

# Bretz

# Balaa

Press release

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True characters



2023

# The design



The  
unbearable  
lightness  
of being

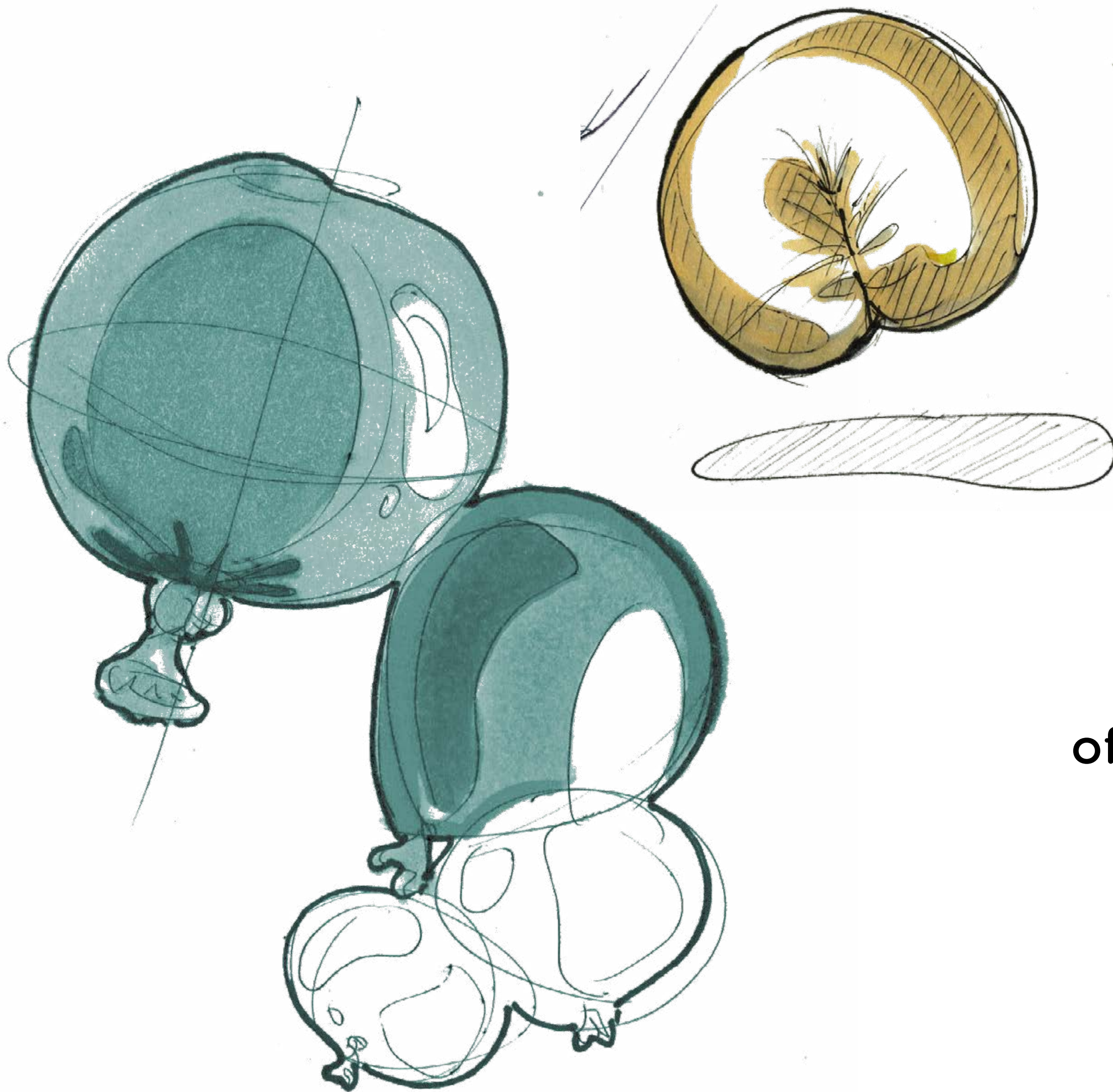


With his lively  
charisma and nonchalant manner  
Balaa invites you to cut the leashes of everyday life  
and to enjoy the small moments of  
of happiness.

