



VOLA opens a new flagship showroom in Shanghai **VOLA 上海旗舰展示厅正式开业**

VOLA - the iconic Danish luxury brassware manufacturer opens a new flagship showroom in Shanghai on November 9th. The showroom located in Design Republic's flagship store showcases the entire VOLA range including the seminal HV1 design by Arne Jacobsen, and will act as a central resource for architects, interior designers and other professional specifiers in need of inspiration, help, and advice on one of the world's most iconic brassware brands.

VOLA-丹麦标志性的高端铜制品生产商的旗舰展示厅于 11 月 9 日在上海正式运营。新的展示厅位于设计共和的旗舰店内，其中展示了 VOLA 的全部产品包括由 Arne Jacobsen 设计的具有升值价值的 HV1。展示厅将成为建筑师、室内设计师和其它专业人员的资讯中心，世界最具标志性的铜制品商将给您提供设计灵感、帮助和建议。



The new space, designed by the Danish architects, Aarhus Arkitekterne, reflects the VOLA brand values and ethos with a functional, minimalist, and understated design that creates a sociable and diaphanous space. Although aesthetics has always been a major consideration when creating the timeless VOLA design, VOLA has now also taken steps to include the ideal of 'wellness' in the development of new products. Products are therefore displayed as sculptural elements in the showroom adding to the idea of comfort and spa-like bathrooms.

新的展厅由丹麦的 Aarhus Arkitekterne 建筑事务所设计，体现了 VOLA 的极简和功能主义，低调的设计创造了一个友善而通透的空间。VOLA 一直将美观作为产品设计的主要考虑因素，但现在将健康也作为新产品研发的重要因素。所有产品如雕塑一般被陈列在展示厅中，舒适如温泉般的浴室理念也被贯穿其中。

Aarhus Arkitekterne is also responsible for the impressive VOLA Academy in **Arhus** (Horsens?), Denmark, as well as the other VOLA showrooms in Amsterdam, Vienna, Munich, Oslo and Copenhagen. Aarhus Arkitekterne has also turned their skills and knowledge of the VOLA brand to product design with the new VOLA products.

Aarhus Arkitekterne 建筑设计事务所设计了 VOLA 位于丹麦 Horsens 的 VOLA 学院，他们也设计了 VOLA 位于阿姆斯特丹、维也纳、慕尼黑、奥斯陆和哥本哈根的展厅，与此同时，Aarhus Arkitekterne 建筑设计事务所凭着他们对 VOLA 品牌的深入理解还参与了 VOLA 新产品的设计。



The free-standing bath filler and shower **and** (as) well as the VOLA towel warmer have all received international design awards. The latest products the VOLA Round Series won the award “Best Product of the Year 2011” in its category at the Plus X Award contest. Furthermore the VOLA Round Series won the seals of approval in Innovation, Design and Functionality. The Plus X Award – prize for innovative Technologies, Sport and Lifestyle products – honors manufacturers for the quality advantage of the products. The jurors are more than 130 renowned, industry neutral personalities and trade journalists.

VOLA 站立式沐浴器和毛巾干燥器获得了多项国际大奖。VOLA 最新的产品-圆形系列获得了 Plus X 竞赛同类产品“2011 年最佳产品”的奖项。圆形系列还得到了创新、设计和使用的证明印章。Plus X Award 是为创新科技、体育和时尚生活用品所设立的奖项，是为高品质产品制造商而设的一项殊荣。大赛的评审团由 130 多位德高望重的行业记者组成。

The VOLA RS1, built-in waste bin also won the GOOD DESIGN Award as awarded by The Chicago Athenaeum: Museum of Architecture and Design. Founded in Chicago in 1950 GOOD DESIGN remains the oldest and the world’s most recognized program for design excellence worldwide. As the latest recognition the Round Series won the German Design Award 2013 on October 19th 2012.

VOLA 的 RS1 墙壁内置式垃圾箱还获得了芝加哥设计和建筑博物馆的“GOOD DESIGN”的奖项。这个大奖在 1950 年始于芝加哥，是世界上最早和最为人知的设计奖项。据最新消息，圆形系列于 2012 年 10 月 19 日荣获了德国 2013 设计大奖。

For any further request of information about VOLA’s new products, images etc, please contact:

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Notes to Editors:

致编辑：

VOLA

VOLA belongs to the generation of design icons from the Golden Age of Danish Design. The Danish architect and designer Arne Jacobsen designed the first VOLA taps and mixers in 1968. VOLA is now celebrating its 40 years on the market by launching new products under the headline “Celebrating Continuity Celebrating Change”.

VOLA

VOLA 是丹麦设计的黄金时期所产生的一个标志性的设计品牌。在 1968 年丹麦建筑设计师 Arne Jacobsen 设计了第一个 VOLA 水龙头和混合器。VOLA 现在正在为 40 周年而庆祝，并在“为延续而庆祝，为改变而庆祝”的主旨下推出一系列新的产品。

During the 1960s, Arne Jacobsen strived to ‘clean-up’ the aesthetic chaos found in most bathrooms of the day, caused by the various functional fittings and devices. At the time, the bathroom was seen merely as a functional room, so in a way Arne Jacobsen was amongst the first to introduce design to the bathroom area.

在 60 年代，浴室毫无设计感可言，只是一个充满各种管道和五金件的功能性的房间。Arne Jacobsen 致力于改变这种混乱的浴室环境。在某种程度上，Arne Jacobsen 是将设计使用到浴室的先锋人物之一。

He considered designing a modular system, which would include all the components necessary to cover all bathroom requirements. Over the years, this system has been developed to enable the designer to create individual and unique combinations using handles, spouts, cover plates, and accessories, thus greatly increasing the benefits in using VOLA.

他构想设计一个系统模式，将所有浴室所需的部件整合其中。至今为止，这个系统已发展到可以让设计师创造出十分独特个性化的浴室。VOLA 的手柄、管口、挡板和其它配件都可以根据设计师需要自由组合，选用 VOLA 产品的益处是不言而喻的。

All VOLA taps are produced in Denmark according to the highest environmental standard ISO 14001.

所有 VOLA 产品都是严格遵守最高的环境标准 ISO14001 在丹麦生产的。

voia®

