

Emotional
intelligence
in design

Now it's the
age of freedom



index



Global Steps with Passion
Research: Working Environment
Wellness in the Workplace

New Products

Active Learning
Activity-based Working

Field Studies

Meet You at Munich
Colors & Materials
Hot Catalogues



Emotional intelligence in design with Nurus

Recently, the various needs of different generations working in the same office have triggered a major change in business life and working styles. Inspired by the idea of designing environments that foster creativity, empathy, positive energy and synergy, Nurus fuses technology and design with emotional intelligence. Emotional intelligence plays a determinant role not only for Nurus solutions but also for the point of view towards the world and future. With the initiatives launched for sustainability, Nurus implements its environment-friendly approach to all of its partners, from employees to suppliers. Nurus... Emotional Intelligence in Design

Many generations, many differences, many places...

Now it's the age of freedom

Workspaces are no longer differentiated from living spaces and have an important role on effective communication between generations. Adapting to the evolution of organizational culture and state of mind, workplaces become more agile, dynamic and free. Space design is focusing on dissolving boundaries and improving collaborations. Now it's the age of freedom...

Advanced functionality, integrated smart solutions and agile working understanding, Nurus is playing a major role on translating this "freedom" concept into tangible reality.

In today's world where space plays an important role, Nurus is redefining workspaces and living places for unique minds. Nurus empowers people by means of its design and products, integrated with latest technology in connectivity. "Nurus Links", exclusive to Nurus products, is a fine way to match your electronics to your furniture. Quick and accurate charging abilities coupled with multimedia extensions bring speed and ease into daily operations. As spaces are getting more social, this combination enables continuous and uninterrupted information transfer. With such innovative ideas Nurus' intention is to bring a new atmosphere to working areas and to create intuitively connected fulfilling environments

GLOBAL STEPS WITH PASSION

Dedicated to the future of design and innovation, Nurus empowers people by means of its design and products, integrated with latest technology in connectivity. Through this aim, Nurus is prioritising on strategic global partnerships with prominent associations around the globe.

German Design Council



Nurus is a member of German Design Council, one of the world's leading centers of expertise on design. It is unique forum for trans-disciplinary knowledge transfer on brand and design. In addition to Nurus becoming a council member, Renan Gökyay was invited to become a part of the German Design Council jury comprising of 22 professionals, each an expert in design. And announced as one of the "Major German Brands" by German Design Council and has taken its place in the brand book.

For more information please refer to www.german-design-council.de/en

Fraunhofer IAO Research Network Office 21®



Nurus is a partner of Fraunhofer IAO Research Network Office 21®, which conducts researches on "how people will work and live tomorrow" and defines success factors for new working and office environments.

For more information please refer to www.office21.de/en

Be Original Americas



Nurus is a member of Be Original Americas, supporting original design.

For more information please refer to www.beoriginalamericas.com/

Architonic Top 200 Brands



Being a well-established worldwide company, Nurus has entered the "Top 200 Brands List" of Architonic which has more than 16 million architects, interior designers and design enthusiasts as followers.

For more information please refer to www.architonic.com/

RESEARCH: WORKING ENVIRONMENT

Companies support **activity-based working** through giving employees the autonomy to decide their own working times, places and methods. Increasing autonomy is directly affecting success measures such as work-life balance, motivation and wellbeing of employees.

Deciding own working times:



%55

More than half of the employees mainly decide on their own which times they are working.

TENDENCY TO ACTIVITY-BASED WORKING



Deciding about working methods and resources:

%82

More than 80% of employees mainly decide their own working methods and resources they are getting work done.



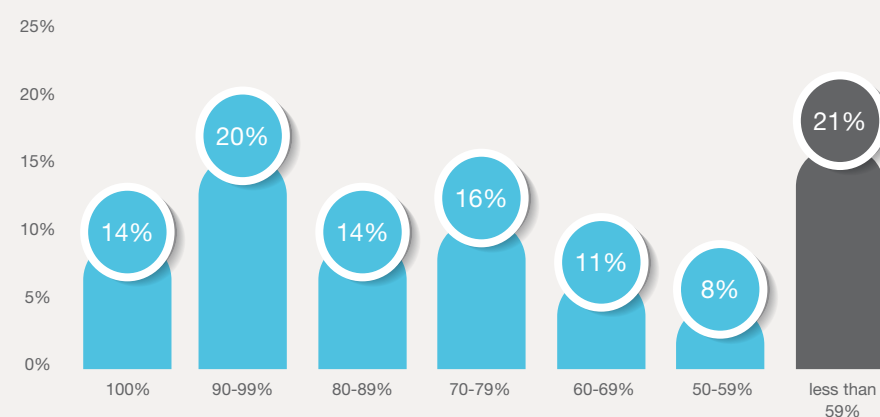
Deciding where to work:

%42

42% of employees mainly and 20% of them partly decide on their own where they work.

