

Bretz

Poolside

Presse release

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Contact: Meike Steinberg

Phone: +49-172-614 36 01

meike.steinberg@bretz.de

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True Characters



**A summer day by the pool:
Sparkling water, the taste of popsicles,
that slowly melts in your mouth and the feeling of sunshine on your
skin. Poolside gives us the almost weightless state of suspension
that one achieves when one is completely relaxed, carried by air,
floating over the glittering water and indulging in the idleness of a
lazy day by the water.**





The design



The sculptural silhouette of Poolside reminds us of a monumental float, gliding silently on glassy water.



The sofa gets its sculptural character from the voluminous upholstery, which looks like swim tires stacked on top of each other. The backrest, composed of two round upholstered bodies that enclose the lush, springy seat, creates the impression of absolute softness on the one and reliable stability on the other hand.



Poolside sofa 3 seater | fabric cover 64 1916 pink



Despite the voluminous silhouette, the design radiates an exceedingly dynamic power.

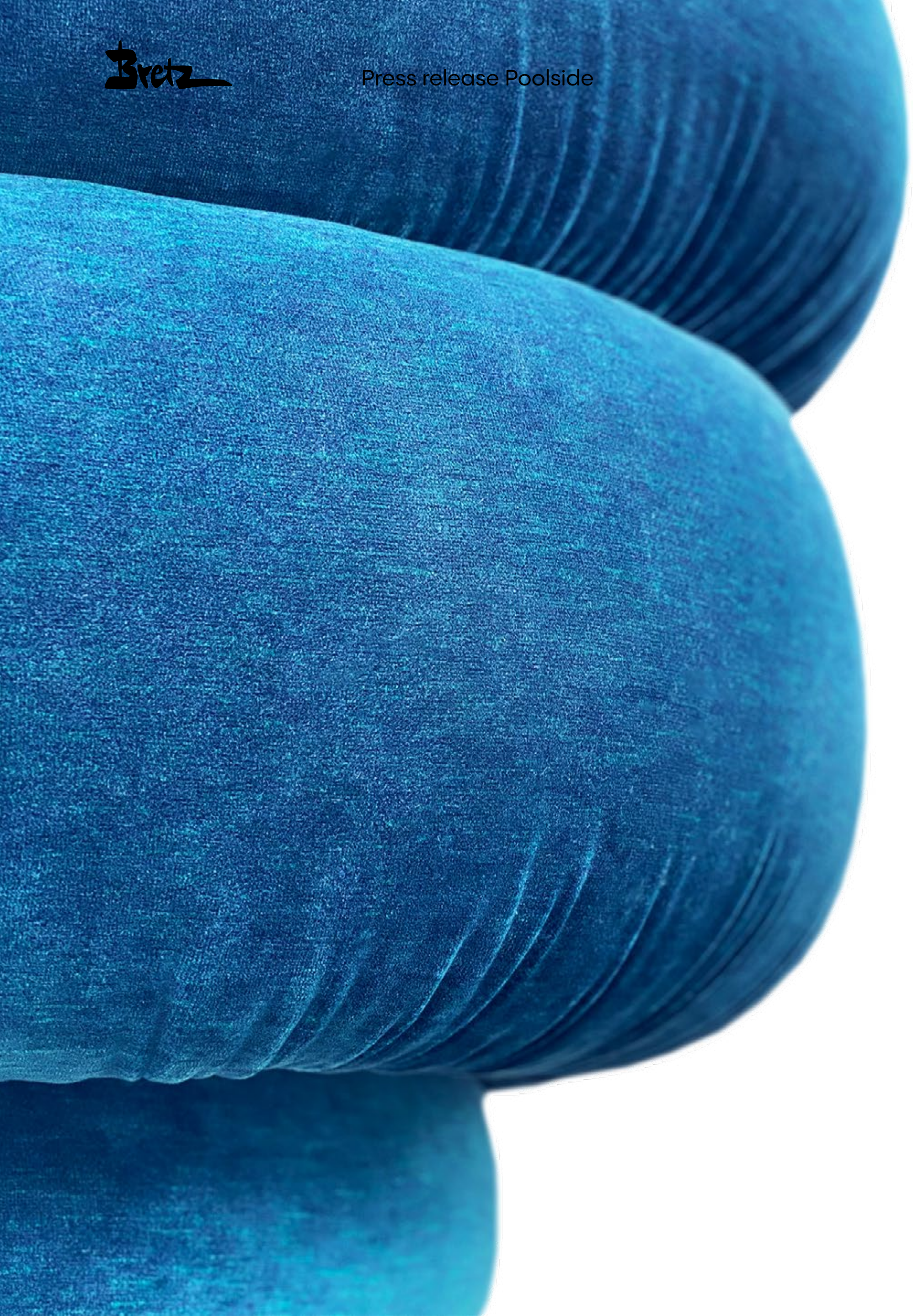
This is created by the "volumes" running slightly against each other. On the one hand, the seat has a seat slope of approx. 4 cm from front to back and on the other hand, the slightly flared backrest tapers from back to front and from top to bottom.



