

FEELING AT HOME WITH PODE

2016-2017 COLLECTION



podē



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'WELCOME TO THE WORLD OF PODE'



FOREWORD

“Welcome to the world of PODE. This design brand has been in business for eight years and has undergone a fantastic transformation – from a furniture brand to a lifestyle brand. That’s partly thanks to Claire and Roderick Vos, who have been collaborating with PODE as designers and art directors.

Design doesn’t have to be expensive. And PODE has proven that with this collection. At the same time, we make absolutely no concessions to core values such as craftsmanship or ultimate comfort. This magazine is full of ideas for your interior and tips on how to turn your house into a home. The products we have to offer can be coordinated in terms of colour and details and geared to your personal taste. You choose and pay for the products you want, while we promise fast delivery with no fuss. I’d like to invite you to discover our collection

for yourself at one of the many PODE specialist stores. On our website, you can find out which dealer is closest to you.

PODE’s relationship with Roderick and Claire was positive from the very start. They are craftspeople with a long track record. They’re delighted to be realising something new together with our Production Development department. Moreover, it once again illustrates the benefit of producing in our own factories here in the heart of our European market. When I walk through one of our factories, I see, feel, smell and experience things that I miss in companies that outsource their production. As a family business, it’s very important for us to have our own factory. It’s the source of all our knowledge and it makes us what we are: a modern company with real craftspeople.”

Sebastiaan Sanders, Managing Director

FEELING AT HOME

Nowadays, many people are restlessly looking for experiences and adventures. But the most passionate experiences and the best stories are ultimately to be found at home. If you ask top athletes or businesspeople who travel all over the world and stay in the most luxurious hotels where they would really like to be, they invariably answer: "At home". In this magazine, we pay close attention to that elusive feeling of home. We give the floor to designers and furniture-makers. And it gradually becomes clear that our interiors are largely responsible for the warm feeling we call home. The interior of your home creates an atmosphere and an ambiance that correspond with your lifestyle.

Happy at home

Home is about being happy, about family and friends, safety and security. A home gives you balance in your life. A home is a place where we can be ourselves. Outside the home, we're obliged to act and perform, both at work and in our social lives. Words that start with "home" almost always have a positive connotation: homebody, homemade, homecoming, homeland... The feeling of home has a positive impact on our physical and spiritual health. Without a home, you run a greater risk of becoming stressed. So it's important to have a house in which you feel at home. People like to be at home. Why is that? When you talk to people, you notice that they have difficulty explaining why they feel at home somewhere, but they know exactly why they don't feel at home in a particular place.

The interior as the basis

Whereas some people can't stand the sound of pealing bells, for other people it feels very reassuring and familiar. Feeling at home is therefore very personal and has many facets. In terms of your interior, however, the feeling of home is based on four keystones: Firstly, it is important that you can screen yourself off from your housemates. That sounds drastic, but it really just means being able to curl up in a beanbag by yourself for a

while. That's usually enough. On the other hand, it's also very important to show that you're connected to your housemates. Sitting cosily with your partner in a love seat or relaxing together on a sofa covered with cushions. Then you find out how you feel about each other. A third aspect is the feeling of control and familiarity. The feeling that you yourself decide how your interior looks and how you combine your own personal objects with the interior that designers have created for you. Last but not least, we want to be able to stamp our own identity on our home with products, fabrics and colours that reflect our lifestyle. When you implement these four keystones in a living space, you turn a house into a home, into a natural and safe environment with familiar smells, sounds and colours.

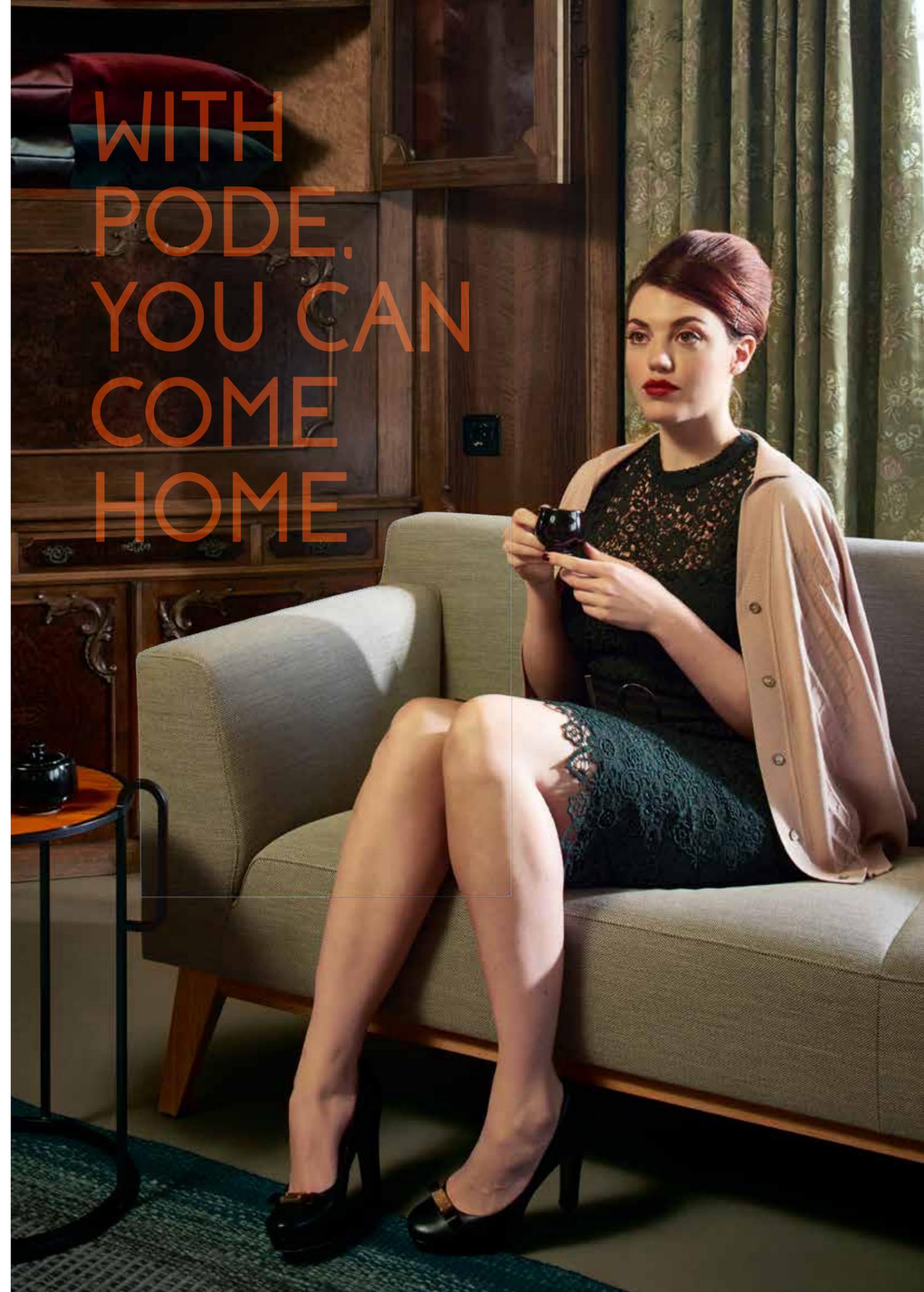
Working where you live

More and more people are combining their work and their home life. This can be dangerous because it means that home and work can be in any random location. We will have to start defining our home boundaries and draw a line where work stops and home begins. We need to be careful not to spend all our time working on our laptops and being accessible wherever we are. We must have the courage to protect our private lives without turning our work and home lives into separate worlds. And because of our unpredictable climate, we spend much of the year indoors anyway. So we might as well make it as snug and cosy as we can.

To conclude

Some elements of the feeling of home simply cannot be bought. But from the perspective of your interior, the Pode collection offers you all the products you need to create your own unique and stylish home. Because Pode is aware of the keystones on which that feeling is based. In fact, Pode's entire collection is based on those keystones.

WITH
PODE,
YOU CAN
COME
HOME





WE DESIGN YOUR HOME

The idea of attracting a renowned art director for the Pode brand came about in April 2015 at the Salone del Mobile in Milan. There was so much to discover there that it became increasingly obvious that Pode was ready for an upgrade. And Pode needed somebody from outside to scout the talent and the trends that are relevant for the company's business. In the end, Pode opted for two art directors rather than one, and appointed the duo of Claire and Roderick Vos to the position. They are now adding a new chapter to their impressive career in the field of interiors.

Space to do our own thing

Roderick Vos still calls the collaboration 'miraculous'. "Collaboration between a manufacturer and a designer normally means that the designer creates a design and the manufacturer then uses that design in whatever way it wishes. But our relationship isn't like that. We're fulfilling a long-standing, audacious dream to build a complete brand. We certainly hadn't expected this result when Managing Director Sebastiaan Sanders came to talk to us about Pode – we thought he just wanted us to design a sofa or an armchair. I work for many other European brands and manufacturers. But here we work in a much more conceptual way. Needless to say, the new Pode collection includes our designs, but we're also being given the space to do our own thing. In fact, we're building the complete brand! It means that we're also responsible for the photography, this magazine, the website and the presentation on the shop floor."

