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Soft style for a contemporary result...

Central locking system. Leather coated bases. New led lights application in drawers. New led lights in cabinets. New Optional automatic or manual desktop socket system. New optional automatic monitor lift.

Next there is the tricky problem of where to begin: structure. However, in his later writings Hitchcock when does a specifically 'modern architecture' appear.* Enough has been said already for it to be clear that there is no easy answer to this question. It is interesting to note the enormous variety of starting-points of earlier histories: these naturally reflected the writer's various notions of modern architecture, Thus, Nikolaus Peysner, who wished to stress the social and moral basis of the new architecture, began his Pioneers of Modern Design [1936] with William Morris and the Arts and Crafts movement of the 1860 s. Sigfried Giedion, who was obsessed with the spiritual frag- mentation of his own time and saw modern archi- tecture as a unifying agent, portrayed the nineteenth century, in his Space. Time and Architecture (1941), as asplit era on the one hand the 'decayed' forms of eclecticism, on the other those 'emergent tendencies' (many of them in engineering) which pointed to a new synthesis of form.

became less adventurous, preferring to avoid sweeping theories of origins in favour of a meticulous, encyclopedic cataloguing of the sequence of styles. Naturally the emphasis of history-writing was bound to change once the modern tradition itself grew longer and more varied. Historians of the post-Second World War years, like Colin Rowe and Reyner Banham [whose Theory and Design in the First Machine Age appeared in 1960], attempted to probe into the ideas behind the forms and to explain the complex iconography of modern architecture. They were not willing to accept the simplistic lineages set up by their predecessors, and revealed something of the indebtedness of modern architects to the nineteenth and earlier centuries. In this context one must also mention the exemplary intellectual range of Peter Collins's Changing Meals in Modern Architecture [1965], which managed to trace so many of the ideological roots of modern architecture to the eighteenth century. Other writers like Leonardo Benevelo and Manfrodo Tafuri built on these foundations to articulate their own versions of a pre-history: in these cases, though, there was a greater awareness than before of the political uses and meanings of architecture.

Yeni ve opsionel çalışma hayatınızı kolaylaştıracak elektronik açılıp kapanan masa üstü priz sistemi. Yeni ve opsiyonel olarak masa üstiinde ve toplantı masasında uygulanan elektronik monitör lift sistemi,







PRANE



PRANE







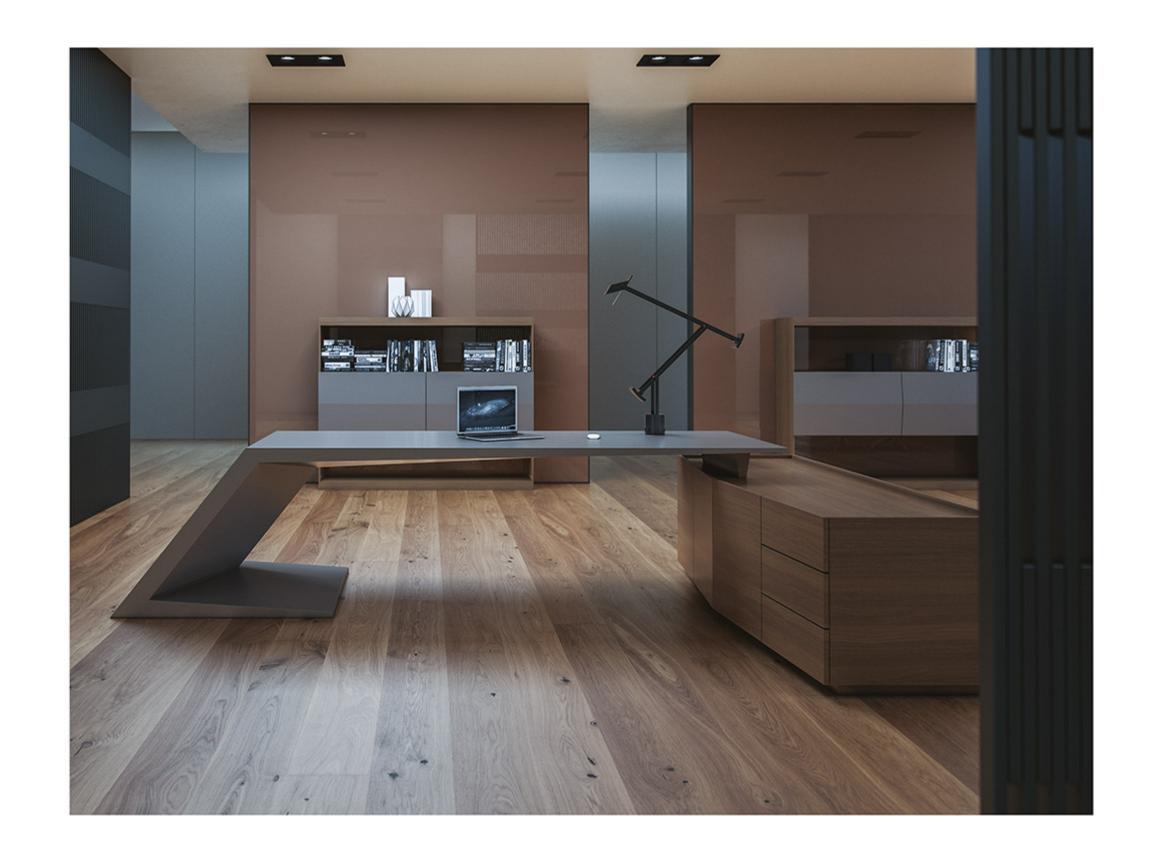
ORION

"Successful expression of sharp form of simplicity"

Central locking system. Leather coated bases. New led lights application in drawers. New led lights in cabinets. New Optional automatic or manual desktop socket system. New optional automatic monitor lift.

Sadeliğin keskin formla başarılı anlatımı.. Merkezi kilit sistemi. Deri kaplama çekmece tabanları.Yeni çekmece iç led aydınlatmalar.Yeni menteşe üst led aydınlatmalar.

Yeni ve opsionel çalışma hayatınızı kolaylaştıracak elektronik açılıp kapanan masa üstü priz sistemi.Yeni ve opsiyonel















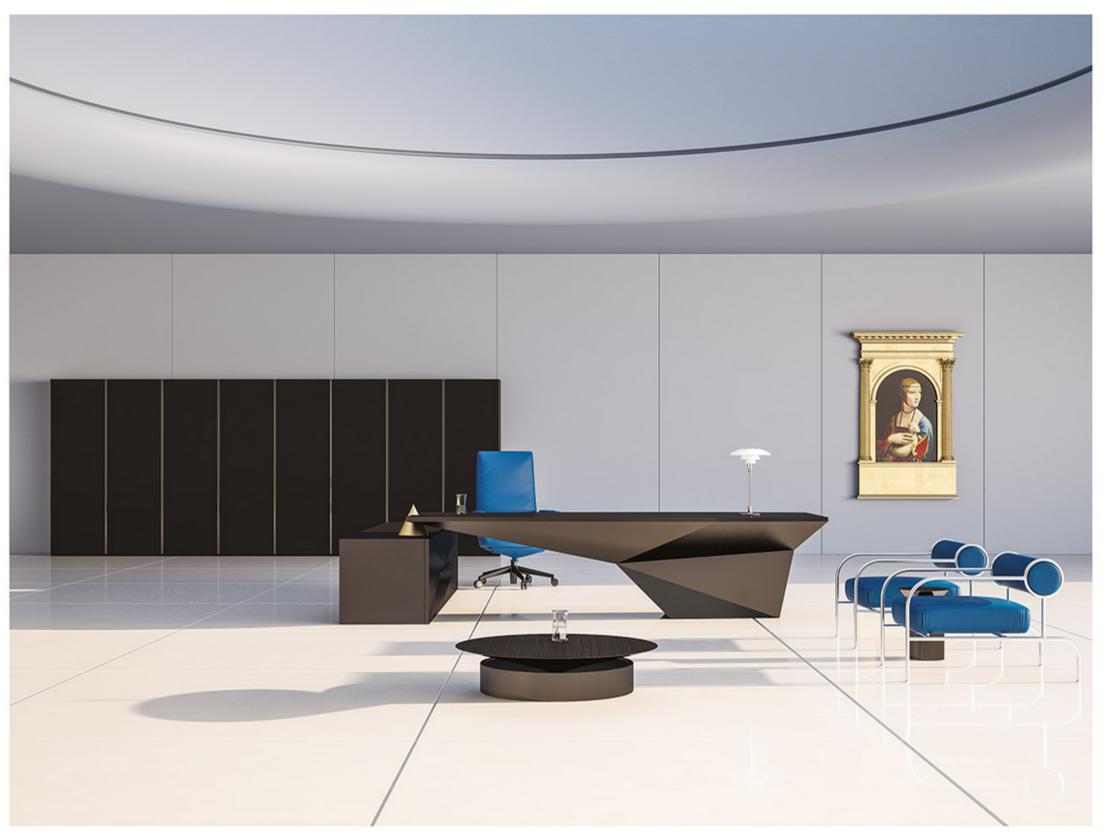
S-PACE

led lights in cabinets. New Optional automatic or manual desktop socket system. New optional automatic monitor lift.

Central locking system. Leather coated Yeni ve opsionel çalışma hayatınızı kolaylaştıracak bases.New led lights application in drawers. New elektronik açılıp kapanan masa üstü priz sistemi. Yeni ve opsiyonel olarak masa üstünde ve toplantı masasında uygulanan elektronik monitör

To take the place of pitiless authoritarianism, rigid and regal magnificence, burdensome and undecorated display, we have delicate and intimate refinement, fresh freedom of thought, the subtle enthusiasm for new and continued sensations. All man's activities are more complex, rapid, intense and capture new pleasures, new horizons, new heights. And art has new aspirations, new voices and shines with a very new light. While one ideal of Art Nouveau was the perfectly crafted and unified interior, the style also revealed its possibilities for much broader public applications. Most notable of these, perhaps, were Hector Guimard's designs for the Paris Metro of 1900, in which naturally inspired forms were used to create arches and furnishings in iron which were then massproduced from moulds.





Central locking system. Leather coated bases. New led lights application in drawers. New led lights in cabinets. New Optional automatic or manual desktop socket system. New optional automatic monitor lift.

Yeni ve opsionel çalışma hayatınızı kolaylaştıracak elektronik açılıp kapanan masa üstü priz sistemi. Yeni ve opsiyonel olarak masa üstünde ve toplantı masasında uygulanan elektronik monitör lift sistemi.

HEXA-GONE

As well as the late works of the aging 'masters' of modern architecture, this part of the book will consider such movements as the 'New Brutalism' and such groups as 'Team X' and the 'New York 5'; themes like regionalism and adaptation to local culture and climate in developing countries: building types like the high-rise apartment block and the glass-box skyscraper: and the emergence of individual architects like Louis Kahn, Kenzo Tange. James Stirling, Denys Lasdun, IOrn Utzon. Aldo Van Eyck, Robert Venturi, Michael Graves, and Aldo Rossi. Perhaps it is inevitable that, as the book draws towards the present, the author will fall into some of the pitfalls of his predecessors in championing some aspects, and chastising others, of the contemporary situation. 1 can at least say that it has been my aim to present a balanced picture and that I have attempted to make the basis of any judgements clear. Modern architecture is at present in another critical phase, in which many of its underlying doctrines are being questioned and rejected. It remains to be seen whether this amounts to the collapse of a tradition or another crisis preceding a new phase of consolidation.





HEXA-GONE







human life which proposes that architectural movements are born, have youth, mature, and eventually die. The historical process which led to the creation of the modern movement in architecture had none of this biological inevitability, and had no clear beginning which can be pinpointed with precision. There were a number of pinpoint present with ending space modern result...
with its own pedigree. Although the critical synthesis began around the turn of this century, the idea of a modem architecture, in contrast to a revived style from some earlier period, had been in existence for nearly half a century. But this notion of a 'modern' architecture was in turn rooted in developments of the late eighteenth century, in particular the emphasis on the idea of progress. For basic to the conception was a sense of history as something which moves forward through different 'epochs' each with a spiritual core manifesting itself directly in the facts of culture. From this intellectual standpoint it was possible to speak of the way a Greek temple or a Gothic cathedral had 'expressed their times' and to assyme that modern buildings should do the same. It followed that revivals should be regarded as failures to establish a true expression. Destiny therefore required the creation of an authentic style 'of the times', unlike past ones, butas incontrovertible, as inevitable-seeming, as they. Thequestion was: how could the forms of this 'contemporary' style be discovered.

There is a tidy and misleading analogy between history and Central locking system. Leather coated bases. New led lights application in drawers. New led lights in cabinets. New Optional automatic or manual desktop socket system. New optional automatic monitor lift.







Central locking system. Leather coated bases. New led lights application in drawers. New led lights in cabinets. New Optional automatic or manual desktop socket system. New optional automatic monitor lift.

Yeni ve opsionel çalışma hayatınızı kolaylaştıracak elektronik açılıp kapanan masa üstü priz sistemi. Yeni ve opsiyonel olarak masa üstünde ve toplantı masasında uygulanan elektronik monitör lift sistemi.

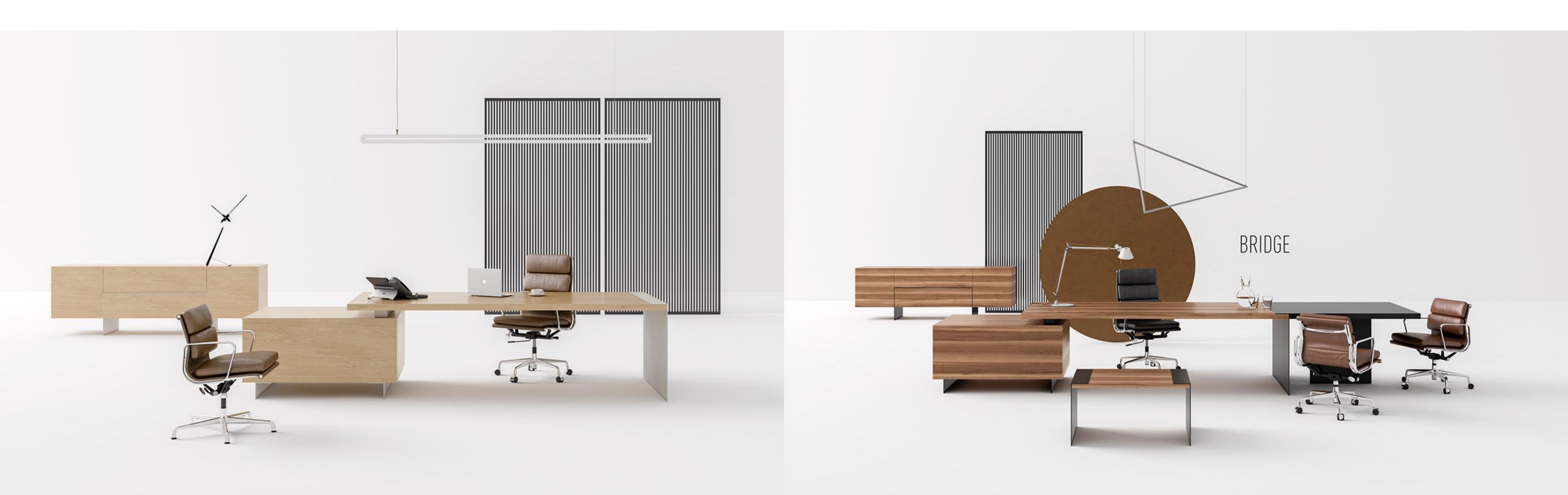
BRIDGE













VOGA

"Spacey atmospheres sophisticated spaces"

manual desktop socket system. New optional automatic monitor lift.

Central locking system. Leather coated bases.New led lights application in drawers. New led lights in cabinets. New Optional automatic or sistemi.Yeni ve opsionel çalışma hayatınızı kolaylaştıracak elektronik açılıp kapanan masa üstü priz sistemi.Yeni ve opsiyonel olarak masa üstünde ve toplantı masasında uygulanan elektronik monitör

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VOGA







bases.New led lights application in drawers. New elektronik açılıp kapanan masa üstü priz

Central locking system. Leather coated Yeni ve opsionel çalışma hayatınızı kolaylaştıracak led lights in cabinets. New Optional automatic or sistemi. Yeni ve opsiyonel olarak masa üstünde ve manual desktop socket system. New optional automatic monitor lift. toplanti masasında uygulanan elektronik monitör lift sistemi.

Sharp style for a contemporary result...

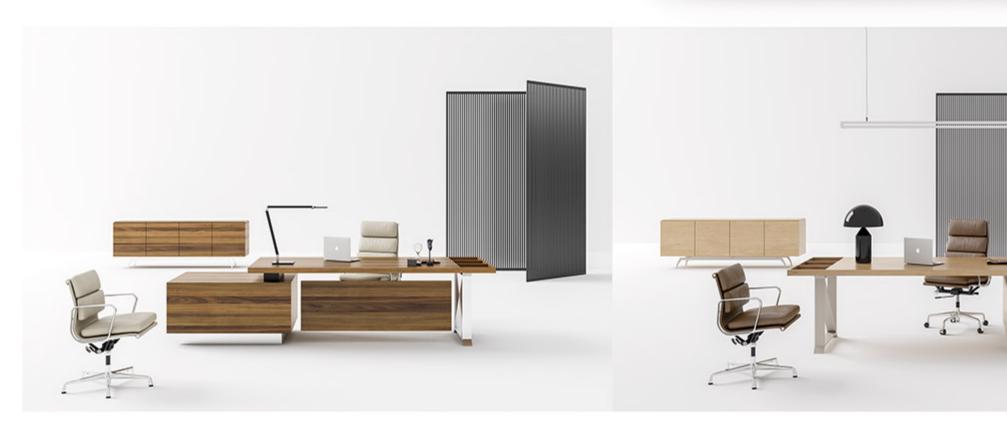
These, then, were some of the conditions and problems confronting the first theorists of a 'modern architecture'. Viollet-le-Duc, for example, writing in the 1860s and iSyos. felt that the nineteenth century must try to formulate its own style by finding forms 'appropriate' to the new social, economic, and technical conditions. This was fair enough in theory, but the question still remained; where should the forms of this new style be found. To this there were a number of possible answers. At one extreme were those who believed in great individual leaps of invention: at another were those who thought the matter would somehow look after itself if architects just got on with solving new problems logically and soundly. There was little admission that even a 'new' architecture was likely, ultimately, to be assembled out of old elements, albeit highly abstracted ones. It could at least be said that the notion of a modern architecture implied a quite different attitude to the genesis of forms than those which had been operative in the previous few decades. One of these advocated revivalism of one or another particular period in the past, some historical styles being regarded as intrinsi- cally superior to others. By imitating the chosen style it was lamely hoped that one might also reproduce its supposed excellences. But, there was the obvious danger that one might copy the externals without reproducing the core qualities, and so end up with tired academicism or pastiche.





