

CONTRACT LOOKBOOK

CREATING
**EXTRAORDINARY
SPACES**

BoConcept

LIVE EKSTRAORDINÆR

WE ARE BOCONCEPT

We create unique furniture that improves the new ways in which people live, work and play.

Through Danish creativity and craftsmanship, we elevate spaces with timeless iconic design that brings joy and inspiration.

Our products are renowned for their modularity, functionality and uncompromising quality - all expressed with effortless style.

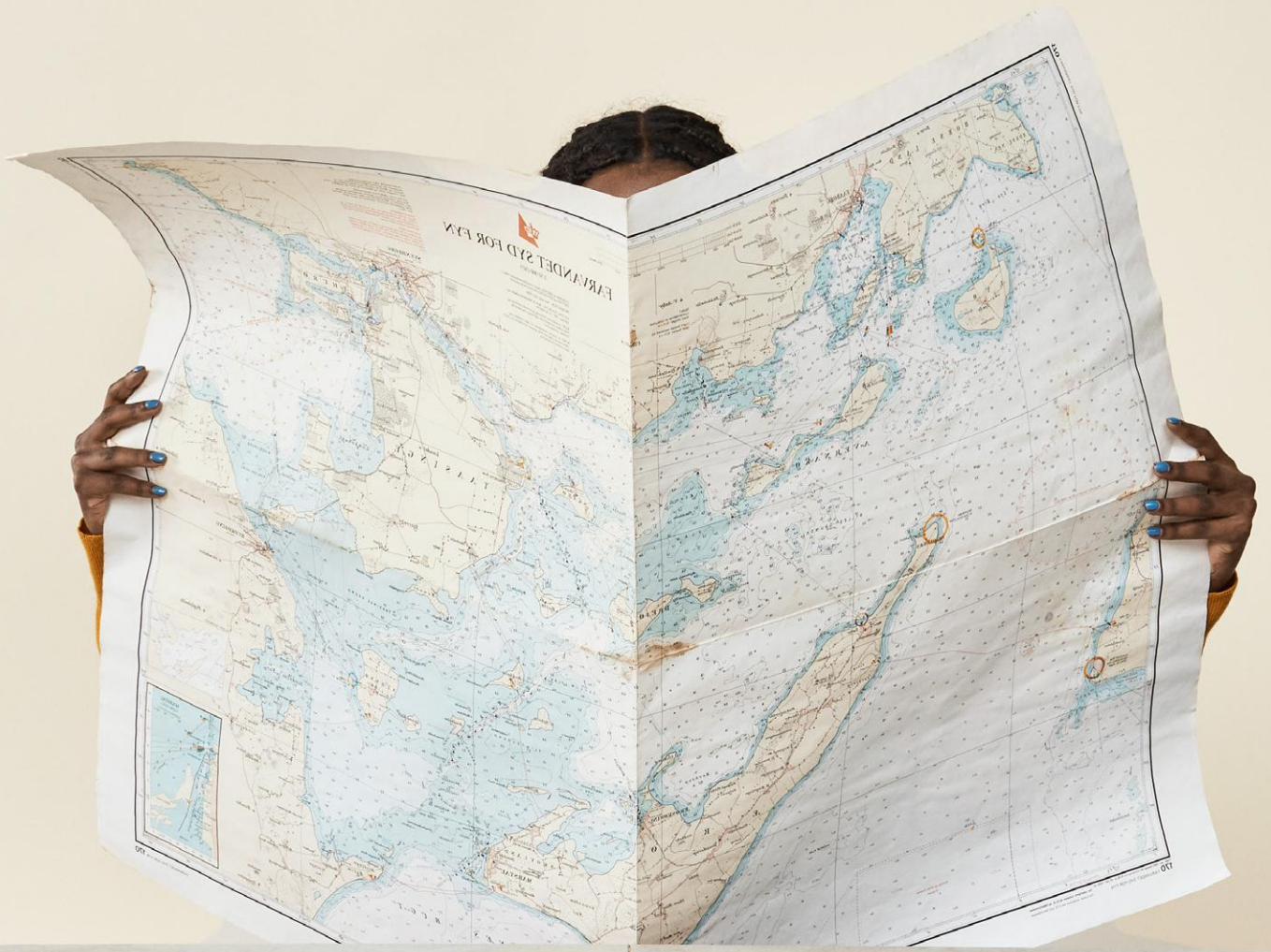
We have been at the forefront of furniture design for over 60 years, collaborating with the world's best designers to be timelessly on trend.

