



# Soundscapes for well-being

**dB Pillar**

Design: Thomas Bernstrand

**Trumpet**

Design: Stone Designs

**Sustainability**

Responsible soundscapes

**Virtual Reality**

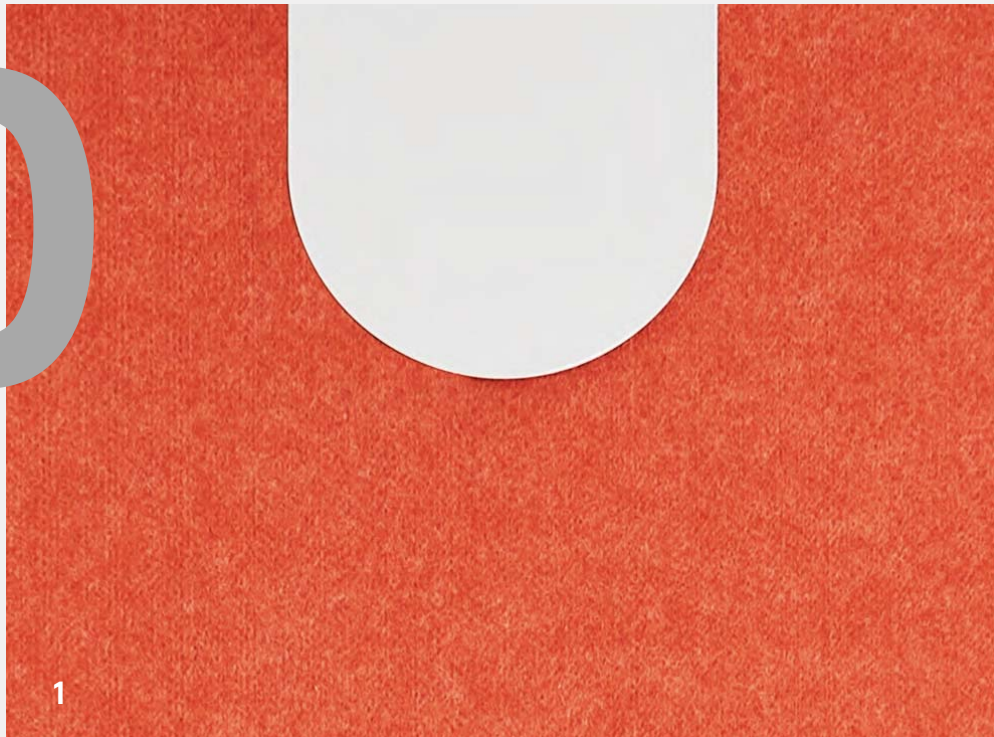
1000 m<sup>2</sup> exhibition space

**Combo Deluxe**

Design: Pia Wallén



# News 2020



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At Abstracta, we know that sound matters. We're in the business to design soundscapes that promote creativity, performance, job satisfaction, and ultimately well-being.

This year, we proudly present two innovations mindfully designed to improve the soundscape. We're also introducing a whole new way to experience our products: a 1000 m<sup>2</sup> virtual reality soundscape.

Abstracta's aim to promote well-being requires a responsible attitude towards the environment. This year, we're increasing our efforts for a sustainable furniture production.

# dB Pillar

Design: Thomas Bernstrand



## A game-changer in the field of acoustic furniture

With his new product for Abstracta, the prize awarded Swedish designer Thomas Bernstrand explores the potential of an essential element of architecture to add new value and function to a space: the pillar.

Since antiquity, the pillar has been used as support for buildings but also as ornament and monument. Thomas Bernstrand's version of the pillar makes a playful reference to the latter use: It is possible to put a plant on top of it. But in all other respects, his pillar is different from the pillars and columns we are used to.

Unlike other pillars, dB Pillar is mobile. It is soft – and not only on the surface. dB Pillar is filled with textile waste from Abstracta's factory. Thus, the product supports Abstracta's long-term vision of a circular production process.

dB Pillar works wonders for the soundscape. In combination with the material, the design of the product gives it unique acoustic features. It radically reduces the levels of low frequency noise, that most products fail to deal with. It's not an overstatement to say that dB Pillar is a game-changer in its segment.

dB Pillar includes tables, stools, and pillars in various heights. Several pillars with different additional features are available: pillars with whiteboard, with support for climbing plants, with magazine holders, with flower pots, and with coat hangers. The products are available in a wide selection of fabrics and colours. The tables have power outlets for phones and laptops.