OPUS





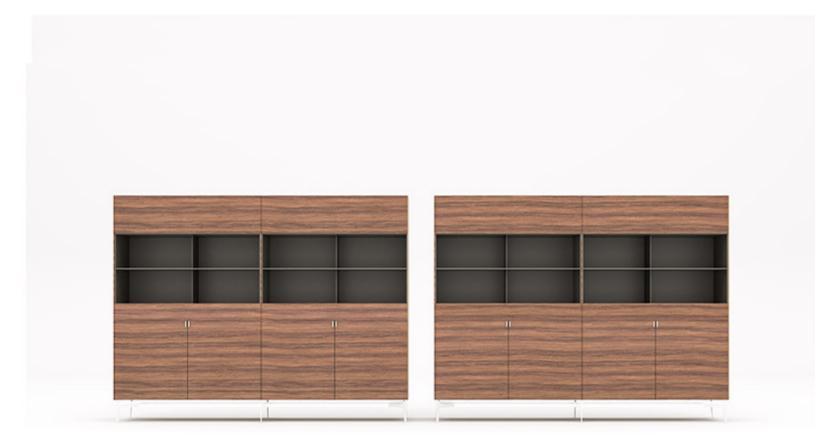




EXEC

Central locking system. Leather coated bases. New led lights application in drawers. New led lights in cabinets. New Optional automatic or manual desktop socket system. New optional automatic monitor lift.

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Arts teaching, which frequently (though not always) erred in the direction of academicism, and gave currency to the idea that the great style of modern times would somehow emerge on the basis of new constructional techniques - not through some merely personal formal experiment - just as the great styles of the past had done. Thus Viollct-le-Duc's historical parallels supplied further scaffolding to the idea of a modern architecture. But the question still remained: what should this modern architecture look like? From where should its forms be derived. Obviously tradition could not be jettisoned completely, otherwise there would be no forms at all: the idea of an eutirehi new architecture was simply illusory. Perhaps, then, it might be possible to abstract the es.sential lessons of earlier architecture in such a manner that a genuinely new combination would be achieved. Indeed, if one jumps forward to the 1920 s and examines the seminal works of the modern movement, one Hnds that they relied on tradition in this more universal sense.









"Merging edges with modern tones"

Dark Baobab veneer coated. Central locking system. Drawers with double extended slides. Leather coated bases. New led lights application in drawers. New led lights in cabinets. New Optional automatic or manual desktop socket system. New optional monitor lift.

AXEL

Keskin hatlarla modern tonları buluşturan bir model. Dark Baobab kaplama ve özel siyah çatlak boya uygulaması. Merkezi kilit sistemi. Çekmecelerde teleskopik ray kullanımı. Deri kaplama çekmece tabanları. Yeni çekmece iç led aydınlatmalar. Yeni menteşe üst led aydınlatmalar. Yeni ve opsiyonel çalışma hayatınızı kolaylaştıracak elektronik açılıp kapanan masa üstü priz sistemi Yeni ve opsiyonel olarak masa üstü priz sistemi. Yeni ve opsiyonel olarak masa üstünde ve toplantı masasında uygulanan elektronik monitör lift sistemi.







AXEL





METROPOL

But other ingredients would also come into play in the formulation of modern architecture - ingredients which had been intrinsic to numerous past buildings. One thinks particularly of analogies with other spheres of reality than architecture, with nature's forms and processes, or with the forms of mechanisms, paintings, and sculptures. Peter Collins has revealed the im- portance to the nineteenth century of 'mechanical' and 'biological' analogies in theory and design. At a certain level the forms of architecture may be thought of as mimetic through a process of abstraction they may incorporate images and references. Time and again, if we dig beneath the surface of modern architects' personal styles, we will find a rich world of metaphor and allusion. Thus, in finding forms to fit the pre-existing aspirations towards a modern architecture, the architects of the 1890s and the first decade of the twentieth century drew repeatedly on both tradition and nature in their formulation of a style. But they did so in ways that were at variance with their immediate predecessors, for their method involved a far greater degree of abstraction. In that respect their quests for novelty were not unconnected with avant-garde developments in the other arts: it can even be argued that some of the most drastic innovators (one thinks particularly of Wright and Porret in these two decades) were also, in some basic way, traditionalists. While they certainly hoped to create vocabularies entirely in tune with modern circumstances and means, they also wished to endow their results with a certain universality: they sought to create architectural languages with the depth, rigour, and range of application of the great styles of the past.





METROPOL Central locking system. Leather coated bases. New led lights application in drawers. New led lights in cabinets. New Optional automatic or manual desktop socket system. New optional automatic monitor lift.

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Muir coated. Special hardware base within the caisson. Special chromium-plated joints. Drawers with double extended slides. Central locking system. Leather coated bases. New led light application in drawers. New led lights in cabinets. New Optional automatic or manual desktop socket system. New optional automatic monitor lift.

REGARDE

Muir kaplama. Etejerde özel bilgisayar kasası bölümü. Masa tablası ve keson bağlantılarında özel kromajlı birleşim aksesuarları. Merkezi kilit sistemi. Çekmecelerde teleskopik frenli ray kullanım. Deri kaplama çekmece tabanları. Yeni çekmece içi led aydınlatmalar.

"Spacey atmospheres sophisticated spaces"

Yeni menteşe üstü led aydınlatmalar.Yeni ve opsionel çalışma hayatınızı kolaylaştıracak elektronik açılıp kapanan masa üstü priz sistemi.Yeni ve opsiyonel olarak masa üstünde ve toplantı masasında uygulanan elektronik monitör lift sistemi.







Special wallnut veneer coated. Central locking system.Leather coated bases.New led lights aplication in drawers.New led lights in cabinets .New Optional automatic or manual desktop socket system.New optional automatic monitor lift.

KARNA

Keskin bir stil;çağdaş bir sonuç...
Özel ceviz kaplama. Merkezi kilit sistemi.Deri kaplamalı çekmece tabanları.Yeni çekmece içi led aydınlatmalar.Yeni menteşe üstü led aydınlatmalar.Yeni ve opsionel çalışma hayatınızı kolaylaştırıcak elektronik açılıp kapanan masa üstü priz sistemi.Yeni ve opsiyonel olarak masa üstünde ve toplantı masasında uygulanan elektronik monitör lift sistemi.





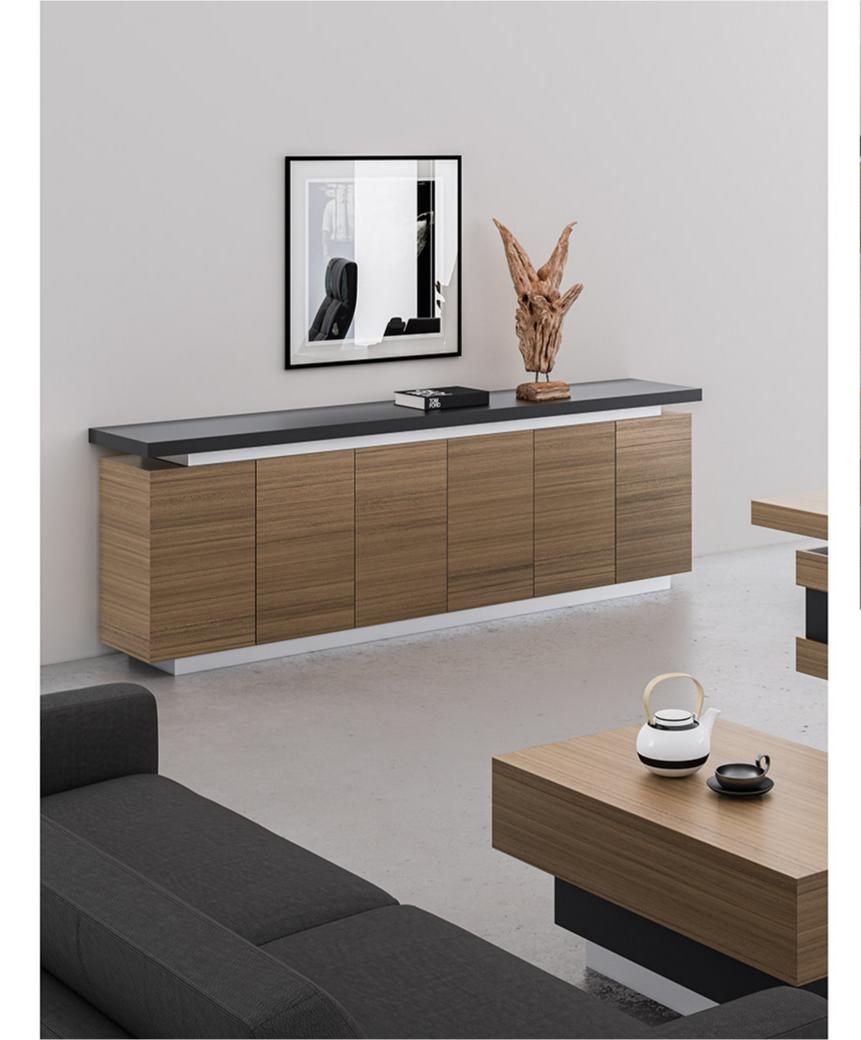
KARNA





GIRO

Horta 's experimentation with iron and steel was continued in another large-scale scheme, also for Brussels, the A L'Innovation Department' Store of 1901, in which these materials were felt appropriate for their large internal spans and their capacity for wide openings. Practical considerations were again transcended in a facade composition in which delicate screens and large plates of glass provided a forwardlooking image to a relatively new building type. Horta continued to work in Brussels for another thirty years but rarely achieved the freshness of his earliest experiments. Another Belgian artist to continue the new-found mode well into the twentieth century was Henry van de Velde. who seems to have had a more theoretical turn of mind than Horta, and to have turned his hand to a broader range of activities. The son of a chemist in Antwerp, van de Velde became a painter and was much influenced by the Impressionists, the social realist imagery of Millet and eventually the paintings of Gauguin. In the i 890s his interest in the crafts grew, under the impact of William Morris's theoretical teachings, and he devoted himself to the applied arts. If VioUet-le-Duc was important to one branch of Art Nouveau for having encouraged the notion of a new style based on the direct expression of the constructional possibilities of new materials like iron, Morris was crucial as another forefather for having expressed the ideal of aesthetic and moral quality in all the objects of daily use. In due course one of the aims of Art Nouveau designers (one senses it already in Horta's houses) would be 'the total work of art' in which every light fixture would bear the same aesthetic character as the overall building.



Ovencol veneer coated. Special black cracked paint application. Central locking system. Drawers with double extended slides. Leather coated bases.New led lights application in drawers. New led lights in cabinets. New Optional automatic or manual desktop socket system. New optional automatic monitor lift.

"Merging edges with modern tones"

Keskin hatlarla modern tonları buluşturan bir

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Ovenkol kaplama ve özel siyah çatlak boya uygulaması.Merkezi kilit sistemi. Çekmecelerde teleskopik ray kullanımı.Deri kaplamalı çekmece tabanları.Yeni çekmece iç led aydınlatmalar.Yeni menteşe üst led aydınlatmalar.

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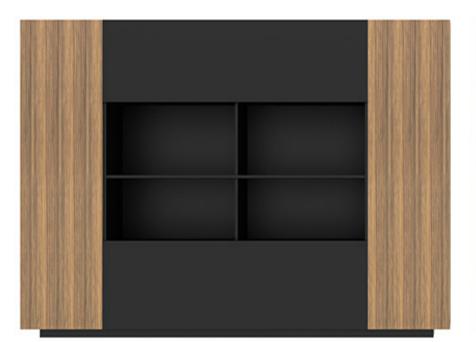


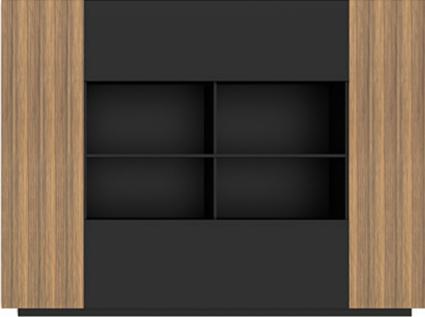
vassoio estraibile con frontale laccato opaco 06 nocciola.

24 ottone e maniglia in brown nickel satinato. On in metal lacquer 24 ottone. Structure, back panels the left: detail of the suspended display case and internal equipment in canvas grigio dresser with upper top in fumé glass 3050, pullout melamine. tray with champagne mat lacquered front, drawer bottom in techno leather 06 nocciola. Lower drawers with elm melamine fronts, mat champagne Step handle and techno leather 06 nocciola, drawers' bottom in techno leather 06 nocciola. Below: detail of the Plus door in metal lacquer 24 ottone and handle in brushed brown nickel.

A sinistra: dettaglio della cassettiera a vetrina Qui e nella pagina precedente: armadio Senzafine sospesa con piano superiore in vetro fumè 3050, Plus apertura battente, ante Plus in laccato semilucido 89 roccia e maniglie champagne champagne, fondo cassetto in tecnopelle 06 opaco. Fianchi laterali in laccato metallico 24 nocciola. Cassetti inferiori con frontali in nobilitato ottone. Struttura, schienali e attrezzatura interna olmo, maniglia Step champagne opaco e in nobilitato canvas grigio. Here and on the tecnopelle 06 nocciola, fondo cassetti in ecnopelle previous page: Senzafine Plus wardrobe with leaf doors, Plus doors in semiglossy lacquered 89 Sotto: dettaglio dell'anta Plus in laccato metallico roccia and mat champagne handles. Side panels







Detail of the suspended display case dresser with upper top in fumé glass 3050, pullout Plus apertura battente, ante Plus in laccato tray with champagne mat lacquered front, drawer bottom in techno leather 06 nocciola. Lower drawers with elm melamine fronts, mat champagne Step handle and techno leather 06 nocciola, drawers' bottom in techno leather 06 nocciola, Below: detail of the Plus door in metal lacquer 24 ottone and handle in brushed brown in metal lacquer 24 ottone. Structure, back panels and internal equipment in canvas grigio melamine.







GRID



GRID









GOLD-IN

Gold style for a contemporary result...

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OAK

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OPUS

A sinistra: dettaglio della cassettiera a vetrina Qui e nella pagina precedente: armadio Senzafine

24 ottone e maniglia in brown nickel satinato. On in metal lacquer 24 ottone. Structure, back panels the left: detail of the suspended display case and internal equipment in canvas grigio dresser with upper top in fumé glass 3050, pullout tray with champagne mat lacquered front, drawer bottom in techno leather 06 nocciola. Lower drawers with elm melamine fronts, mat champagne Step handle and techno leather 06 nocciola, drawers' bottom in techno leather 06 nocciola. Below: detail of the Plus door in metal lacquer 24 ottone and handle in brushed brown nicket.

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VATHRFI

Grace of traditional motifs and wallnut tree Wallnut tree coated. Special inlayed veneer application. Central locking system. Leather coated bases. New led lights aplication in drawers. New led lights in cabinets. New Optional automatic or manual desktop socket system. New optional automatic monitor lift.

Ceviz ağacı ve geleneksel motiflerin zarafeti...
Ceviz kaplama.Özel flota ve marküteri
çalışması.Merkezi kilit sistemi.Deri kaplamalı
çekmece tabanları.Yeni çekmece içi led
aydınlatmalar.Yeni menteşe üstü led
aydınlatmalar.Yeni ve opsionel çalışma hayatınızı
kolaylaştırıcak elektronik açılıp kapanan masa
üstü priz sistemi.Yeni ve opsiyonel olarak masa
üstünde ve toplantı masasında uygulanan



























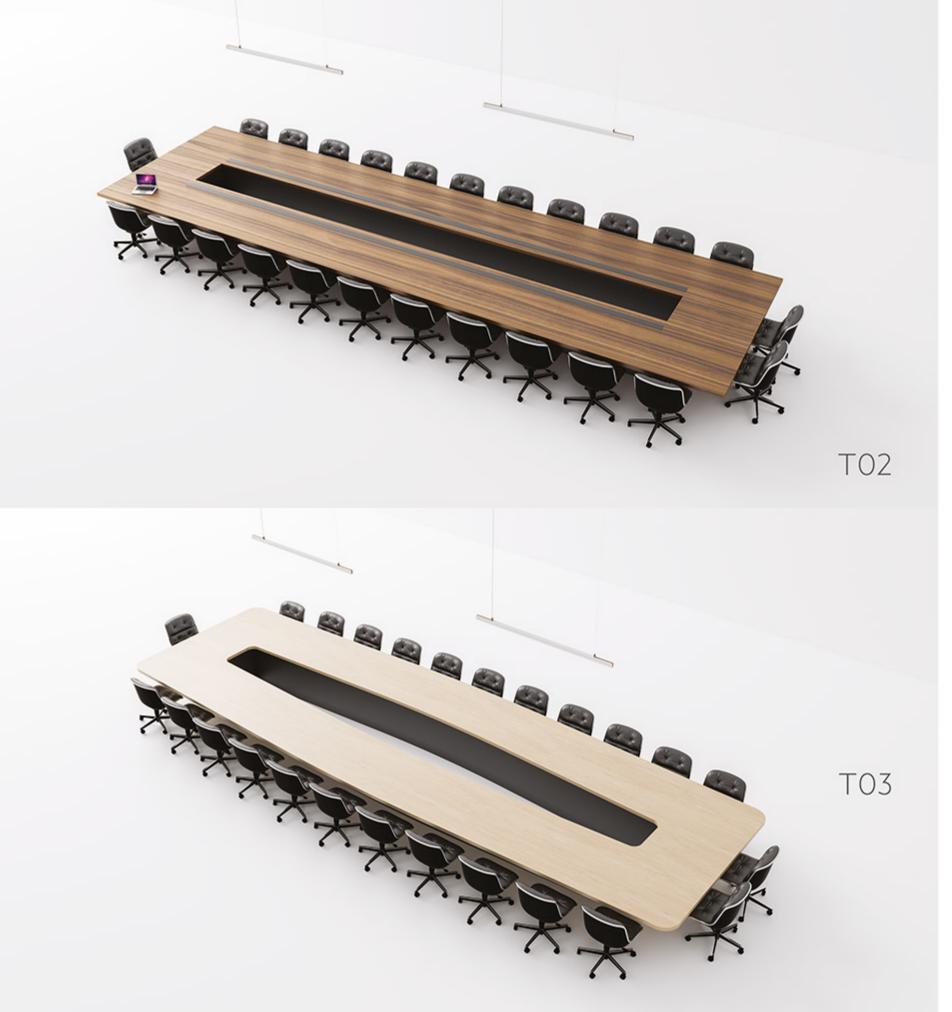
FP2



FP3













DOORS





executive office furniture & sofa set



| platin | passion | point | panora | sofa set pazel paradise palm padnam platin passion point panora |
|--------|---------|-------|--------|---|
| 61 | 71 | 81 | 95 | |

Pazel brings a new breath of modern executive offices with minimal geometric structure and eclectic design.

