



REX KRALJ



**Design that serves people**



# Rex Kralj

Rex Kralj was established in 2012. Our company pays tribute, in both name and style, to the architect Niko Kralj (1920-2013). Our idea for the company was sparked from the type of passion that grabs someone when encountering a truly stunning design for the first time. It was the iconic Rex chair, Niko's most famous piece, that inspired us to establish our brand and honour the legacy of the design principles set by Kralj.

We have since worked on redeveloping his innovative and timeless designs. Merging functionality and beauty, the collection displays Niko Kralj's humanistic approach to industrial design and his holistic creative process.

This new catalogue introduces our revised product portfolio, proudly complemented by a refreshed brand identity. And for the first time, we have invited additional designers to contribute to our brand with new designs, matching our brand's DNA. Our 2020 collection reinforces our mission to create designs that truly serve people.

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# Legacy

With over two million chairs produced, the designs of Niko Kralj (1920-2013) have served numerous generations. At Rex Kralj we work tirelessly to recraft Niko's design classics. We will never abandon our mid-century roots, where furniture is meant to be not only beautiful, but practical and durable as well. We continuously improve our products, expanding on the clever innovations from the past and adapting them to present-day requirements.

We love working with genuine materials from both the past and the present. We integrate new, innovative technology and create new designs to inspire every architect in the world, with products that cater to people's needs. Exemplary for our products is that back in the 1950's, people didn't make a distinction between personal and professional use. We still work according to this principle. Our furniture is designed to serve and built to last.

## Our company

Our approach to aesthetics, durable design and hospitality is expressed through high-quality production methods. From our headquarters in Ljubljana, Slovenia, we manage our manufacturing operations in Central Europe. We are firmly rooted in local craftsmanship and use our skills and knowledge to create products that last and bring a lifetime of enjoyment. We are committed to offering a wide range of furniture that lasts.



# Our Designers

Since the establishment of the brand, we have expanded on Niko's principle of authentic, humanistic design. Our products embody this tenet, something which we remain focused on when adding new pieces to our collection. We invite designers who match our DNA to work on fresh additions to our portfolio.



**Tom Fereday**

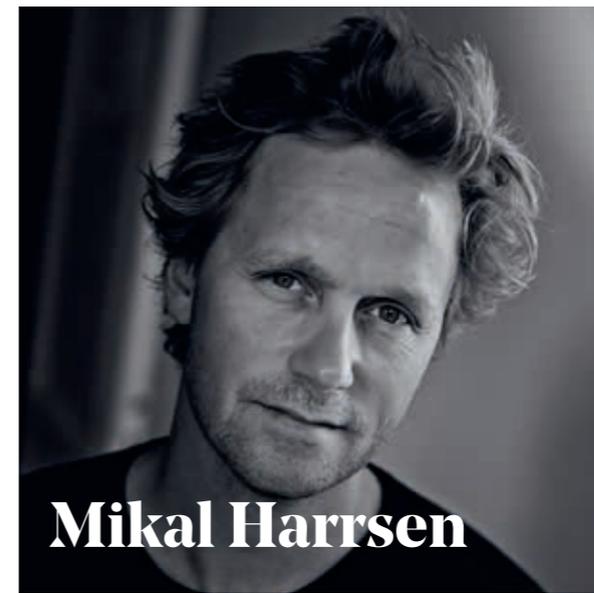
Tom Fereday (1985) develops products based on the principle of honest design, a concept which celebrates both the materials used and the manufacturing processes involved. Tom guides intelligent and thoughtful design outcomes which connect with people through natural materials, tactile forms and unique creations. He strives to produce enduring designs which are meaningful to people and their environment.

Tom was born in Australia but grew up in England. He studied at the Wimbledon School of Art before moving to Sydney to complete a degree in industrial design at the University of Technology Sydney. Tom has worked in Europe and Australia and set up his own practice in 2012.

**“The question ‘What would Niko Kralj do?’ is central to Zelo’s design process. The new chairs are my take on a design classic, each with its individual character, manufacturing technique and outdoor furniture version.”**

**Tom Fereday**

Designs: Zelo collection



**Mikal Harrsen**

Mikal Harrsen (1971) is a Danish architect and industrial designer based in Milan. In addition to his work as a designer and collaborator with leading international design brands, Harrsen is an entrepreneur. In 2012, he established the successful furniture brand MAU Studio in Copenhagen; in 2017, he moved the company's operations to Italy as the brand merged with the Boffi & DePadova brands based in Milan. Today, Harrsen focuses his attention on exploring isolated aesthetical aspects of materials and design.