We strive to elevate life for everyone with Danish design, and this mission inspires our motto:

Live Ekstraordinær







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DANISH DESIGN SINCE 1952

Jens Ærthøj and Tage Mølholm began their furniture business in Herning in the hot summer of 1952.

Combining their traditional craftsmanship with Denmark's wave of late industrialisation, they pursued their ambition to introduce quality Danish furniture to a broader audience.

Jens and Tage stood on the principles that made Danish design admired around the world: simplicity, craftsmanship, elegant functionality and quality materials.

Just eight years later, they moved to a new 1300 square metre premises where the company grew, evolving from manufacturer to retail chain.

From a small firm to Denmark's biggest and most global furniture brand, with over 300 stores in more than 60 countries - and counting.

Our headquarters still sit on the same location we acquired in 1962, a proud symbol of our values: design excellence rooted in heritage with a keen eye to the future.

It's how Jens and Tage worked then. It's how we always will.

TIMELINE

1952

Jens Ærthøj and Tage Mølholm establish the company.



The first pieces of furniture are cabinets made of oak veneer with a mid-section of walnut.

1954

They move into their new factory, 'Ærthøj-Jensen and Mølholm Møbelfabrik'.



Dining room furniture is the main part of the production.

1962

They open a new 1300 m² factory in Herning, where the company is still located.



Cabinet no. 26 is one of the bestsellers. Wall systems are introduced.

1976

The company changes its name to Denka, with a view to conquer the international markets. The furniture is now 'customised to the market'.



Flexi, the first flexible furniture system in Denmark, is introduced by Denka.

1984

The company is introduced on the Copenhagen Stock Exchange.



The Capri wall system becomes the first piece of furniture produced according to the knock-down principle.

1993

The first BoConcept Brand Store opens in Belle Epine, Paris. Seven Brand Stores are also opened in France, China and USA.



The Basic wall system is introduced.

1999

The four production facilities in Denmark are merged into one company: Club 8 Company.



2008

Interior Design Service becomes part of the BoConcept shopping experience.



2012

Despite the financial crisis, the company continues to grow and the online shop is launched.



2015

The Contract Department is established.



Torino conference table by ARDE Design.

2018

BoConcept Contract participates at Orgatec for the first time.



2019

BoConcept Contract joins Architonic.



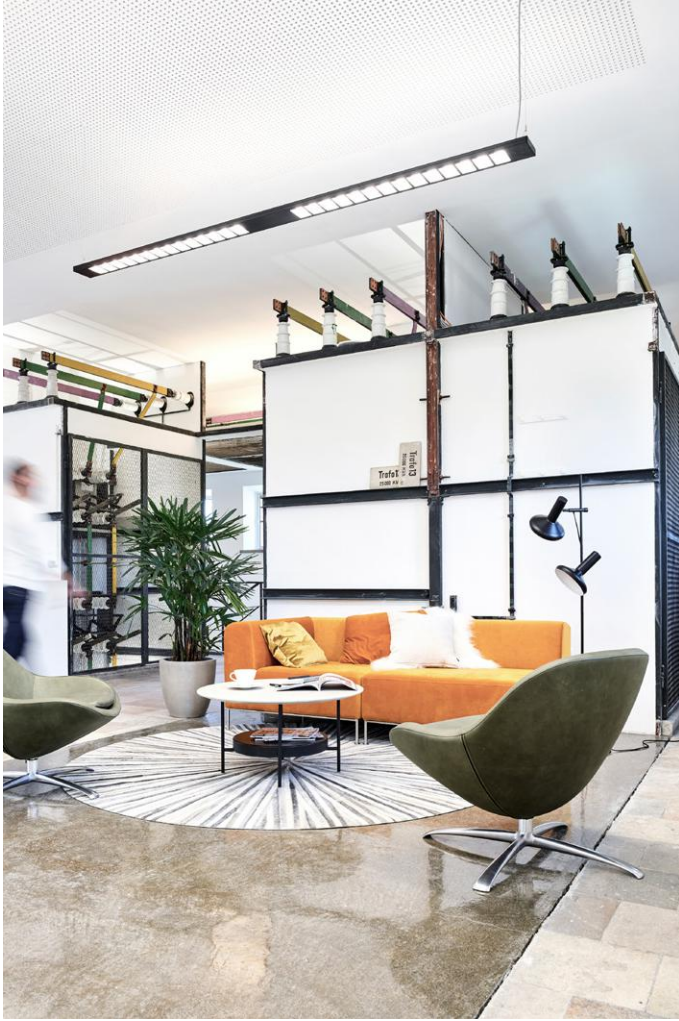
Chelsea living chair by Karim Rashid.