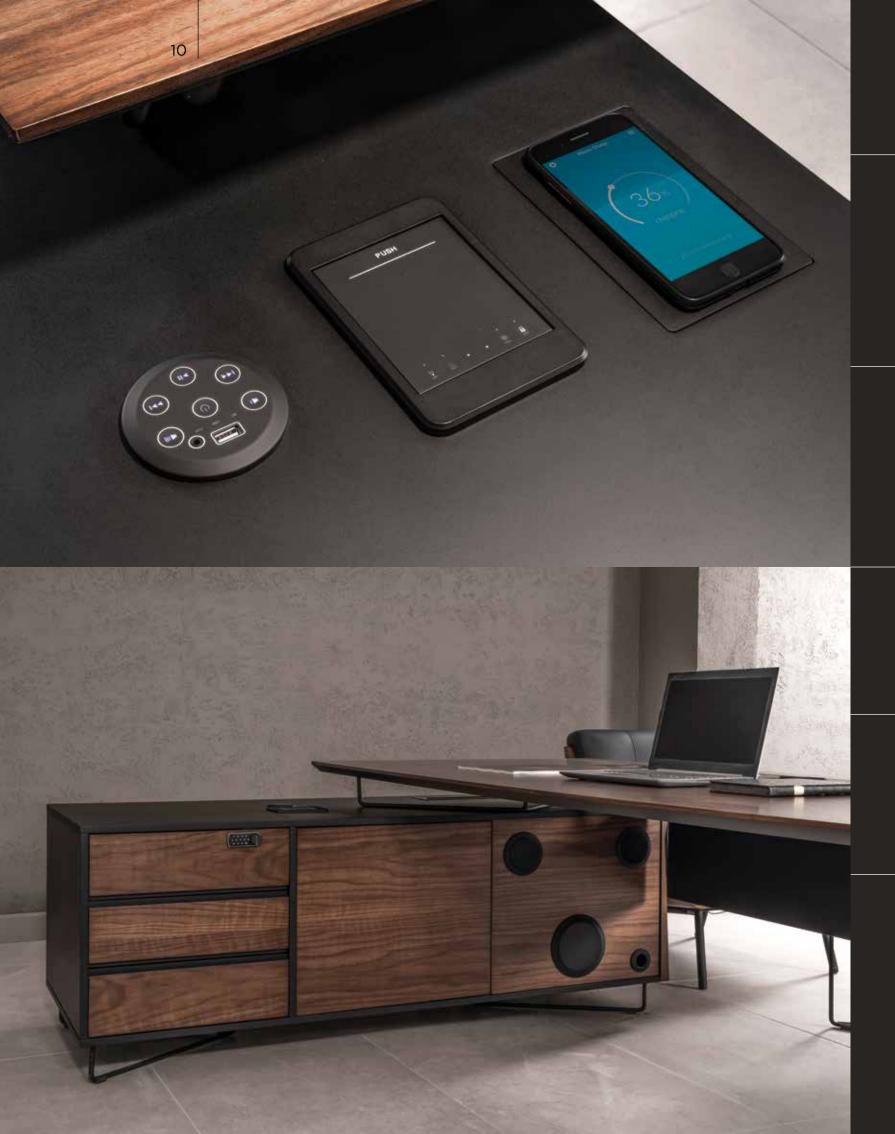
Entegrated functional specifications ensure your comfort.

Just sit your back and enjoy. Let the Pazel configure your drink's temprature, smart phone's charge and music.









functional design

SMARTPHONE WIRELESS CHARGER









CUP HEATER





CUP COOLER





MUSIC





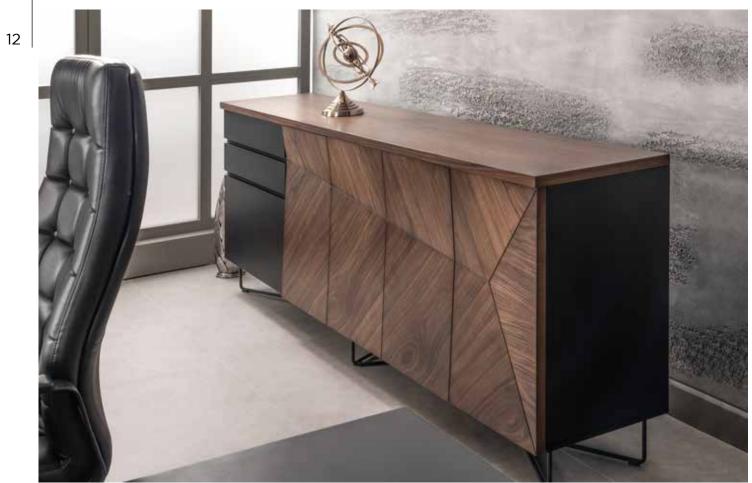




















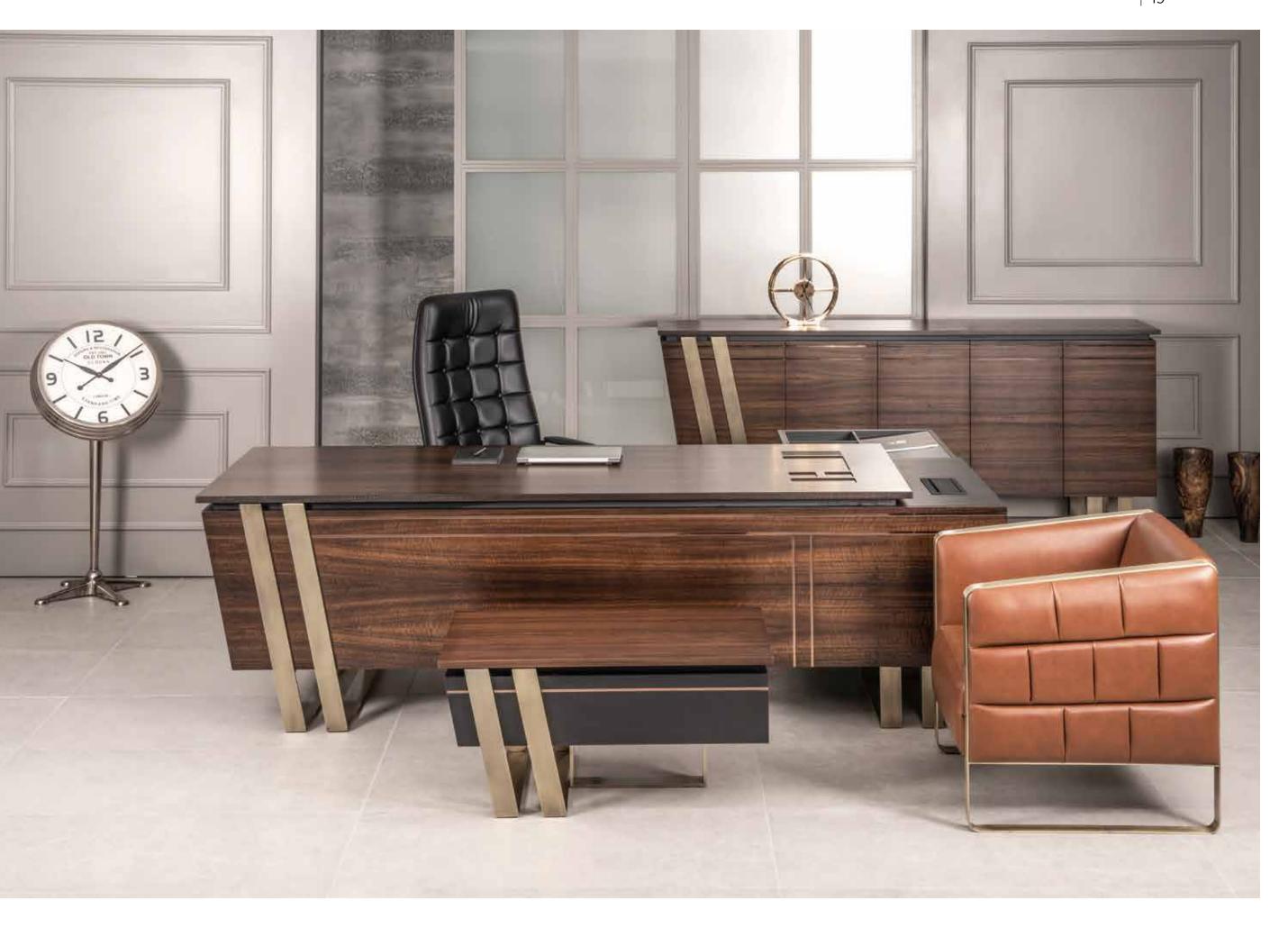




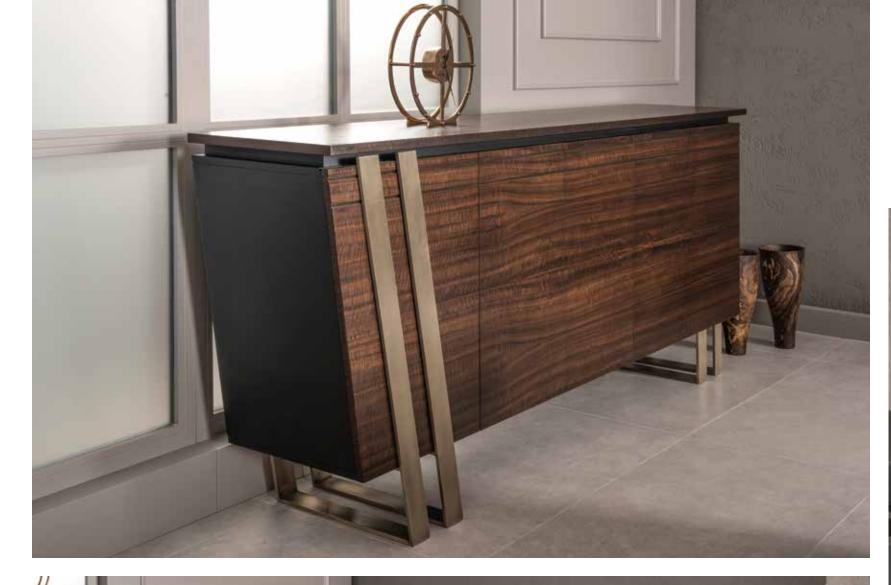
Palladium takes attentions with bare and deep design.
Presentation of simplicity and comfort as a one piece.
Especially the metal application shows itself and bring modern atmosphere for place that in.







