

crona collection

MULTITALENTED



brunner ::

crona collection

MULTITALENTED

PLENTY OF DESIGN FREEDOM.

Versatility is the art
of always showing
your best side.

The amazing thing about our crona collection is its changeability. Hardly any of our other ranges has this versatility. Or should we say diversity. Each piece of crona furniture is a small masterpiece in terms of design language on the one hand, and functionality on the other.

Always new, always expressive and always crona. The virtually limitless range of possible combinations of materials, colours and features makes this variety of models possible.

crona collection

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THE MANUFACTURING PRINCIPLE.

Made by human hands and hearts.

A click, a rattle, a buzz. The sounds of upholstery are like a mechanical heart beat. Produced by sewing machines and staplers, and in particular by human hands. Here in the Brunner upholstery workshop, which is a bit like the heart of the company, our upholstered furniture pieces, quite appropriately, gain their essence. Made by hands and hearts.

Over 100 employees get hands-on here to ensure optimum seating comfort. Countless skilful hand movements later, both routine and specialised, a Brunner piece of upholstered furniture is created from various elements.

It is not the machines here cutting and stitching, stapling and sewing, upholstering and covering, it is the people. Assisted by modern technology and intelligent processes. These run in the background. The craftsmanship is at the forefront.

Only the cutting of fabric or leather for a piece of upholstered furniture is partially automated. Even here though, people are needed when it comes to the best possible use of the material. In this scenario, the people check the leather and note even the tiniest of imperfections, manually excluding these from the cutting.

After all, quality requires expertise. And expertise is human. Including when it comes to moving and stretching a fabric to examine and assess it. Every yarn and every weave type is distinctive. Different chair coverings need lots of different materials. And different fabrics need different stitching. All this comes from experience that must be gained and cannot be programmed.

From cutting to finishing, from upholstering to the final assembly, many of the production steps at Brunner involve manual work and craftsmanship.





Furniture needs people more than machines.

Many of the production steps involve real manual work. Several at the start and several at the end of the process.

For example, surfaces are also carefully finished by hand. And wooden shells and frames are also stained by hand. In a well-rehearsed choreography, the stain is applied in flowing movements. A manual work step that we use to ensure the uniformity of colours across all of our Brunner products.

Ultimately, the idea is manufacturing that we combine with the requirements of a modern company. A company that lives by all of its products bringing high quality together with a lovingly finished and flawless appearance. Regardless of quantity. An attitude that just would not be possible without craftsmanship and the people who have mastered it.



Made by hand, finished with passion.

PIECE BY PIECE, MOVEMENT BY MOVEMENT.



THE HUMAN FACTOR

Brunner quality requires manual work in many areas. It requires a sense of proportion, passion, experience and know-how.

crona gives you the choice of choice.

Colour freedom x custom shape x material mix = huge variety of styles.

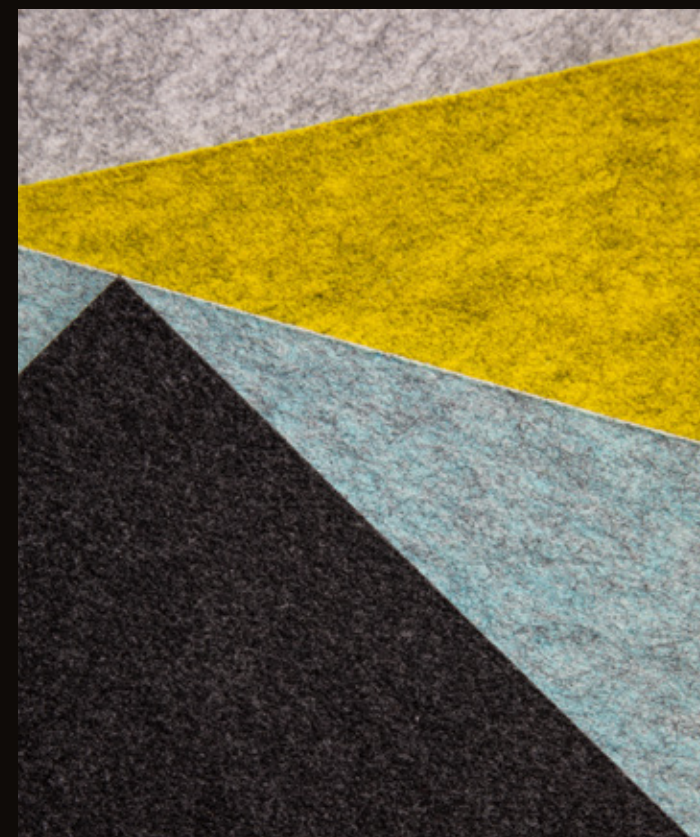
Infinite variety always arises where a good idea can take as many forms as possible. And where the same great idea always remains. This is the case with our crona collection. Less of an all-rounder. More of a chameleon. Something of an expert. As a chair in the cafeteria or lounge furniture in a hotel, whether inside at the bar or in the outdoor area.