**“My passion for modernism and geometrical elements is what connects me to Niko Kralj.”**

**Mikal Harrsen**

Designs: Ena collection



**Bart Schilder**

Bart Schilder (1981) joined Dutch design company Moooi in 2004 and soon became responsible for the company's product design. He worked at the intersection of product design, commerce and marketing, creating many iconic designs. In his current position, Bart draws on his experience and explores new areas to create designs which enhance the everyday lives. Bart also supports the Rex Kralj team in art direction and corporate strategy.

**“I’ve always loved mid-century design. Niko Kralj’s sincere approach to design fits my personal values. I have a lot of faith in the people behind Rex Kralj and it’s very satisfying to help build the brand.”**

**Bart Schilder**

Designs: 1960 Armchair, 1960 Barchair and Mosquito Barstool

# Niko Kralj

In the 1950's traditional production methods gave way to modern inventions and led to a new era of furniture design. As a trained architect and an absolute pioneer in this field, Niko Kralj (1920) developed truly innovative pieces for the time and became one of the first ever industrial designers. It's little wonder that fellow professionals are gradually recognising his work, which has been rewarded with permanent displays in design museums such as the Museum of Modern Art (MoMA) in New York, Designmuseum Denmark and The International Design Museum Munich.

Niko's designs inspired the Rex Kralj brand. His vision on design is our compass for developing new products. We believe in the creative freedom to combine technical skills and methods with an authentic, humanistic approach to design that serves people's needs.



# Rex

The story of the Rex Chair begins with the Rex foldable chair. Its design incorporates innovation, functionality and beauty. Niko Kralj succeeded in developing the most comfortable chair of its kind by stretching the boundaries of bent plywood and minimising material use, while maintaining a focus on aesthetics. This resulted in an indispensable series of furniture that has stood the test of time: the Rex collection.





## Rex Chair

Dining chair, design Niko Kralj, 1952

The story of the Rex furniture collection begins in the 1950s with the Rex foldable chair. Its design incorporates innovation, functionality and beauty. Niko Kralj stretched the boundaries of bent plywood while maintaining a focus on aesthetics, resulting in an indispensable series of furniture that has stood the test of time: the Rex Collection.

The Rex Chair is a key product in this collection, merging ergonomics, comfort and uncompromised folding functionality in a lightweight piece.

## Rex Small Daybed

Accessory, design Niko Kralj, 1957

The Rex Small Daybed was originally designed for children's day care centres, to be used for an afternoon nap by little ones. You will not find a Slovenian woman or man who did not grow up with this daybed. Today, the piece continues to serve the same purpose, but it can also be used to display your finest accessories on and comes in handy as a bench. A welcome addition to any space and with a unique foldable, easy-to-store quality.





## Rex Lounge Chair

Lounge chair, design Niko Kralj, 1952

A chair that has served generations and the cornerstone of Rex Kralj's foldable furniture collection. To date, over two million Rex Lounge Chairs have been produced. Niko Kralj's masterpiece is the ultimate exercise in combining comfort, style and practicality. The back and seat are made of bent plywood, which is cut to allow the wood to bend in curves. This makes it a very comfortable piece of furniture. The cut plywood gives the chair its low weight, airy appearance and its clever curves allow for excellent foldability.



## Rex Coffee Table

Coffee table, design Niko Kralj, 1957

The Rex Coffee Table is always there when you need it. Foldable into a flat piece, the table is easy to stow and sturdy when used. Form and function fuse together into a mid-century design with architectural flair.

# Rex Rocking Chair

Rocking chair, design Niko Kralj, 1952

The frivolous member of Rex Kralj's foldable furniture series. This chair exudes relaxation and comfort, rocking in rhythmic motion at home as well as in working environments.





