feliz™ collection

catalog spring 2013

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about_feliz

... back to furniture! feliz is a Swiss & Italian brand for high end home furniture, founded in 2012 by architects and designers Felix Held and Raffaello Ape. As designers we strive to return to the greatness of classic modern design in a contemporary context. As manufacturers we are committed to sustainable, high quality products Made in Italy.

New collections and revised editions will be presented each spring/fall in Milano and London.

overview

1 ADA and CAL is a table-and-chair system in metal and wood
2 TCT (tableclothtable) is a series of coffetables, sideboards and sidetables in metal
3 LOL is a seating system with a peculiar pressed-wood-and-lacquered seat
4 TRE is a series of tables and seating units using the same combination of three geometric shapes

1

2

3

4

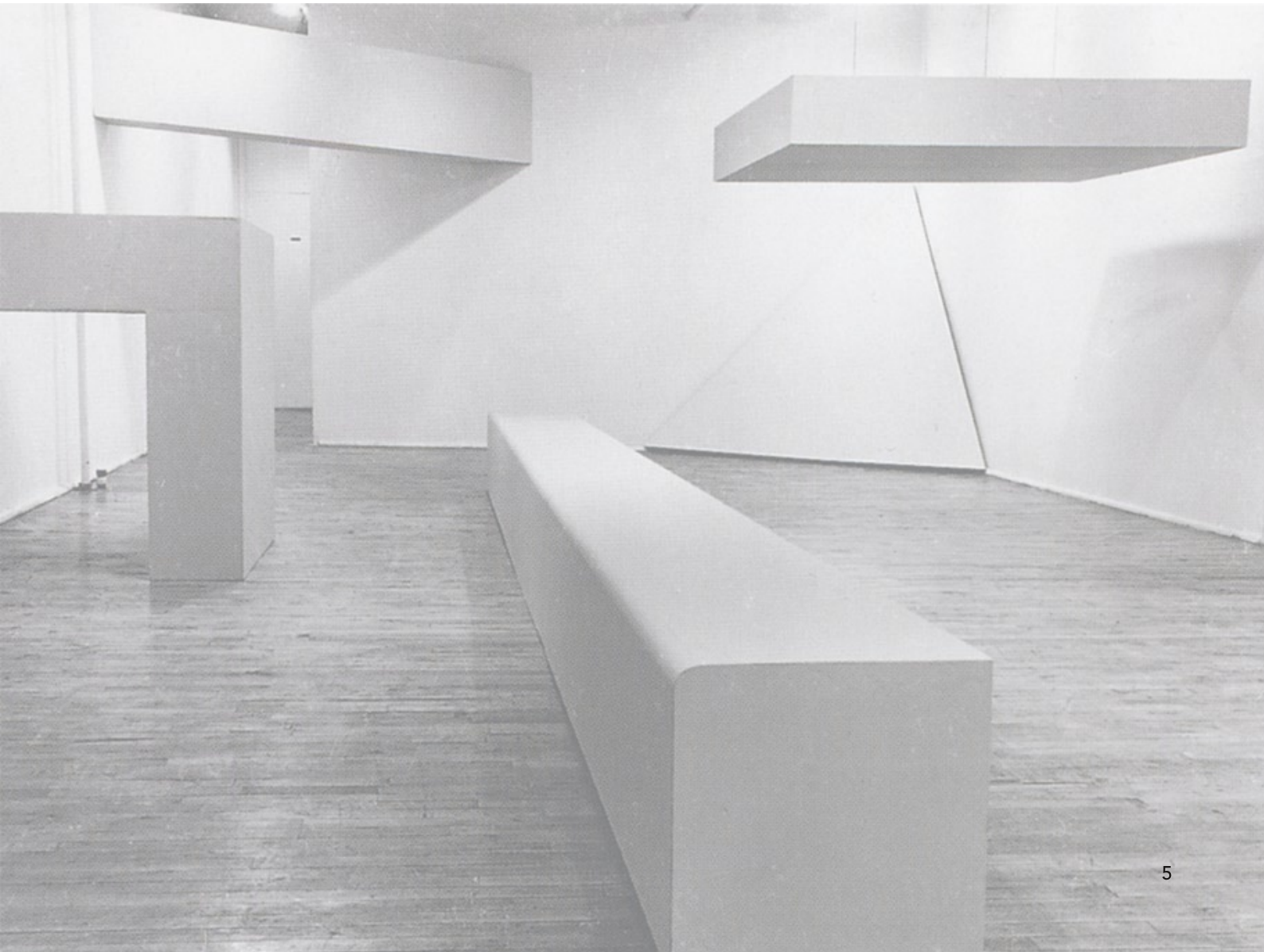


table ADA white frame, Douglas Fir top

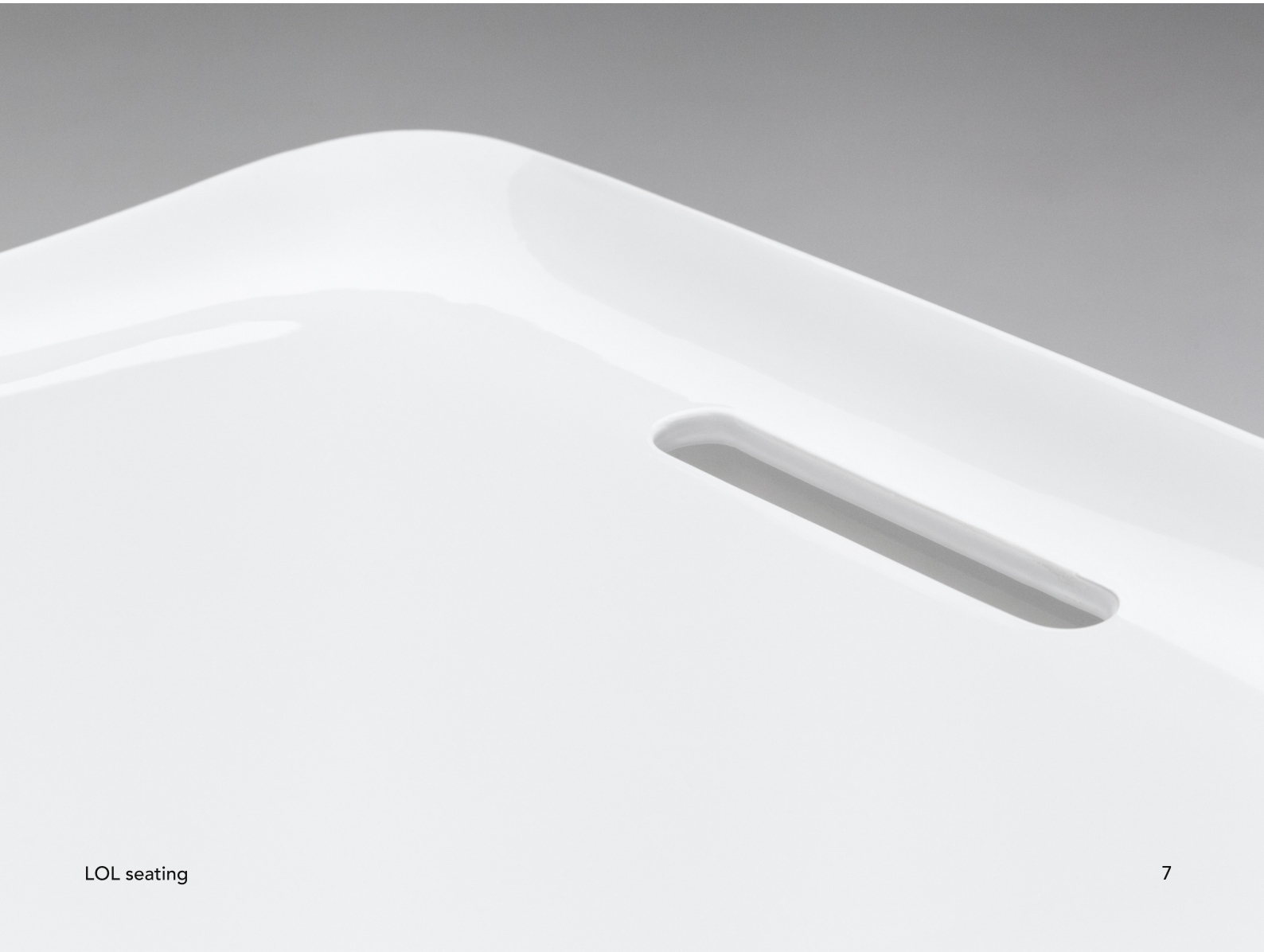
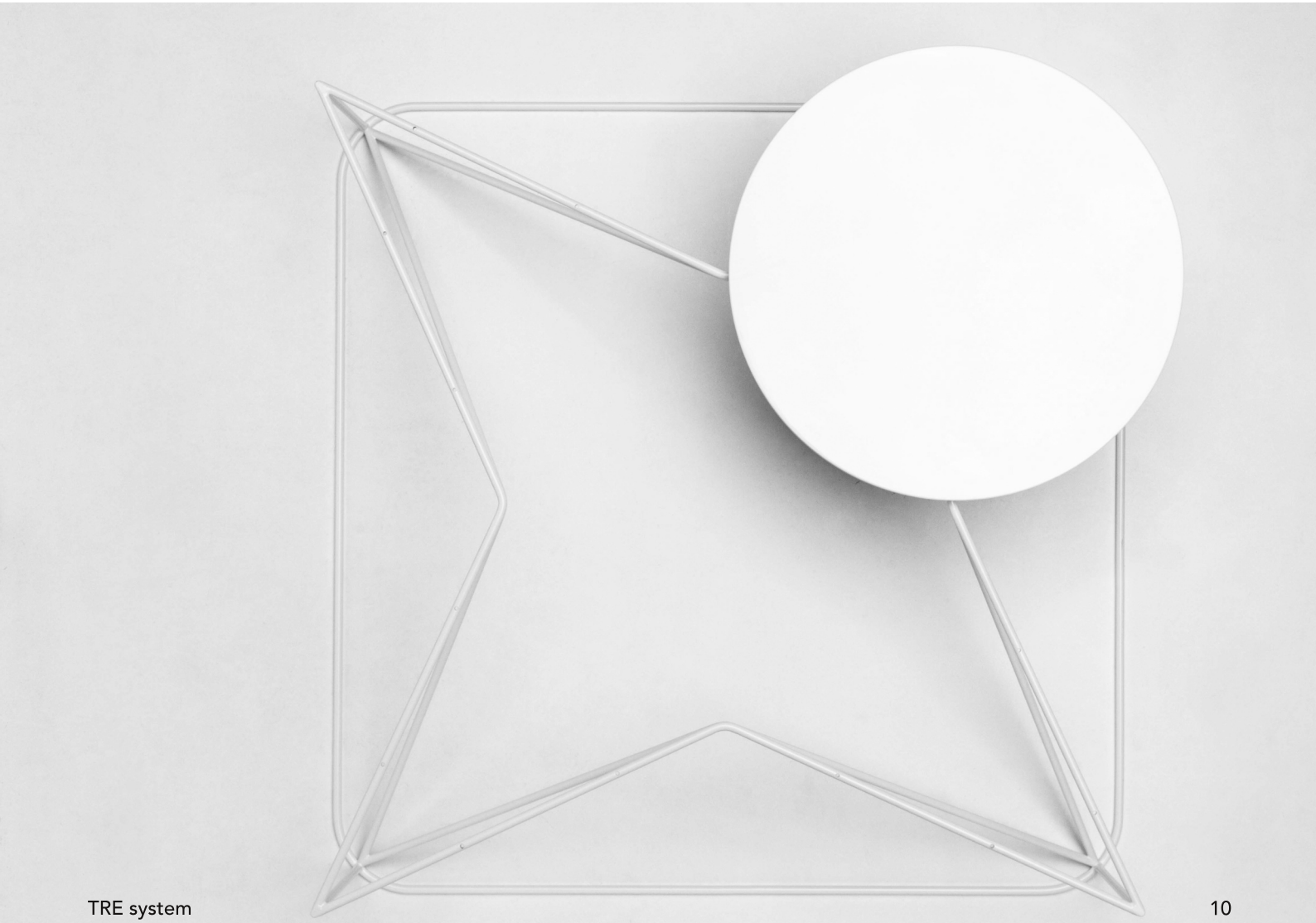
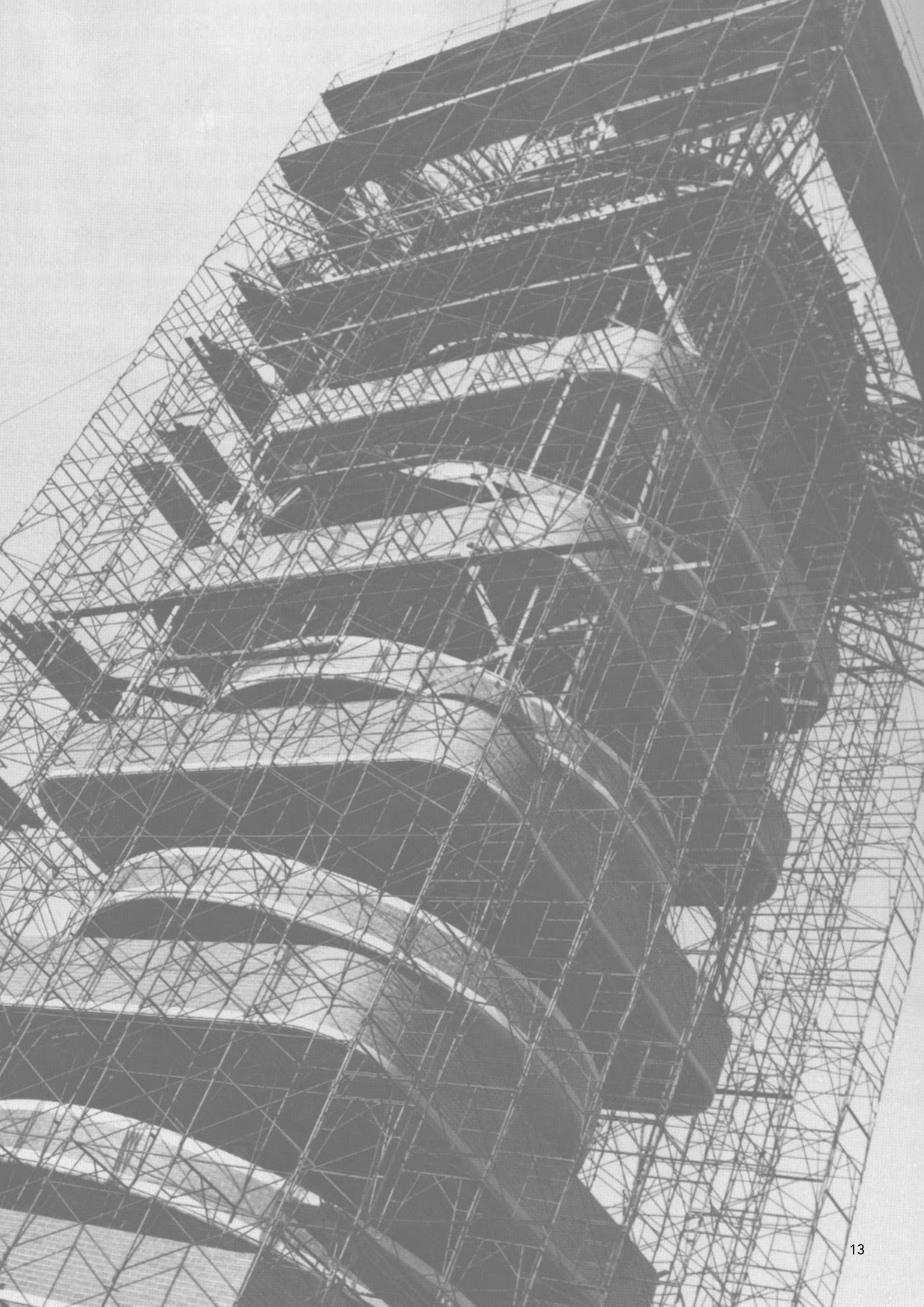