The art lies in combining the right components to create a custom solution. Components such as shapes, colours and materials. The ever-changing variations that arise from the constant new interactions. And, at the same time, in addition to the freedom of choice, the security of always taking a seat on crona. Regardless of whether you opt for chrome or black cherry, melon, lava or lemongrass.

Counting all of the colours and varnishes, all of the stain and coating shades, and all of the decor types and felt colours, all in all over 170 colours are available for crona.



This does not include the 900 colours of the 35 different fabric types available. There are also another 44 colour options available in real or imitation leather. Plus four wood options to choose from with beech, oak, maple and walnut – and three metal finishes: chromed, polished and coated.



As an example of the many options available for the seat shells, our non-woven fabric is listed here. It bears the lovely name of crona felt and it is our way of giving shape to creative ideas with an innovative material. crona felt is pressed and shaped from polyester fibres. And it is available – you guessed it – in not just one, but 4 colours: light grey, frost, yellow and dark grey.

You should take a
look at this range.



crona

Archirivolto



**Going about life
with four legs.**

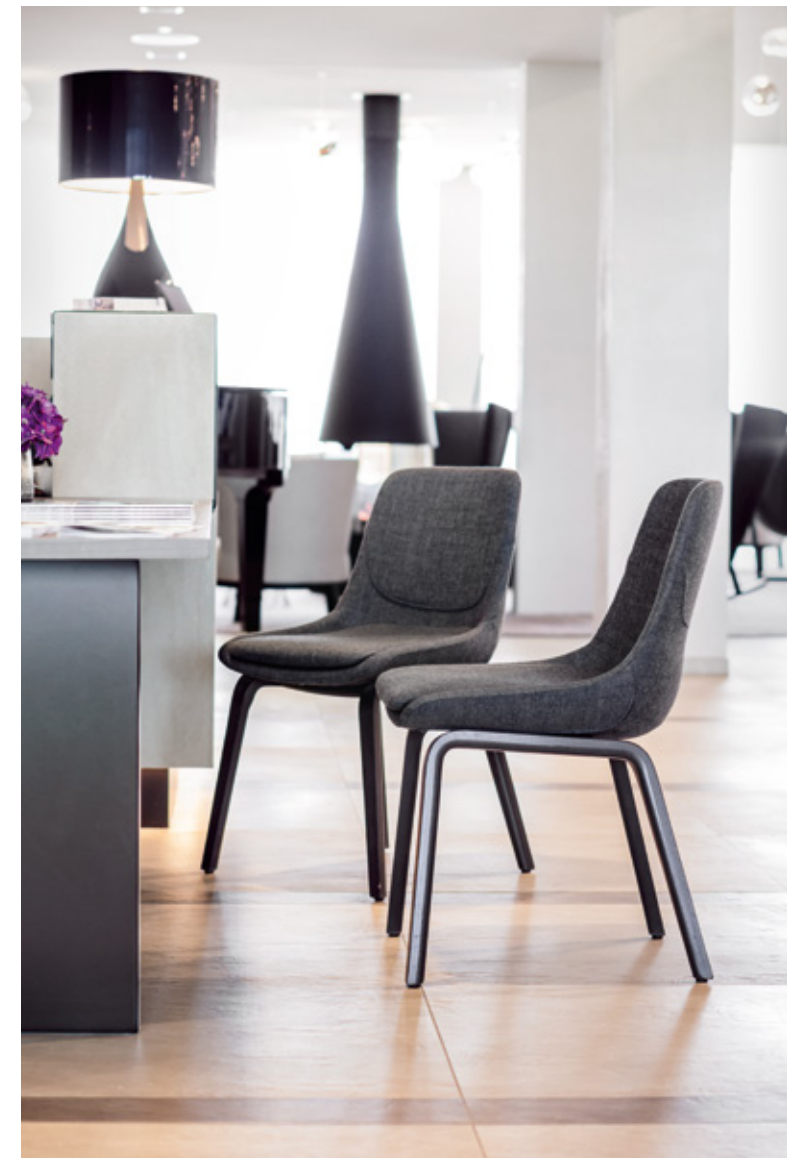


Dynamic and yet stable. Lightweight but still well upholstered. A double-cushioned seat shell floats atop crona's frame. In addition, a steel frame ensures stability and longevity because what is on the inside is what really counts.