# Design that lasts



## Rex 120

Lounge chair, design Niko Kralj, 1956

The Rex 120 is as stylish today as when it was first produced in 1956. This high-end piece of the Rex Collection displays effortless minimalism and airiness. Produced without compromise in oak and walnut, the chair radiates quality and sophistication for the enjoyment of every design connoisseur. Rex 120 is the ultimate chair for relaxing and contemplating in style.



# Shell

The Shell collection is based on one of Niko Kralj's most exemplary designs.

Niko developed the notion of using two plywood parts in the early 1950s, aiming to create an ergonomic 'Lupina' chair that formed a single, basic component. With various shapes, applications and frames, the concept has been used for decades in offices and homes as well as for public seating.

Over time, the quintessential model, which we now refer to as Shell, has come to embody the most iconic approach to the concept of two folded pieces of wood. Its bold contour and smooth curves make this chair instantly recognisable and a pure design classic.





## Shell Chair

Dining Chair, design Niko Kralj, 1956

Dating back to 1956, the Shell Chair is recognised for its remarkable construction: two curved plywood panels come together and make it easy on the eyes and the body. With well-developed ergonomics, the chair is ideal for long, pleasant dinners or meetings that call for both style and comfort. This item forms the centrepiece of a versatile range of high and low Shell chairs and is suitable for all kinds of settings.





## Shell Armchair

Dining Chair, design Niko Kralj, 1956

The Shell Armchair was designed in tandem with the original Shell Dining Chair. With its gently shaped wood armrests, this chair is not only stylish but ergonomic too.

The Shell Chair and the Shell Armchair (with or without upholstery - fabric or leather) complement each other and can be combined for use at home, in public and in working environments.



## Shell Wood Armchair

Dining Chair, design Niko Kralj, 1956

The Shell Wood Armchair has a natural presence thanks to the warmth of the solid wood and the plywood seat and backrest. The unimposing legs match the gentle appeal of the curved plywood. The seat or the entire shell can be upholstered in fabric or leather to enhance the chair's appearance and tactile quality.







## Shell Lounge Chair

Lounge Chair, design Niko Kralj, 1956

The Shell Lounge Chair is a magnificent example of designer Niko Kralj's craftsmanship. Simple yet sophisticated, the chair's converging plywood panels offer the user the most comfortable experience. With its pleasant curve and prominent angles, this lounge chair is daring but never bold.

Suitable for daily use, the Shell Lounge Chair is the ultimate in hospitality and comfort. The chair comes with or without upholstery and can be adapted for any kind of use.







## Shell Footstool

Footstool, design Studio Rex Kralj, 2019

For the ultimate in luxury and relaxation, the Shell Footstool in sumptuous leather or fabric can be used in conjunction with the Shell Square Lounge.

## Shell Square Lounge

Lounge Chair, design Niko Kralj, 1956

With a square frame holding two shells, the Shell Square Lounge is an interesting blend of striking geometric lines in metal and softly curved plywood. Niko Kralj elevated the Shell Chair to a new level, displaying the infinite possibilities of the shell concept.

For the ultimate in luxury and relaxation, the Shell Square Lounge can be upholstered in sumptuous leather or fabric and used in conjunction with the Shell Footstool.

A close-up, black and white photograph of a chair's backrest, showing a series of parallel, curved metal slats that create a rhythmic, flowing pattern. The lighting highlights the texture and curvature of the metal.

# Zelo

The Zelo family can be regarded as Tom Fereday honouring the work of Niko Kralj. Inspired by the curved surface of Niko's Shell chair, Zelo chairs are modern classics. Tom Fereday's eye for detail and sophistication merge into geometric perfection - with not a line too many, the design is both minimal and elaborate at the same time.





## **Zelo Armchair**

Dining Chair, design Tom Fereday, 2020

Enhancing the generous curves of the Zelo design with an elegant frame, topped-off with oiled Acacia armrests, the Zelo Armchair offers durable comfort in both private and public spaces. Its horizontal expression in slim metal wires shaped in gentle curves creates a timeless but subtle statement.





## **Zelo Chair**

Stackable Dining Chair,  
design Tom Fereday, 2020

The generous shell of the Zelo Chair, constructed using slim metal wires, offers comfort and a modernistic twist to contemporary scenery. With its perfect stackability and hardwearing cataphoresis, powder coated surface, this chair is the ideal companion for outdoor hospitality.



