



DESIGNED & CRAFTED TO LAST

BY GAGA & DESIGN

gaga
& design



CONTRACT & RESIDENTIAL PROJECTS

Taking the diversity of challenges brought by the contract and hospitality markets as a starting point, Gaga and design has elaborated on its philosophy of airy, colourful and reliable products.

Inspired by ancient Japanese weaving techniques and counting on a team of expert contemporary designers, Gaga and design artisans patiently hand woven each piece with nontoxic, UV protected and 100% recyclable fibres.

While steady on quality materials and pristine handcrafting, the collection has the allure to transform the everyday perception of furniture and accessories into a pleasant concoction of boundaries and daring, through and elegant play between textile material and visual weight.

Bringing a continuous flow of non-conformist aesthetics to every ambient and striking a balance between functional furniture and exquisitely designed objects, the company brings to the table cost effective, innovative, quality solutions for contract and residential projects alike.



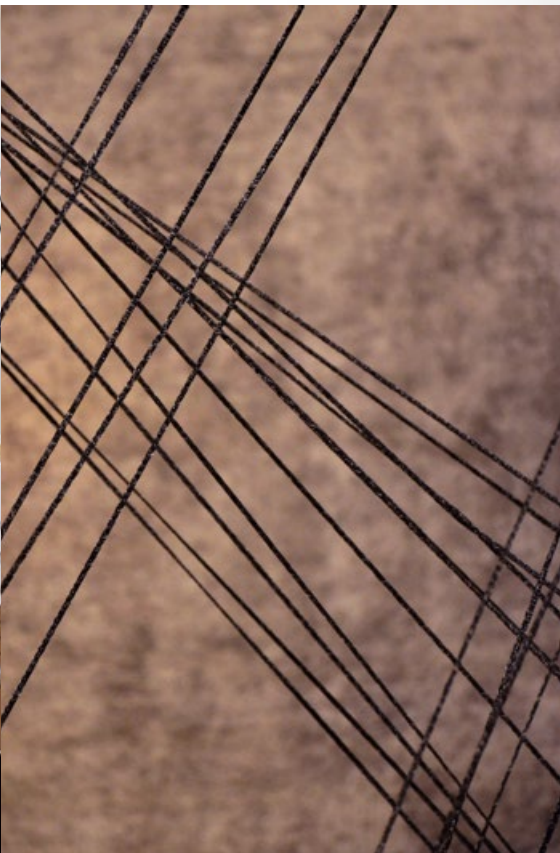
4D INSTALLATION

*PASSAGEN EVENTS
/IMM FAIR*

Employing the same weaving technique and materials applied for the furniture collection and reaching up 3 level floors creating an intriguing gravitation challenged space.

As three-dimensional beings, we are able to see the world in two dimensions; our brains receive images in the second dimension and use reasoning to help us “picture” three-dimensional objects.

A four-dimensional being would be able to see the world in three dimensions, a spatial and unique experience brought about by intrinsic design and craftsmanship.



2 Ring Chairs, Double D Chairs, Bar Stools



COD Easy Chair

PRIVATE RESIDENCE

SAVYON



With Gaga and Design contemporary silhouettes in mind, the architects kept to a minimalist concept and fidelity to the light color pallet dominant in all rooms of the residence.



2 Ring Chairs, Bar Stools



SOUTH AFRICA SUMMER HOUSE



The architects in charge had a vision of matching local folklore and fresh design, the challenge was to strike a balance between the richness of colours and patterns and bring a contemporary tone to the décor. They chose Gaga and design, playing with visual weightlessness and the valued craft traditions of the region, achieving a harmonious and sophisticated look for this summer retreat.





2 Ring Chairs, Ozy Bar Stools





CANNES FESTIVAL PRESS CLUB



FESTIVAL DE CANNES

les cinémas
du monde

Master event planning ADR Prod, which has a record of world-wide projects with marked emphasis on artistic design, “close up” on Gaga and design for the challenge.

