do not CALL DO NOT THE please.

ondarreta

Do not sit, please.

We make furniture to bring people closer together, establish links and strengthen relationships. We want to prompt moments of connection, create new spaces and enrich old ones. We want to bring charm and comfort to meetings, gatherings and conversations; to be the support for those who write books, design posters, send emails, compose letters, enjoy meals, play harps and behold art.

We are the heirs of woodworkers (4) in the world of contemporary design. Tradition and innovation are the two lenses through which we see life. We conceive our collections with great respect for what really matters to us: an artisanal tradition that has been alive and evolving for over forty years; a balance between beauty and function, between craft and technology; a lively, vibrant style. This is what we look forward to every morning. This is why we don't sit down, why we keep moving, facing challenges, and reinventing our business: so that we can always find new ways to bring joy to our clients with objects born from true passion.

Join fogetner. MANIFESTO Stay in motion. Persist in being.

growing family.

For our craft and our clients, we remain standing – we won't sit just yet.

We enjoy doing our work. We enjoy bringing in and sharing new perspectives, big dreams and smart ideas that come with each new member of our

ONDARRETA BRANDBOOK I : OUR COMPANY

ONDARRETA BRANDBOOK I : OUR COMPANY

That feeling we get when our bodies touch a welcoming surface, a surface that knows just how to adapt to our shape and movement —a surface, for example, like sand, on the beach. Shores are transformed to the rhythm of tides rising, then pulling back. Yet, the raw materials that constitute these shores remain, their intrinsic nature stays the same as they continue to dance with one another while slowly reshaping the landscape.

Akin to this organic movement of nature our family business has been transformed by the needs of changing times and possibilities brought along by new opportunities, all while remaining faithful to its foundational values and elements. The beach on which our first workshop stood over forty years ago, the hands that have been crafting oakwood for decades, the values that have permeated every product, decision and action made along the way: they're what make us stand firm, – as do trees –, and also what make us remain noble, flexible, and adaptable, - just like the workings of nature itself -. Because of them we grow and because of them we can stay rooted.

In the substrate of our company lies the will to maintain a harmonious relationship between the elements throughout design, conceptualization and production processes. Our designs are meant to infuse harmony, connectivity and joy into human relationships; the conceptualization phase is marked by principles of empathy, sustainability, artistry and technology; in the production process we create balance between paper and graphite, wood, hands, and sandpaper, computers and metallic tubes —we foster softness and proportion, we make a unique object that welcomes our clients' bodies and knows just how to adapt to their shapes and movements. We design and craft furniture with a soul.







ETA BRANDE K I : BOB ANATOMY Bob Anatomy

As furniture designers and manufacturers, we have travelled the world, visited workshops, attended fairs and invested in new technologies. We've done all these, always, with one purpose in mind: to hone our craft, learn new ways, adapt and improve. The time has now come to travel, not towards the outside but into what is intrinsic to Ondarreta, to leave behind our daily routines and visit the life of one of our most emblematic products: the Bob chair.

This piece of furniture tells the story of a family perfecting their artistry over the years and learning to enhance the beauty of handcraft processes with the possibilities presented by contemporary technology and design trends. On our journey we look at every phase of the process undergone by the Bob chair before it is ready to be placed in your most cherished room. Rather than a description of the results, here's a recount of what happens after a design has been approved, how the materials are selected, and how the parts start gaining new shapes and textures as they navigate the different stages of a fluent and seamless production process. We show you how each piece, part, material and element has a sort of beauty that is unique to it, which is what makes us want to take the final piece back home.

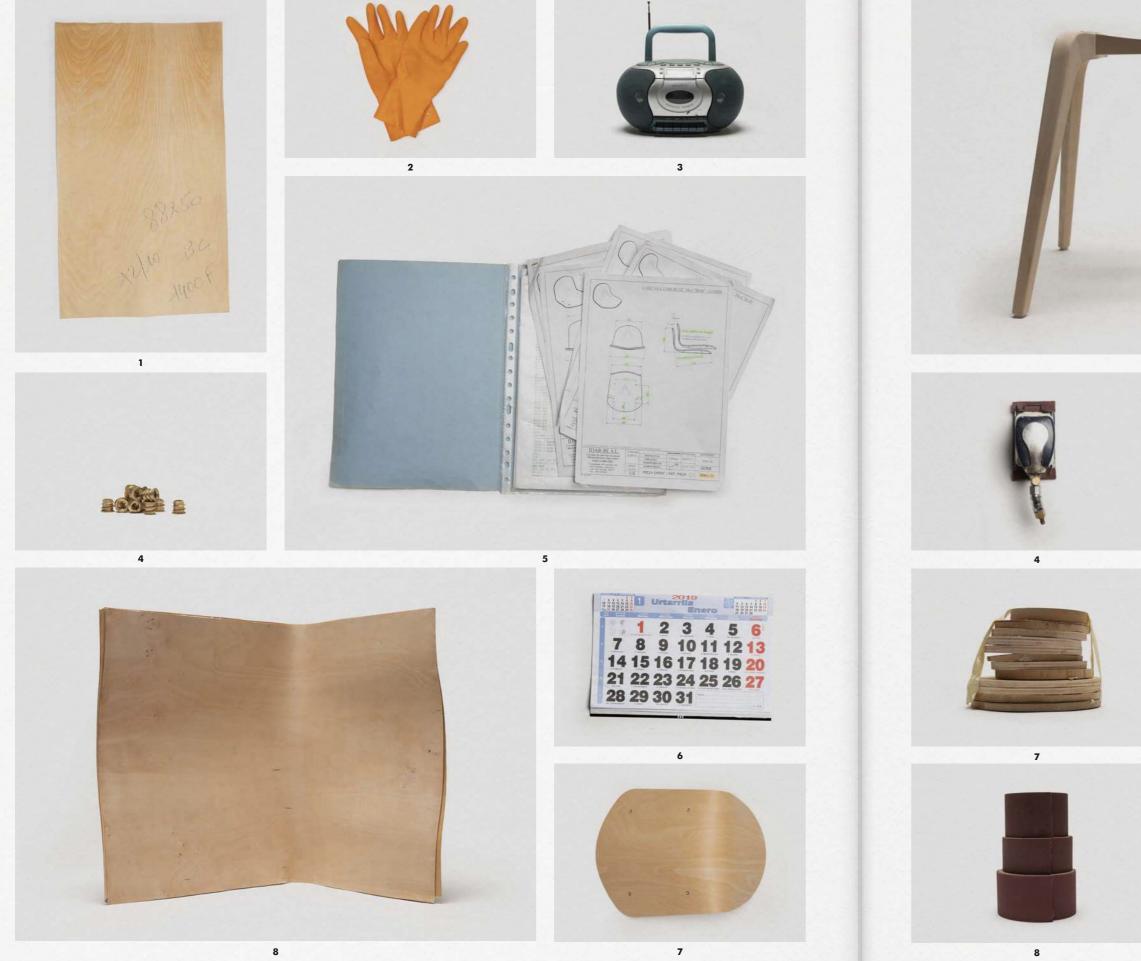
(10)





