

PLAYFUL COMFORT



Evolution21 has already elaborately made a name for themselves with their specialisation in luxury fabrics and textures. This summer, they present their first collection of outdoor furniture that expands the familiar quality to a comfortable and innovative way of spending time together. Nine separate pieces lend themselves to endless combinations and form a collection of high-end outdoor furniture where contact and playfulness prime.

The brand new outdoor model of Evolution21 stands for maximal variation. More specifically, it concerns a piece that consists of nine different elements that can be formed into a harmonious whole but serve just as well independently or in smaller groups. In the collection you find, among others, poufs, a low dining area, a lounge chair, and more. Next to the furniture itself, they designed matching cushions with fun patterns and fringes. In terms of the design, they decisively chose round and organic shapes that effortlessly interconnect. Those who are familiar with the work of Evolution21 immediately notice that the already existing Bubble Sofa served as an important source of inspiration for this first outdoor furniture collection.



KICK-OFF IN MILAN

In June of this year, the team of Evolution21 travels to Milan to present the outdoor collection to the public for the first time, and all this on the sixtieth edition of Salone del Mobile. An enormous moment for them that they had been living towards for a long time, considering that they wholeheartedly stand behind the design and concept. Moreover, it is the first time that Evolution21 ventures into outdoor furniture; therefore, the collection is a clear difference with what they have done in the past. After they came out with their collection of outdoor fabrics, founder Karine Bonjean and her son Lauwrens were asked if they also designed furniture for outdoor spaces. In the past, Evolution21 did already design outdoor poufs, but an outdoor couch was not part of their plans yet. They highly value customer feedback, so they immediately started to work with the idea for a larger outdoor model. Next to this, the collection aims to respond to the popularity of organic shapes and to unite this trend with the earlier creations of Evolution21.

MARBLE AND WOOD

In the first place, this outdoor furniture is characterised by a natural and cosy look. The inviting looking design is, however, much more than that. During the design process, Karine and Lauwrens always returned to terms such as playful, comfortable, qualitative, and artistic. Logi-

cally, the result is a perfect harmony of these four key words. By intensively looking for an answer to the question of how to combine different pieces with the greatest liberty, Karine and her son succeeded in developing an outdoor collection that brings together comfort and playfulness in the best possible way. This high degree of comfort is not only the result of the freedom with which you can set up the pieces, but also of the light cushions that can be placed over the backrests and effortlessly adopt the shape of the body. In this way, you do not only have the luxury to arrange the pieces to your liking, but they also come with

great convenience and comfort. According to Karine and Lauwrens, the endless creating of formations is one of the biggest perks of the collections, together with the fact that everything is manufactured in Belgium and the striking softness that the degree of quality and luxury brings outside.

Evolution21 has teamed up with a Belgian manufacturer to design a new technique based on marble for their new Sunroom tables. These can be used both indoors and outdoors. The tabletops of the coffee tables were designed in rich lagoon colours to match the

new fabrics of the Sunroom collection. Concerning the materials, they focused on using wood. More specifically, Evolution21 chose meranti, a tropical wood type that is highly suitable for outdoor environments and that often develops a grey look. Furthermore, it is a sort of wood that ages beautifully and does not burst or split. So the surface of the side table was given a beautiful finish in marble, which made a welcome and perfect complement to the presence of the wood. Next, they also worked with a unique fabric range that conjures a coral-effect and is available in seven new colours. These tones simulta-

neously match the wood. For every shade of fabric, a decorative variation was chosen that was used for poufs and accessories. For some pieces strong cords were included, in two different colours. It is evident that all the materials are from excellent quality and that they were selected with the highest standards in mind. The quality lies also in the fact that the furniture is not only stain- and water-proof, but also fire-retardant. In order to give the pieces the protection they deserve, every purchase comes with a special outdoor upholstery cover that protects all the elements from the weather at the same time.



COMFORT AND BEAUTY

Whenever you try something new, it is not only the result that is important. On the contrary, also the entire work process has interesting lessons to offer. Karine and Lauwrens explain that it was a big challenge to create as many different arrangements as possible with the nine separate pieces. It was anything but easy to make everything fit creatively and, subsequently, translate it to outdoor surroundings. This also meant that it was a long search for the best materials; especially finding qualitative yarn for the wickerwork was a challenge. Next to this, it was essential that different aspects of the designs met at the same level. Namely, the furniture needed to be suited for outdoor and comfortable at the same time, and it should also belong to the high-end market. Therefore, this collection is one of the few that offers outdoor furniture without compromising on style and luxury. Striving for such high standards is no surprise coming from Evolution21 since we are only used to top quality from them. According to them, this collection also had to be an opportunity for a group of people to be in contact in various ways. They succeeded in this by maximally focusing on the free combining of the separate pieces.

It is always good to compare a product to its first sketches. For Evolution21, the first phase of a design is always an adventure where they primarily express the artistic. Then, they implement changes with an eye on functionality and comfort. In fact, they start from



beauty and work towards comfort, according to Karine. They undoubtedly managed to combine aesthetics with comfort, even though they do not have a specific favourite piece in the collection. Instead, Evolution21 especially loves the possibility to form one large island by putting all the elements together. It is because of this unrestricted freedom to combine that the outdoor model is a huge success to a lot of people. Because of this, the pieces were not designed with a specific type of environment in mind; thanks to the large margin for variation and personal input, each outdoor space benefits from this outdoor furniture. Those who have a limited outdoor space can, for example, assemble a fun aperitif-corner with some of the smaller

pieces. In addition, the pieces are beautiful to look at from all sides, so also in the middle of your garden the collection optimally comes into its own.

Their first outdoor model brings playful comfort outside. The nine separate pieces can be rearranged endlessly to your own preference and prioritise social contact. Qualitative materials and thoughtful design result in lasting enjoyment of this wonderful outdoor furniture. Those who are already familiar with the excellent products of Evolution21 can now expand their experience with the brand to the garden; those who have yet to discover them can make up for lost time this summer, lounging. (Text: Cara Jacobs)

Photography by Evolution21

CHAMPAGNE

Diamant

VRANKEN

MAISON FONDÉE EN 1976

REIMS - FRANCE



L'ART DU CHAMPAGNE

VRANKEN POMMERY BENELUX - INFO@VPB.BE