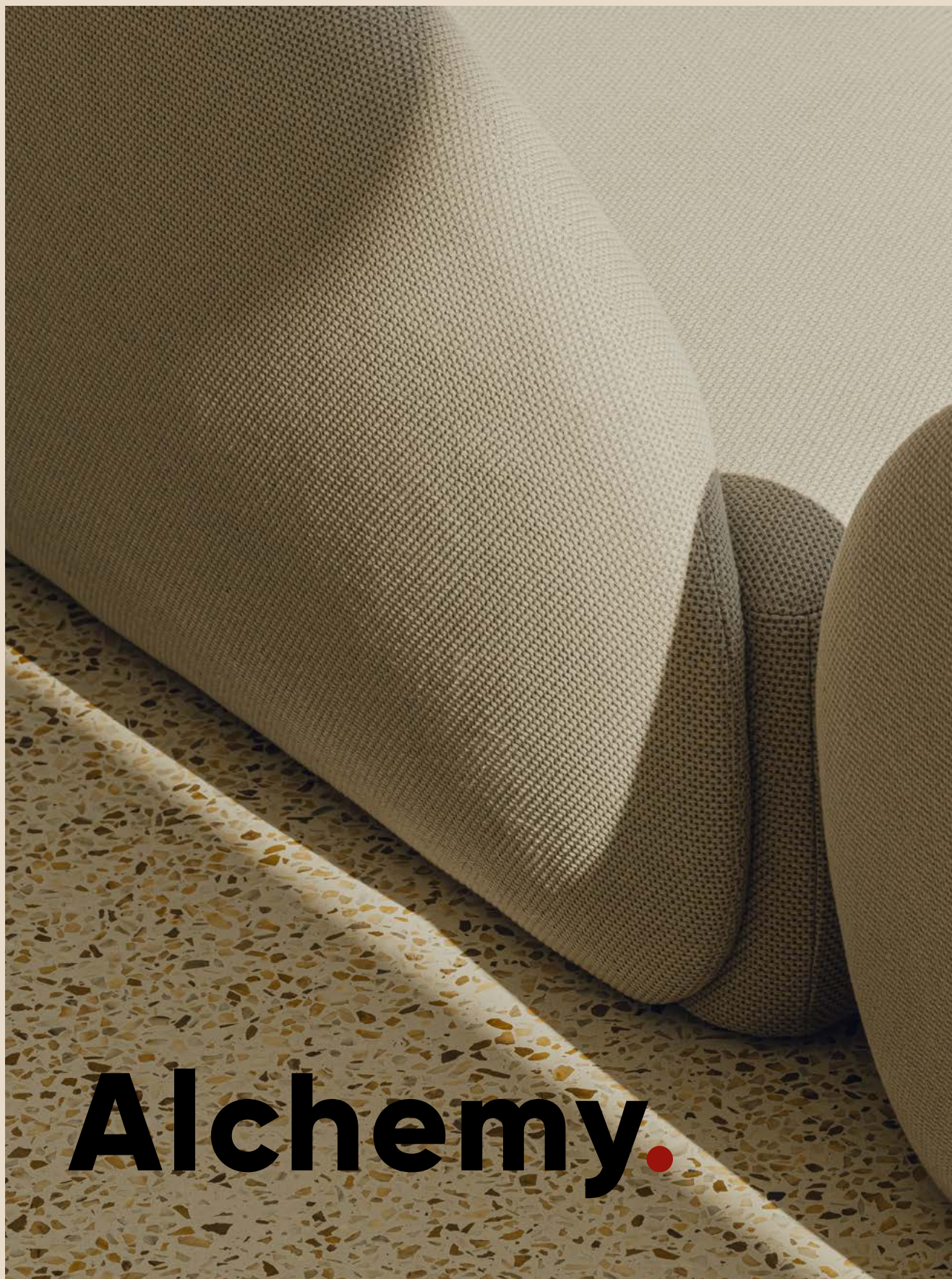


**motiv  
Home.**



**Alchemy.**



# Alchemy of Collaboration.

In today's rapidly changing world, collaboration with the environment is the key to success. By reaching out to creative partners, of whom there is no shortage in our field, we are able to generate interesting ideas and together turn them into unique designs. By combining the talents of designers with the skills of experienced artisans, we can create a synergy where

individual efforts add up to team success. As a furniture manufacturer, MOTIV HOME aims to best combine the unique ideas of designers, traditional craftsmanship, and modern tools for the efficiency of mass production. Collaboration with designers has become not only one of our brand values, but also a key element of our development strategy.

The **"Alchemy of Collaboration"** refers to the magical process by which the collaborative work of different individuals leads to the creation of something extraordinary that could not have been achieved alone. This is also the title of our album in which we present the latest furniture collections created in cooperation with renowned Polish designers. Mutual trust, full creative freedom of the authors, and understanding of users' needs gave rise to creative and unique solutions. We believe that these designs perfectly illustrate the power and value of cooperation in which professionals have unlimited space to use their knowledge and talent. These designs perfectly illustrate the power and value of collaboration based on mutual trust and respect.



JAKUB JESIOŁOWSKI  
JAKUB KNOBLOCH







As we felt that it was time to take the next step, start a new chapter, we invited Iza Broła-Cieśluk and Kasia Bukowska-Wcisło of **Broła&Bukowska Design Studio** to work on our marketing strategy, who helped us understand both our real needs and the opportunities ahead. The strategy we created together has become a roadmap for MOTIV HOME's further development. The three pillars of this new strategy are: originality, creativity, and the idea of collaboration. This is what inspired us to start working with renowned

## Partnership and trust

Polish creators. Today we are convinced that the individual identity, unique approach, and boundless creativity of each designer is the foundation for creating a new, coherent vision for the company. The Broła-Bukowska studio played an invaluable role in shaping the new product offer by efficiently coordinating the cooperation between MOTIV HOME and the invited designers. This whole unique process made us aware of the great potential of Polish design and motivated us to promote it both in Poland and on European markets, where we have been present for many years.