## Zelo Bar Chair

Bar Chair, design Tom Fereday, 2020

Resting on a square, sturdy frame with a flat metal support, the slim wireframe shell-shaped seat is elegant and characteristic of the Zelo family of chairs. The Zelo Bar Chair's graceful, sophisticated design adds a touch of class to any raised seating environment. The chair comes in two heights and is ideal for both bars and kitchens.

# CC

The construction of a table - the legs and their connection to the top - is in many ways related to architecture. But tabletops often hide the beauty to be found underneath. The Cross Connection (CC) family offers a unique view of this often unseen area by separating the legs from the elevated tabletop. Stand-alone pieces to admire and enjoy.





## CC Table

Dining Table, design Studio Rex Kralj, 2017

The tabletop of the CC Table floats effortlessly above a sturdy solid wood frame.

Inspired by a constructive element from the 1950s, the CC Table embodies a contemporary approach to the timeless compact round dining table. Produced in solid wood with an elegant chamfered veneer tabletop, its overall design exudes warmth that derives from its palpable mid-century appeal.

The CC Table is available in oak and walnut with diameters of 110 and 130 cm.

## CC Stool

Stool, design Studio Rex Kralj, 2017

The CC Stool is similar in design and finish to the CC Table and is a perfect match. Ideal for occasional seating, this item is an elaborate take on a wooden stool. With a solid wood frame and a curved seat, the CC Stool possesses a unique character and also works as a stand-alone piece.



## CC Side Table

Side Table, design Studio Rex Kralj, 2017

The CC Side Table is the smallest piece in the CC family. With its small, elegant tabletop floating on a solid wood frame, the side table is easy on the eye and has an unobtrusive presence. It goes perfectly with low seating in any environment where a solid wood appearance is desired.

## CC Club Table

Side Table, design Studio Rex Kralj, 2017

The CC Club Table is a cheeky take on a side table. A great piece for situations that demand the use of a tabletop, but not necessarily for the usual purpose of working, eating or relaxing. 'Club' says it all: perfect for afternoon drinks, a hand of cards or as a centrepiece for intimate conversations.



## CC Coffee Table

Coffee Table, design Studio Rex Kralj, 2017

This low version of the CC Table has a tabletop diameter of 80 cm and with a low height of 32 cm is ideal for afternoon drinks. Both the design and the wood material blend in well with contemporary lounge chairs and sofas.



# Mosquito

In his quest to define comfort and beauty, Niko Kralj designed a double curved seat. However, it proved too complicated to produce the piece in wood. By coming up with the ingenious idea of splitting the seat into two parts he created a delicate winged design. With its gentle curves, this solution is now regarded as the most original of its kind.

The Mosquito family celebrates the original early-1950s design and comprises two pieces: the Mosquito Chair, with its sophisticated slotted backrest in plywood, and the Mosquito Barstool, with its pure expression of the mosquito wing shape.



## Mosquito Chair

Dining Chair, design Niko Kralj, 1953

Named after its wing-like seat, the Mosquito Chair is a genuine eyecatcher, an elegant piece with a touch of poetry.

This innovative design proved too demanding for 1950s manufacturing methods. But thanks to the recent efforts of Rex Kralj to bring this exemplary chair to life by using present-day machinery, design enthusiasts can now enjoy this fine example of innovative furniture.

The Mosquito chair comes in several distinctive colours.





## Mosquito Barstool

Barstool, design Bart Schilder, 2020

Bart Schilder drew his inspiration from the strong graphic appeal of the wing-like seat and angular legs of the Mosquito Chair to design a new barstool. With the same split seat design and clever construction, this stool is a unique piece for hospitality and home environments.

The Mosquito Barstool comes in two heights and several colours and the stainless steel footrest allows for intensive use.







# 1960

The 1960 family range is built on the satisfying invention of bending wood into shapes which optimally suit the human body. While maintaining the likeable tactile properties of natural wood, the design that underpins the 1960 range never goes out of style.

The cleverly designed curves of the original chair by Niko Kralj inspired us to work on a complete 1960 range to meet present-day demands for authentic design and uncomplicated warmth.