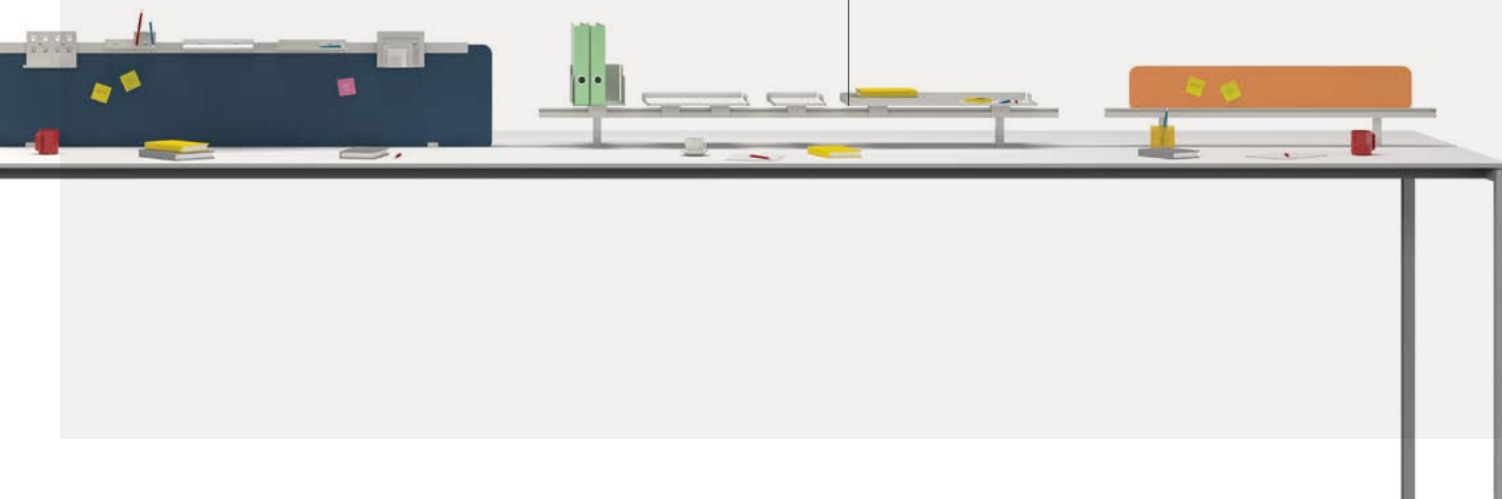
PRESENCE AT THE OFFICE

Presence time in the office



Percentage share of the working time which is spent in the office

Work is not just a place anymore and offices are not the only places to work. Jobs can be done anywhere with convenient tools and a high quality wifi connection. **One of five employees spend less than half of working time at the office, while 14% of them spending full time.**

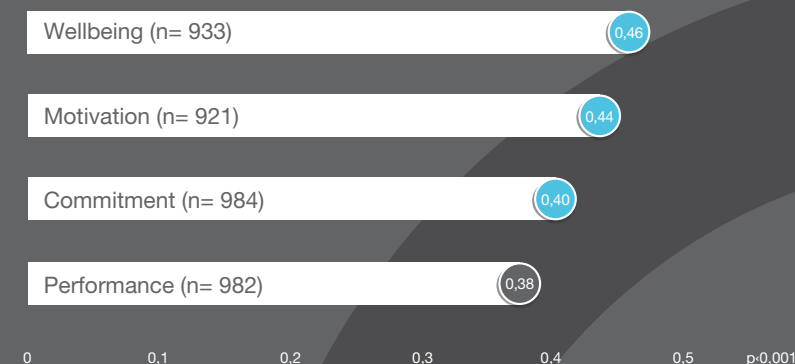


RELATIONSHIP BETWEEN EMPLOYEE SATISFACTION VERSUS OFFICE ENVIRONMENT

While half of the employees spending more than 80% of their working time at the office, satisfaction with the office environment also affects the key success measures at work. Wellbeing and motivation have stronger relations with office environment than performance.

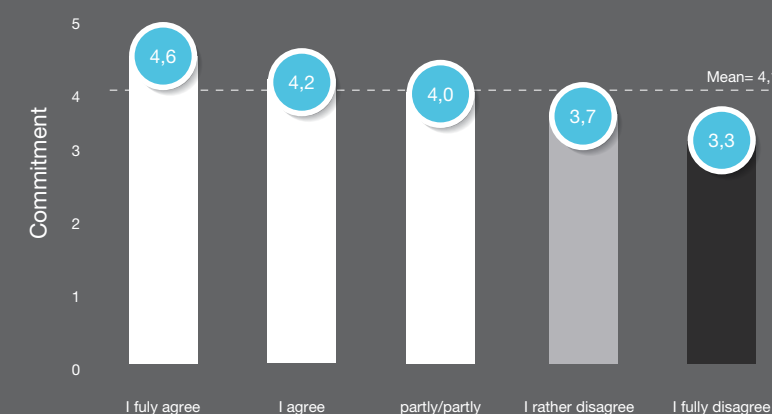
Satisfaction leads loyalty, employees that are satisfied with their office environment have higher commitment level than others.

Relationship between »Satisfaction with the Office Environment« and different »Success Measures«



Relationship between »Satisfaction with the Office Environment« and »Commitment«

Altogether I am very satisfied with my office environment



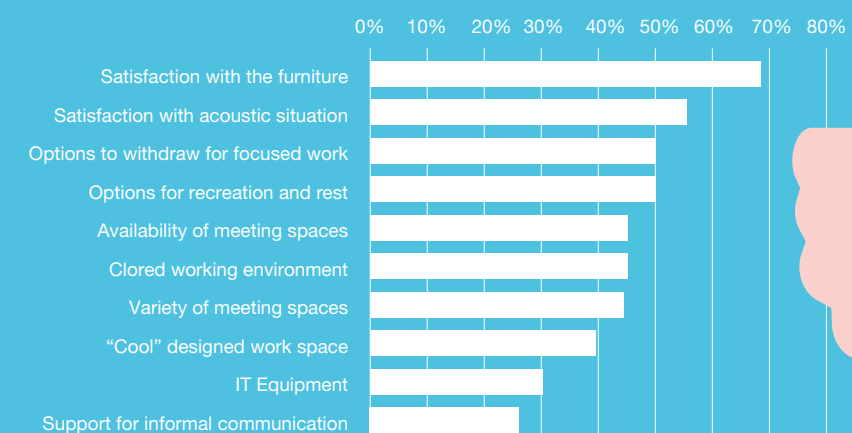
EMPLOYEE SATISFACTION LEVEL WITH OFFICE ENVIRONMENT

Employee satisfaction is directly related to furniture and office layout.

