

BOB

a LEGO for architects

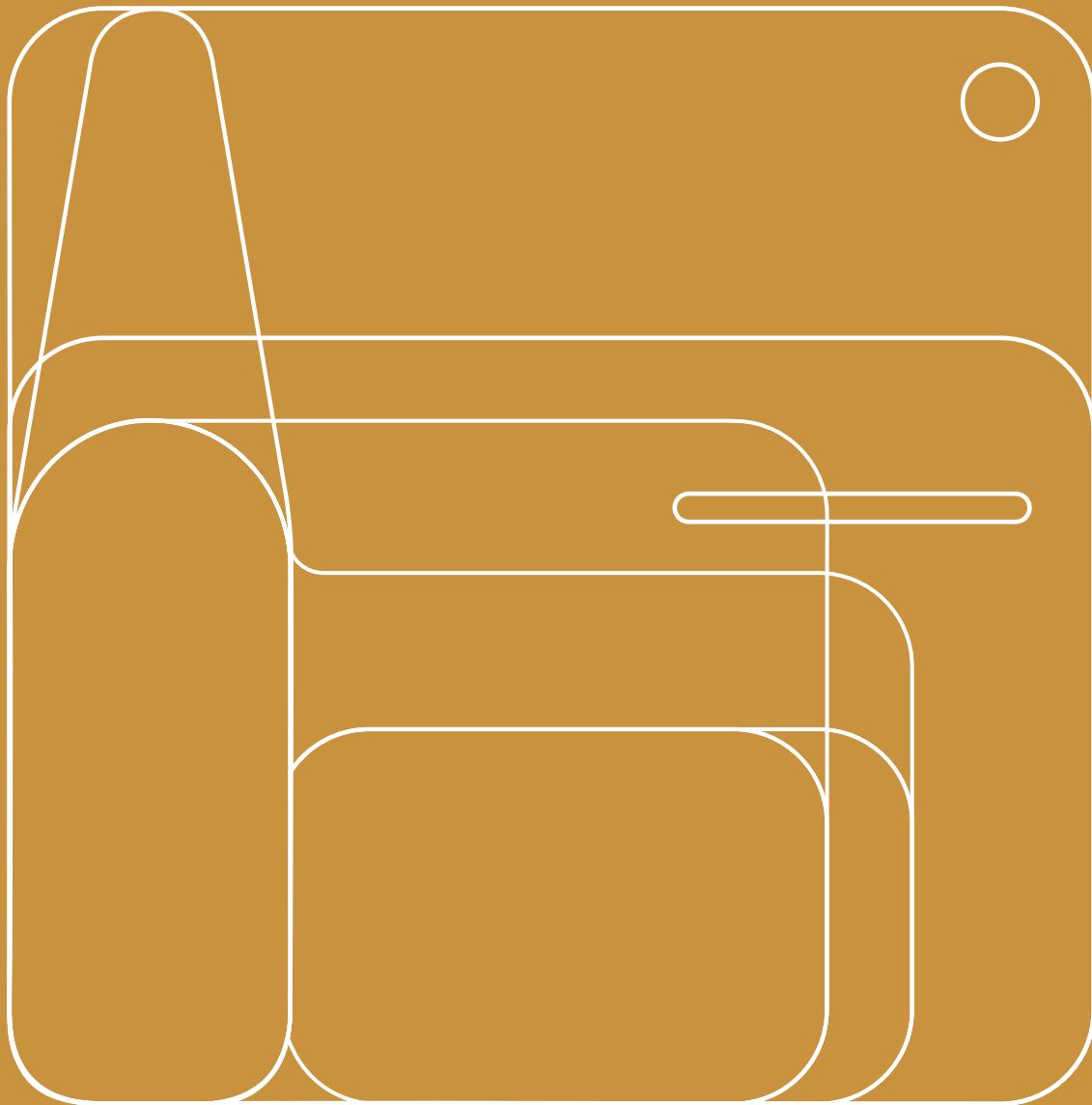
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BLÅ STATION

BOB



BOB is all about architectonic freedom.

When Johan Lindau, CEO and design manager of Blå Station, challenged Thomas Bernstrand & Stefan Borselius, two of Sweden's most renowned designers, the outcome was all but certain: Was it possible to make a modular sofa that allow for maximum flexibility with a minimum of components? And that at a reasonable price? We wanted the sofa system to fit all spaces, from the airport, via the hotel to the office and back home and it would have to be produced and transported smart and sustainable with quality in every detail.

The BOB journey started 2017 with 5 moulded parts combined into 7 sections and is now a sofa system providing almost unlimited options, constructed using the smallest possible number of modules. BOB is an easy to understand and extremely flexible sofa system.

Where ordinary sofas are usually rectangular, square, and predictable, BOB offers the architectonic freedom to either challenge or adhere to all types of spaces.







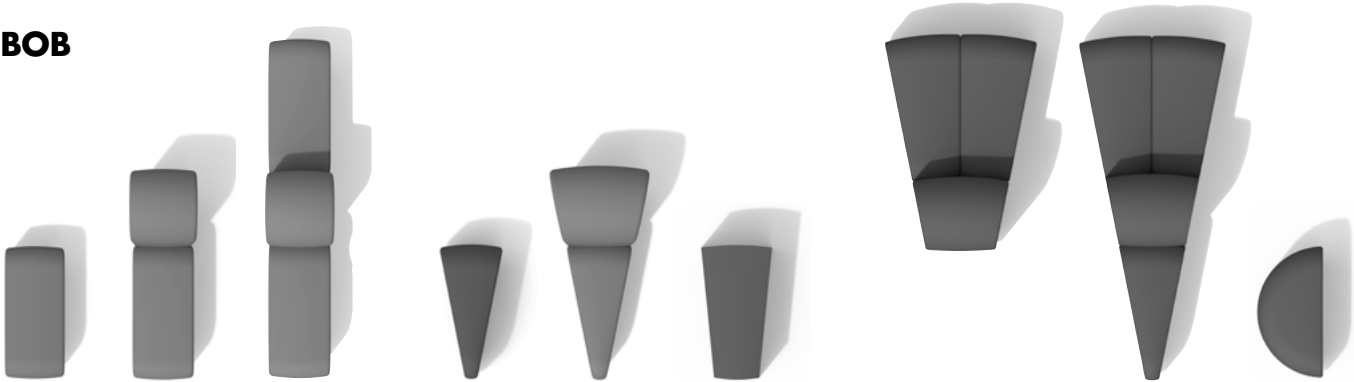
BOB

Borselius & Bernstrand | 2017 – 2023

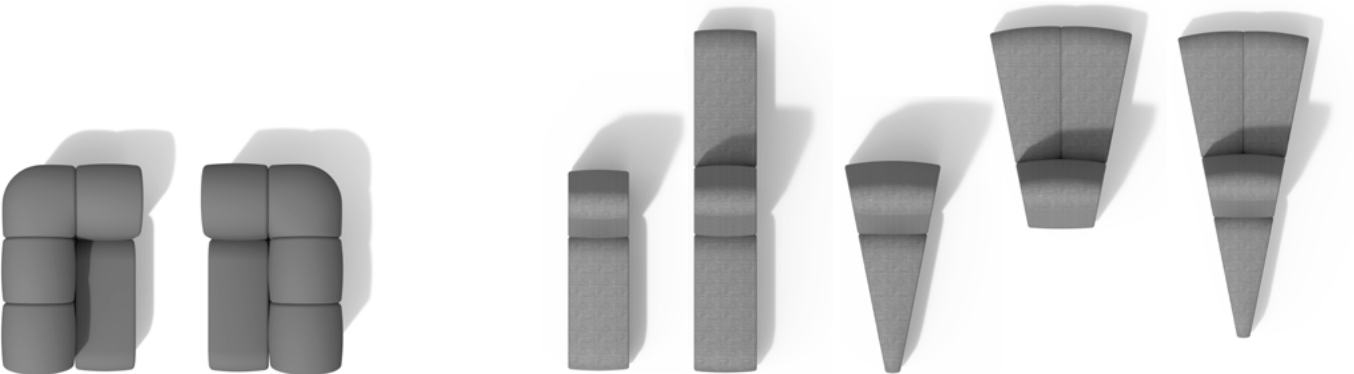
Build it short or long, with just a couple or a lot of modules