table TCT_OneTwo orange



seating unit TRE_soft - linen cover

table TRE in white



launch at EDIT by designjunction La Pelota Milano April 2013

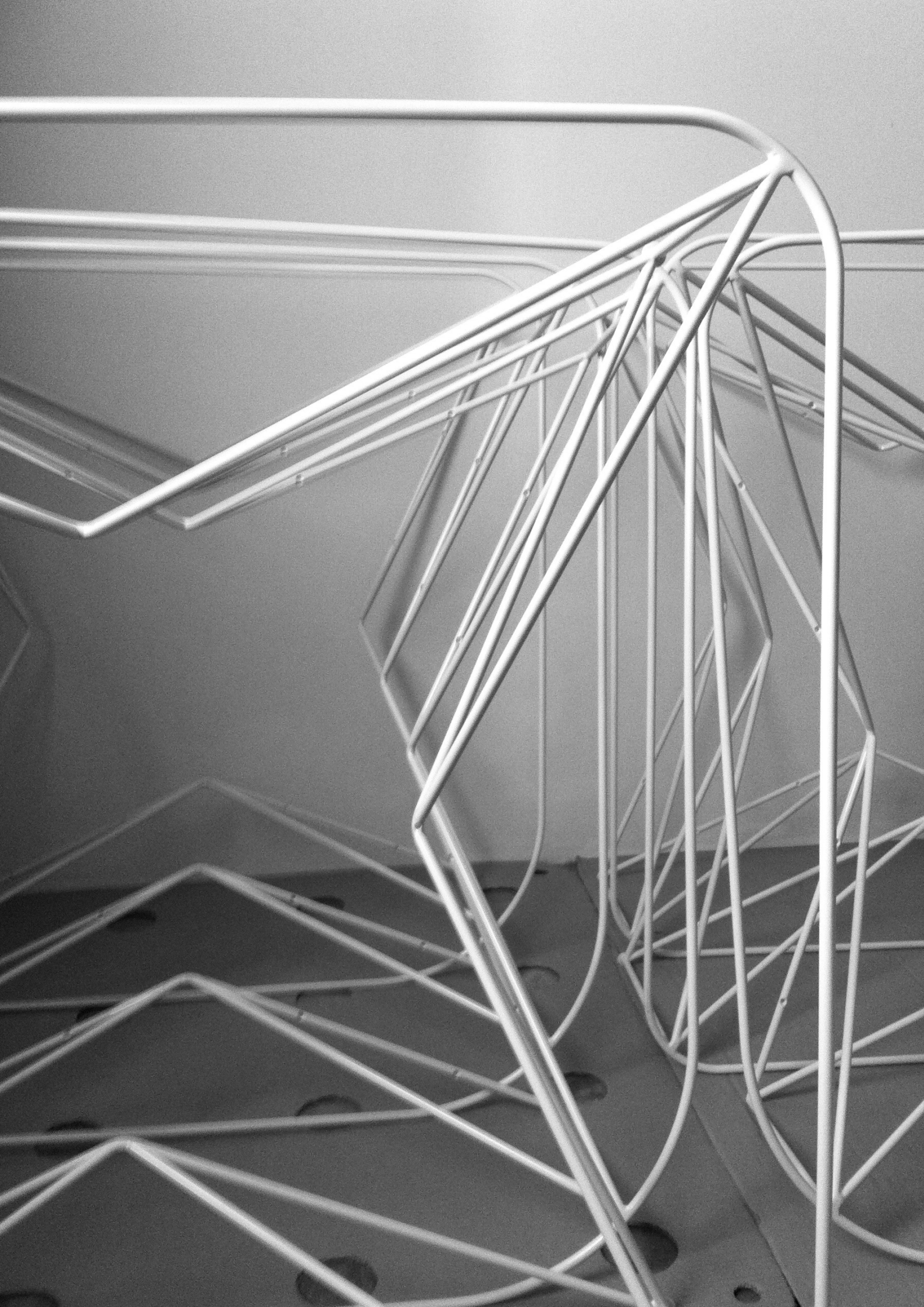
Goodbye Milan - Hello London! Our first presentation at EDIT by designjunction at Milan Design Week in April 2013 exceeded our expectations. Nevertheless we are still in the middle of the market launch, and will have our next 'first launch' of our extended collection September 18-22 2013 at The London Design Festival!

