

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.



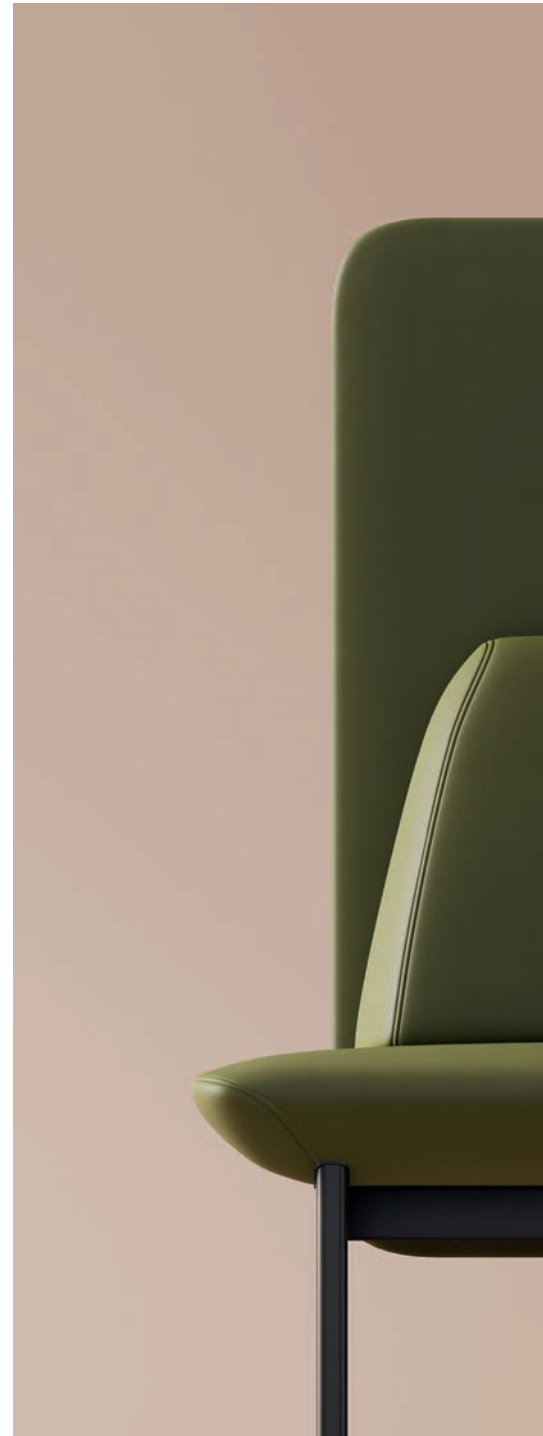
Design by brodbeck|koepp design

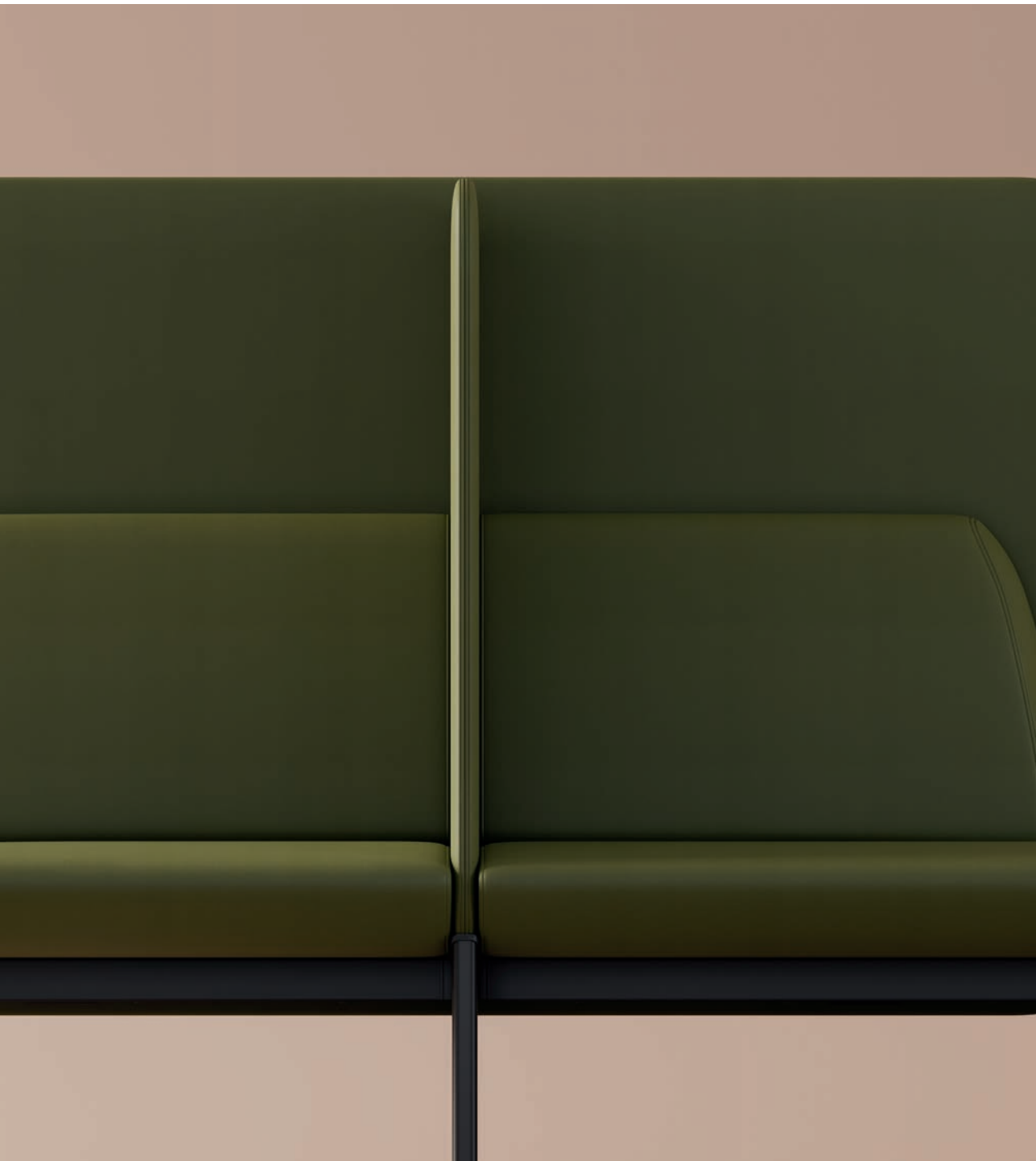
Genaya wins Red Dot Award!

