

COLLECTION

SIMON MORASI PIPERCIC

# STRA I N

prostoria

prostoria [prɔ̌stoːriaː]

room in Croatian; an extent of space occupied by or sufficient or available for something; a partitioned part of the inside of a building

We drew inspiration for the brand's name from the surroundings of each product — where people and objects are protagonists of the space narrative. *Every room has a story* is a premise that has become the starting point for each of our designs, which are meant to bring joy.







THE STRAIN COLLECTION'S distinctive character evolves from the highly strained materials. However, the leg junctions are the main signature of its design language, achieved through the intertwined steel tubes which basically harden the whole construction.

The easy chair, the collection's founding product, enhances this concept throughout its form, created by tightly stretched leather over the metal seat shell. Its remarkable comfort is down to the material's elasticity, which has additional support from the lumbar cushion. THE STRAIN COLLECTION'S aesthetic results from the fusion of high-end technology and refined craftsmanship.













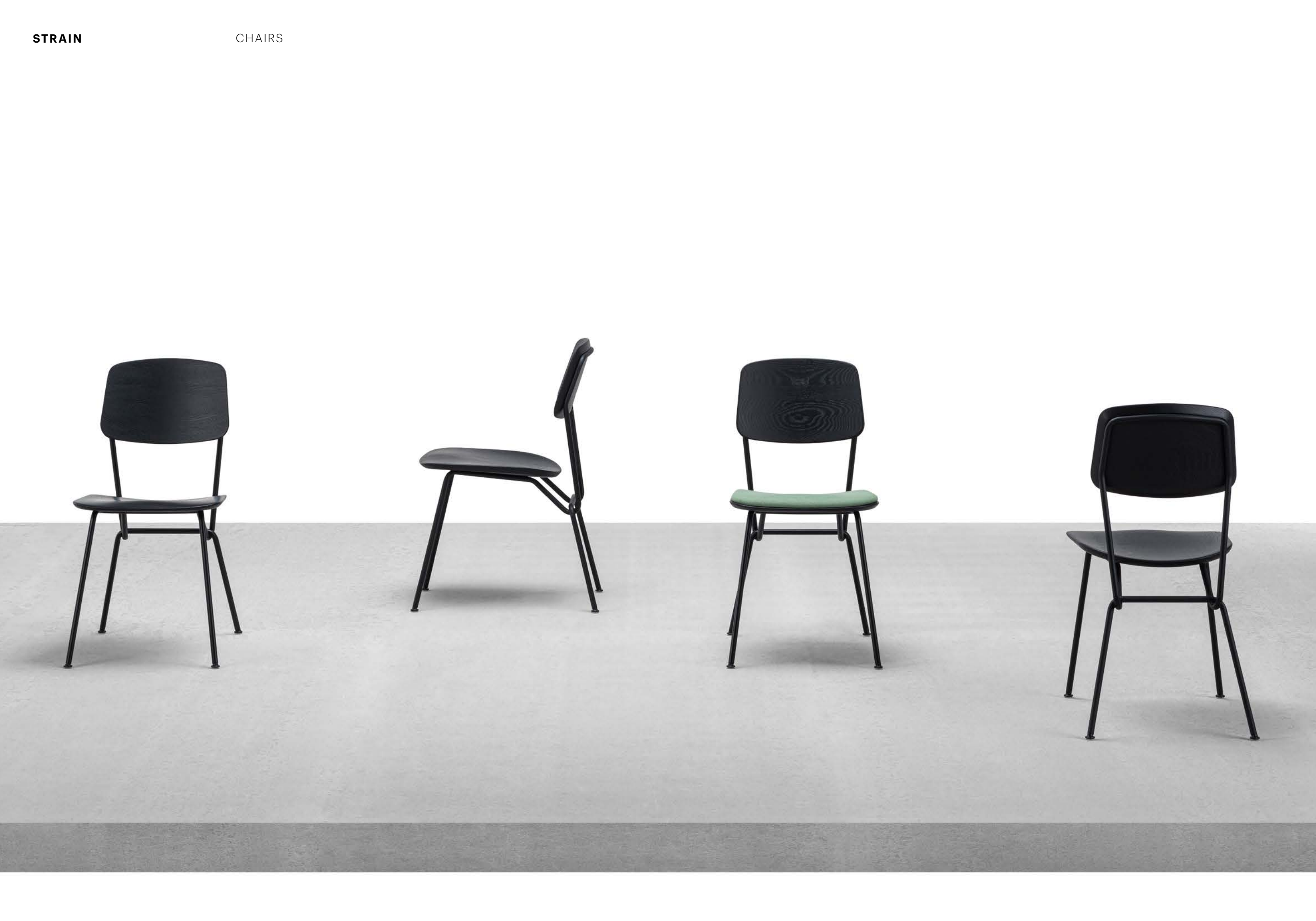






The 'strain' theme continues in the solid wood and ergonomically shaped saddle-like seat of a barstool, thus offering various ways of dynamic seating. Visually light and uncustomarily slender, the collection further consists of tables of various heights and finishes, and two newcomer chairs — STRAIN AND UNSTRAIN.







