

VREE

YOUR FAVOURITE PLACE
COLLECTION



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PREFACE



ree is old Dutch for freedom or peace. It is essential for us people to feel free or to find peace of mind, wherever we go and whenever we want. It is essential for us to be 'Vree'.

We are not likely to say that our favourite place to be is at the office. But we do spend many hours at work there. Why couldn't it be our favourite place?

In this time of open plan offices and flexible workplaces it becomes increasingly difficult to focus. Colleagues chatting all around us and our distracting smartphones force us to multitask all the time. Our brain is not made for this. In order to be productive and to feel comfortable and healthy we need to take care of our brain. We need to give it rest, we need silence.

Therefore, change in our behaviour at work is necessary. We need office furniture that can help us in finding silence, rest and comfort. Vree likes to help with this. Our collection is designed to help you create a favourite place to work, meet, call or have a chat. The furniture of Vree can help you to refocus and recharge. You can make a difference. You decide how you work best. You create your workplace. You can make your office your favourite place.

Explore our designs and find out how to create your favourite place.



Design

Silence can make us uncomfortable. Without realizing it, we run from it at our workplace and at home. We search for noise by turning on Spotify or the TV, by chatting with our colleagues at moments of silence not realizing we distract them. We avoid stillness unconsciously many times. But sometimes we need silence to recover our brain, to refocus, to stress out. We should embrace it more often, we need to learn again to embrace it in a world of distraction. How do you shut a door, when there is no door?

We can see the demand for silence by the growing number of suppliers of acoustic solutions last decade. Absorbing materials are very important for room acoustics and speech clarity, but they have a limited influence on the behaviour of people towards silence. Even in perfect acoustic conditions we do not always experience silence, due to the fact that silence is also a mental process. People can experience silence in a noisy plane by staring at the landscape beneath them. The presence of physical silence is neither a guarantee nor a requirement for finding mental silence. In either way Vree wants to give a boost to people to be more consciousness about their mental and physical silence by creating smart furniture. A smart design can be a tool for people to recover their brains, to stress out and to avoid external noise and stimulants. It can make us appreciate silence again.

Material, shape and color

The furniture of Vree is designed with the understanding that shape, materials and colors always influence our brain. We like to work with round shapes as research has shown that 'round' gives us a positive stimulus to our cingulate cortex, an area in our brain that is involved in processing emotions and pain. We consider round shapes as 'beautiful' which leads to an energetic stimulus to our brain.

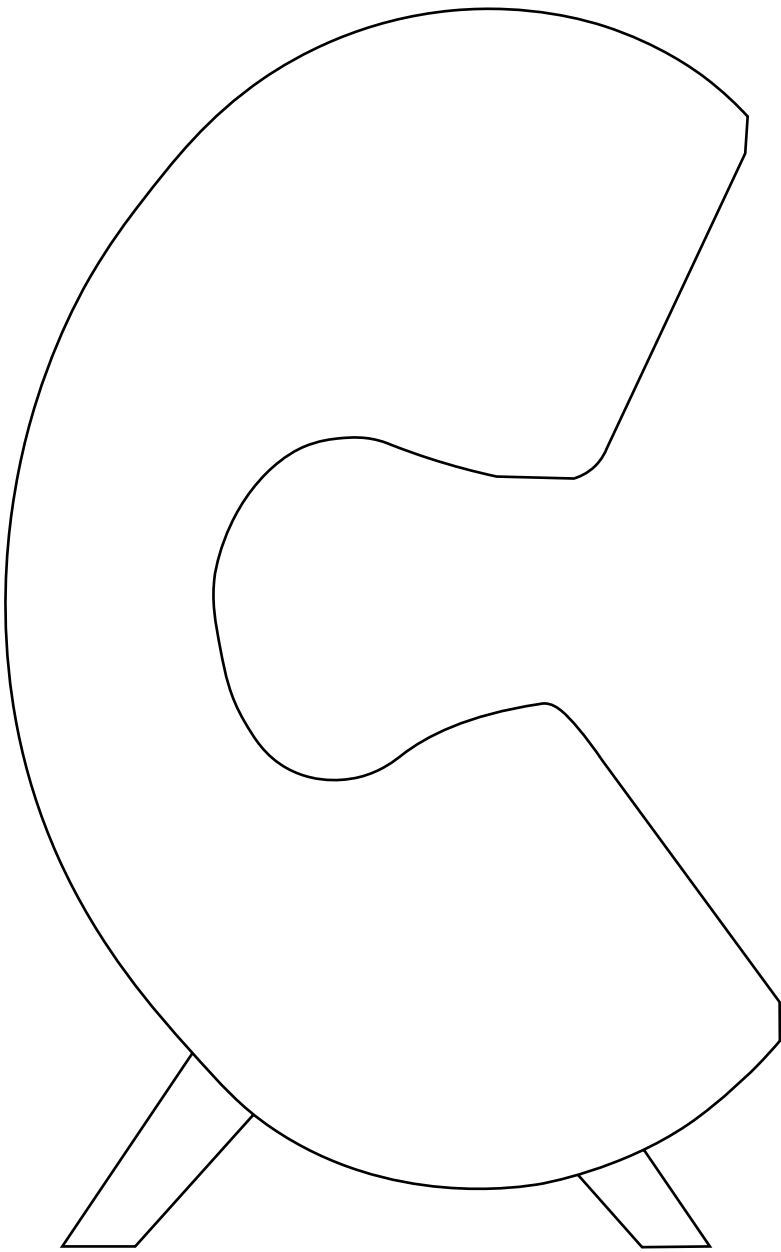
Working with natural materials has our preference. We know that the use of wood, plants, wool, stone in our interior are beneficial for our mental and physical health. Vree wants to fade out the line between inside and outside a little more. We are inspired by the minimalist and buddhist Japanese interior style. This style is characterized by peaceful simplicity, adding natural elements and using soft and light colors.