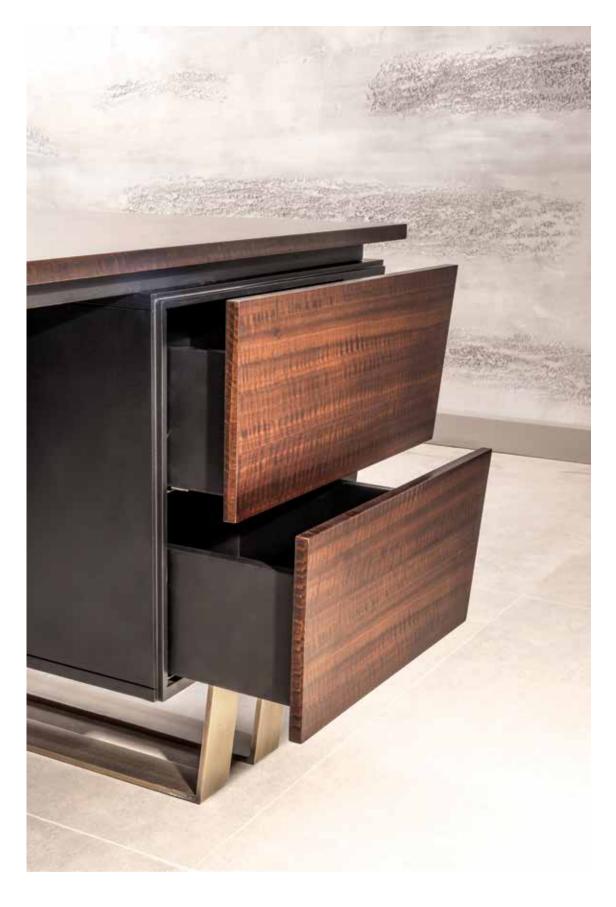














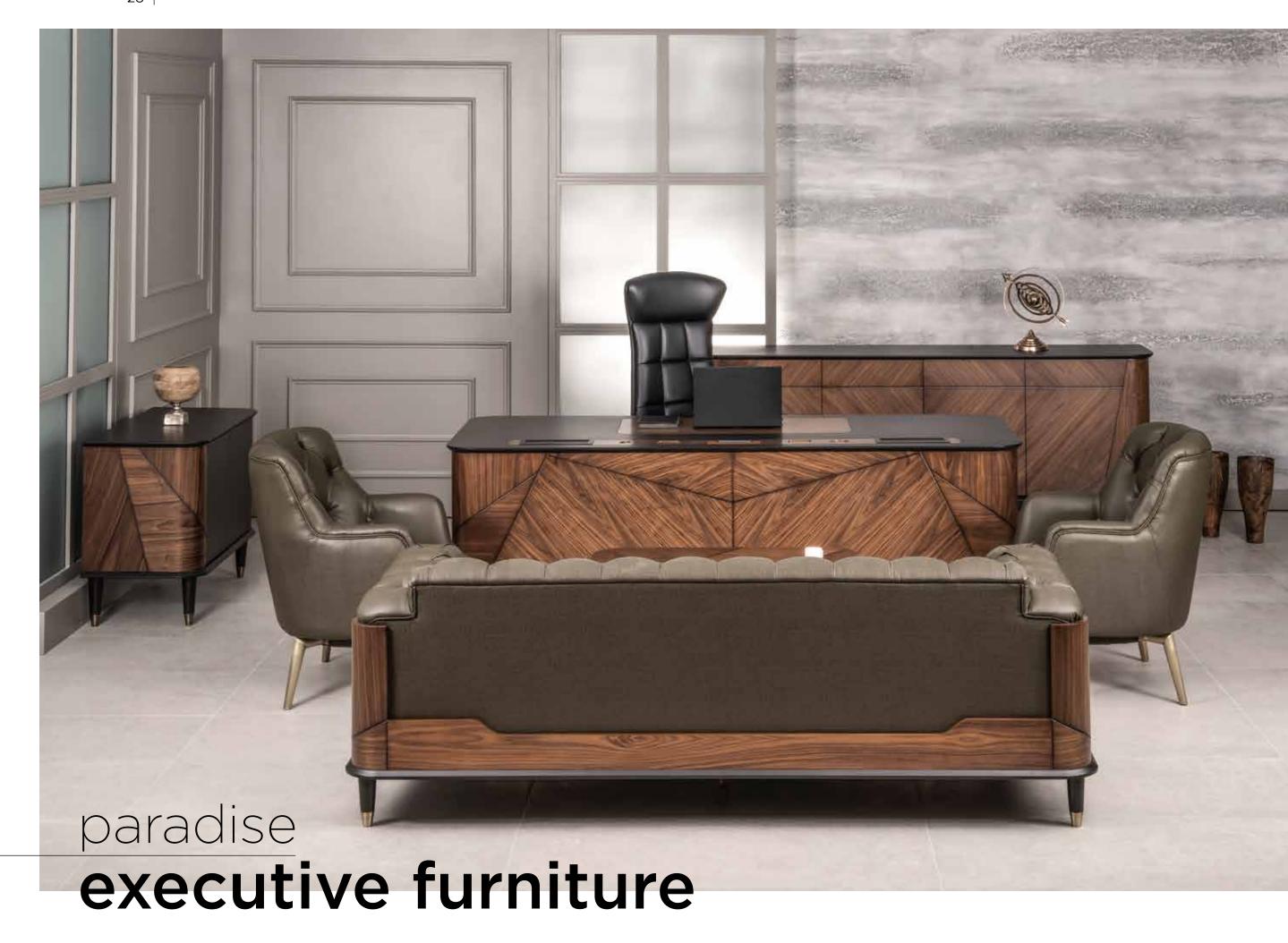


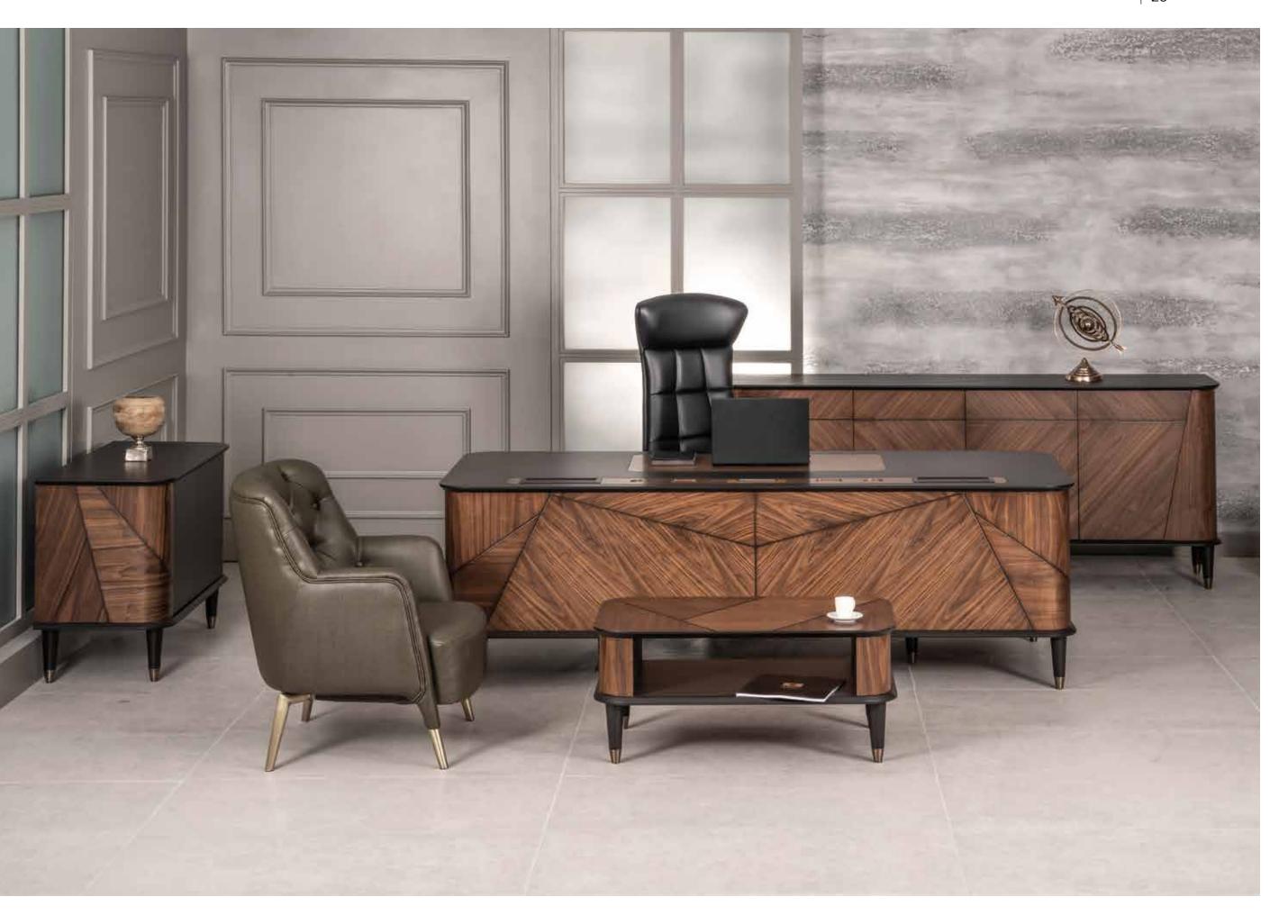




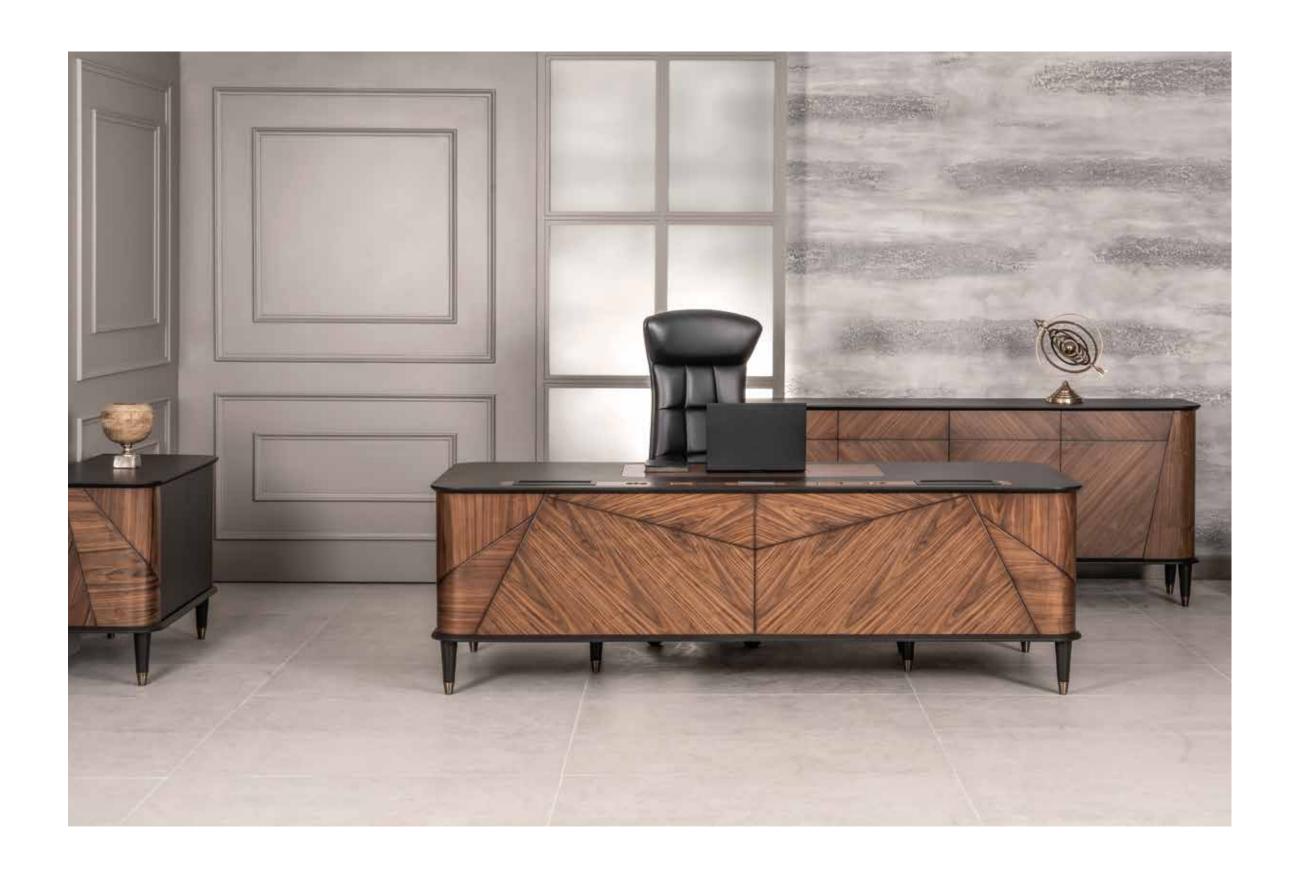
Reflecting the harmony of contemporary and classical design, Paradise will be an indispensable part of your office with its strong stance and ergonomic structure.







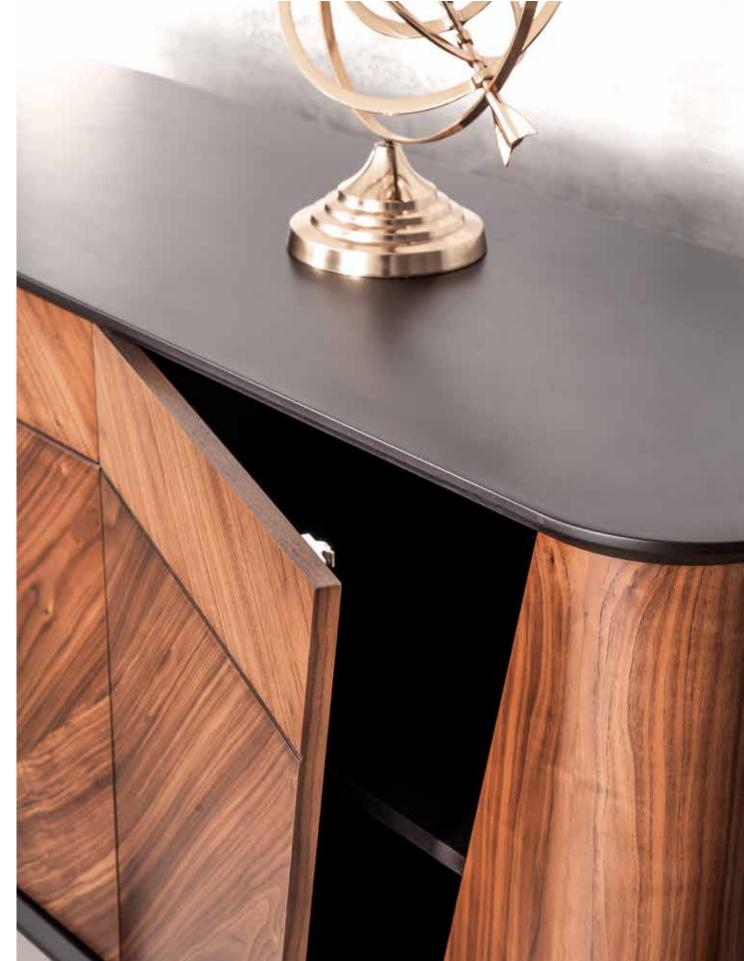


















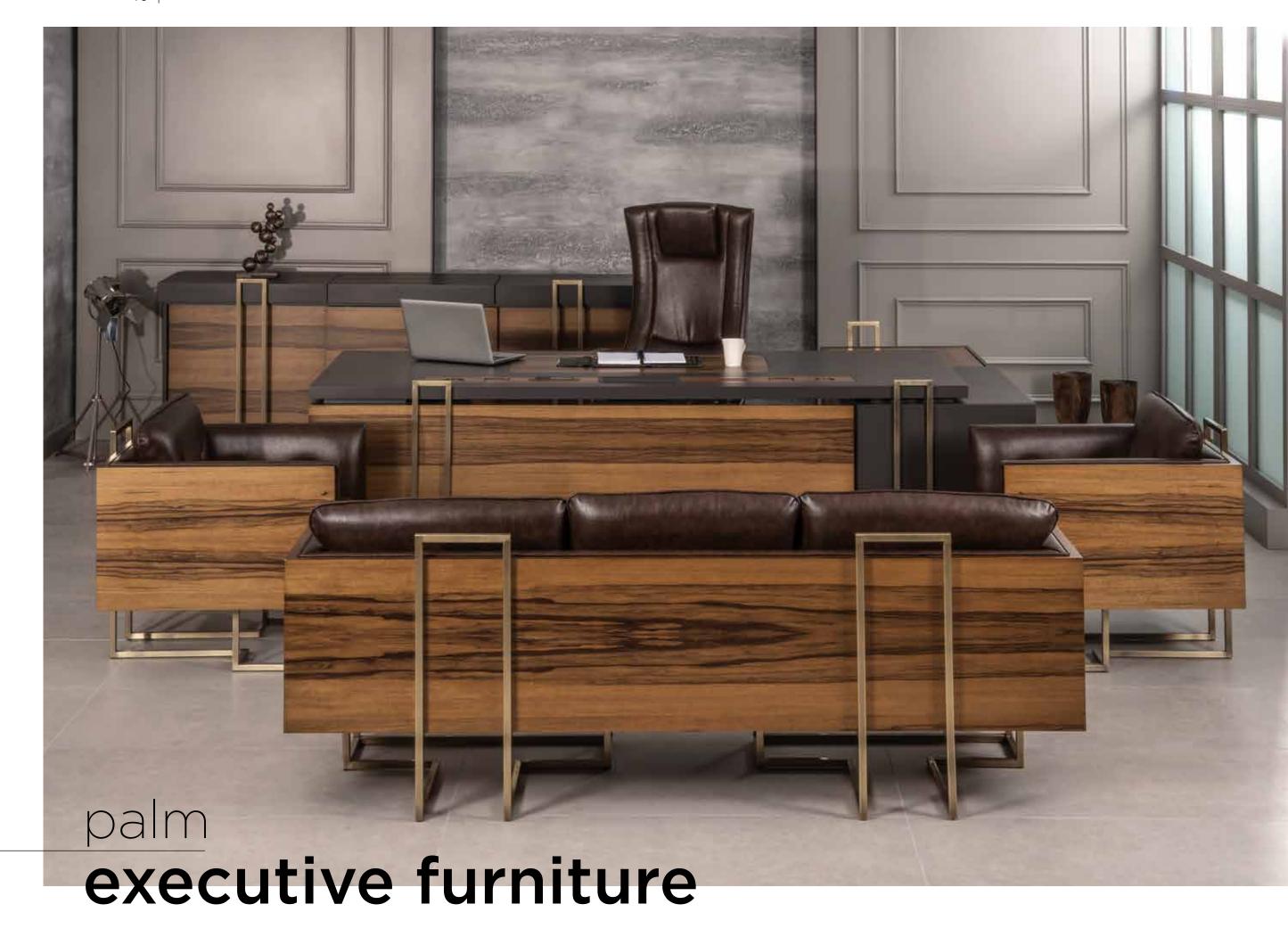






In addition to its innovative design approach, functionality and ergonomics are several Palm's strengths. Separate storage units and drawers provide you with an easy storage experience.