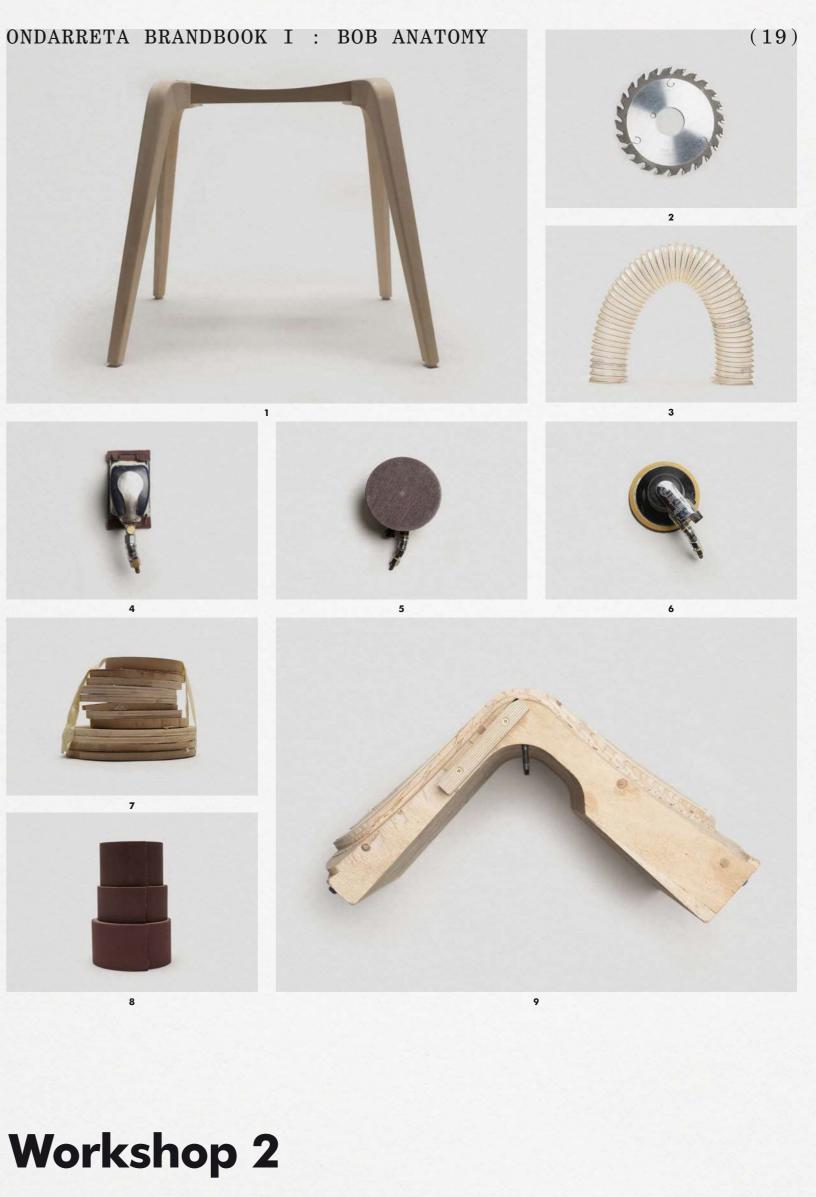


(18)



Workshop 1

Workshop 2





3

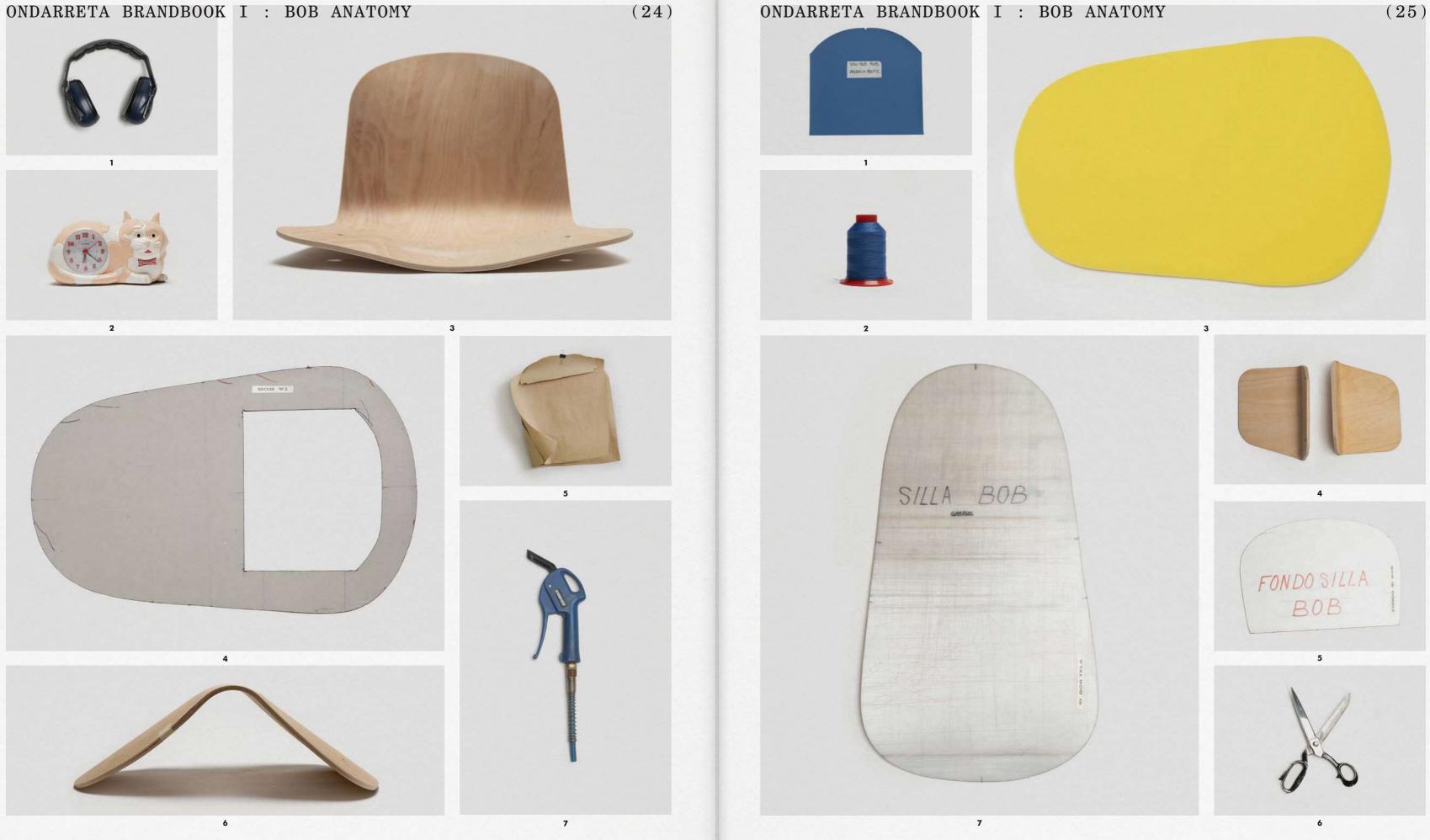
Workshop 4

ONDARRETA BRANDBOOK I : BOB ANATOMY

22)

00

000



Workshop 3





ONDARRETA BRANDBOOK I : BOB ANATOM	Y (28)	ONDARRETA BRANDBOOK I Inventory (29)
	P T	(14) (15) Workshop 1 (18) BEECHWOOD SHEET \$80X500X1.2 MM 1 LATEX PROTECTIVE GLOVES 2 DIGITAL RADIO WITH CD PLAYER 3 BRASS M6 INSERTS FOR WOOD 4 PRODUCTION DRAWINGS: TECHNICAL STANDARDS FOR BOB COLLECTION SHELLS 5 LABOUR CALENDAR 2019 6 BOB STOOL BEECHWOOD SHELL MECHANIZED 7 BEECHWOOD CURVED SHEETS BOARD 8 (16) (17) Workshop 2 (19) SOLID BEECHWOOD BOB CHAIR STRUCTURE 1
		SERRATED SAW BLADE FOR WOOD2MIST EXTRACTION FLEXIBLE HOSE3RECTANGULAR MANUAL PNEUMATIC SANDER4ROUND MANUAL PNEUMATIC SANDER5/6SANDING BANDS: 100; 150; 300 GRITS7BEECH PLYWOOD SCRAPS8COUNTERMOULD SUPPORT FOR BOB CHAIR SHELLS9(20) (21)Workshop 3(24)HEARING PROTECTION EAR MUFFS1
		CAT TABLE CLOCK 2 BOB XL BEECH PLYWOOD SHELL 3 ORIGINAL PAPERBOARD TEMPLATE FOR BOB XL CHAIR UPHOLSTERY 4 BOB XL ARMCHAIR KRAFT PAPER PATTERNS 5 BOB CHAIR BEECH PLYWOOD SHELL 6 INDUSTRIAL PNEUMATIC AIR GUN 7 (22) (23) Workshop 4
		(25) BLUE FABRIC BOB STOOL COMPONENT 1 BLUE CONTINUOUS SEAM THREAD FOR INDUSTRIAL SEWING MACHINERY 2 10MM FOAM FOR BOB XL CHAIR UPHOLSTERY 3 INSIDE FOR BOB XL CHAIR ARMRESTS 4 BOB CHAIR'S CARDBOARD ORIGINAL PATTERN 5 PROFESSIONAL MANUAL TAILORING SCISSORS 6 ORIGINAL METHACRYLATE TEMPLATE FOR BOB CHAIR 7 (26) (27) Workshop 5
ہ Workshop 5	6	(28)SOLID BEECHWOOD BOB BARSTOOL WITH METALLIC FOOTREST1SOFT FACE HAMMERS: RUBBER, NEOPRENE AND NYLON2WOOD BOLTS: 3.5X16MM3INDUSTRIAL TOOL: PNEUMATIC MANUAL SCREWDRIVER4SOLID BEECHWOOD BOB STRUCTURE516MM DIAMETER ROUND METAL STRUCTURE FOR BOB STEEL6



BEECHWOOD SHEET 880X500X1.2 MM	1
LATEX PROTECTIVE GLOVES	2
DIGITAL RADIO WITH CD PLAYER	3
BRASS M6 INSERTS FOR WOOD	4
S: TECHNICAL STANDARDS FOR BOB COLLECTION SHELLS	5
LABOUR CALENDAR 2019	6
STOOL BEECHWOOD SHELL MECHANIZED	7
BEECHWOOD CURVED SHEETS BOARD	8

