

11.12.2014

ANDIAMO from Venjakob – now completely revised and re-interpreted

Page 1 of 6



Press informations:
venjakob-moebel.de/en/press

More photos on page 4.



Lots of lacquer, horizontal elements and open accents

ANDIAMO from Venjakob: now re-interpreted

ANDIAMO has been manufactured by Venjakob since 2010 and is regarded in the retail trade as an extraordinarily successful long-seller. The traditional company from Gütersloh has now fully revised ANDIAMO, extending it and orientating it even more intensively to the wishes of its customers. From now on the range will set standards entirely of its own in living and dining rooms.

Particularly wide-running, horizontal elements such as doors and drawers redefine the looks of the range. Lowboards and sideboards in particular benefit and are given a previously unattained presence. Other distinctive style elements are the prominent compartments, which are no longer open just to the front, but now also to the sides. Skillfully placed, they structure the elegant lacquered front and give ANDIAMO its typical face. Apart from the veneered version in light wild oak, Anziano oak, walnut or beech heartwood, the accentuating open compartments are also available in a noble lacquer finish – so nothing is left to be desired where design is concerned.

11.12.2014

ANDIAMO from Venjakob – now completely revised and re-interpreted

Page 2 of 6

ANDIAMO bridges the gap between pure aesthetics and high usefulness

CEO Antonius Rehkemper says, “We have remained faithful to the philosophy of the range, but have reconceived decisive elements. To put it short: what was good about ANDIAMO is now even better. We no longer offer a veneered body; instead, we have placed the focus more on matt lacquer. We also optionally lacquer the insides of all the compartments and present our customers a colour palette extended by ‘Basalt matt’ and ‘Malaga matt’. Of course, the popular ‘White mat’ is still available. And as if that were not enough, we create emphases with nested wall shelving variations that creatively accompany lowboards, for example, and which fully unfold their effect around corners.”

Visually perfect and well-thought-out in detail

Apart from the quality-crafted open visual highlights, the select lacquer finish and countless shelf and compartment variants – wide, particularly narrow, high or nested – ANDIAMO also offers lighting arrangements with LED technology and the integration of a high-performance home entertainment system. Gently sliding, roomy drawers and a well-thought-out cable management are naturally integrated.

11.12.2014

ANDIAMO from Venjakob – now completely revised and re-interpreted

Page 3 of 6

Press contact

Frank Bäumer

Phone: +49 05209 | 592-249

Fax: +49 05209 | 592-229

E-mail: presse@venjakob-moebel.de

Alfons Venjakob GmbH & Co. KG

Friedrichsdorfer Straße 220

33335 Gütersloh

Germany

Phone: +49 05209 | 592-0

Fax: +49 05209 | 592-229

E-mail: venjakob@venjakob-moebel.de

www.venjakob-moebel.de/en

Company information

The Venjakob company was established in 1935 in Gütersloh-Avenwedde and stands today for design-orientated furniture that meets the highest requirements. Maximum quality is a decisive factor in this – for this reason, too, the company is a member of the 'Deutsche Gütegemeinschaft Möbel' (German Furniture Quality Assurance Association). On a floor area of 33,000 sq. metres, almost 200 employees manufacture wall units, coffee tables, stools, armchairs, dining room furniture and dining tables. In September 2012 a modern showroom was opened, which presents Venjakob GmbH's versatile range of furniture on a floor area of 2000 sq. metres. Venjakob furniture has for many years been free of harmful substances, environmentally friendly, durable and tested for sustainability, in addition to which it has been awarded the RAL quality mark. In 2013 the company won the Red Dot Award for the first time for the 'LOVA' cantilever chair.

11.12.2014

ANDIAMO from Venjakob – now completely revised and re-interpreted

Page 4 of 6

Press photos (contained in the ZIP file)

ANDIAMO from Venjakob

Venjakob_ANDIAMO_1.jpg



Venjakob_ANDIAMO_2.jpg



Venjakob_ANDIAMO_3.jpg



Venjakob_ANDIAMO_4.jpg



Venjakob_ANDIAMO_5.jpg



Venjakob_ANDIAMO_6.jpg



Venjakob_ANDIAMO_7.jpg



11.12.2014

ANDIAMO from Venjakob – now completely revised and re-interpreted

Page 5 of 6

Venjakob_ANDIAMO_8.jpg



Venjakob_ANDIAMO_9.jpg



Venjakob_ANDIAMO_10.jpg



11.12.2014

ANDIAMO from Venjakob – now completely revised and re-interpreted

Page 6 of 6

Text and image data download

www.venjakob-moebel.de/en

If you require image data for a larger form of display, please contact us:

Beate Ulrichskötter

Phone: +49 05209 | 592-266

E-mail: beate.ulrichskoetter@venjakob-moebel.de

Agreement on the use of pictorial material

When using the pictorial material, please indicate: © Alfons Venjakob

The pictorial material provided by us is released for editorial use. Use for other purposes (advertisements, brochures, promotional documents, etc.) is not possible. We also cannot permit the internal editorial reworking and changing of pictures. We reserve all rights thereto.