Absorption



dB Pillar shows that textile waste  
isn't trash, but a valuable resource.



dB Pillar radically reduces the levels of low frequency noise, that most products fail to deal with.







# Well-being and sustainability goes hand in hand

If you're in the business for the sake of human well-being, then you cannot ignore the well-being of future generations. Ultimately, to create better soundscapes is a mission that requires responsibility and careful attention to the environmental impact of our business.

Abstracta uses only high-quality materials that ensure that the products last a long time. All products are produced to be easy to repair, easy to reuse, and easy to recycle.

"Our long-term goal is to shift to a circular economy, where we use only pure and recycled materials for our products, and that all the products themselves are recyclable. We're not there yet, but we've already come a good way. An example is the new dB Pillar, with textile waste from our own factory as acoustic filling. Another is Sahara, an acoustic screen made of excess materials from wine cork production", says Erik Graesén, product manager at Abstracta. "We use Ellen MacArthur Foundation's Circularity Indicator to measure how well our products are doing."

Abstracta uses as few different parts as possible for the products. "Essentially, the products are module-based", explains Erik Graesén. "This makes it easy to repair the products and to take them apart for re-use or recycling."

In 2020, Abstracta introduces a recycling service for its customers. The company starts to collect worn-out products to prevent them from being thrown away as waste. "It feels good to do the right thing and to take responsibility for the whole life-cycle of our products", says Erik Graesén.

The sound absorbing filling Abstracta uses for its products is made by 100 % recycled materials – textile waste and polyester made from PET plastic bottles. The polyester comes from a recycled resource, but still it is made of plastic. "I'd love to replace the polyester with a natural material soon. We're part of a thrilling research project that explores how cellulose-based materials can be used as acoustic filling. To use a material from Swedish forests as filling would be great."







# Abstracta 2030

100% Carbon-neutral

100% Circular

100% FSC-certified wood

100% Möbelfakta certified products



## THE GLOBAL GOALS



Abstracta supports the UN Sustainable Development Goals. We focus on the five goals to which we can contribute most.



# Abstracta today

Nearly all the wood we use come from documented sustainable sources.

Our aim is to use recycled wood for our wood components.

We use acoustic filling made from recycled materials like textile waste and plastic bottles.

We favour local suppliers.

Textiles produced in Sweden and Europe.

100% renewable energy for heating and electricity.

Module-based products that are easy to repair and recycle.

Transport partners with Euro 5 and Euro 6 vehicles.

Since 2019, all our new company cars are either electric or hybrid electric.



# Trumpet

Design: Stone Designs



## Make silence and light

"It is not an acoustic panel with LED lighting. It's a lamp with acoustic properties", states Cutu Mazuelos, who designed Trumpet for Abstracta together with Eva Prego. The difference is important for the designers who aims to contribute not only with acoustic function but also with a temperament that enriches everyday life.

Cutu Mazuelos and Eva Prego founded their studio Stone Designs in Madrid 25 years ago, right after graduating from University. But their major influence is not from Southern Europe, but from Japan, where they also have a studio, and from Scandinavia.

Like many of their works, Trumpet is characterized by simplicity and a careful attention to the detail,

which become obvious when you have a close look. Here, the designers use the iconic shape of the music instrument to both direct the light and to make a subtle connection to the space below the lamp.