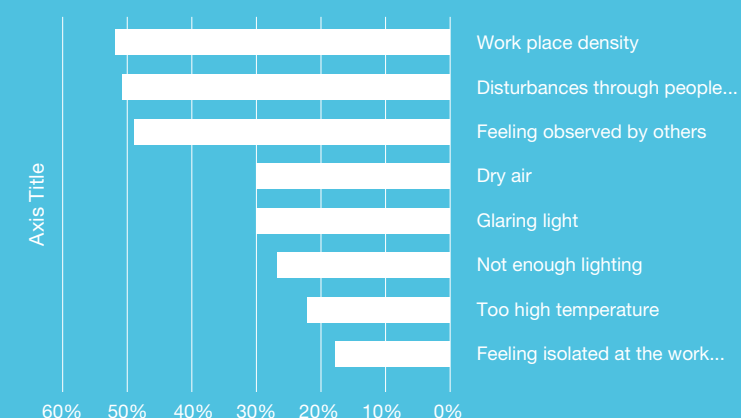
RELATIONSHIP BETWEEN EMPLOYEE SATISFACTION VERSUS OFFICE ENVIRONMENT

Impact factors on the »Satisfaction with the Office Environment«

Positive Factors



Negative Factors



wellness in the workplace

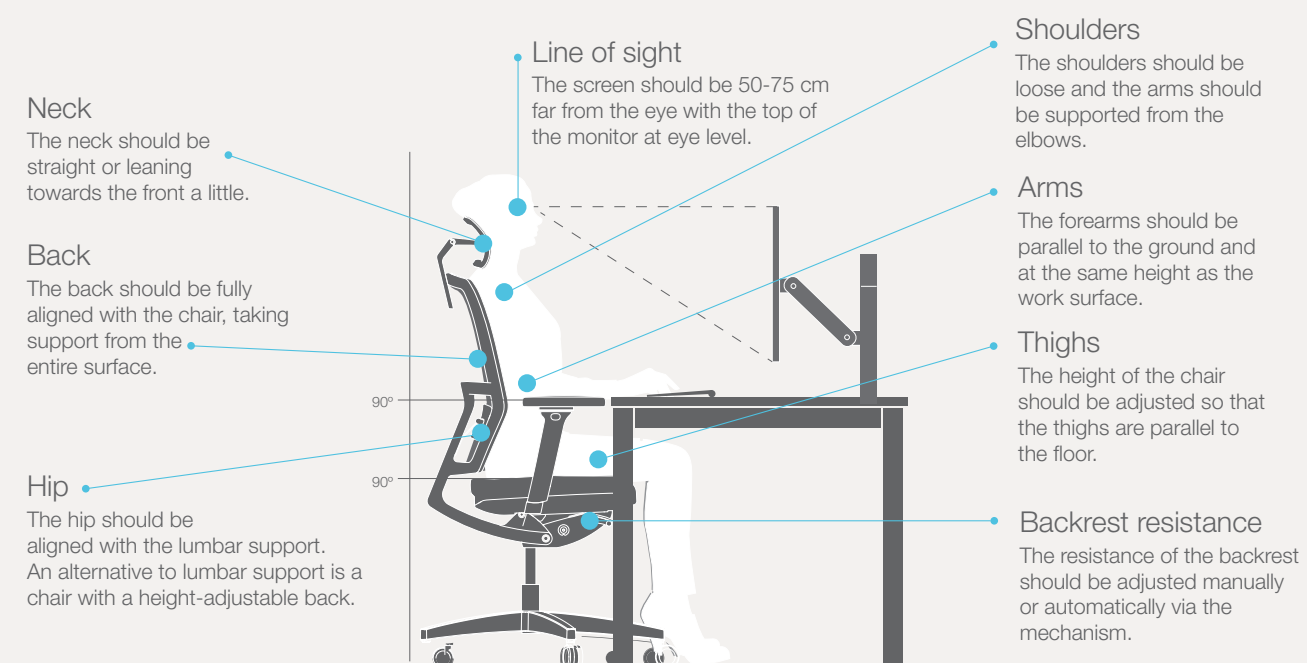
For employee satisfaction and engagement, wellness in the workplace is critical. The factors, such as ventilation, temperature, non-chemicals, acoustics, lighting and safety and working habits are important for a healthy workplace.

The optimum layout for healthy and productive working.