CLAIRE & RODERICK VOS

Complementary collaboration

Claire: "And then it's really a bonus that we've worked together for 32 years. Luckily, like many design duos we really complement each other. But it's the first time that all our disciplines have merged so seamlessly. After the initial meeting, we already knew what we wanted to do: to design a whole room with just Pode products. That won't often happen in practice, but it's possible in principle. That's why we expanded the collection with more than just seating furniture. Now it's a lifestyle brand with side tables, cushions and even a plaid blanket, a beanbag and a carpet as part of the collection. I like to focus on the textiles and colour combinations, while Roderick is more the man on the work floor, on the production side. I can't design an armchair. But I can see if the design works. And whether it fits and adds something to the collection."

'There are more than enough ideas as long as they fit in the total picture'

- Roderick Vos

Meeting the customer's wishes

Roderick: "This partnership is meant to last. Over the next 10 to 15 years, we aim to immerse ourselves in the brand heart and soul. That's also why we started on a strategic level: how do we plan to establish the brand and tackle and expand the collection? The customer is the centre of focus in the process – after all, that's who we're doing it for."

We also want to improve the presentation on the shop floor. That's where the lifestyle brand needs to come to life. It will enable the home accessories to stand out even more. It mustn't be too artistic and it must be consistent

with what the customers want. Those two things don't clash. Good design explains and proves itself, also in the eyes of the consumer."

Brand awareness combined with vintage

Claire: "Nowadays, people aren't afraid to do something different. You see more and more ethnic influences. For example, I really love bright, full-blown colours, not too sharp but not pastel colours either. We lived in Indonesia for a long time and strangely enough those particular colours are now coming back again. As if you're in Bali looking out over the beautiful green rice fields. At the end of the last century, everything was very streamlined and that period has made us very aware of our interiors. The economic crisis signalled the start of the vintage flush, which followed the antique period. Now you see lots of lovely combinations in that area, as you do in fashion. This combination of brand awareness and vintage is very attractive. It's again a matter of sustainability. People are aware of the value of materials. That awareness is not going away anytime soon."

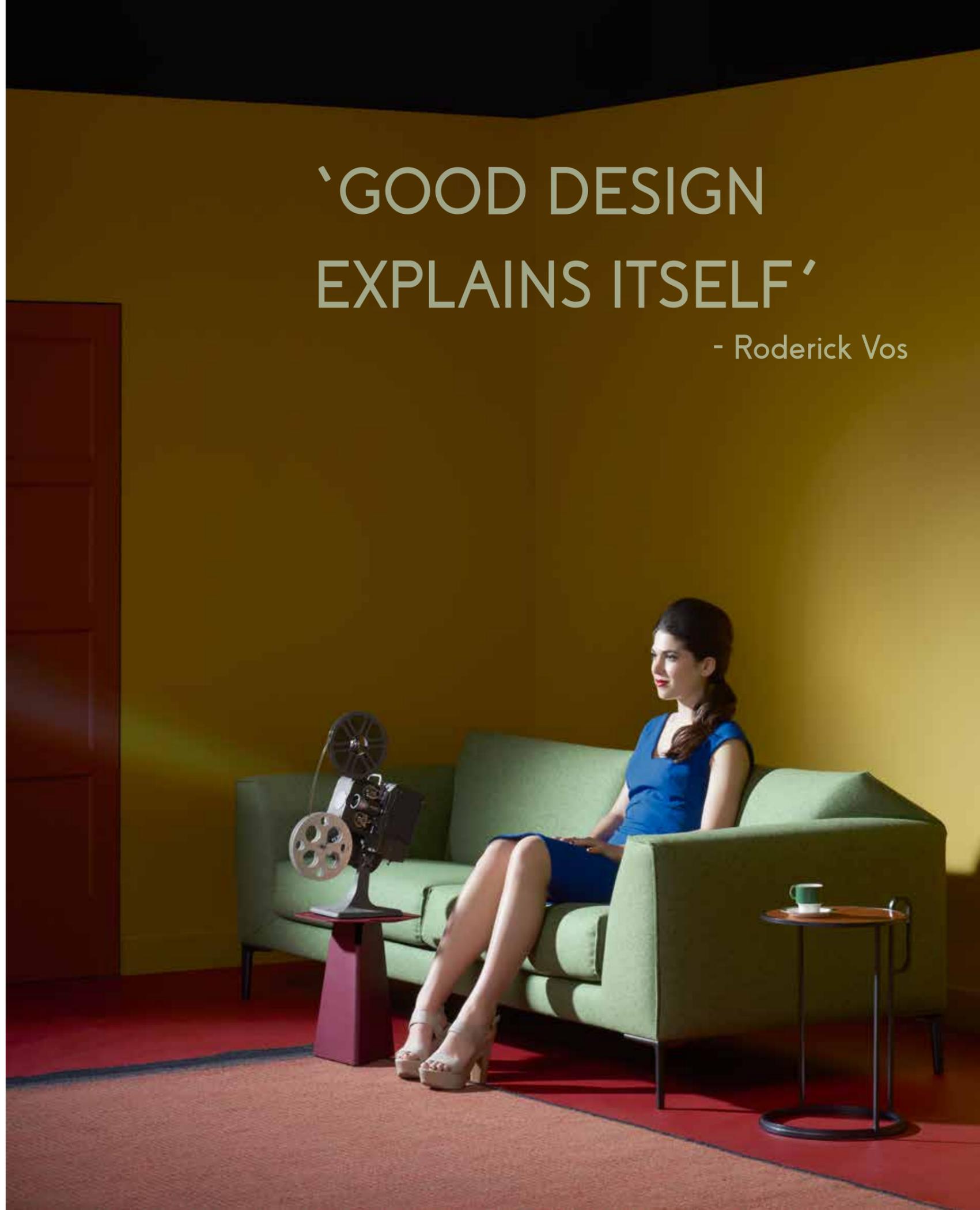
Roderick: "Sometimes it seems to contradict what we do – creating new things. But that's how it is. And as a designer, you sometimes think: why should we design yet another chair, what good will that do? But then you suddenly find something that's completely new, such as the Bottle Stool from Kranen / Gille. I love it. It's a new multifunctional product."

International

Roderick: "First we're going to gradually make the brand even more appealing and further expand the collection. This might include standard lamps and table lamps, mirrors, a lovely tray or a display cabinet. There are more than enough ideas as long as they fit in the total picture. Once everything is in place, we'll start taking bigger steps."

'GOOD DESIGN EXPLAINS ITSELF'

- Roderick Vos





THE CRAFT



PODE: MADE BY CRAFTSPEOPLE

Whoever thought that Pode furniture comes from a factory is absolutely right. But whoever thought that it comes from an assembly line is mistaken.

Pode's high level of craftsmanship is attributable to the highly-skilled workers in our European factories. The designer designs the furniture and the furniture maker makes it. That type of prototype is created at our development department in Venlo. That's where the idea really comes to life and where the designer's 2-dimensional sketches are made into real 3-dimensional objects. And then it's all about practical details, about the finer

details that make the end product better. An extra angle in the cushion foam can make a sofa more comfortable. And a slightly wider wood joint can double the life span, while a double seam can improve both the quality and the design. But sometimes it's more about leaving things out rather than putting things in. That too can make an item of furniture more beautiful and more effective.

It is only when the designer and the product developer are in agreement that a Pode item of furniture will go into production and only then will the craftspeople go into action.



The woodworker

Ludo is responsible for the body of the item of furniture, for good basic materials with glued wooden joints. That is why the furniture is indestructible and creak-free.



The upholstery cutter

We cut most of the upholstery materials digitally. The process couldn't be more accurate. But we still need somebody like Betsy, who knows exactly how to cut a patterned fabric. And she checks every piece of leather for any errors or irregularities.



The cushion maker

The foam under the fabric creates the shape, the appearance and – last but not least – the sitting comfort. So we don't have to explain the importance of the job done by Miko, our cushion maker.



The seamstress

Wilmie's stitching is functional and keeps everything in its place, as stitching has always been doing. People are fortunately realising more and more that decorative seams add value to the design of an item of furniture.



The upholsterer

They are craftspeople through and through, the upholsterers. And you don't become an upholsterer without exceptional talent, just ask Danny. This craft actually determines the end result. That's why the upholsterer is also the last person to check the final product.



The lacquer specialist

Not forgetting: Wil, the lacquer specialist. He makes sure that wooden table tops, legs and armrests are sanded, lacquered and stained properly.

Together they manufacture a product that meets the highest quality standards. And that's good to know if you like Pode. Because you can see the result of their work straight away, but you only notice it after years of use.

Sofa Fold 3-seater
Upholstery Divina MD 943

Beanbag Boya
Upholstery Fusion Truffle

Carpet Delano Large
Colour Jeans



Sofa Fold 3-seater
Upholstery Fusion Chile



Sofa | Fold

Design: Roderick Vos. 2016.

Roderick Vos's FOLD programme is pure simplicity, almost minimalistic. The 'folded' back gives this sofa a unique appearance and the comfort is, of course, provided by the trusted Pode developers. Thanks to the modular concept, FOLD suits every interior and in that way becomes a tribute to its user. A sofa that looks exactly how a sofa should look.

Sofa programme Fold Element 2.5-seater
AL + Chaise Longue AR
Upholstery Bolster 49



Sofa programme | Fold

Design: Roderick Vos. 2016.