ID BEECHWOOD BOB CHAIR STRUCTURE	1
SERRATED SAW BLADE FOR WOOD	2
MIST EXTRACTION FLEXIBLE HOSE	3
TANGULAR MANUAL PNEUMATIC SANDER	4
ROUND MANUAL PNEUMATIC SANDER	5/6
NDING BANDS: 100; 150; 300 GRITS	7
BEECH PLYWOOD SCRAPS	8
RMOULD SUPPORT FOR BOB CHAIR SHELLS	9

HEARING PROTECTION EAR MUFFS	1
CAT TABLE CLOCK	2
BOB XL BEECH PLYWOOD SHELL	3
RBOARD TEMPLATE FOR BOB XL CHAIR UPHOLSTERY	4
XL ARMCHAIR KRAFT PAPER PATTERNS	5
BOB CHAIR BEECH PLYWOOD SHELL	6
INDUSTRIAL PNEUMATIC AIR GUN	7

WOOD BOB BARSTOOL WITH METALLIC FOOTREST	1
E HAMMERS: RUBBER, NEOPRENE AND NYLON	2
WOOD BOLTS: 3.5X16MM	3
AL TOOL: PNEUMATIC MANUAL SCREWDRIVER	4
SOLID BEECHWOOD BOB STRUCTURE	5
TER ROUND METAL STRUCTURE FOR BOB STEEL	6

QNDARRETA I



Design

Raw materials

Technique

Traceability

It is our mindset – and not momentary esthetic trends - that we want to see emerge in every one of our designs. From the moment of conception, our furniture is meant to transcend the balance between function and beauty. We want it to stand up for values of honesty and sustainability, to build bridges between people and prompt human connection, and to reflect our trajectory while responding to the needs of customers and markets today.

The journey begins in the Basque Country, at the beech and oakwood plank warehouse where the material is carefully selected on criteria of sustainability, quality and beauty. Our designers look at each piece of wood for what a sculptor would in a block of marble: the potential to become, through chiselling and moulding, what they have imagined and drawn, they look for the possibility of using impeccable design to transform raw materials into a contemporary product.

Our production process today comprises both artisanal and technological techniques, it requires expert hands, trained eyes, and also modern machinery. We care for our heritage and remain aware of our origins while at the same time seeking to constantly innovate and evolve.

In Ondarreta, we have our own wood manufacturing and varnishing plants, as well as a steel handling one which allows us to be flexible and deliver a bespoke final product resulting from a process of vertical traceability. All our plants are within a 60 km radius, which allows us to have a unique response time and a better quality in our service.

(32)

(35)



Ondarreta Team

Agata Lewandowska, Agustin Artola Irastorza, Ake Dahlgren, Alessandro Matteoli, Alexa Holzer, Ana Elgorriaga Miquelpericena, Andrea Muruzabal, Antonio Luque Gorostiaga, Asier Etxeberria Arruti, Beatriz Tumas Perez, Bixente Gartzia Gonzalez, Carlos Guerrero, Chris Rogers, Dominique Cornillet, Enrique Sanchez Lara, Esteban Moreno, Fernando Lobato, Frederic Prouzet, Helfried Wallner, Inma Corral Garcia, Iñigo Erdocia Iriarte, Ion Mattin Aldareguia Moreno, Izaskun Ariztegi Elizagoyen, Javier Parra Garmendia, Jose Luis Cobas, Joxemari Agirrezabala Zabala, Joseba Lecuona Manterola, Joxemi Arzallus Arocena, Juan Navarro, Juanjo Arratibel Arrillaga, Lucia Quiñonez, Manuela de la Cruz Gonzalez, Maria Ciriquiain, Maria Gorostegui Oteiza, Maria Jose Varela, Marilis Galardi Aduriz, Miguel Rodriguez, Miren Pilar Anzano, Muriel Thomas, Nadia Arratibel Galardi, Naomi Cervera, Natalia Postiglione, Neil Rogers, Nicolas Pozo, Nora Arratibel Galardi, Oihana Arratibel Galardi, Pau Barba, Peio Urdangarin, Renato Sestak, Rui Lima, Silvio Camacho Alvarez, Ulfried Weinberger, Vanda Correia, Wouter Allaert, Xabier Amiano Ochoa De Alaiza, Xabier Ayarza Sorzabal, Xavi Coronado.



CLIP CHAIRS

BOB CHAIRS

OTO STOOLS

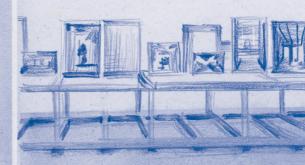
IESU CHAIRS

LANA EASY CHAIRS

BOB STOOLS

(39)

30122 Venice Italy



Sestiere castelo

(41)

DARRETA BRANDBOOK I : RONDOM PLACES

AREVERSIA THURSDAY

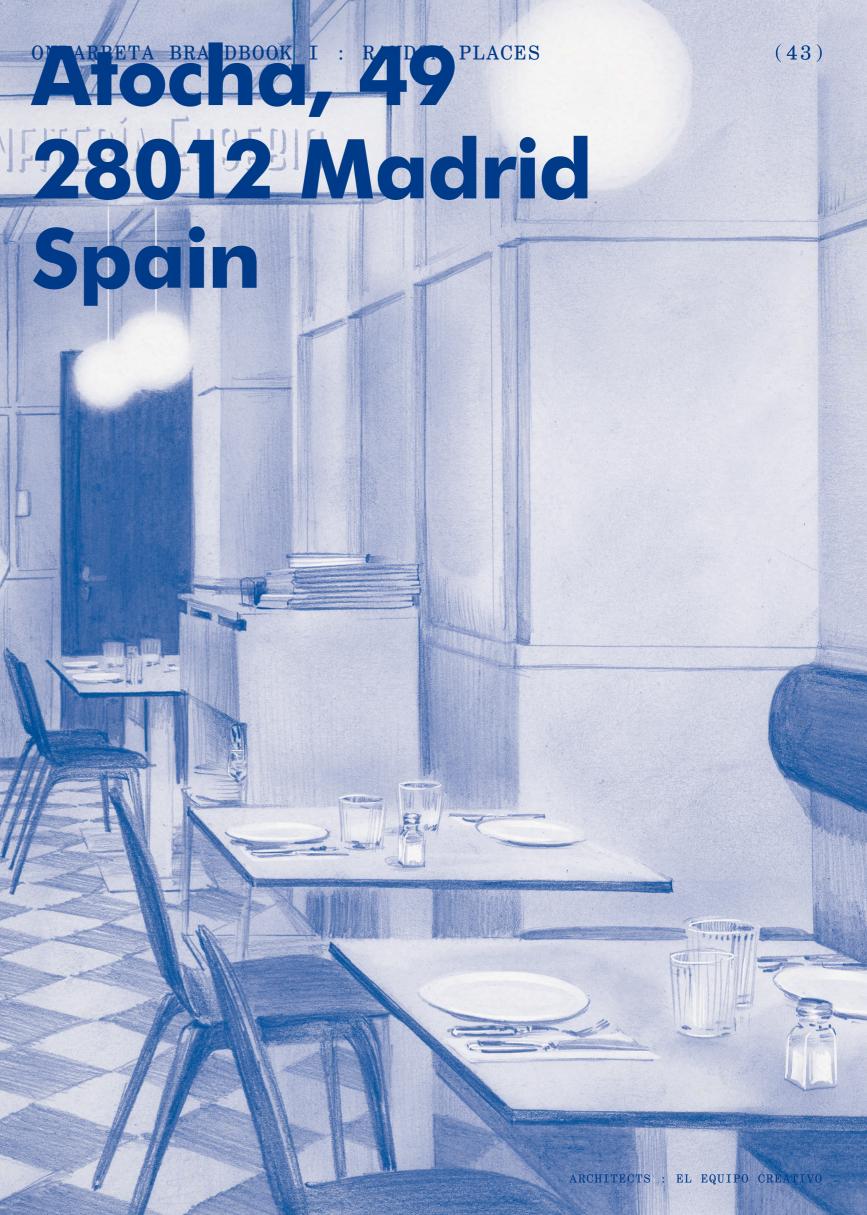
Spain

CORSETERÍA ANTONIO

(42)

T

BOB CHAIRS







Barcelona 2. 20014⁴⁷⁾ San Sebastián

ARCHITECT : RAFAEL MONEO

Brasserie Camile

France

(48)

[Th

TEL

LANA EASY CHAIRS





T575 N Gower St Los Angeles CA 90028 USA

(51)





(62) (64)(65)(66) (67)(68) (70)(71)(72)(73)(74)(76)(77)(78)(79)(80)(81) (83)(84)(86)(88)(90) (91) (93)(94)(96) (97)(98)(99) (100)(102)(104)(106)(107)(108)(110)(111)

(112)

(113)

(114)(115)

(116)

(52)

(56)(58)

(59)

(60)

(53)

: HABI CIONE : HABINIS (53)