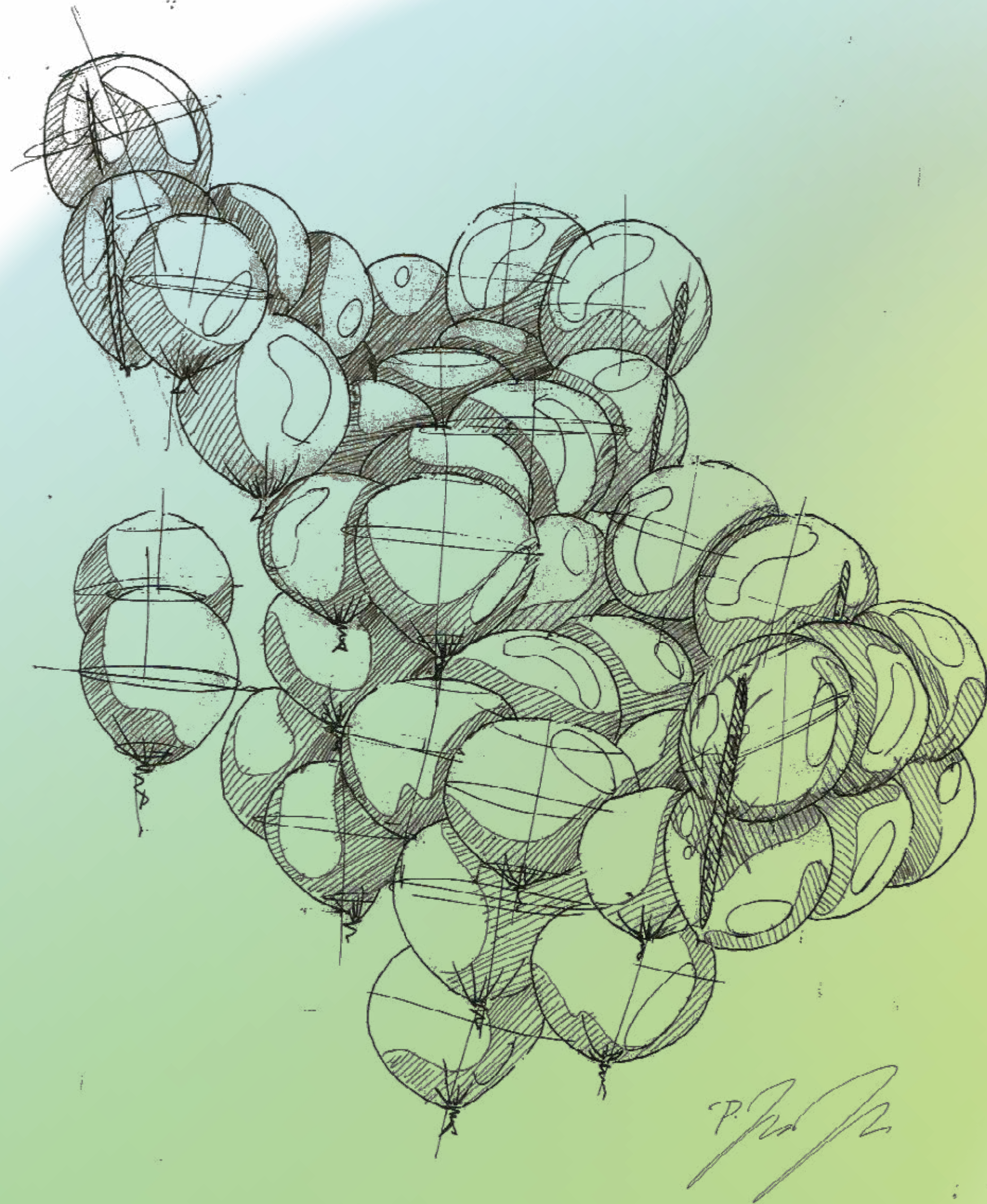


The name Balaaoo is borrowed from the Portuguese word for balloon and refers to the bulbous stitching of the seating elements, which are reminiscent of a sequence of bulging balloons that gently lift us - even beyond our own horizon.