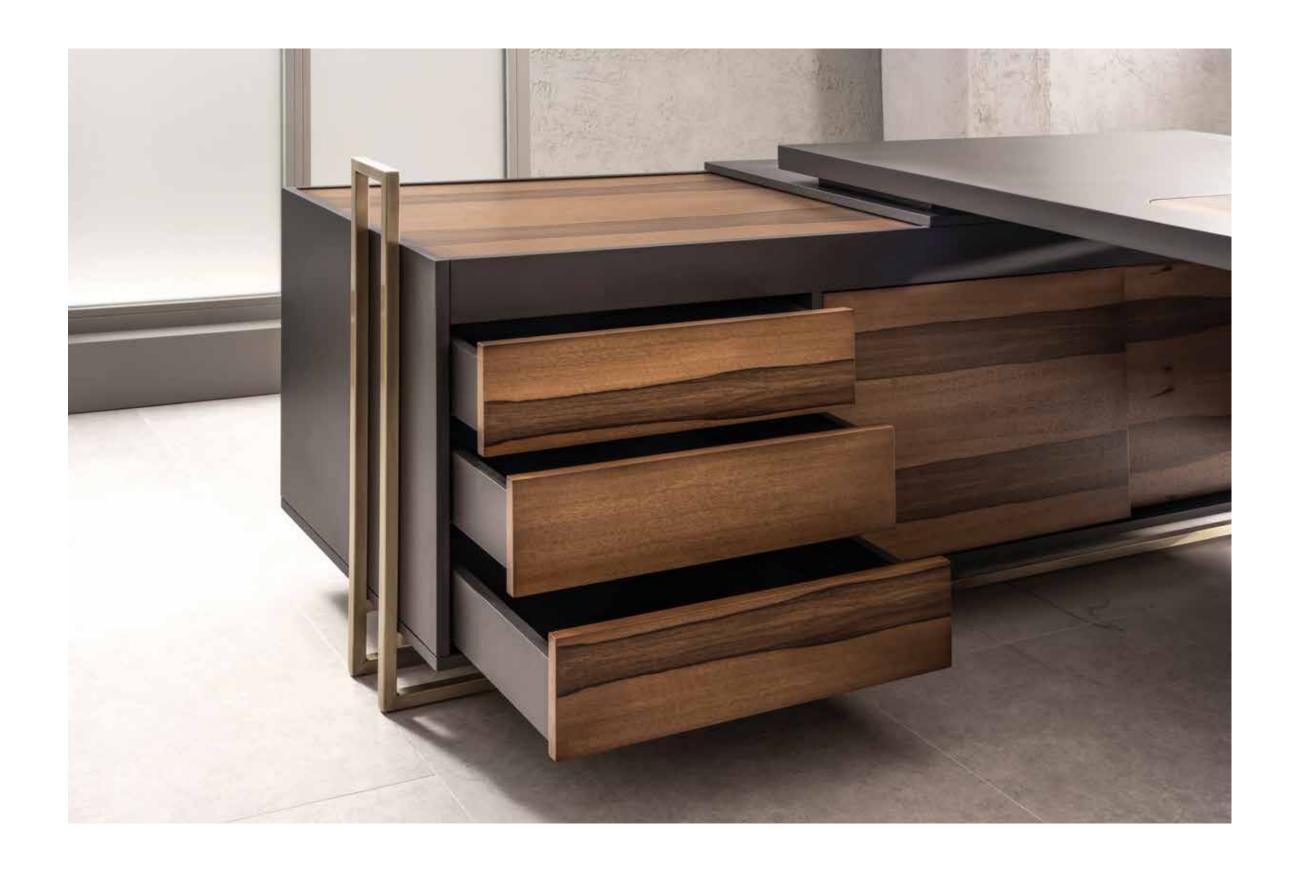










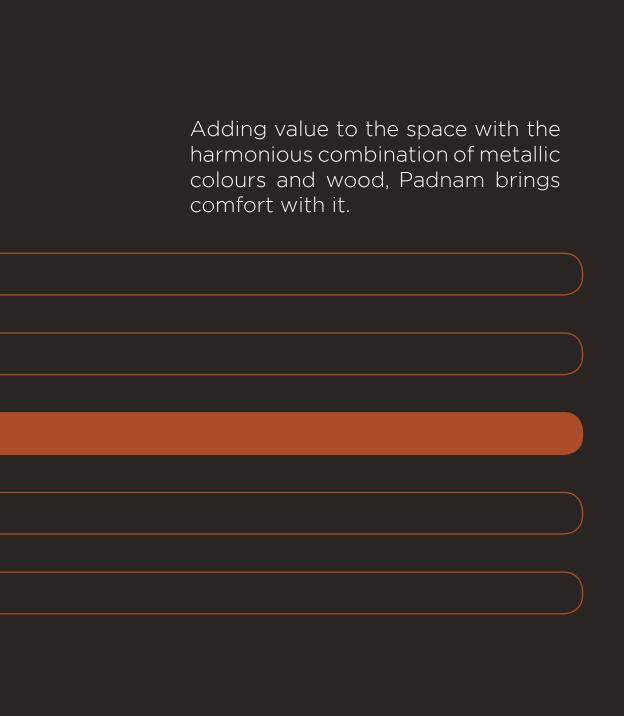


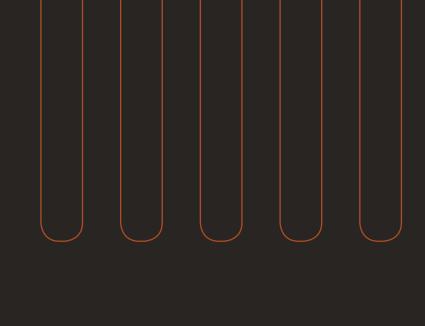




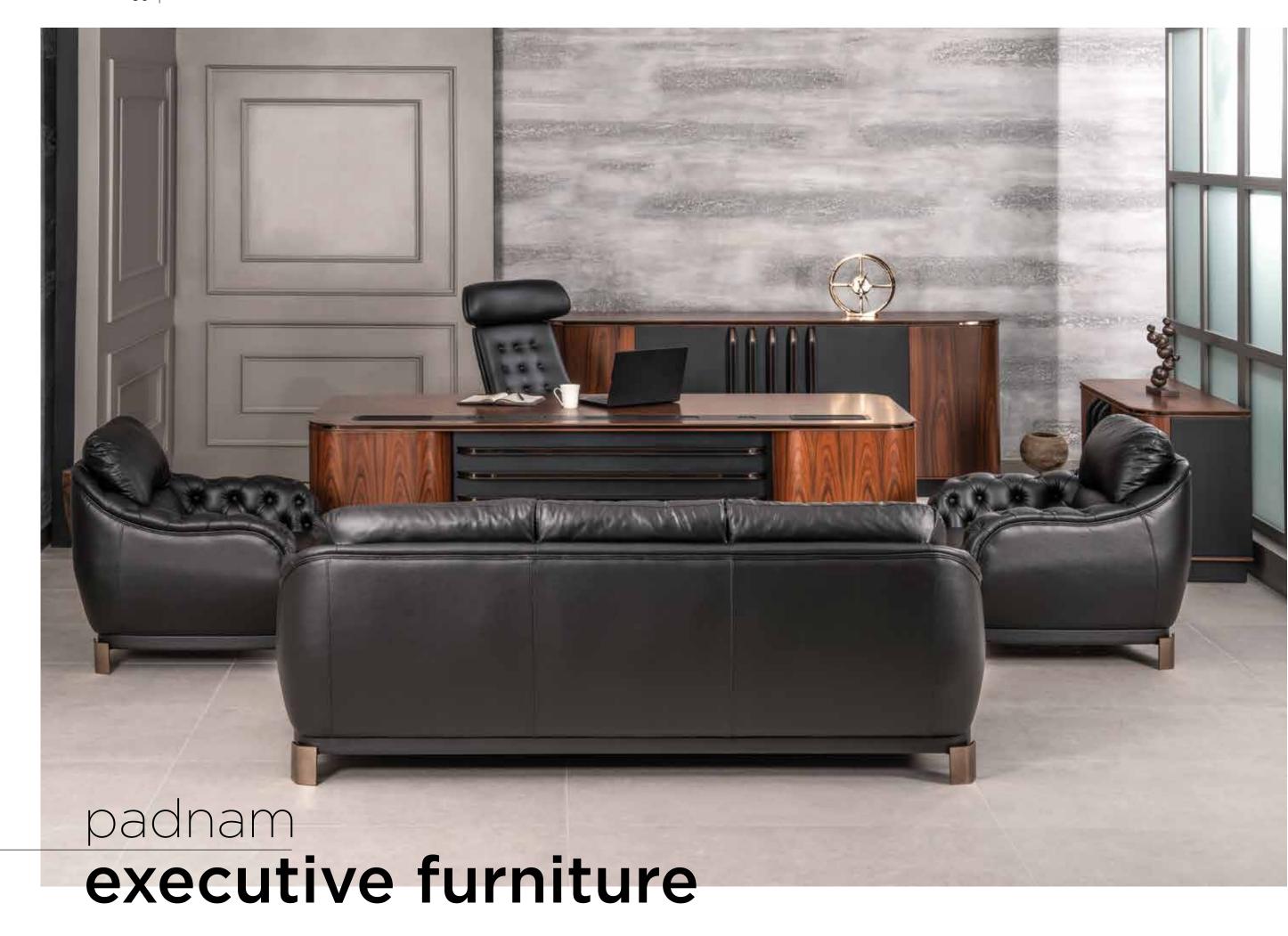


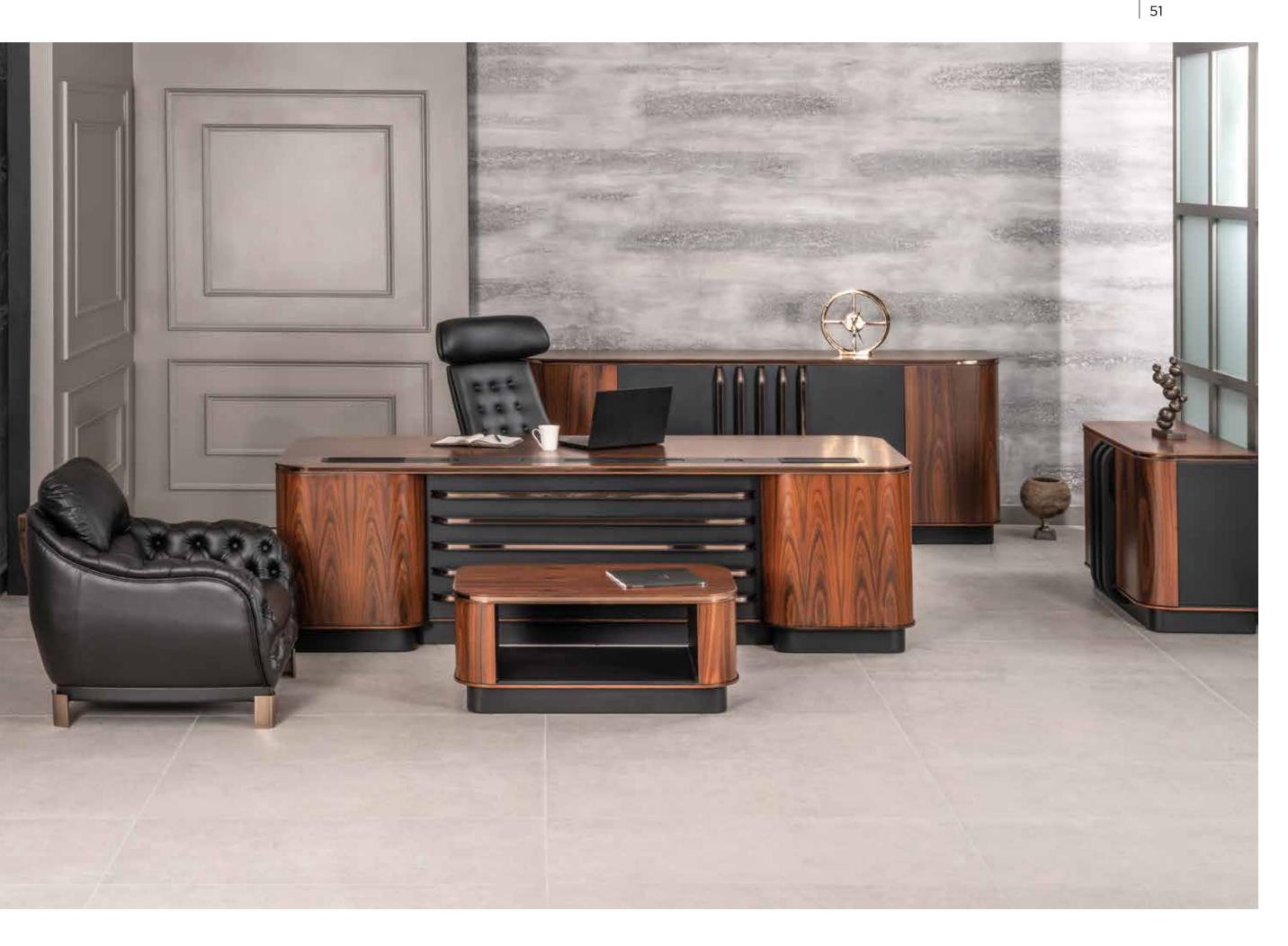




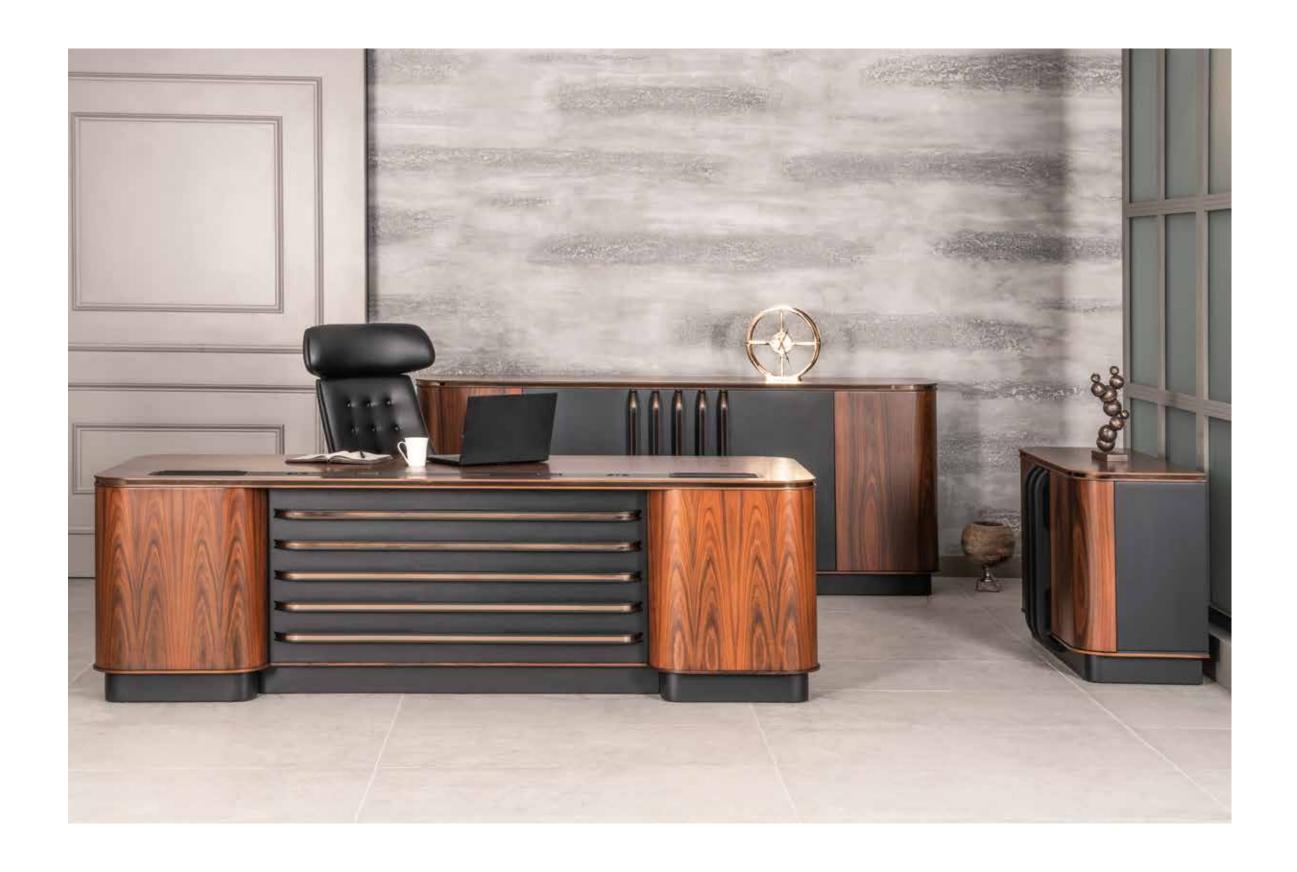




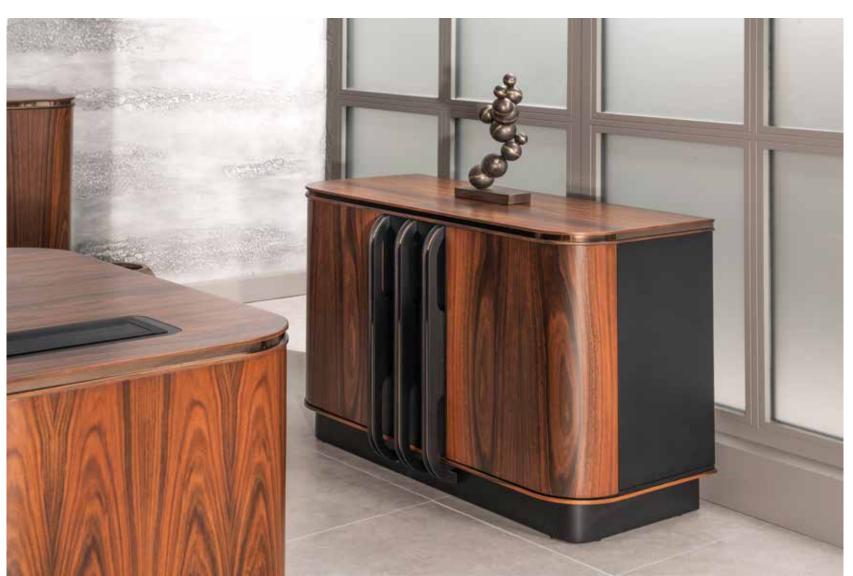


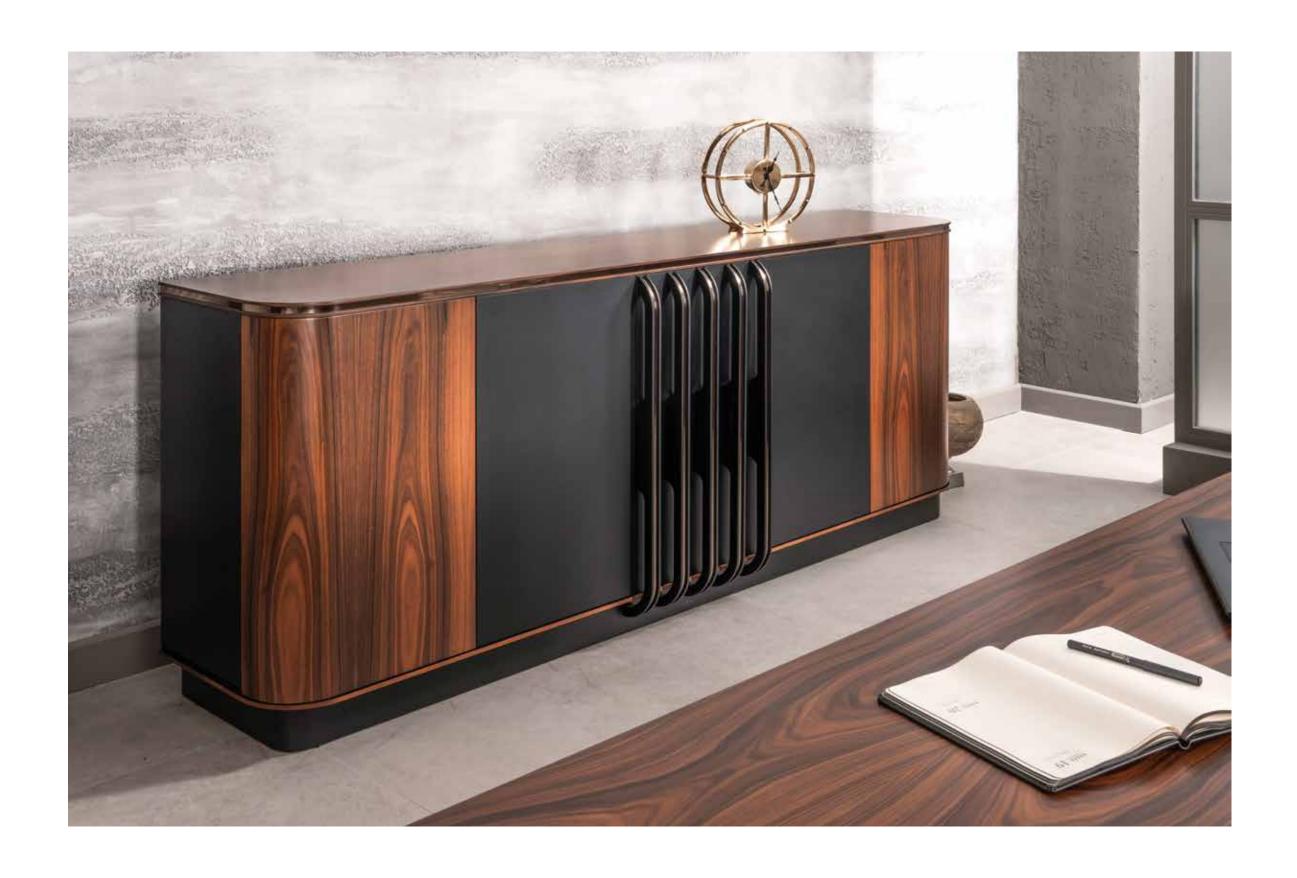








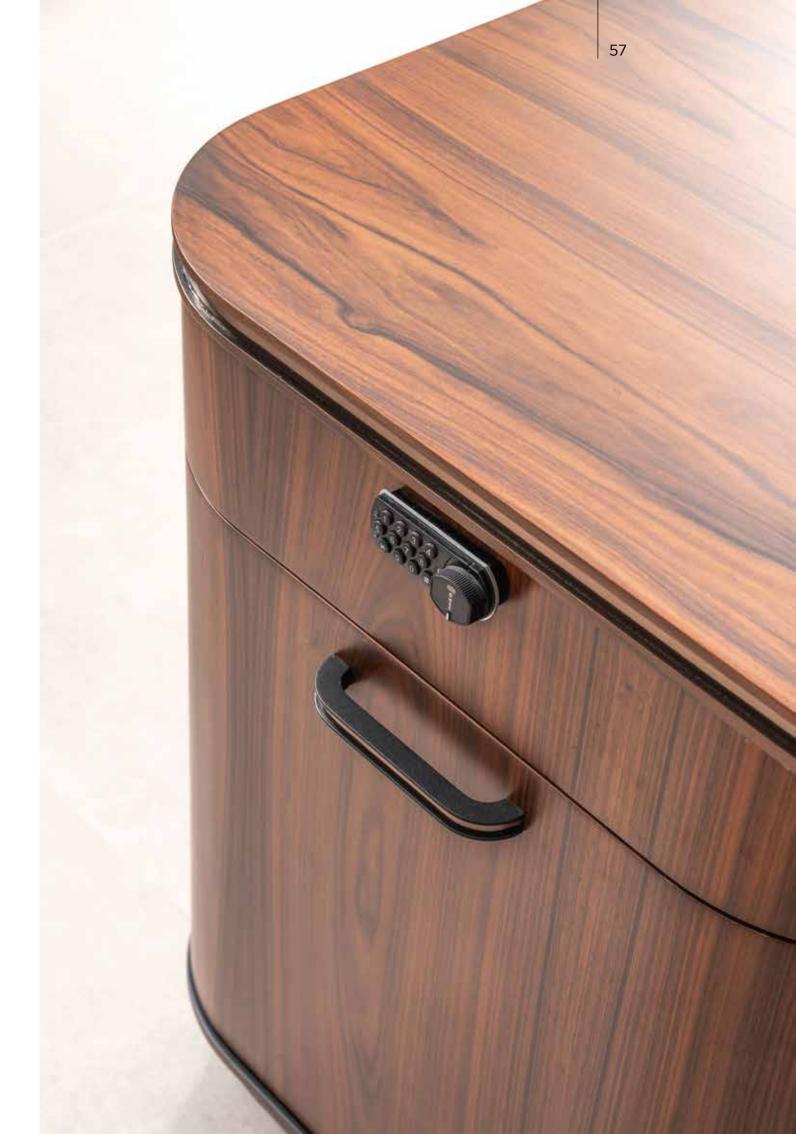




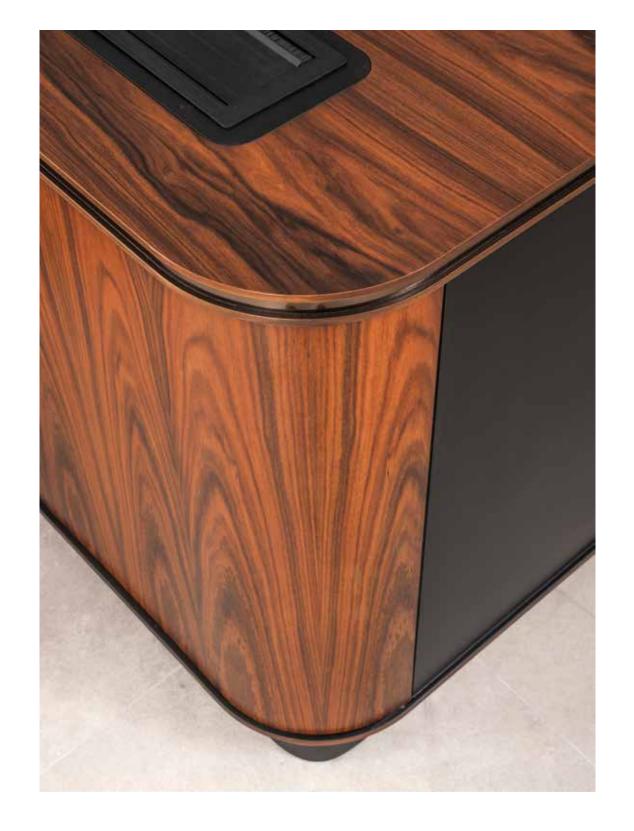








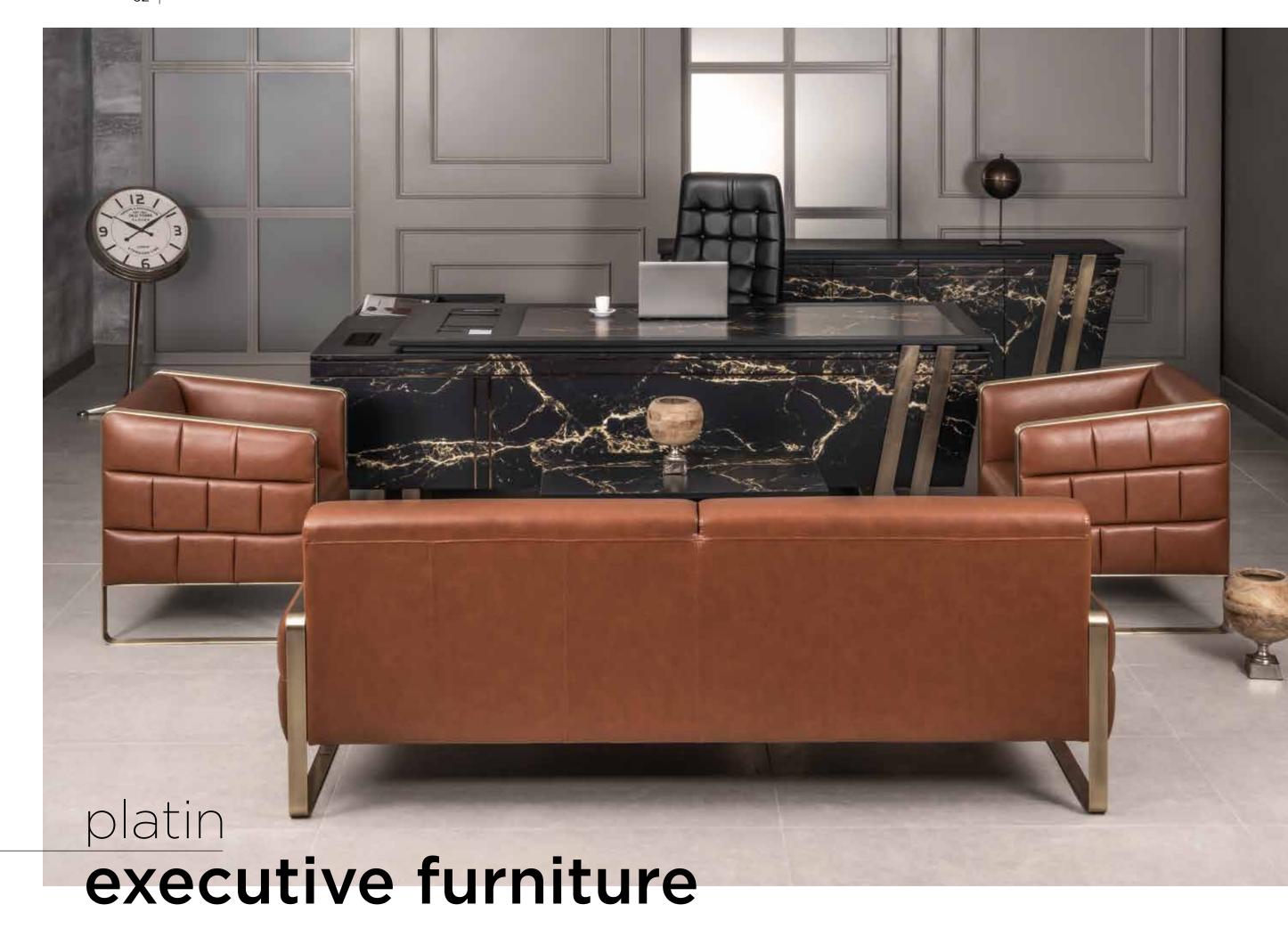


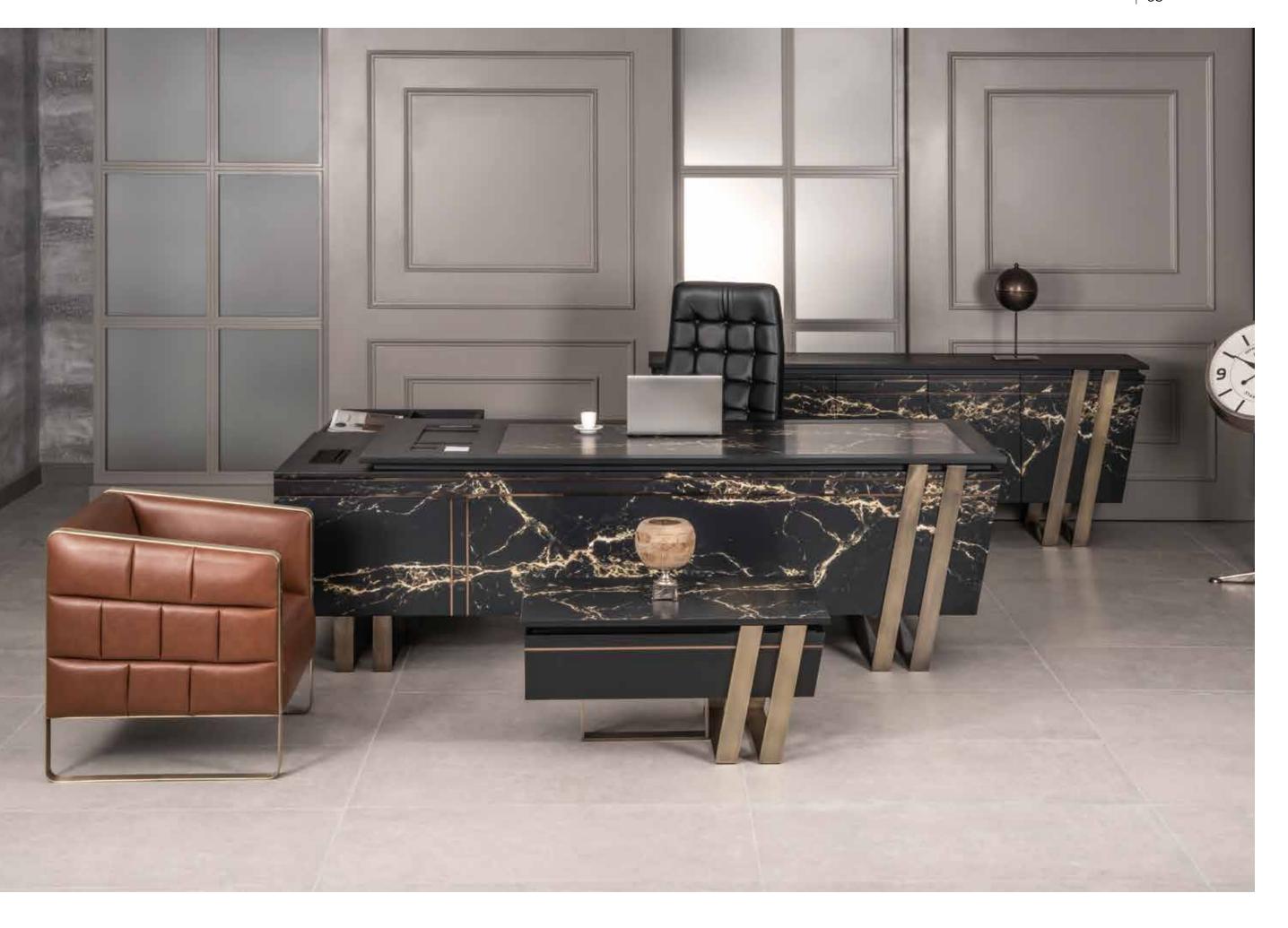