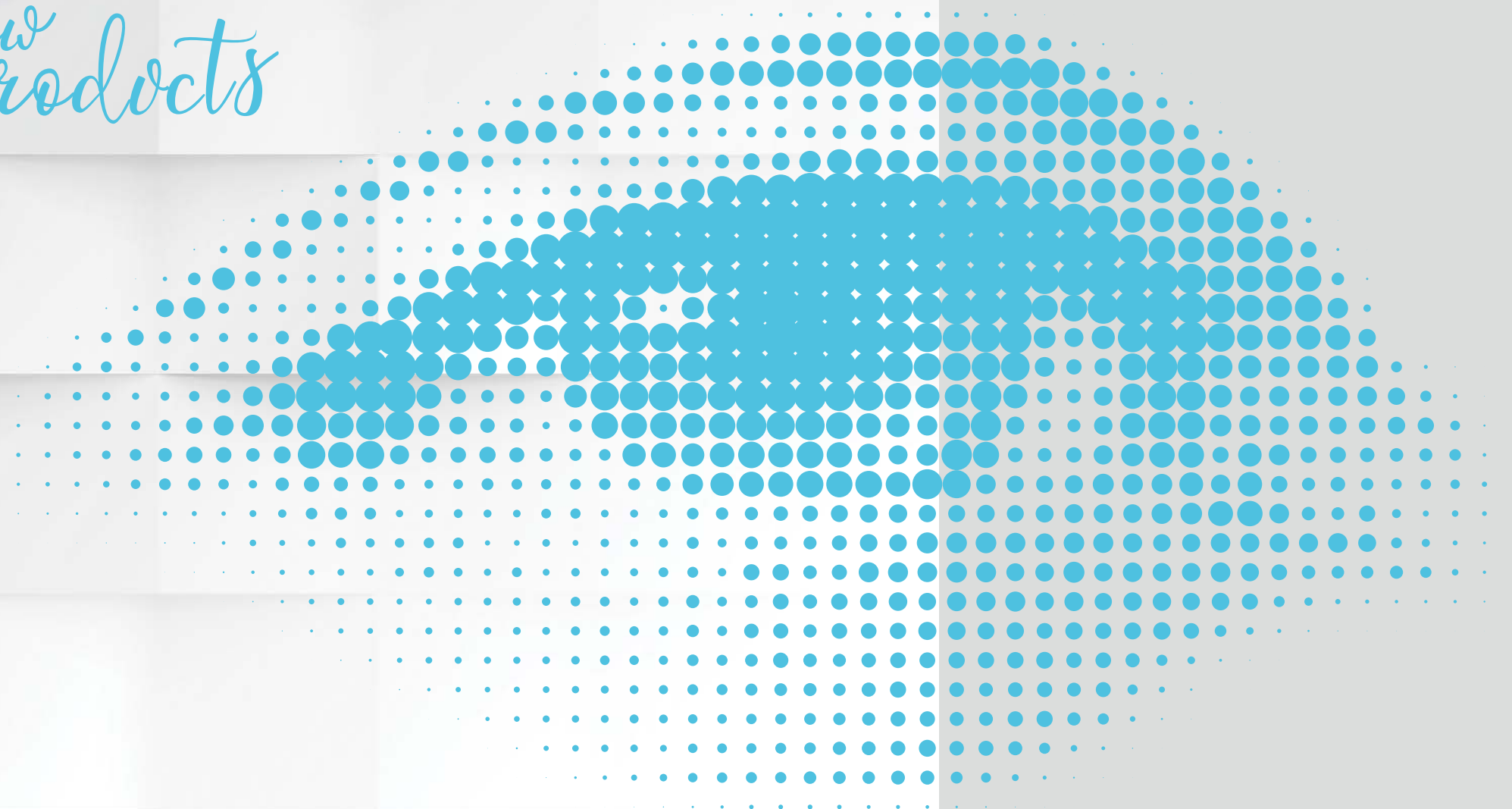


WE SPEND AROUND 15 YEARS OF OUR LIVES SITTING.

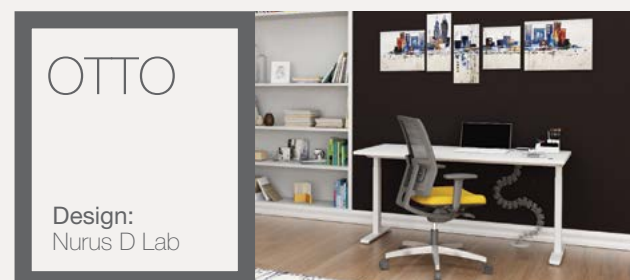
Most of our lives, we sit even more than we sleep. Healthy sitting habits that prevent neck, hip and spinal injuries are vital.



*new
products*



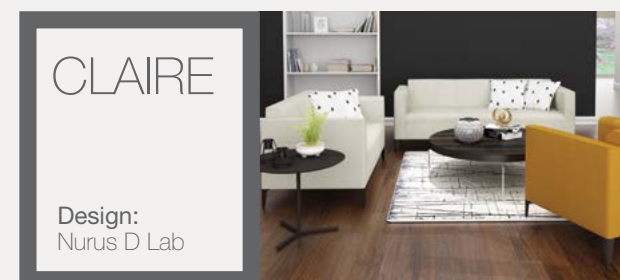
Otto
Claire
Ela
Renée
London Bench
Marla
Leaves
Dave
Lips
Cushion
Alava
Ride
Diadem
Mio
Mila
Greta High Backrest
Greta Meeting
Oli



Smooth operation with a height adjustable desk

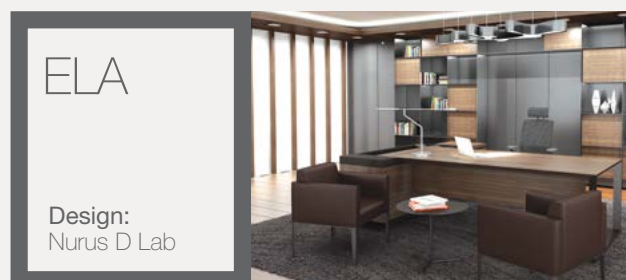
Otto is a new generation work system that entwines technology with user-centered design. Otto facilitates a more flexible working style, individually or as a team. Changing the height of the desktop with ease stimulates the body, enlivens the mind and accommodates both concentrated and collaborative styles of working.

In accordance with international norms, Otto's mechanism allows continuous adjustment of two alternative desktop heights; either from 68 cm to 118 cm or 65 cm to 125 cm. It is possible to make the height adjustments either with the built-in controls or wirelessly via Bluetooth 4.0 technology on a smart phone or tablet, through a complimentary application. Otto enables multiple working postures by supporting both seated and standing positions. Thanks to its electric connection, users can easily reach to power with Otto Custom and Otto Omnia. With Otto Omnia's screen, it enables to privatise.



Elegant seating with comfortable design

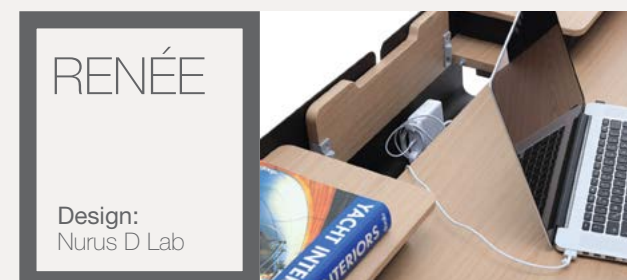
Claire brings superior comfort to living spaces in a pure form. Innately comfortable thanks to its composition, Claire is a perfect choice for homes, executive offices and waiting zones. Smooth, uninterrupted contours of Claire's upholstery and its carefully treated seams are complemented by neat metal legs, offering a wide range of material and colour alternatives. Claire comes in single, double and triple seating options.



An armchair enabling formal sitting with casual comfort



Ela, is a proper-sitting unit, simply adapting to executive offices as well as lounge areas. Thanks to its soft padding and carefully considered dimensions, sitting and standing become more comfortable. The eye level seating and decisive form stimulates a more effective communication, decreasing hierarchy. Its wide range of colour and material options, notably thin metal legs add elegance to its design.