BOB

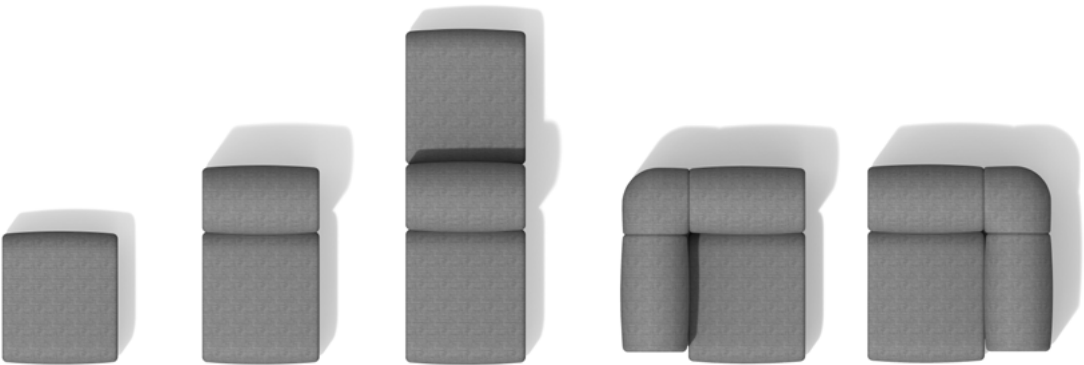


BOB | Borselius & Bernstrand | 2017 – 2023

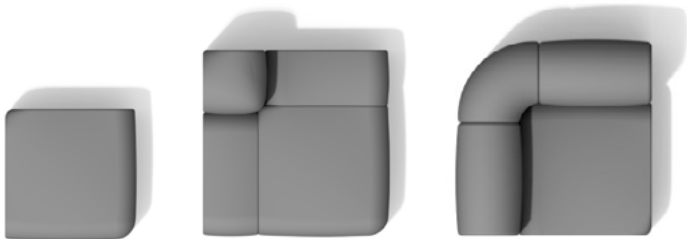


BOB | 26 cm seat modules

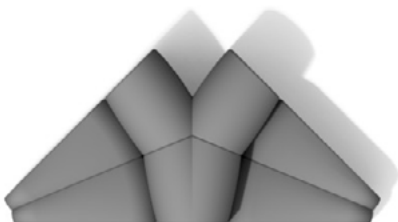
BOB HIDE | High backrest modules



BOB WIDE | 52 cm seat modules

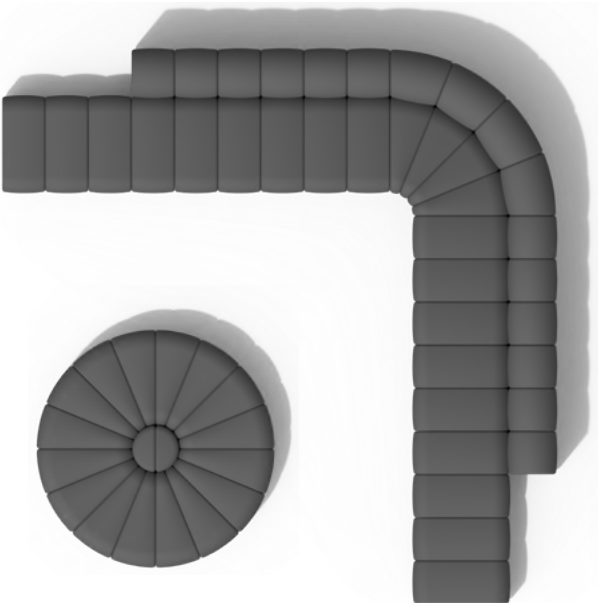
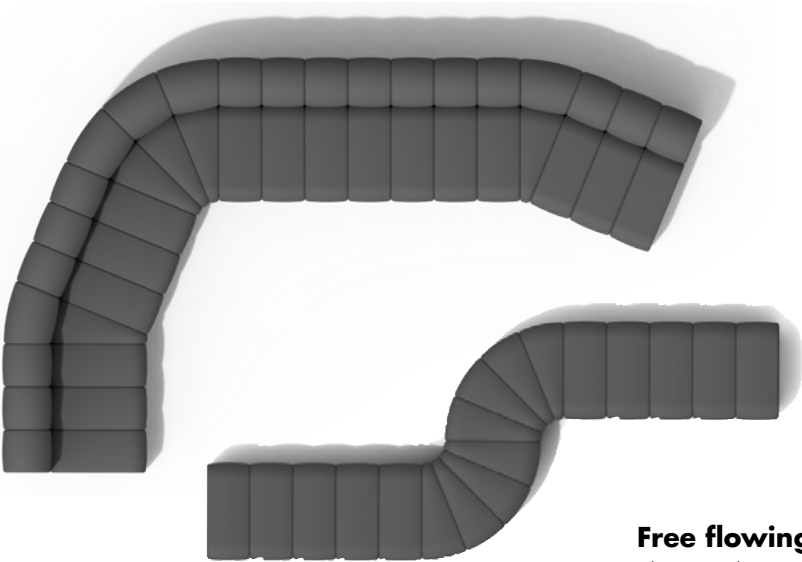
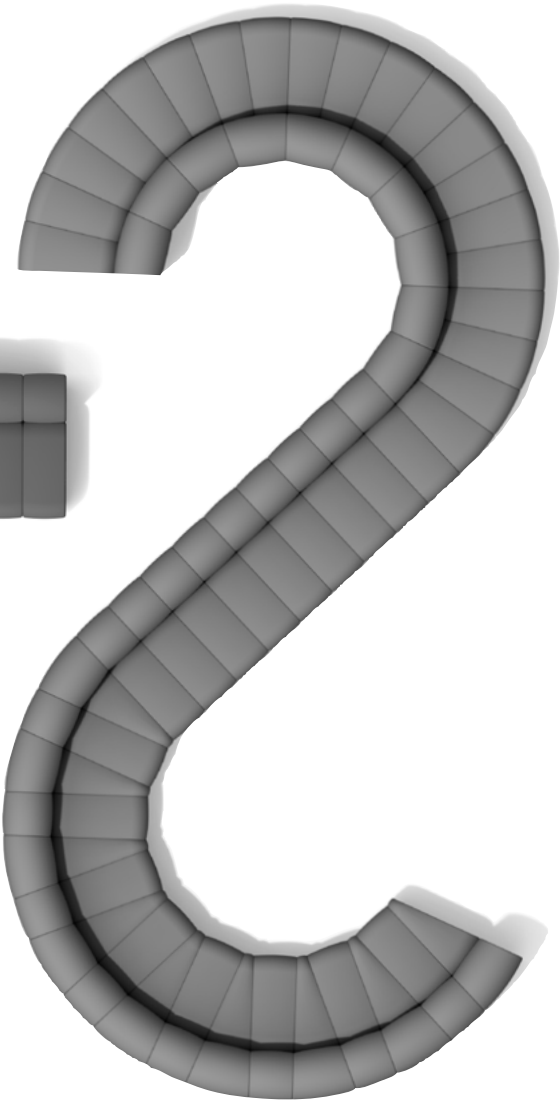
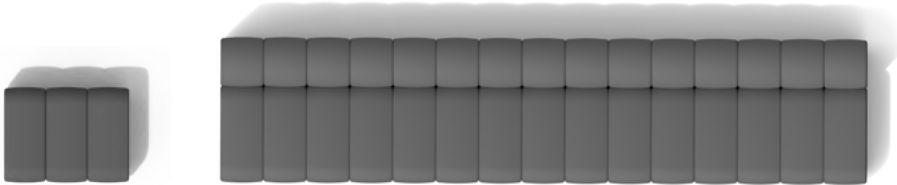


BOB CORNER | Workstation modules



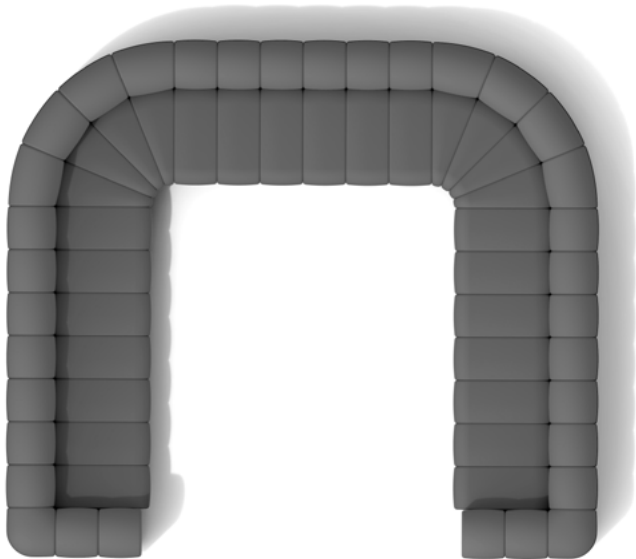
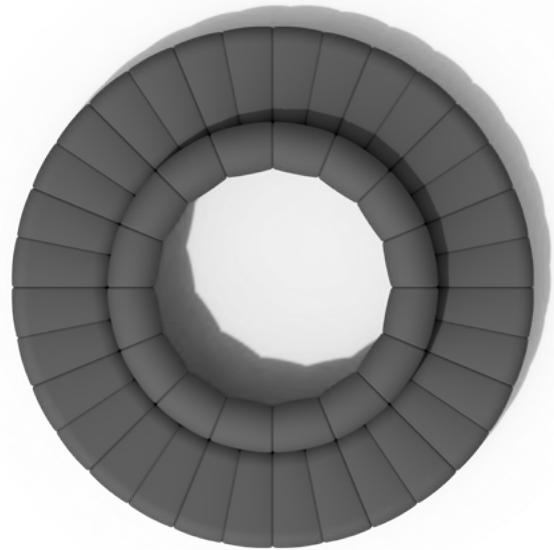
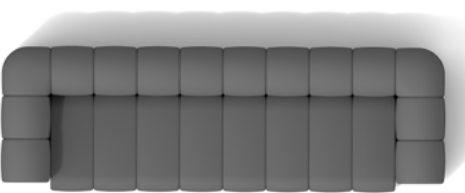
BOB SPLIT | Two directions