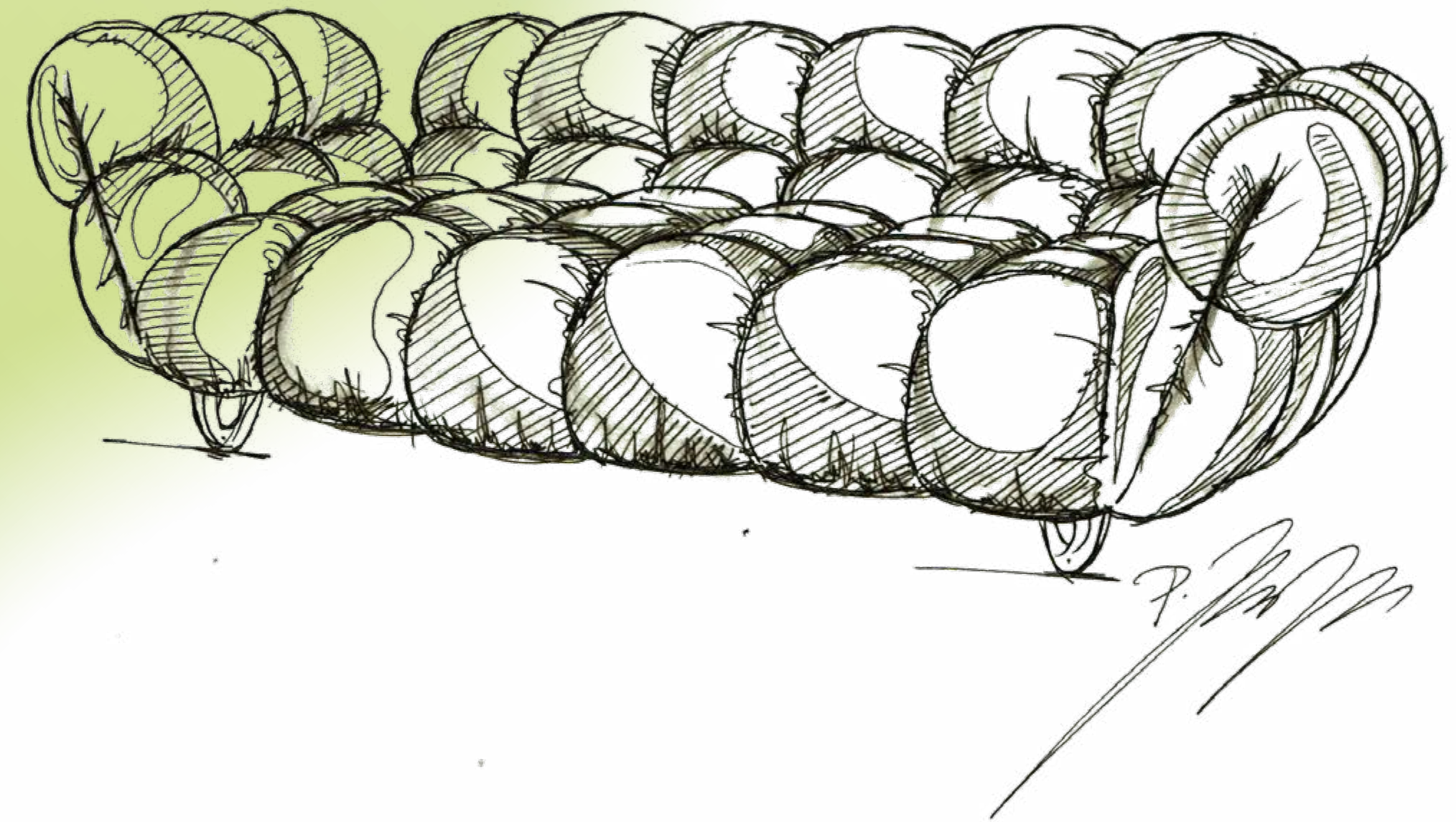


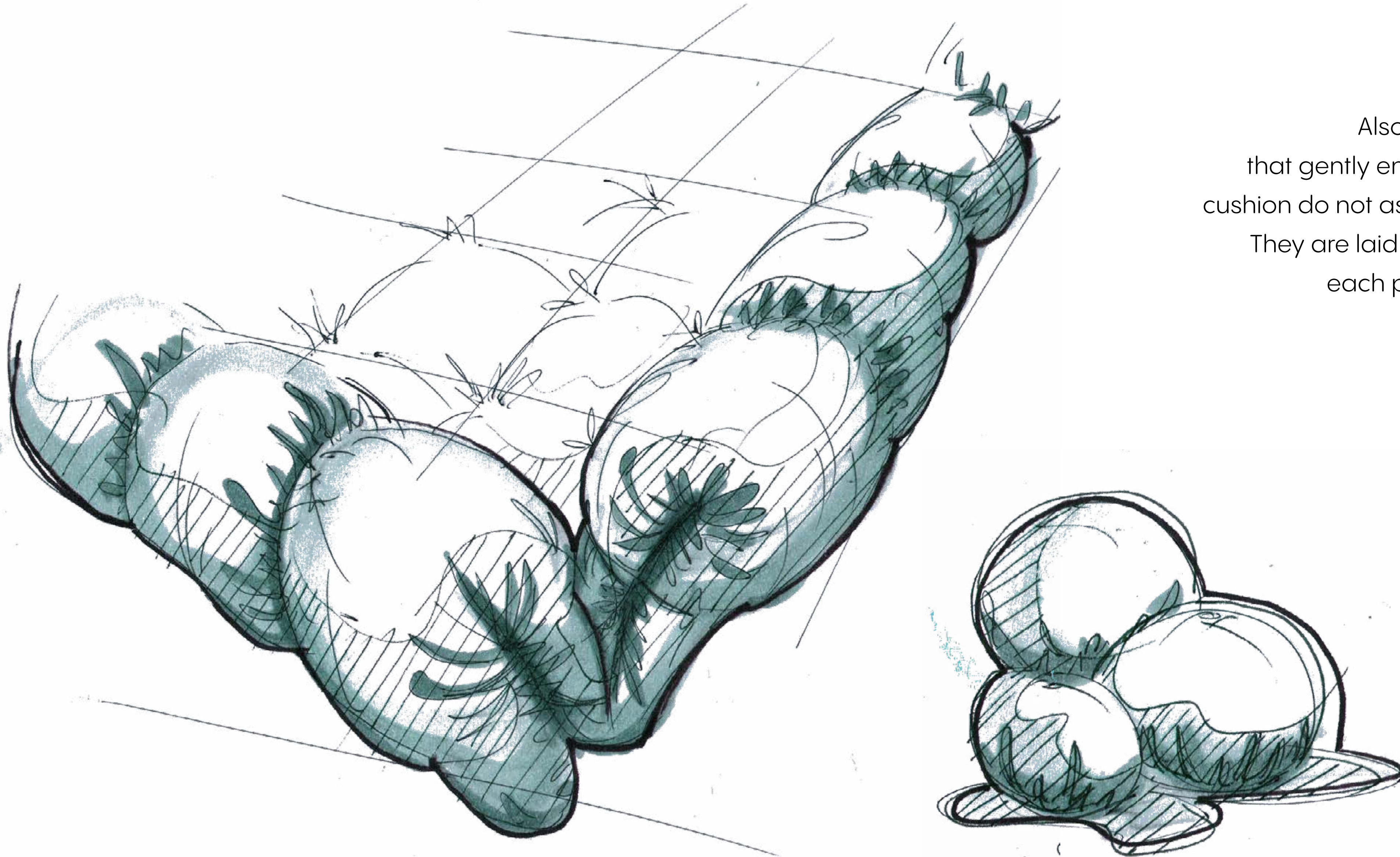


The balloon:  
conjuring up fantastic tales  
of adventure in colourful hot-air balloons  
while also referring to the rotund  
shape of the sofa.



The product design is subject to this guiding principle: Although at first glance the sofa appears to be square, a closer look reveals that it has been transformed into a softer, more sensual design language.





Also the folds,  
that gently envelop the generous  
cushion do not ask for rules or uniformity.  
They are laid by hand and make  
each piece unique.



## It's all about the details

The details, such as the folds and the vertical stitching on the backrests are developed directly on the 1:1 prototype during product development - after all, it is the details that breathe life into a design and give it a valuable appearance - they are worth tweaking until they meet our high standards.



## Balaaoo – expression of aesthetic and tactile softness

It is precisely this formulation of the cushions and the casual folds that give Balaaoo the feeling of a thoroughly aesthetic and tactile softness.

This is ensured by an elaborately 3D-milled foam and a thick padding under the fabric cover.

Thanks to the tucks at the cross points, the cover retains its shape and all seams are held in place.



## Facts & Highlights

- Due to the bulbous formulation of the foams, the sofa has no hard edges
- Modular upholstered furniture system based on 3 seats, which, with armrests and backrests, which make up the individual parts
- Solid wooden frame, above it a classic upholstered construction with Nosag and Bonell springs and a multi-layered, milled premium foam structure
- The punctual indentations give the upholstery support and strength, the folds on the underside of the carcass and on the backrests are irregularly laid by hand, so each piece is unique.





## Jacquard-Bouclé

66% Polyacrylic / 34% Polyester

Bouclé is a rather coarse fabric made of different yarns with loops, which creates its irregular, characteristic surface. The bumpiness is the result of the irregularly thickened yarns that are woven together. Due to its material composition, our bouclé can be classified as rather easy to care for.

The Jacquard bouclé is particularly characterised by its finely textured surface. Its structure and the strong contrast between the lower and upper fabric makes the upholstered furniture look even more voluminous.