It's all in the details

Opposites:

Round versus straight,
crumpled versus clearly defined
lines, wrinkles versus taut
surfaces, voluminousness
versus dynamism





Due to the consistent development of the design from all sides and its loving details, Poolside becomes an eye-catcher and can be positioned freely in the room.



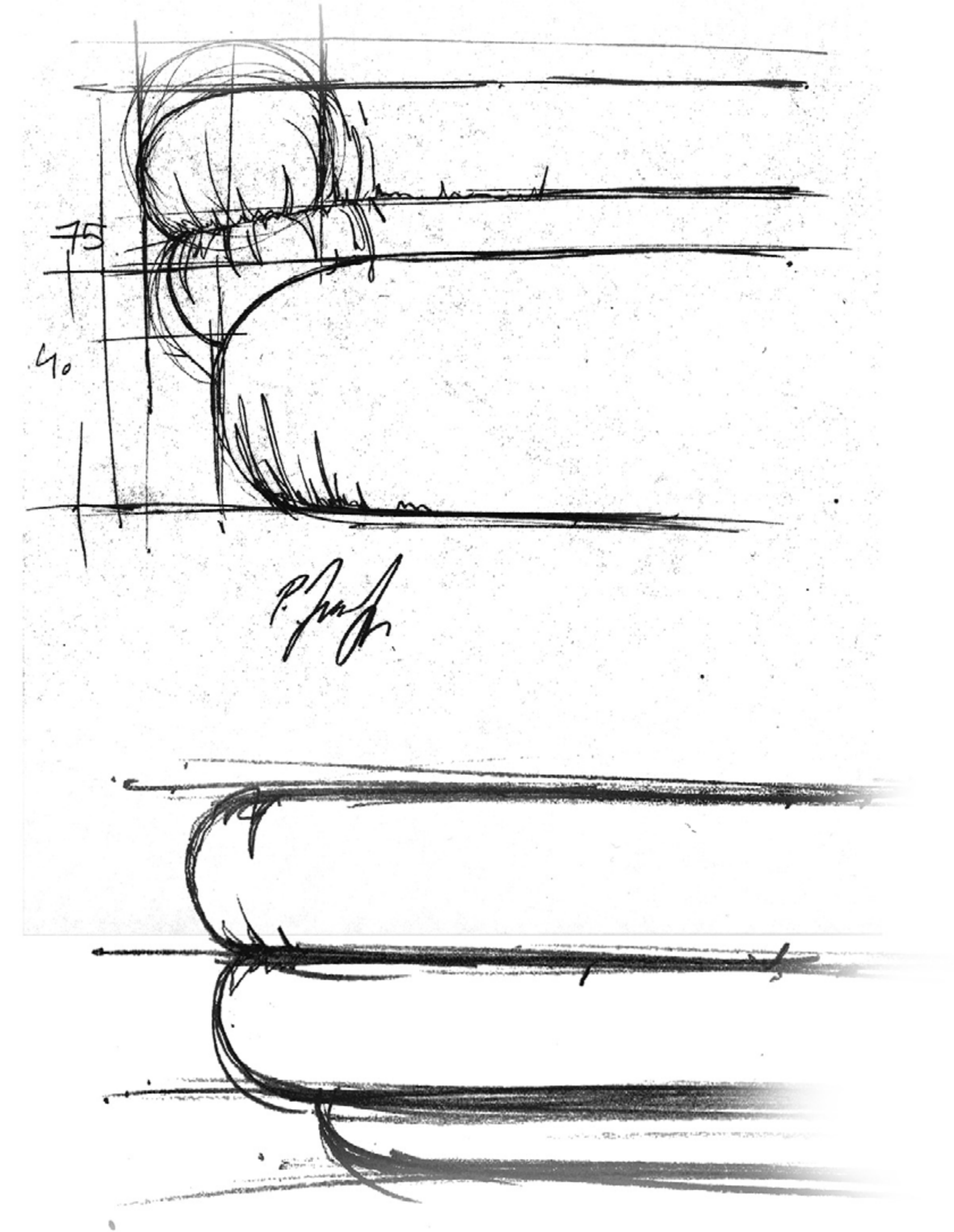
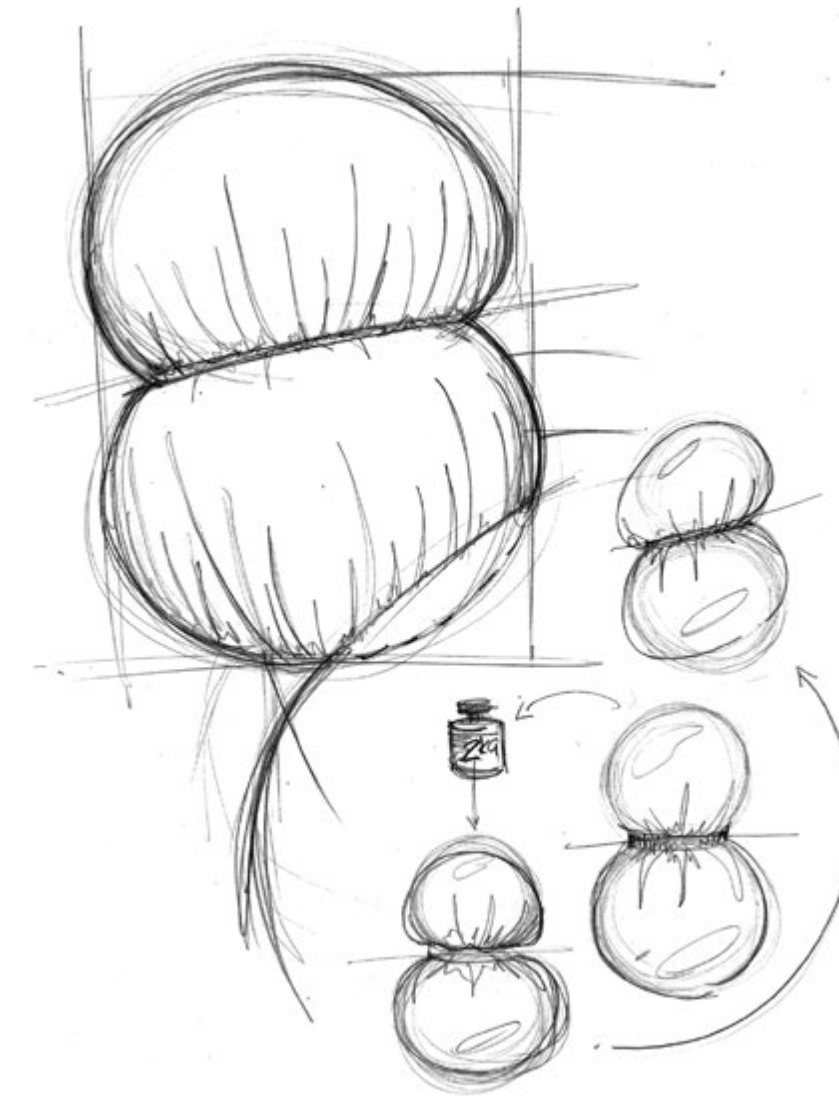
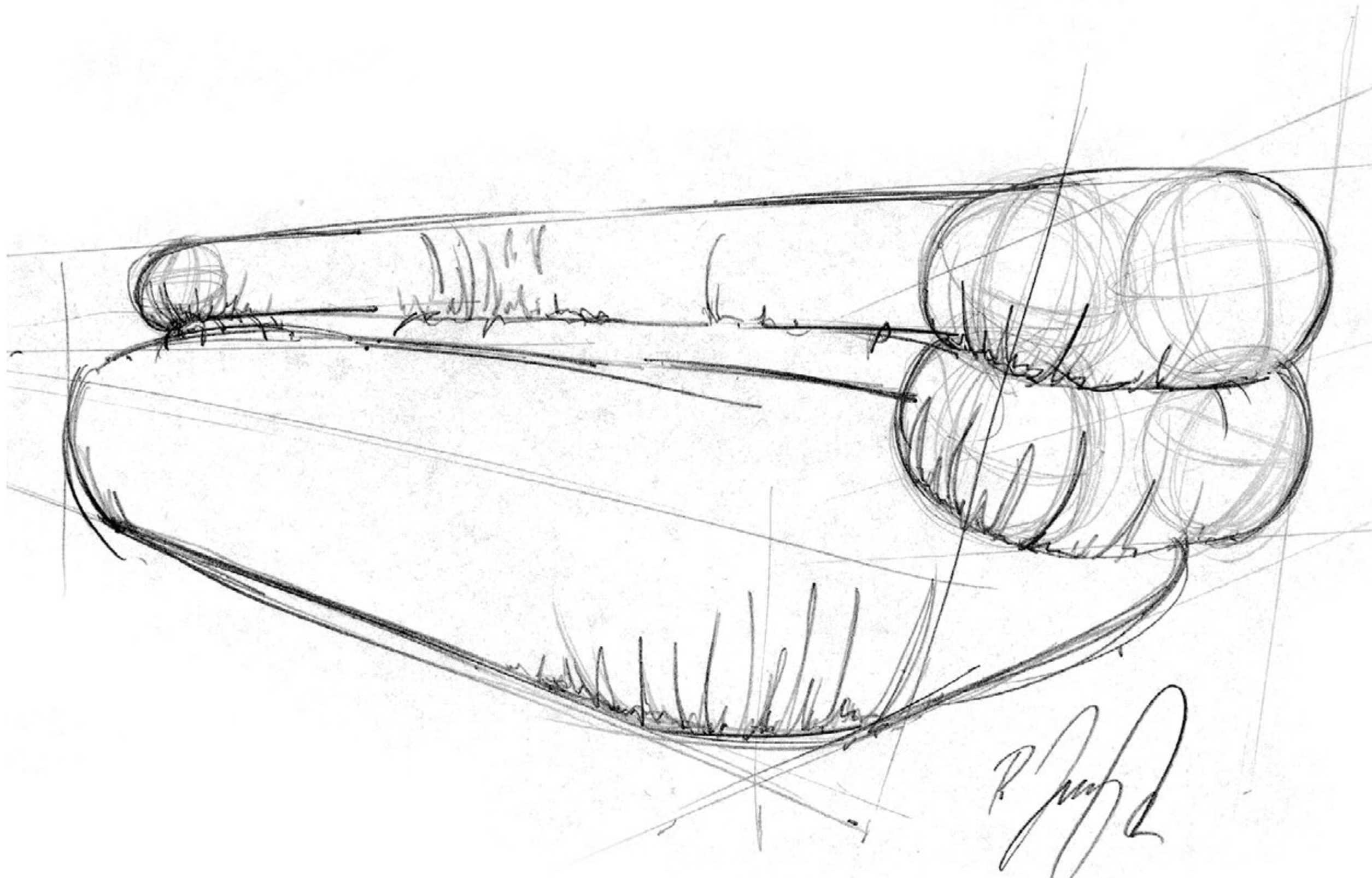
Poolside sofa 3 seater | fabric cover 66 2428 blue hour



