

# Genaya

Genaya is more than just soft seating. Its modularity enables Genaya to respond to the diverse needs of its users and it blends harmoniously into any space. It is the epitome of interior design comfort and flexibility.



KUSCH+CO



# **“Quality is irreplaceable”**

– Ernst Kusch

To us, quality is the concept that translates not only into our products, their design, materials and precision we proceed with, but also into our approach. It's our motivation that propels us to constantly explore customer's needs and address them through our solutions. As a man is in the centre of our interest, we don't want to offer him just the products – we want to give him the quality, that can truly improve his work, his everyday and the environment he lives in.

*GENAYA  
IS MORE  
THAN  
JUST SOFT  
SEATING*

Genaya is a project by Veronika Köpp and Stefan Brodbeck - designers, whose philosophy is "design based on people". Given this design approach and the designers' observations and experience, Genaya is a soft seating line designed with people and their needs in mind, adapting flexibly to a variety of spaces.



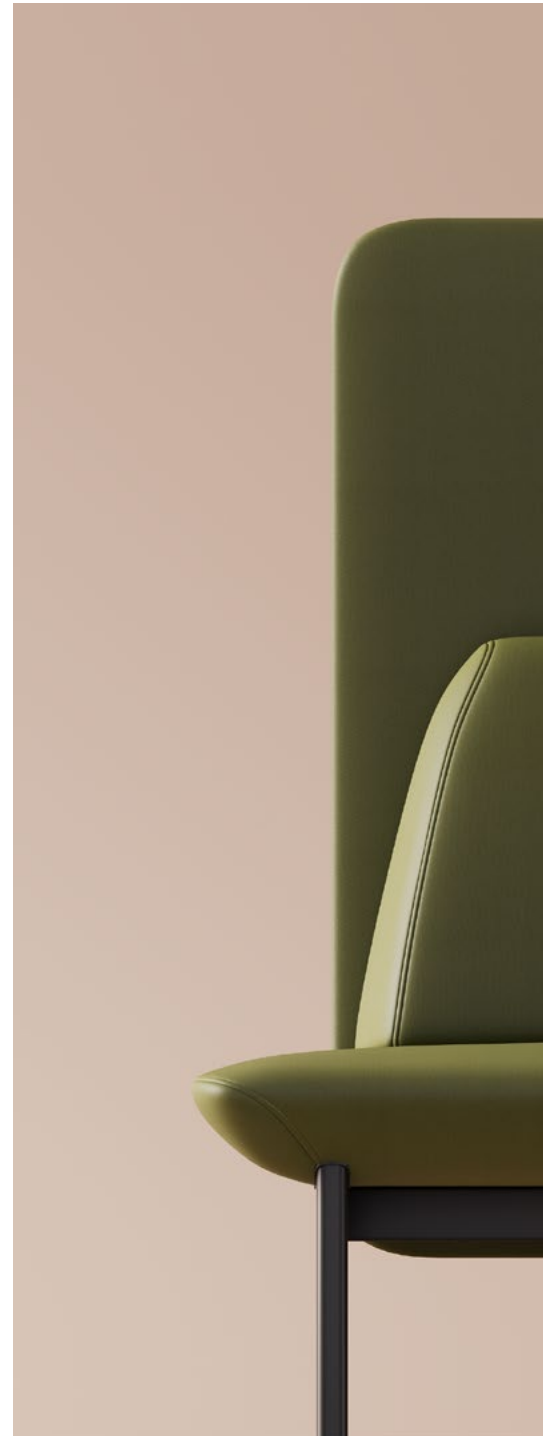
Design by brodbeck|koepp design

# Genaya wins Red Dot Award!

Genaya designed by brodbeck|koepp design has been created to shape any space without overpowering it. Its minimalist form - soft, flowing lines - combined with the ability to adapt to a diverse range of user needs, appealed to the Red Dot jury.

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Red Dot Design Award 2023







*GENAYA  
ADAPTS  
TO  
PEOPLE'S  
FLOW*



# Genaya – a plethora of possibilities



The modular design of this soft seating line allows any interior to be freely configured, creating a space tailored to the needs of its users. Because these needs are dynamic and change over time, Genaya enables a wide range of layouts that always meet user requirements.



**Genaya**  
**freestanding**  
**or for integration**



*GENAYA  
GOES  
WITH  
THE  
FLOW*

Given its diversity, Genaya is an excellent enabler of various user activities. Depending on needs, it can facilitate teamwork, effective communication, or assist with focusing and achieving a state of flow – a mental state in which awareness and attention are entirely focused on performing a specific task.





