

**The time has come.**  
*Brado magazine*  
*Interzum 2017*  
*Köln, Germany*



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**The Köln concept**  
*Brado's presence*  
*at Interzum 2017*  
*with 12 new product*  
*families.*

**Being visionary helps**  
*Interview with Sergio*  
*Bortolin, CEO of Brado*  
*since 2012.*

**Blast thinking**  
*Innovation*  
*at the clients' service*  
*between research*  
*and ideas.*

**Well done Brado!**  
*All our awards*  
*between commitment,*  
*light heartedness*  
*and seriousness.*

**The age of change**  
*How to grow*  
*harmoniously,*  
*developing*  
*relations.*

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**The time has come.**

**Interzum 2017**  
**Köln 16/19.05**  
**Hall 05.2**  
**Stand J.025**

Our fulfilments  
take place deep,  
in the radiant backgrounds.

There, in the background,  
is motion, and will.

There play out the histories;  
we are only the dark  
headlines.

Rainer Maria Rilke

# K

Brado's attendance at Interzum 2017, with 12 new families of products, almost all for the Office market, shows a strong willingness to invest in the future.

## the Köln concept

Once again, Brado is placing Interzum at the heart of its operations, showcasing itself at this hugely important international event with a wide range of products. And there isn't a repeat in sight; these are all new products, displayed to industry professionals for the first time.

Brado is presenting 29 complete chair kits in 12 product families at a stand that is also designed to surprise, for visitors thirsting for something new. The focus here is particularly on the Office world, which, as is well-known, requires more technical input and investment than products made for the Contract market. It features an explosion of shapes and colours designed for the workplaces of the future. Dynamic, informal and multifunctional items that redefine what it means to be beautiful.

Designers with extremely varied training backgrounds, styles and approaches have taken on this challenge, with results that

are definitely worth seeing. Some of the products on display in Cologne are also designed with the latest market trend in mind: chairs and complete kits suitable for both Office and Contract environments, offering a crossover between the two areas.

This trend is undoubtedly set to increase in the years to come, with the advent of new target markets and more flexible ways of integrating private and public spaces and work environments. But Brado, which as usual is pre-empting the change rather than following it, is already exploring this trend in great depth.



**On the left**  
*Poppea soft*  
*Poppea*  
*Gaius*

**On the right**  
*Ovidio*  
*Gemina*  
*Cicero*

# V

Brado models itself on the needs of the market, but above all on the needs of its clients, who receive support at every level.

## being Visionaries helps

“We like to think that the world, now more than ever before, should be faced with a smile. It is true that the challenges are becoming ever more complex. But, for us at least, that’s the beauty of it.” The words of Sergio Bortolin, CEO of Brado S.p.A. since 2012, demonstrate the optimism and trust that Brado has managed to transform into a force of change, leading the company to double-digit growth in each of the last four years.

### What are the main factors behind your success?

“The belief that change is never painful - only resistance to change is. Firstly, our expansion from only serving the Office sector, Brado’s historic focus, into Contract. And secondly the fact that this expansion has led us to rethink our Office products: they have become much more vibrant, with dynamic shapes and bright colours.”

### A crossover of new trends, then.

“Yes, originating from careful consideration of

what it is like to work in an office, which is much more flexible today than it once was. Work is becoming more seamless, but for this reason it needs environments that are more informal and attractive. And also - why not? - fun too. The way the office is no longer seen as a rigidly defined place but rather a diverse space that can be created anywhere also inspired a design concept free from any conditioning. Brado’s products always stem from genuine research, as proven by the numerous international awards we have won in recent years, but this doesn’t necessarily mean they have to be very expensive. We offer authentic design that is accessible to all.”

### Aside from product innovation, to what else do you ascribe your success?

“To our aim to meet every one of our clients’ needs, which is the beating heart of Brado’s vision. We focus in particular, although not exclusively, on small and medium-sized enterprises that are struggling to be as



Sergio Bortolin,  
CEO Brado since 2012.

competitive as they would like to be, especially in light of the recent severe economic downturn and the borderless nature of markets nowadays: we provide them with a technical department which has become a true company asset (Brado Factory), as well as a range of opportunities, from bespoke designs to the production of tailored components and finance options. Brado thus becomes a single point of contact for the entire project, simplifying the production chain and significantly reducing costs for clients.”

### Which can therefore think bigger, despite their small-scale or medium levels of production.

“Precisely. More than individual components or complete chair kits, we want to offer our clients the potential to compete in a globalised market, whatever their strengths. By relying on us, they find the impetus - in terms of design, production, logistics and finance - to get where they want to be. Based on chairs created by famous designers and Brado

Factory, to assemble as they see fit and emblazon with their brand.”