Compact home desk with sophisticated features



RENÉE HIGH



RENÉE



With their functional designs and sophisticated features offered in a compact form Renée home desks bring about a cozy and sincere workspace. No more cable mess, plus removable magnetic storage shelves or anti-stain desk pad. Renée's warm wood desktop endorses a sincere sense besides its modern features.

LONDON BENCH

Design:
Nurus D Lab

A Bench for Space Utilization

Higher real estate costs, smaller spaces are the challenge of the new century workspaces. London Bench comes with an optimum solution for space utilization with its compact structure and cutting edge convertibility features. Whether working individually with high concentration or creating synergy as a team with collaboration... London Bench allows to convert the personal desk to an open space as a meeting table by moving screen with a single touch.



MARLA

Design:
Nurus D Lab



MARLA



MARLA MAXI



Contemporary redefinition of the coat hanger

Marla is the contemporary redefinition of classic coat hangers. Its decisive and modern style meets both executive and casual needs. Marla's well-balanced and durable structure comes with pants rack and accessory shelf options. With its minimal design, Marla easily adapts to every living atmosphere and evokes stillness.

LEAVES

Design:
Nurus D Lab

DAVE

Design:
Nurus D Lab

LEAVES DOUBLE



LEAVES

Inspired by
harmony
and grace
of the
Leaves

With its nature inspired design, Leaves is a coat hanger that answers needs of various environments. The well-balanced and durable structure comes with pin-up holders.

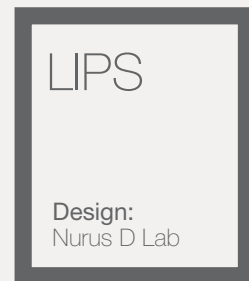


DAVE

DAVE MAXI

A coat
hanger
that
keeps
you
together

Dave keeps your clothes neat and your belongings together. Suitable for home and office, Dave coat hangers are designed with a metal frame manually coated with anti-scratch, anti-rust powder paint and with rigid polyurethane accessories. Disassembled when needed, it comes in small and easy-to-carry packages. With its carefully chosen materials, Dave will accompany its users for a long time.



A pouf for gentle motion

Named after its shape, Lips is a rocking pouf that assure the gentle motion during a creative meeting or in a focused individual session. By activating muscles, it supports active sitting by requiring minimum effort of the user to move.

It is easy to carry by having lightweight, Lips' carefully considered dimensions and color options allow the use for both adults and children. It complies with safety standards with well-balanced structure and fire-resistant materials upon upholstery and filling.



Personal touch in the living areas

Cushions are the simplest way to add a personal touch to any place. Nurus' cushions enrich the living areas through its wide color and design range. With its hidden zipper, cushion cover can be easily removable for cleaning. Double layered filling consist of a comfortable goose down outer layer and fiber inner layer that keeps the original form without volume loss and deformation. Complying with the safety standards, recyclable fabrics are toxic chemical free and fire-resistant.



ALAVA

Design:
Stefan Brodbeck

Design and nature united for education

Alava's smooth lines comes with a surprisingly minimum material use. Alava with a swivel base and a sliding writing pad, brings comfort and elegance to educational areas. Swivel base with castors and sliding writing pad supports freedom of movement. Whether you are right or left-handed, Alava ensures comfort for all writing habits.

RIDE

Design:
Sinan Atayurt

Speed up
your work:
Ride

Ride, a scooter, is designed to improve the efficiency at workspaces by shortening the distances in large facilities. And it helps to complete jobs quickly.



DIADEM

Design:
Martin Ballendat



A chair for the distinguished user

Diadem's pure and prominent design has an innate elasticity that makes the user feel welcomed while providing a wide variety of use. It is the perfect choice for meeting rooms and conference halls, and brings an orderly, timeless presence.

MIO

Design:
Stefan Brodbeck

A chair designed with the synergy of materials

Mio is designed with the synergy of materials to reflect the high profile atmosphere in executive spaces.

Surprisingly comfortable slim cushion is upholstered with natural leather. Warmth of wood welcomes the user at the connection of seat and backrest. And the elegant curve of polished aluminum armrests completes the harmony of the materials.

Mio supports dynamic seating at the executive level.



MILA

Design:
Stefan Brodbeck

A seat with futuristic curves



Minimal design and home-comfort is united in one particular chair. Mila's futuristic curved shape and well-defined contours bring a soft touch to lounges or lobbies. Its body form gets an oval shape on the bottom and joins to the solid base with a pure balance.

Inspired from the cartoon character, Mila Minnie provides privacy with its headrest, like giant ears and helps to create quiet atmosphere for individual use.

GRETA
HIGH
BACKRESTDesign:
Nurus D Lab

A sofa that makes 60s retro meet today

Within its retro design that integrating the past with the future, Greta carries the spirit of the 60's with its retro lines to today. Greta High Backrest introduces an opulent solution to create isolated spaces within open areas while allowing effective construction of limited spaces and high concentration with its high backrest. To support privacy, its backrest helps sheltering and soft quilted fabric provides noise isolation.

It comes with two different height options for different privacy levels and available with single, double and triple sofa options to serve for various purposes.

GRETA MEETING

Design:
Nurus D Lab

High concentration, high functionality...

Greta Meeting is combination of two Greta High Backrest sofas through a mid-panel that can be also a media wall when electrification and screen options added. While the backrest helps sheltering, its soft quilted fabric provides noise isolation supporting privacy.

While allowing effective construction of limited spaces, Greta Meeting meets all needs of a meeting room without walls. It provides high concentration with high functionality through technology and accessory support. Available with double or triple sofas, it can also be combined with movable service coffee table.