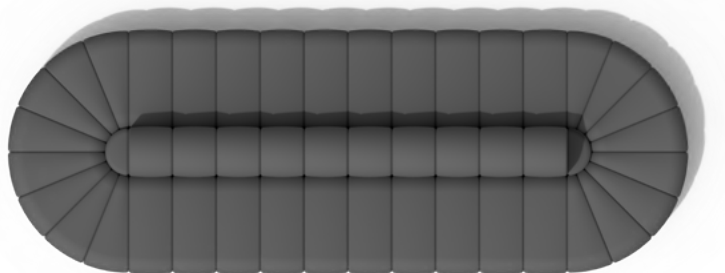
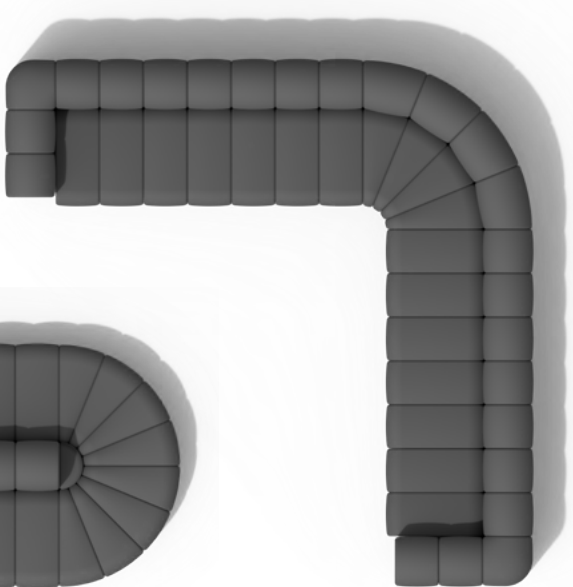
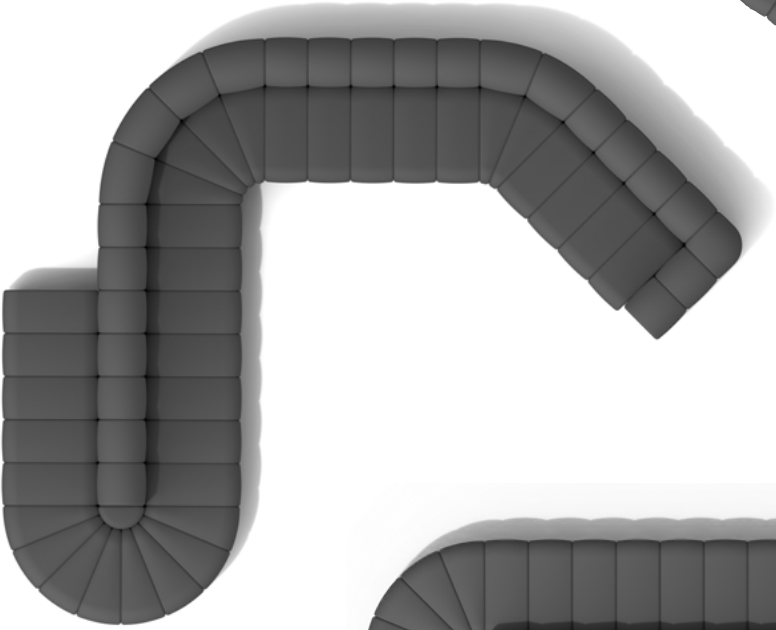
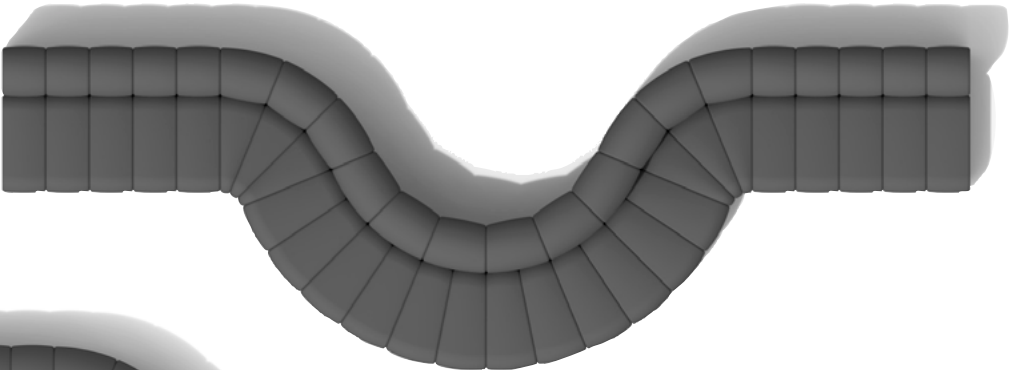
Free flowing Bob

Shape Bob anyway you want. Let the totally adaptable sofa snake around pillars, flow along walls, and undulate around meeting areas. Bob will obediently adhere to any space or will endow it with a forceful and at the same time immensely comfortable structure. Thanks to Thomas Bernstrand and Stefan Borselius’ meticulously designed modular solution, Bob can be built straight, in hairpin turns, as a boomerang, or whatever shape one might fancy. Bob offers an architectonic free flowing freedom, and without any “back” side, Bob will be fully upholstered in all directions opening up even more possibilities when handling ever-changing interior architecture. The straightforward construction requires a minimum of maintenance: a frame in FSC-certified plywood with a sturdy yet soft mould of foam, and a broad selection of fabrics and colours.



Awarded sofa system

At its launch in 2017 Bob was hailed as Best Product - Editor’s Choice both at the Stockholm Furniture Fair and ICFF in New York and was then crowned with the German Design Award 2018. Bob has since then become even more flexible with new elements and add-ons which allow for even more sensuous shapes as well as freestanding seating islands.









BOB Hide with a higher backrest for more private spaces



BOB Wide is twice as much BOB



The 52 cm wide module of BOB Wide, with seat and backrest, is twice the width of the ordinary BOB module's 26 cm. It's familiar but can give your sofa a whole new expression or work as a standalone easy chair. Build a sofa with only BOB Wide modules or combine BOB Wide into a new or already built BOB sofa to create a new rhythm.