Broła & Bukowska design studio  
photo: Flarra Katarzyna Kitajgrodzka







The most important thing is mutual understanding. It builds trust and confidence that what we are doing makes sense.



photo: Flarra Katarzyna Kitajgrodzka

## Izabela Broła-Cieśluk

Creator of furniture and industrial design, designer of artistic installations and visual identity systems, strategist. Graduate of the Faculty of Design at the Academy of Fine Arts in Poznań. Co-founder of the Broła & Bukowska design studio, which focuses on long-term projects aimed at developing the design potential of companies and the image as well as graphic identity of brands and locations. In addition to her own work, she has managed processes and groups of creatives, flexibly adapting them to projects of various scales – the results include a Top Design 2019 award, presentation at Salone del Mobile, and a KTR award. She is also a finalist of the "Dobry Wzór" competition.

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**Organic**

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The most prominent feature of this collection is its modularity. This is becoming increasingly important in today's design, especially for the ability to adapt the furniture to the needs of specific spaces and users. Thanks to the variety of shapes available, Organic allows the creation of diverse configurations. It fits perfectly in both commercial and residential interiors. The elements of the collection can be combined as a coherent, monolithic piece of furniture or used in a more casual arrangement. Their surprising comfort and high quality of workmanship translate into the durability and esthetics of the product.



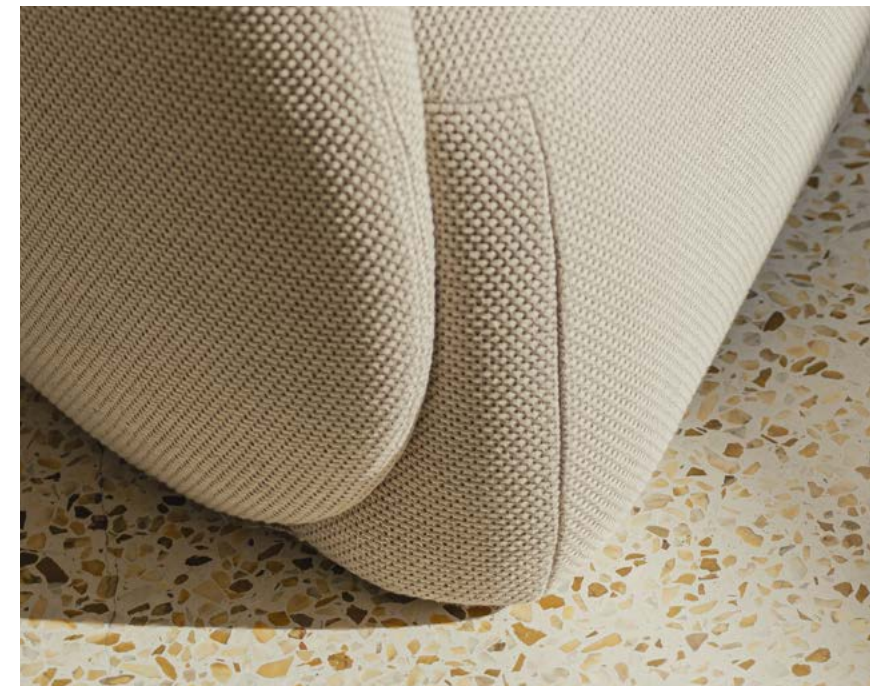
# Organic

DESIGN  
IZABELA BROLA-CIEŚLUK





MODULAR FURNITURE









# Dumbo

DESIGN: IZABELA BROLA-CIEŚLUK



## Dumbo

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A seat that combines the features of a chair with armrests and a comfortable armchair. Designed with comfort in mind, ideal for long conversations with loved ones around the table. Its distinctive, friendly shape makes it perfect for a hotel room, a home dining room, or a conference table. It promises comfort with its minimalist, rounded shape. This armchair is a coherent, robust form that will stand the test of time.

PHOTOS  
PION FOTOGRAFIA







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[WWW.MOTIVHOME.COM](http://WWW.MOTIVHOME.COM)







**We consider relationships very important when working with partners. There must be a certain chemistry and mutual understanding between us.**



### **Pawlak & Stawarski**

Design studio founded by Bartłomiej Pawlak and Łukasz Stawarski, who have been designing products since 2014, combining different character traits and temperaments. In their designs they often incorporate natural materials, using both artisanal and modern technologies. Their studio was included in Dezeen's 2020 list of the most promising young design studios from around the world.