Roderick Vos: "With this design, I was aiming to create a sturdy family sofa, a sofa for young and old. Design to be enjoyed. In every sense of the word. This innovative and timeless sofa was created by folding the upholstery fabric and cutting it as little as possible. Hence its name: FOLD. I have a preference for comfortable cushion sofas, but for this design I actually avoided the image of 'loose cushions', giving rise to a lovely abstract sofa with no excessive details."



Beanbag Boya
Upholstery Fusion Water
Accent Fusion Chile

Side table Bottle Stool
Colour Forest

Carpet Delano medium
Colour Galaxy

Beanbag Boya
Upholstery (from left to right) 1. Fusion Chile
 2. Fusion Raspberry
 3. Fusion Cucumber
 4. Fusion Pesto
 5. Fusion Water
Accent 1. Fusion Cucumber
 2. Fusion Brownie



Beanbag | Boya

Design: Roderick Vos. 2016.

BOYA is exactly what a beanbag should be. Pode 'pur sang'! What makes this beanbag unique is that you create the colour combinations yourself and that the materials become more beautiful the more intensively you use them. Regular use gives the leather a patina that exudes character, which means that BOYA will become a vintage piece in the future. To move the beanbag, just use the handy grip at the back. BOYA is a beacon of serenity in your interior.

Sofa Insert Modular Sofa AR
+ Element 3-seater AL
Upholstery Bolster 962
Piping Bolster 66

Footstool Insert (82x52 cm)
Upholstery Bolster 66
Piping Bolster 66

Beanbag Boya
Upholstery Fusion Pesto

Table Gloss (ø 100 cm)
Colour Mahogany

Side table Bottle Stool
Colour White



Sofa Edit 3-seater
Upholstery Tonica 511
Piping Fusion Brownie

Sofa programme Insert Element 3-seater
AL + Chaise Longue AR
Upholstery Hallingdal 126
Piping Fusion Grape



Sofa | Edit

Design: Jet Dircks. 2008.

Super in fabric, fantastic in leather! Or a combination of fabric with leather piping. The sleek EDIT design sofa fits everywhere, even in the most functional interior. With a little bit of colour, the EDIT is suddenly transformed. Also available with matching ottoman.

Sofa programme | Insert

Design: Jet Dircks. 2008.

Looking for a corner sofa with the EDIT design? Then the INSERT programme is exactly what you're looking for. How about a combination of the connection sofa with a chaise longue? Perfect for lounging together! With the INSERT, you can choose from two different feet (Basiq or Needle), in any colour you wish.

Table Gloss (ø 100 cm)
Colour Mahogany



Table series | Gloss

Design: Roderick Vos. 2016.

An elegant table with a unique natural fingerprint! GLOSS by Roderick Vos is finished with multiple layers of high-gloss varnish that magnify the natural wood grain of the table-top and create a feeling of warmth, lustre and depth. Experiments with wood and varnish have resulted in two beautiful series. The standard GLOSS table has a birch table-top and five stain colours with a gloss finish. The more matt "Wood" version has an oak veneer table-top, available in three colours. The unique structure of each wooden table-top means that every coffee table is a jewel unto itself.

Side table Bottle Stool
Colour Brick



Side table & stool | Bottle Stool

Design: Kranen / Gille. 2016.

Wine-bottle holder, side table, stool and cheese platter. All brought together in one timeless design. The BOTTLE STOOL is really one of a kind. Manufactured in beautiful oak with a semi-transparent stain. That way, the texture and the intricate grain of the wood remain visible in all their glory. It is also portable and handy to use, so you can move it around very easily. The BOTTLE STOOL is your best friend in your home and is available in five unique colours.



Jet started out as one of Pode's house designers and is now the company's 'Portfolio and Innovation Manager'. Quite a mouthful. Jet's most important contribution to the Pode collection was her design for the Edit & Insert. In less than ten years, she moved on from working as an internal designer to managing the initial stages of development and design. She selects the designers, gives briefings, maintains contact and makes adjustments, where necessary. A challenging and very enjoyable job, she says.

To a certain extent, everyone is a designer

"The last work I did with my own hands was redesign the Skitch table. I've gradually switched my focus to the initial stages of the procedure. It starts with market research and getting to know the retailers and designers. I visit lots of trade fairs and seminars but also trend meetings in other specialist areas. Fashion, for example. That way, I can find suitable designers even more effectively. Most designers offer their services out of the blue, and I get sent new designs every day. Sometimes it feels as if everybody is a designer, and I suppose that's true in a way. I sometimes find it quite difficult to make the right selection. It's all about trends, quality and signature. But I often base my selections on a gut feeling. Then I have to send something back because 'it's just not it'. That's life! Now and then I ask a designer to design something specific because he or she fits the brand.

JET DIRCKS

The taste of the Netherlands

Has the taste of Dutch people changed? Yes, they tend towards softer and cosier. Dutch people are quite pragmatic and appreciate quality and comfort. Furniture in the Netherlands is also much more compact than in the rest of Europe. Those really streamlined sofas, that clean look from the late 1990s is completely gone. Today's look is much more homely. The financial crisis is still resonating, and everyone is looking for security and tenderness. In the boom times, people bought a sofa as a statement. A big sofa covered in sleek white leather. But those types of sofas are no longer sold. It's great to look back at those fluctuations: in the 1970s and 1980s it was all about lots of oak with soft cushions and pleats. Then came the 1990s with really streamlined furniture and hardly a pleat to be seen. They were quite comfortable, but now everything is rounder and softer. Even the cushion filling is softer. Nowadays people sit more in a sofa than on a sofa. That might change completely in five or ten years.

Where Pode stands

Pode has grown up and is now a fully-fledged brand with its own identity. It used to be a cheeky adolescent, but now it's big enough to live on its own. The brand is more in balance, also in terms of styling. If Pode was a car, it would be the new Mini that BMW introduced some time ago. A touch quirky but with all the necessary qualities, including a fantastic colour palette that's very contemporary. I'm really proud of this collection, which came about thanks to the excellent collaboration with Roderick and Claire Vos. That was, no it still is, a working relationship that promises to come up with many more beautiful things."



Skitch

KRANEN / GILLE

Jos Kranen and Johannes Gille know each other from the Design Academy in Eindhoven (The Netherlands). They graduated in 2004 in the heyday of the academy, when it was all about progress and innovation. Three years later, they set up the Kranen/Gille design studio in 's-Hertogenbosch. The first thing that catches your eye is the long list of exhibitions in which they have taken part. Their work in the early days was indeed often on the cutting edge of art and interior, and sometimes leaned towards being museum worthy.

"We now actually design everything that you can trip over at home," says Jos Kranen in his familiar understated tone. "But at the start, we worked for galleries and people who can afford to be exclusive. Then you know your design is being paraded in a loft in New York City with a view of Central Park. But in some way it's even nicer when you meet someone in the pub who says: 'Hey, that stool of yours, I have one at home'.

A lot of our work is inspired by the 19th century, the industrial revolution, the world of steam and iron trellis-work or structures with romantic flower motifs. Johannes and I are both fascinated by Karl Blossfeldt, the 19th century photographer who bequeathed a gigantic collection of photographs with natural shapes. Our 'Plant Series' is directly modelled on his work. The series includes a table lamp, a side table and a garden bench. The steel base of all these products looks as if it's growing out of the ground and then branches off. We designed it so that it grows organically throughout your home. The same more or



Bottle Stool



less applies to the Bottle Stool. It can pop up wherever you need it. We're really happy that we can work with a brand like Pode under the supervision of Roderick Vos. Now we've got the hang of it and there may be more on the way because it's nice to think that your design is for sale everywhere.

'Actually we design everything that you can trip over at home'

- Kranen / Gille

Sometimes the inspiration is closer to home. I actually got the idea for the Pode Bottle Stool at home. I like a nice glass of wine, and then you need a coffee table or something. However, coffee tables are often big and rather static. With the Bottle Stool, we made the table top a little longer so that a bottle of wine can rest exactly on the point of the base. And at the same time, you also have space for two glasses. So it's actually three things in one: a side table, a stool and a wine holder. It's super-functional; it takes up very little space and it's very easy to move around."



Sofa Cubb 3-seater
Upholstery Steelcut Trio 124
Base Oak Natural



Sofa | Cubb

Design: Ontwerpduo. 2016.

A good design can look really natural. Ontwerpduo's CUBB sofa is a design sofa with lovely details and a clearly-defined shape. Sleek, straight lines for the seat and the back; underneath, a lovely oak base with projecting feet. But CUBB is not only great to look at – when you sit on it you also realise how comfortable it is. That's craftsmanship from Pode.

Armchair 1. Transit one (low)
2. Transit two (high)
Upholstery 1. Hallingdal 65-723
2. Bolster O4
Base 1. Epoxy Lava
2. Epoxy Taupe



Armchair | Transit

Design: Roderick Vos. 2016.

Sometimes, sitting down feels almost too good. In the TRANSIT armchair, designer Roderick Vos subtly combines shape and comfort. With sleek lines, a floating seat and legs made of curved pipe material, but above all casual, loose upholstery. TRANSIT is available with a high or low back, a choice that influences both the appearance and the degree of comfort. Whatever suits you best. And do you know what also looks fantastic? Two armchairs beside each other. The perfect picture!