Gaga and design is Cinema material at its best, “featured” at the Cannes Festival press club hub. Besides hosting the international media, the idea was to create an ambience embodying novelty and the allure of the film industry in one.



2 Ring Chairs, Bar Stools

FRANKFURT PRESS CLUB

Built in 1880, the neo-baroque Palace Livingston compound has an intriguing history, going through many phases over the years, from private "Palais" to girls school. The city of Frankfurt bought the building and renovated it in 1978, transforming it into a modern venue that was, early in 2011, chosen to host the renovated headquarters of the Frankfurt Press Club.



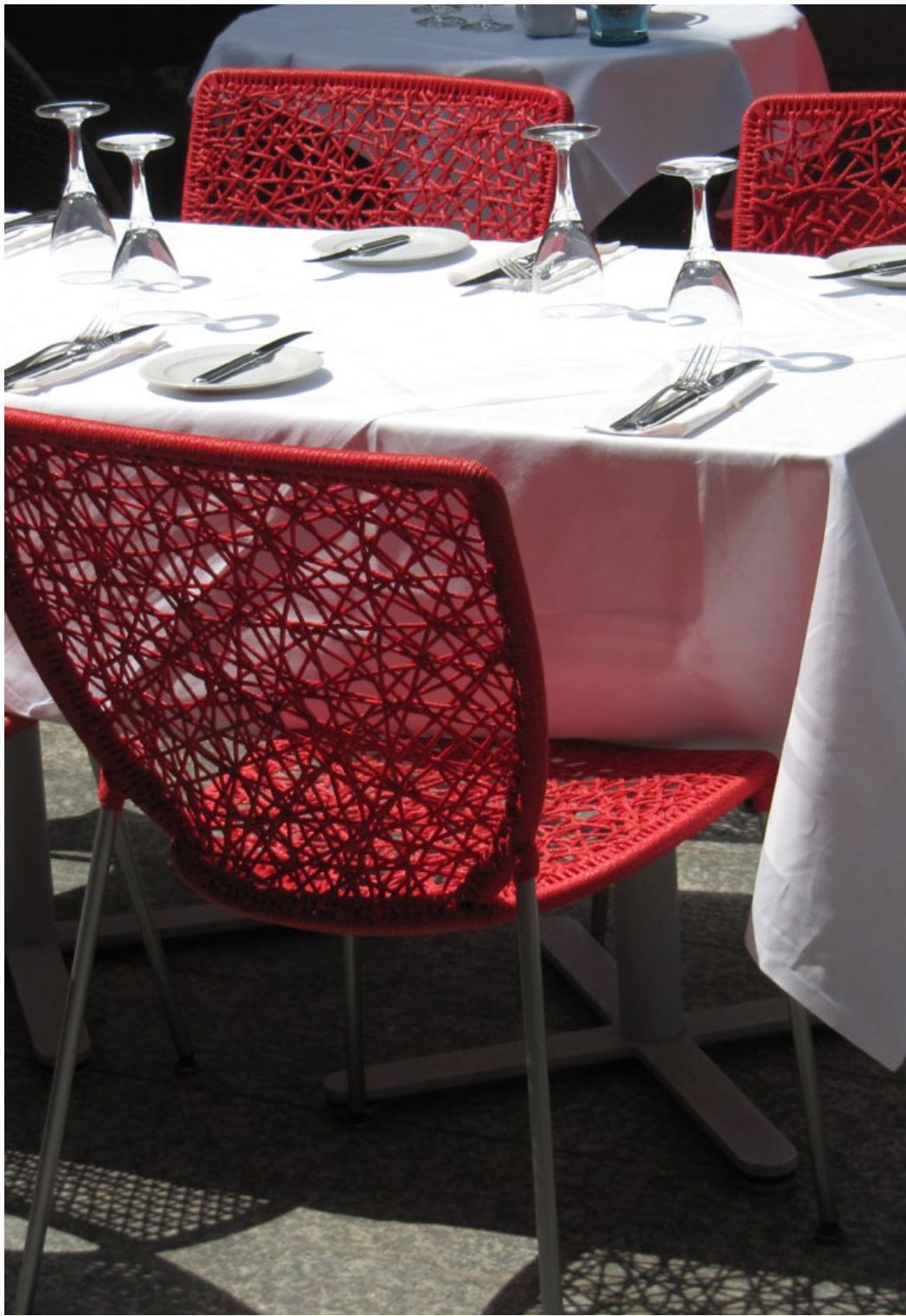


FRITZ RESTAURANT

The airy structure of the woven dining chairs, allowed the owners of the “Franz” restaurant to optimize the space available with contemporary elegance. The choice of Gaga and design, together with the expertise of the restaurateurs, has helped to brand the place anew and transform it into a lively meeting place in the district.



The comfortable chairs render the restaurant a perfect spot for business meetings as well as a relaxed gastronomic experience.



QUALITY

With proven durability, great resistance to the elements and upholstered with house developed threads, Gaga and design pieces are perfect infinding solutions that are highly functional and protective of the environment.

The hand woven collection with architectural, airy silhouettes, blending tradition and modernity is passionately translated by precise skilled workmanship, complementing diverse architectural styles and languages.

Ideal for hospitality and office spaces, both for exterior and interior, each piece is carefully woven like a soft to touch, fabric, in coordinated colors with rich chromatic combinations, yet with synthetic performance and endurance.

TECHNICAL STANDARDS