what's new in summer 2013?

The evaluation of the personal responses at the Salone Milano helped us to optimize our running production regarding colors, dimensions and manufacturing details. For example the standard frame color of ADA and CAL is now nr 002, a warm greyish white, which blends perfectly with the washed colors and with Douglas Fir. ADA is now available in a longer version. ADA and CAL are being offered as a bundle (1 table plus 2 chairs), CAL in a set of 4. By the way: we are working on outdoor versions of some items. TRE tables: rosewood (palisander) and marble (Sivec) are the preferred tops. TCT tables: the 55/110cm type will soon be available in a higher version. The LOL seating system continues to evolve, so does the TCT system. The TRE setaing unit standard version is now composed of three parts with same height. Enjoy!

design & production - standard & custom

Our production is sustainable and 100% Made in Italy; the Brianza region is our main production site. We are producing small series of items in a limited range of colors and materials, to keep delivery times short. Customization to your needs is possible for certain models. In addition our design consultancy offers services for high-end private and commercial development, which includes interior design and project-specific furniture and product design. For further information please contact info@aboutfeliz.com.



buying - distributers & private customers

We are currently building up our sales network. Are you keen to be the first dealer in your area? Don't wait and contact Felix Held, heldfelix@gmail.com. For general sales inquiries, to find the nearest dealer, or to order products please refer to info@aboutfeliz.com. If you choose to shop online, visit our webshop at www.aboutfeliz.com.

press

We are delighted at your interest in our products, and are happy to respond to your questions and requests. We appreciate your commitment, and will provide you with the material you need. We don't have press kits to transcribe, and few press reviews to date. All press inquiries in English, German, French and Italian should be directed to Felix Held, heldfelix@gmail.com.

product sheets

feliz
ADA table

Douglas

feliz ADA_Douglas

table
Design: Felix Held & Raffaello Ape
Year of production: 2013

Dimensions: 72H 110W 80D (the long version: 72H 160W 80D)
Material: frame steel powdercoated (standard color 002), top laminated wood (Douglas Fir)
Use: dining table for two, desk
Variations: ADA_Washed for color lovers
Wood: You will love our untreated woods with oil finish
Packaging: recycled cardboard box
FAQ: Assembling the table is remarkably simple...

Color chart (frame)

001 002 005 009 013

Wood

Code Nr.

add frame color

ADA.0013.D ...	long version

www.aboutfeliz.com Product not suitable for outdoor use!

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feliz
ADA table

Washed

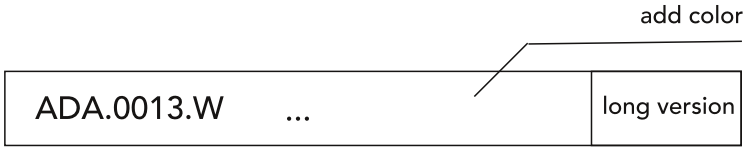
feliz ADA_Washed

table
Design: Felix Held & Raffaello Ape
Year of production: 2013

Dimensions: 72H 110W 80D (the long version: 72H 160W 80D)
Material: frame steel powdercoated, top laminated wood (Oregon ash)
Colors: frame has standard color 002
Use: dining table for two, desk
Variations: ADA_D in Douglas Fir
Glazed Wood: our glazing is washable, yet leaves the authentic wood feeling
Packaging: recycled cardboard box
FAQ: Assembling the table is remarkably simple...

Color chart

Code Nr.



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feliz
CAL chair

Douglas

feliz CAL_Douglas

chair
Design: Felix Held & Raffaello Ape
Year of production: 2012

Dimensions: 41-43H 47W 47 D (seat), 77H 53W 55D (frame)
Material: frame steel powdercoated (standard color 002), seating laminated wood (Douglas Fir)
Use: dining chair, desk chair
Wood: You will love our untreated woods with oil finish
Packaging: recycled cardboard box
FAQ: chair is stackable (4)

Color chart (frame)

001 002 005 009 013

Wood

Code Nr.

add frame color

CAL.0012.D ...