> IESU CHAIR BAI CHAIR ALO CHAIR ALO CHAIR ALO CHAIR BOB TABLE, BOB XL CHAIR **BOB TABLE** BOB XL CHAIR MIKADO TABLE MIKADO CHAIR MIKADO XL CHAIR, MIKADO XS CHAIR TERO TABLE SILU CHAIR LANA EASY ARMCHAIR IESU CHAIR ALO CHAIR DON TABLE DON STOOL DRY SHELVES DON STOOL DRY SHELVES DON TABLE BAI CHAIR BAI CHAIR, SILU TABLE LANA EASYCHAIR LANA EASYCHAIR BOB CHAIR **BOB TABLE** DON CHAIR AIA PUF BAI CHAIR AIA PUF ALO CHAIR, BOB TABLE LAN OTTOMAN, LANA EASYCHAIR DON BENCH DON CHAIR DRY TABLE DON CHAIR CHICO STOOL DRY TABLE BAI CHAIR DRY TABLE BAI CHAIR BAI CHAIR BOB XL CHAIR BOB XL CHAIR BAI CHAIR





ONDARE



DESIGNERS COASSELLE OF REF: SALOE DESCRIPTION CUTDOOR FINISH: EPOXY BANANA



ONDARRE'

TEIXI

ONDARRETA BRANDBOOK I : HABITATS



ONDARRETA BRANDBOOK I : HABITATS

BOB TABLE

DESIGNER: NADIA ARRATIBEL REF: MBOBESPRB DESCRIPTION: 2400 X 900 X H750 TABLE FINISH: NATURAL OAK BOB XL CHAIR

NDA

28

15

1

91

DESIGNER: NADIA ARRATIBEL REF: SBOBXLBTK DESCRIPTION: WOOD UPHOLSTERED CHAIR FINISH: GALAXY 248; SAND STAIN



(64)

ONDARRETA BRANDB

BOB TABLE

DESIGNER: NADIA ARRATIBEL REF: MBOBESPRB DESCRIPTION: 2400 X 900 X H750 TABLE FINISH: NATURAL OAK BOB XL CHAIR

DESIGNER: NADIA ARRATIBEL REF: SBOBXLBTK DESCRIPTION: WOOD UPHOLSTERED CHAIR FINISH: GALAXY 248; SAND STAIN



000000000

MIKADO TABLE

DESIGNER: NADIA ARRATIBEL REF: MMIK140BEA DESCRIPTION: 1400 X 1200 EXTEN FINISH: BLACK FENIX WITH BIRC

MIKADO CHAIR

12228

DESIGNER: NADIA ARRATIBEL REF: SMIKBTD DESCRIPTION: UPHOLSTERE FINISH: STEELCUT 7F10



ONDARRETA BRANDBOOK I : HABITATS

MIKADO XL CHA

DESIGNER: NADIA ARRATIBEL REF: SMIKXLBTD DESCRIPTION: UPHOLSTERED XL CHAI FINISH: STEELCUT TRIO 3 996

DESIGNER: NADIA ARRATII REF: SMIKXSBTD DESCRIPTION: UPHOLSTERE

MIKADO

CHAIR

ONDARRETA BRAM

OR OTHER DRAWN

CONTRACTOR NO.

the state of

the state

24 45 3

TO BOOM TO

(68)





(71)

1000



(72)

A A

ONDARRETA

LANA EASY ARMCHAIR DESIGNER YONOH BEF: ALANIEBTA DESCRIPTION: STEEL LOW BACK ARMCHAIR FINISH: VALENCIA MARINE



ALO CHAIR

REF: SALOETD DESCRIPTION: UPHOLSTERED STACKABLE CHAIR FINISH: STEELCUT TRIO 3 124 (75)

(76)

DESIGNER: NADIA ARRATIBEL REF: MDONA180EEA DESCRIPTION: 1800 X 80 X H100 FINISH: EPOXY GREEN MELANGE BLE WITH CASTORS (





(78)

ONDARRETA BRANDBOOK I : HABITATS



REF: EDRY132H6F50E DESCRIPTION: MODULE 6 1320XH2330X350 WITH STEEL BACK PANEL FINISH: EPOXY GREEN MELANGE

DON STOOL

DESIGNER: NAD REF: TDON2ETA A ARRATIBEL DESCRIPTION: PHOLSTERED STOOL 75 FINISH: VALENCIA GREEN





(82)



10 1 1

""如何有些"""

BAI CHAIR

DESIGNER: ANDER LIZASO

REF: SBAIRBTK DESCRIPTION: WOOD UPHOLSTERED CHAIR FINISH: SKYE 471; NATURAL OAK

SILU TABLE

DESIGNER: BEN VAN BERKEL / UNSTUDIO REF: MSIL240RBRB DESCRIPTION: 2400 X 1000 TABLE





(88)

ONDARRETA BRANDBO

LA MERASIR NER. YOTOM SLATTBETH LPPLON TROD LOL BACK EASTCHARK F. MEMORY 2 DEC. NANL REATY

I : HABITATS

BOB CH

DESIC REF: DESCI FINIS **STA** ON: BOB WOOD COMBI ALENCIA SCHWARZ WIT

STERED CHAI ACK STAIN

BOB TABLE

DESIGNER: NADIA ARRATIBEL REF: MBOBR130BE DESCRIPTION: Ø1300XH750 TABLE FINISH: BLACK FENIX W.TH BIRCH

(92)

NDARRETA

BRAN

3 3

33

REF: SDONGETA DESCRIPTION: UPHOLSTERED SWIVE FINISH: VALENCIA SCHWARZ







DESIGNER: NADIA ARRA' REF: TAIA2TK DESCRIPTION: PUF 40 FINISH: GALAXY 248



ONDARRETA BRAN

ALO CHAIR

DESIGNER: GABRIEL TEIXTÓ REF: SALOXLTK DESCRIPTION: XL UPHOLSTERED CHAIR FINISH: MEMORY 2 256

OTTOMAN

DESIGNER: YONOH REF. BLANIETK & BLAN2ETK DESCRIPTION: STEEL OTTOMAN AND BENCH FINISH: GALAXY 298

BOB TABLE

DESIGNER: NADIA ARRATIBEL REF: MBOBB070BE DESCRIPTION: H380 AND H430 LOW TABLES FINISH: BLACK FENIX WITH BIRCH PLYWOOD

LANA EASYCHAIR

DESIGNER: YONOH REF: SLAN1BBTD DESCRIPTION: WOOD LOW BACK EASY CHAIR FINISH: CARAMEL AND SILK LEATHER







(104)

-

A

51













(106)

ONDARRETA BRANDBOOK I







DESIGNER: NADIA ARRATIBEL REF: SDONPETA DESCRIPTION: UPHOLSTERED CHAIR TINISH: COGNAC AND BLACK VALENCI CHICO STO DESIGNER: REF: TCHI DESCRIPTIC FINISH: BI





(109)

(110)

ONDARRETA BRANDBOOK I : HABITATS

BAI CHAIR

DESIGNER: ANDER LIZ REF: SBAIGREPN STABLE CHAIR WITH CASTORS DESCRIPTION: SWIVEL A FINISH: BLACK POLYPROPYLENE

DRY TABLE

DESIGNER: ONDARRETA TEAM **REF: MDRYDESP** DESCRIPTION: H745 DOUBLE & TRIPLE TABLE FINISH: WHITE LAMINATE WITH TOP ACCESS AND CABLE GUIDE TRAY



(112)

