



JEDNOSTAVNO, A POSEBNO

SIMPLE YET SPECIAL

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LS promo: Uređenje interijera izazov je u kojem su podjednako važni kreativnost i poznavanje tehnologije, kažu u studiju Interio

LS promo: Interior design is a challenge in which creativity and familiarity with technology are equally important, say the Interio studio's experts

Prostor u kojem živimo i radimo često mnogo govori o nama, našoj osobnosti, stilu i navikama pa je dobra ideja ozbiljan proces osmišljanja njegova oblikovanja prepustiti stručnjacima.

Ljepota je u očima promatrača. Bez sumnje, ali ipak, mnogi bi se složili da se lijepe i posebne stvari brzo uoče i da bi svi mi radije bili okruženi onim što je oku primamljivije i atraktivnije.

Govorimo li o dizajnu, mogli bismo se složiti da je bez stručnjaka danas zapravo nemoguće konkurirati na tržištu. Gradovi, pa i cijele regije postaju poznati upravo zahvaljujući arhitekturi i dizajnu. Oblikovanje je ono što će napraviti nužnu razliku između proizvoda iste namjene.

A u današnjoj nepreglednoj ponudi brandova, kreativnih studija, projektantskih ureda i mnogobrojnih salona za unutarnje uređenje, prava je rijetkost naći mjesto koje objedinjuje sve navedeno. U našoj se regiji rijetko gdje može pronaći kreativni studio koji nudi usluge na području oblikovanja interijera, oblikovanja proizvoda i arhitekture, a k tome je i zastupnik ekskluzivnih imena svjetskih proizvođača namještaja. Interio je upravo sve to. Ovisno o potrebama klijenta, Interio izrađuje idejna rješenja, projektnu dokumentaciju, izvedbene projekte, ugovara i koordinira radove, pruža nadzor nad njima te pribavlja i montira odabranu opremu. Izložbeni prostor i ured studija Interio nalazi se u centru Rijeke, a već na samom ulazu postaje jasno da smo na mjestu hrabrih ideja, originalnih proizvoda i velikih profesionalaca.

Već deset godina Interio poprilično samozatajno, ali sigurno i uspješno kreira privatne i javne interijere. Poseban pečat studiju daje njegov tim kojeg čine mlade i ambiciozne arhitektice i dizajnerice, koje su svoja vrijedna znanja i iskustva godinama stjecale u inozemstvu.

The space in which we live and work often says a lot about us, our personality, style and habits, so it is a good idea to let the experts go through the serious process of designing its appearance.

Beauty is in the eye of the beholder. Without a doubt, but many would agree that beautiful and special things are quickly noticed and that we would all rather be surrounded by more appealing and more attractive things.

When we are talking about design we could agree that it is in fact impossible to compete in the market without design experts today. Cities and even entire regions have become famous because of their architecture and design. It is design that makes the necessary distinction between products with the same purpose.

In today's vast choice of brands, creative studios, design offices and a number of interior decoration showrooms you can rarely find a place that combines all of the above. In our region, you can rarely find a creative studio that offers services in interior design, product design and architecture, and which is also a representative of exclusive brands of global furniture manufacturers. Interio is all that. Depending on the client's needs, Interio creates design solutions, project documentation, detailed designs, negotiates and coordinates work and manages it, as well as obtaining and installing the selected equipment. The Interio studio showroom and office is located in the center of Rijeka, and it becomes clear at the very entrance that this is a place of bold ideas, original products and great professionals.

For the past ten years, Interio has quite silently, but steadily and successfully, designed private and public interiors. One of the studio's special assets is its team that consists of young and aspiring female architects and designers, who have gained their valuable knowledge and experience abroad for several years.