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feliz
CAL chair

Washed

feliz CAL_Washed

chair
Design: Felix Held & Raffaello Ape
Year of production: 2012

Dimensions: 41-43H 47W 47 D (seat), 77H 53W 55D (frame)
Material: frame steel powdercoated (standard color 002), seating laminated wood (Oregon ash)
Use: dining chair, desk chair
Glazed Wood: our glazing is washable, yet leaves the authentic wood feeling
Packaging: recycled cardboard box
FAQ: chair is stackable (4)

Color chart

Code Nr.

add color

CAL.0012.W ...

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feliz
TCT table

MVDR

feliz TCT_MVDR

Side table with drawers
Design: Felix Held & Raffaello Ape
Year of production: 2012

Dimensions: 32H 116W 116D
Material: frame and top steel powdercoated, drawers laminated wood
Use: sidetable
Variations: TCT is available in half size with one drawer (TCT_OneTwo)
Colors: We recommend to order color samples
Packaging: recycled cardboard box

Color chart

Code Nr.

add color

TCT.0012.M ...

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feliz
TCT table

OneTwo

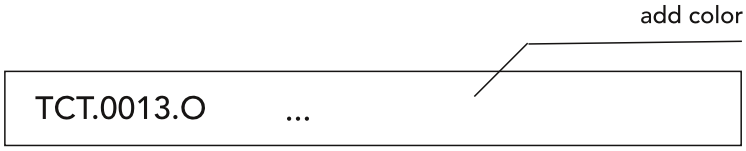
feliz TCT_OneTwo

Side table with drawer
Design: Felix Held & Raffaello Ape
Year of production: 2013

Dimensions: 32H 116W 58D
Material: frame and top steel powdercoated, drawer laminated wood
Use: sidetable
Colors: We recommend to order color samples.
Packaging: recycled cardboard box

Color chart

Code Nr.



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feliz
TCT shelf

urushi

feliz TCT_shelf

side table with light
Design: Felix Held & Raffaello Ape
Year of production: 2013

Dimensions: 60H 100W 36D
Material frame: steel rods powdercoated
Use: side table
Lighting: please ask for specifications
Packaging: recycled cardboard box

Color chart (frame and top)

002

013

027

Code Nr.

add color

TCT.0013.S ...

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feliz
LOL chair

urushi

feliz LOL_urushi

side chair
Design: Felix Held & Raffaello Ape
Year of production: 2012

Dimensions: 43H 50W 47 D
Material: frame steel powdercoated, seating laminated wood (beech), brilliant coating
Use: side chair
Variations: LOL is going to have siblings
Colors: We recommend to order color samples
Packaging: recycled cardboard box
FAQ: chair is stackable (4)

Color chart

Code Nr.

add color

LOL.0012.U ...

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feliz
TRE table

urushi

feliz TRE_urushi

Side table
Design: Felix Held & Raffaello Ape
Year of production: 2012

Dimensions: 32H 95W 95D
Material: frame steel rods powdercoated (standard color 002), tops lacquered MDF board
Use: sidetable
Variations: TRE is available with tops in natural wood or stone
Colors: We recommend to order color samples
Packaging: recycled cardboard box
FAQ: Tops are not attached to the frame. Secure fixings are available on demand

Color chart (tops)

Code Nr.

add color

TRE.0012.U ...