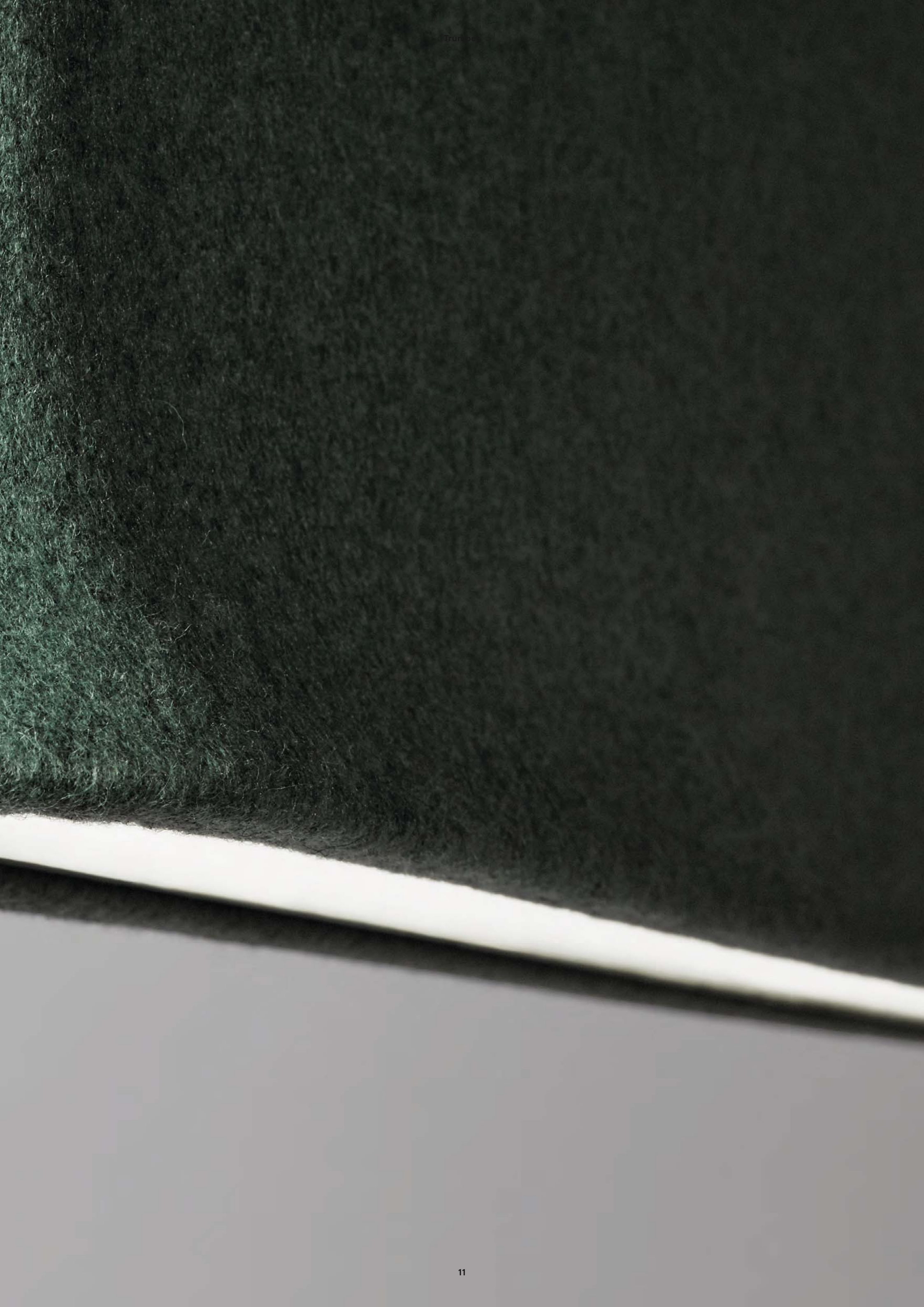
Trumpet is remarkably thin, which gives the product a certain elegance. Yet, it makes a huge difference when it comes to noise. The precursor of Trumpet was designed for a dining room in an Andorra ski-resort, which on an average day was filled with 400 energetic kids with ski boots.

Trumpet comes in two standard sizes (1040x515x80 mm and 2040x515x80 mm) but can be delivered in customized sizes. It is available in a wide selection of fabrics and colours.