OLI

Design:
Ece & Oğuz Yalın



A fully equipped pouffe for active learning

Oli is a cross functional design that meets both educational and collective working needs. With its inclined and 180 degrees rotatable writing desk, it provides ergonomic and flexible usage. Using the concave form of the desk as an advantage, in just seconds, a space can flex from individual mode to collective mode aligning the desks as a part of a circle. Since its seat can slide backward and forward, it is really easy to settle on leaving enough space for the whole action of sitting and getting up. It has the most user-friendly design which connects the desk to the pouf from the bottom part especially considering women with skirts.



nuruslinks®

Advanced connectivity via NurusLinks®



Nurus empowers people by means of its design and products, integrated with latest technology in connectivity. NurusLinks®, exclusive to Nurus products, is a fine way to match your electronics to your furniture. Quick and accurate charging abilities coupled with multimedia extensions bring speed and ease into daily operations.

As spaces are getting more social, this combination enables continuous and uninterrupted information transfer. With such innovative ideas Nurus' intention is to bring a new atmosphere to working areas and to create intuitively connected fulfilling environments.



Besides the power connection, NurusLinks® provides quick and accurate charging abilities coupled with multimedia features bring speed and ease into daily operations.



Building the platform for collaborative work, NurusLinks® enriches meetings by allowing video conferences or presentations. Screen connection is established through VGA, HDMI sockets or data is read directly from USB disk.



NurusLinks® serve for charging and data transmission through USB port and micro-USB option for various devices. Also a cable free charging unit is applicable on NurusLinks® for a more practical use.



Even the frequency changes between generations, internet is a major tool and use on a regular basis in everyday life. NurusLinks® also provides internet access with a CAT6 connection.



Nurus D Lab, always up to date with both scientific and technological developments; designs products that are ahead of their time by observing the needs of users and listening to their dreams.

The end product that is presented to the user is the best one among countless options, emerging from brilliant ideas. Nurus D Lab manages all the steps that are taken from setting the brand's design strategy to the market launch.

active learning

Today students and their families have increasing demands on education at all levels. Compared with the past; they are challenging the education style more how it is done and whether it supports and builds a strong background for the professional life.

As soon as students reach the conditions of active learning, not only listening to the teacher, but also participating, creating and sharing, they will be much more prepared to business life. Nurus designs innovative products suitable to the changing dynamics of education and supports technology with innovative solutions such as NurusLinks®.

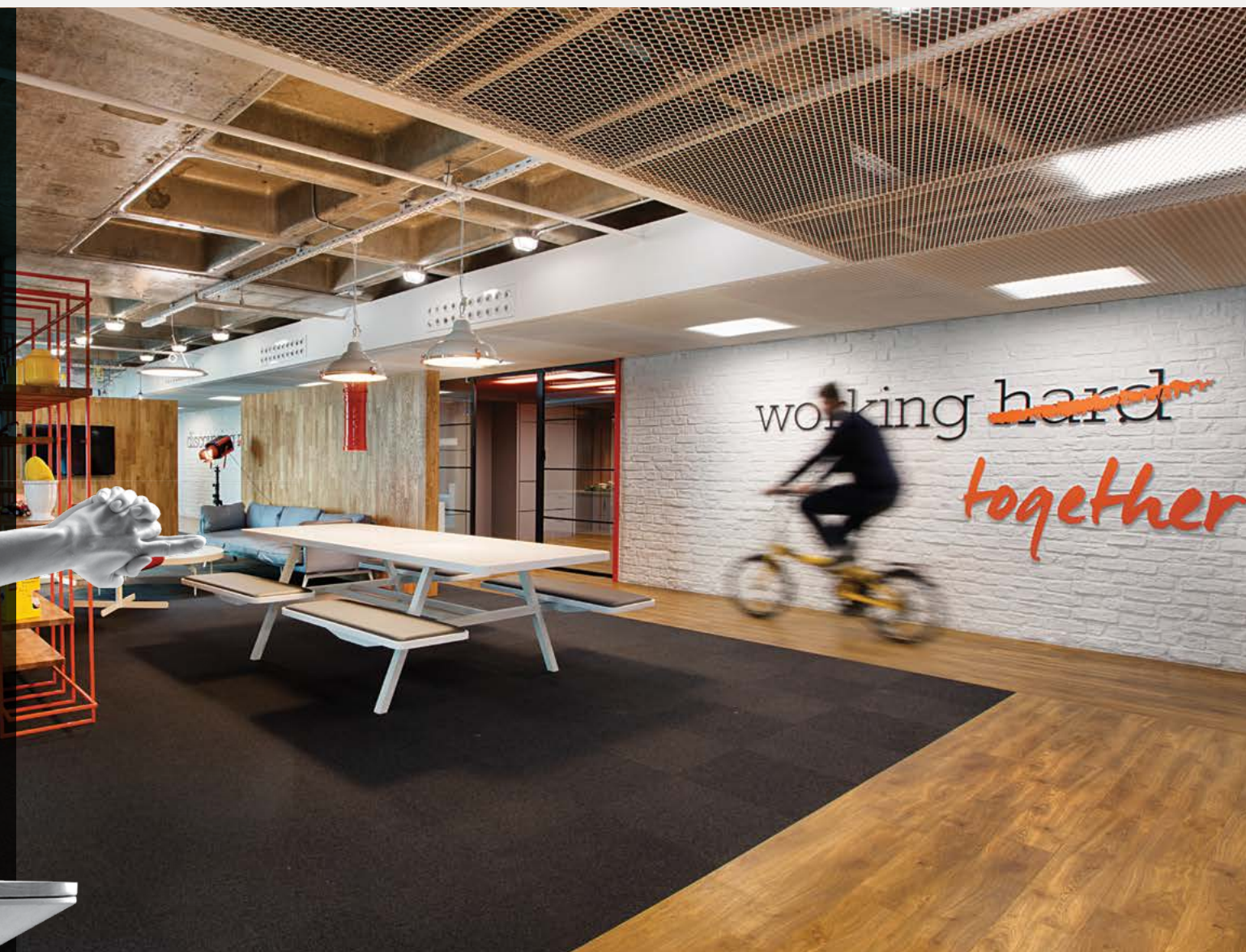


activity-based working

With advancing technology, changing habits, and different generations working together, the needs of businesses also evolve.