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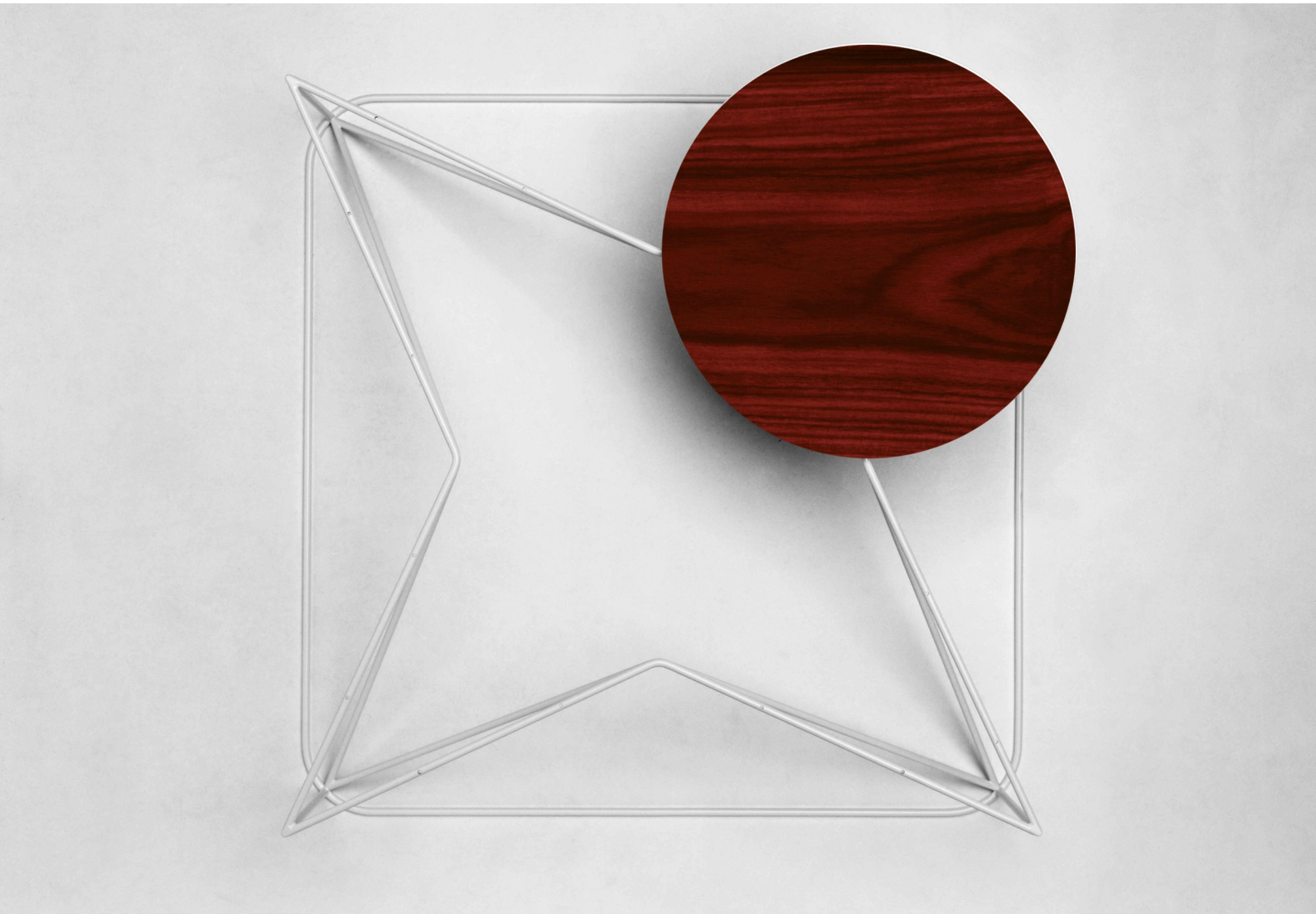
feliz
TRE table

classico



feliz TRE_classico

Side table
Design: Felix Held & Raffaello Ape
Year of production: 2013

Dimensions: 32H 95W 95D
Material frame: Material frame: steel rods powdercoated
Material tops: Marmo Bianco Sivec, Pallissandro (Rosewood)
Use: sidetable
Packaging: recycled cardboard box
FAQ: Tops are not attached to the frame. Secure fixings are available on demand

Color chart (frame)

001 002 005

Palissandro

Marmo Sivec

Code Nr.

add material

TRE.0013.C ...

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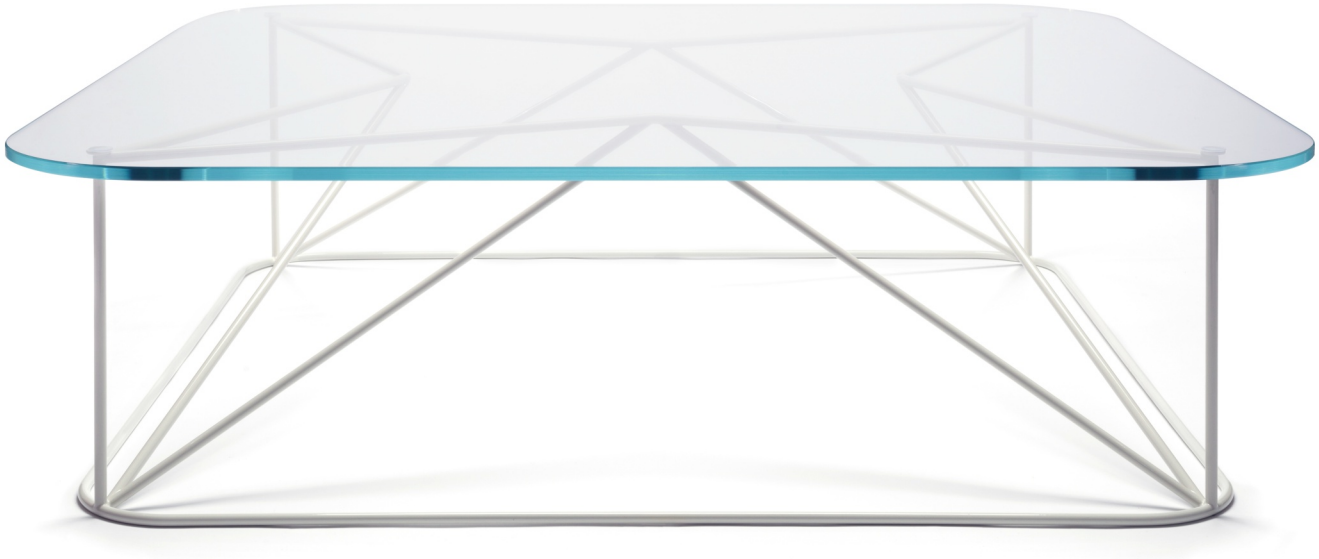
feliz
SGT table

glass



feliz SGT_glass

Side table
Design: Felix Held & Raffaello Ape
Year of production: 2013

Dimensions: 32H 95W 95D
Material: frame steel rods powdercoated, top safety glass 10mm
Use: sidetable
Variations: frame is available in different colors
Colors: We recommend to order color samples.
Packaging: recycled cardboard box

Color chart (frame)

001 002 005 009 013

Glass

Code Nr.

add frame color

SGT.0013.G ...