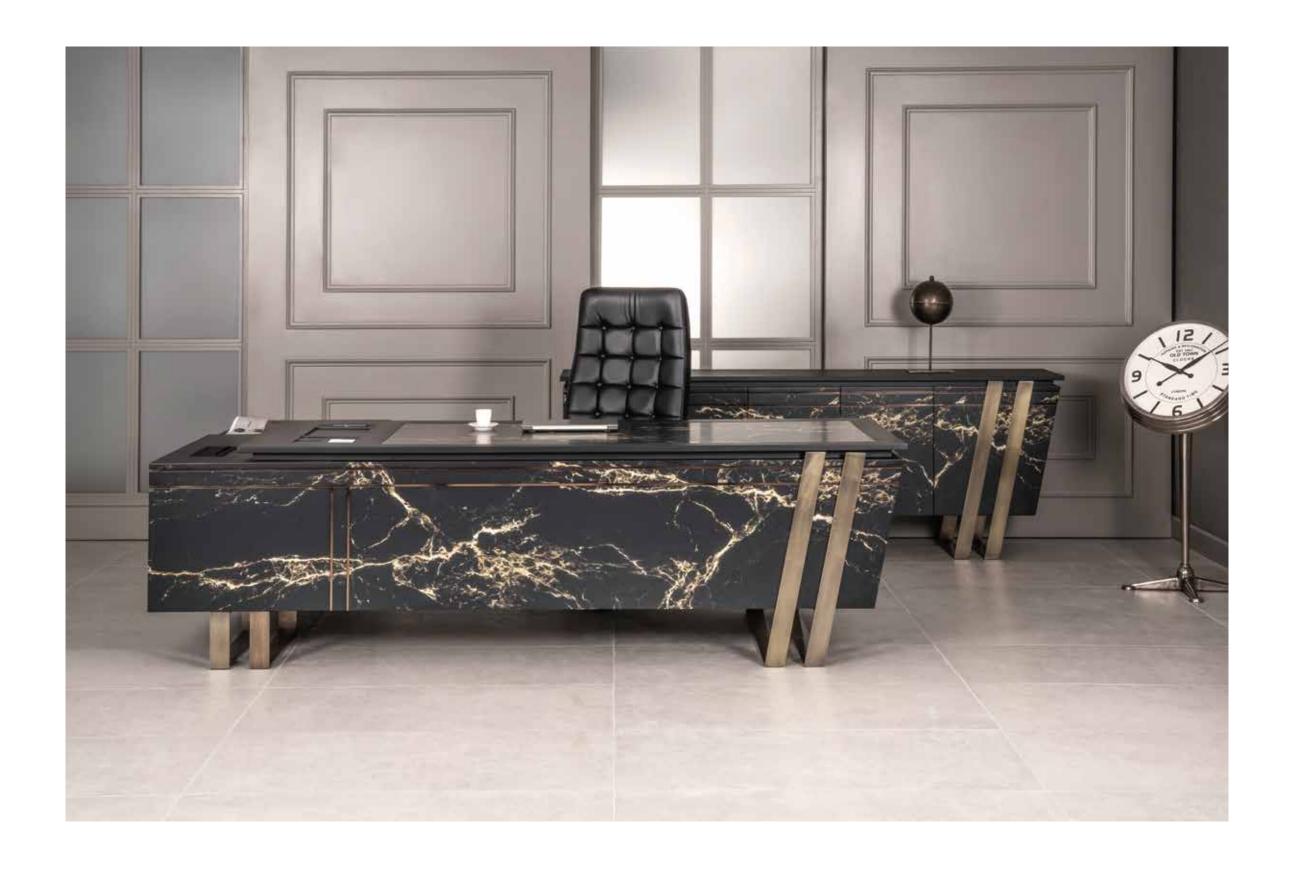


Platin's metal footings and special marble texture covering brings a new mood to the offices. If you want to extraordinary office experience, you can pick Platin.

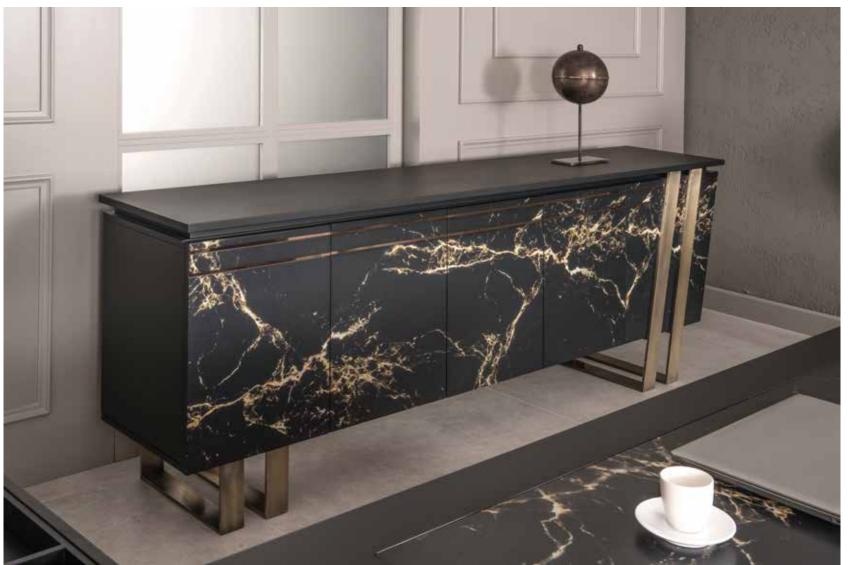






















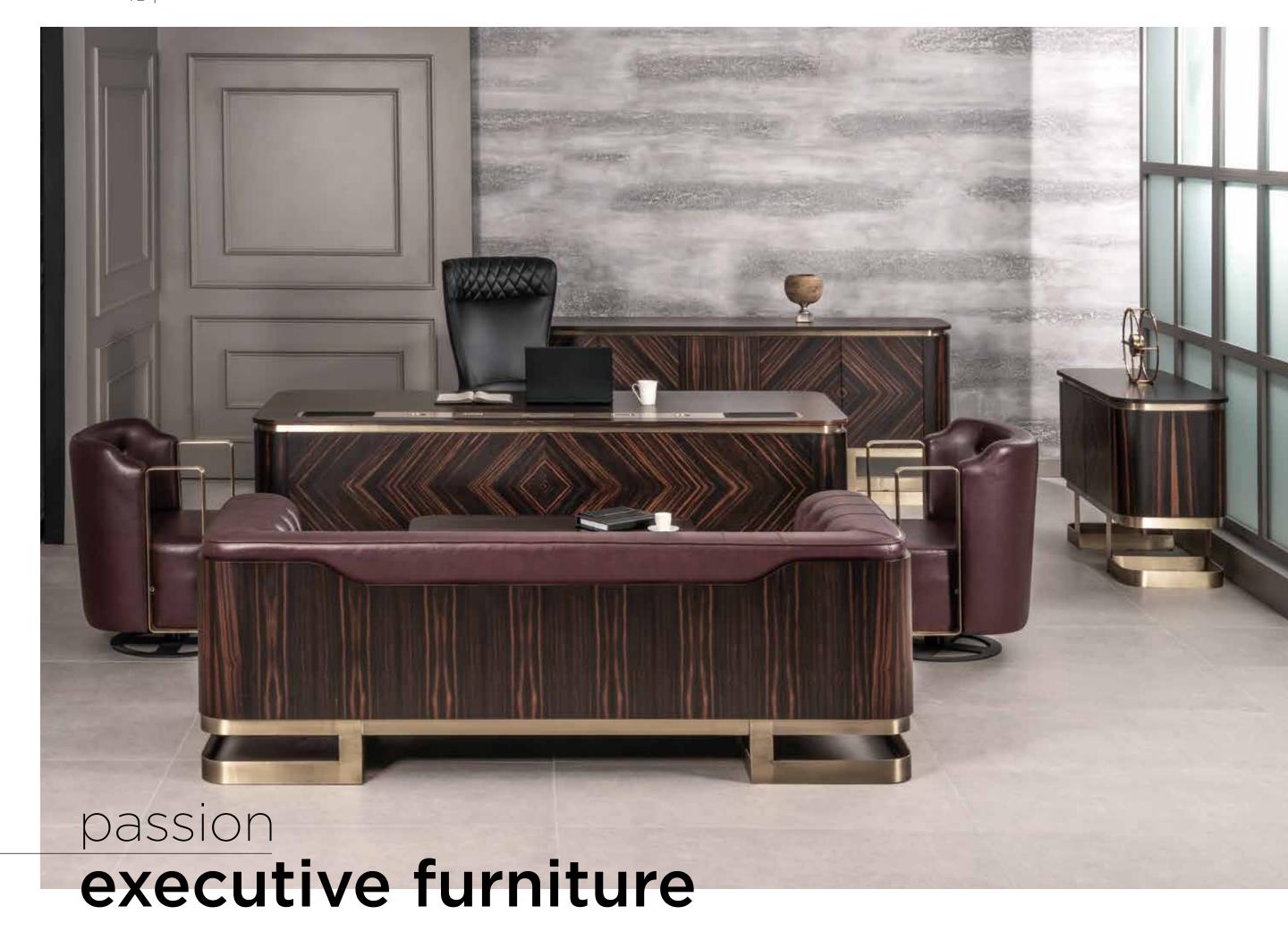


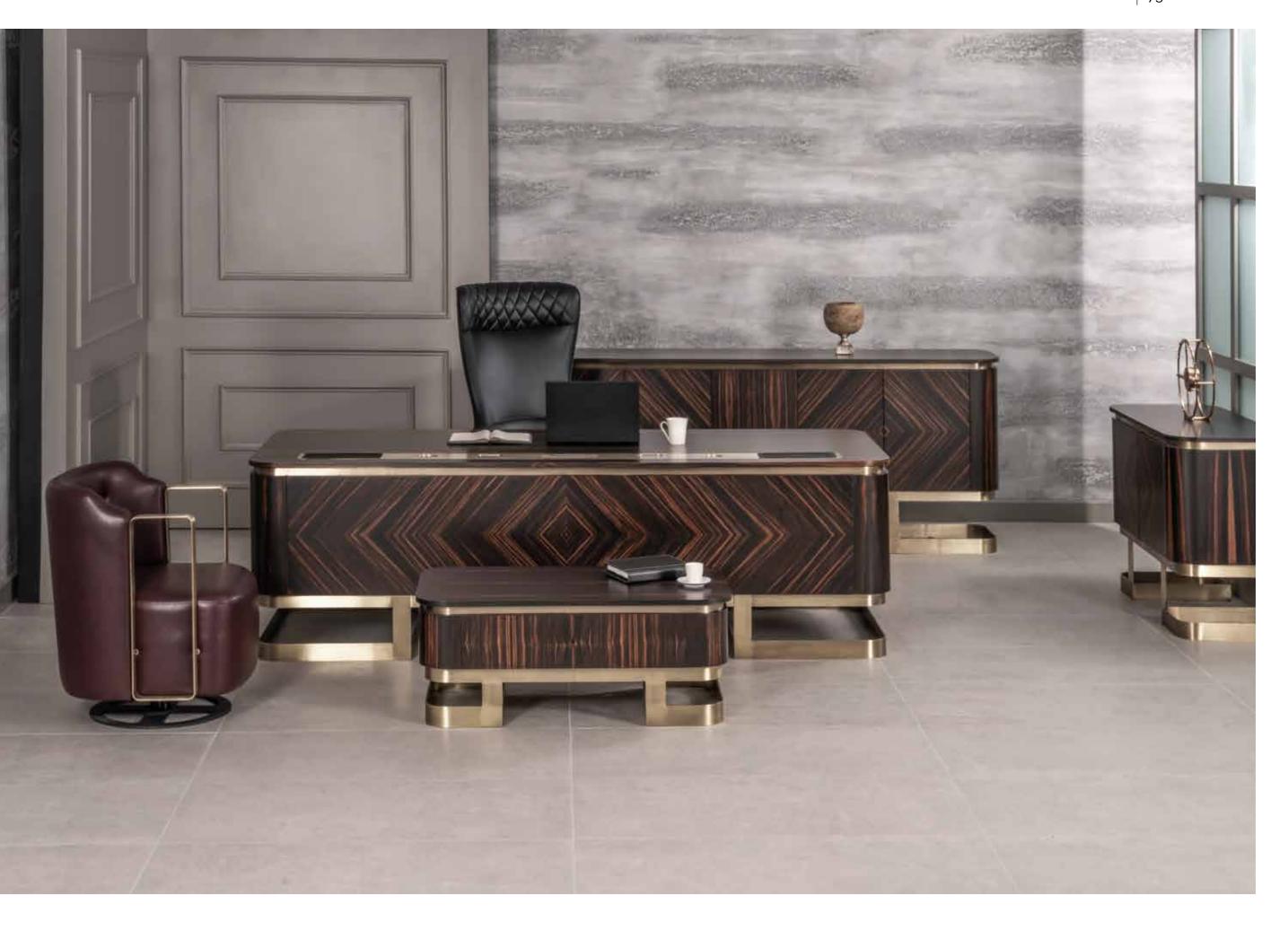




Noble posture of ebony wood and metal foot keeps your office warm and sincere. This is a Passion that you should experienced.