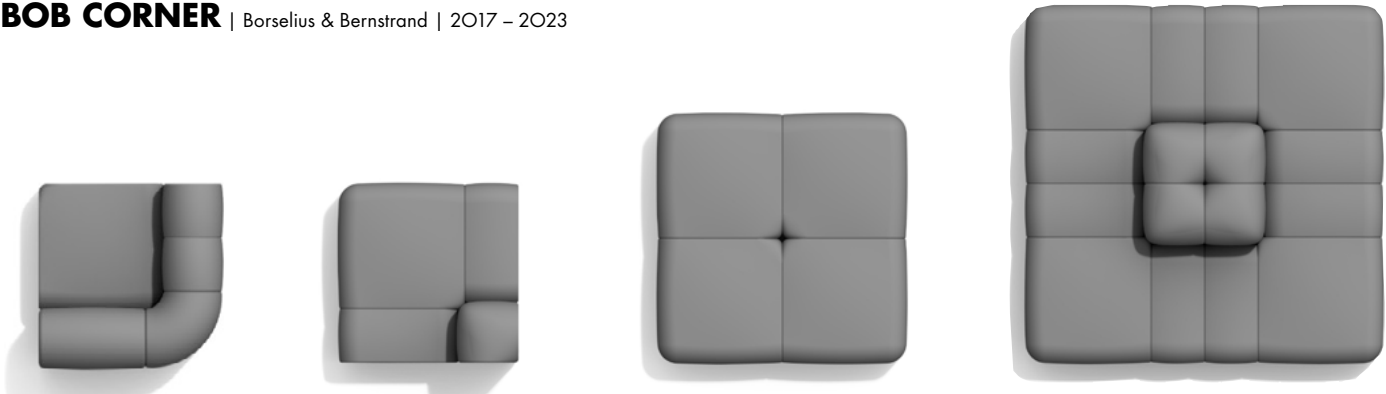




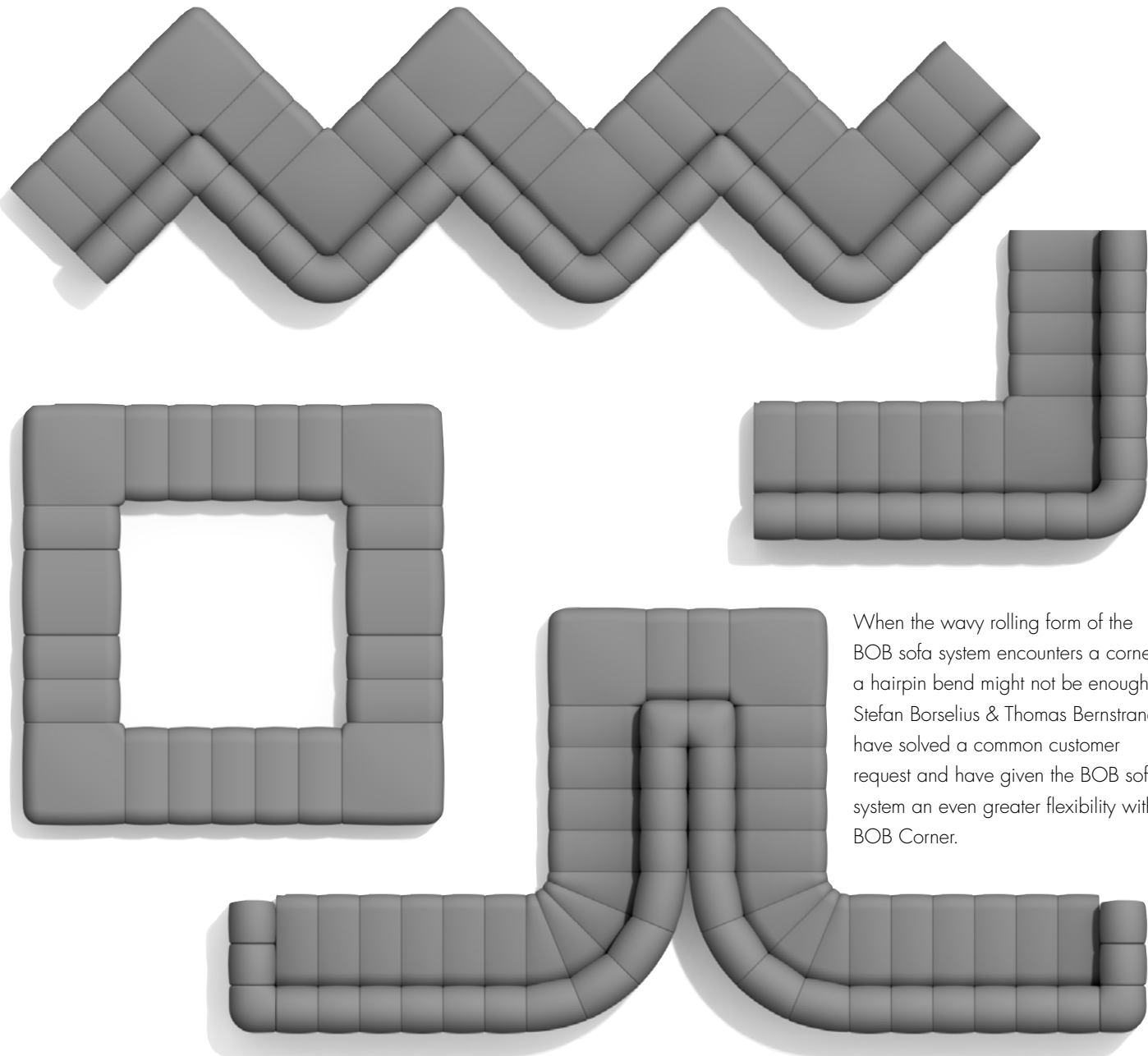
BOB CORNER
Borselius & Bernstrand | 2017 – 2023

Sometimes a sharp 90-degree corner is mandatory

BOB CORNER | Borselius & Bernstrand | 2017 – 2023



BOB CORNER | Inner **BOB CORNER** | Outer

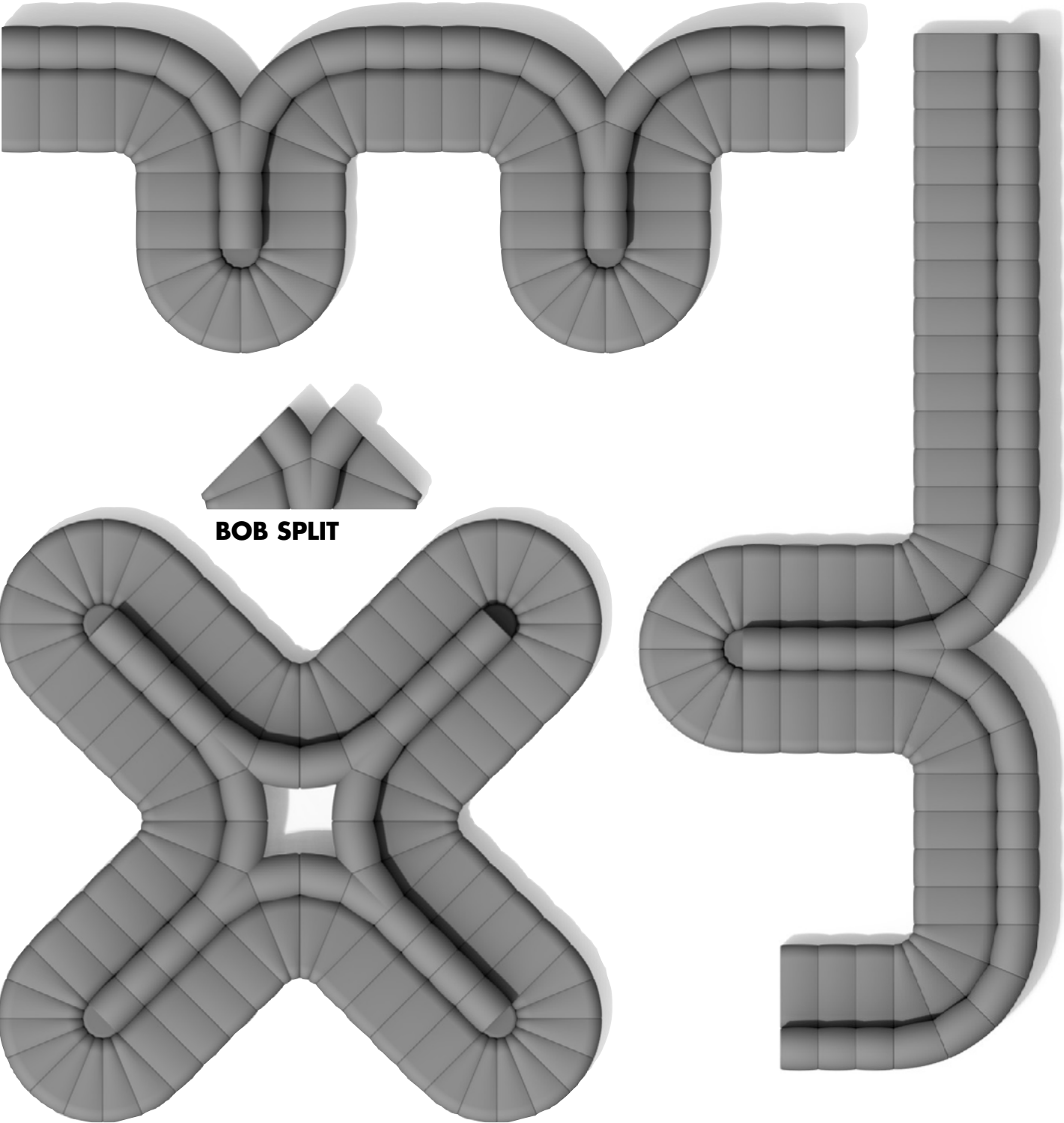


When the wavy rolling form of the BOB sofa system encounters a corner, a hairpin bend might not be enough. Stefan Borselius & Thomas Bernstrand have solved a common customer request and have given the BOB sofa system an even greater flexibility with BOB Corner.





When you want to go in different directions at the same time



BOB SPLIT



There are projects where you don't want to compromise on comfort, whether you want to turn left or right or both ways at the same time. We have therefore developed a new module that works like an offshoot so you can avoid having to choose.





BOB HOSPITALITY

Borselius & Bernstrand | 2017 – 2023

Add a plinth and then BOB becomes part of the hospitality area

With the optional and attatchable plinth of +6 cm Bob gets a more structured seat height and invites you to the dinner table.
Let BOB Hospitality be the flexible sofa for restaurants, cafeterias, food courts and offices.