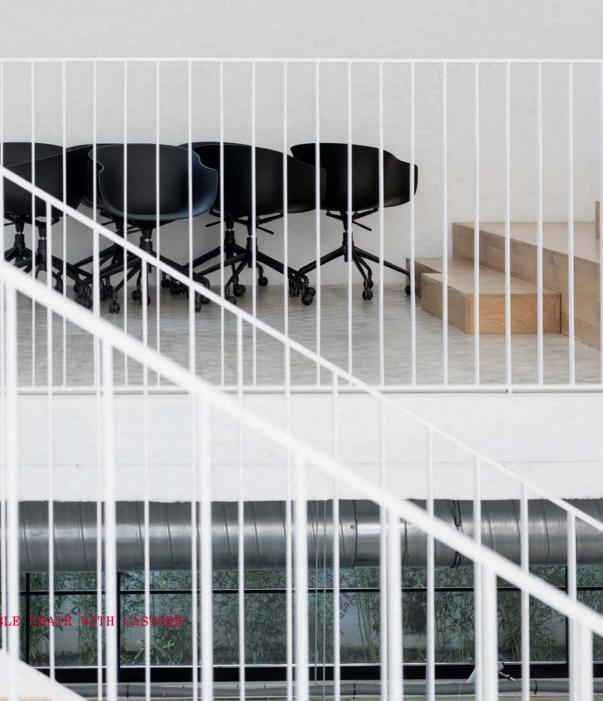
BAI CHAIR

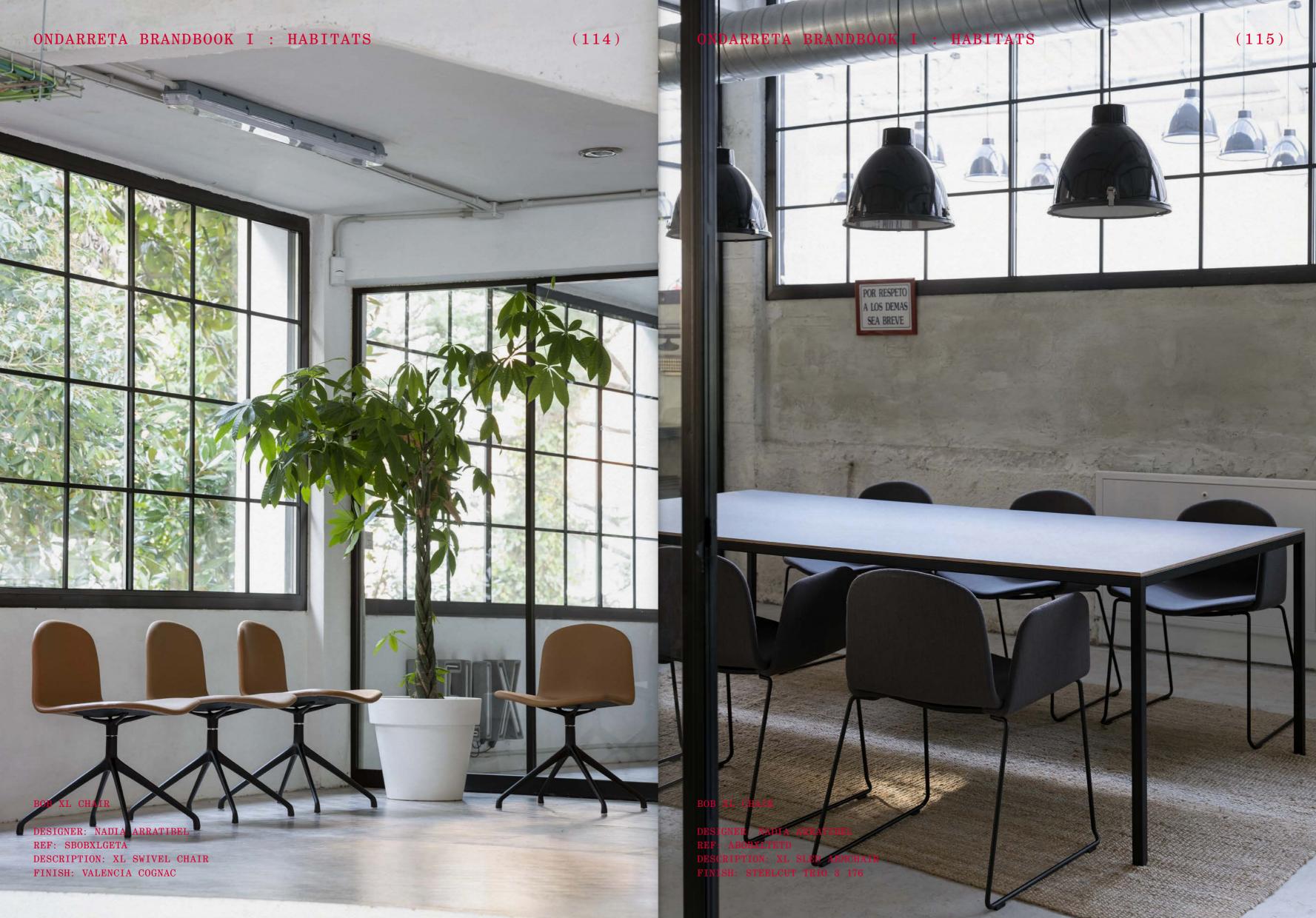
DESIGNER: ANDER LIZASO REF: SBAIGREPN DESCRIPTION: SWIVEL ADJUSTABLE CHAIR WITH CASTORS FINISH: BLACK POLYPROPYLENE

BAI CH

DESIGNER: ANDER REF: SBAIGREPN DESCRIPTION: SWIVEL FINISH: BLACK POLYPROPY









(117)

(118)

Ondarreta:

Note Design:

The idea of the Supra Chair was conceived in 2018 when two families brought their creative forces together. One was linked by kinship and three generations of craftsmanship, and the other had gathered around a shared love of design and a longstanding design culture. One of them from the Spanish Basque Country and the other from Sweden. Both passionate about design, both excited to come together and create a piece of furniture that would be unique, yet so common, that it would have the power to make anyone feel comfortable, connected and happy. There is so much behind the experience of sitting on a fantastic chair, on a super chair – there's shared values, a love of aesthetics, thoroughness, honest communication, special materials, and a true will to bring enjoyment to people's lives. <u>Nora and Nadia from Ondarreta and Malin and Daniel from Note</u> tell us all about it.



Nadia Arratibel (Designer)

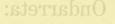
Nora Arratibel (CEO)

talks with

Daniel Heckscher (Interior Architect)

> Malin Engvall (Designer)

Topic: The Supra Chair



(122)

Months before receiving the email, I was walking the streets of Stockholm looking to get away from the hectic environment of the Stockholm Furniture Fair, which had brought me to the city. I left the building looking for space, fresh air and inspiration. My eyes wide open, my senses fully engaged with everything that created harmony in little corners, open spaces, benches, shapes and surfaces. The air felt dry, snowflakes fell unhurriedly, my heart finally slowed down. Then a window caught my attention, and I stopped walking.

I am from the North of Spain, and, although that's to the south and warmer, it has taught me to feel comfortable standing in the cold for a while. I felt like I could have stayed there for a long, long time taking in this wonderful place that exuded such creativity and familiarity. As it turned out, behind that window lived Note Design Studio. Out of respect, I finally left, feeling deep inside that this wouldn't be our last encounter, and leaving it to that magic that makes like-minded people eventually cross paths.

Months later I received an email: "Hi, I'm Daniel from Note Design. I have plans to go surfing in the Basque Country this summer and would love to meet up and discuss a possible collaboration..."

Is it big data that brought us together? Is it creative energy that pulled us toward each other? I don't know, but for me, that's where it all began.



Nadia Arratibel Designer at Ondarreta

ONDARRETA BRANDBOOK I : TALKS





So we just read Nadia's account of how this all began. Malin, Daniel, what's your side of the story?

DANIEL (NOTE): Well, when we started doing product design back in the day, the first company that took our products into their collection was a French company called La Chance, so we're pretty close to them. Last year, they were exhibiting next to Ondarreta in Milan, and that was my first encounter with the brand. I remember that I reacted because I'm a surfer and that takes me to the Basque region every summer, but I had never heard of a furniture company from the area before, so I was surprised to find out about them at the fair.

When I went back home, we started looking into their work, and then I got in touch with Nadia, telling her I'd be going to Biarritz to surf with my kids and that I would love to meet. So last summer, not even a year ago, I stopped by their headquarters for a first meeting. That's when we began discussing a possible collaboration.

Let's discuss the essence of both your companies and also tell us what your understanding of design is, how what you do is influenced by where you come from – if it is at all – and also, what you think the role of design is in society.

NORA (ONDARRETA): There are three beaches in San Sebastian, and one of them is Ondarreta. That's where our grandpa started this business, which has now basically become a sort of philosophy of life for Nadia and I. From birth, we've been one hundred percent

(124)

ONDARRETA BRANDBOOK I : TALKS







involved with design. For instance, when we were children and travelled around with our family, we didn't usually visit the typical tourist spots but rather design shops and landmarks. Design is always present in our minds. It has always been a way of feeling and breathing for us, a way of being alive.

When our grandfather started Ondarreta, it was a small wood workshop. Several years later, our parents took over, and now it's our turn to do the same. Of course, the name stands, as well as lots of knowledge about the craft that was transmitted to us over the years, but we're also in the process of changing things and innovating, and that's a part of why we began working with Note. We want to create something special, something different from what other Spanish companies are making.

DANIEL (NOTE): We cannot say that Note is a family in the biological sense, but we believe we are very much like one in the way we operate as a business, which is a little bit unusual. In other studios you have one name, the head of design - usually an old guy with a beard and grey hair - who makes all the decisions and everybody has to go with what he says. We don't work like that at Note. We like to do things in a multidisciplinary way. So we're fifteen people now - most of us hybrid designers - and we don't have a boss or CEO. Rather, we try to make decisions together as a group, understanding each other like family members. This means that our design process is very different from that of others and also that we can feel closeness with family-run businesses such as Ondarreta.

I think we all want to save the world somehow - but, of course, it's quite difficult. My goal is to make, through my work, one person a little bit happier every day, and if everybody

at Note does the same, we can make fifteen people happier every day, and that starts a kind of movement. So other than always thinking about sustainability, we try to contribute to the world by adding joy, by sharing the joy of working together as a group and with other families whom we appreciate, like Ondarreta. Working like this is a passion for us and one of our driving forces.