### An egg of Columbus, in other words. Just like the egg on the cover of this magazine.

“Exactly. Although turning something that appeared complex, and which some believed impossible, into something simple has required significant effort over the last three years. The world today is in need of solutions. Solutions that release energy in small and medium-size businesses that would otherwise remain untapped. That’s precisely what Brado offers its clients, although the word ‘clients’ here seems rather reductive: perhaps ‘partners’ is better, or better still ‘friends’, who we always treat as equals and with openness, providing any support they require, so we can grow together. We are well aware that the prosperity of our clients is our greatest asset.”

# B

Brado Factory is where knowledge, expertise, and talent merge and interact. We're at the service of manufacturers, who can create innovation here.

## Blast thinking

«We are made of contrasts» is the sentence most widely used by Brado over the past few years to describe itself. Opposite stimuli that always find a way to merge in the highest form of harmony that is creativity. This idea of encounter/clash called *design Blast!* is where new intuitions emerge, destined to leave a mark. Apparently contradicting elements merge in the most joyous and playful way.

Transferring this approach from design to the concrete operating sphere required a technical department that could solve even the most complex issues. It had to be transformed into something different. That's how Brado Factory came to life. A place where multiple creative minds can interact and find the know-how to put their ideas into practice.

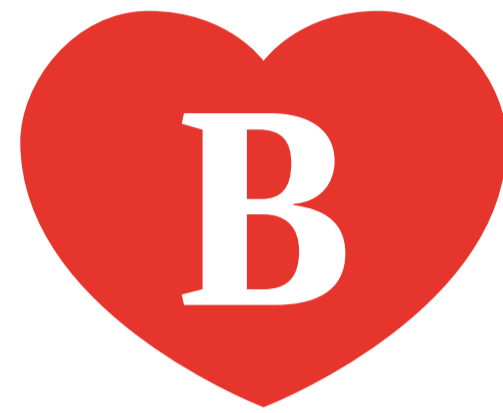
Brado Factory has evolved from a high-level technical department into something more: a workshop of ideas, a place where to discuss, experiment, prototype, equipped with a

state-of-the-art testing area and a small independent workshop. An R&D hub where thought and action merge into one single element, which is made available to all clients who want to create new projects.

Often, especially during this past decade hit by the crisis, small and medium companies have discontinued their investments in innovation. It's to these companies that Brado Factory presents itself as a state-of-the-art R&D hub that can manage every operating stage for them: from the project to the prototype, from all testing activities to product industrialisation.

You can count of first-class know-how, and you can implement the potential of your technical department or replace it altogether. This way, not only you save time and costs, but you also free resources to be allocated to other activities, such as your sales channels.





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A stable and direct contact with your Brado sales agents of reference.

View your orders with detailed information about their progress.

And that's not all! MyBrado is an ever-evolving project that keeps expanding and improving. Our philosophy is to simplify every process (production, sales, logistics) for our customers and focus on their needs. MyBrado expands your operating range, allowing you to interact with the company independently from traditional channels.

You can activate the service by writing to [my@brado.it](mailto:my@brado.it) or creating your personal account following the instructions on [my.brado.it](http://my.brado.it).

Simple, quick, and accurate: MyBrado will follow you everywhere with always new functions that ensure practicality and freedom.

Step into the MyBrado world now!



Top  
*Gemina*  
*Cicero*

Bottom  
*Poppea plus ultra*  
*Ovidio*

**Absolute** *design: Massimo Costaglia + Brado Factory*



Absolute task highline kit 231/A    Absolute task highline kit 231/AP    Absolute task highline kit 231/B    Absolute task kit 233/A    Absolute task kit 233/AP    Absolute task kit 233/B



Absolute manager kit 232/A    Absolute manager kit 232/AP    Absolute manager kit 232/B



Absolute waiting kit 234/A    Absolute waiting kit 234/B    Absolute waiting kit 235/A    Absolute waiting kit 235/B

**Iulius** *design: Act Design + Brado Factory*



Iulius task highline kit 236/A    Iulius task highline kit 236/AP    Iulius task highline kit 236/B    Iulius task kit 237/A    Iulius task kit 237/AP    Iulius task kit 237/B