**Balao Z 104 li**

▸ 340 cm ▸ 218 cm ▸ 78 cm

Stoff · Fabric · Tissu 65 7275 Bouclé caramel



**Balaa F 104**

▸ 240 cm ▸ 118 cm ▸ 78 cm

Stoff · Fabric · Tissu 65 7275 Bouclé caramel

**Balaa C 104**

▸ 106 cm ▸ 106 cm ▸ 45 cm

Stoff · Fabric · Tissu 65 7275 Bouclé caramel





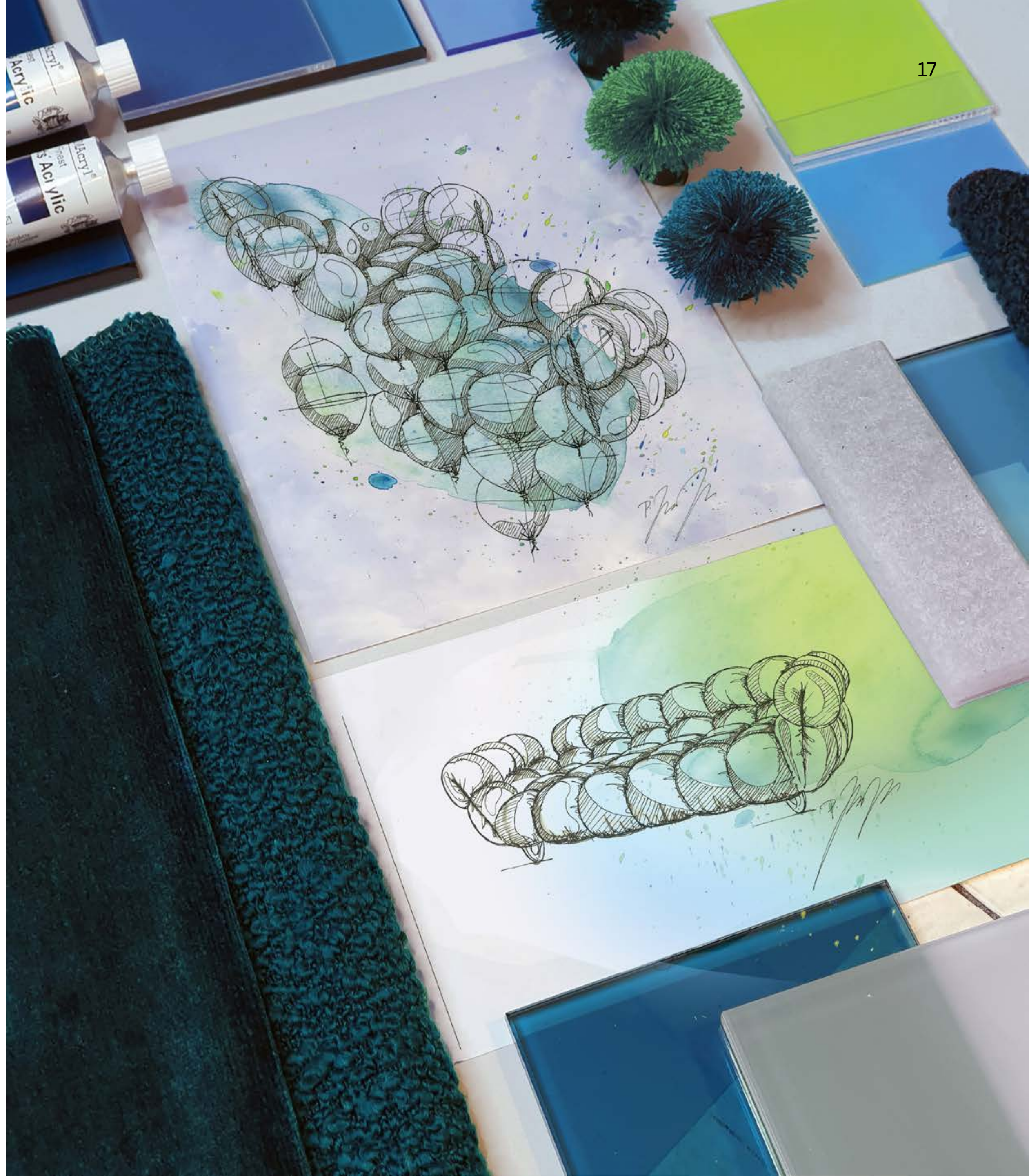
# Colour schemes



**Balao FN 104**

▸ 226 cm ▸ 218 cm ▸ 78 cm

Stoff · Fabric · Tissu 65 7224 Bouclé wild ocean



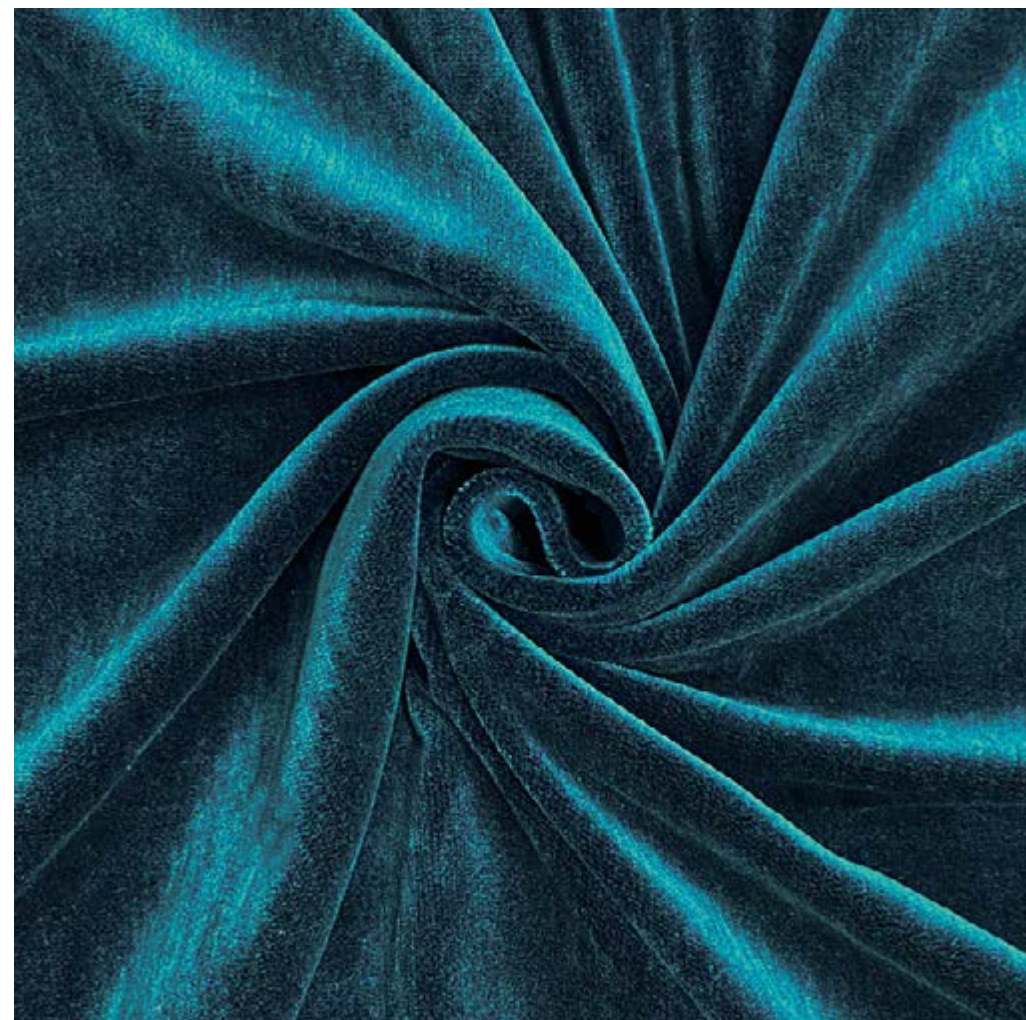


## Velours-Melange "Blue Hour"

42% Polyester / 35% Viscose / 23% Cotton

This velour is characterised by its high natural fibre content and its soft feel. It has less iridescence than a pure polyester velour, is more matt and has a slightly powdery sheen.

Its colour is reminiscent of the short time between sunset and night - when the world suddenly becomes very quiet.