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**Bold**

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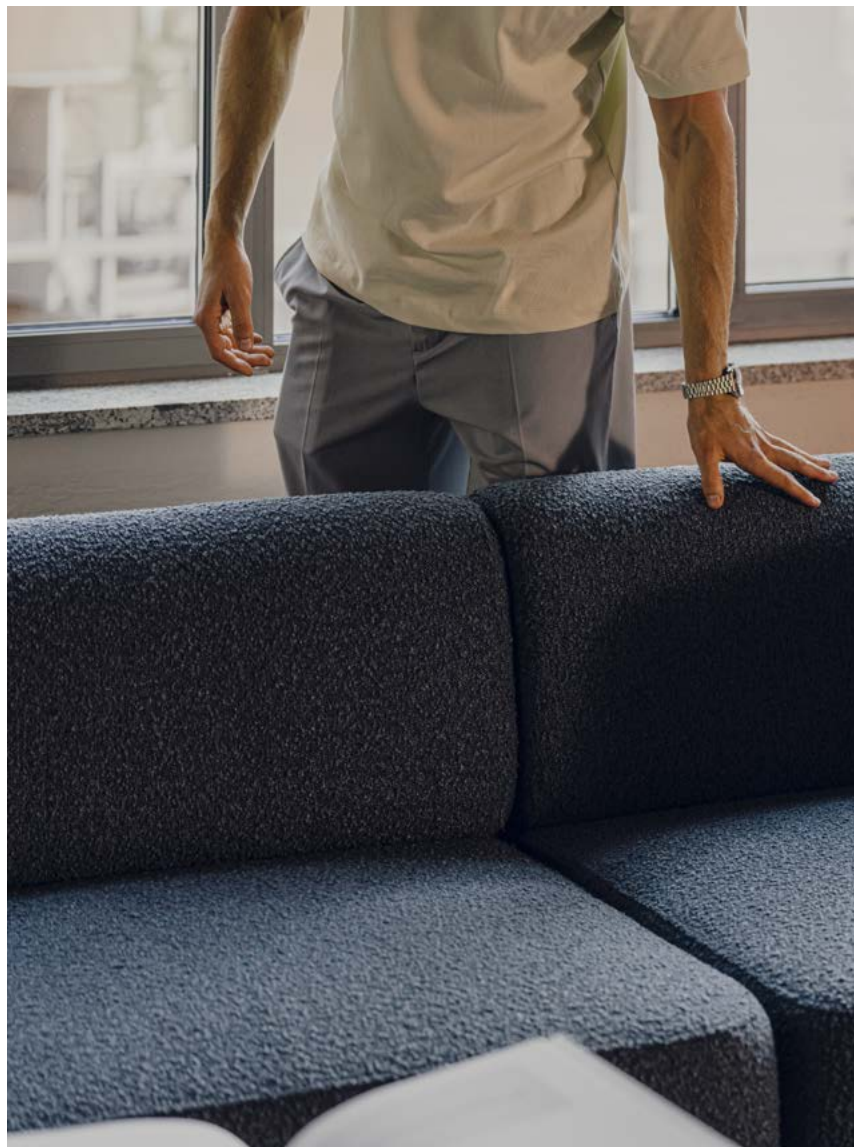
An expression of our strive for forms that are timeless and bold at the same time. In the face of ever-changing trends, this design remains beyond temporary fads, combining classic forms with modern style. This collection is a combination of clean, simple forms that allow for flexible arrangement using only three modules. The versatility and simplicity of these pieces enable a wide variety of arrangements. The minimalist yet expressive design combines functionality with esthetics. BOLD is a great choice for contemporary commercial spaces, but also works well at the home. This collection unites the characteristics of both worlds, while maintaining distance and independence from current trends.