STRAIN AND UNSTRAIN are like twins in the STRAIN COLLECTION but convey their own typology. Similar in even more simplified STRAIN form, their difference lies in the key family feature of intertwisting leg junctions.

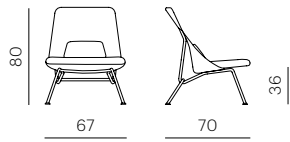
While STRAIN retains the twist, which provides the necessary construction stiffness, UNSTRAIN releases it, resulting in the a contemporary interpretation of the 1950s universal chair, which is easily stackable. Both chairs have a universal flair with their ergonomic design of a solid wood seat that can be additionally upholstered with leather or fabrics for superior comfort. They create the perfect solution for interior residential or public spaces.



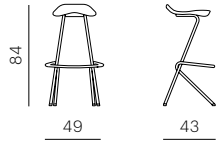
STRAIN

COLLECTION

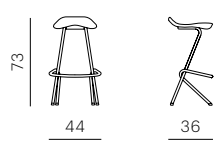
LOUNGE CHAIR  
DIMENSIONS 67X70 CM HEIGHT 80 CM



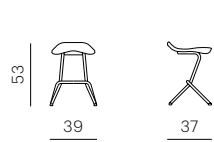
HIGH BARSTOOL  
DIMENSIONS 49X43 CM HEIGHT 84 CM



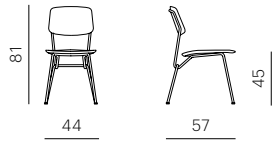
LOW BARSTOOL  
DIMENSIONS 44X36 CM HEIGHT 73 CM



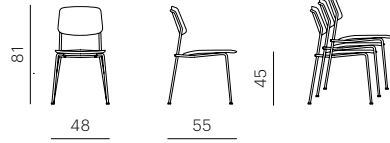
STOOL  
DIMENSIONS 39X37 CM HEIGHT 53 CM



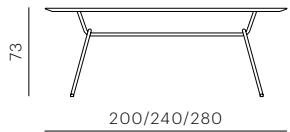
STRAIN CHAIR  
DIMENSIONS 44X57 CM HEIGHT 81 CM



UNSTRAIN CHAIR  
DIMENSIONS 48X55 CM HEIGHT 81 CM



TABLES  
DIMENSIONS 200/240/280X100 CM  
HEIGHT 73 CM



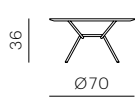
TABLES  
DIMENSIONS 80X80/100X100 CM  
HEIGHT 73 CM



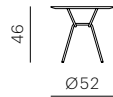
TABLES  
DIMENSIONS Ø110 CM  
HEIGHT 73 CM