Iulius waiting kit 238/A    Iulius waiting kit 239/A

**Muzio, Numa, Tullio** *design: Massimo Costaglia + Brado Factory*



Muzio task kit 240/A    Numa task kit 241/A    Tullio task kit 242/A

**Catullo** *design: Massimo Costaglia + Brado Factory*



Catullo waiting kit 243/A    Catullo waiting kit 243/B

**Cicero** *design: Orlandini Design + Brado Factory*



Cicero task highline kit 244/AW    Cicero task highline kit 244/B    Cicero task highline kit 244/CW    Cicero waiting kit 245/C    Cicero waiting kit 245/DW

**Ovidio** *design: Massimo Costaglia & Giulio Mazzanti + Brado Factory*



Ovidio task highline kit 246/AW    Ovidio task highline kit 246/B    Ovidio waiting kit 246/C    Ovidio waiting kit 246/E

SYNOPTIC TABLE OF PRODUCTS

SYNOPTIC TABLE OF COMPONENTS

**Gemina** *design: Scagnellato/Ferrarese + Brado Factory*



**Gaius** *design: Giancarlo Bisaglia + Brado Factory*



**Poppea** *design: Ximo Roca Diseño + Brado Factory*



**ARMRESTS** *design: Brado Factory*



**BASES AND SUPPORTS** *design: Brado Factory*



**MECHANISMS** *design: Brado Factory*



**OUTER SEATS AND INNER SEATS** *design: Brado Factory*



«I'm so excited...»

«You're not nervous. Are you? It's not your first time»

«For me, it's always like the first time.»

«A moment of silence, please. Is everything alright?»

«Everything's fine. As always»

«But why do you think we're getting this award?»

«Perhaps for the eye for detail  
and original design. What do you think?»

«Or perhaps for the eclecticism with which we take  
on the different roles we have to interpret»

«Or maybe for the solid base we can rely on»

«My legs are shaking...»

«Come on! You were born in Brado, weren't you?»

«Yes, I was! I feel better, already»

«So? Ready?»

«Ready! Yes, we are Brado chairs.  
Let the curtain goes up!»

# S

For Brado, an international recognition is of course for the authors of a specific project. But also for those who somehow collaborate with our company.

## Brado's Strenght

Receiving an award means striving to improve even more. This is our way of reciprocating those who have rewarded us. We believe that mixing playfulness and commitment, light heartedness and seriousness is the best way to share this fundamental human interaction that is work.

And it's this idea of sharing, of work as mutual exchange and gratification that has led Brado to consider each award received as an award to all those who, day after day, give their very best.

Good Design 2015  
**Mork**, Orlandini Design



Good Design 2015  
**Olé**, Ximo Roca Diseño



Good Design 2016  
Iconic Award 2016  
German Design 2017  
**Loola**, Scagnellato/Ferrarese



Good Design 2015  
If Design 2016  
**Mr. Jones**, Orlandini Design



Reddot 2017  
**Nuke**, Orlandini Design



# A

Brado continues to expand and implement production and logistics departments. And we have inaugurated the spacious Brado Museum to welcome the growing number of guests.

## the Age of change

Like a living organism. That's how Brado grows harmoniously, developing each part in relation to the other. For example, the recent relocation of some of our production activities has coincided with the adoption of advanced mobile and vertical storage systems. On the one hand, the increased production capacity has allowed us to expand the range of items included in the catalogue; on the other, the rationalised logistics improves order management every day, allowing us to meet even last-minute needs and requests.

This homogeneous development of the supply chain, from the beginning to the end - design, technical analysis, testing, production, storage, delivery - results in that quick time to market, which our clients appreciate so much. An operating flow based on maximum efficiency because organised as an organic, homogeneous process.

Moreover, the company has also thought about how to welcome its guests, inaugurating the new and cosy dedicated space. This is Brado Museum, an 1200 sq.m showroom with a lounge and bar, independent meeting rooms, and even an actual museum where our most significant products of the past are displayed. Brado Museum is so much more than a showroom. It's a place where to meet, exchange knowledge and ideas, and build professional relationships.

Welcome!



**BRADO**museum

In the world,  
in an open relationship.  
Brado flows in the interaction  
between subjects, projects,  
and objects.

Like a current of thought  
that connects desire  
to reality.

Discovering new formats,  
solutions, and content.

Sergio Bortolin



Sandro Comarella

facece / faces

*It was a cheerful, lively, and exciting day for Brado, a day where we would give you a glimpse of who we really are.  
We are a company with high manufacturing standards and state-of-the-art machinery, of course.*

*But above all, we are made up of people who share our experiences on a daily basis,  
and perform our jobs by working hard and having fun at the same time.*

*This gave us the idea to have a photoshoot, which would bring us together to tell our story with a smile.  
Everyone together and enthusiastic to be here.*





# BRADO

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