Facts & Highlights

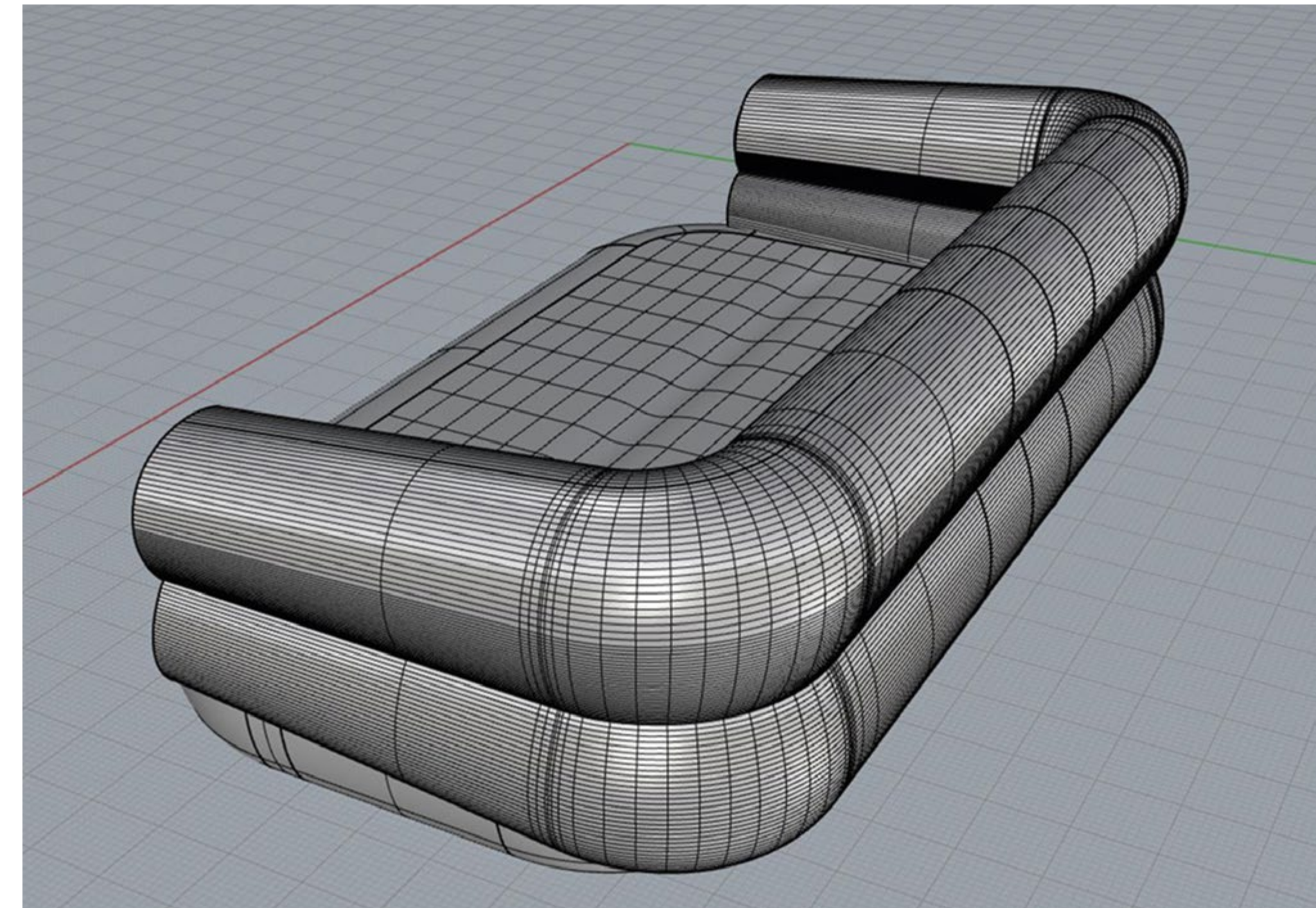
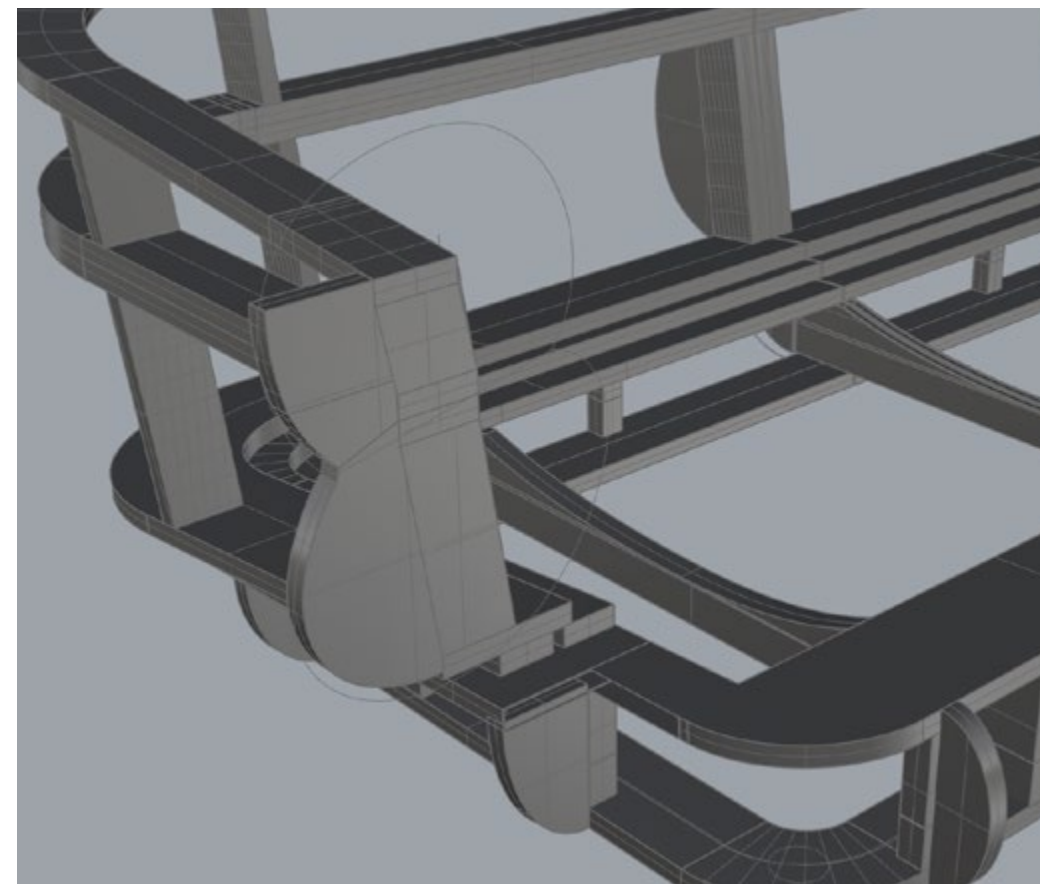
- The Poolside sofa can be upholstered in all covers of the Bretz fabric collection, as well as with suitable foreign fabric.
- Springy seating comfort due to Nosag springing, Bonell spring core and multi-layer foam construction over a solid wooden frame.
- 3-piece wooden frame - the seat and the individual "back rings" are upholstered individually to make the best use of the fabric width, as well as to ensure an accurate execution of the linear retractions.
- The backrest is constructed from two frames with different foam hardnesses.
- The upper back ring has a softer foam construction to optimally embed the shoulder area.
- To ensure supportive comfort in the lower back area, the lower back ring has a firmer foam structure - it is also slightly curved.
- The seat frame has a pleasant seat slope of approx. 4 cm and, in combination with the back structure described above, provides the incomparable feeling of sitting really deep "in the sofa".
- The perfect balance between let yourself fall and finding support.
- Measures: W x H x D: 250 x 77 x 130 cm

