abstracta

Abstracta fuels the feel-good factor at work, together with award-winning designers Maja Ganszyniec and Khodi Feiz

Akunok

Vika

Abstracta x Wall of Art

Zen Pod XXL

It's time to say goodbye to all those noisy, sterile, boring offices that make us feel tired and weary the moment we walk in. In 2024, together with award-winning designers Maja Ganszyniec and Khodi Feiz, Abstracta is focused on boosting the feel-good factor at work. As always, our overall aim is to create better soundscapes. This year, we include lighting and informal, comfortable seating, as well as clever floor screens that create secluded spaces where people can retreat to chat or focus on their work in peace and quiet.

Being able to step away is something many people are seeking. A new survey that charts the needs and expectations of Swedish office workers shows that the absence of quiet spaces for focused work is what most are dissatisfied with about their workplace (Demoskop, for MER Arkitekter, 2023). A quarter of those surveyed reported a lack of space for focused work. Abstracta aims to help change that with a range of new products.

Acclaimed Polish designer Maja Ganszyniec is the creator of one of them — Akunok. The name is a play on the words acoustic and nook. Akunok is composed of comfortable acoustic seats in one-seater and two-seater versions, a floor screen that is clever and elegant in equal measure, and two neat tables. Its concept ambitiously tackles two major challenges facing many of today's workplaces. The first is to create better soundscapes that promote well-being and job satisfaction. The second is to offer employees separate, pleasant smaller areas where they can focus on their work in comfort. "It's inspired by the movable walls of Japanese interior architecture," explains Ganszyniec. Akunok has received top marks from independent expert Acoustic Facts.

The second new product of the year, Vika, is the result of a new and exciting collaboration between Abstracta and influential industrial designer Khodi Feiz. Vika is a sculptural floor screen that manages both low-frequency and high-frequency sounds while radiating pleasant ambient light. "It's another way of thinking about sound and light," says Feiz. "Vika's function is to create a calm atmosphere."

This year also sees the launch of two larger versions of Abstracta's and Staffan Holm's successful Zen Pod. Abstracta x Wall of Art, a collection of acoustic panels featuring contemporary art, has also been updated with works by illustrator Lena Wigers. "At Abstracta, we're proud to present an ever-expanding range of carefully designed acoustic solutions that include screens, furniture, quiet rooms, and hybrid products like acoustic lamps. They're solutions that make a big difference in today's workplaces. Not only do they increase employee satisfaction; they also offer a flexibility that suits today's enterprises," says Linus Berglund, Marketing Director, Abstracta.

About Abstracta
Abstracta has been working to create better soundscapes since 1972 – which makes them acoustics pioneers. Today, Abstracta offer a wide variety of solutions for different types of environments and requirements – from thoughtfully designed sound-absorbent screens and surfaces to innovative furniture with integrated acoustic characteristics. And in close collaboration with some of the world's most influential contemporary designers, they are constantly exploring new ways to create better soundscapes. Abstracta manufacture their furniture in Småland, Sweden, and our customers are located throughout the world. Abstracta is part of Lammhults Design Group.

About Khodi Feiz
Born in 1963, influential designer Khodi Feiz lives and works in Amsterdam. His manifold design portfolio ranges from furniture and acoustic pieces to home electronics and household items. Vika is his first product for Abstracta. Feiz also collaborates with Alessi, Logitech, Philips, Artifort, and Swedese. His design expression is organic, simple, tactile, and human. His works have a fundamentally friendly quality that catches your eye and makes you want to reach out and touch them.

About Maja Ganszyniec
Born in 1981, acclaimed designer Maja Ganszyniec is based in Warsaw, Poland, where she opened her own studio in 2013. True to its "Do no harm" motto, Studio Ganszyniec focuses on designing products that offer people the greatest possible benefit while having the least possible impact on nature. Her design methods include traditional craftsmanship and using natural and recycled materials. Having already received numerous design awards and nominations, she was shortlisted for the Dezeen Awards 2022 'Emerging Design Studio of the Year' prize. In addition to Abstracta, she collaborates with other companies, including IKEA, Duka, Comforty, and Noti.

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