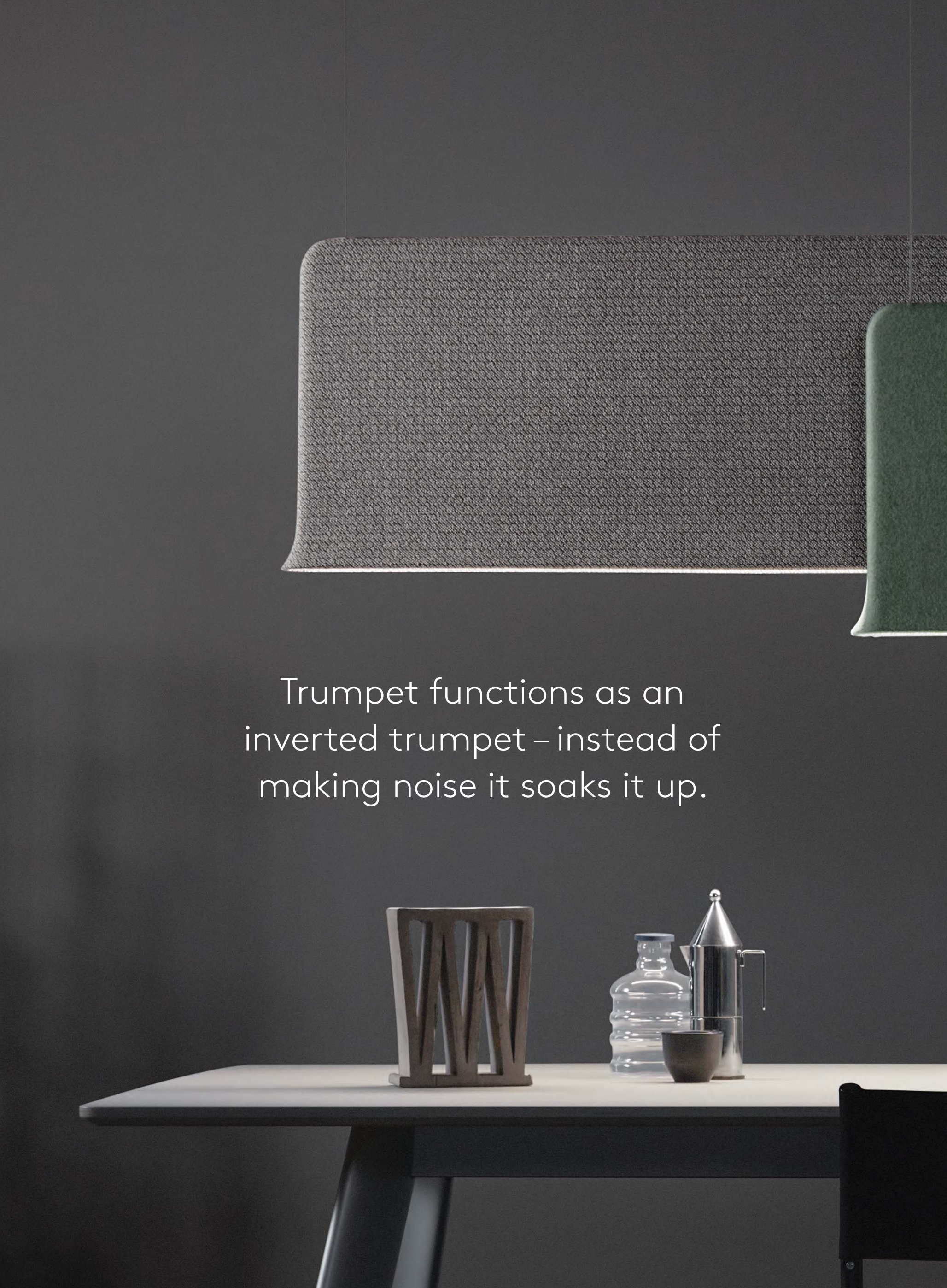


Absorption









Trumpet functions as an  
inverted trumpet – instead of  
making noise it soaks it up.







# Welcome to Abstracta's VR exhibition space





Abstracta opens a whole new virtual reality exhibition space. It is a 1000 m<sup>2</sup> palace surrounded by friendly summertime clouds.

A virtual reality exhibition space with a minimalist, modern design. The scene features a light blue sky with soft, white clouds. In the foreground, there are several white, rectangular blocks of varying heights and widths, arranged in a way that suggests a staircase or a series of platforms. The word "abstracta" is displayed in a bold, white, sans-serif font on the left side of the image. The overall atmosphere is clean, bright, and futuristic.