From the sketch to the product



From the sketch to the product

Based on the first shape study in the form of hand sketches, a first 3D solid model was constructed. Thus, the sofa was first digitally "pre-developed" from the outside to the inside. Foam thicknesses and volume weights were defined and frame specifics for the upholstery and the resulting seating comfort were planned in detail.



From the sketch to the product

Design and craftsmanship go hand in hand. For this purpose, the design team works closely with the in-house development department in order to use the greatest possible synergy effects of both resources.

The construction of the back frames and their connection to each other was particularly challenging.



From the sketch to the product

In order to be able to implement the dynamics of the design in the 1:1 model, a lot of fiddling had to be done.

The seat has a different inclination towards the back than the back towards the front. The indentation in the front of the backrest should slope downwards to take up the contour line of the seat again, which means that the back must not only be curved, but inclined in two directions. In order to implement these specifications constructively, many work steps, coordination and tests were necessary.



Product development

Not only during the development time, but also beyond that, a lot of care and attention to detail is required. For example, every single fold is laid by hand!



Happy Velvet

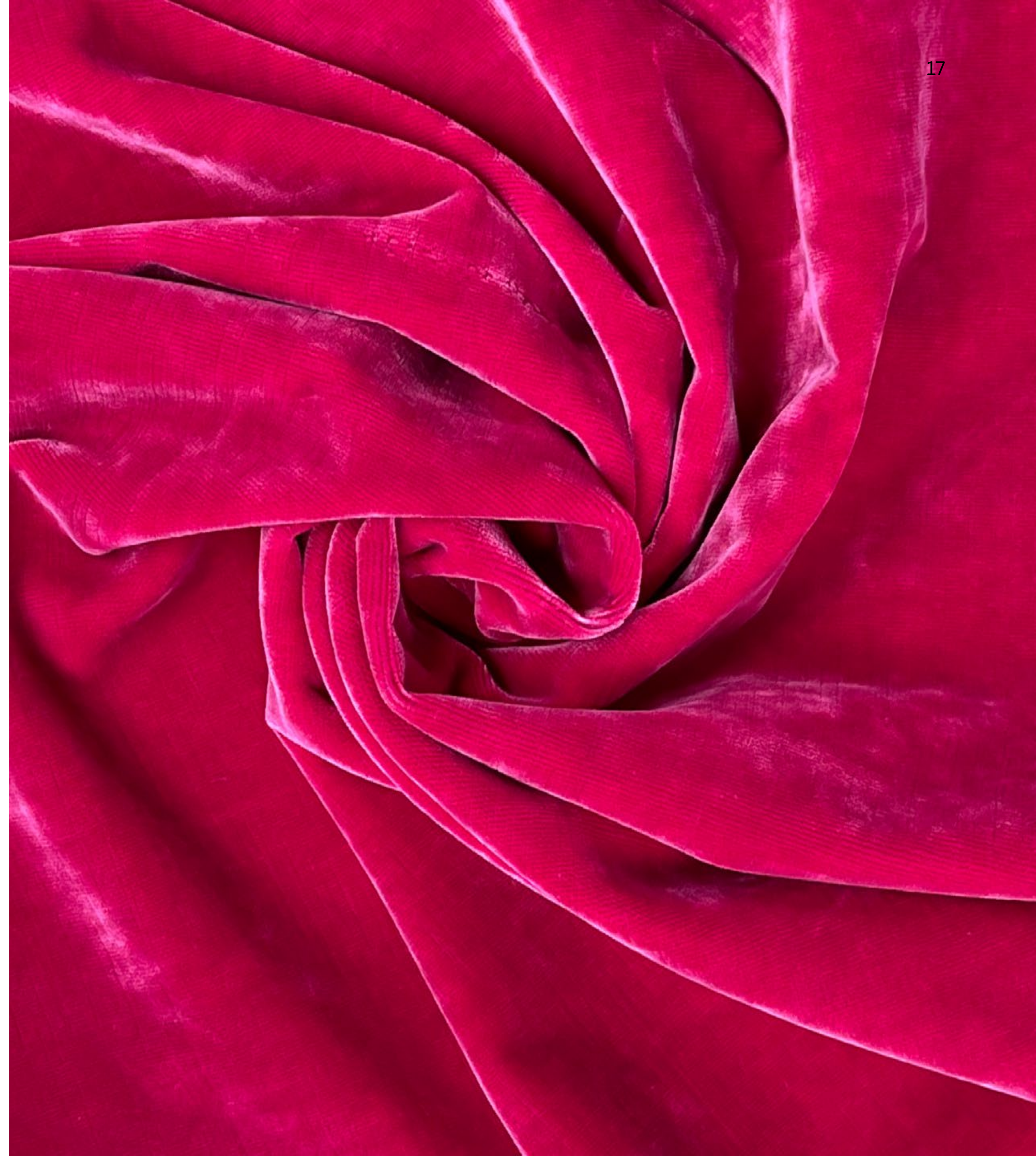
Fabric group 64 - 100% polyester

Polyester is a synthetic fiber and is particularly robust and easy to clean. Since dirt basically can not penetrate the synthetic fiber, it can almost always be removed. Polyester velours are suitable for all those who want a robust and durable sofa cover.

The velours of fabric group 64 is characterized by its soft touch and powdery sheen. At first glance and to the touch, it is reminiscent of a viscose velours. It has less iridescence than the 61 velours and is more matte.



Available in 7 colors: amalfi, dark cyan, cashmere, powder grey, gold green, terra cotta, pink