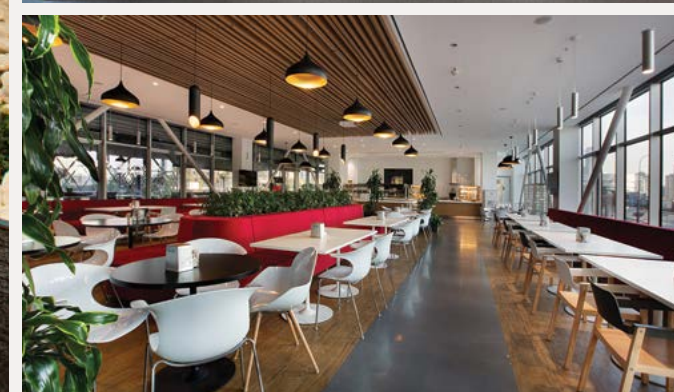
For knowledge workers, in particular, the workplace has been transformed. In activity-based workplaces, employees are not stuck to stable workstations. This freedom makes it possible for the employees to use broader areas in workplaces and allows activity zones that encourage collaboration, socialising and focusing on tasks.

New generation employees are moving beyond the basics - passive and adapting working style is slowly but surely becoming history.



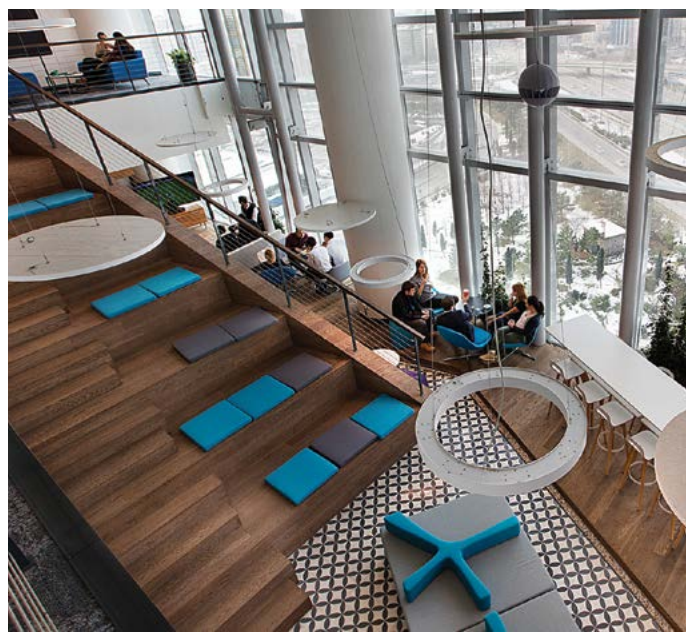
activity-based working

Having both workstations owned by employees and task-based zones is not efficient in terms of space management and in financial point of view. That's why a great majority of companies are implementing or considering activity-based working.



Allianz

Field Studies



Challenge

Allianz Turkey was operating in two different locations for years and it was decided for a total of 1700 employees to be located all together at the new office. With Tower project and new organization structure, Allianz Turkey was aiming to strengthen corporate identity with employee loyalty and pride of belonging to Allianz family through agile working. The assembly and fitting of the major project had a very limited time.

Solution

The employees are actively involved in the process. To support the adaptation of two offices in the same location, the office is designed with open office plan for all employees without concerning hierarchy. All 22 floors support agile working. From all the open offices and social spaces to the cafés and quiet spaces, are designed by Swanke Haydenn Connell Architects to cater to the meeting, resting, gathering and recreational needs of the users.

Each floor is defined with sports, arts concept and colors that belong to Allianz's corporate culture. Floors are colored according to concept and Nurus products' colors are adapted accordingly with rich material options.

Result

Adaptation of two offices is built successfully with alternative ways of working. Workspaces are surrounded with colorful spaces with Nurus lounge solutions to enrich happy office atmosphere.

Nurus has achieved the impossible by seamless cooperation, assembly and fitting of the major project covering 22 floors in only 40 days. The office encouraged socialization and communication between employees at the Allianz Tower project with contribution of Nurus.

Turkcell

Challenge

Leading GSM operator Turkcell decided to move its headquarters to a new campus according to increase efficiency and providing a more functional office environment for employees. Through this change, Turkcell was aiming to reflect the corporate value proposal – communication and high-technology to the whole workplace. Besides technology integration, implementing a flexible working environment was needed for the project.

