

THE BUBBLE

BY EVOLUTION21



Since its inception, Evolution21 has been a household name in fabrics and textiles. Recently, the brand launched its new The Bubble sofa: a strong example of craftsmanship and quality in a modular design that combines cosiness with high-quality customised finishes. We are happy to introduce it to you.

For Imagicasa readers, Evolution21 is no longer an unknown name. The luxury fabric and furniture brand was started in 2010 by founder Karine Bonjean and has since grown into a real family business, with her two sons Lauwrens and Anthony joining the



business. As a teenager, Karine already had a great passion and love for fabrics. She started a career as an interior designer, but soon realised that she missed out on high quality fabrics and furniture. She was not satisfied and decided to start her own business. Her creativity and excellent eye for detail have earned Evolution21 an international reputation as an outstanding producer of luxury products in contemporary furniture design. It offers both indoor and outdoor collections and is synonymous with a classic-modern lifestyle in the residential and hospitality sectors. Their distinctive approach unites tradition and innovation, with Belgian craftsmanship always playing a central role.

A BEAUTIFUL AND INVITING SOFA FOR ANY FAMILY THAT CHERISHES TOGETHERNESS

STYLISH AND DURABLE

Evolution21's new showpiece is their recently launched sofa, with the resounding name The Bubble. 'The idea for this came about during the lockdown, during which I, like many, kept myself creatively busy,' Karine says. She wanted to create a beautiful and inviting sofa for any family that cherishes togetherness. But it would not be just any sofa. 'I wanted to create one that was made up of different elements, which you could combine separately but also with each other. The idea was to create little islands, as it were: nice, round elements that resemble a bubble and both individually and in combination come out beautifully. Hence the choice to call the

sofa The Bubble.' The result is a unique masterpiece, with eight different elements in the collection, each of which has its own specific shape and can be combined endlessly to create different angles and shapes.

Not only the way you combine the different elements is fully customisable, you can also choose the finish and the fabrics. 'For The Bubble sofa I have designed a special bouclé fabric. This high-quality linen cotton is easy to work with in the rounded forms – which is very important but not at all evident. The fabric fits perfectly into The Bubble idea and

creates a harmonious whole. Because we know from experience that customers often want to have different options when it comes to fabrics, we offer them a variety of fabrics, each of which has its own quality and matches the sofa perfectly.' However, the sofa is not only stylish, it is also a wonderful piece of durability. 'For the legs, we chose a solid walnut veneer and for the table, which by the way fits perfectly into the system and the shape of the sofa, we chose a walnut leaf. In this way, we ensure that this piece of furniture will last for generations.'

COSY AND COMFORTABLE ATMOSPHERE

In combination with the sofa, Evolution21 designed a rug that fits perfectly with the different elements. 'I wanted to complete the story of The Bubble, and with a sofa, the epitome of cosiness, comes a carpet.' Karine took inspiration from their already existing Fiori pattern, a flower with pronounced petals, and created a design in 100 per cent merino wool combined with angora wool. The rug was given an organic shape so that the sofa, with all its curves, would fit onto the rug. 'You get the feeling of sitting on an island, as it were,' she says. And Evolution21 took it one step further. To fully create that atmosphere of cosiness and comfort, the brand also designed cushions and plaids in their own fabric collection. 'Dressing them up with cosy and soft fabrics in different colour combinations adds another element to The Bubble story.'

Currently, the sofa is on display in a light version. 'Think of light ivory and beige tones. However, the sofa will also be available in various warm



and pleasant colours. We believe that a sofa should create ambience and cosiness. The Bubble can do that thanks to its fabric and colours, but also thanks to its shape. Its rounded form allows you to turn the sofa so that you never sit in a row, unlike an ordinary sofa.' In addition, the rug can also be adapted to the colours of the sofa. 'For each fabric, there is also an appropriate atmosphere of carpet, so that the whole fits together nicely.

TRADITION, INNOVATION AND BELGIAN CRAFTSMANSHIP

The samples are matched to the fabrics. For example, in addition to a white-beige shade, we also have a nice warm green, golden yellow and taupe or sand colour. The customised finishing is of course always done in consultation with our team of experts. This way we make sure that 'The Bubble sofa fits seamlessly in every interior,' we hear.

MADE IN BELGIUM

The sofa, like all Evolution21 pieces, is completely made in Belgium. 'That is an important factor at Evolution21. We are a very creative country. We can do a lot and we are very well known for our textiles, weaving and design. So, we want to support our own country and only work with Belgian productions and craftsmanship.' In doing so, the creation of the sofa took at least a year. 'From the first sketches and 3D drawings to

the various options and the quality of the finishes: every detail had to be perfect. For example, we tried out the comfort several times in our atelier. It takes a lot of time to go from zero to perfection,' says Karine Bonjean. The reactions on the sofa are already very positive. 'During the preview of The Bubble sofa, where our partners were introduced to our newest piece, everyone was very enthusiastic,' agrees Karine. 'They found it very innovative and some told me they had never seen anything so beautiful before,' she says with a smile. 'A very nice compliment.'

Not only the design of the sofa had to be right down to the very last detail, also the presentation to customers was well thought out. Evolution21 created a miniature version of each The Bubble element to give to partners.

'This way they can easily decide exactly how they want to position the sofa in their showroom, so that it looks best. Their customers can also puzzle out exactly how they want the sofa in their homes,' she explains.

FOR EVERY OCCASION

The Bubble is already the second modular sofa in the Evolution21 range. 'Previously, we had the Boston, which is more on the classic side and where the fabrics draw the attention. The Bubble sofa is at the other end of the spectrum and is a special creation with an exceptional story behind it. The design is a completely new concept and stands out from the crowd.' The sofa was released in two versions. One is sturdier and consists of slightly smaller and straighter elements, so you can easily sit upright. 'Ideal for creating a low dining setting, the place to have an aperitif and a bite to eat. On the other hand, we have also designed the sofa with slightly softer seating comfort, so that it can really be used as a sofa in the living area. You can sink into it and it's perfect for cosy evenings in front of the fireplace,' concludes Karine Bonjean. In short, The Bubble sofa can be placed in various settings suitable for any occasion. ✨

(Text: Nathalie Van Laer)



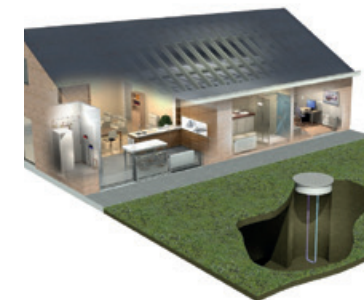
Photography by Jemie Williams



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