BOB JOB

Borselius & Bernstrand | 2017 – 2023

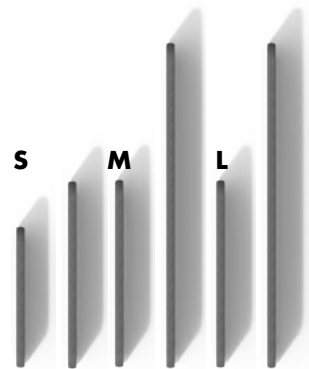
Work doesn't have to tie you to an office desk



BOB JOB | Borselius & Bernstrand | 2023 – 2017



BOB JOB

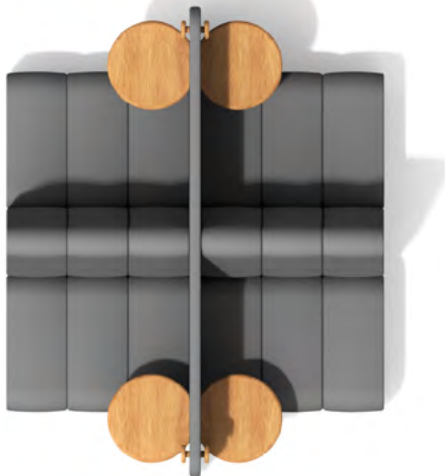
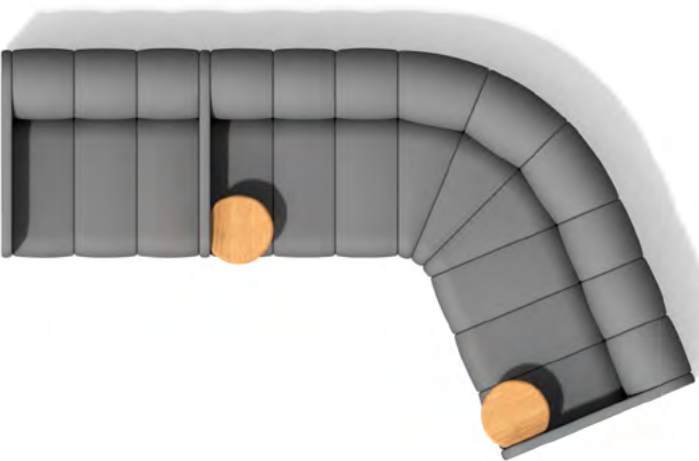


BOB JOB | Partitions

Meetings don't need conference rooms. BOB JOB, is the perfect solution for a casual and creative workspace: a sofa system which can be configured in any conceivable way. Add tables, shelves for magazines and documents and why not plants or flowers? And of course, partitions for private conversations and face-to-face meetings.



BOB JOB | Table & Knob



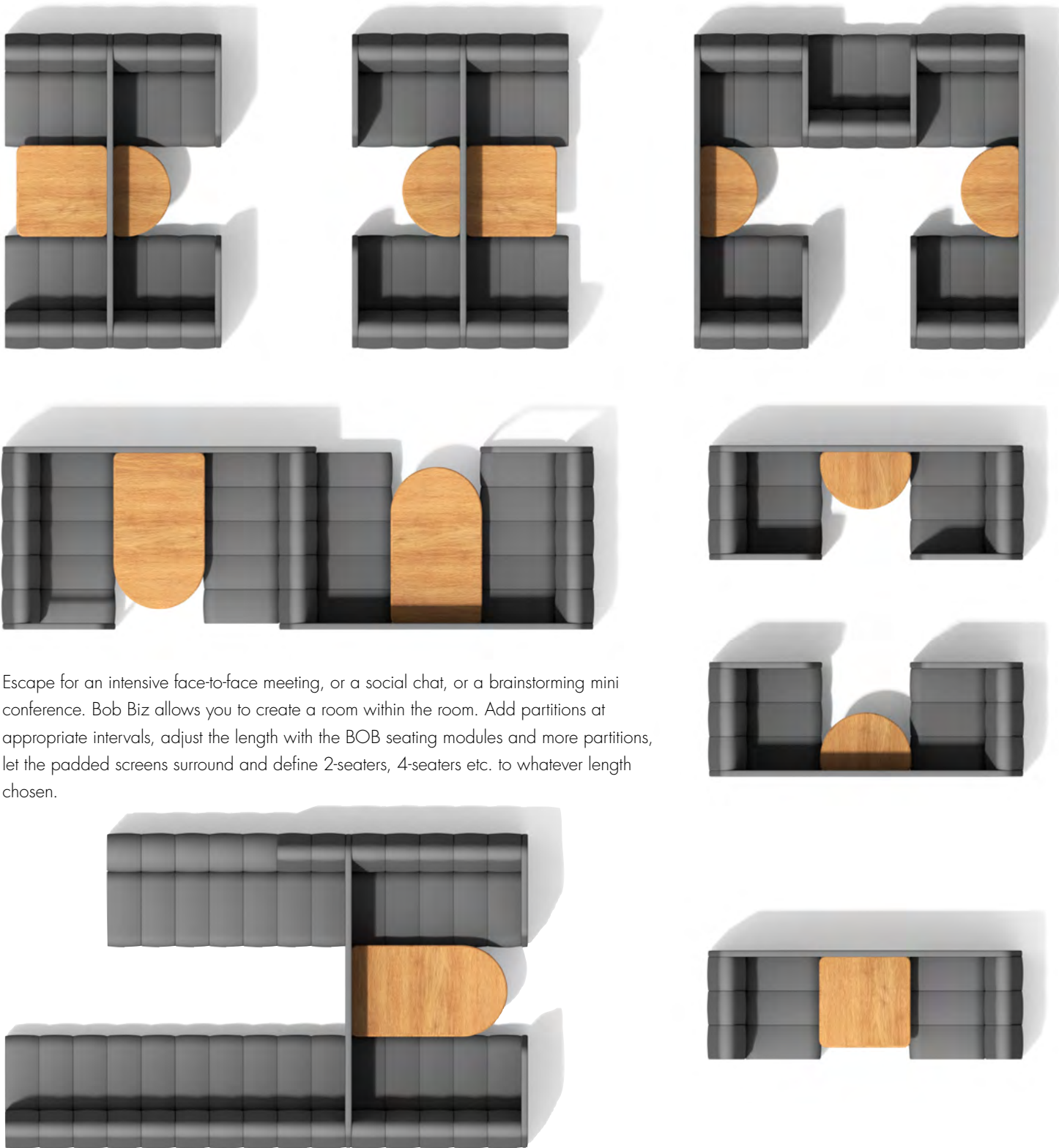
BOB JOB HIDE







Break away from the community



Escape for an intensive face-to-face meeting, or a social chat, or a brainstorming mini conference. Bob Biz allows you to create a room within the room. Add partitions at appropriate intervals, adjust the length with the BOB seating modules and more partitions, let the padded screens surround and define 2-seaters, 4-seaters etc. to whatever length chosen.



A nook for privacy





Two comfortably padded screens enclose the cubicle's lush seating with complimentary armrests and comes with a small table in solid oak perfect for a laptop and documents. A detachable power bank can be added that will charge smartphones wirelessly along with laptops and the lamp BOB Light Mini. You can continue adding attachable shelves, coat hooks, mug holders and a foldable rectangular steel table if needed.

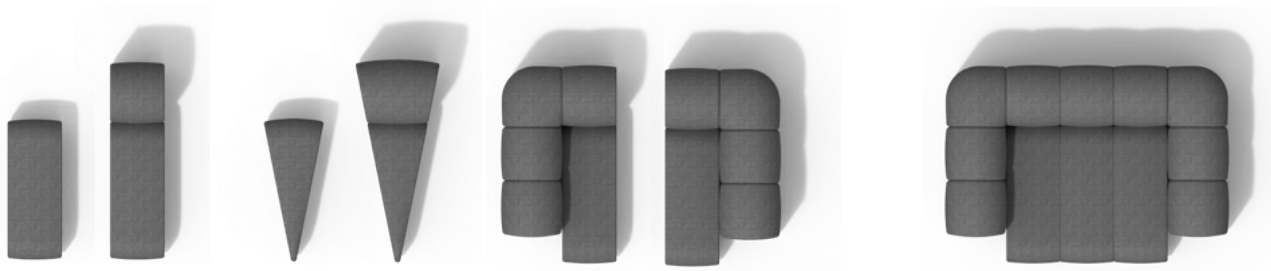
Bob Solo has small but strong wheels underneath and a handle at the back to let it go anywhere.