DÜRKOPP ADLER







A close-up photograph of a light-colored, textured fabric, likely a chair or sofa. The fabric has a subtle, repeating geometric pattern. In the foreground, a dark, curved object, possibly a chair back or a piece of furniture, is visible, creating a strong contrast with the light fabric. The background is blurred, showing a grid-like pattern, possibly a window or a wall.

FIRSTCALL COLLECTION

Original

FIRSTCALL ORIGINAL

The FirstCall lounge has been developed by the Dutch designer Ruud van de Wier. With a design similar to a classic telephone there is no doubt where you can use it for. The lounge offers you a more private and quiet conversation in a noisy environment. It also works the other way around: other people in the office will not be disturbed by your phone call. The FirstCall is excellent for open floor plan offices and public spaces.



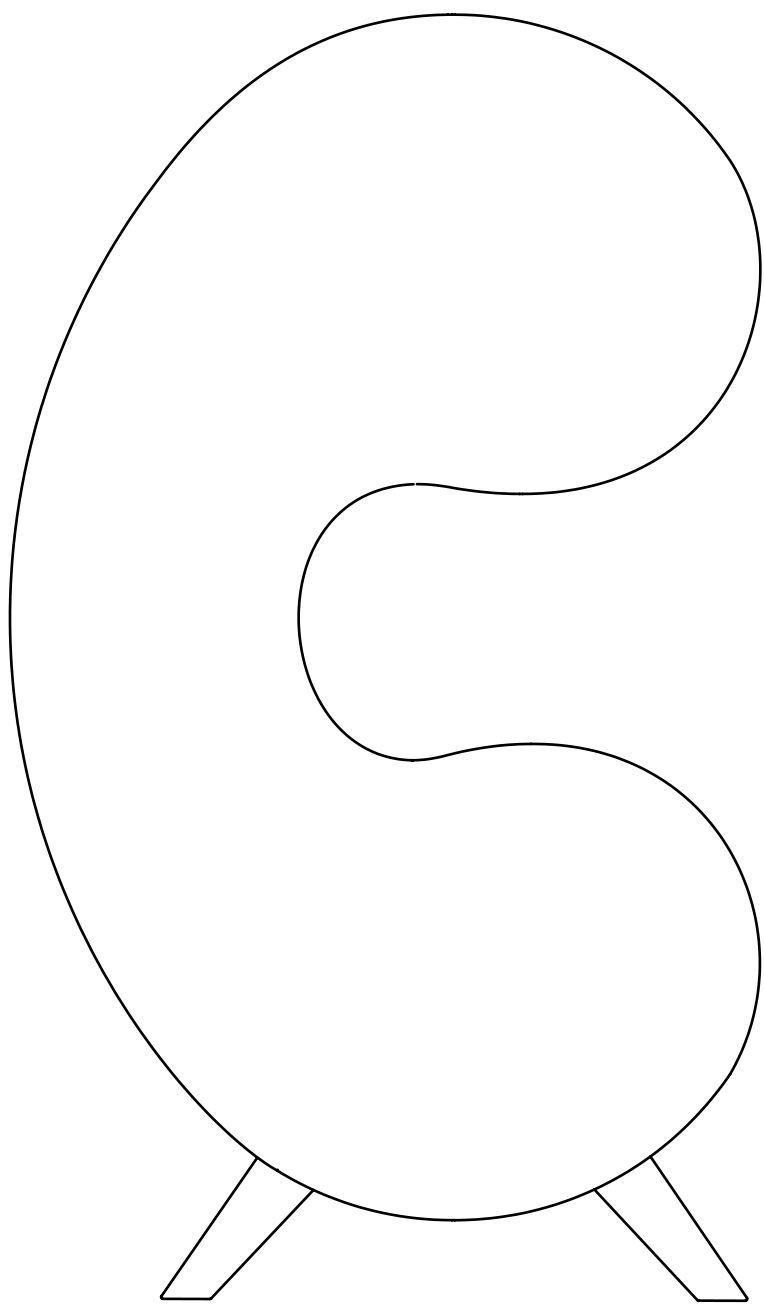




'HOW DO YOU SHUT A DOOR,
WHEN THERE IS NO DOOR?'