# Communication



# or concentration

Modularity, minimalism and organic design characterised by soft streamlined lines enable Genaya to blend harmoniously into a variety of spaces, like offices, hotel lobbies or art galleries.



# An embodiment of harmony and flexibility















# TRAVEL

environments







# CARE

facilities





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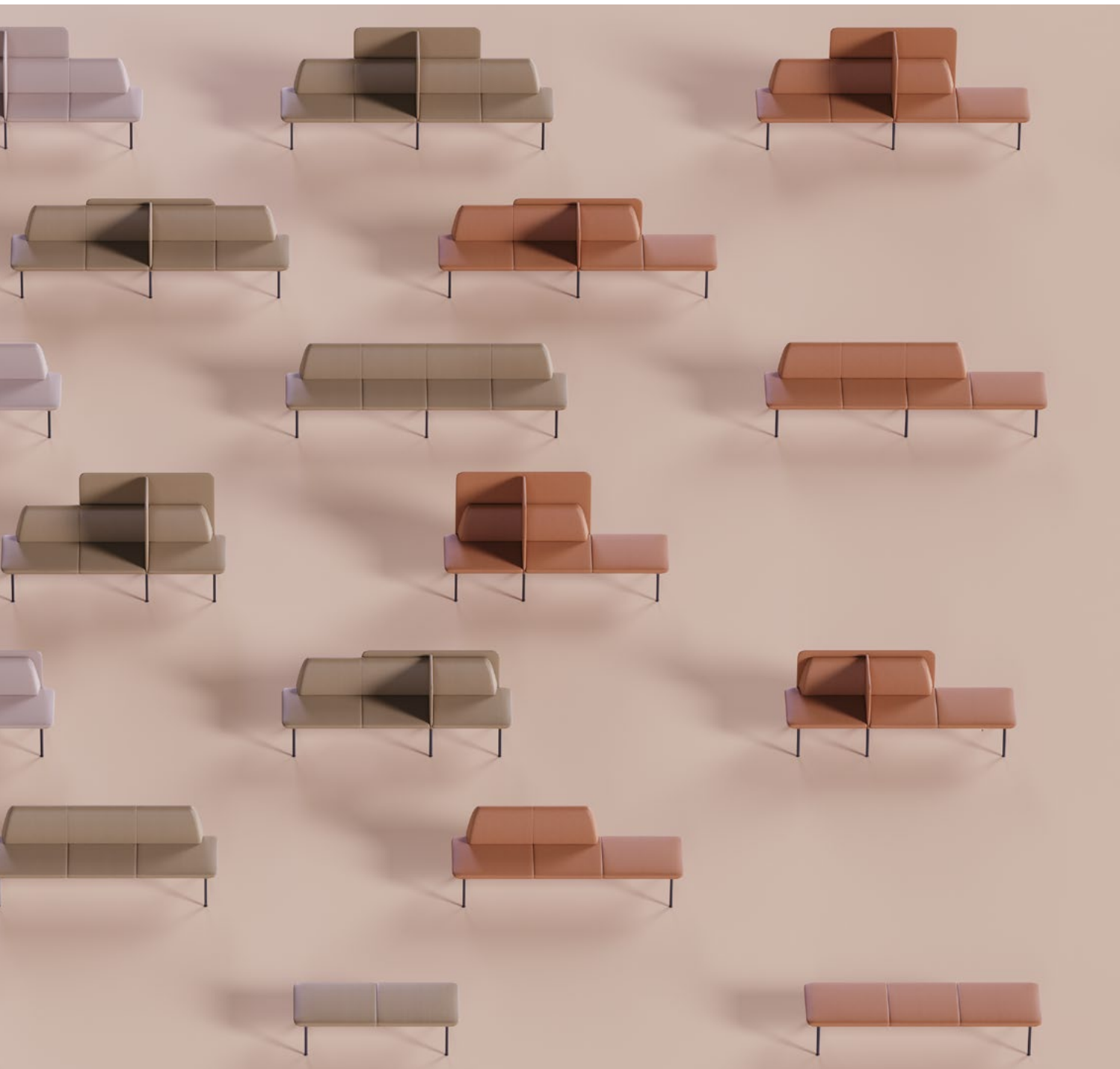


# A quintessence of modularity

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The modular Genaya system consists of 2, 3, and 4-seater sofas. 3,4-seater sofas are available with panels in two different heights. The sofas are also available in right and left versions. Additional system components include 2 and 3-seater pouffes and a double-sided sofas. Each of these models comes with a table on the right and/or left side.









The integrated tables are an excellent addition to the line, enabling Genaya components to be combined to form a range of configurations. To increase functionality, Genaya can be fitted with media ports.