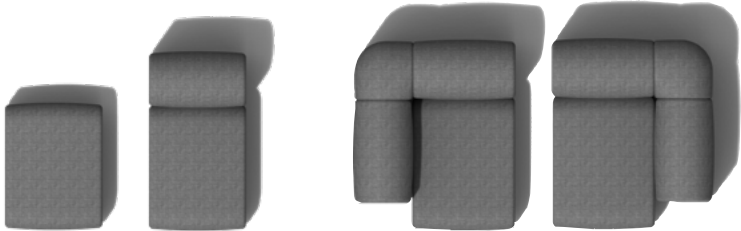


BOB Home is perfect for the lounge area

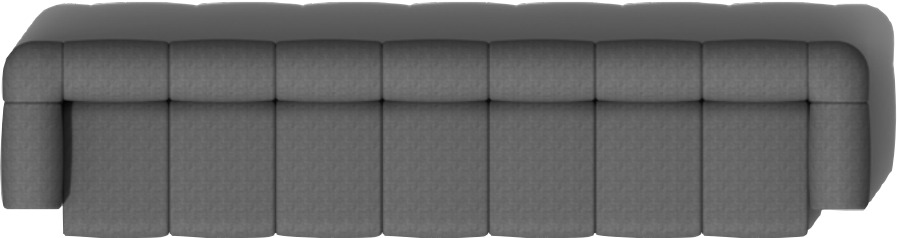
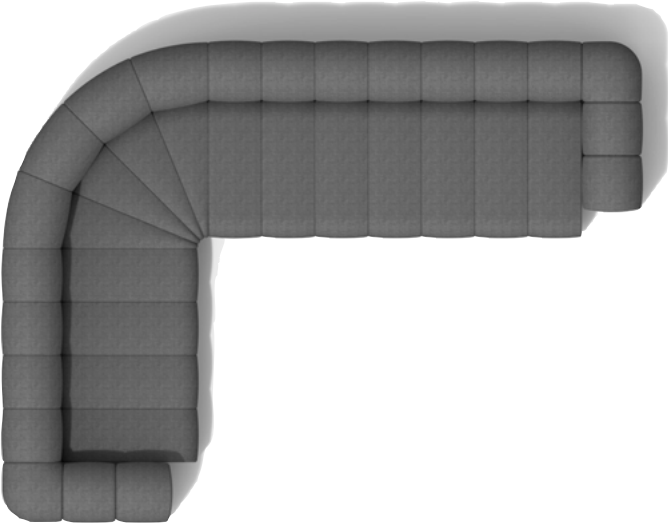
BOB HOME | Borselius & Bernstrand | 2017 – 2023



BOB HOME | 26 cm



BOB HOME WIDE | 52 cm



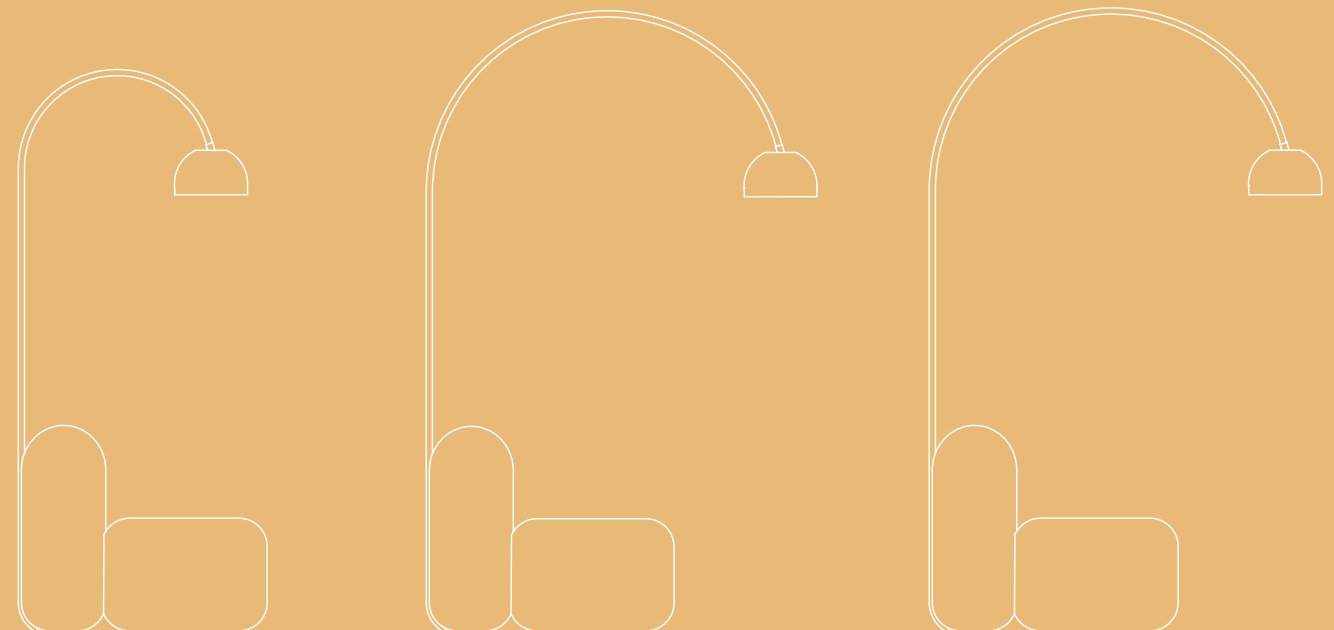
By making it 9 cm deeper in seat and with even softer cushioning, BOB Home creates an intimate, homely sofa experience. Choose from straight sofas of varying lengths and soft corner sofas – or why not go for a generous armchair.







Obviously, BOB can be in need of a lamp

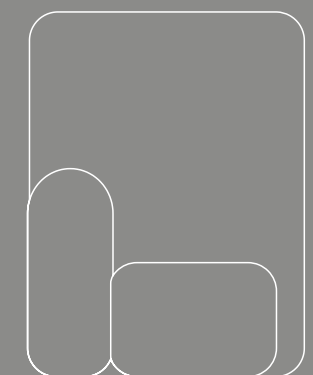
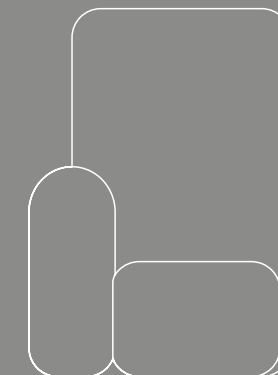
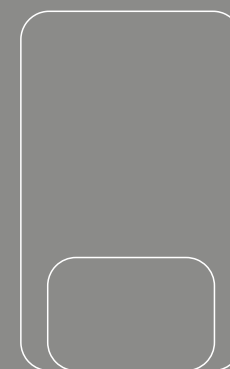


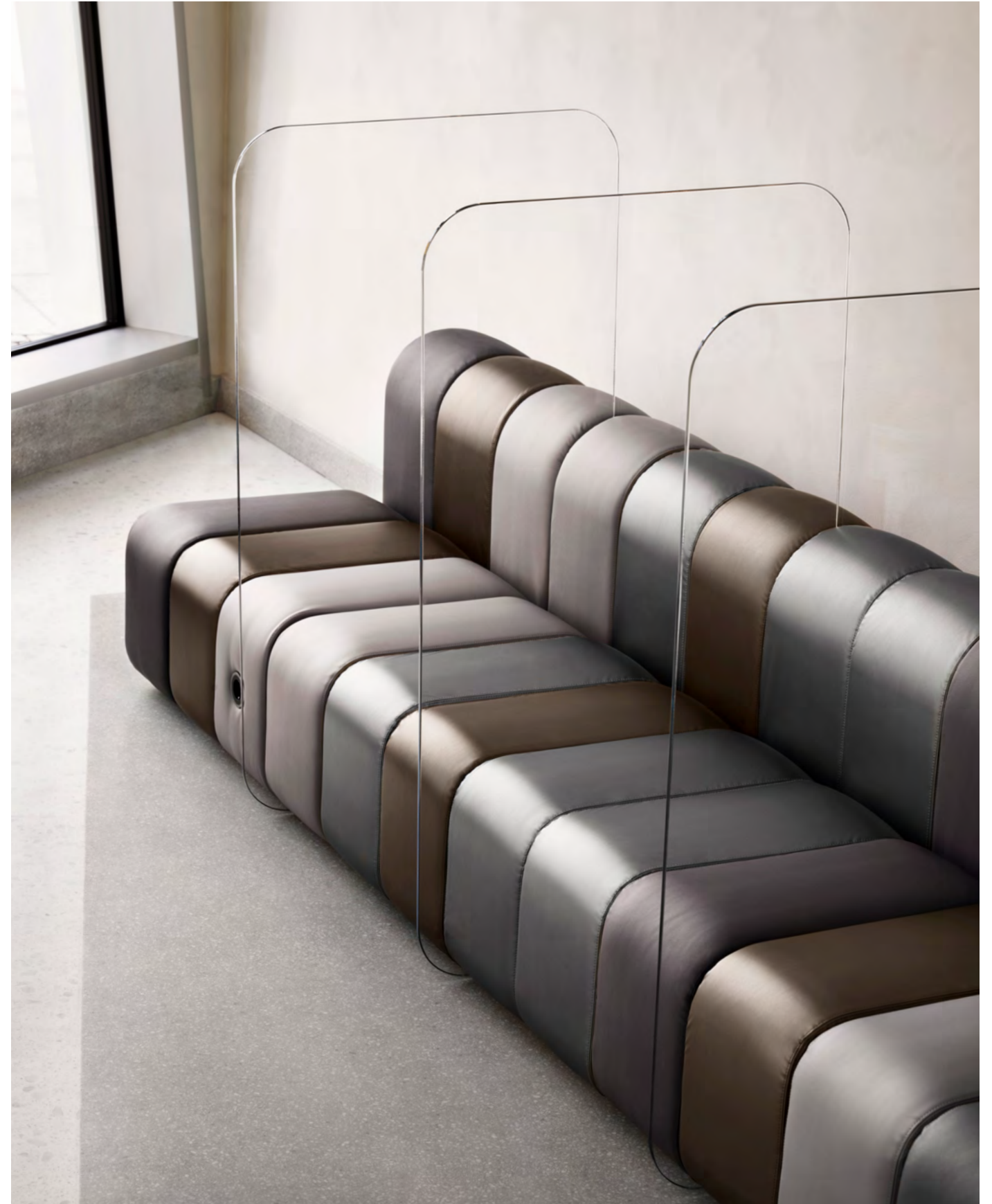


Sometimes you need some extra light, and this high overhead light meticulously follows BOB's contours and is mounted on the backrest. We have developed Bob Light in collaboration with Zero, a space-shaping lighting solution that can be integrated directly into the BOB backrest.