## 1960 Wood Chair

Dining Chair, design Niko Kralj, 1960

Designed at a time when the combination of solid wood and plywood led to an unbeatable type of chair, the 1960 Wood Chair embodies retro chic and is built to last. The chair is easy on the eye thanks to the soft-edged frame and both seat and backrest can be upholstered for additional comfort.





## 1960 Chair

Dining Chair, design Studio Rex Kralj, 2018

Geometric lines meet smooth curves in the 1960 Chair. The fluent curves of the plywood are supported by a square frame, which creates a lightweight chair with a dynamic feel. The 1960 Chair allows for comfortable sitting on a well-shaped plywood seat.

The seat and backrest are also available with offset upholstery, which creates additional comfort without diminishing the contours and subtleness of the original design.

## 1960 Barchair

Barchair, design Bart Schilder, 2020

The 1960 Barchair is a new take on the angular design of the 1960 Chair.

It comes in two heights and offers the ultimate in comfort for bars and kitchens. The sturdy metal frame allows for intensive use. The seat and backrest possess an aesthetically appealing curved shape, which makes the 1960 Barchair very likeable and highly adaptable.





## 1960 Armchair

Dining Chair, design Bart Schilder, 2020

The 1960 Armchair version of the metal frame chair complements the 1960 dining chair family. Designed to be used in busy settings, this comfortable chair has textural wood armrests and a plywood seat and backrest.

With its sturdy metal frame, the 1960 Armchair can easily cope with long days of intensive use. It is also available with offset upholstery for the seat and backrest.

# 4455

Dating back to 1955, 4455 is a unique design statement by Niko Kralj, way ahead of its time. Even today, the sleek backrest made out of a single piece of bent solid wood, presents a demanding challenge for wood manufacturing. Strong and durable, sophisticated and timeless.



# 4455 Chair

Dining Chair, design Niko Kralj, 1955

Dating back to 1955, the 4455 Chair is a unique design statement by Niko Kralj.

This chair has an airy appearance thanks to the open space between the armrests and seat. With its distinctive formal presence, the 4455 Chair is perfect for tranquil settings and professional environments.

Niko Kralj designed a chair ahead of its time: it is completely at home in modern architectural surroundings and even today, the sleek backrest made out of a single piece of bent solid wood, presents a demanding challenge for wood manufacturing.

The 4455 Chair comes in black lacquered wood supported by a black powder coated frame and can be complemented with offset upholstery for the seat.







# Ena

Inspired by the authentic values of humanistic design, Mikal Harrsen created a table range for Rex Kralj. Clean simple lines and functionality define Ena, a true example of design that serves.

Ena, meaning 'one' in Slovene, is a central leg table in several sizes with a clever additional feature underneath its tabletop: a horizontal bar to suspend your personal belongings. Ena Table is suitable for both indoors and outdoors. Size and tabletop customisation create the ideal table for every project.



## Ena Table

Restaurant Table, design Mikal Harrsen, 2020

With its clever and subtle central leg, the Ena Table is both versatile and practical and can be used in various environments, including hospitality settings. With soft edges and well-finished connections creating a sophisticated look, the table has a horizontal bar for hanging your (hand)bag - an additional and very desirable feature.





## Ena High Table

Bar Table, design Mikal Harrsen, 2020

The Ena High Table is perfect for casual seating. The elegant, minimal design and central leg offers freedom to move but enough stability to endure. The Ena leg concept with the additional horizontal bar allows you to suspend your (hand)bag above the floor, making sure it stays clean and safe.



# SQ

The SQ family range is contemporary, functional and clean-cut. The simple, airy design allows for adequate space underneath and offers the slender tables a serene, unassuming quality. The pieces come in different heights and complement interiors without dominating them.



## SQ Side Table

Side Table, design Studio Rex Kralj, 2018

With its metal frame in slim square tubing, this side table perfectly matches the Shell Lounge Chair. The elegant frame supports a small 45 cm diameter tabletop in wood veneer.

## SQ Coffee Table High

Coffee Table, design Studio Rex Kralj, 2018

The SQ Coffee Table with its diameter of 65 cm and height of 39 cm is a compact table for casual use. The sleek metal structure and chamfered wood veneer top combine to create a highly contemporary piece.