ONTWERPDUO



THE
DREAMER
AND THE
TECHNICIAN

'We actually make products that we ourselves would also like to have in our homes'

- Ontwerpduo

In 2008, Tineke Beunders and Nathan Wierink officially launched their company, called Ontwerpduo. But they were together before that – as a young couple they moved from the eastern Netherlands to study at the Eindhoven Design Academy. They actually launched their company during their first academic year. Tineke deliberately delayed her studies by six months so that they could take part in the graduation show together. They still live and work in Eindhoven, a city they have grown to love – not least because it's easy to work there with other designers and their two children can grow up in peace there. Their design studio is in the former Philips ceramic workshop, where designer Piet Hein Eek is also located. Tineke is the dreamer and the teller of fairy tales, while Nathan is the technician who realises those dreams.

Together, they design everything you can use in and around the home. As long as it involves products in which they can express their feelings. Mainly lots of domestic items, such as lamps, candles, carafes, lighting and mirrors but also larger objects such as tables, the Cageling (a man-sized birdcage in which you can sit), and of course the CUBB sofa for Pode. "We actually want to make things that we ourselves would like to have in our home. Edgy products, but still attractive for the public at large."

When you interview Ontwerpduo, you know straight away that you're talking to a duo. It doesn't matter to which of the two you direct your questions, they both answer. Sometimes at the same time, sometimes to complement each other, and occasionally after a heated discussion.

Nathan: "Why we're called Ontwerpduo? Well, it's what we are: a duo that designs."

Tineke: "It means you always get two for the price of one: the masculine and the feminine perspective, the more technical approach but also attention for the texture, the colour and the ambience. Internationally it's not a very handy name, because people often think we're from Antwerp."

Nathan: "We're locally oriented. All the materials that we use come from the Netherlands or Belgium or are processed there. No tropical hardwood for us. And our manufacturers are also very close by. The local economy is easier to deal with, it doesn't complain about limited editions and it communicates rapidly."

Tineke: "It saves us all that time-consuming hassle with China. We just want to design, not negotiate. That's another reason why it's great working for Pode. It was the first time we ever made drawings, took them to Venlo and then were able to look at the prototypes a short time later. We had been accustomed to just using scale models. That factory is really fantastic. If you want a double-stitched gold seam, that's exactly what you'll get! It feels as if we've landed in upholstery heaven."

Tineke: "The essence of our Pode sofa is the seat shape, which is super comfortable. The angles, the foam, the design, everything is perfect. And because it's pretty basic, it suits every interior."

Nathan: "The product must do what it's supposed to do, so you keep the image simple because it doesn't add to the quality of the product."



Lemonade Bottle

Tineke: "We like functionality. A special detail always has a double function. For example, the stopper on this water carafe is itself a small bottle that you can fill with syrup to make lemonade at the table. It's useful and also adds a very nice colour detail. And mixing and blending is all the fashion these days."

Nathan: "The inspiration for something like that can come from anywhere. In this case, from our own kitchen. Every day-to-day task prompts questions and ideas that often end up as products."

Tineke: "And you don't have to travel to the ends of the earth for it. I love being at home; I'm a real homebody and I feel good when I'm surrounded by the things I love. I've always been like that. I used to love visiting my grandparents. They changed nothing in their home in thirty years. It's so relaxing. Their things were so high-quality that they never had to replace anything. It's crazy that people buy something these days and then get rid of it while it's still working and not at all worn out!"

**'We just want to design,
not negotiate',
- Tineke Beunders**

Nathan: "Yes but Tineke, that's how the world works in this modern age. As a manufacturer, you should actually set up a kind of follow-up service. In that sense, websites for second-hand furniture have a useful function. They have made people more quality conscious. Dutch interiors in any case compare favourable with those in southern European countries or in Asia. It's only in Scandinavia that they're more sustainable and more functional. But also more boring."

Tineke: "That's true. And I'm speaking from experience, because I used that six-month delay at college to study furniture design in Helsinki. I soon realised that we're trained very differently in the Netherlands than in Scandinavia. There it's less about the concept and much more about combining and processing materials. We're more the heirs of Dutch Design because we always acknowledge the function with a touch of humour."

**'THE ESSENCE
OF OUR
PODE SOFA IS
THE SEAT SHAPE.
THAT'S SUPER
COMFORTABLE'**





Sofa Swipe 3.5-zits
Upholstery Divina MD 613
Base Spruzza Powder



Sofa | Swipe

Design: Thijs Smeets. 2015.

SWIPE is Dutch pragmatism with international appeal. You feel it when you sit down, and you see it in the elegant lines, the rich decorative stitch and the balanced proportions. SWIPE is simply lots of sofa for your money. The matching ottoman gives an extra dimension to the sofa it accompanies.



THIJS SMEETS

design resolves a number of issues in one go. I take comfort and ergonomics into account, of course, but manufacturability, reproducibility, structure and cost price are also important factors, for example. A good design is a design in which you optimise all these parameters in the basic idea. For example, a design solution for the structure can also produce a nice design detail. That integral process is design at its best, and that interplay excites and challenges me. Other countries are getting better at making furniture, but design is the only aspect where we as a Western economy can still distinguish ourselves from low-income countries. For a good design, you need a specific cultural background and feelers in the West-European market. They don't have that in China or Bulgaria. And the same applies to many other branches of design, not just to the furniture industry.

Thijs Smeets likes to talk about his work. About furniture design, his designs for Pode (the Swipe and the Sparkle), or about the basic human need to create a comfortable home. That feeling of home is important for him. Thijs has been running his own business since 2007 – Studio Smeets Design – located in the shadow of the Westertoren Tower in Amsterdam.

Thijs the furniture designer

After studying Industrial Product Design at The Hague University of Applied Sciences, Thijs Smeets proved to be an open-minded designer. He designed all kinds of objects, from scooters to spectacles for MaxMara and from mobile phones for Nokia to a children's bicycle for Hema. But designing furniture is his main interest, because shape has such a huge added value in furniture design.

"In principle, it's no longer possible to design new furniture concepts. There's nowhere else to go in terms of functionality. And that's what makes my work interesting and difficult at the same time. There are a limited number of archetypes, and you try to perfect them as much as you can. But then you shouldn't just focus on the shape and the function. A good

'A good design
actually resolves a number
of issues in one go'

- Thijs Smeets

Thijs's feeling of home

Some time ago, I read a wise catchphrase: 'Keep your heart where your feet are'. Nowadays it's quite difficult to keep your work and your private life separate. So that we're not distracted at home by texts, news, social media, email, telephone and other commotion. It's much easier when your home is a sanctuary dedicated to the things that really matter. My home is a place where I can relax and where I want to be with the people who are most dear to me: my girlfriend and children. Love, warmth, connection and pleasure; I'm trying to incorporate those things into my designs for Pode with simple linear patterns and with rounded, friendly shapes. A home without soft, comfortable furniture is soulless. Your interior reflects who you are, so turn it into something great. It helps you face the world with fresh courage every day."

Carpet Delano large
Colour Sienna



Carpet | Delano

Design: Claire Vos. 2016.

Due to its simplicity and structure, this series of hand-woven carpets is a great accompaniment to a sofa or armchair. Every carpet is hand-dyed, which gives extra depth to the tones. The geometric relief transforms into a flatter woven contrasting colour at both ends and in the finishing at the edge. This particular weaving technique gives the DELANO series a Mediterranean look that's not at all out of place on an industrial floor.

Armchair Sparkle (low)
External upholstery Steelcut Trio 2-845
Internal upholstery Fusion 4210 Cucumber
Base Spruzza 271 Forest

Armchair Sparkle TWO (high)
External upholstery Steelcut Trio 453
Internal upholstery Fusion 2210 Brownie
Base Husk Naturel



Armchair | Sparkle

Design: Thijs Smeets. 2014.

A beautiful swivel armchair with a strong retro look: SPARKLE. By varying the colours of the body, the seat cushions, the swivel foot and the stitched seams, you can make some very bold and original combinations. Ton-sur-ton or indeed bright contrasts. The high SPARKLE TWO version gives the design a sense of "grandeur" and offers even more comfort than the lower version. Both versions are available with the new "Husk" oak foot in the colours "natural", "white" and "night".

Sofa Quote 3-seater
Upholstery Harald 2-382
Back cushion left 60x46 cm Harald 2-382
Back cushion middle 80x42 cm Harald 2-582
Back cushion right 60x50 cm Harald 2-242
Base Aluminium polished

Armchair Sparkle
External upholstery Fusion Cucumber
Internal upholstery Steelcut trio 2-845
Base Spruzza 271 Forest

Table Skitch (ø 100)
Colour Oak Night
Base Epoxy Gold

Carpet Delano medium
Colour Chocolate



Sofa Quote 3-seater
Upholstery Bolster 75
Back cushion left 60x50 cm Bolster 58
Back cushion middle 80x42 cm Bolster 90
Back cushion right 60x50 cm Bolster 99

Table Skitch (ø 100 cm)
Table top colour Oak Night
Base Epoxy Gold



Sofa | Quote

Design: Cuno Frommherz. 2014.

Every day another sofa. That's possible with back cushions in various heights, widths and colours. With the QUOTE sofa, you can make all kinds of interesting combinations with the loosely upholstered cushions.

And of course we also have we a matching ottoman.