Add-on and flexible, use BOB-Plexi when needed







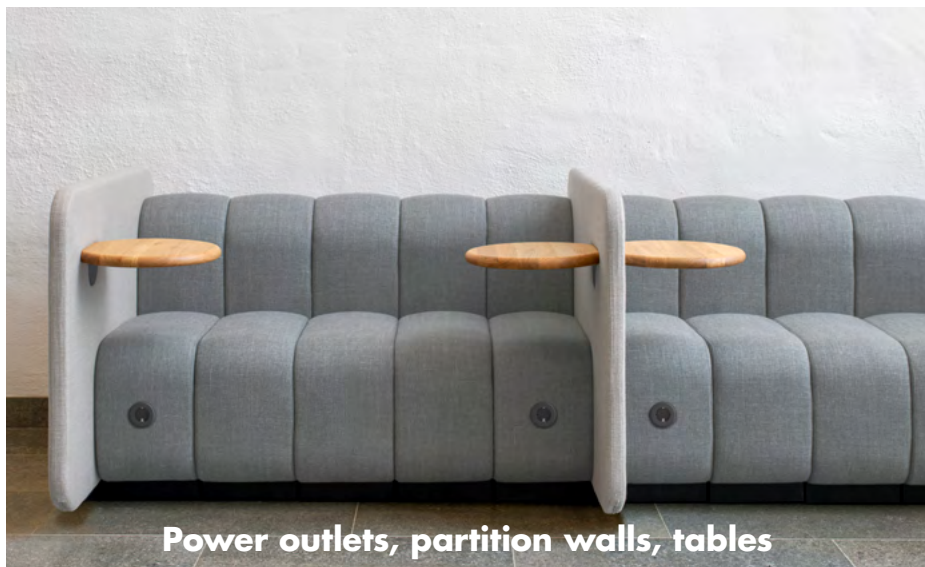
BOB armrest



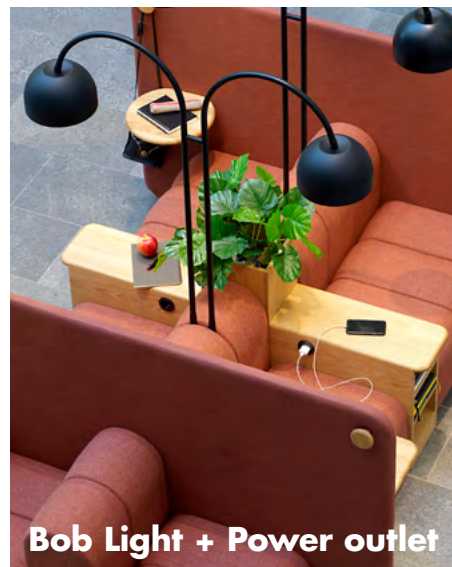
BOB writing table



BOB CUT table



Power outlets, partition walls, tables



Bob Light + Power outlet



Bob Plexi



Jack Table

Extend the capabilities of the BOB sofa system with integrated power/USB outlets in one or multiple seats and create an environment to feel truly relaxed in. It is a perfect solution for anyone working on the go or who just wants to touch down for a quick charge. The electrical components are sold separately and are delivered unassembled due to electrical regulations. Additionally for BOB JOB, the outlets can be placed in either or both sides of the wooden seat-shelf modules. We cover a worldwide standard of electrical outlets like EU, UK Type E, Type J, Type K, & additional USB outlets with USB-A & USB-C.