## SQ Coffee Table

Coffee Table, design Studio Rex Kralj 2018

The SQ Coffee Table with a diameter of 80 cm and height of 33 cm is the larger solution for low seating. With its wide wood veneer top resting on a subtle metal frame, the SQ Coffee Table is just right for much-loved convivial moments.





# Upholstery

We have selected a range of high quality fabrics and leathers for our upholstery options. Upon request, fabrics and upholstery materials comply to mandatory standards for Fire Retardancy in particular for the UK and US markets and are delivered with the required labelling.

Please refer to the pricelist and product information sheet for the upholstery options per product. Besides our principal offer for upholstery materials and colours we offer the option for customers own fabric (COF). Contact us with your specific request and we will inform you about the possibilities and requirements.

# Upholstery types



Seat upholstery



Seat and back upholstery



Full upholstery



Seat offset upholstery



Seat and backrest offset upholstery

### **Custom and bespoke**

We offer various options for the customisation of our products, including custom colours, sizes and finishes. We can also deliver bespoke products to your specification in combination with orders from our principal collection. Please inspire us with your request and we will inform you of the possibilities, prices and lead time for your project.

### **Upholstery**

We have selected a range of high-quality fabrics and leathers for our upholstery options. On request, fabrics and upholstery materials can be tailored to comply with mandatory standards for fire resistance, especially for the UK and US markets, and are delivered with the required labelling.

Please refer to the price list and product information sheet for upholstery options per product. In addition to our principal offer for upholstery materials and colours, we also provide the option for customers own fabric (COF) and customers own leather (COL). Contact us with your request and we will inform you of the possibilities and requirements.

### **Product compliance**

Our furniture is tested according to applicable international standards for strength, durability and stability and comply with official criteria. Our products will endure intensive use for long periods.

### **Production**

All our products reflect our commitment to the pleasant and healthy working environments we strive to achieve. Excellent working conditions for both ourselves and our suppliers are therefore guaranteed.

Our production facilities are based in Slovenia and our wood and components come from Slovenia and neighbouring countries. We closely monitor our supply chain, so we know the origins of materials and can guarantee quality and sustainability. We take pride in using high-grade materials, whether we are working with steel, solid wood or plywood. When the time comes for one of our products to be replaced or discarded, it can easily be dismantled and the elements separated and recycled.

The serviceability of our products comes natural to us. We use fixings which allow components to be dismantled for repair or replaced with spare parts.



**Kralj's work (. . .) was massively present in everyday life as an important contribution to the lifestyle and the culture of work in the 1950s and 1960s. During the era of self-management socialism during these two decades, plenty of efforts were undertaken to improve the quality of life, and Niko Kralj was a participant in major public events of that type in Yugoslavia, starting from the activist exhibition, "Housing for Our Conditions," in Ljubljana in 1956. These public initiatives fostered the philosophy and social sense of industrial design as it was then practiced in Slovenia and Croatia in the South Slav federation: the need to respond simultaneously to tasks of industrial modernization, but also to humanize public and private space. Such were the fundamental strategic development ideas on industrial design at that time.**

Quote from article "Theory and Practice of the Object: Niko Kralj Retrospective at the Museum of Architecture and Design in Ljubljana, Slovenia" by Fedja Vukit for © 2012 Massachusetts Institute of Technology DesignIssues: Volume 28, Number 4 Autumn 2012.



# Colophon

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## Art direction & editorial content

Bart Schilder

## Translations

Sobriquet B.V.

Guillaume Giraud

## Graphic design

Groeier! B.V.

## Photography

Matevz Kostanjsek

P7. Ferdinand Kramer Archive

P17. BeeldSTEIL

P30. Od-Do arhitektura, Matic Škarabot

P61. Marieke Verdenius

## CGI

Jaka Tavš

## Thank you:

Ferdinand Kramer Archive

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JB restavracija, Ljubljana

AS Aperitivo, Ljubljana

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## Inquiries

For Press inquiries, high resolution images, interviews and other press related matters please send us an email: [press@rex-kralj.com](mailto:press@rex-kralj.com).

For Commercial inquiries please visit: [www.rex-kralj.com](http://www.rex-kralj.com) to contact your area representative.

Rex Kralj d.o.o.

Cesta v Gorice 34

1000 Ljubljana

Slovenia

Tel. +386 40 690 801