# Bold

DESIGN  
PAWLAK & STAWARSKI



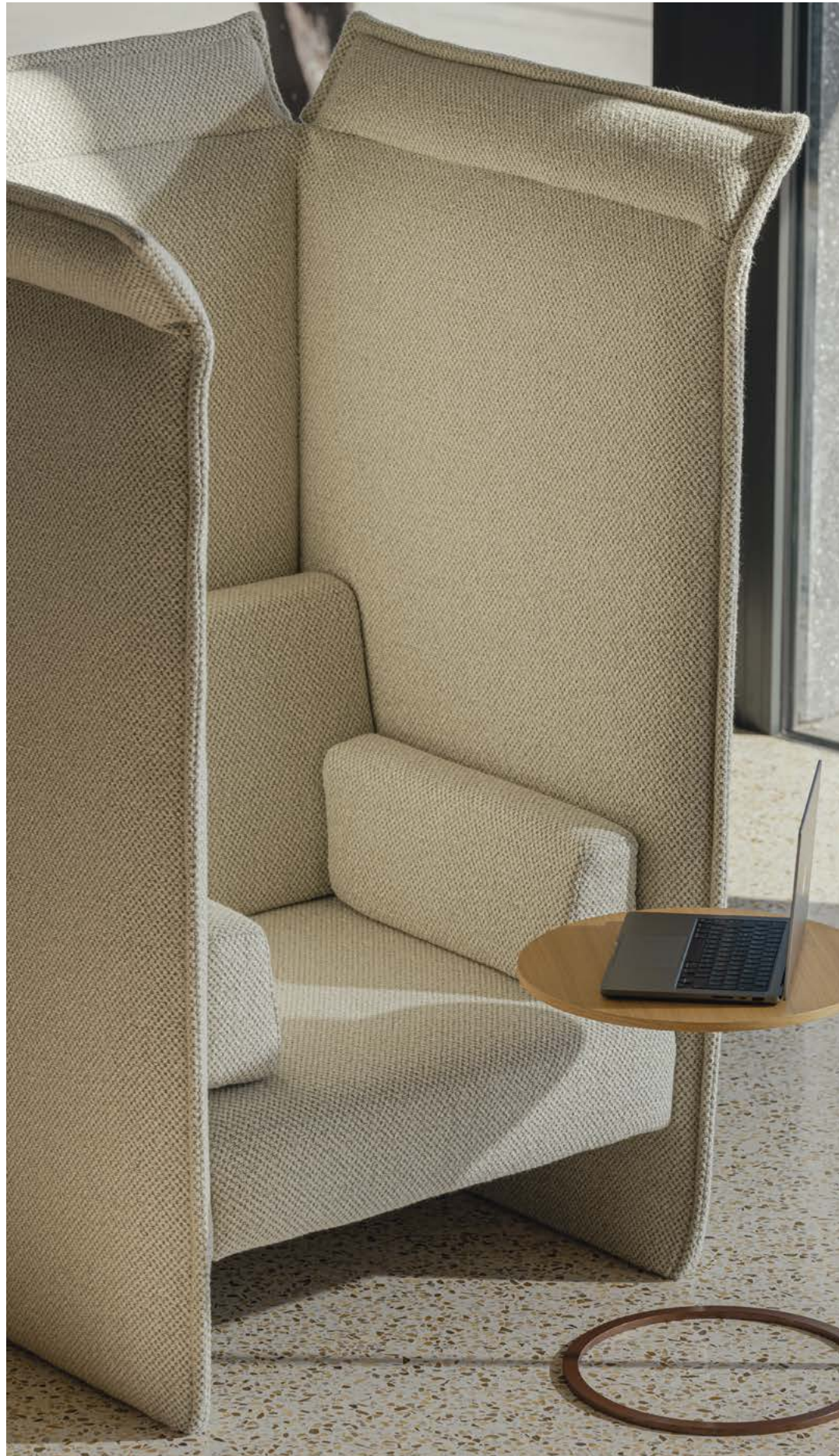


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# Chat



A collection designed to ensure privacy for its users. Sofas and an armchair with high backs and armrests give a real sense of tranquility in the surrounding. Apart from units with an acoustic function, it is also possible to choose ones with a standard height and above-standard comfort. The design of the CHAT furniture is a combination of classic forms with a modern twist, making it a good choice for both a contemporary office and a minimalist apartment. Models with high backs and armrests, facilitating the confidentiality of conversations and meetings, are also perfect for shared and public spaces.

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We believe that the result of collaboration is always synergy, which means that we can achieve more together than apart.



photo: Niccolo Berretta

## mode:lina

A design studio founded in 2009 by Pawel Garus and Jerzy Wozniak, two architecture students at the Academy of Fine Arts in Poznań. They acquired their experience and approach to architecture at the Dutch studio Liong Lie/123DV in Rotterdam. For more than a decade they have been running their own design studio, creating interior designs that have appeared in more than 200 national and international publications, and won awards in numerous international and national competitions.



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**m.o.d.**

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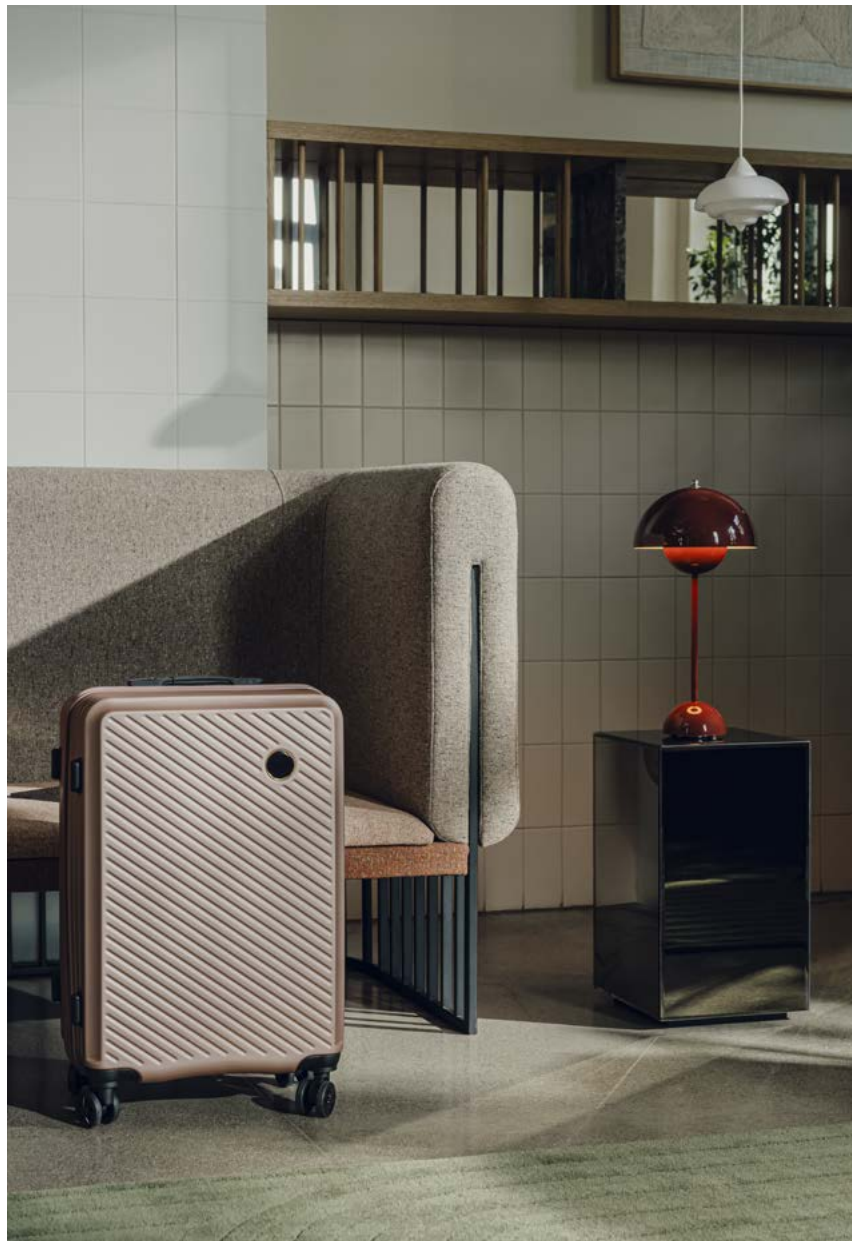
Modular, exceptionally original collection that cannot go unnoticed. Combine different elements, colors, materials and have fun configuring a piece of furniture tailored to your personal needs.



**m.o.d.**



The **inspiration** came from the idea of creating a piece of furniture that is theoretically made up of different elements that do not necessarily fit together. Each of these elements had its own unique form and texture – from bolsters to round shapes and steel details.