Table | Skitch

Design: Jet Dircks / Roderick Vos. 2016.

SKITCH by PODE; a 'composition' of pipes that can be combined to create a small table. This sophisticated design is available in three sizes that you can combine perfectly and use in many different ways. As a coffee table or as a side table. To create a varied landscape in your living room. In matching colours that you harmonise with your interior.

CUNO FROMMHERZ

Cuno Frommherz (53) lives in the Swiss town of Burgdorf in the canton of Bern. He resides and works in an old textile factory. But he draws the inspiration for his furniture designs from all over the world. He can tell interesting stories about Asian cultures, from India to Tibet, from China to Nepal. And regularly intersperses his stories with great quotes.

The importance of space

"I started as a furniture maker, and that's where I developed my eye for detail. It was only later as an interior designer that I learned to look further and understand the significance of space. Writer and Nobel Prize winner Josef Brodsky once said: 'I can only move my fingers because of the space between them'. Interesting. The gaps are just as important as the thing itself and are indeed part of that thing. In other words: People, space and objects are inextricably linked to each other.

That has consequences for the design process. The simpler the piece of furniture, the more space (or gaps) you give customers to add something of their own personality. Which means they will never feel overwhelmed by the product. A well-designed product does its job and affects us emotionally at the same time: we're touched by its beauty. Oscar Wilde once stated: 'The secret of life is in the search for beauty', and Dostoyevsky said: 'Only beauty can save the world'. And then you realise that beauty goes much deeper than the visible world.



It's not only furniture that makes an interior

As I said before, I think it's important that people add something of themselves to the space. And light is a very important addition. Light plays a very important role in determining the mood. By adjusting the light, you can change the same space from an inferno into a sterile, bare space. And that's why light also influences our mood. Le Corbusier said: 'A house is only habitable when it has plenty of light and air'. For shop interiors, designers use the rule of thumb that the light is allowed to cost just as much as the interior itself. In the home sphere, we hardly ever see that ratio. While it becomes more and more important the further north you go.

'The simpler the piece of furniture, the more space you give customers to add something of their own personality'

- Cuno Frommherz

I also need books around me to really feel at home. In rows in a well-filled bookcase or in stacks to the left and right of the sofa or the bed, so that I can immerse myself in the world of books and their beauty when I'm sitting or lying down."

'PEOPLE, SPACE AND OBJECTS ARE INEXTRICABLY LINKED TO EACH OTHER'

- Cuno Frommherz





Sofa Drop AL/PR
Upholstery Steelcut Trio 124

Side table Batch Royale
Colour (H45)Azurite



Sofa | Drop

Design: Braun Maniatis Kim Design. 2012

Did you ever feel you need something different? A different look in your living room or a different sitting position? DR'OP is a unique design sofa with backrests and armrests that can be set in five positions.

A unique, personal sofa for everybody.



Side table | Batch

Design: Roderick Vos. 2016.

They are laser-cut from sheet steel and then folded into quirky tables: BATCH. Those typical small items of furniture that you can place anywhere. Really handy. And thanks to the two heights, the various shapes in the various colours can be placed alongside each other like a little family. Light, handy, colourful. Pote as

Pote is meant to be. BATCH is available in five original colours.



NICOLAUS MANIATIS

A private life at home

It sounds contradictory, but in order to live in peace with each other we need places where we can be alone. Where we can hang out or sit exactly the way we want. We don't want to be looking at each other all day. We need to protect our private lives, not just in public but also at home. That's part of the personal development of every individual. It's a basic condition for a harmonious society.

This is the reasoning behind the design of my functional furniture. My furniture adapts to the various spaces and needs in the interior. Dr'op is a great example of that. The side and back supports are adjustable, making it possible to change the shape and the function. It's a sofa on which you can sit together, but where you can also be alone for a while.

The great thing about Poda

Poda is light-footed and high-spirited. It is solid quality, intelligently and affordably positioned. It's exciting to see how the brand is developing, it has enormous potential. In any event, the manufacturer focuses on people. I well remember the first time I arrived at the factory in Venlo for a meeting. There was music playing in the workshop and the four seamstresses sat facing each other as they worked. It was then that I realised that this company started thinking holistically long before that became the fashion. Its management devoted attention to detail and was truly interested in people. That feeling infects everyone, even the designer."

Nicolaus Maniatis (1964) has been designing seating furniture for European top brands for 25 years. At first glance, his furniture has a casual look, but when you look closer you see that his creativity is very functional. His designs have won several prizes and Red Dot Awards. For Poda, Nicolaus designed a sofa with the apt name of Dr'op. And there is a complete design philosophy behind the design of this sofa too.

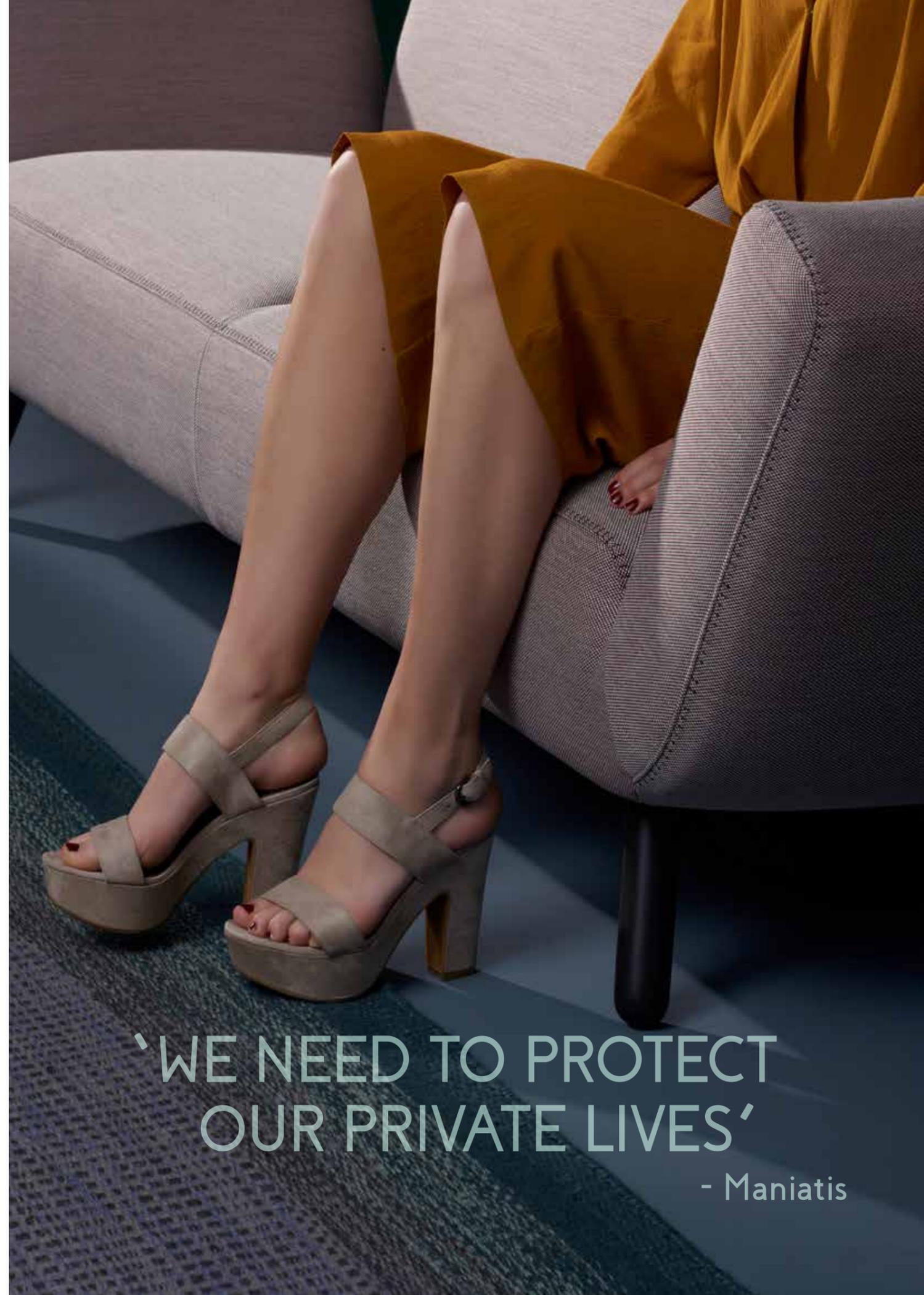
About civilisation and progress

"I love my work. The longer I work as a furniture designer, the more complicated it becomes. At the start, I worked very intuitively. But now I spend much more time developing the total concept, asking myself how I can link the needs of society with the manufacturer's vision. I try to distil the essence from those two perspectives.

As a civilised society, we've actually removed ourselves more and more from the origins of our togetherness. Which is surprising. The 'living rooms' of our prehistoric ancestors probably didn't have a corner sofa. And yet that's exactly the place where we now sit neatly in a row. True, we're no longer cave dwellers, but it's still good to look at our primordial needs.