Stol Linea – neobična forma i bešavni spojevi stvaraju proizvod kojega bi od bilo kojeg drugog materijala bilo teško ili nemoguće izvesti
The Linea Table - an unusual form and seamless joining create a product which would be difficult or impossible to produce from any other material

Dobro skrojena haljina

Zaista, bilo da se radi o projektnoj dokumentaciji, 3D vizualizaciji, izvedbenim nacrtima ili odabiru i nabavi opreme, u studiju Interio svaki segment mora biti izveden po najvišim standardima, jer uređenje interijera je složen proces u kojem su podjednako važni i kreativnost i poznavanje tehnologije. Oblikovanje interijera podrazumijeva i mogućnost predviđanja mogućih zamki, estetske i tehničke prirode, prije završne izvedbe.

“Ne posvećujemo uzalud toliko pažnje i vremena nacrtima, detaljima, 3D vizualizacijama, ali i upoznavanju klijenta, njegovih navika, stila, potreba i želja. Svaki je projekt uvijek novi izazov u kojem nam cilj nije samo 'ispuniti zadatak', već i educirati klijenta, te ga aktivno uključiti u proces stvaranja.”, objašnjava Nera Orbanić, vlasnica i direktorica studija.

Stil kreativnog studija Interio obilježen je jednostavnošću linija i boja - očišćen od svega nepotrebnog. Ipak, u svojoj je realizaciji jedinstven i složen.

“To je kao dobro skrojena haljina. Toliko jednostavna, a opet toliko posebna. Dizajn ne mora 'vrištati' da bi bio primjeren”, zajedničko je mišljenje cijeloga tima.

Kada je pravo vrijeme za dolazak po savjet i stručno vođenje uređenja interijera? Idealno bi bilo u fazi projekta prije nego je gradnja započeta ili u fazi kada je moguće eventualne nedostatke bezbolnije popraviti i izbjeći veće pogreške. U

A Well-Tailored Dress

Indeed, regardless of the fact if it is project documentation, 3D visualization, detailed drawings or the selection and purchase of equipment, each part must be made following the highest standards of the Interio studio. After all, interior design is a complex process in which creativity and familiarity with technology are equally important. Interior design includes the ability to anticipate potential pitfalls, aesthetic and technical in nature, before the final performance.

“We do not just devote attention to the time to the plans, details, 3D visualizations, but also into getting acquainted with the client, and his or her habits, style, needs and desires. Each project is always a new challenge in which our aim is not only 'to complete the task', but also to educate the client, and make him or her actively involved in the process of creating”, explains Nera Orbanić, the owner and director of the studio.

The style of the Interio creative studio is marked by the simplicity of line and color - cleared of all that is unnecessary. Still, it is unique and complex in its realization.

“This is a well-tailored dress - so simple, yet so special. The design doesn't have to 'scream' to be noticed”, this is the opinion of the whole team.

When is the right time to come and ask for advice and expert guidance in interior design? Ideally, this is in the phase of

Važan dio dizajnerskog posla je stalno istraživanje, educiranje i unaprjeđivanje naših sposobnosti. Nemoguće je zamisliti napredak bez praćenja noviteta na području dizajna, arhitekture i tehnologije.

suprotnom, kada su građevinski radovi već u završnoj fazi, sve preinake dodatno opterećuju investitora.

“Čini nam se da kod nas svijest o dizajniranju interijera još uvijek nije dovoljno razvijena te mnogi misle kako i zahtjevnije prostore mogu sami osmisliti. Naravno da mogu. Međutim, pri ozbiljnom pristupu projektu potrebno je predvidjeti svaki dio i etapu kreiranja interijera, a za to se ponekad nema dovoljno ni vremena ni znanja.”, govori nam Orbanić.

Oblikovanje za izvoz

Pitamo se, koriste li se ovi kreativci hrvatskim proizvodima i postoji li u Hrvatskoj strategija kojom se potiče razvoj domaće ekonomije ohrabrujući dizajnere da koriste hrvatske proizvode?