**Each collaboration brings a fresh impulse and the opportunity to realize a unique concept. A new story is told every time.**



### **Nikodem Szpunar**

Designer, graduate of the Faculty of Design at the Academy of Fine Arts in Warsaw and the National College of Art and Design in Dublin. He designs furniture and interior accessories for both industrial and small series production. Besides working with industry, he creates paintings with his own tools and carries out projects on the edge of art. His designs have been exhibited internationally from Berlin, Milan, and London to New York, Hong Kong, and Japan.



# isa

DESIGN: NIKODEM SZPUNAR



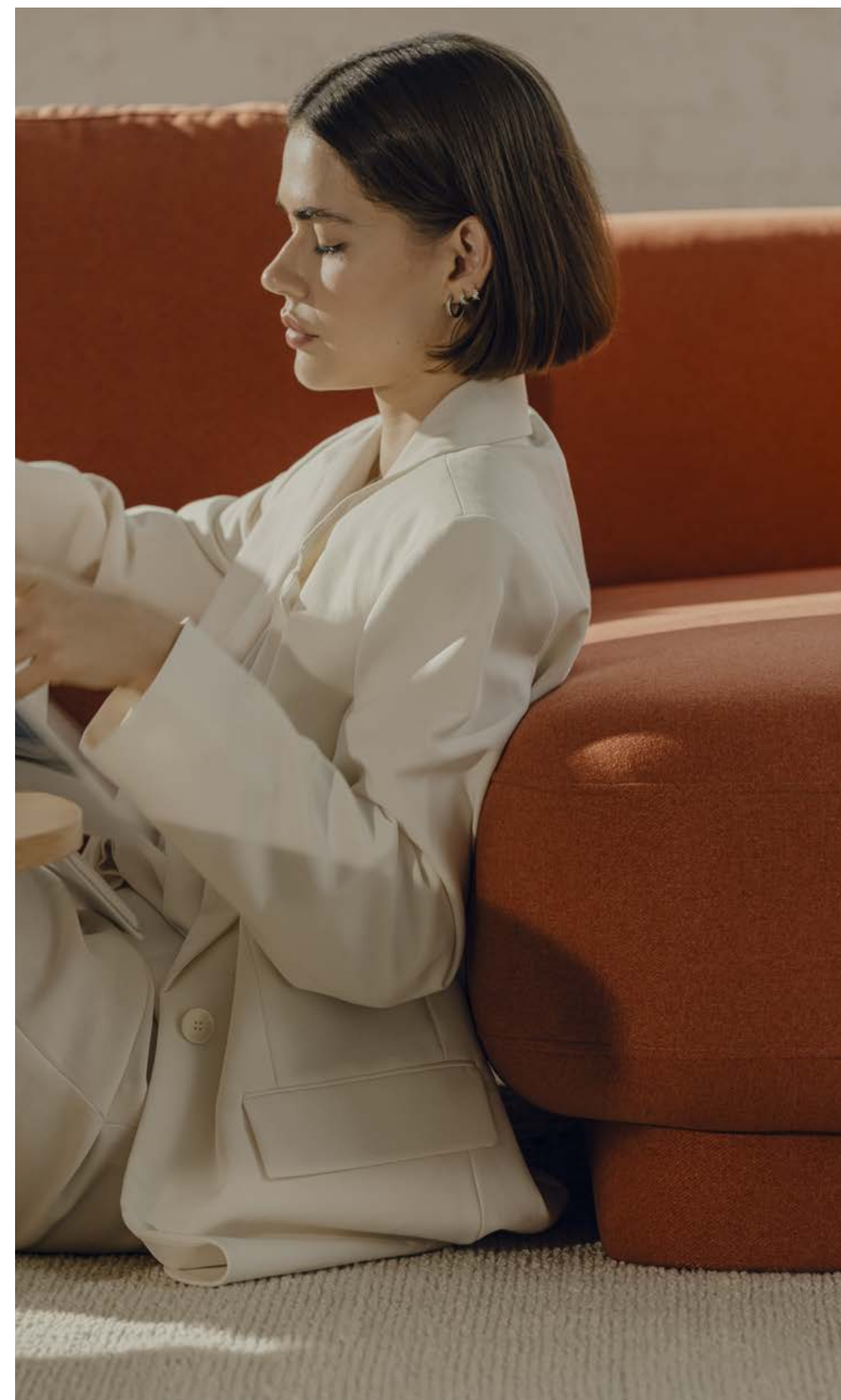
## isa

Collection of elegant sofas with a minimalist, compact design and delicate, rounded shapes. Soft, loose backrest cushions add to its coziness, while subtle asymmetry emphasizes its uniqueness. It is perhaps the most homely of our new furniture.