2020

New strategic partnership with Haworth, opens new global markets and opportunities.



The first member of the Princeton family is introduced.



DANISHNESS

BoConcept is a premium lifestyle brand rooted in Danish aesthetics and the philosophy of simple and purposeful functionality.

We've made it our business to understand how the world lives, to give you a competitive advantage. Because if you strip away the layers of your project, it has one thing at its core: people.

Work contentment isn't about having a private office, creative job title or ample pay. It's flexibility and fairness; the lubricants of a modern work-life blend.

In Denmark, fairness is deep-seated and intrinsic to our furniture aesthetic. It fuelled the Danish Functionalism movement of the 1940s: a desire to democratise design, removing ornamentation and making quality furniture accessible to broader audiences.

While our need for balance is entwined in the philosophy of 'hygge', setting aside time for the appreciation of simple things with those who matter.

This life approach informs our work. It helps us make designs that create pleasing environments, fertile for rich interactions.

BoConcept isn't for borders. We are for the blurred lines – where life, innovation and identity flourish.



WHAT WE OFFER

As everyday life, work and recreation converge, clients want spaces that reflect the fluid ways they live, work and play. Our service and products empower you to meet that demand – a one-stop solution, reducing complexity and giving you a competitive advantage.



EASY ONE-STOP SOLUTION

Remove the stress and complexity of multiple suppliers. Our collection includes furniture, lighting, accessories and artwork. It's everything you need.

MANUFACTURE CONTROL

Today over 90% of BoConcept's furniture is still produced in Denmark and in other parts of Europe.

CUSTOMISABLE COLLECTIONS

Designs that reflect your brand. Customization options cover material, size, component and finish. Many designs are also reconfigurable.

TRULY GLOBAL. ALWAYS LOCAL.

Your local partner, wherever you are. Experience our designs in 300 showrooms across 65 countries. And let us connect you to a local full-service team.

EXTRAORDINARY PLACES FOR YOUR BRAND

We solve problems with products that combine seamlessly and that are characterised by craftsmanship, elegant functionality, sustainable processes and honest quality materials.

Our collections are broad, removing the complexity of multiple suppliers.

We cover indoor and outdoor furniture - from beds, desks and sofas, to lighting, rugs and the final touches of crafted accessories.



*Traditionally guarded
borders between office and
home, work and recreation
are converging.*





GLOBAL REACH

As the world's most global furniture brand, we're by your side – wherever you are.

Explore designs in one of our 300 showrooms across 65 countries, spanning six continents.

We offer lead times you can trust, through our efficient supply chain in Denmark and beyond.

We're your partner, every step of the way. A comprehensive one-stop service that adapts to your specific needs and locale.

*Truly Global.
Always Local.*



CUSTOMISABLE COLLECTIONS

Our contemporary furniture, lighting and accessories are conceived by some of the best designers in the business, including Morten Georgsen, Karim Rashid, Henrik Pedersen and nendo.

We offer a list of customisation options covering material, component, configuration, size and finish, to ensure that your furniture solution reflects your brand. But a wealth of choices can be overwhelming, so we're here to help.