Dr'op



'WE NEED TO PROTECT
OUR PRIVATE LIVES'

- Maniatis

Sofa Chat 3-seater
Upholstery Uni Hallingdal 368
Base Epoxy Lava

Beanbag Boya
Upholstery Fusion Chile
Accent Fusion Cucumber

Side table Batch Royale (H45)
Colour Azurite

Table Skitch (ø 50 cm)
Table top colour Oak White
Base Epoxy Lava





It's not unique, but it's still very unusual: a design duo who are also a couple in their private lives. Norbert (1959) was an art teacher before he launched his own design agency in 1988 and began working as a furniture designer. In the early years, he mostly designed beds, cabinets, tables and chairs. Later he focused more on developing sofas and armchairs. His wife Silja (1967) first studied interior design and upholstery before deciding to study architecture. Besides managing a family of five, she also worked as an independent colour and interior expert for many years. Just two years ago, they decided to work together at Beck Design.

Norbert Beck does most of the talking while his wife Silja agrees with him and, where necessary, corrects him in the background. "How does our own interior look? Our home mainly consists of natural materials with natural surfaces: wood, natural stone, metal, leather, fabrics. Everything may have wear and tear, but we

'Customers buy not only a product but also a story'

- Norbert Beck

NORBERT AND SILJA BECK

do treat our things with great care. Our furniture at home is made with care and with a sharp eye for detail. Combined with colourful glazed walls, it creates a homely and welcoming atmosphere. It's where we feel at home, with keywords such as a sense of security, letting go, familiarity, togetherness, family, friends, and the motto: "Here I'm a human being, here I'm welcome".

What is your design philosophy?

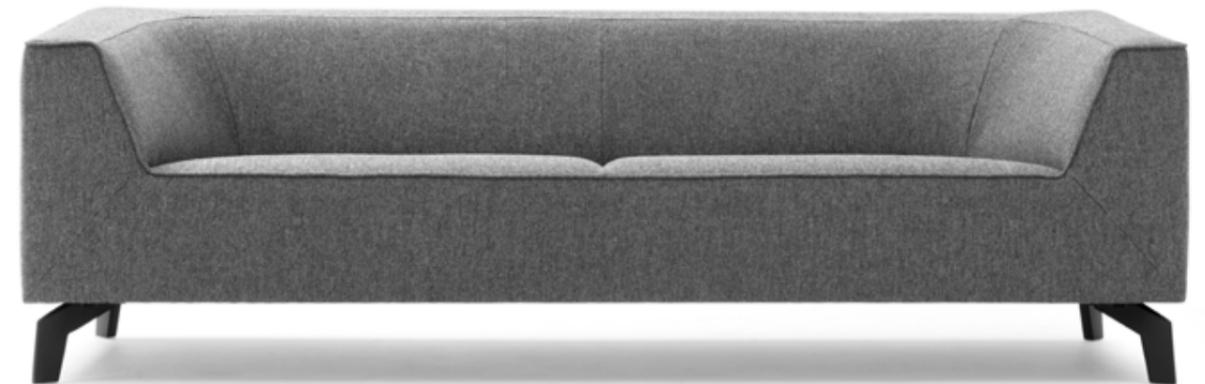
Everything already exists. So it's all about the subtle details. When we design an item of furniture, we try to give it its own strong character or we talk for as long as it takes to ultimately arrive at something very simple. When we develop a function, it must give the user practical added value – for example, a variety of sitting positions. Added to that, of course, things also have an intrinsic value: customers buy not only a product but also a story, the history of the product's origins. How was it made, by which team, and where do the materials come from? We always try to achieve the best possible relationship between people and nature in the sense of sustainability and responsibility.

How do you work?

After we've sketched our initial ideas in detail, we go into the studio and create the design with scale models. Thanks to this practical approach – feeling and experiencing the material and its characteristic attributes – we've already developed lots of details related to the shape or function. Because we're a two-man business, we've worked for a limited number of furniture brands, but we have spent a very long time with each of those brands. We believe it's important to understand and influence a brand in its totality."

Silja: "Norbert works mainly for the German market. Then it's really refreshing to design a playful sofa such as the Chat for Pöde."

Sofa Chat 3-seater
Upholstery Uni Hallingdal 368
Base Epoxy Lava



Sofa | Chat

Design: Norbert Beck. 2009.

A vibrant and charming design sofa that brightens every interior. With CHAT, you can curl up in comfort or stretch out and read. On the inside, the back runs right around and flows into the armrests. Also available as an armchair and with an ottoman.



Bottle Stool

Design: Kranen / Gille. 2016.

Roderick Vos: "As art directors for Pode, we also have the task of sourcing designs from other talented designers. Designs that can turn your home into an inspirational living environment. In my view, the BOTTLE STOOL by the Dutch designer duo Kranen and Gille is a sustainable design, averse to trends, that will still look great in your interior in ten years' time. A real classic!"



Batch

Design: Roderick Vos. 2016.

Roderick Vos: "I based the design of these tables on four simple table top shapes, which are Royale, Hexagono, Diablo and Round. The thin table top and the pillar-like foot give this product a quirky, almost 'cartoonesque' character. And despite the industrial appearance, BATCH is still a hand-crafted product, made in Holland!"





Gloss

Design: Roderick Vos. 2016.

Roderick Vos: "You can create magic combinations with wood, stain and varnish. After numerous experiments, we worked out two variants: a "gloss" version based on birch plywood and a matt "wood" version based on an oak veneer.

Thanks to the transparency of the stain colouring, the pattern of the wood is visible at all times.

Every wooden table-top has its own 'fingerprint', and that's what makes every GLOSS table quite unique."



Skitch

Design: Jet Dircks / Roderick Vos. 2016.

Roderick Vos: "My interest in production processes often gives me ideas for new designs. In this case, I was inspired by the process of laser-cutting steel tubes. By not completely cutting through a tube, but just cutting out half circles, you can use these different components to create a structure for a base. This is how SKITCH came about, by creating a composition of tubes in the workshop and welding them together in a playful way."

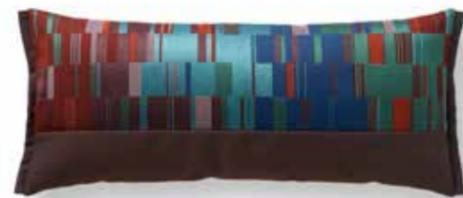




Dusk & Dawn

Design: Claire Vos. 2016.

In the design for Dusk & Dawn, you will find the richness of the geometric patterns from the 1920s. The fabric that Claire Vos designed exclusively for Pode gives the collection its own unique identity: sheen combined with matt, distributed across various surfaces. Used on this cushion, it creates a lovely accent in every interior.



Dusk Aubergine



Dawn Ice Blue



Dawn Yellow



Dusk Indian



Shadow

Design: Claire Vos. 2016.

Matt and rich velvet combined with sheen fabric that is almost metallic. A tribute to the luxurious materials from the Roaring Twenties. Shadow has practical dimensions and is the perfect jewel in your sofa or support in your armchair.



Leaf



Jaffa



Mulberry



Prune



Durian



Grape



Haze

Design: Claire Vos. 2016.

Thanks to the stitching technique, the plastic mould applied under the fabric creates a subtle detail. It's an old production method that produces a slightly quilted feeling. In combination with the unusual corner pleat, the HAZE evokes the soft feeling of morning mist.



Size: 50 x 45 cm



Size: 48 x 30 cm



Size: 76 x 30 cm



Swell

Design: Claire Vos. 2016.

It's time for glamour, warmth and style. With this SWELL series, which is Art Deco inspired, every sofa is transformed into an inviting and attractive place to relax. The jacquard fibres are characterised by strong dynamic lines made up of geometric patterns, such as circles and vertical lines. Combined bright colours or indeed warm deep tones such as mustard, turquoise, and red tints set the tone.



Cream White



Yellow



Turquoise



Tab

Design: Pode Design Team. 2015

TAB, the decorative cushion with frivolous flat piping on the sides that you use to add rich colour accents to your Pode sofa.



Size: 60 x 50 cm



Size: 60 x 40 cm



Size: 80 x 30 cm



Dot

Design: Ontwerpduo. 2008

Add your own colour accents with the DOT decorative cushions. With playful knots and smart dimensions. Available in almost all the materials in the Pode collection so that they match perfectly with your Pode sofa.



Size: 50 x 33 cm



Size: 67x 25 cm



Dew

Design: Claire Vos. 2016.

There is a subtle relief on the front of this DEW cushion that is like dewdrops resting on the fabric. The asymmetry of the two different types of piping repeats itself when you turn around the cushion and the piping and the back form one surface. It was decided to use a handy square format that matches all the other cushions in the Pode collection.