# Example options

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1. External table right and/or left
2. Low or high panel
3. Media port
4. Various glides options, including ground-mounted



# Designing for sustainability

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When designing Genaya, brodbeck|koepp design merged functionality and aesthetics with a concern for the natural environment and sustainable development. The product's name itself reflects nature. Genaya originates from the English language and signifies sea waves appearing in shades of white.

Genaya is the result of inspiration drawn from the delicateness and beauty of natural surroundings. It embodies deliberate and universal design, epitomising simplicity and operating beyond fleeting trends, bringing harmony to any space. It represents modularity and flexibility, enabling almost limitless diversity of applications and configurations, utilising a minimal number of components.



# Genaya's sustainable development design principles



### **Weight Reduction**

Thanks to the perforated inner structure of the seat and backrest, as well as the omission of bulky cushions, the amount of material has been reduced, resulting in a product weight reduction.

### **Thoughtful Base Design**

By introducing a shared leg at the junction of the frame and seats, the number of legs has been limited. Another solution is the use of a single universal leg, both inside and at the end of the configuration.

### **Production Optimisation**

The number of components needed to create different configurations has been minimised, emphasising their universality. Universal components enable a diverse range of configurations to be created using just a few subassemblies. One mould can produce 4 foam parts: an outer seat, poufs and sofas, each in two versions - left and right. This design approach has led to a reduction in specialised tools, enabling production optimisation.

### **Component Universality**

Modularity and the ability to connect and disconnect components have provided the option of reusing existing subassemblies, instead of ordering entirely new sofas, poufs, or other system components, especially when spaces need to be reconfigured.

### **High-Quality Materials**

By using durable materials, such as robust steel for the structure, poured foam or high-quality finishes, the product has increased longevity and guarantees long-lasting use.

### **Logistics Enhancement**

The option of purchasing the product in a self-assembly format enhances logistics, contributing to a reduction in CO<sub>2</sub> emissions.



## Genaya 2 and 3-seater sofas



Genaya sofa 2U 2B,  
freestanding/for integration  
H: 815 mm  
W: 1660 mm  
D: 670 mm



Genaya sofa 3U 3B,  
freestanding/for integration  
H: 815 mm  
W: 2365 mm  
D: 670 mm



Genaya sofa 3U 2B,  
freestanding/for integration  
Available versions: right and left  
H: 815 mm  
W: 2365 mm  
D: 670 mm

## Genaya 4-seater sofas



Genaya sofa 4U 4B  
freestanding/for integration  
H: 815 mm  
W: 3070 mm  
D: 670 mm



Genaya sofa 4U 3B,  
freestanding/for integration  
Available versions: right and left  
H: 815 mm  
W: 3070 mm  
D: 670 mm

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## Genaya 3-seater sofas with panels



Genaya sofa 3U 3B PN,  
freestanding/for integration  
H: 880/1205 mm\*  
W: 2395 mm  
D: 705 mm



Genaya sofa 3U 2B PN,  
freestanding/for integration  
Available versions: right and left  
H: 880/1205 mm\*  
W: 2395 mm  
D: 705 mm

\* - x / y mm - x: total height with low panels / y: total height with high panels

## Genaya 4-seater sofas with panels



Genaya sofa 4U 4B PN,  
freestanding/for integration  
H: 880/1205 mm\*  
W: 3100 mm  
D: 705 mm



Genaya sofa 4U 3B PN,  
freestanding/for integration  
Available versions: right and left  
H: 880/1205 mm\*  
W: 3100 mm  
D: 705 mm

## Genaya double-sided sofa with panel



Genaya sofa 2U / 2U 4B PN,  
freestanding/for integration  
H: 880/1205 mm\*  
W: 1660 mm  
D: 1375 mm

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## Genaya pouffes



Genaya pouffe 2U,  
freestanding/for integration  
H: 450 mm  
W: 1660 mm  
D: 670 mm



Genaya pouffe 3U,  
freestanding/for integration  
H: 450 mm  
W: 2365 mm  
D: 670 mm

\* - x / y mm - x: total height with low panels / y: total height with high panels

## Genaya table top for integration of pouffes and sofas



Genaya table top RC1  
W: 720/500mm\*\*  
D: 490mm



Genaya table top A90  
W: 705/595 x 705/595mm\*\*  
D: 595mm



Genaya table top A120  
W: 495/385 x 495/385mm\*\*  
D: 560mm

## Genaya table top for integration of double-sided sofas



Genaya table top RC2  
W: 720/500mm  
D: 1180mm

\*\* - x/y mm - x: table top overall width y: table top usable width after connection with two sofas/pouffes for integration





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