Our experts develop inspiring interior designs that express your company's values and personality.

It's knowledge we have used for over a decade in our retail business, where our in-house interior designers visit homes, helping customers create a personal space.



We believe great design
MAKES A DIFFERENCE...



PANTONE: Textile Paper Specifier

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AND DIFFERENCE
makes great design.





TAILORED FOR YOUR SUCCESS

Locale.
Contractors.
Other projects.
Schedule.

There are so many factors that make your project unique. That's why your dedicated contact will design a bespoke service package based on your individual project needs.

We offer a full 360-degree service, from interior design to installation and after-sales.

All delivery and installation teams are fully trained and employed by BoConcept – raising quality, saving you time and reducing claims.

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.

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.

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.





OUR QUALITY
IS MORE
THAN AESTHETICS

We stand for craftsmanship, uncompromising attention to detail and exceptional materials. Our reputation and global footprint allows us to handpick the best experts from around the globe. And we do it, remembering the well-being of animals, workers and our planet.

CAMIRA FABRICS

We have a vast upholstery selection, including fabrics by Camira. The British heritage maker leading the industry with a focus on long-lasting comfort and durability, innovation and sustainability – all qualities we love.

WORLD-CLASS LEATHERS

Our leather comes from some of the finest tanneries in Europe and South America. We offer an array of colour options and grades: from corrected, to semi-aniline, to our highest quality pure aniline.

SOFA FILLING

We fill our sofa cushions with quality aquatic bird feathers, sorted and selected for their light weight and ability to trap air – giving you sublime comfort.

WOODEN FURNITURE

Over 98% of our wooden furniture is manufactured here in Denmark, in our company-owned factory. It allows us to push industry standards, like applying five separate coats of lacquer – giving your solutions extra durability and an exceptional finish.

HAND-SELECTED VENEER

Our real wood veneer is of the highest quality. An expert from our factory in Denmark travels to Canada three times a year to personally hand-select veneer for our production.

CERAMIC TOPS

All ceramic tabletops are produced by the same Spanish manufacturer. Their 40 years of expertise ensure surfaces that are stunning, virtually scratch-proof and heat resistant up to 200°C.

HINGES & DRAWER RUNNERS

Our high-quality European hinges and drawer runners are tested to a total of 300,000 cycles – the equivalent of 50 and 25 years of use, respectively.

QUALITY CHECKING

Our quality department works closely with the Technological Institute of Denmark, allowing them complete freedom for independent testing and your peace of mind.

PUSH THE LIMITS OF PERSONALISATION

Our Danish designs are crafted with purpose: to help create places as unique as the people living in them.

After all, to Live Ekstraordinær is to live authentically; owning who you are as a brand and expressing that for your clients, too.

Personalisation is our passion – that’s why we invite you to make your mark on our Danish designs.

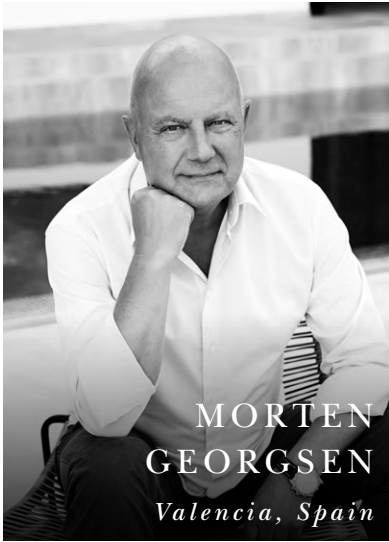
From fabric to fitting, every last detail can be customised to become distinctly “you”.

It’s the little touches that make all the difference.