PHOTOS  
PION FOTOGRAFIA







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**Seg**

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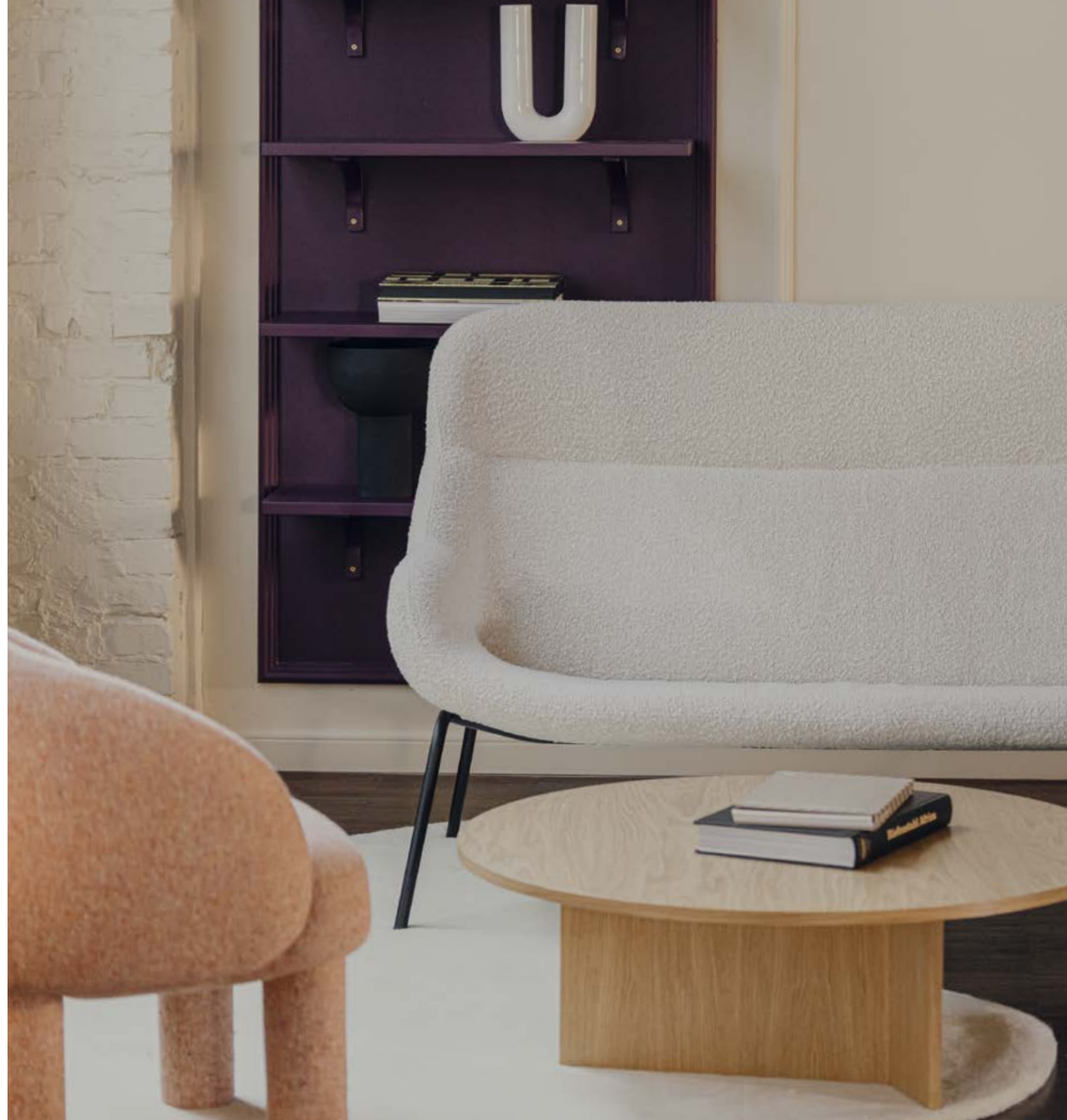
Simplicity of form and structure, neatly and ergonomically combining three plywood SEGments into one coherent whole. The shell of the seat, which transitions smoothly into the backrest, is suspended on a light metal structure, which gives the entire form a delicate feel. The roundness of the shapes attracts attention and makes both the armchair and the sofa appear robust, yet subtle and inviting.