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

6

Red Dot Design Award 2023







*GENAYA
ADAPTS
TO
PEOPLE'S
FLOW*



Genaya – a plethora of possibilities



11

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**



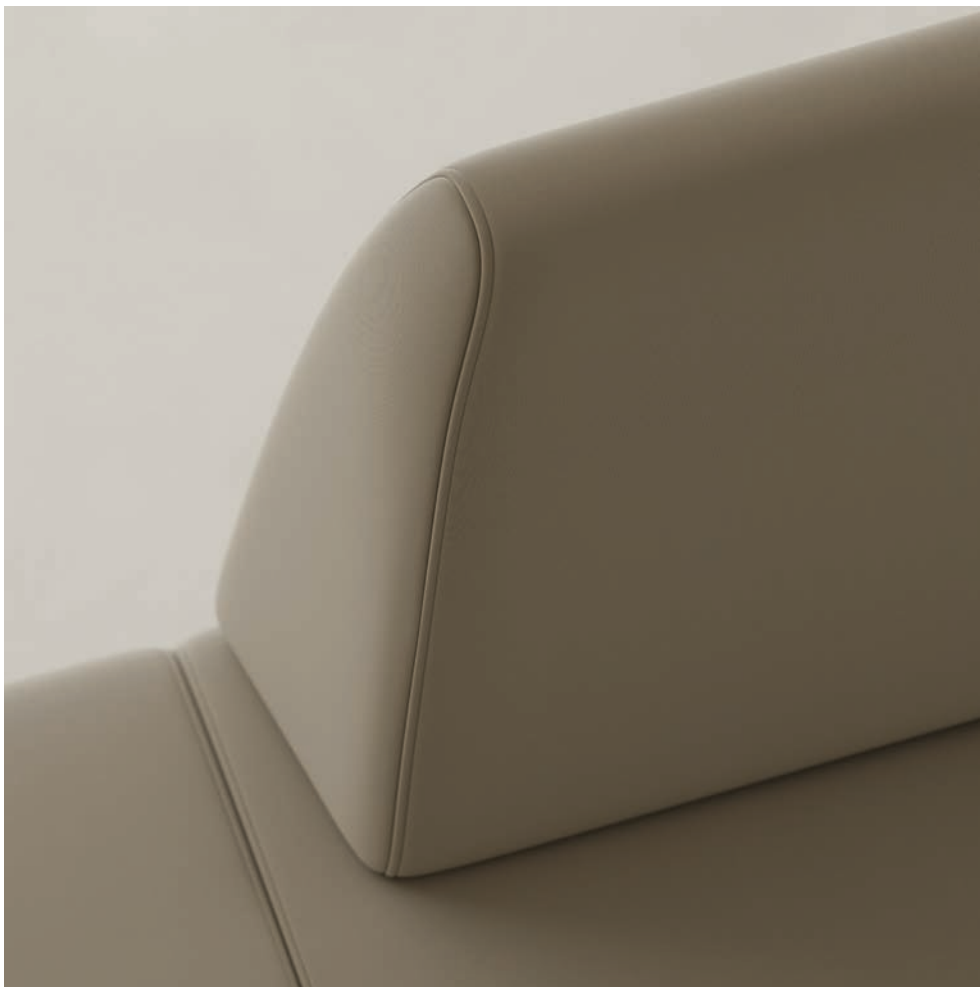












TRAVEL

environments







CARE

facilities





D
E
N
T
I
S
T

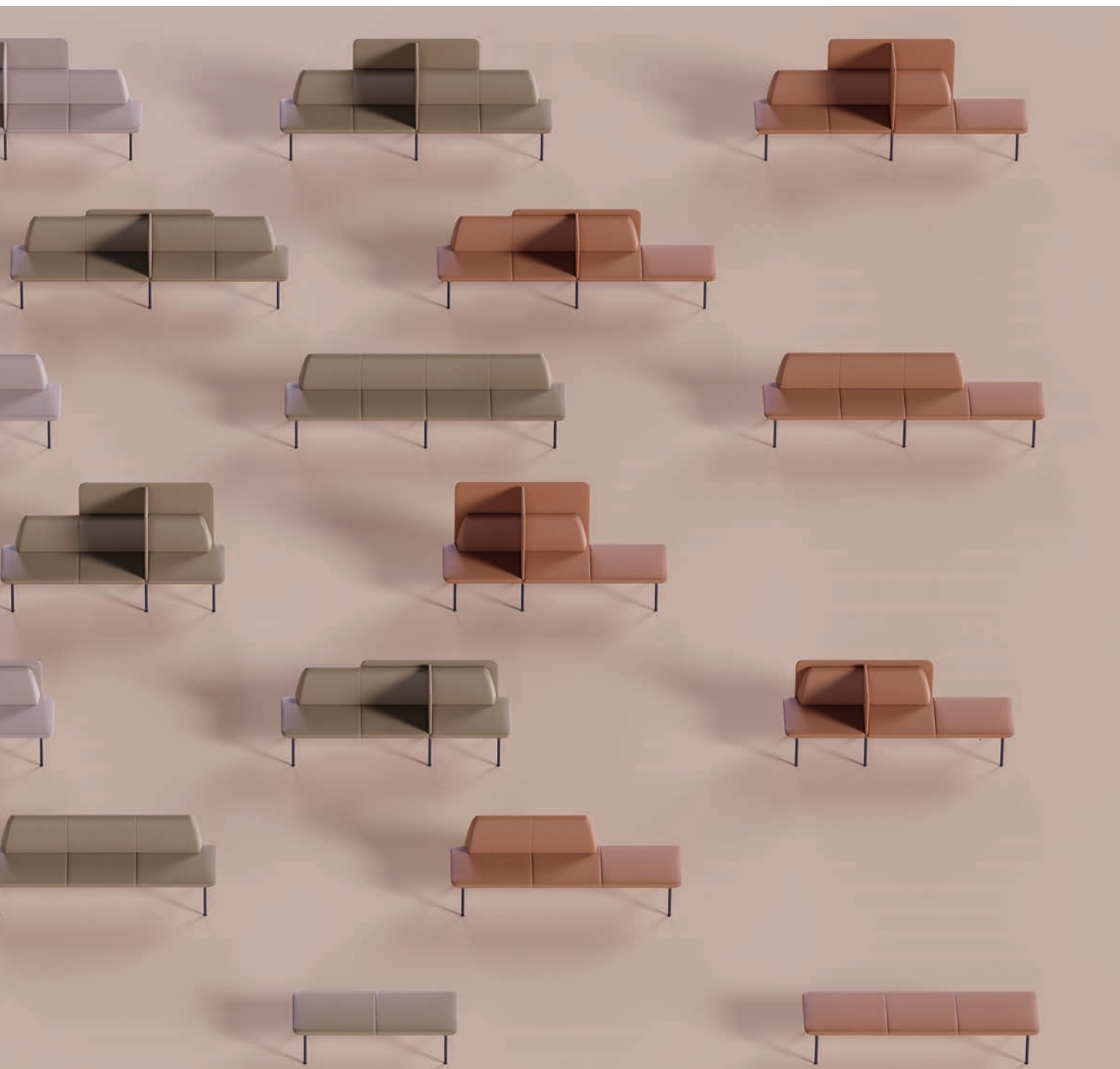


A quintessence of modularity

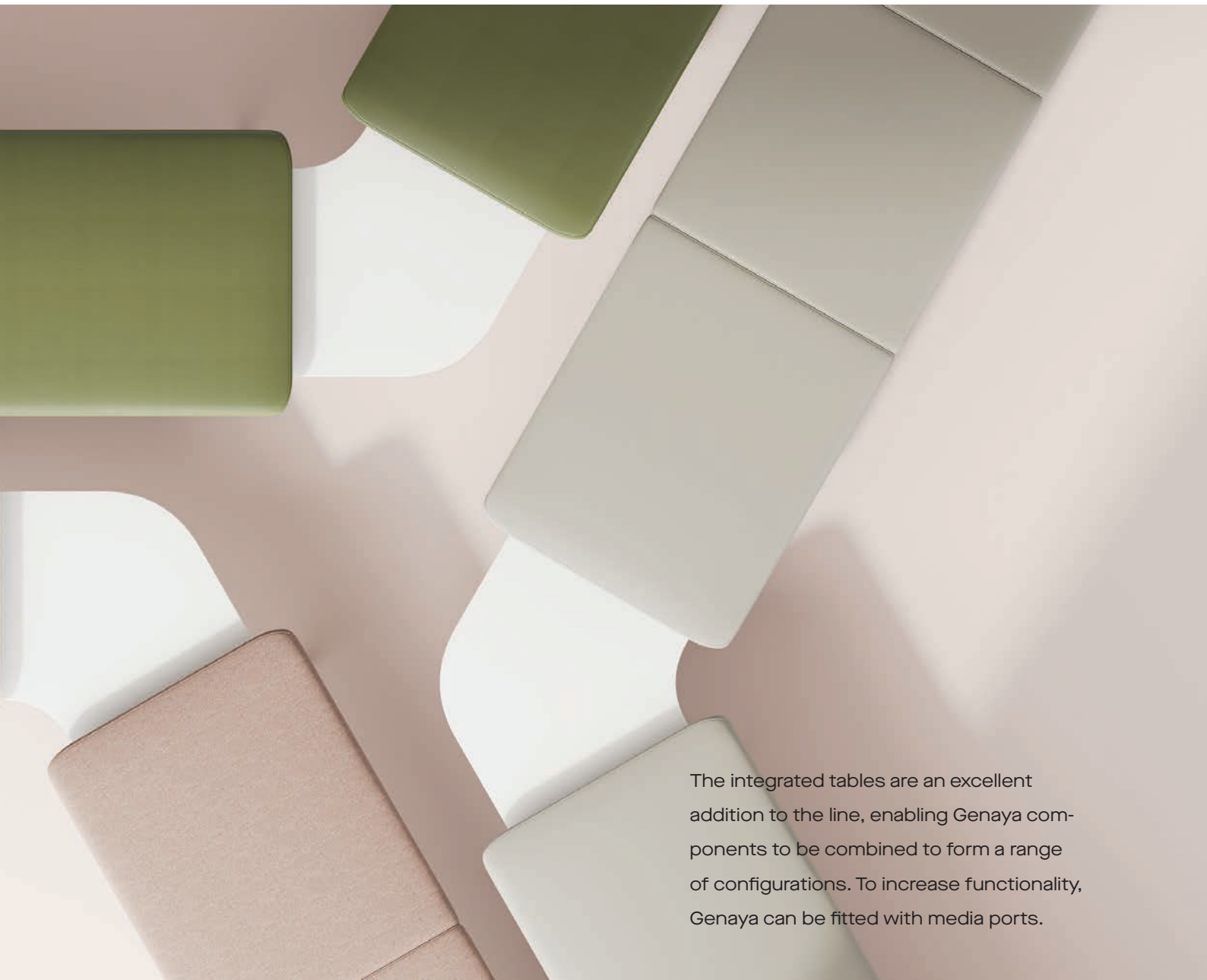
32

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

36

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

38

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 CO₂ 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

43

Genaya 2 and 3-seater sofas with panels



Genaya sofa 3U 3B PN,
freestanding/for integration
H: 880 /1205 mm*
W: 2365 mm
D: 705 mm



Genaya sofa 3U 2B PN,
freestanding/for integration
Available versions: right and left
H: 880 /1205 mm*
W: 2365 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

44

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 (500) mm
D: 490 mm



Genaya table top A90
W: 770 (565) mm
D: 685 mm



Genaya table top A120
W: 700 (690) mm
D: 700 mm

Genaya table top for integration of double-sided sofas



Genaya table top RC2
W: 720 (500) mm
D: 1180 mm



© Copyright 2023 Nowy Styl sp. z o.o.

Nowy Styl sp. z o.o. reserves the right to change
the constructional features and finishes of products.

Note: Colours and patterns illustrated here may vary from the originals.
Presented products available in accordance with the market offer.

Publications of Nowy Styl sp. z o.o. Brands and trademarks
used herein are the property of NSG TM sp. z o.o.

@ kuschandco | www.kusch.com | www.nowystyl.com

KUSCH+CO