abstracta

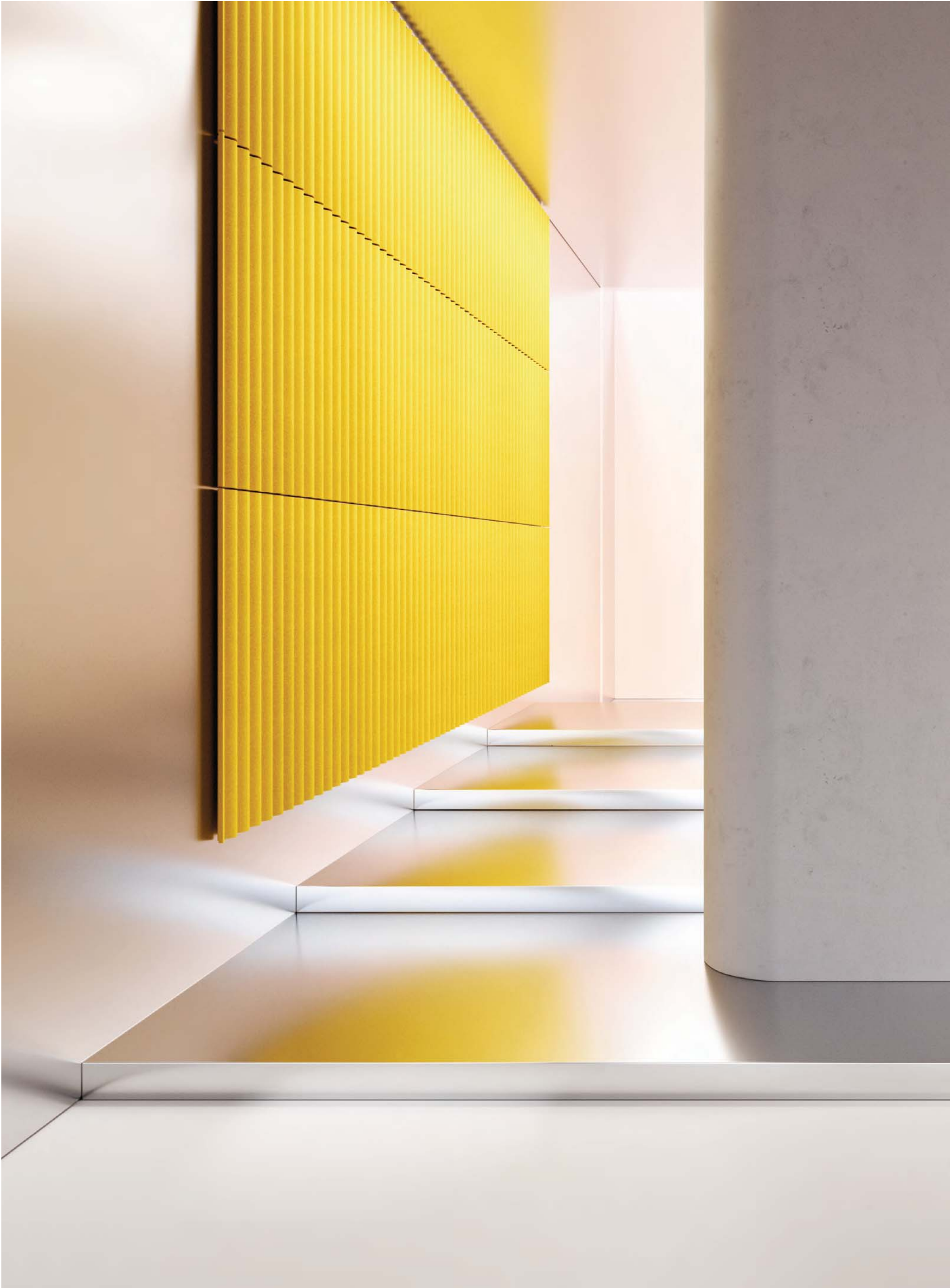
The virtual reality exhibition space is developed in collaboration with the Stockholm-based architect studio MER. It is designed to give the viewer a tactile sense of the products as well as an enhanced experience of the soundscape they establish. One of the aims is to increase the interaction between sight and hearing, which is essential for Abstracta, a company committed to create better soundscapes.

Two other aims are inclusion and sustainability. "Our ambition is make our products accessible to all. Now everyone, no matter where they live or work, can have

a great experience of our products. You don't have to travel to a fair or to one of our physical showrooms to be introduced to our news or to get a proper idea of what Abstracta can do for well-being at work. It's all about inclusion and sustainability", says marketing manager Åsa van Drumpt.

The exhibition space has six different rooms where Abstracta's furniture is showcased, among them a sound laboratory and a beautiful terrace garden where the sun always shines.







"Our ambition is to make our products accessible to all. Now everyone, no matter where they live or work, can have a great experience of our products."