# Seg

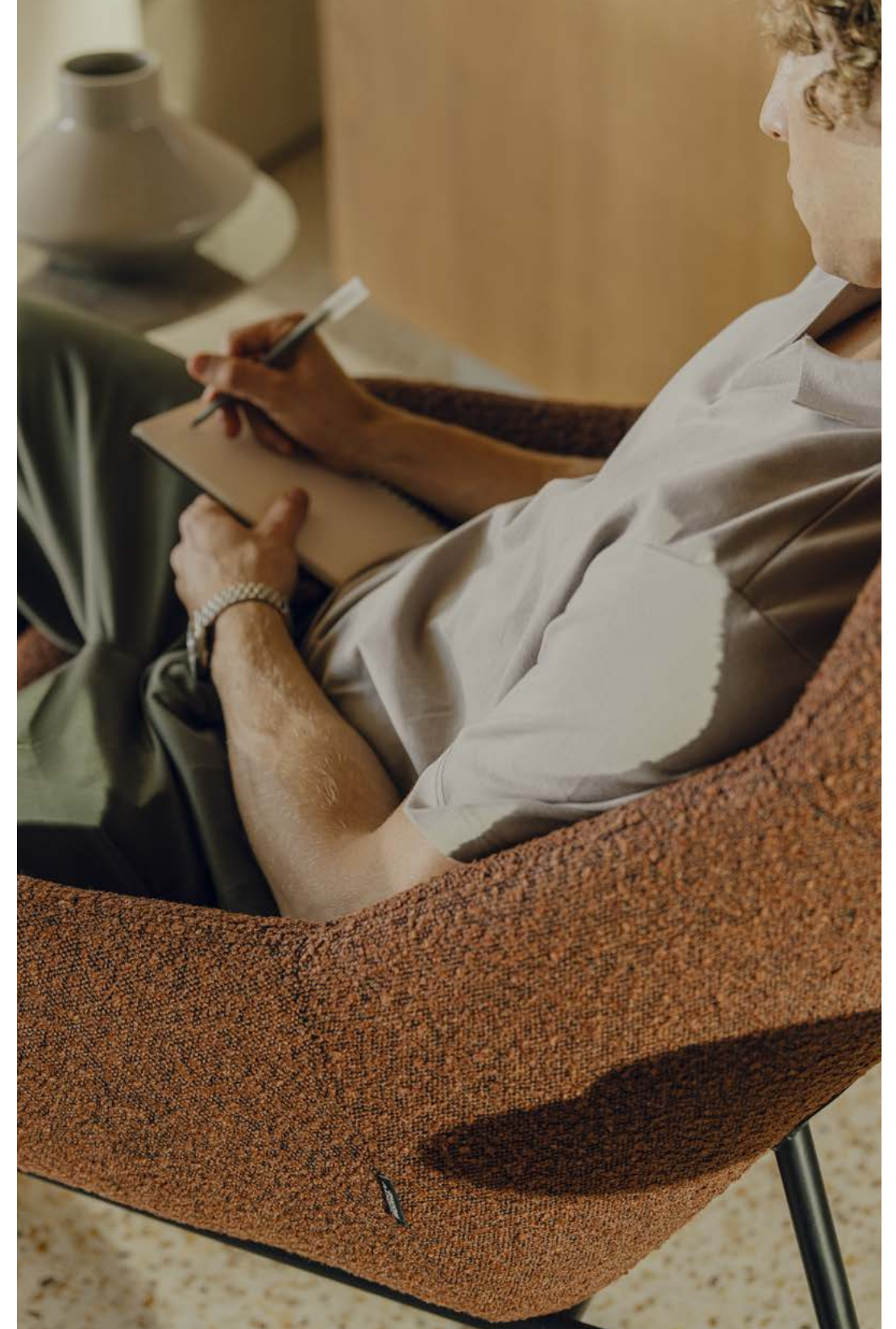
DESIGN  
NIKODEM SZPUNAR





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SEG









**When we form relationships, we learn from each other and share experiences. Working with manufacturers and contractors is also a valuable source of knowledge.**



### **Witamina D**

Małgorzata Knobloch and Igor Wiktorowicz – graduates of the Institute of Design at Koszalin University of Technology. In 2013 they co-founded the design studio and brand WITAMINA D, which offers collections of furniture and accessories made from fine materials in collaboration with local artisans. The designs of the WITAMINA D duo have been shown at many exhibitions in Poland and abroad, including Milan, Beijing, London, and Eindhoven.



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**Arc**

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Furniture designed to blend interiors with open spaces, terraces, and gardens. Thanks to its soft upholstered elements, Arc works well in contemporary spaces. However, it is fully prepared for the autumn rains and constitutes full-fledged outdoor furniture.