“Voljeli bismo ih i koristiti i proizvoditi, pa se i nadamo da će se to ostvariti u bliskoj budućnosti. U Hrvatskoj, istina, postoji strategija koja još uvijek možda nije do kraja razrađena, prepoznata i iskorištena. Pri Hrvatskoj gospodarskoj komori osnovan je Centar za dizajn i Zajednica za industrijski dizajn. Također, sve se više imena pojavljuje

An important part of design work is constant research, the further education and improvement of our skills. It is virtually impossible to think of progress without tracking innovations in design, architecture and technology.

the project before the beginning of construction, or at a stage when it is easier to fix deficiencies and avoid major mistakes. Otherwise, when the construction work is already in its final phase, all of the modifications further will be a burden to the investor.

“It seems to us that here, in Croatia, the awareness of interior design has not yet developed enough and many think that they can shape even more demanding spaces themselves. Of course they can. However, in a serious approach to the project it is necessary to calculate each part and stage of creating the interior, and people sometimes lack the time or knowledge to do this”, says Orbanić.

Design to Export

We are wondering, do these creative people use Croatian products and does Croatia have a strategy that supports the development of the national economy, encouraging designers to use Croatian products?

“We would love to use them, as well as to produce them, so we hope this will be realized in the near future. Actually, there is a strat-





Višestambena zgrada na području Istre / Apartment building in Istria

na hrvatskoj sceni industrijskog dizajna, a koja većinom potječu sa Studija dizajna. No, u vremenima kada je cjelokupno gospodarstvo suočeno s krizom, a građani s egzistencijalnim pitanjima, suludo je i očekivati da se dizajn stavlja u prvi plan. Ipak, pomaka na bolje ima. Razvoj dizajna na državnoj razini dugotrajan je proces, koji uključuje senzibilizaciju i educiranje javnosti o tome što je dizajn i koliko nam je potreban. A to se ne događa preko noći. Bilo bi nerealan uspoređivati se s Italijom, Danskom ili drugim sjevernoeuropskim zemljama, gdje se kultura dizajna i arhitekture njeguju već desetljećima.", zaključuje Orbanić.

Interio se može pohvaliti s podužom listom zadovoljnih klijenata, ali i s izazovima koji su pred njima. Naime, uz projektiranje interijera i arhitekturu, Interio, u suradnji sa svojim hrvatskim kolegama proizvođačima, radi i na oblikovanju proizvoda za izvoz. U pripremi je cijela kolekcija komadnog namještaja i sitnih dodataka od Coriana i Hi-Macsa. To su materijali izvanrednih svojstava – podatni prilikom obrade, te čvrsti i otporni pri uporabi. Interio trenutno izrađuje njihove prototipove, a onda ih, ovisno o odgovoru inozemnog tržišta, započinje i serijski proizvoditi. ■

egy in Croatia that still isn't completely developed, recognized and used. The Center for Design and the Association for Industrial Design have been established at the Croatian Chamber of Commerce. Also, many more names are appearing on the Croatian industrial design scene, and they mostly originate from the study of design. However, in times when the overall economy faces a crisis, and people have difficulty dealing with existential issues, it is irrational to expect that design could be placed in the foreground. However, there is a shift for the better. The development of design on the national level is a lengthy process, which involves raising awareness and educating the public about what design is and how much it is needed. And this does not happen overnight. It would be unrealistic to compare Croatia with Italy, Denmark and other northern European countries where the culture of design and architecture has been nurtured for decades," says Orbanić.

Interio boasts a long list of satisfied customers, but also the challenges that lie ahead. Thus, except for projects of interior and architecture, Interio, in collaboration with their Croatian colleagues, manufacturers, has been working on the design of products for export. A whole collection of one-piece furniture and small accessories made of Corian and Hi-Macs is being prepared. These are materials with exceptional properties - supple during treatment, and stable and resistant in use. Interio is currently producing their prototypes, and then, depending on the response of the foreign market, will begin with serial production. ■

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