What Daniel said about bringing joy to people's lives sounds so similar to the purpose of Ondarreta: this idea of making furniture that builds connection and makes people feel good. That seems to be a vision of design that your companies share and that goes beyond the purely financial aspects of a business.

DANIEL (NOTE): Yes, and that is probably why when we met Nadia and

DANIEL (NOTE)

"So other than always thinking about sustainability, we try to contribute to the world by adding joy, by sharing the joy of working together as a group and with other families whom we appreciate, like Ondarreta. Working like this is a passion for us and one of our driving forces."

NORA (ONDARRETA)

"From birth, we've been one hundred percent involved with design [...] It has always been present in our minds. It has always been a way of feeling and breathing for us, a way of being alive."



Nora we felt a connection and knew we wanted to move forward with working with them.

NADIA (ONDARRETA): Yes, and it's part of the drive behind our focus on getting to know the world better so that we can create products that both are rooted and have an international reach. Regarding the origins, an important part of our connection with Note is that I feel we're both rooted in love and care for nature and respect for our materials.

MALIN (NOTE): Yes, that's also a part of Scandinavian design that I really like: working very closely with materials and being very honest about what they can do for the product. But I do like to challenge the typical Scandinavian minimalist language, so I think it's fun to work with international clients because they can often be bolder and more creative than local ones.

Let's talk about how that connection and common vision became a collaboration. How did you choose to make a chair? Why a chair? Why the Supra Chair? What does that mean? Tell us about the collaboration itself.

NADIA (ONDARRETA): We have a forty-five-year history at Ondarreta, but right now we're in a changing mood. We're putting a new vision into our creations, and we want to share this with the world. We felt we had to design a new product to accompany that image shift, and that's when we began thinking about how great it would be to work with an international partner such as Note. Then we chose to create a chair because it's the most iconic piece of furniture in our catalogues, it exists all over the world, we all sit every day in so many places. So, even though it's

a very difficult piece to design, making it a huge challenge, we thought that a chair should be the icon of our current change.

DANIEL (NOTE): On our side, we discussed everything from upholstery to an outdoor furniture collection. We liked Nadia's suggestion of doing a shell chair, but we were a bit concerned that it would be a big investment for a furniture company. Doing a shell chair is a big statement – it's saying 'Okay, we're really doing this, we're not just doing semi-important things on the side here. We're shooting for the bullseye'. We knew that this would represent a big investment from Ondarreta, so there was some pressure on us because we had to design something *really* good, we had to be up for the challenge, and we're super excited about what we're coming up with.

Why did you choose plastic as the material for this chair?

NORA (ONDARRETA): From the commercial point of view, I'd say almost every chair company has at least one seat that is made out of polypropylene, which is very functional and can be used in all types of spaces. That was something we wanted and didn't have yet in our collection, so we decided to go for it. But not in the usual way: we wanted to make something really functional and still entirely genuine.

MALIN (NOTE): People often do plastic chairs that are cut almost as if they were wooden. We wanted to make one that is really a *plastic chair*, to bring out the best the material has to offer, instead of just trying to make it look like a wooden chair but made out of plastic.

DANIEL (NOTE): During the joint decision process, we also did research on competitive chairs from other companies and found around two thousand versions of this sort of chair, all of them looking the same. And then there are five, maximum ten chairs, that have their own expression







and are different from the other two thousand. So the challenge was for our design to be amongst those five or ten unique pieces and to use plastic as an asset in the process. There are a lot of restrictions for production because you cannot stand out too much, but you need to find that small feature that will make your piece unique.

What features and details give the chair you came up with that unique expression you were seeking?

MALIN (NOTE): Well, it's still being developed, but I think one of the nice features is that it feels like the seat and the back are almost separated when, in fact, they're still in one piece. That's a really nice detail that makes it look more elegant and that can only work in plastic.

Also, since it's a super chair, it's supposed to work with many different bases. We had to come up with a shell that would function just as well with a central base as it would with a wooden one, both in a conference room and a dining table. Another good thing about plastic is that we can play with comfort more, so, even though it seems





like the chair has the same thickness all over, its shell is actually very ergonomic. And, when we received the first prototype and actually sat on it, we were happy to feel how remarkably comfortable it was.

How has it been, working together on this?

DANIEL (NOTE): I think honesty is super important in all relationships. Being frank and direct is key. This is the first time we've worked together, and yet we still managed to maintain openness, to always be able to say and hear 'this is good', 'this is less good', or 'this is actually really bad' or whatever. If you can manage to do that in a nice way, I think the process will always move forward with ease.

NADIA (ONDARRETA): The reason we try to be as honest as possible is that it's important for us to be confident about what we're working on, to really believe in what is being created. Otherwise, it won't really work. That's the kind of communication we have with Note, so even though we're still at the

NADIA (ONDARRETA)

"We have a forty-five year history at Ondarreta, but right now we're in a changing mood. We're putting a new vision into our creations, and we want to share this with the world."

MALIN (NOTE)

"I think the Supra Chair shows the multidisciplinary nature of the studio - it's useful for all kinds of spaces and places because it was designed by both interior architects and product designers, and that's precisely what we were aiming for."

prototyping stage, I do hope we'll have a lasting relationship with them.

When will we see this chair on the market?

NADIA (ONDARRETA): The truth is that the process of designing a chair is actually quite lengthy. Of course, we're used to that, but that doesn't mean we have a huge range of products in our collections. For us, it's not a matter of having hundreds of different products; it's a matter of having the right ones. I guess that's because we have a deep sense of what we do, so we try to think very thoroughly about every piece we decide to launch.

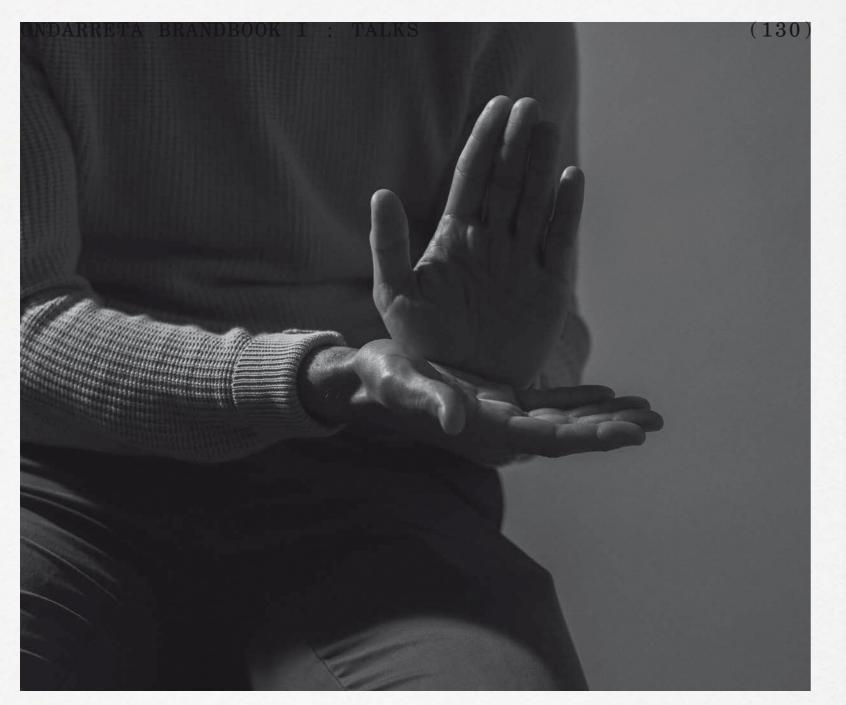
DANIEL (NOTE): It's possible that the chair will be out this fall, and if it is, if it hits the market within one and a half years from the moment we began working on it, that will mean the process was actually very fast. It would normally take two and a half years to do something like this.

So when this chair comes out, how will it be a reflection of each

one of your companies? How will it represent Note, and how will it represent Ondarreta?

MALIN (NOTE): I think we've really reached our aim in terms of working with the material and taking advantage of its benefits, so I'm really happy with that. And also, I think the Supra Chair shows the multidisciplinary nature of the studio - it's useful for all kinds of spaces and places because it was designed by both interior architects and product designers, and that's precisely what we were aiming for.

DANIEL (NOTE): Joining Note and Ondarreta together is a step forward for all of us. On the one hand, Ondarreta is moving forward in terms of branding and products, and on the other, we've been struggling a bit trying to reach a different level of elegance in the furniture that we make. We've been trying to move away from a kind of cuteness towards more elegance and, hopefully, this will be our first product of that sort that will reach the market, so we think it's great that we stepped up together on this.



NADIA (ONDARRETA): We're one hundred percent confident and have faith in the materials. And at Ondarreta we always try to create products that are in harmony with the spaces in which they will be placed, so that means they must be subtle and fresh but still have something that makes them genuine. This chair really does that.

DANIEL (NOTE): I'd just like to add something. Going back to my story about me knowing the Basque Country because I go surfing there in the summers: we should never underestimate the value of finding work through our lives and things that are outside of work. This is how we do business at Note, based on the idea that you cannot build your life around work, but you should build your work around life.