LOW TABLE  
DIMENSIONS Ø70 CM HEIGHT 36 CM



LOW TABLE  
DIMENSIONS Ø52 CM HEIGHT 46 CM



STRAIN

SELECTED PROJECTS



1

**PwC Offices**  
Sydney & Melbourne  
Australia

Interior design by Futurespace (AU)  
Photography by Nicole England

The Strain easy chair highlights the lounge areas of the PwC offices in Sydney and Melbourne featuring openness as a key theme of the interior design. PwC is a multinational professional services network ranked as the second largest professional services firm in the world and is known as one of the Big Four accounting companies. The interior has been arranged in a way that is less institutional and formal and more about 'togetherness'. The Strain easy chair adds a residential appeal to the business environment, and its superb ergonomics are supportive to the work function of the space. (1, 2)

**Aspvik**  
Stockholm, Sweden

Architecture by Andreas Martin Löf Arkitekter (SE)  
Photography by James Silvermann

Notable Swedish architect Andreas Martin-Löf designed his hilltop home on a steep hill overlooking the Stockholm archipelago, with eye-level views of the surrounding tree canopy. One of his choices for the living room includes a pair of Strain easy chairs, complementing the simple layout of the house's interior design. (3, 4)

**The Greenhouse**  
Kortrijk Xpo, Belgium

Interior design by BuroB (BE)  
Photograph by: BuroB

The Strain barstool dominates the interior of the Greenhouse Bistro of the Kortrijk Xpo, the city's well-known congress center. A love of craft and design permeates this architectural project, by BuroB. (5)



2

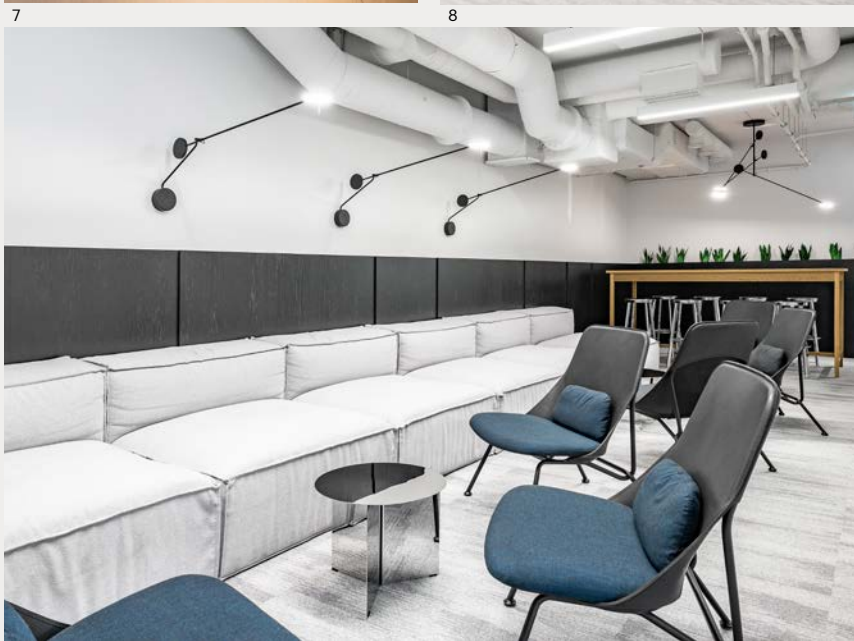
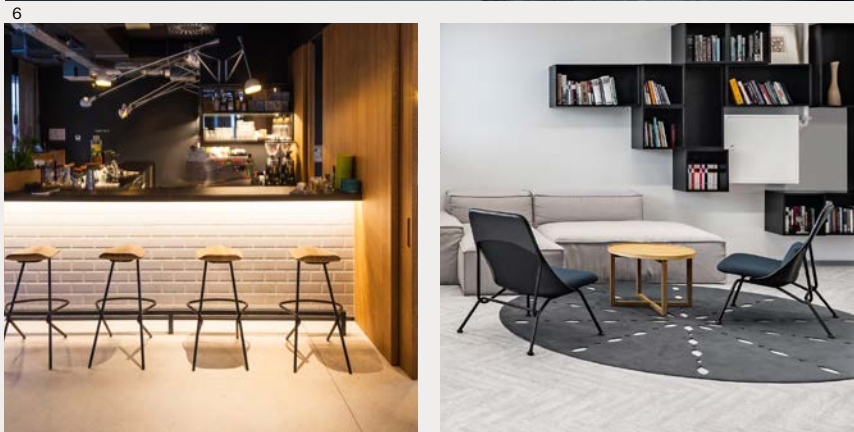