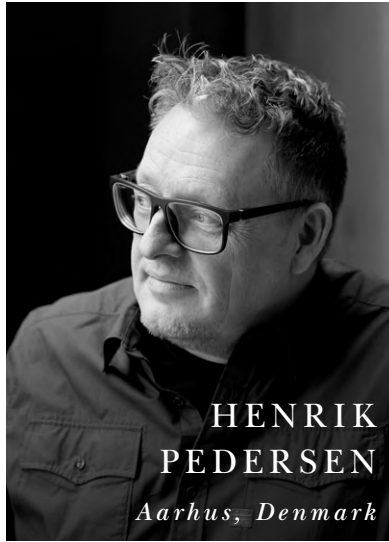


*We work with some
of the most respected
designers in Denmark
and further afield.*

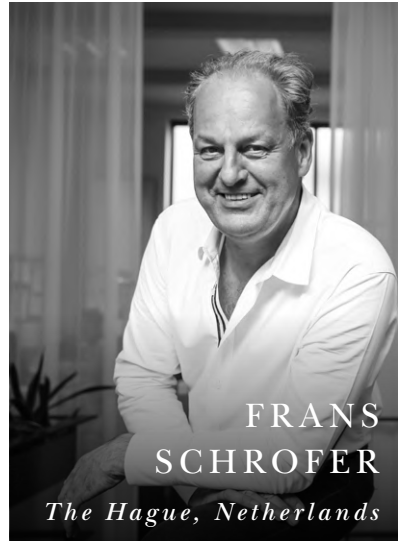
They're all award-winning experts, as you would expect. But perhaps more important is our mutual interpretation of great design: elegant, well considered products that reflect our time and improve our lives.



MORTEN
GEORGEN
Valencia, Spain



HENRIK
PEDERSEN
Aarhus, Denmark

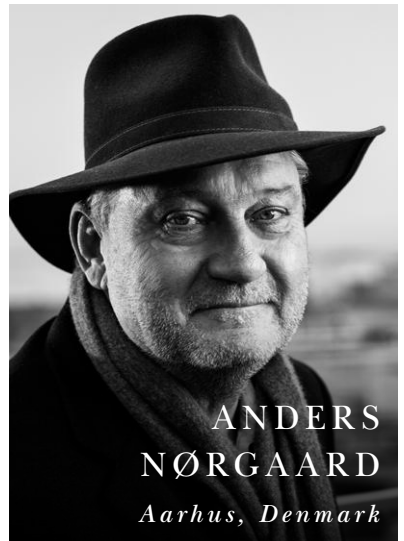


FRANS
SCHROFER
The Hague, Netherlands

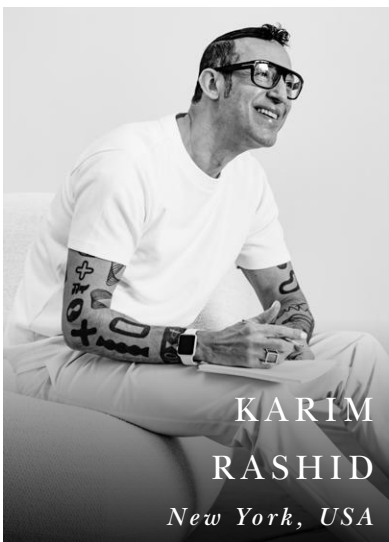


ARDE
Herning, Denmark

MEET OUR
DESIGNERS



ANDERS
NØRGAARD
Aarhus, Denmark



KARIM
RASHID
New York, USA



BOCONCEPT
DESIGN STUDIO
Herning, Denmark



OKI SATO
Tokyo, Japan

KARIM RASHID

Karim Rashid is one of the most prolific designers of our time, with more than 3000 designs in production and over 300 awards to boot.

The now resident New Yorker, was born in Egypt to an Egyptian father and English mother; has lived in England, and would later settle in Canada.

“It is my diversity that affords me the ability to cross-pollinate ideas, materials, behaviours, aesthetics and language from one typology to the other. I see myself as shaping human experiences and moving our physical landscape forward.”

That aspiration is realised in the Ottawa collection. The dining collection, with its forest inspired forms, is soft and welcoming, and has garnered fans worldwide. The sofa comprises 10 organically-shaped


modules, including ottomans, tri-directional, backless and conventional sofas.

The system can be reconfigured and scaled infinitely to fit every need, and can also include USB ports, power sockets and minimal side tables. The collection has received Red Dot, Good Design and iF awards. But for Karim, accolades don't equate to success.