ONDARRETA BRANDBOOK I : TALKS

The family members of Ondarreta and Note share, indeed, a conviction that work is a joyful part of life, a place to create filial ties and contribute to making the world more enjoyable. For them, life and craft are suffused with creativity and generosity, with a sense of openness to growing, changing and welcoming new experiences. The Supra Chair, which will appear for the first time in this year's Salone del Mobile in Milan, will be the ideal manifestation of this, a perfect example of what matters most to every single one of them.

ondarreta

(131)

A Chair's Life.

Chairs are present in hotel rooms, fancy restaurants, modest diners and busy offices. There are chairs in bars, museums, decks, backyards, living rooms, dining rooms and bedrooms.

Chairs are there for people to sit on, rest their legs on, look good in, read novels, write chronicles, letters and emails. There are stools from which to order drinks at counters, there are puffs to relax in and watch a show, and easy chairs in which some have profound conversations and, others, idle small talk.

But we chairs have also become accomplices, silent companions of the tiny moments that make up people's lives. Sometimes we're there to hold coats or piles of worn clothes that are not ready to go back into the closet, to move things around or be building blocks for children's games or artistic photo shoots.

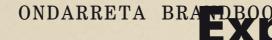
We're always hoping, always waiting for that short time when we will be able to fulfil the one purpose we were created for: to be the vehicles of great writing, pleasurable reading, silent rest and smart conversation. We know they'll get out of the shower and go straight to bed after a day of hard work. But we still wait quietly by the bed hoping to be noticed.

Things today are hectic. We get it. At this pace, we can't always be used as intended by our creators – but we're still an indispensable part of active, creative, well-lived lives. We'll take that.

ON TA BRANDBOOK I : COMMON SITUATIONS (133)

ONDARRETA BRANDBOOK I : COMMON SITUATIONS

(135)





Place: MIBU, TOKYO Situation: SALES TRIP Chair: MIKADO XL CHAIR

ACT I

ONDARRETA BRAEDBOOK I COMMUNICATIONS

(137)

ONDARRETA BRANDBOOK I : COMMON SITUATIONS



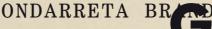


Place: HOTEL IN CLERKENWELL DISTRICT, LONDON Situation: EPIC SHOOTING RAINY DAY Table: BOB 38

ACT II

ONDARRETA BRANDBOOK I : COMMON SITUATIONS

(140)





Place: APARTMENT. BARCELONA, SPAIN Situation: MOVING INTO A NEW APARTMENT Chair: SILU CHAIRS

ONDARRETA BREBOOK COMMON CTUATIONS

ACT III



Place: ARCH. NEW YORK, USA Situation: RELAXING AFTER THE STORM Chair: BAI SWIVEL

ACT IV

ONDARRETA BRANDBOSKI COMMON SCEONS

(143)



Place: FASHION DESIGN WEEK, PARIS Situation: MEETING Puff: LOUNGE AIA PUF

ONDARRETA BRINDBOOK LE: COMMAN STUATIONS

(145)





Spirit candeor i : spirt chigs (147)

the passing time for lasting souls of fuller times and greater loves

just empty rooms just space to fill the wind blows through moonlight glows in

for months on end no curtains are drawn no floors are swept and bullock's heart just grows and crawls

no sounds are heard but howling wind and twice a day grandfather clocks

it's grey and white outside and forest green and morning blue and all there is behind the doors lies still, inert, a quiet hue

No empty rooms no space to fill wood cracks again fresh air comes in

yes, once again it smells like Spring

and so it wakes the spirit of things chairs come to life and beds, and stairs

mirrors, linen, trays and silverware instilled with joy by gaze and touch

yes once again the Spring walked in



A REAL OF A LEASE

the passing time for lasting souls of fuller times and greater loves

just empty rooms just space to fill the wind blows through moonlight glows in

for months on end no curtains are drawn no floors are swept and bullock's heart just grows and crawls

no sounds are heard but howling wind and twice a day grandfather clocks

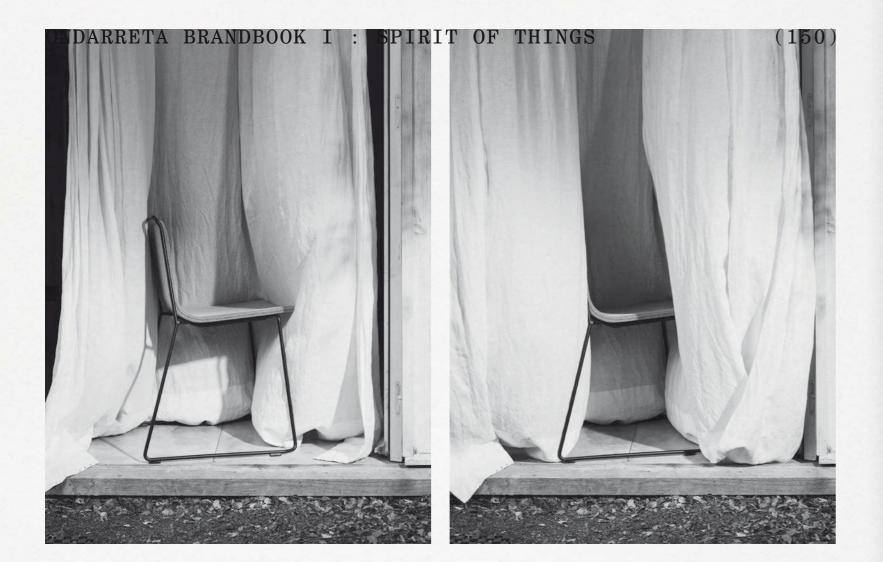
it's grey and white outside and forest green and morning blue and all there is behind the doors i lies still in the cours of the

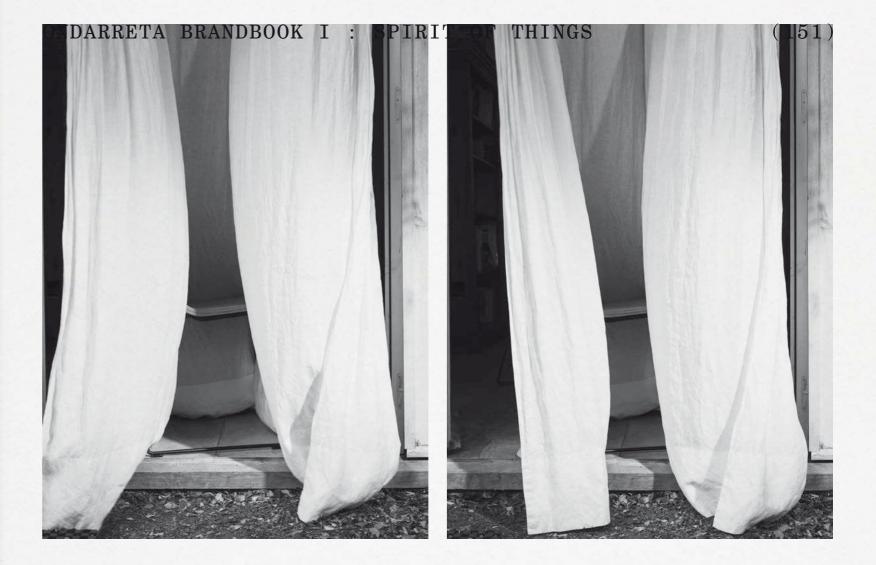
No empty rooms as pace to all od oracle again

mirrors linen, trays and silver instilled with joy by gaze and touch

es once again the Spring walked in











ONDARRETA BRANDBOOK I : SPIRIT OF THINGS

(154)

ONDARRETA BRANDBOOK I : SPIRIT OF THINGS (155)