3



5





**Light House Collaborative Space**  
Klaipeda, Lithuania

Interior design by a01 architects (AT)  
Photography by a01 architects

Strain easy chairs are among the main furniture pieces in the Light House’s soft interior, one of the largest collaborative spaces in the Baltic States. Light House connects startup founders, creative industry members, marketing specialists, architects, economists and others. The interior design promotes a healthy work/life balance and the development of a sustainable, innovative community. (6)

**Hotel One Suite**  
Dubrovnik, Croatia

Architecture by 3LHD (HR)  
Photography by Marko Ercegović

3LHD architects collaborated with Prostoria on furnishing the One Suite Hotel in Srebreno, halfway between Dubrovnik and Čilipi airport in Croatia. The hotel offers a tailor-made experience for guests with a green and healthy lifestyle: a gym, massage pool and a special gastronomic concept in the “Lokal” restaurant and bar. The interior design is defined by its clean lines; lighter colors in the accommodation units and darker tones in the communal areas. Besides the Strain barstool and tables as an integral part of the hotel’s bar and rooms, other Prostoria products complement the interior: Rhomb and Dobra chairs, Osmo outdoor chair, Oblique easy chair, Pil-low sofabed and Simetria coat hanger. (7)

**Grant Thornton Baltic**  
Tallin, Estonia

Interior design by Ace of Space (EE)  
Photography by Märt Lillesiim

Interior design studio Ace of Space has designed Grant Thornton’s Baltic office in Tallinn. The company is the world’s sixth largest professional services network of independent accounting and consulting member firms. Prostoria’s Strain easy chair and low tables are incorporated in the lounge areas and support the idea of home comfort in business premises. (8, 9)

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**Printed in Croatia**  
by Printera

Founded in 2013, Simon Morasi Piperčić is a Zagreb-based design office that works on various projects ranging from industrial and spatial design to site-specific installations, art direction, and design consultancy. The studio’s distinctive identity lies in the intercultural space between elitism and egalitarianism, exclusivity and inclusiveness, avant-garde experiments and highly marketable products. The office has been awarded some of the most prestigious prizes — German Design Award in 2017, Red Dot in 2013 and 2015 and Interior Innovation award in 2015. In 2014, he was part of the team that designed the Croatian pavilion at the Venice Biennale of Architecture. His work has been published in several renowned magazines (Dezeen, Domus, Frame, Hypebeast...) and exhibited worldwide. Simon M. Piperčić’s designs for Prostoria include Strain collection, Rhomb chair and table, and Convert modular system.

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## ABOUT PROSTORIA

Prostoria has transformed itself from a furniture manufacturer to a design-led company in the short time span of less than a decade. Our design is centred on our fundamental care for the end user and awareness that our products enrich people's lives from the very beginning. Passion for design is the drive to create furniture whose quality remains paramount even as times and habits change. The quest was and still is for us to produce furniture that feels like comfort come to life — comfort as an outcome of innovation of the product's function and thus its refined form.

Our research studio was the playground for the evolution from artisanship to highly industrialized production. There are craftsmen and designers who continue to perfect innovative product solutions and their detailed executions. For us, it is a matter of honesty, of taking pride in our work and the heritage we leave behind.

Prostoria's production facility is located near Zagreb, in Croatia's Zagorje region. In order to ensure control over the quality of our products, we've integrated all the segments of the furniture production in our factory — R&D, sewing and state-of-the-art carpentry and metal component manufacturing.

At the moment, Prostoria exports its products to over 60 countries across 5 continents, and has 890 high-end points of sale.