Velours-Melange Blue Hour

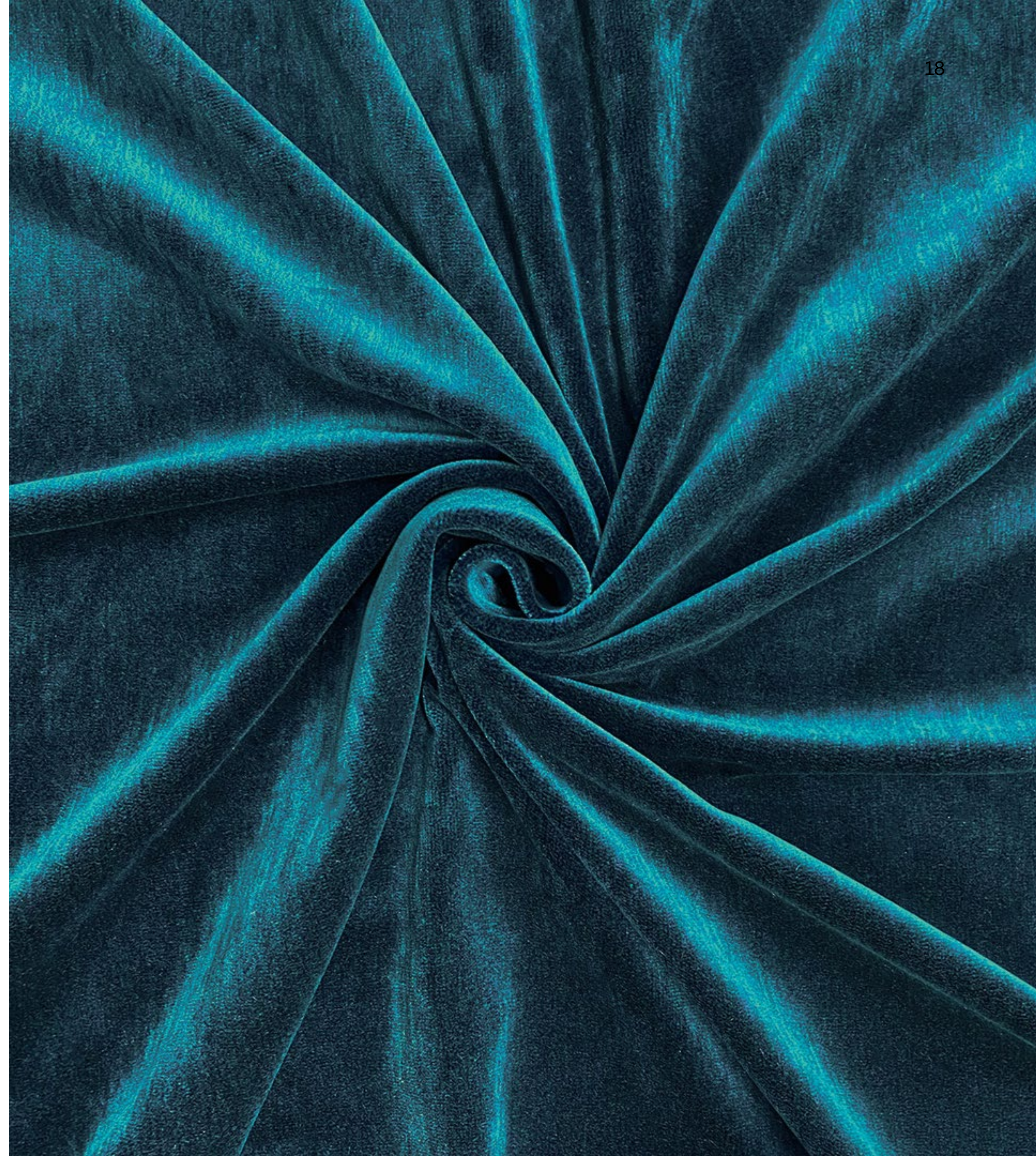
Fabric group 66 - 42% polyester / 35% viscose / 23% cotton

Fabrics made from a viscose blend are often a great alternative to the pure viscose velours. By blending other yarns, the viscose yarn is "supported" and therefore less prone to pressure marks. Group 66 includes the so-called bicolor velvets / melange velvets, in which two colored yarns that harmonize with each other are woven together.

The velours of fabric group 66 is characterized by its high natural fiber content and its correspondingly soft feel. At first glance, it resembles a viscose velours. It has less iridescence than the 61 velours, is more matte and has a slightly powdery sheen. Its color is reminiscent of the short time between sunset and night - where the world becomes very quiet and slow.



Available in one color: blue hour





Poolside

Designed by: Pauline Junglas



Bretz Wohnräume GmbH
Alexander-Bretz-Straße 2
55457 Gensingen

T +49(0) 67 27 / 89 5 0
F +49 (0) 67 27 / 895 303
E info@bretz.de