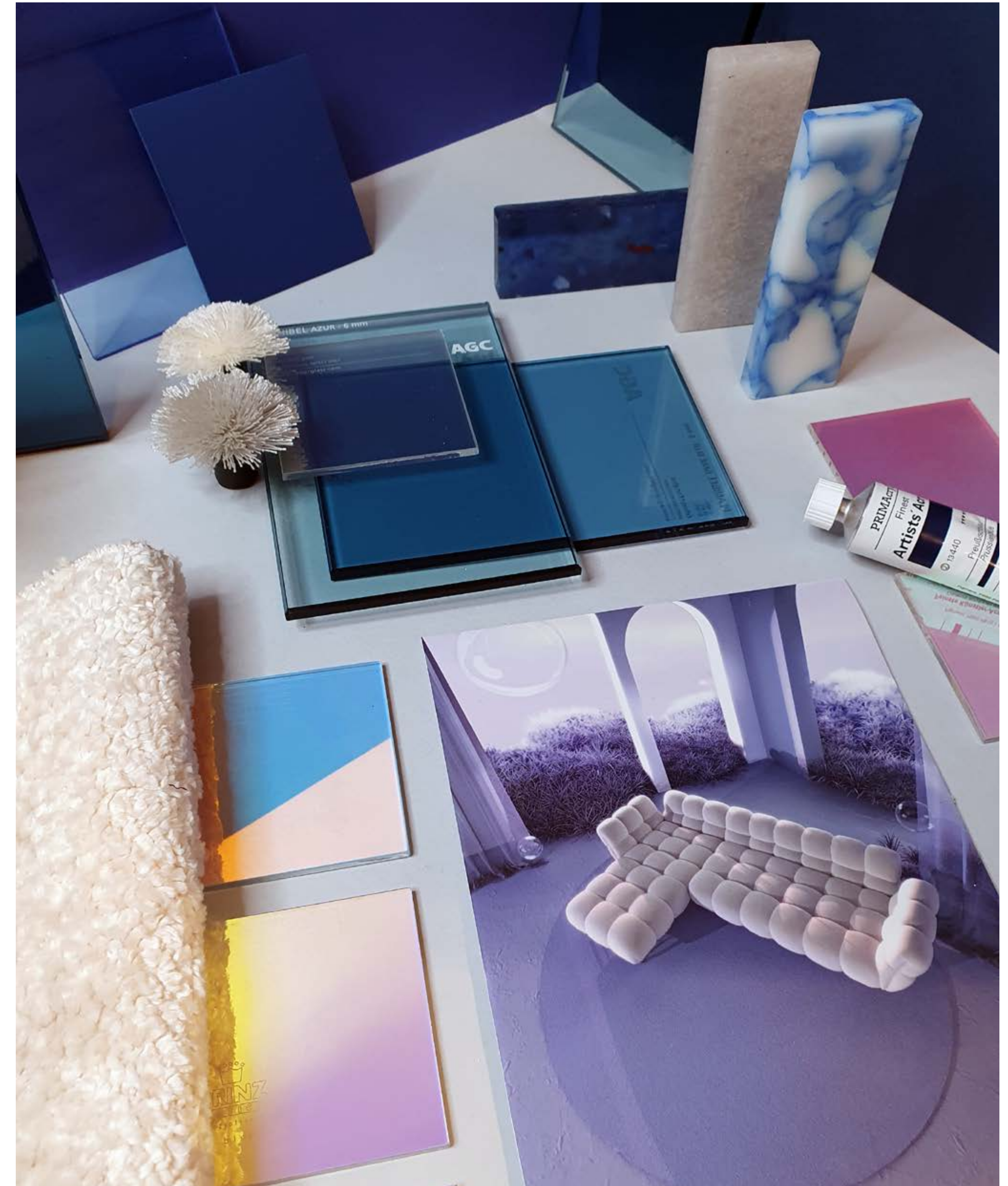
**VDAlI - UAre 104 Balao**

▸ 296 cm ▸ 218 cm ▸ 78 cm

Stoff · Fabric · Tissu 66 2428 blue hour

## Colour schemes

Weightless: The third major colour theme. Also inspired by the airspace above us, this colour theme is based on the eternal fascination of cloud formations. White and plushy: Balaa itself looks like a luxuriant, weightless cloud in the sky.



## Woven fur "Snowflake"

100% polyester

The soft, high pile woven fur is particularly characterised by its fluffy, plush texture and its subtle sheen. Its fine structure creates a gentle interplay of light and shadow on the on the surface, which accentuates the folds and stitchings of the sofa.