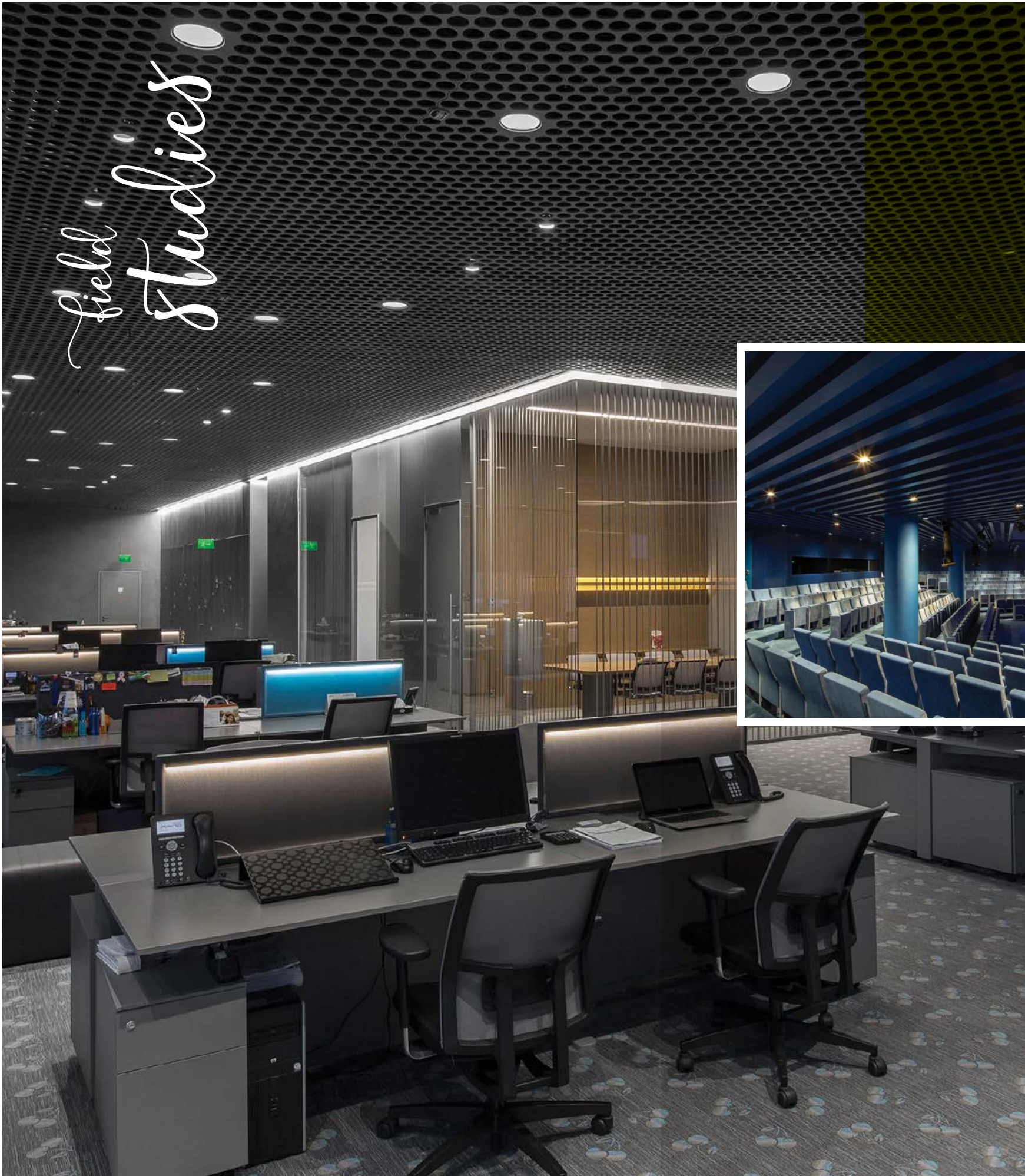
Solution

Inspired by company's informative-communicative techno character, Tabanlıoğlu Architects designed the multi-level plan, and gray colored metallic materials are paired with bright colors.

The open office areas connecting with large and small meeting rooms, break out areas, and modular lounges for multiple functions and freedom during office hours. Workplaces are designed with hi-tech desks called London Bench and Me Too chairs and storage spaces. The London Bench supports communication and allows to switching the personal desk to a meeting table by moving screen that has integrated lighting. For open offices and fitness area, the perforated ceiling is designed by Nurus' contract division.

Result

Turkcell's new office is giving employees a number of options to enjoy and create opportunities for collaboration. London Bench allows employees switching to activity based working. The office reflects corporate values from top to bottom and provide the effective combination of communication and technology for 3000 employees.



Challenge

ING Bank Turkey Headquarters can be defined as “a true generation Y team” with an age average of 32. The Y generation gives a great deal of attention to the working environment and considers the free, flexible and technological office spaces as a key factor for work efficiency. According to a survey with participants consisting of ING employees from different ages, nearly 80% stated that they’re not pleased with office environment. They needed an office that gives them more freedom.



ING Bank

Solution

The ING Bank headquarter offices, renovated to cater to the changing conditions of life at work and the needs of employees, were given a brand new look with Nurus designs. The project, designed with a number of social spaces taking modern working habits into account. The project gives ING Bank’s working spaces a distinct touch, and includes R2 poufs near the desks for any instant meetings.

The office also includes phone booths for private meetings or individual work with height-adjustable Silva desks. With the Picnic tables used in the shared spaces, the project offers a vibrant and energy-filled area that allows staff to work together and inspires motivation for innovative ideas.

Result

“Happy offices” belong to the Y generation and only possible through having the freedom and the freedom to choose. Despite the increase in the number of staff, the building was efficiently re-structured to offer a number of social areas for 1000 employees.

Far from the traditional “bank” look, the new ING Bank headquarters office now has options ranging from learning spaces to meeting spaces, from cafeterias to phone booths and even a basketball court.



MEET YOU AT MUNICH

In accordance with its global growth strategy, Nurus has opened Germany Sales Headquarters in 2015 in the heart of Munich's design world.

Less than two years, Nurus has reached five showrooms, a production facility and numerous customers in Germany. Aimed for faster delivery in Germany, the production facility is located in Donauwörth with a warehouse to keep stock for demanding customers besides 100% Germany production. Nurus Germany has completed projects on several industries from technology companies to service providers, hotels to museums.



Nurus Germany Contact Info:

A: 88North Riesstrasse 12 80992
Munich Germany
T: +49 89 12 22 37 30
E: germany@nurus.com

news

new

HOT CATALOGUES

Each industry has its own dynamics inside. Nurus analyzes the changing needs of its customers with different structures who are operating in various industries, and offers tailor made solutions to their changing working requirements.



Meet with our industry specific catalogues to harmonize your ideas with our unlimited solutions.

COLORS + MATERIALS



HERE COMES THE
COLORS OF 2017 IN
OUR MATERIAL BOX.

We invite you to find your own poetic story in the durable and rich combination of materials in the Nurus Material Box.

You may choose materials for other furnitures with the cards of upholstering products' fabric styles, mesh and leather options, melamine and lining. Laquer and powder coat offers variety of options for metallic surfaces and wood panels. All cards in their harmonious arrangement will even be delightful on your table.

THE WORLD IS NOT ENOUGH

While researching demand, we come to a single, but striking question: How do people know what they want? Basically, we may say that they follow the trends.

In the business world, following the trends may sound rational, yet we think that it's mainly good for adaptor brands.

At Nurus, we are thrilled with the possibility of creating the demand by awakening the mind, inspiring the soul and touching the heart of people.

At the same time, we know that creating the demand consistently needs a systematic and continuous search of insufficiencies.

This never-ending search constitutes a phrase that we like to remind ourselves: "The world is not enough."

