ashleywildegroupp.co.uk

LOUVOLITE

www.louvolite.com

HANGING SYSTEMS FOR CURTAINS
AND ROMAN SHADES

TOSO

www.toso.com

MOTTURA

www.mottura.it



WALLPAPER AND WALLS DECO

Eijffinger[®]

Decorating the world

www.eijffinger.com

styleGreen

100% NATUR. 0% PFLEGE.

www.stylegreen.de

LILIPINSO
art for kids

www.lilipinso.com



MIND THE GAP
DESIGN & SUPPLY

www.mindthegap.com

LIGHTING SOLUTIONS



UMAGE

At UIMAGE, we take the story of Scandinavian design further than ever before. We combine aesthetics, simplicity and functionality, and infuse it with thoughtful craftsmanship and environmental care. This is the result: exquisite designs with a sustainable edge.

All our products are flat-packed in stylish boxes, to optimise global logistics, reduce storage and transportation costs, and to make our designs more accessible and affordable.

WWW.UIMAGE.COM

FRANDSEN

EXTENSIVE KNOWLEDGE AND EXPERTISE SINCE 1968.

We have been designing, producing and marketing lamps since 1968 and have extensive knowledge and expertise within all stages of production.

We have interpreted the best of Scandinavian lighting aesthetics since the very beginning. Today we design, manufacture and market lamps around the world.

We work with high-end designers, private label partners, contract providers and a wide range of international retailers.

WWW.FRANSEN.COM



BoConcept





SCANDINAVIAN[®]
DESIGN HØUSE

Intelligent Urban Design

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Galeriile Mobexpert Băneasa

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office@sdhouse.ro

WWW.SDHOUSE.RO

INVITE US TO DECORATE YOUR SPACE!

Now, when you already know that we are your specialist in interior design, do not hesitate to involve us in your new project.

No matter what your challenges are, our architects and interior designers are more than glad to help you with a professional solution. Even if you need to redecorate or you need an entirely and completely new interior design solution for a child room, for an apartment, for your house, for a hotel or a restaurant, for an office or for a playground you can call us. We are ready to advise you how to make your project real.

With a nice history of more than 15 years of professional experience in interior design and furniture retail, for sure you can count on us and you won't be disappointed. Our Scandinavian collection of furniture and accessories, very well coordinated and affordable from price point of view, and our great quality services will help us to make more and more very happy customers.

BoConcept[®]

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Șos. București-Ploiești 44 C, în incinta
Galeriei Mobexpert Băneasa, Sector 1
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support@boconcept.ro
www.boconcept.ro

VOX

Showroom VOX
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www.mobiliervoxx.ro

FLEXIMO[®]
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www.fleximo.ro

Showroom Fleximo Zăgazului
Strada Zăgazului 21-25, One
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