“I define success by consumers liking the work – not by awards or museums. My most successful works were all extremely functional and made life easier, they imbued some flexibility in them or were very comfortable, and had a good production technology to produce them. They were all minimal yet sensual and human.”





“The shell creates a pleasing contrast and a bit of lightness. The design gives up to three layers of privacy, which you can peel away to suit the context. Everything is interchangeable and can be configured to stretch for a mile if you wish. So, I don’t see it as a sofa at all. Rather building blocks in a lounge-scape – pixels that make up a bigger and more inspiring picture.”

HENRIK PEDERSEN

Henrik Pedersen's initial work in fashion has morphed into a successful graphic, identity and packaging studio, which he still runs with his wife. He is, of course, better known for his lifestyle-based furniture and lighting.

The Danish designer has been working with BoConcept for over a decade. His designs include the bestselling Adelaide dining chair and the brand's iconic design, the Imola chair.

"The days of leaving the office at 4 o'clock, and not giving work any additional thought are over. We basically work 24 hours a day and enjoy spare time 24 hours a day.

People don't want static, work-orientated spaces anymore. The office is part of their life and it should be a pleasing place to be."

Clear nods to that homely direction appear in the Toulouse sofa system, through soft and inviting curves, organically-shaped shelving for plants and accessories; and fabric shades for the system's integrated lamps.

Toulouse is designed to be a scalable lounge or work zone. The system can be arranged in an infinite number of ways using as many modules as required.



OKI SATO

Being a self-confessed workaholic and running one of the most prolific design studios in the world could be a recipe for disaster. Thankfully, Oki Sato thrives when busy; a fact illustrated by his ever-cheerful yet unassuming demeanour and a long list of products and awards.

Oki believes his designs should punctuate our everyday lives with small moments; often through the vehicles of humour and delight. The approach makes the products accessible and mitigates the distance sometimes characteristic of reductive Japanese design.

“nendo is Japanese for play dough. And that freedom of making shapes and mixing colours is exactly how I wanted to work. I believe design should be friendly.”

It's a signature clearly legible in the 'fusion' chair.

Oki Sato's inspiration was the Japanese paper folding art of origami. And in response, the visually comforting chair appears to have been folded from a single flat cushioned form.