Everyone
takes a seat for
presentations.



**Two-piece for
every occasion.**



Separation doesn't have to be painful. With crona in fact, it's a good thing: A dividing seam between the upper back section and the lower seat area gives the full upholstery a unique look. The seat with bi-colour upholstery or in a combination of fabric and leather is particularly refined looking. Distinctive: beautiful.

crona bar

Archirivolto



**You would happily
stay seated at the
bar on it.**



The unusually shaped, fully-upholstered seat shell is so comfortable that it's easy to lose track of time. In the version with the seat that rotates on the central foot, everything revolves around your comfort. At counters or café tables, crona bar is on trend and you are always on a high.

crona lounge

Archirivolto



Bursting at the seams.

The first striking element is the high, comfortable backrests on the armchairs and sofas. You see them, but you mostly feel them. With their colour contrasting design, along the delicately stitched seams, crona lounge manages to bring together numerous materials. There's no waiting for comfort here.

Sitting here becomes
irresistible.





Looking for the perfect high-back chair to relax in?
We have just what you're looking for... The soft upholstery makes the crona lounge the ideal place to sit back and unwind. Honestly, your back will thank you for it. And the stunning design makes this piece of furniture a treat for the eyes, too. Before you know it, you'll have fallen in love with the two ear cushions.

Perfect for every situation.



crona light

Archirivolto



A good idea can be recognised when something new is always born from it. Like crona light. Unmistakeably part of the crona family. The matt plastic shells are visually reminiscent of the existing upholstered models and can be combined with various bases. Hands up if you still think light products are tasteless?

**Exciting colour combinations:
first you need to sit down.**





It's no coincidence: wherever crona light is, large numbers of people seem to gather. That is either because the chair is particularly stunning or a true all-rounder. It is even more practical that you can grab a few at a time: up to five chairs can be stacked quite easily.

**So comfortable,
it even loves to sit
on top of itself!**



crona light bar

Archirivolto



High culture.



Sitting on high heels: With its design language, crona light bar has not only raised the height of the seats within the crona range but has also become a benchmark for barstools. The best features for the gastronomy and bar sectors make it stand out: That only leaves one question: What are you drinking?

crona light touch

Archirivolto



Mixed doubles.



With this chair, we are taking things up a notch: or to put it another way, an interior through liner on top of the plastic shell. That way the wide range of colours, customised to your preferences, is preserved, even with the additional comfort. After all: you specify the colour.



crona felt

Archirivolto



Sitting with flair.



It doesn't take long to see its benefits – all the more time to enjoy them. The unusual look of crona felt is the result of a fixed seat shell made from non-woven material in four different colours. A cosy transition from design to comfort.



Attention to detail is reflected in every fibre. The polyester fibres are pressed and moulded to stand up to all requirements. Available in combination with a sled-base or wooden frame, the felt is always in top shape here.



crona steel

Archirivoltò



Seating comfort, normally only felt from within: Generously wide flat steel struts make this sophisticated four-legged version your back's best friend. The same can be said of the incorporated lumbar support that ensures your back stays cool at all temperatures.

Made of style.

crona steel is the perfect outdoor chair that suits any environment and defies the weather, including the version with seat cushions. With water-resistant cushions made from our own range of fabrics, the right theme can be achieved on any terrace or balcony.




Perfect for sitting outside: the crona steel range is growing. A bar stool, bench, standing table and side table, and a lounge chair with and without armrests are now available in 7 different colours and with a special coating. All of them make a clear design statement – indoors and outdoors.



**Everything here
is meant to be shown
to the outside world.**



Photos:
Der Öschberghof, p. 20 / 21, Stefan Marquardt



We like to be comfortable. Do you?
Then sit back and watch our video to find out more
about the multitude of uses for our crona collection.
Scan the QR code to get started!

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