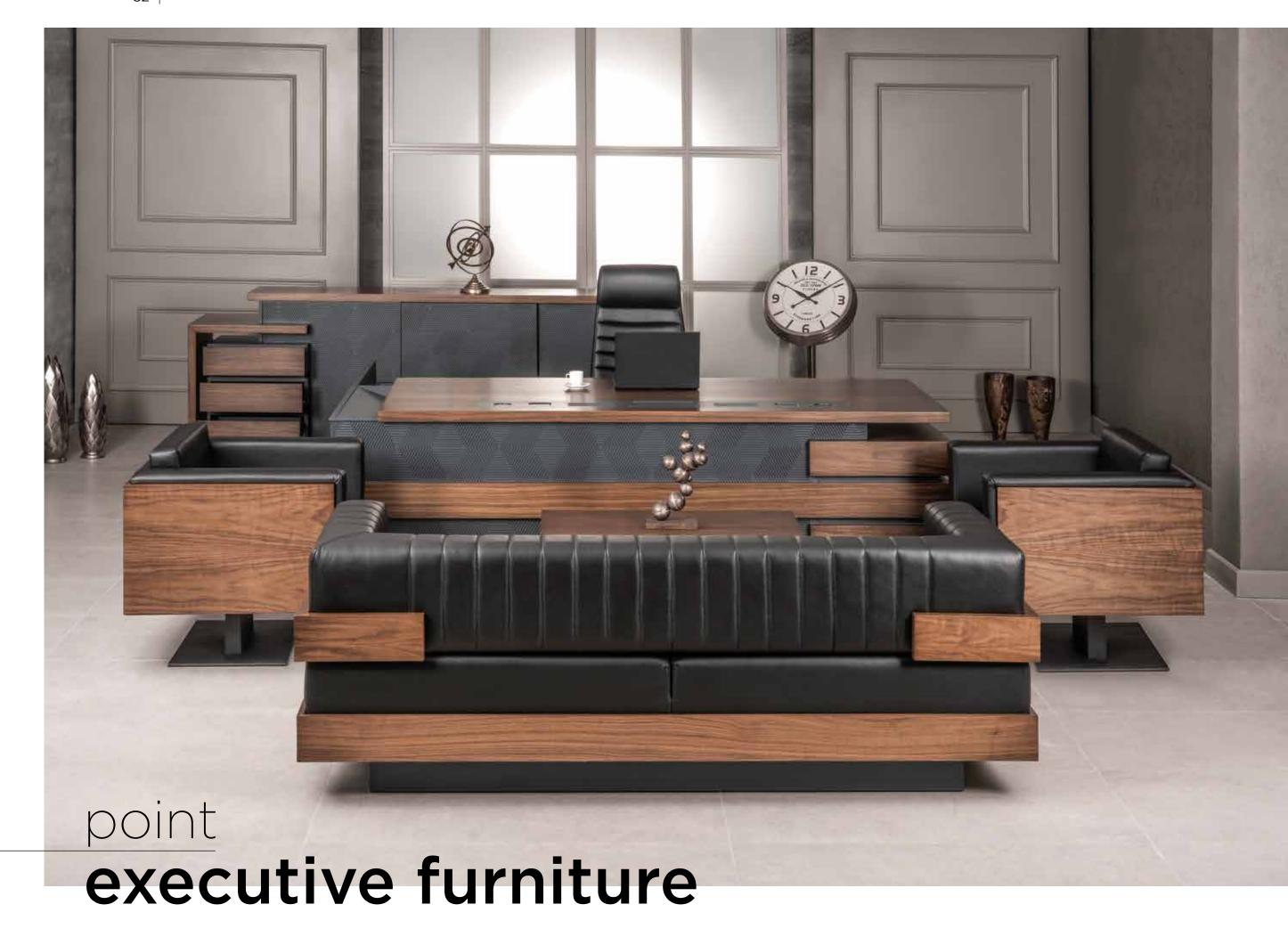


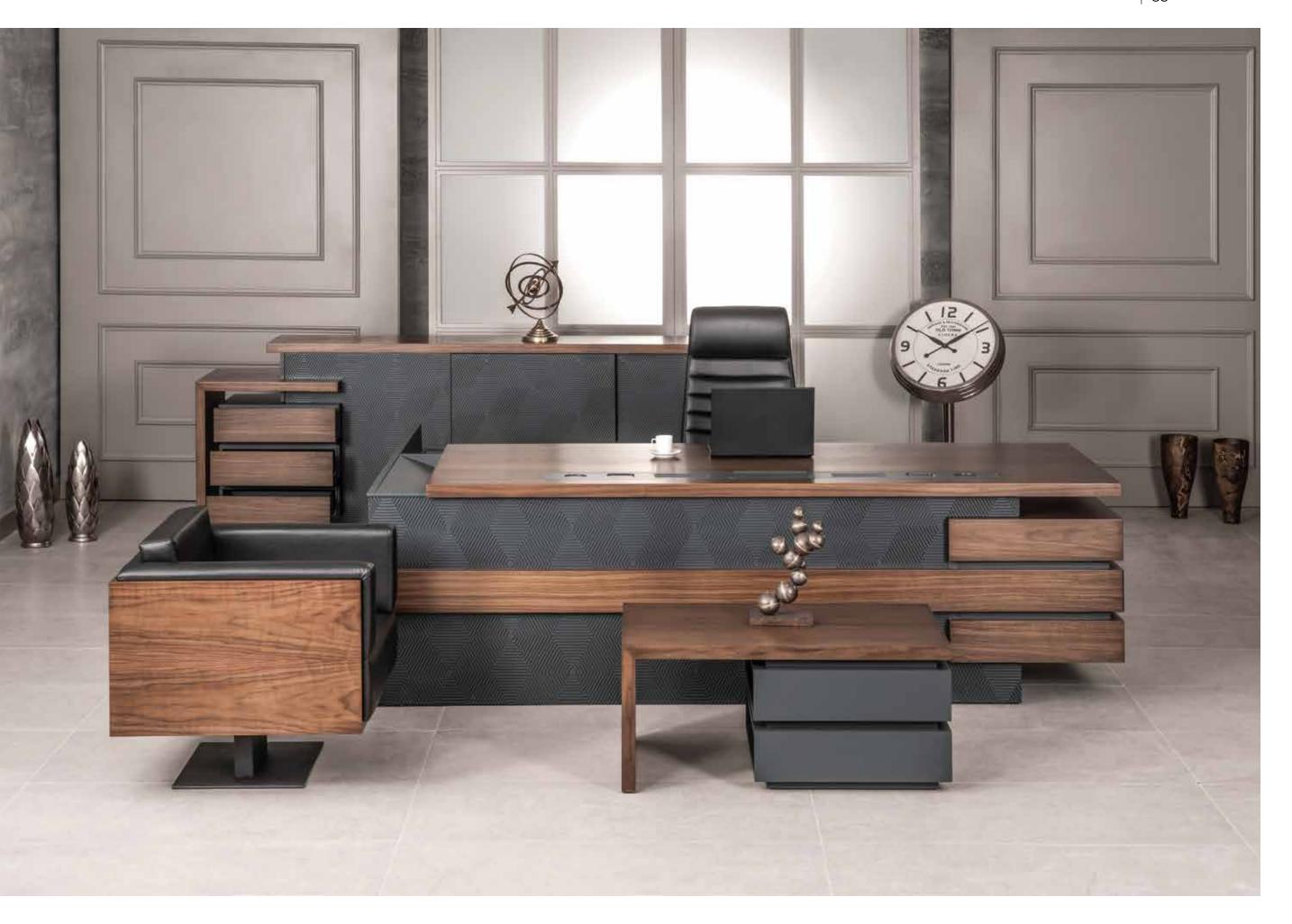




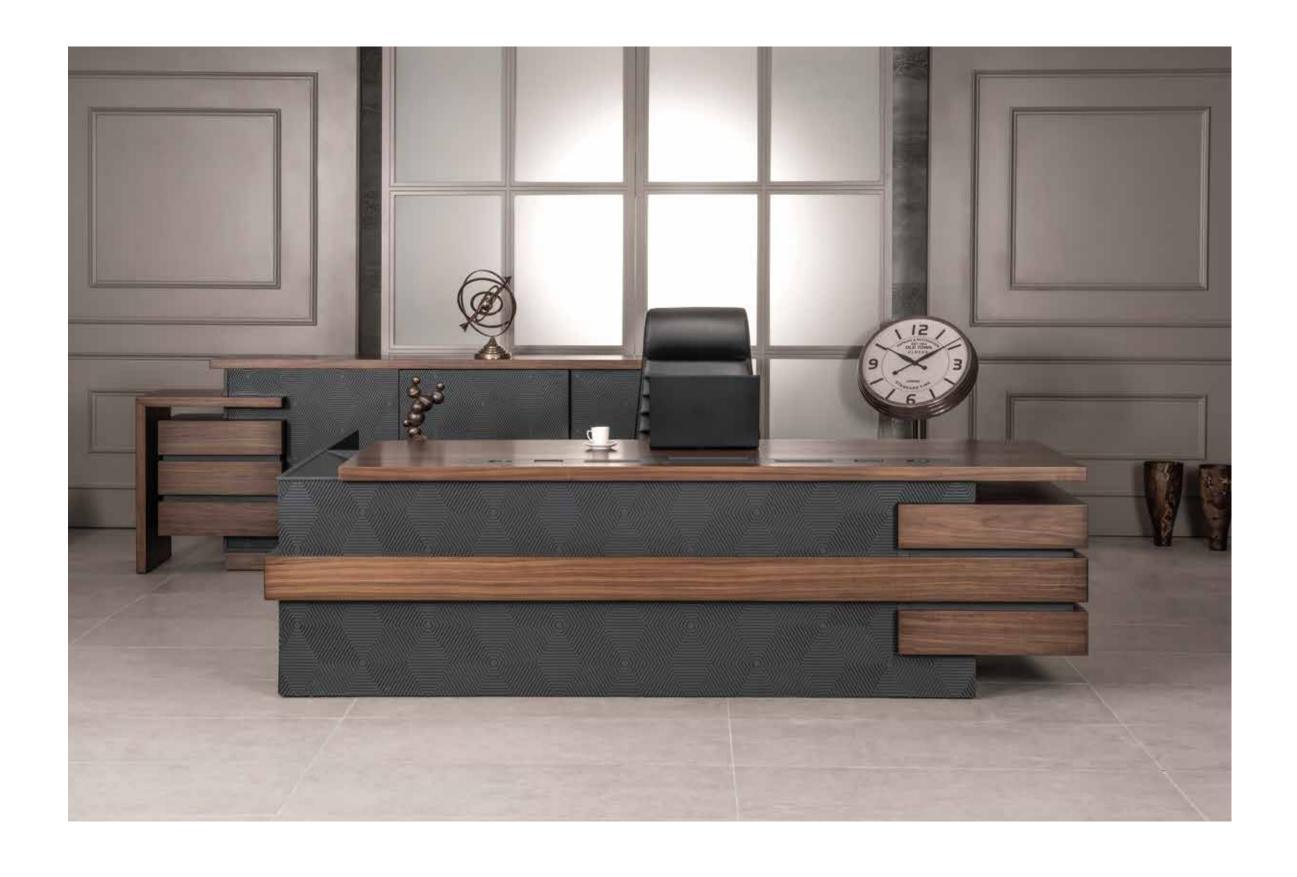


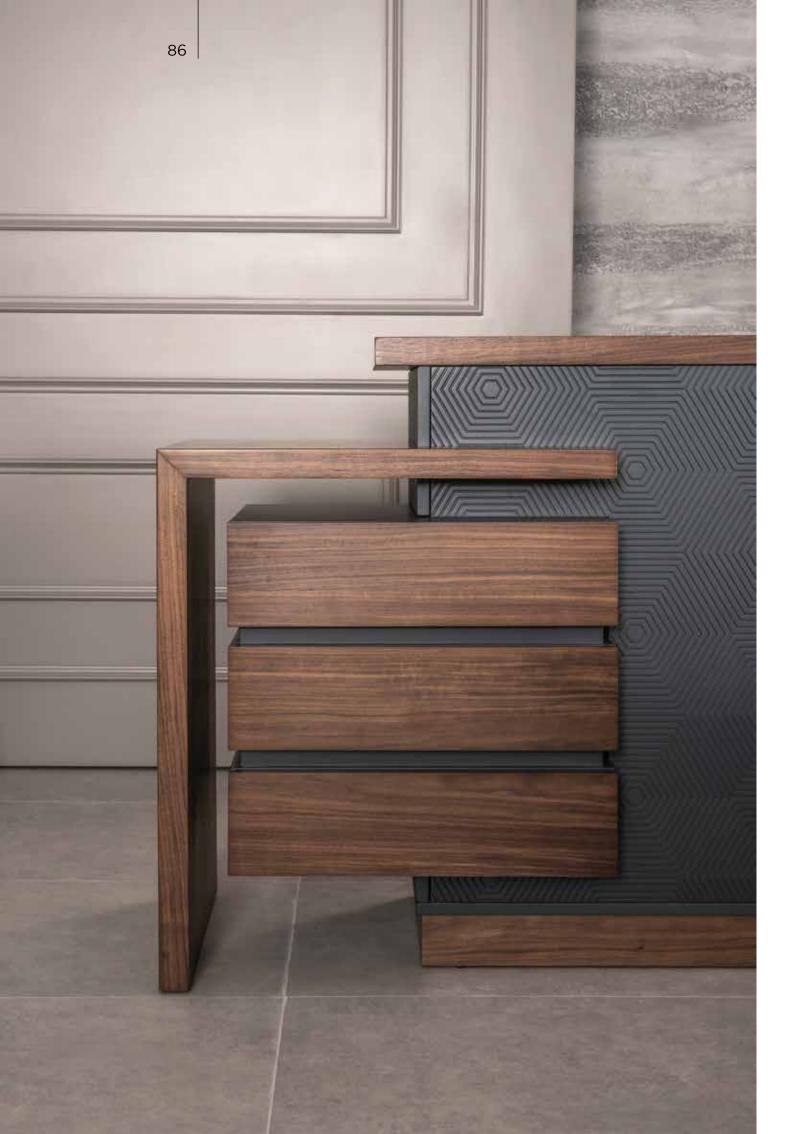


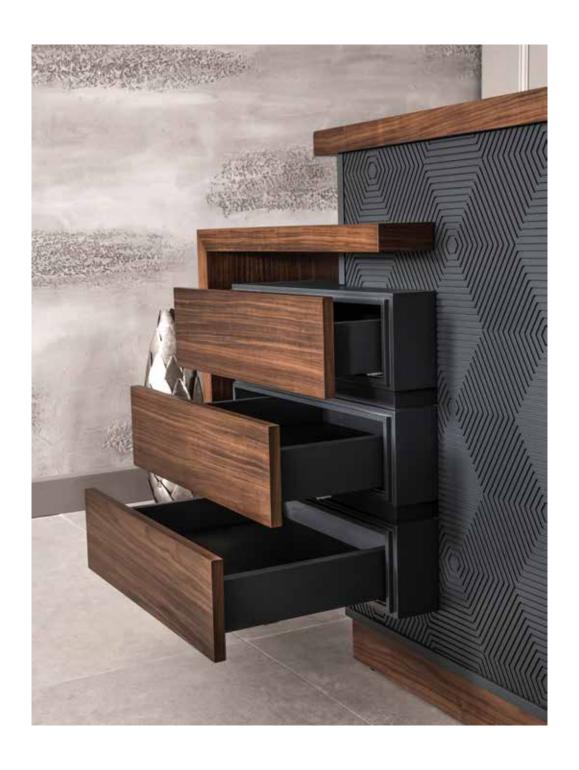
































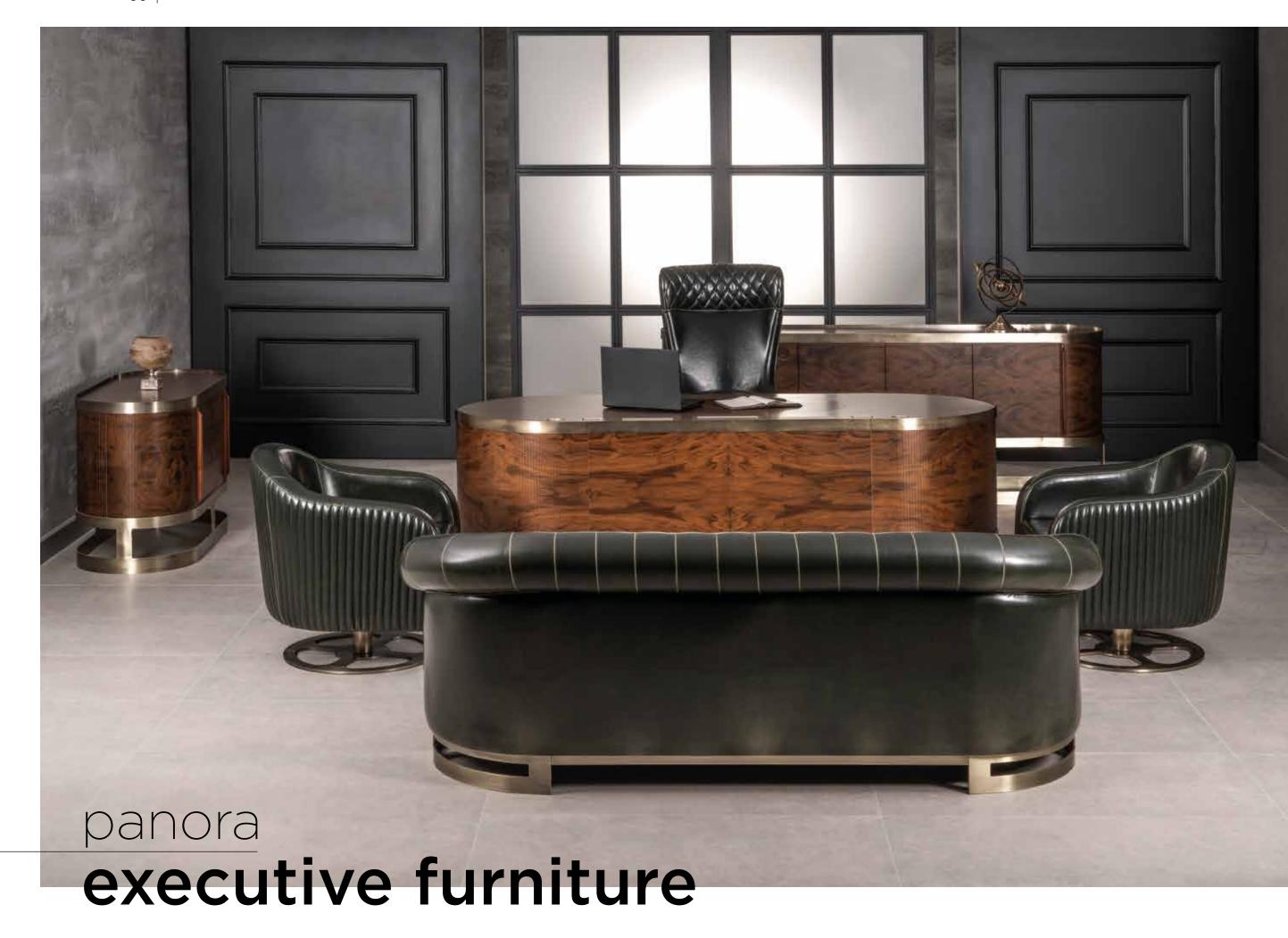


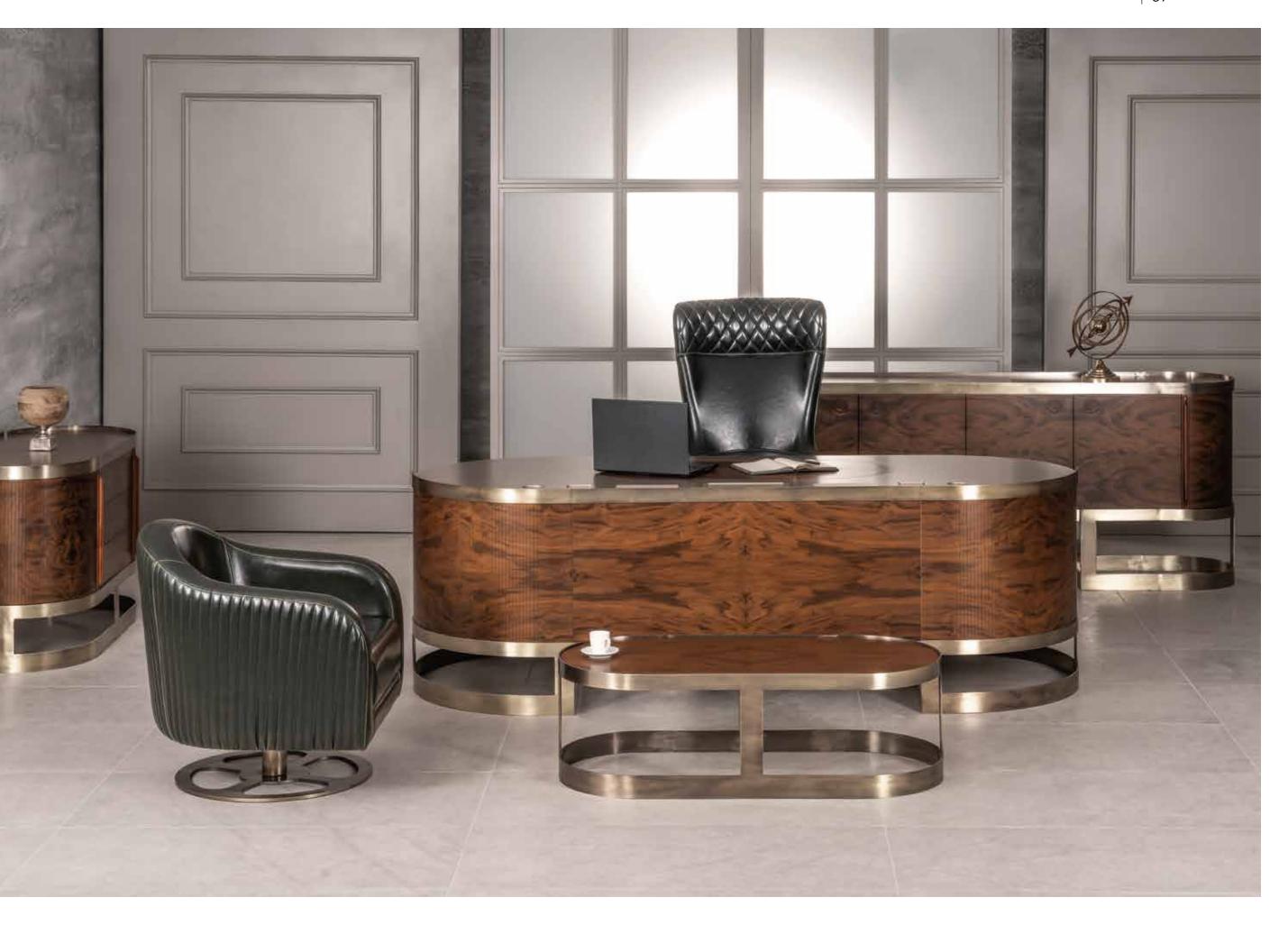




Panora with carefully selected root walnut coating and circular form reflect the natures all glory. It's designed for executives that desire power. Furniture definition of perfection with its complementary metal components and skillful workmanship...









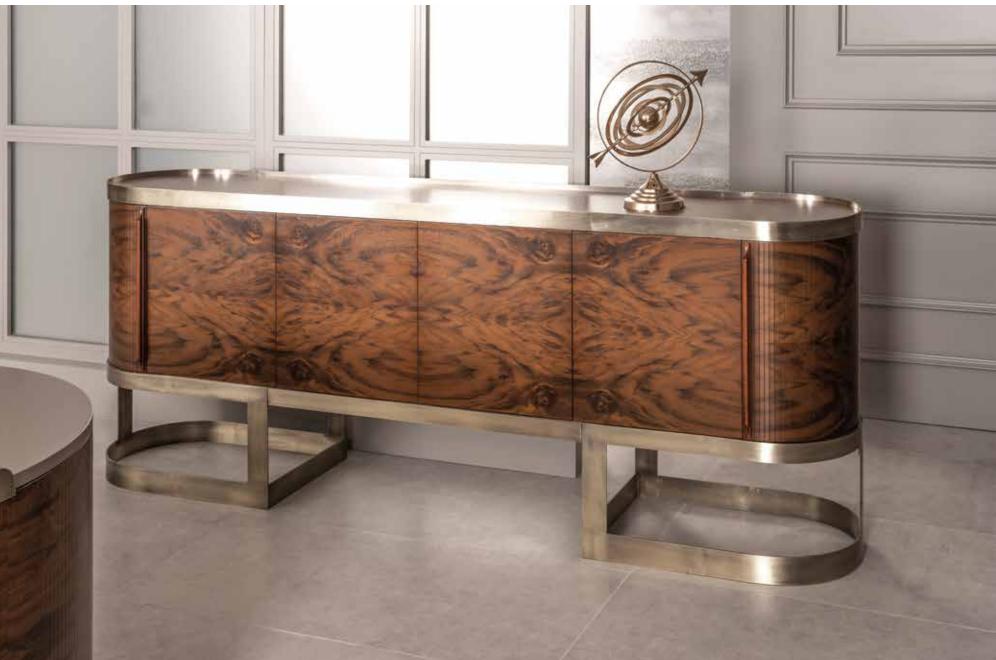


















executive office sofa set

| 106 | 108 | 110 | 112 | 114 | 116 |
|-------|----------|------|-----------|---------|----------|