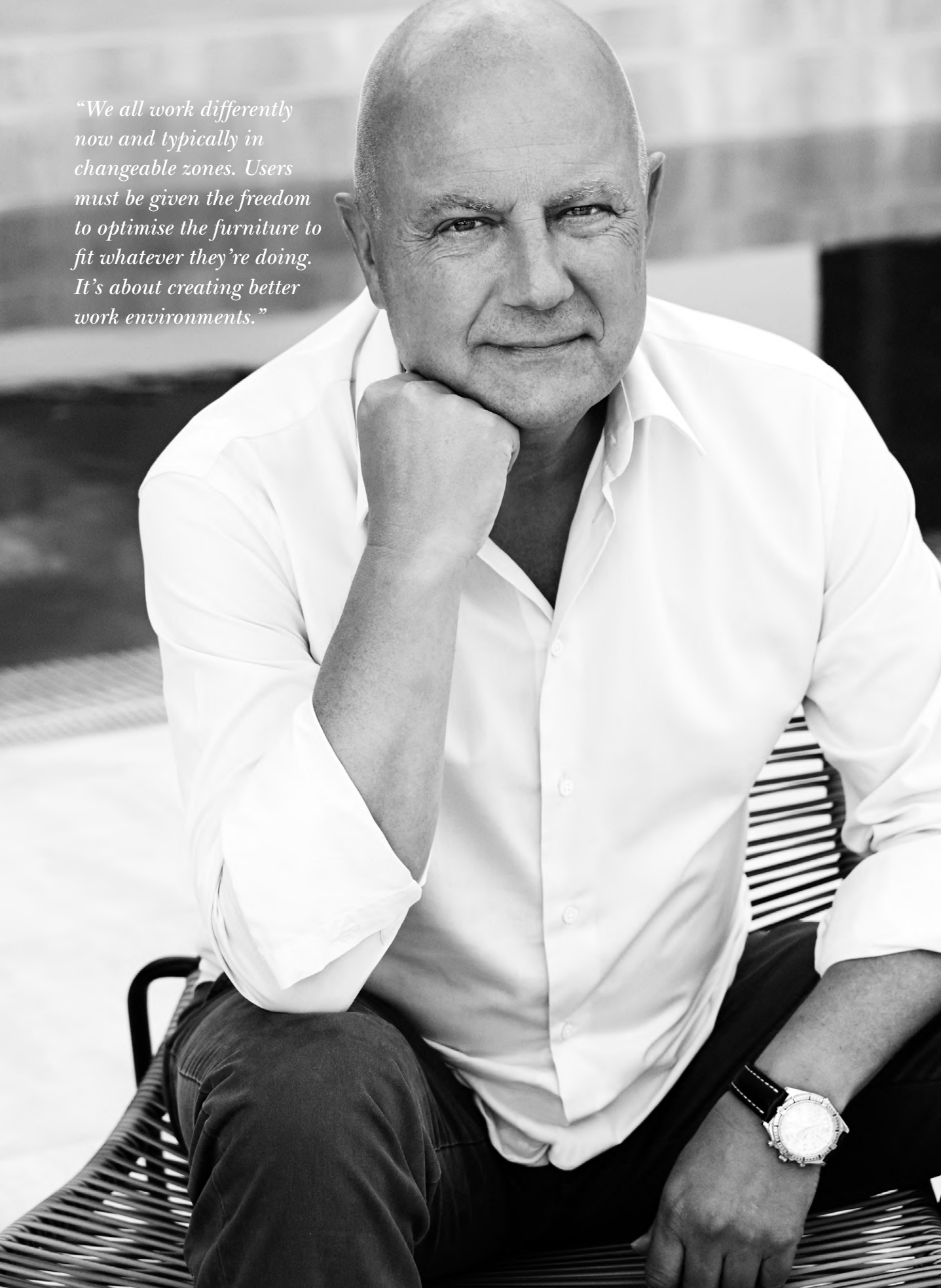
The collaboration between BoConcept and nendo was natural. It traversed a connection between nations established over one hundred and fifty years ago, when Danish architects, artists and designers travelled to Japan to seek new inspiration. They were among the first western creatives to visit the nation that had only recently lifted its 220-year closed border policy.



“There’s so many similarities between Danish and Japanese design, especially how we treat natural materials like wood or leather. We try not to work too hard on the materials. We try to be as honest as possible – to maintain the finish. And in the end, it becomes natural, simple and functional.”



“We all work differently now and typically in changeable zones. Users must be given the freedom to optimise the furniture to fit whatever they’re doing. It’s about creating better work environments.”



MORTEN GEORGEN

A coincidence of proximity heralded what would become one of BoConcept's most fruitful partnerships. The renowned iF Design Award juror, Morten Georgsen, grew up in a small rugged town, just 3km away from BoConcept's then newly acquired headquarters.

Inspired heavily by his artist and furniture-making father, Morten inevitably journeyed into the world of products. His first stop was Bang & Olufsen, where he worked up to the position of Product Manager.

After leaving for additional studies and a segue into marketing and advertising, Morten began his first design company with an impressive client list that included BoConcept.

For his latest efforts, Morten was briefed to create designs that addressed some long-held assumptions made of contract furniture and their environments.

From his studio in Valencia, Morten and his team have brought that mindset to life in the Atlanta collection. "I wanted to use my experience of travelling, staying in hotels and working in countless offices. Nowadays, it's common to work from a sofa, whether that's in the office or hotel lobby.

But most designs aren't conducive to working on a laptop. We developed a flexible backrest so it can give proper lumbar support when you're working, or adjust to offer a conventional seating position for lounging. And it's of course comfortable in all situations. I am very happy with the results. It is true to the BoConcept heritage of problem solving through intelligent modularity."





Case studies



























Photographer: Diane Kang



Photographer: Elaine Kang



























CONTACT DETAILS

For more information please visit:

www.boconcept.com/business

For questions and enquiries, please contact us at:

contract@boconcept.com

Kind regards,

BoConcept



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