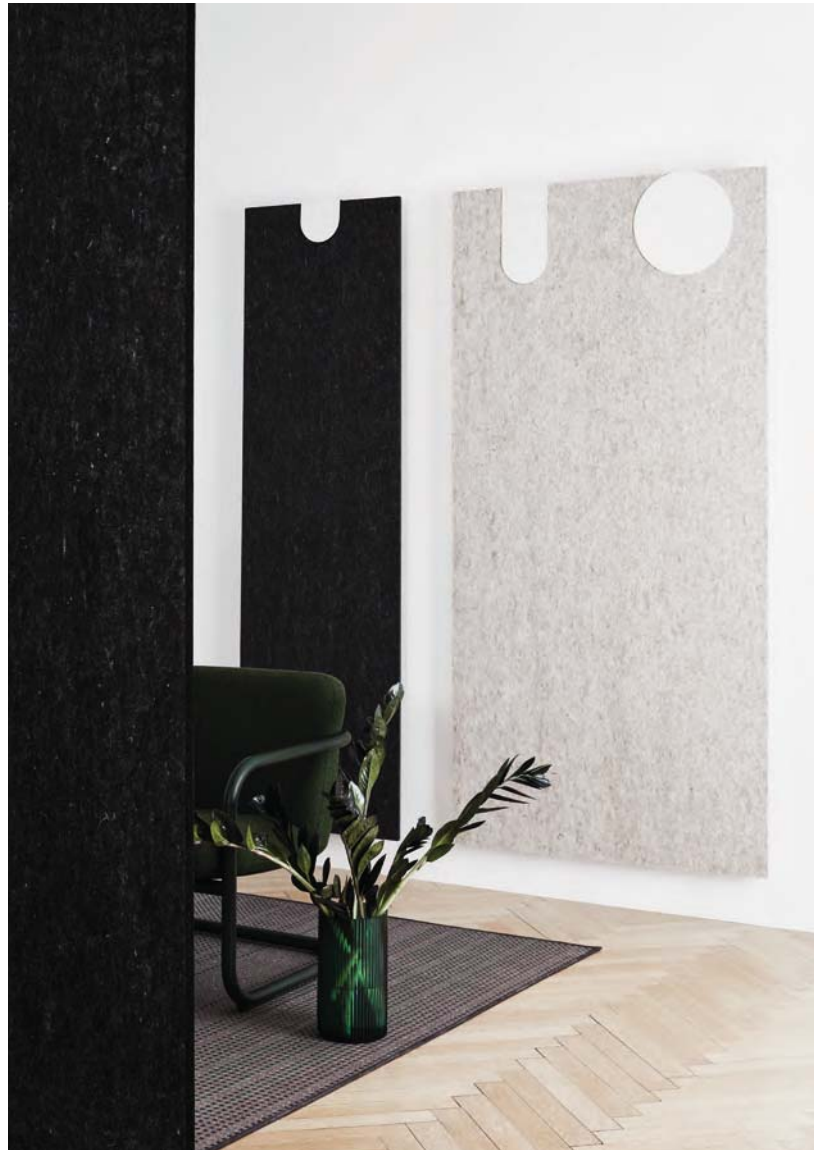
Åsa van Drumpt, marketing manager





# Combo Deluxe

Design: Pia Wallén



A playful, tactile, and minimalist marriage of beauty and pleasing acoustics.

In her new work for Abstracta, Pia Wallén has employed subtle, yet radical, means of redefining and expanding the role and significance of sound absorbers.

"I wanted to enhance the bracket's form and thereby transform otherwise purely functional sound-absorbing screens into aesthetic objects unto themselves that add elegance through materials like brass and stainless steel", explains Pia Wallén.

Pia Wallén's practice exhibits a strong continuity. A love of craftsmanship and a fascination with traditional materials and symbolism is evident in all her collections. Yet, there is also a passion to reinterpret – a desire to bend and twist traditions to give them a new lease on life. With Combo Deluxe, Pia Wallén's interest in adornment comes to the fore.

The stylised figures draw a clear connection to Pia Wallén's previous works. Here, however, they have been magnified to assert themselves in an interior space. In contrast to the screens' warm and far more restrained felt materials, they feel like joyful cheers.

With Combo Deluxe, Pia Wallén and Abstracta have deepened a collaboration that began in 2016 with the success of Combo Cross. Due to its appearance at the 10 X Design Stories exhibition held at Stockholm's re-opened Nationalmuseum, Combo Deluxe has already received much attention.

Combo Deluxe come in two standard sizes (600x2000x10 mm and 1000x2000x10 mm).



Absorption











The stylised figures draw a clear connection to Pia Wallén's previous works. Here, however, they have been magnified to assert themselves in an interior space.





# We create better soundscapes.



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