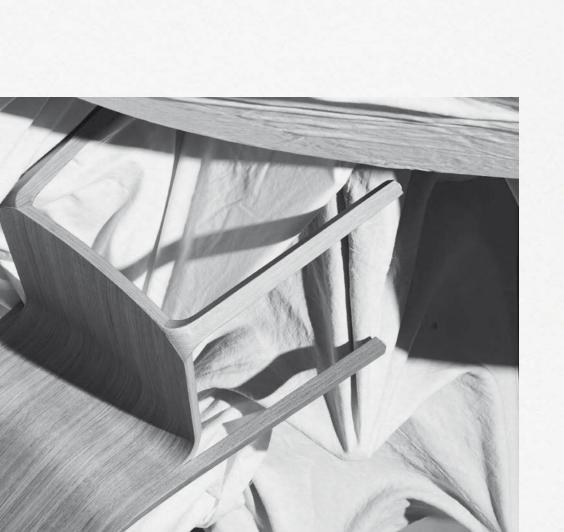


ONDARRETA BRANDBOOK I : SPIRIT OF THINGS





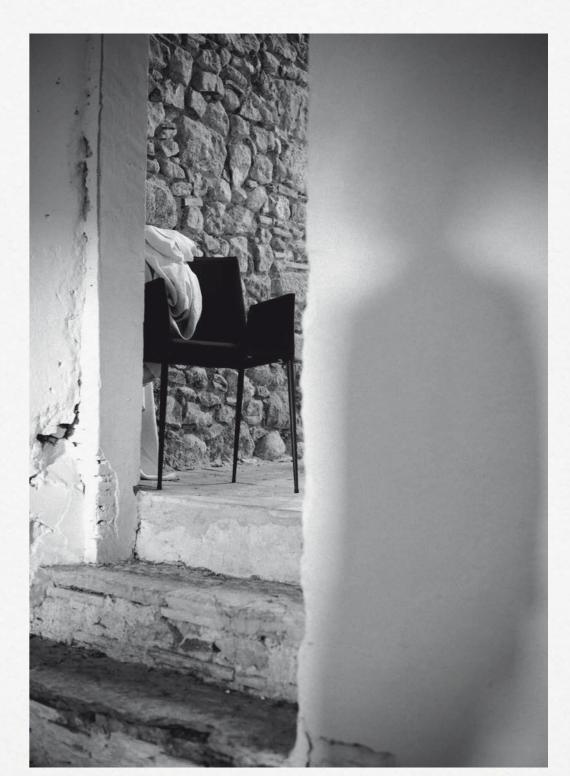
ONDARRETA BRANDBOOK I : SPIRIT OF THINGS



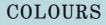
(162)



ONDARRETA BRANDBOOK I : SPIRIT OF THINGS



OND		BRANDBOOK		
INVENT	ORY			
COLOUR	VARIATION	I <u>S 1/5</u>	DEEP	
COLOUR	VARIATION	2/6	SAND	
COLOUR	VARIATION	<u>13</u>	BASQU	
COLOUR	VARIATION	<u>4</u>	GLEAM	



(165)

EP BLUE SEA

ATLANTIC CHECK (5) ATLANTIC COUTURE (1) EPOXY BLUE MARINE (5) EPOXY GREEN MELANGE (1) ERA AEON (5) GALAXY 108 (5) SKYE 791 (1) STAIN BLUE MARINE (5) STAIN GREEN MELANGE (1)

OUTS

ND OF ONDARRETA BEACH

EPOXY TERRACOTA (2/6) MEMORY 2 256 (2) POLYPROPYLENE SILK (2) STAIN MARSALA (2) STAIN NUDE (6) STEELCUT TRIO 3 506 (6) & 515 (2) VALENCIA COGNAC (6) VALENCIA LAUREL (6)

SQUE LAND FOREST

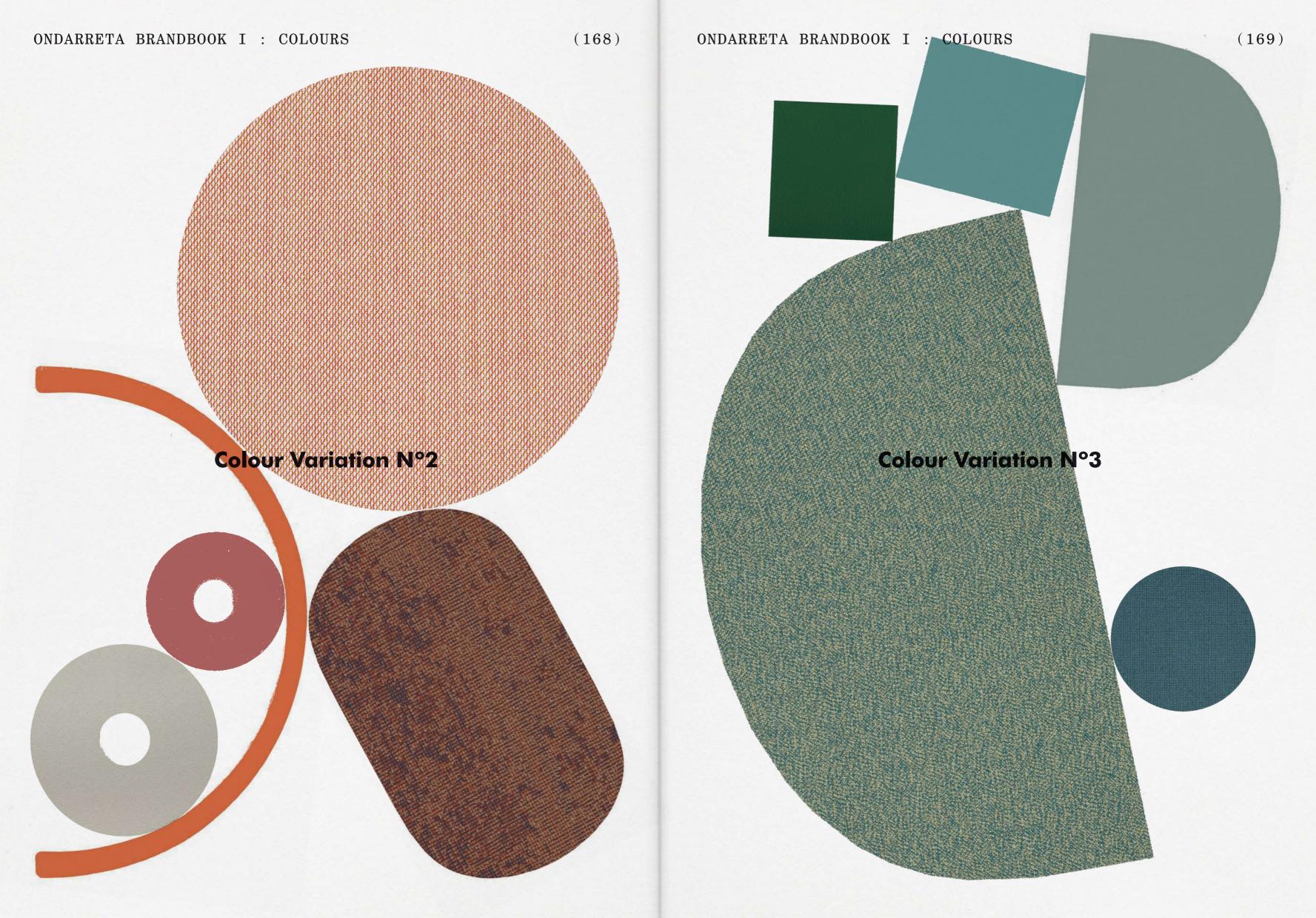
ATLANTIC FENIX GREEN COMODORO POLYPROPYLENE CANTABRIC GREEN SKYE 951 VALENCIA GREEN

EAMING SUN LIGHT

EPOXY BANANA GALAXY 248 SKYE 471 STAIN TOFFEE STEELCUT TRIO 3 124 STEP MUSTARD

ONDARRETA BRANDBOOK I : COLOURS

Colour Variation N°1







Colour Variation N°6

ONDARRETA BRANDBOOK I

(174)

ondarreta

ONDARRETA BRANDBOOK I : BACK COVER

FACTORY & HEADQUARTERS

Zuaznabar 83

20180 Oiartzun, Guipúzcoa, Spain T +34 943 49 03 01

GENERAL INFO

hola@ondarreta.com

EXPORT

export@ondarreta.com

marketing@ondarreta.com

Edited by ONDARRETA

Directed by © PENSANDO EN BLANCO™ BORJA GARMENDIA

Art Direction © PENSANDO EN BLANCO™ BORJA GARMENDIA CARLES MURILLO

Creative Adviser PHILIPPE GUILLERMIC

Graphic Design CARLES MURILLO

Production NIKOLA SUSAETA

Photography IKER BASTERRETXEA "ROKE"

Text & Translation LINA RINCÓN

Ilustration (Random Places) ALEX FERREIRO

Printed and Bound AGPOGRAF IMPRESSORS BARCELONA, SPAIN

Special Thanks

PHILIPPE GUILLERMIC, DIEGO, JOXEMI (DRIVER), MERCÈ & LLUIS, DIMENSION, AURORA POLO SANTAMARIA, ABASOTAS, MAITE AND ALL THE ONDARRETA TEAM FOR THE EFFORT AND CAPACITY OF HAVING MADE THIS BOOK POSSIBLE.

www.ondarreta.com

ALL RIGHTS RESERVED © ONDARRETA

NO PORTION OF THIS PUBLICATION MAY BE REPRINTED, REPRODUCED, STORED IN A RETRIEVAL SYSTEM, OR TRANSMITTEDIN ANY FORM. OR BY ANY MEANS, ELECTRONIC, MECHANICAL, PHOTOCOPYING, RECORDING, OR OTHERWISE, WITHOUT PRIOR WRITTEN PERMISSION OF ONDARRETA.

ALL IMAGES, PHOTOGRAPHS, TEXTS AND ILLUSTRATION MATERIAL IS THE COPYRIGHT PROPERTY OF ONDARRETA AND/OR THEIR ESTATES.