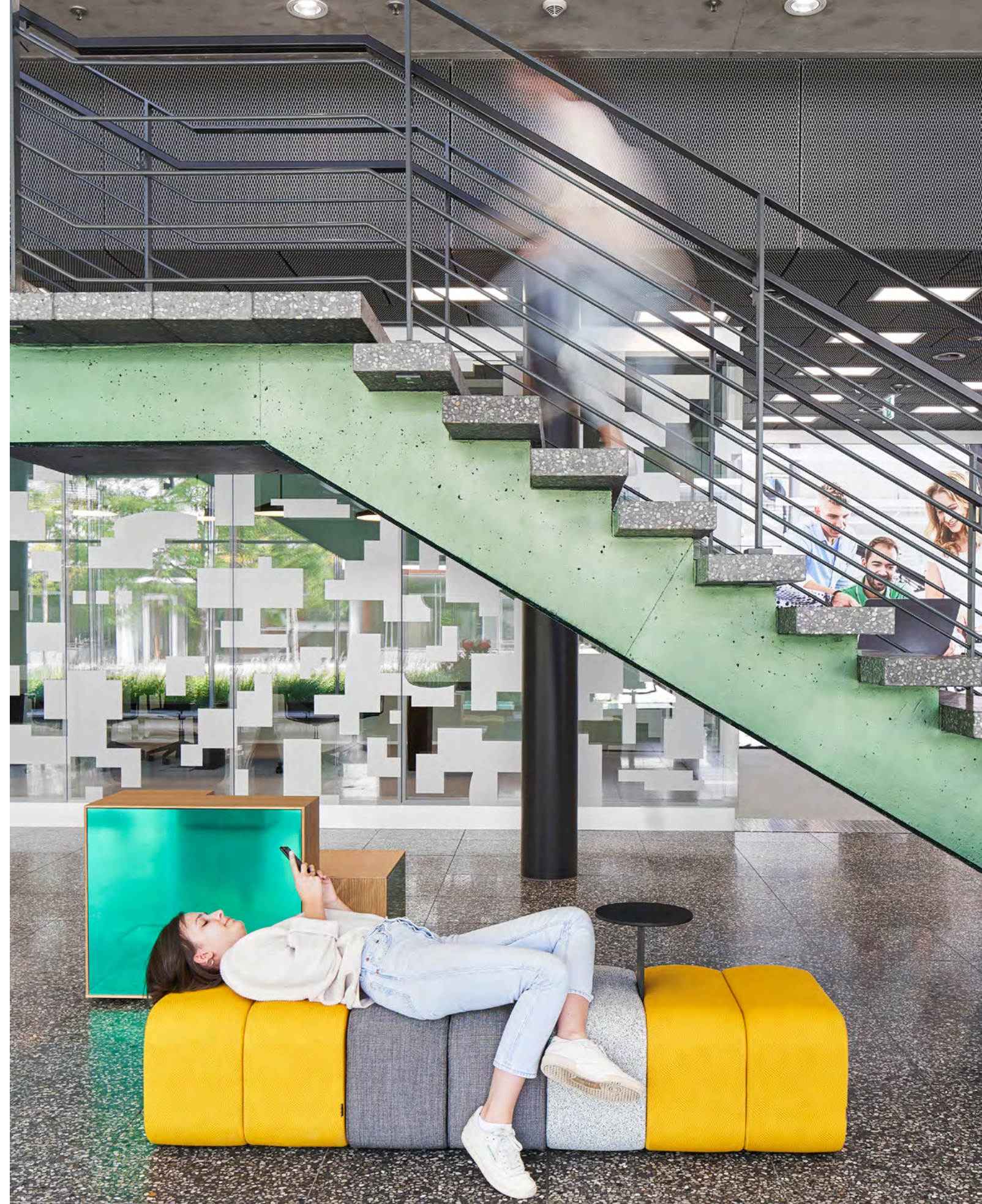
BOB ACCESSORIES

Borselius & Bernstrand | 2017 – 2023

Make BOB even more complete



Some selected BOB projects











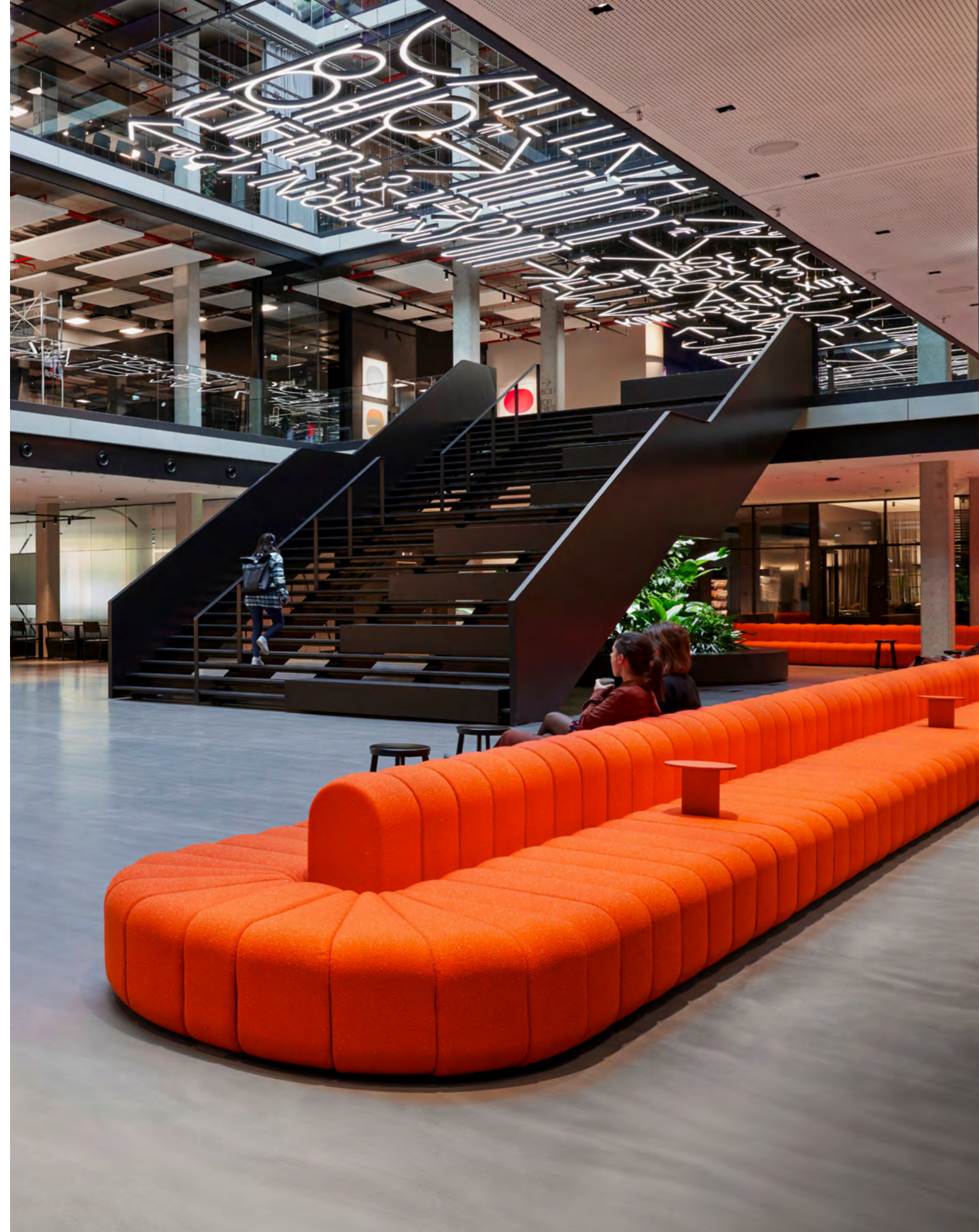
























BOB BETONG
Borselius & Bernstrand | 2018 – 2023

A safer and more inviting city with Bob Betong



Furnish all the urban rooms with Bob Concrete. With its lumpy soft smooth shapes, Bob breaks up monotonous and anonymous environments, and offers an inviting and security-enhancing urban furnishing solution that provides a human scale with a focus on life between the houses. Build completely new public spaces or give new life to old ones, or why not place Bob Concrete in front of entrances to companies and public institutions. Bob Concrete is manufactured in ready-made sections of 250 kilos consisting of a seat with a backrest. Up to 9 pieces of Bob Betong can be connected together and also anchored in the existing ground covering to act as a barrier and crash protection.





BOB DESIGNERS

Borselius & Bernstrand

Stefan Borselius

Educated at the Konstfack University College of Arts, Crafts and Design. He attended Carl Malmstens School and Steneby School and studied furniture carpentry and design. Stefan Borselius is an ingenious designer with a brain bursting with ideas. He can be quiet and thoughtful, but when he speaks out, he's quite the verbal gymnast, an art he balances with being an equally inventive and an aesthetically pleasing designer. Stefan's choice of career was inspired by his grandfather and great grandfather who were both skilled furniture carpenters. Stefan prefers to call himself a carpenter, and he believes that hands, thoughts, and precision are all important tools of his occupation. Right from the function and material of an object through to the final product, Stefan wants to create furniture for our time and our way of living, our here and our now. When he works with a product, Stefan Borselius leaves nothing to chance, but goes methodically and whole-heartedly through every single detail, every function and every characteristic which a material or a technique can offer. He pushes the boundaries of what is possible to produce and would rather give up and pursue another route than not produce anything at all. He leaves no stone unturned in his quest for a solution. As a result, his products have a strong sense of identity which already answer unasked questions in their strong expressionism.

Thomas Bernstrand

Konsthögskolan, Stockholm 2005-2006 | Konstfack, Crafts and Design, Stockholm 1994-1999 | Denmarks Designskole, Industrial design, Copenhagen 1996 | Inchbald School of Design, London 1988-1989. Thomas Bernstrand's objects are not meant to be placed on a pedestal. They are meant to be used. Yet not in the customary manner: not as one usually uses furniture, lamps, coat hangers, ladders, and everything else he has designed. But more... intensively... You should be able to swing from Thomas' things. Dance on them. Dismantle them. Cause they can take it. They are made to use. All designers, of course, say they would never design something simply for the sake of design. But Thomas isn't just talk. When he comes to work, his thoughts are not, "What should I design today? Should I design a chair?" But instead, "Should I design something to work in, relax in, bounce in or whatever?" He thinks in terms of verbs, rather than nouns. In actions, rather than typologies. He is an enormously sharp-sighted observer of people, noting behavior that goes unseen by us. To others these may be: "trivialities" or "silliness". For example, what happens at a party when the volume is turned up to the maximum? Or how do teenagers treat, climb, besiege, and dominate objects? Thomas' work encourages such disobedient behavior. "Cause the designs can take it. They are made to use."

STOOLS CHAIRS & BARSTOOL

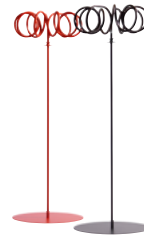
 B2			 B4			 Hövding	 Lucky
 Beplus			 Sparta			 Bimbo	 OM
 Dent			 Dent Wood			 Dent Stack	
 Still Life			 Momang				 Honken X46
 Röhsska						 Innovation C	
 Sting		 Boo	 Gap-4			 Poppe 46	
 Kaffe							 Superstraw
 Dundra		 Dundra			 Dundra		
 Dundra-4		 OXO	 Combo				
 Bobby & Bobban							

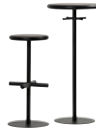
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POUFES
ARMCHAIRS
SOFAS

 Lucky Lounge		 B25		 B26		 Pinzo		POUFE ARMCHAIR SOFA	
 Åhus		 Åhus 3-seater		 Maximus		 Max			
 Dent Lounge									
 Honken X40		 Honken S		 Honken		 Honken XL		 Honken	
 Wilmer		 Wilmer		 Wilmer		 Wilmer		 Wilmer	
 Poppe 40		 Poppe 40							
 Superstraw		 Superkink				 Pocket			
 Dundra		 Dundra							
 Puppa		 Oppo		 Oppo		 Oppo		 Pucca	
 Jackson		 Jackson		 Big Talk		 Big Talk		111	

ARMCHAIRS, SOFAS & BENCHES

 Bob			
 Bob			
 Bob 52			
 Bob Job	 Bob Solo	 Bob Biz	 Bob Corner
 Bob Home			 Bob Betong Oppo Betong
 Bob Home 52			
 Dunder			
 Polstergeist			 Visp
 Unit			
 Qvarto			

 Rut					
 Koja					
 Park+				 Prinsessan	
TABLES					
 Couronne	 Bucket	 Bubble	 Jack	 Jackless	 Jackless Wood
 Kaffe			 Turn	 Plybord	 Pinzo table
 Bit		 L1	 OXO	 Combo	
 Size				 Size	
 Ping-Pong				 Ping-Pong Mini	
SOUND ABSORBERS					
 Ginkgo		 Gaia	 Arc		

Quality must be part of the first idea.
In the intension.
The form and the function.
The means and materials.
Quality can never be an afterthought.

Photo & Form



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