- VENEER OAK
- VENEER WALNUT





FIRSTCALL COLLECTION

Coco

FIRSTCALL COCO

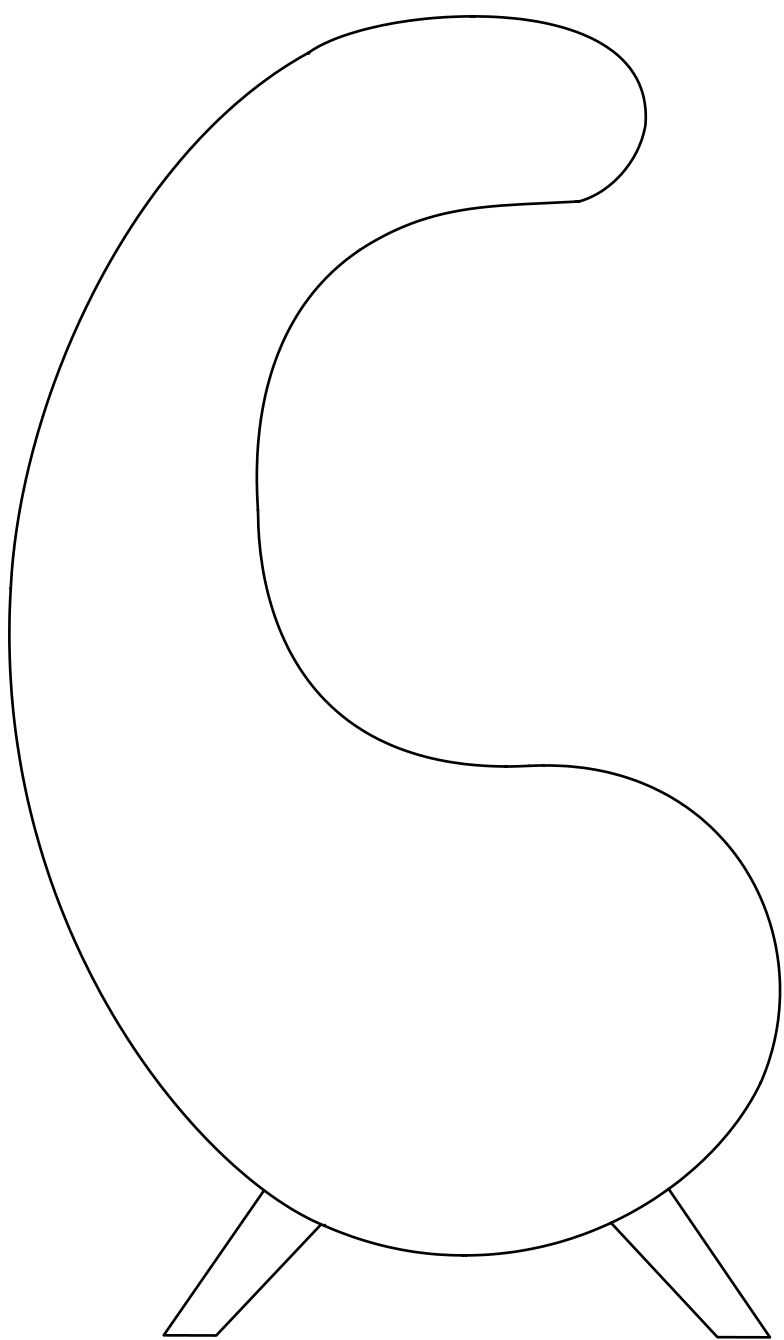
The Coco is the newest edition of the FirstCall collection. With its rounder sides than 'the Original' and a finishing of wood veneer, the Coco is like a cocoon. It keeps you protected and gives you privacy from the outside world. The wooden side panels combined with a beautiful woolen fabric (for more sound absorption) or fine leather make the Coco a natural wonder to call, read or relax.











FIRSTCALL COLLECTION

Punc



FIRSTCALL PUNC

Take a pause from your work by adding a comma. The Punc (referring to the Latin word 'interpunctus') is a lounge in the shape of a comma upside down. Sit in this chair to take a moment to read a book, call your network, post a blog online or to do absolutely nothing. A 10-minute break each hour will boost your productivity throughout the day. This lounge will change your mindset about being productive.