**Balaa H 104 li**

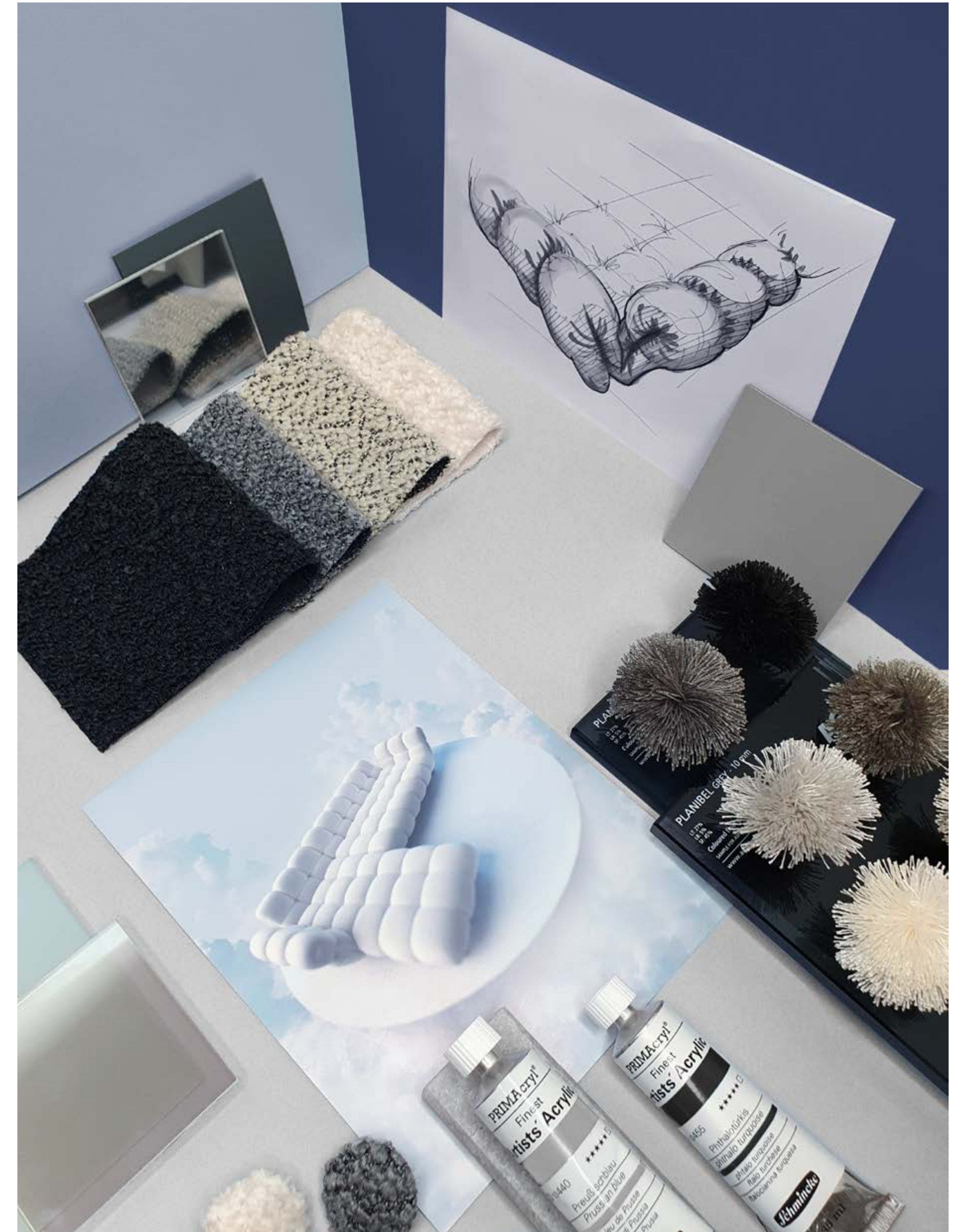
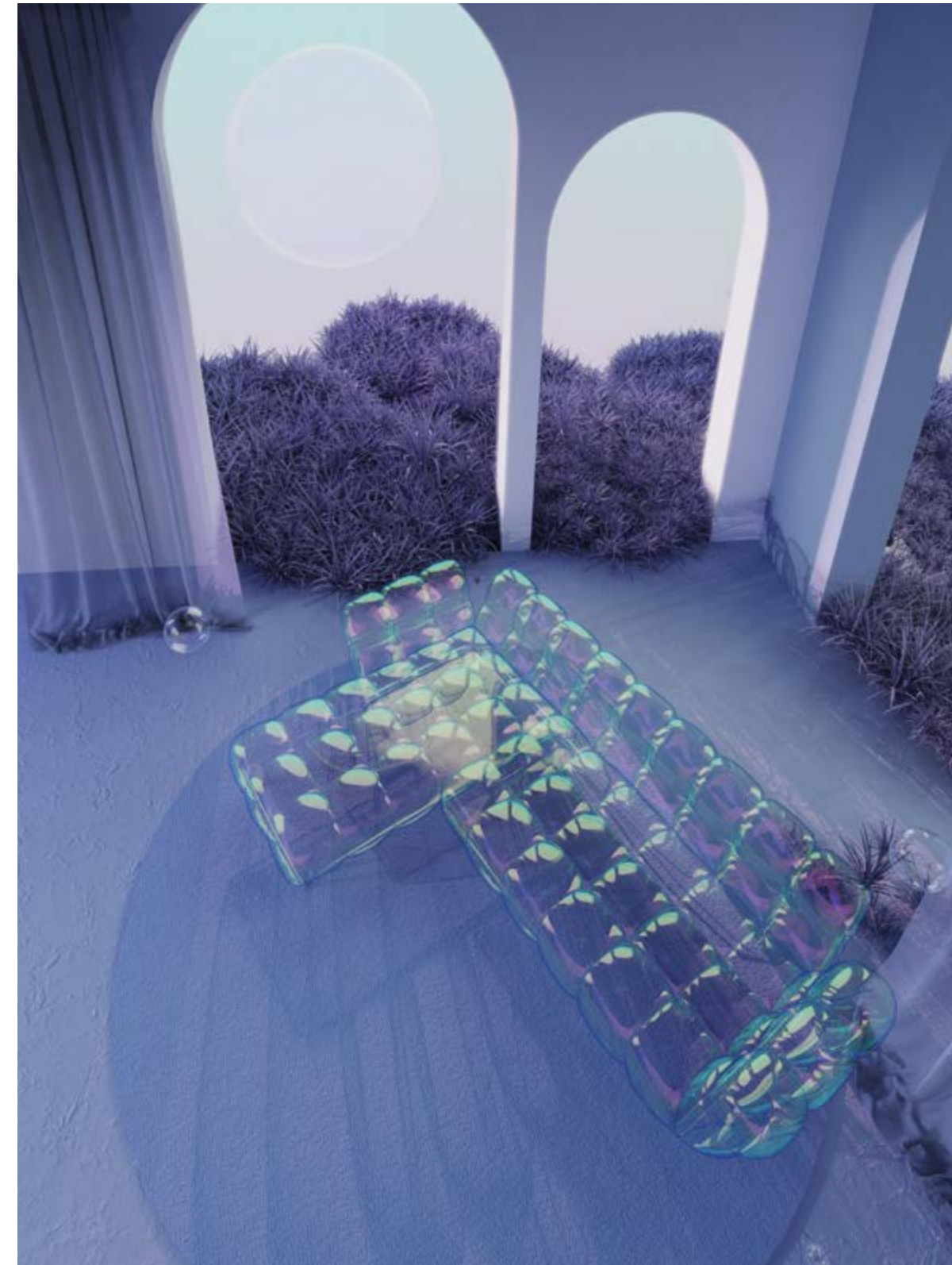
▸ 303 cm ▾ 188 cm ▸ 78 cm

Stoff · Fabric · Tissu 61 6542 feintexturiertes Webfell snowflake



## Colour schemes

Whether it's a cheerful mouse grey, dusty grey or ash grey, Loriot wasn't the only one who knew the importance of the widest possible palette of "softer tones" - Balaa0 also cuts a fine figure in a somewhat more restrained upholstery and loses none of its cosy opulence.