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| pazel | paradise | palm | padnam | platin | passion |

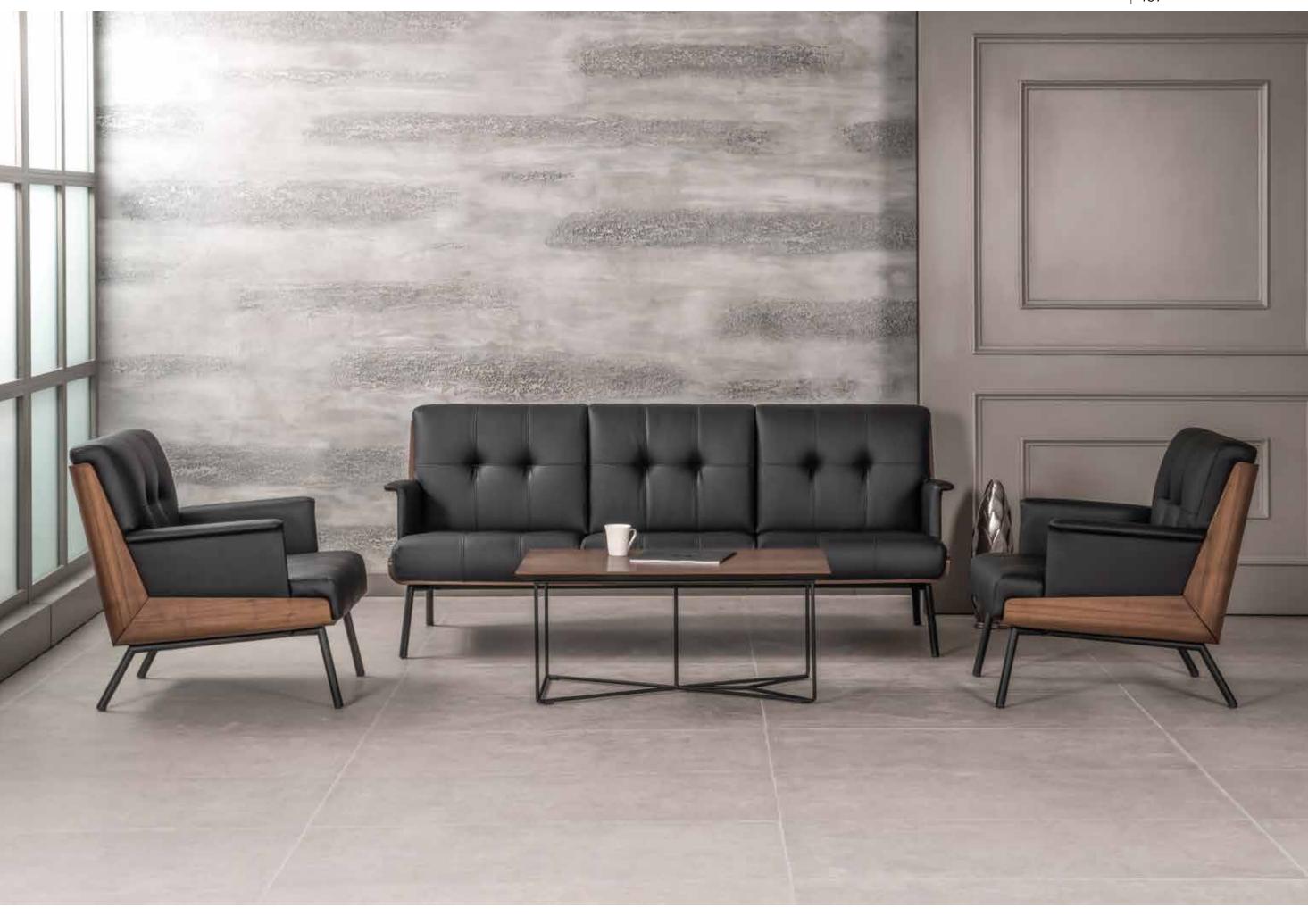
105 sofa set EXECUTIVE OFFICE SOFA SET

point panora

120

118





















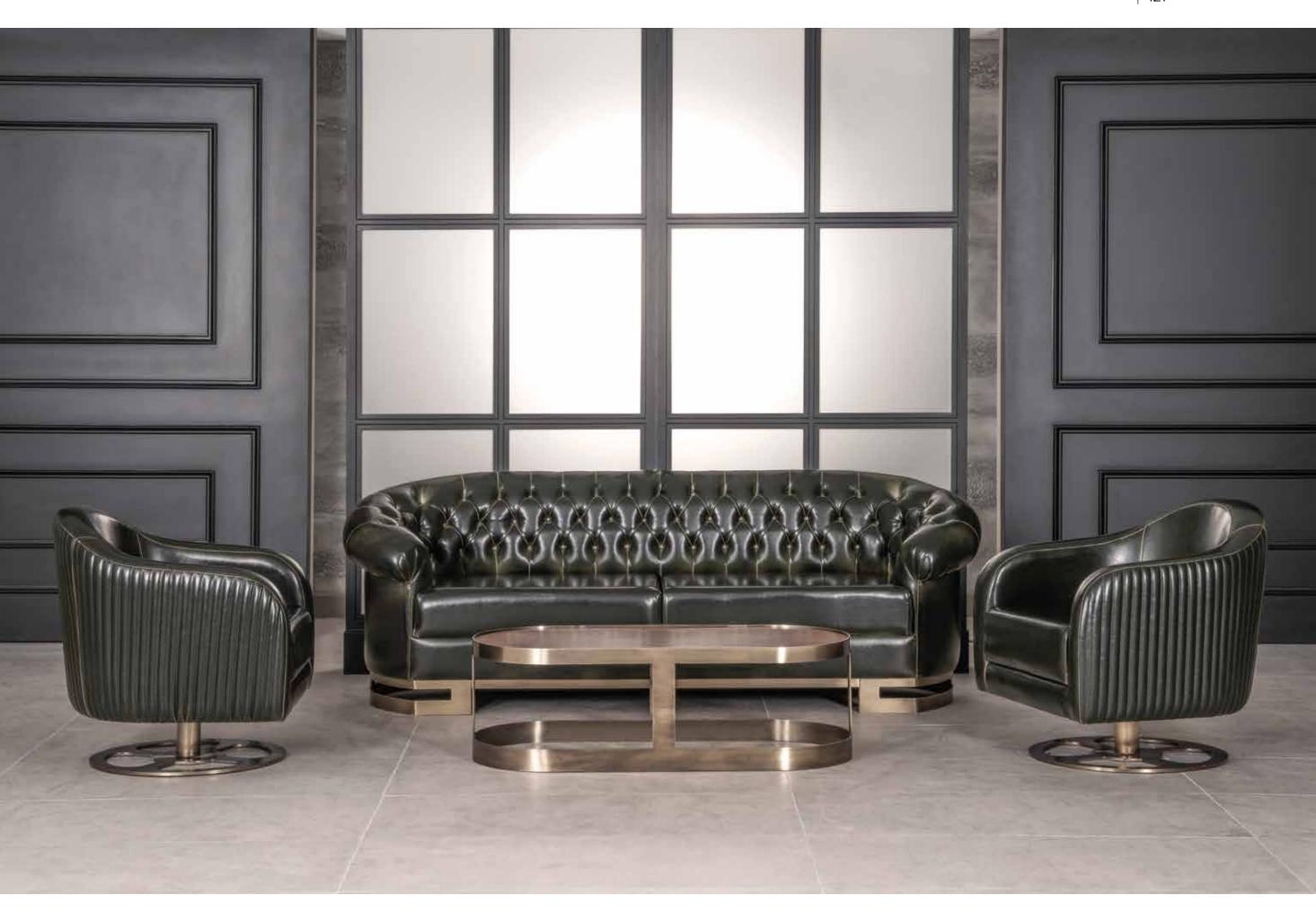




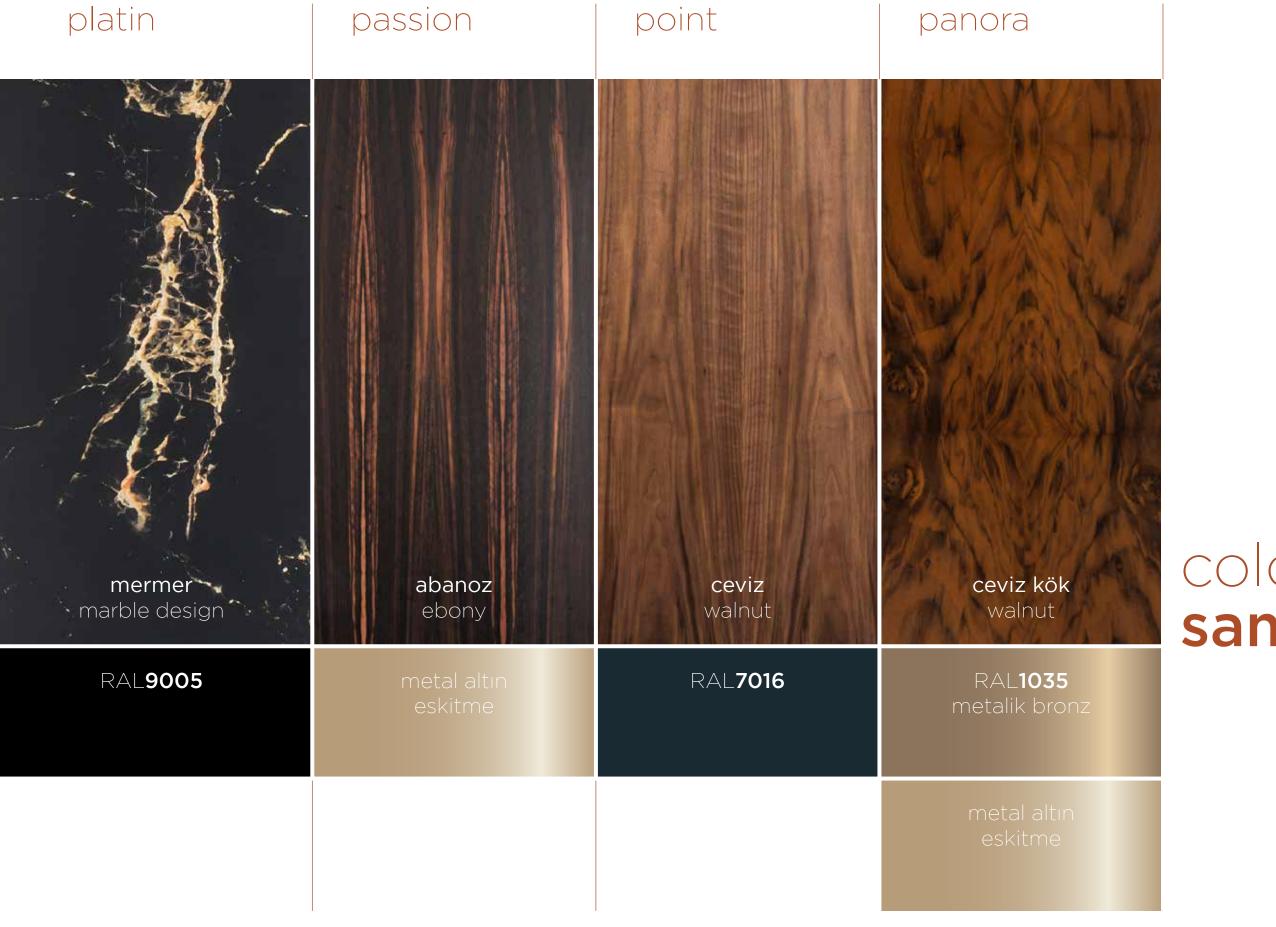








| pazel | palladium | paradise | palm | lm padnam | |
|------------------------|--------------------------------------|------------------------|-----------------|------------------------------|--|
| | | | | | |
| ceviz walnut | tütsülü okaliptus sooty ocaliptus | ceviz walnut | ofram | pelesenk rose wood | |
| RAL 9005 | RAL 9005 | RAL 8022 | RAL 8019 | RAL 9005 | |
| | | | | | |
| | | | | | |



color sample