Fibers were tested successfully according to ASTM -G-154. Test represents 5 years of outdoor use, UV and water exposure.

Fibers are nontoxic, resistant to temperature up to 55°C and 100% recyclable.

Maximum load of each sleeve is 637N.

Each chair requires 150-400 meters of sleeve, divided into 5-10 meters long sections.

Seating Endurance test was made according to standard SI 1271 office chairs.

Test represents 100 kg person sitting 100,000 times.

Metal structure is zinc plated and DuPont powder coated, resistant to rust and corrosion.

Glides are made of Nylon 6 and stainless steel.

MAINTENANCE

Easy task maintenance in contract or residential settings:

When outdoors:

We recommend periodical light brushing to remove dust and accumulated particles.

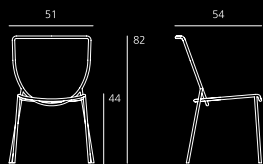
After rain and drizzle, if weather clears, material will dry up in approximately 10 minutes.

For immediate results, if time is of issue, it is sufficient to wipe surface dry with a wiping cloth. Same procedure is highly efficient in cases of wine, tomato sauce, salad dressings and any other non-corrosive liquids.

When indoors:

Periodical dusting is the only requirement.

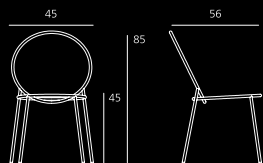
Remember to be gentle to your handmade piece when tidying up and refrain from using abrasive products, acid substances or chemical products.



DOUBLE D

Designer: Yaacov Kaufman

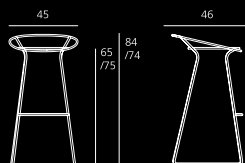
Weight: 5.5 kgs / unit



2 RINGS

Designer: Yaacov Kaufman

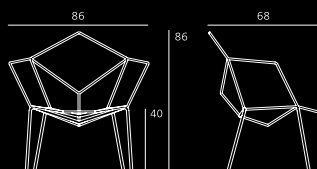
Weight: 5.5 kgs / unit



BAR STOOL

Designer: Neil Nenner

Weight: 6.8 / 8 kgs / unit



COD EASY CHAIR

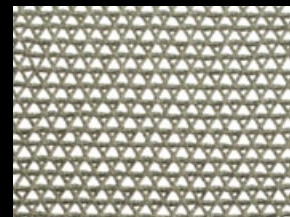
Designer: Rami Tareef

Weight: 10 kgs / unit

OPTIONAL WEAVING



Random



Triangle

THREADS OPTIONAL COLORS



Red



Grey



Green



Gold



White



Black



Blue



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CREDITS

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