**Balao VD 104 re**

▸ 128 cm ▸ 218 cm ▸ 78 cm

Stoff · Fabric · Tissu 65 7249 Bouclé salt and pepper



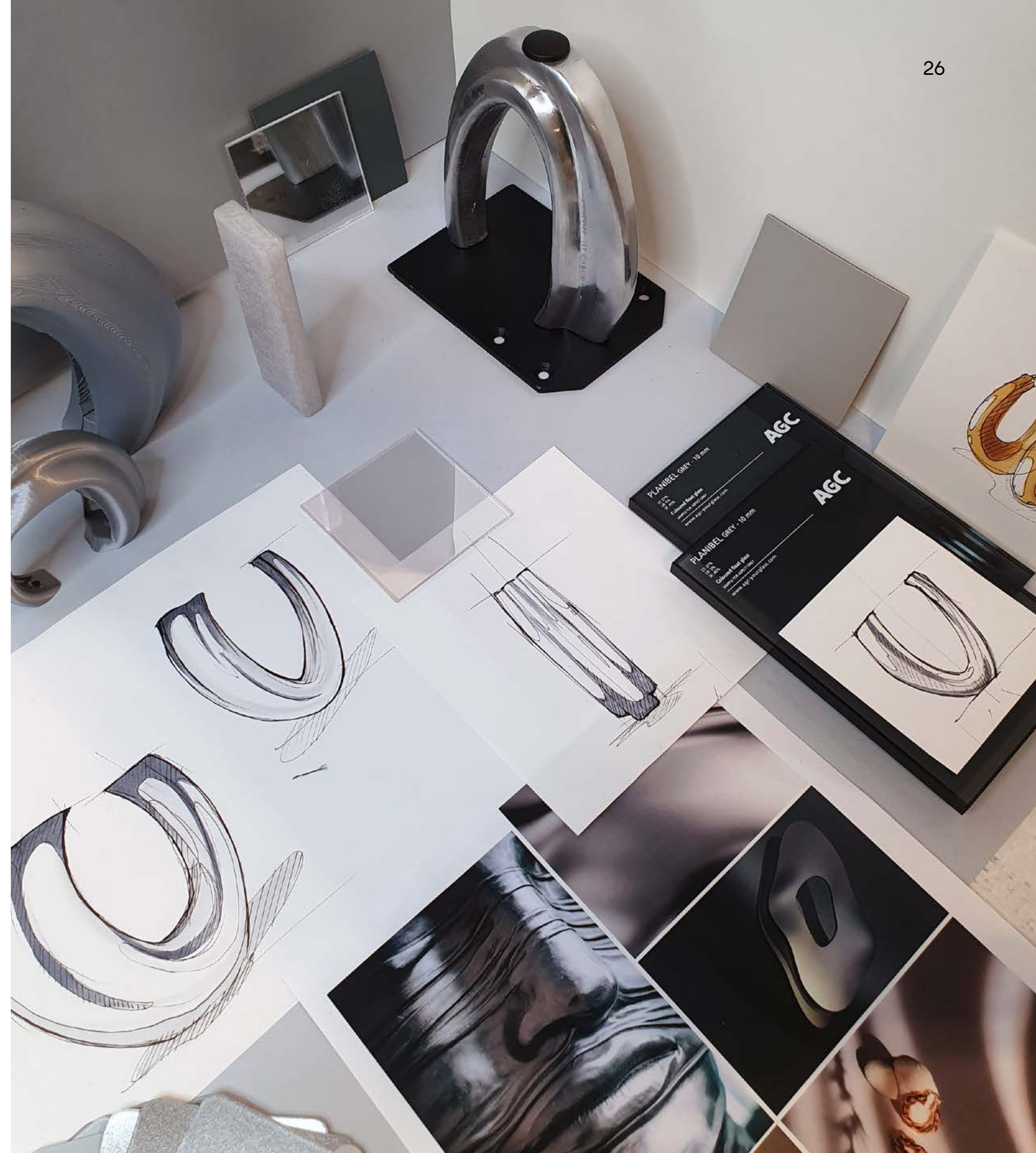
**Balao T-F 104**

▸ 240 cm ▸ 228 cm ▸ 78 cm

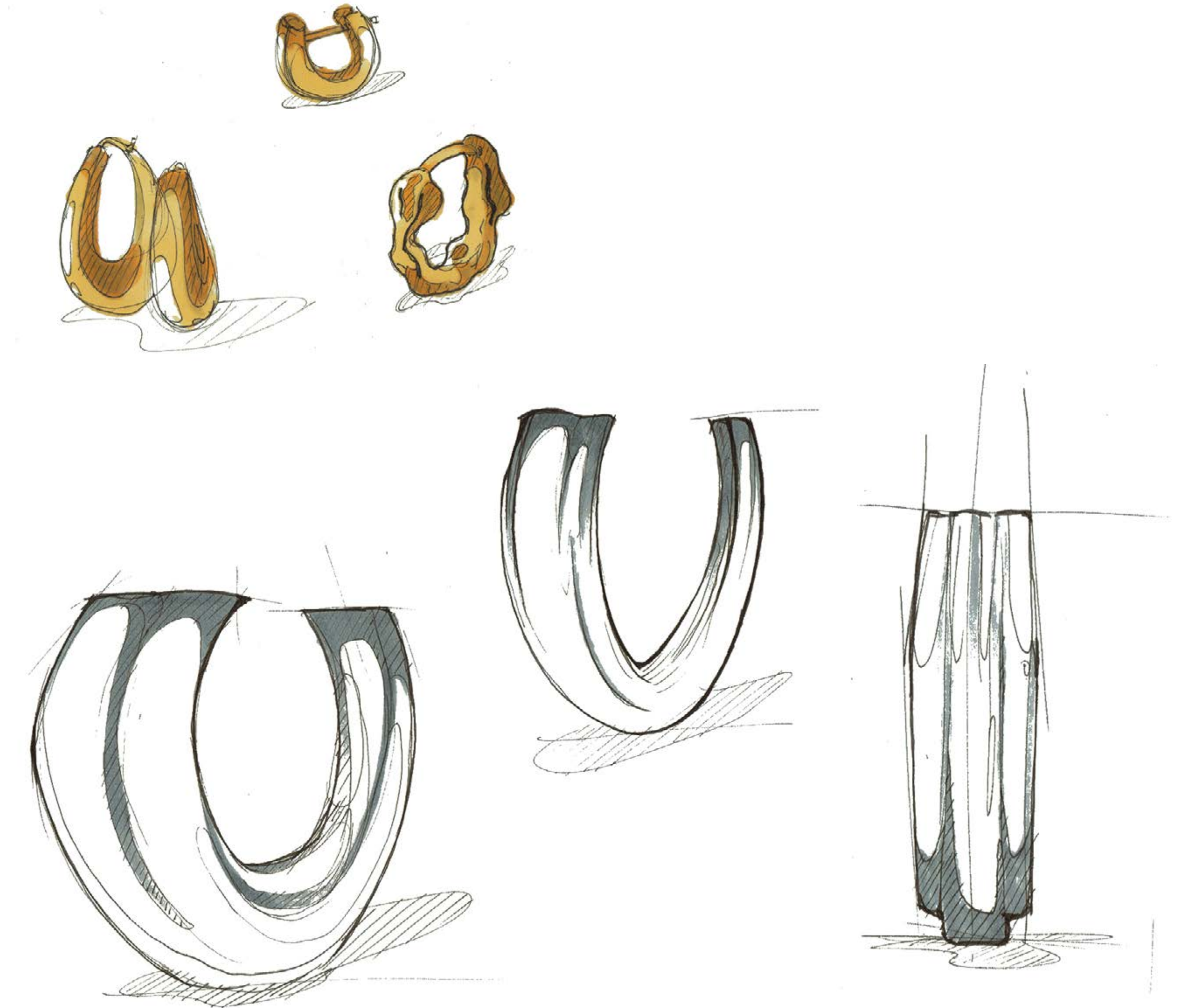
Stoff · Fabric · Tissu 65 7280 Bouclé stone grey

**With their relief-like, almost liquid appearance, the cast aluminum feet are reminiscent of organically shaped pieces of jewelry.**

The feet reflect the recurring geometry of the round shape and complement the basic voluminousness of the sofa.



# From the idea to the design





Comfort and cosiness galore is guaranteed in the swivel armchair with its curvy silhouette and sophisticated upholstery.