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feliz
TRE soft

linen

feliz TRE_soft

seating unit (ottoman chair)
Design: Felix Held & Raffaello Ape
Year of production: 2013

Dimensions: 37H 95W 95D
Material frame: steel rods powdercoated (always dark grey)
Material cover: linen
Variations: ask for special covers
Packaging: recycled cardboard box

Color chart (linen)

002

013

018

021

023

026

027

Code Nr.

add color

TRE.0013.S ...

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YARD

models

spring 2013

item	finish	item code	standard color*	available colors**
ADA	douglas	ADA.0013.D	002 (frame)	001 002 005 009 013 (frame)
ADA	washed	ADA.0013.W	002 (frame)	001 002 005 009 013 018 019 023 026 027 028 (top)
CAL	douglas	CAL.0012.D	002 (frame)	001 002 005 009 013 (frame)
CAL	washed	CAL.0012.W	002 (frame)	001 002 005 009 013 018 019 023 026 027 028 (seat)
TCT_MVDR	urushi	TCT.0012.U	001	001 002 005 009 013 019
TCT_OneTwo	urushi	TCT.O.0013.U	002	001 002 005 009 013 019
TCT_shelf	urushi	TCT.S.0013.U	002	002 013 027
LOL	urushi	LOL.L.0012.U	001	001 002 005 009 013 015 018 019 021 023 026 027
TRE	urushi	TRE.0012.U	001	001 002 005 009 013 019
TRE_classico	pallissandro	TRE.0012.P	002 (frame)	
TRE_classico	marmo sivec	TRE.0012.M	002 (frame)	
SGT	glass 10mm	SGT.0012.G	013 (frame)	001 002 005 009 013 (frame)
TRE_soft	linen	TRE.0013.S		002 013 018 021 023 026 027

* in stock

** see color charts on product sheets

prices

spring 2013

item	EU price € *	Swiss price CHF **
ADA (D/W)	1'290.00	1'590.00
ADA long version	1'290.00	1'590.00
ADA & 2 CAL (bundle)	1'910.00	2'320.00
CAL (D/W)	340.00	440.00
CAL 4 pcs (set)	1'290.00	1'590.00
TCT_MVDR	1'550.00	1'950.00
TCT_OneTwo	1'390.00	1'790.00
TCT_shelf	880.00	1'070.00
LOL	240.00	290.00
TRE	990.00	1'220.00
TRE_classico pallissandro	1'110.00	1'450.00
TRE_classico marmo sivec	1'980.00	2'350.00
SGT	1'510.00	1'920.00
TRE_soft	1'880.00	2'280.00

* incl. VAT 19-21%, no shipping

** incl. Mwst 8%, no shipping

terms & conditions

prices: sales prices include VAT; shipping costs will be charged separately. Costs depend on the size and weight of the goods, the shipping method and the country of delivery.

resellers: for informations about reseller prices and our price policies please contact Felix Held, heldfelix@gmail.com.

warranty: we offer a two year warranty on all furniture.

Felix Held

*1960 Zurich. Studies in Painting and Sculpture at New York Studio School, New York, 1981-83. Studies in Architecture ETH Zurich, 1985-1990, Diploma 1991. Visiting professor at University of California San Diego 1991-93. Collaboration with sauerbruch hutton, Berlin 1993-94. Office for Design and Architecture since 1998. As an architect he is a designer with an aesthetic sense for timelessness.

Raffaello Ape

*1985 Cantù. A 2010 graduate from the Milan Polytechnic, since he was in his teens Raffaello Ape has been spending most of his time between his uncle's carpenter's lab and his father's architectuaral practice. In these two places he was able to learn the traditional techniques for making finished products and the forward-looking dynamics that are typical of architectural design.

...to be updated in fall 2013

credits

page 5, Robert Morris, Installation at Green Street Gallery, New York 1964; seven geometric plywood constructions painted grey, image courtesy Michael Compton/David Sylvester, Robert Morris (cat.), London 1971, p. 22
page 13, Frank Lloyd Wright, S.C. Johnson Research Tower, Wisnonsin USA, 1936, image courtesy Wright Archives MoMa/Columbia University, New York
page 45, Allan Kaprow, Yard, 1961, lithography, 70 x 100cm, image courtesy Edition Block Berlin 1990
page 51, and all images furniture ©Luigi Pozzoli; all other images ©Felix Held

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SPOOT GmbH
Oberer Selviweg 62
7208 Malans
Switzerland

La Seconda Bottega del Design di Ape Raffaello
via Carlo Bianchi, 2/a
22044 Inverigo (CO)
Italy