Salmon



Nougat



Mineral



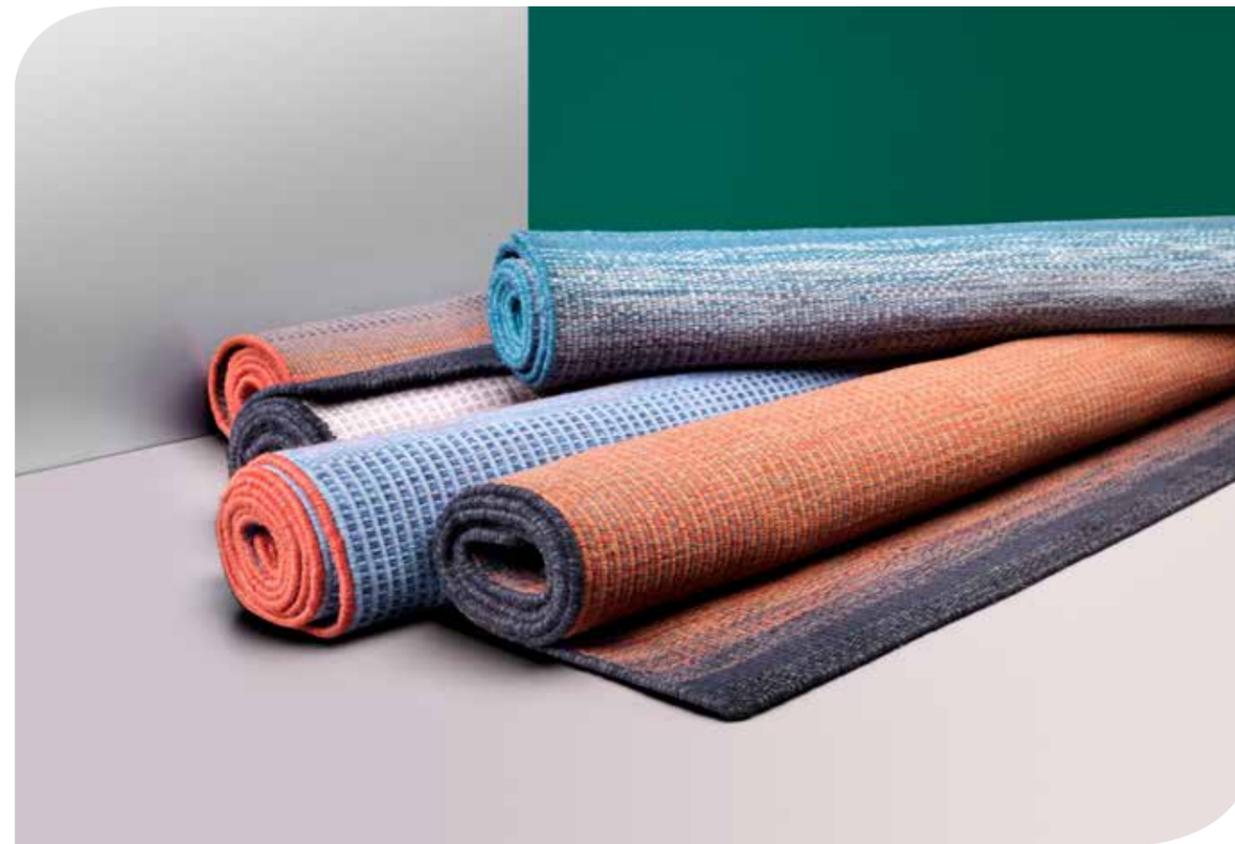
Wine



Caviar



Olive



Delano

Design: Claire Vos. 2016.

These hand-painted carpets are available in five Mediterranean colour combinations. The weaving technique used for the DELANO also requires great craftsmanship, and that shows. The geometric middle part is made of wool and the ends are 50% reinforced with viscose, creating a special optical effect.



Chocolate



Galaxy



Ivory



Jeans



Sienna

FABRICS

The upholstery that you choose for your furniture will be part of your interior for many years. Pode offers a broad selection of woven materials to cover the sofas and armchairs to your liking. Smooth and coarser fabrics in contemporary colours that perfectly match our leather and lacquer colours. Pode works with high-quality fabrics from renowned suppliers. Well-known brands such as Kvadrat and De Ploeg and various Italian top weavers, selected for you by Pode.

Is your colour not included our standard collection? The fabrics Bolster, Coll, Rime, Divina MD, Tonica, Strand, Hallingdal 65 and Steelcut Trio 2 provide countless extra colours for an additional charge. On request and for an additional charge, we also supply the brand fabrics Divina Melange, Harald, Hero, Memory, Tonus and Tonus Meadow (from Kvadrat), as well as Ploegwool (from De Ploeg).

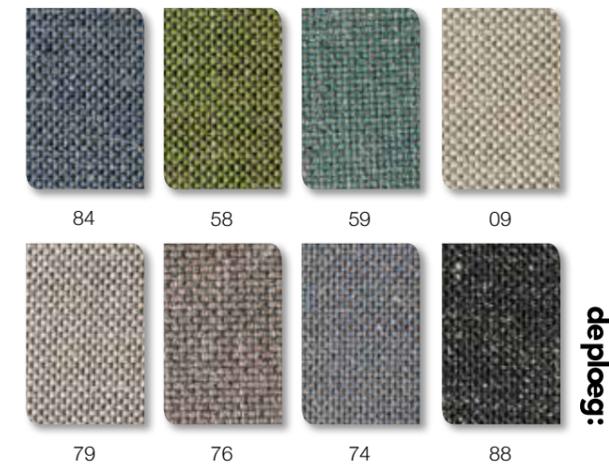
Ruvido



Dolce



Strand



Tweed



Hallingdal



Divina MD



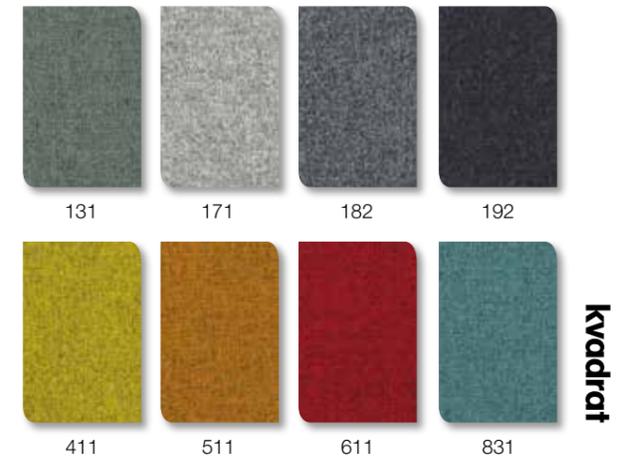
Rime



Steelcut Trio



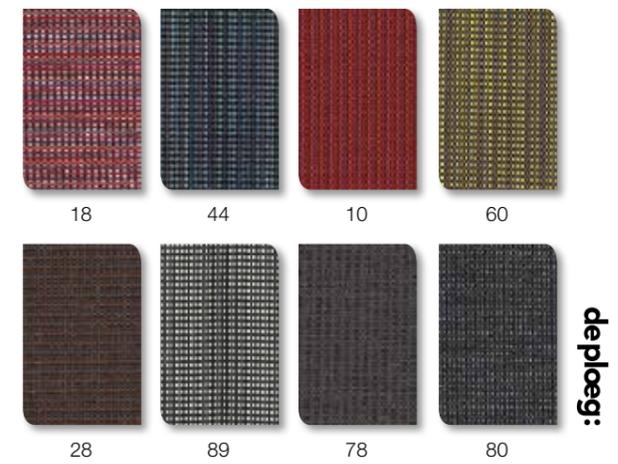
Tonica



Bolster



Coll



LEATHER

Leather is wonderful upholstery material. At Pode, you can choose between two high-quality basic variants of cowhide, which we then use to cover your favourite item of Pode furniture in the colour of your choice:

- Fusion leather is available in no less than 19 beautiful colours. The thickness and finishing of the material gives it a unique character and a high user value, even when you use it intensively.
- The lightly sanded Neron leather gives your Pode furniture a pure and natural look. It is real natural leather, so it becomes part of your life and grows more beautiful the more you use it. Neron is available in six lovely colours.

Fusion



Neron



OTHER MATERIALS

The perfect finishing is created when all colours in a collection are coordinated with each other. At Pode, we focus on all the finer details: Lacquer colours, epoxy (varnish), decorative seams and wood colours blend in with the upholstery or create a spicy contrast. Choose what suits you best!

Lac & stitch



Epoxy

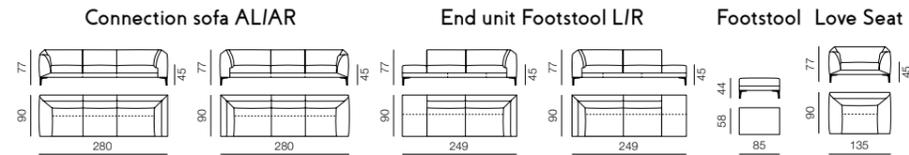
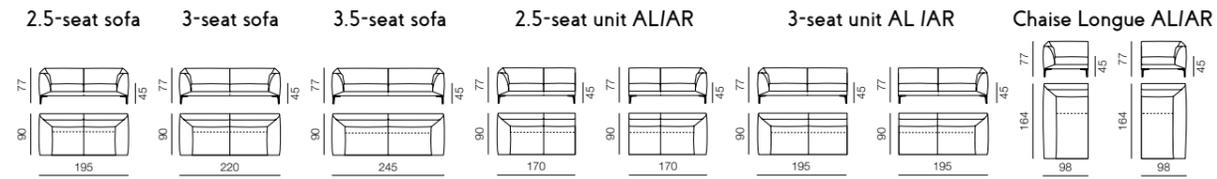