Designed by: Pauline Junglas



**Balaa A 104**

▸ 95 cm ▸ 83 cm ▸ 77 cm

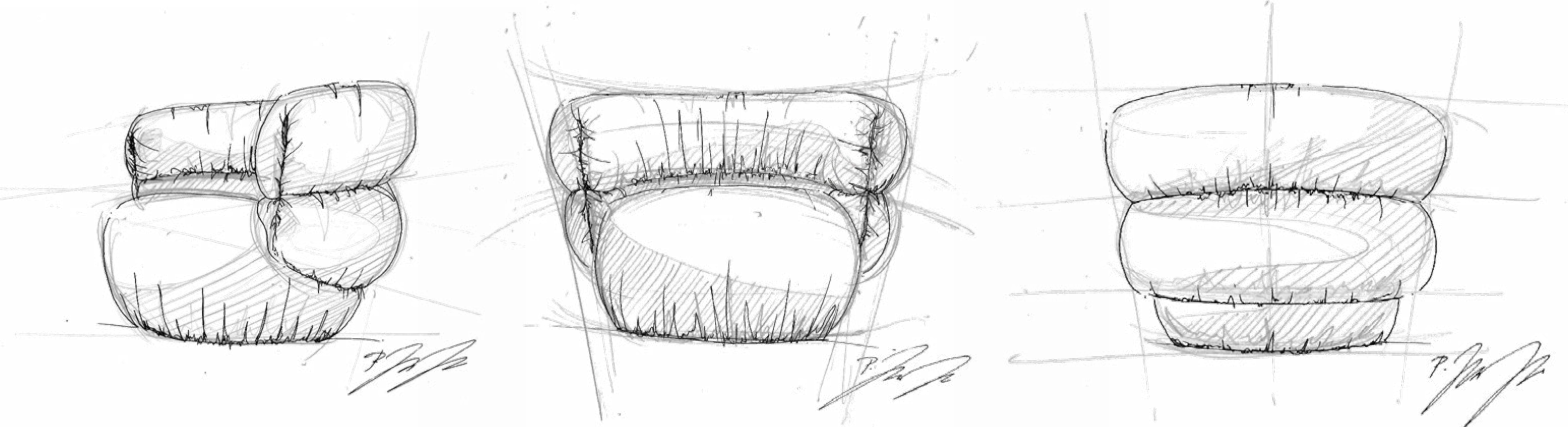
Stoff · Fabric · Tissu 65 7275 Bouclé caramel



## Round and round and round it goes...

The Balaaoo Chair takes up the basic design features of the sofa, but translates them into its own, consistently round design language.

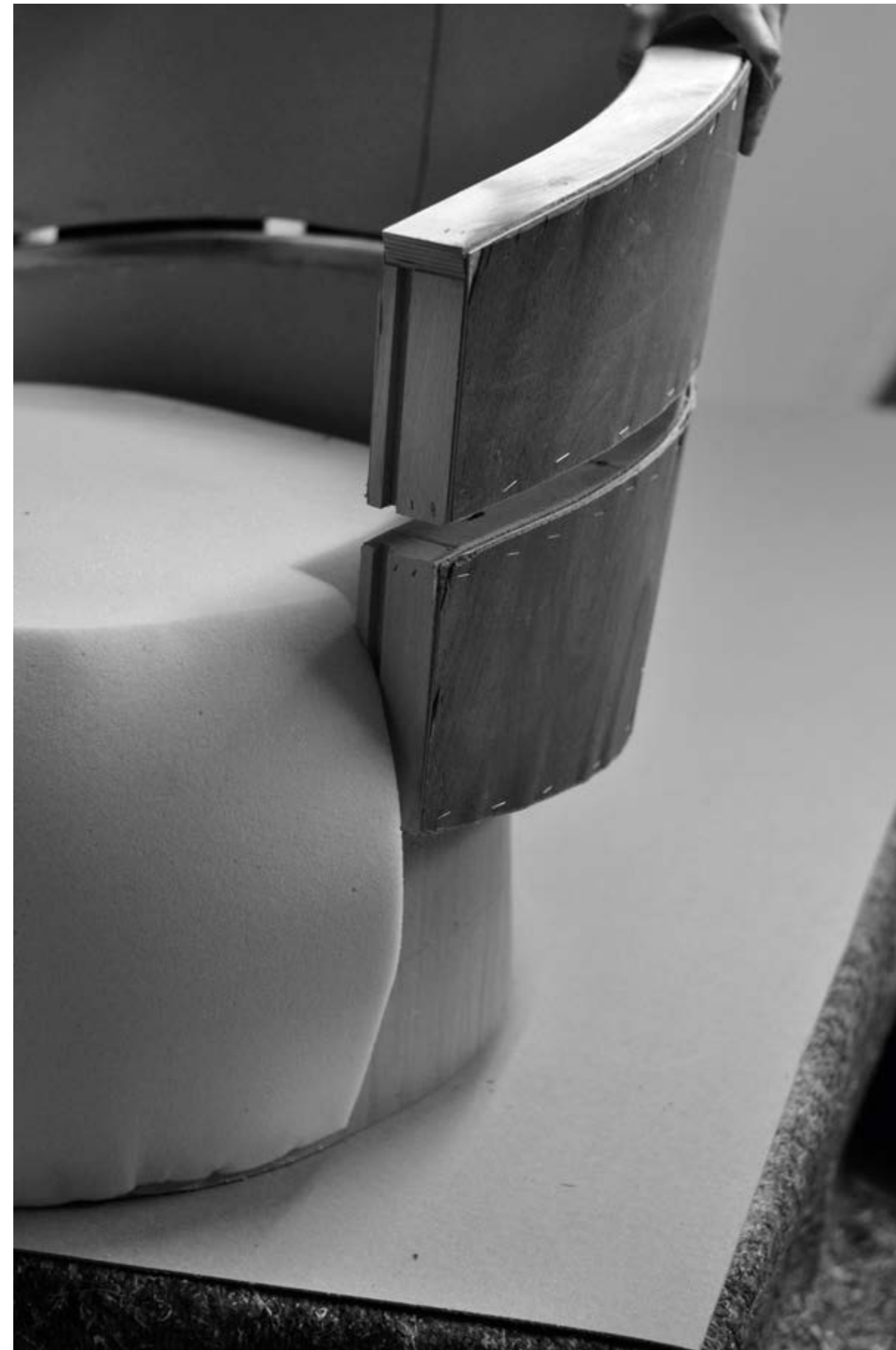
The result is an armchair that completes the Balaaoo upholstery programme, but can also stand alone as a solitaire, as well as with other furniture.



## Prototyping

The Balaa0 Chair consists of a 3-part wooden frame. Each of the elements is upholstered individually and simply plugged together at the end.

A great deal of detail and manual work was required during the designprocess.





**Balaa A-CR 104**

▸ 95 cm ▸ 83 cm ▸ 77 cm

Stoff · Fabric · Tissu 65 7275 Bouclé caramel

**Balaa A-CR 104**

▸ 95 cm ▸ 83 cm ▸ 77 cm

Stoff · Fabric · Tissu 65 7249 Bouclé salt and pepper

**Balaa A-CR 104**

▸ 95 cm ▸ 83 cm ▸ 77 cm

Stoff · Fabric · Tissu 65 7224 Bouclé wild ocen





**Perfect  
for back, arms,  
soul.**



# Balao

Designed by: Dagmar Marsetz &  
Pauline Junglas



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