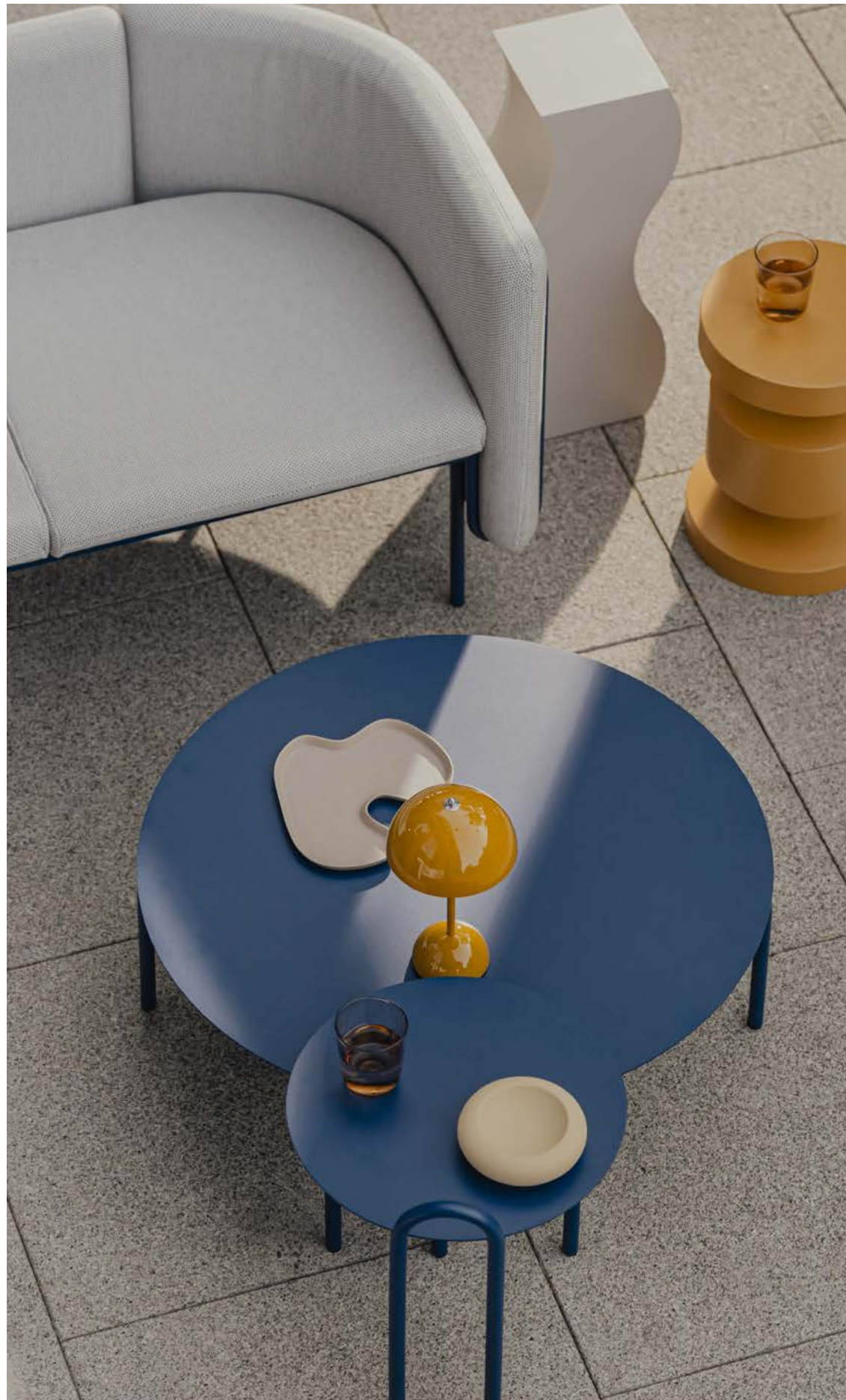


# Arc









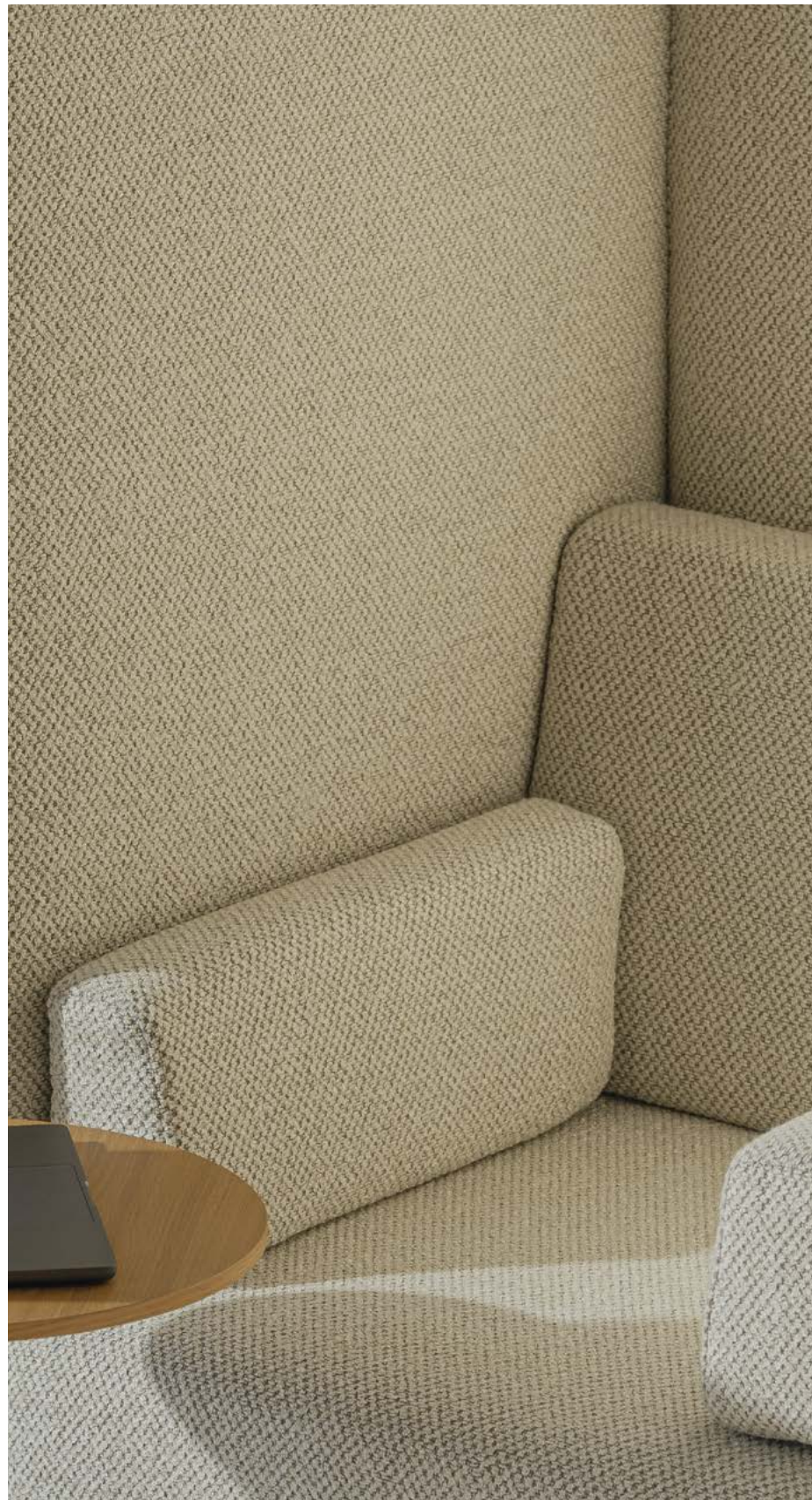
ARC  
WITAMINA D



Noteworthy is the design of the cushions, which, thanks to their flat shape, are easy to store once removed from the metal frames. But even without them, the furniture can still be used on less sunny, cooler days. The collection is complemented by tables in several sizes, which are sure to fit well in a hotel terrace or restaurant garden.

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## AFTERWORD

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The album **“Alchemy of Collaboration”** is the fruit of a two-year process of creating new **MOTIV HOME** collections. It is the result of the determination of a team with the ambition and motivation to search for something new in the dynamically changing interior design industry. The album summarizes the invaluable creative work and painstaking coordination of the teams involved, embellished with photographs by the PION photo studio and interior designs by Anka Sanetra. We would also like to appreciate the professionals on the production lines, thanks to whom we can all benefit from the results of this project. Each piece of our furniture passes through at least 10 pairs of human hands. Many of the upholsterers, seamstresses, cutters, or carpenters working for MOTIV HOME have at least a decade of experience in their profession. They all originate from Wielkopolska, often working for generations in the field of furniture production.

We believe that our work is meaningful and that the furniture offered by MOTIV HOME helps create interiors that meet your ideas and expectations. We want our new collections to help you individualize the spaces you design and emphasize their uniqueness. We also hope that the effort we put into the quality of our products will result in their durability and long-term comfort of use.

We encourage you to cooperate with us. We will be glad to inform you personally about the opportunities we offer to our partners. We hope you will become a part of our story and that we will create inspiring interiors together.

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