Wood

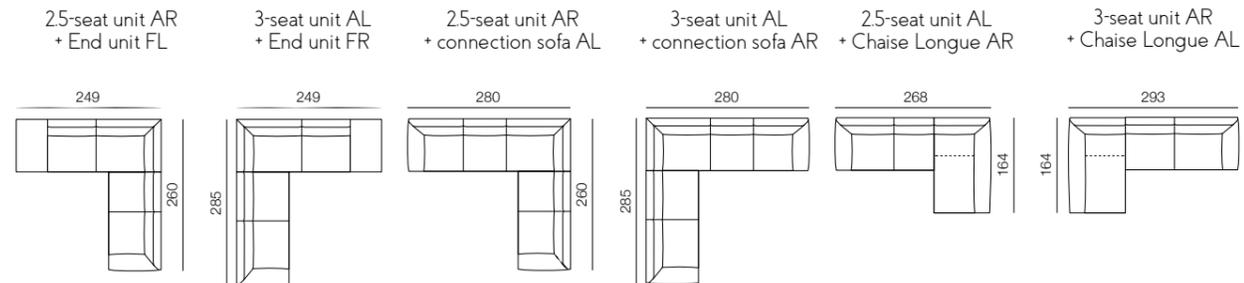


SIZES Sofa programmes

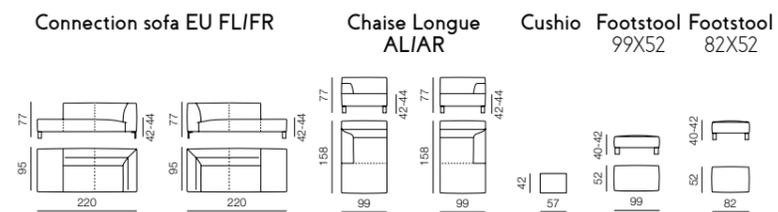
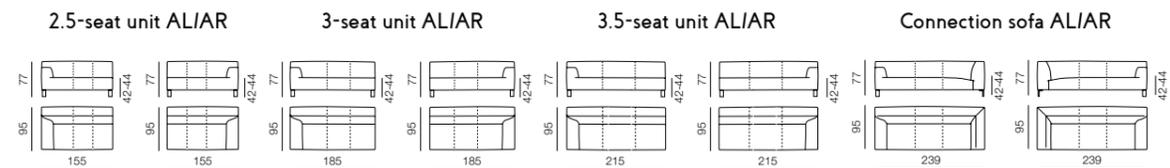
Fold



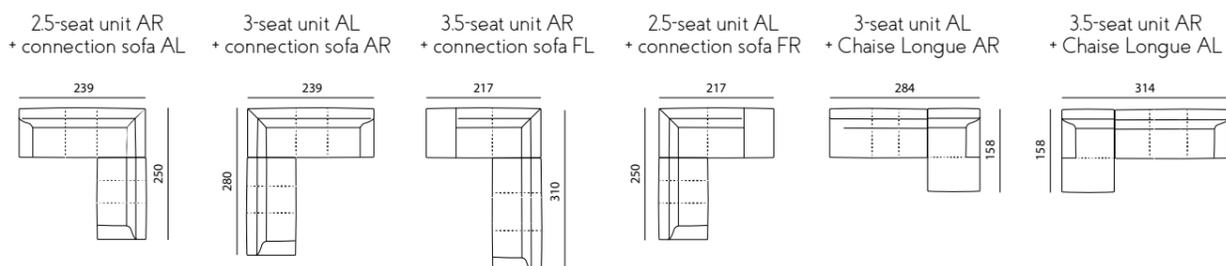
Examples:



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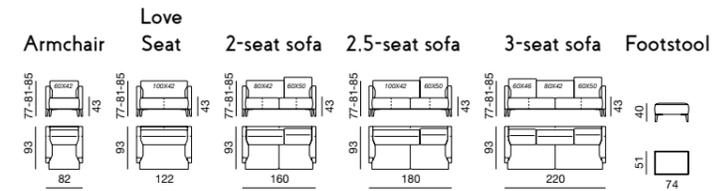


Examples:

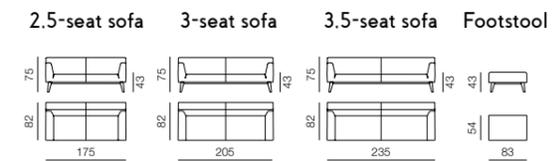


Sofas

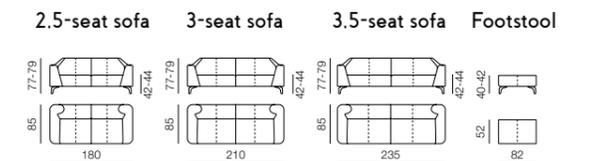
Quote



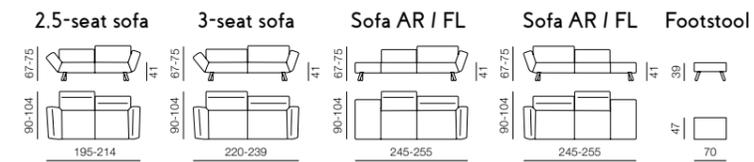
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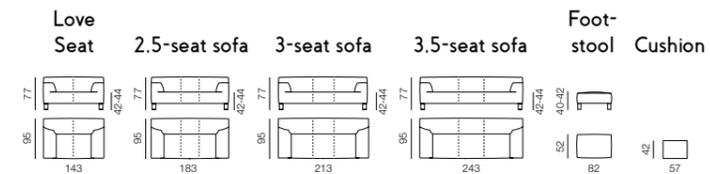
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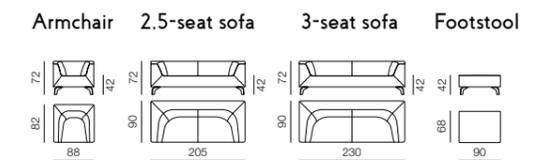
Drop



Edit

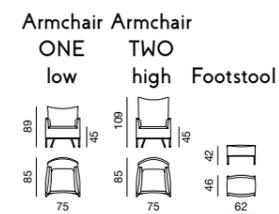


Chat

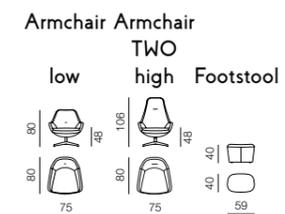


Armchairs & beanbag

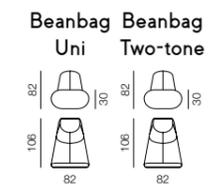
Transit



Sparkle



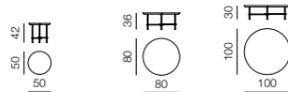
Boya



Coffee tables & side tables

Skitch

Occasional table Ø: 50 H: 42 cm
 Occasional table Ø: 80 H: 36 cm
 Coffee table Ø: 100 H: 30 cm



Gloss

Occasional table Ø: 35 H: 49 cm
 Occasional table Ø: 40 H: 40 cm
 Coffee table Ø: 80 H: 32 cm
 Coffee table Ø: 100 H: 32 cm



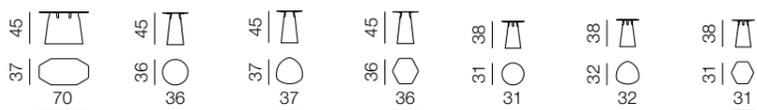
Bottle Stool

Bottle Stool H: 44.5 cm



Batch

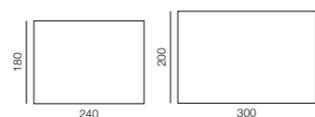
Occasional table Royale H: 45 cm
 Occasional table Round H: 45 cm
 Occasional table Diablo H: 45 cm
 Occasional table Hexagono H: 45 cm
 Occasional table Round H: 30 cm
 Occasional table Diablo H: 30 cm
 Occasional table Hexagono H: 30 cm



Carpets & Accessoires

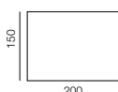
Delano

Carpet Medium 180x240 cm
 Carpet Large 200x300 cm



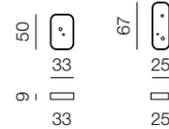
Swell

Plaid 150x200 cm



Dot

Cushion Small 50x33 cm
 Cushion Medium 67x25 cm



Shadow

Cushion 50x33 cm



Dusk & Dawn

Cushion 73x27 cm



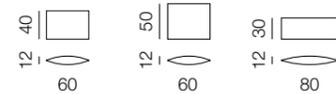
Dew

Cushion 42x42 cm



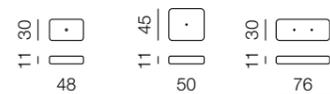
Tab

Cushion 60x40 cm
 Cushion 60x50 cm
 Cushion 80x30 cm



Haze

Cushion 48x30 cm
 Cushion 50x45 cm
 Cushion 76x30 cm



Service & guarantee

Service and guarantee

We deliver our products in good condition. Needless to say, our follow-up service extends much further. A top brand such as PODE naturally has an outstanding service and guarantee scheme.

What do we do?

PODE delivers perfect products and we want to keep it that way. If, despite the great care that we take, anything should go wrong in the first 2 years, a 100% guarantee scheme applies. Pay a visit to www.pode.eu. The full guarantee scheme is displayed there.

What can you do yourself?

All upholstery, both fabric and leather, comes from top suppliers. And everything has been extensively tested for strength and colour fastness. So it lasts a really long time. But you too can contribute to this by taking good care of the upholstery. You can find some handy tips on www.pode.eu.

Colophon

This magazine is a PODE publication (collection 2016-2017)

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