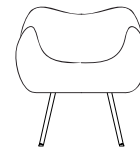


“EVERY ARTIST CREATES MORE, OR LESS CONSCIOUSLY, FOR SOCIETY (...). BUT IT’S EVERYWHERE IN THE WORLD, BUT NOT WITH US / POLAND/. I WILL ADMIT TO YOU THAT I HAVE HARDLY SLEPT TONIGHT. FROM EXCITEMENT. THE MATERIAL I USED FOR THE ARMCHAIRS EXCEEDED MY EXPECTATIONS OF DURABILITY, ETC. TODAY I KNOW: IT CAN BE USED TO MAKE TABLES, DESKS, WARDROBES. OF WHICH? WITH REFUSE, FOR A PITTANCE. THE MAN EXCITES LIKE A MANIAC. BUT THIS IS JUST FUN. MY ARTISTIC AND TECHNICAL PROJECTS ARE OF NO USE TO ANYONE. NEITHER ME NOR SOCIETY. IT’S WORK WITH NO FUTURE”.

Roman Modzelewski

about his experiments with fiberglass RM58

PRODUCTS



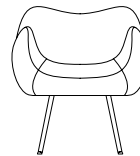
RM58 CLASSIC

Composite seat covered with colored gelcoat



RM58 MATTE

Rotomolded polyethylene seat (LDPE)



RM58 SOFT

Upholstered version of the historic RM58, available in many fabrics and premium leather

STORY

VZOR aims at creating a collection based on the timeless icons of Polish mid-century furniture which in the future shall include designs of prominent contemporary creators. The brand concept represents a coherent model of industrialization of the Polish valuable and timeless historic designs that have not been marketed due to political and socio-economic reasons. The brand debuted in June 2012, introducing into the market the iconic Roman Modzelewski armchair (RM58) which original piece is in the permanent collection of Victoria & Albert Museum in London. In the years 2015-2017 the brand put into sales the remaining armchairs from the collection, namely RM56 and RM57, and of an upholstered version of RM58, designed from scratch.

Roman Modzelewski Born in 1912 in Łódź, Lithuania. Died in 1997 in Łódź, Poland. He was a painter, designer, and a teacher. An avant-garde creator, an interdisciplinary artist. He graduated at the Academy of Fine Arts in Warsaw, and shared his career with the Łódź Academy of Fine Arts since its foundation in 1945. He was a long-standing professor and Rector of the Łódź Academy, being also the first Rector elected there. Initially he was influenced by impressionism, then experimenting with form and colour, he moved towards "solarism", and cubism later on. The language of abstraction, geometry of form, symbolism of colour and significance of texture were important issues in his paintings. His furniture designs were recognized for their innovative form and the application of modern materials. Completed in 1958, the armchair made of fiberglass (RM58) was a pioneering application of this material in Poland. From the formal side, it is a unique example on a world-wide scale of the fully-formed, homogeneous organic crust of the seat.

Roman Modzelewski sitting on one of the first versions of the RM58 armchair that was designed and crafted by himself.

ACCORDING TO THE CONCEPT
OF VZOR ITS PRODUCTS
ARE MANUFACTURED IN
POLAND USING THE BEST
MODERN TECHNOLOGIES
AND MATERIALS, TAKING
ADVANTAGE OF THE
INTERNATIONALLY RENOWED
PRODUCTION POTENTIAL AND
CAPACITIES OF POLAND IN
THE AREA OF FURNITURE
& CREATIVE INDUSTRIES



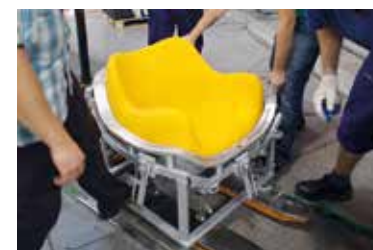
MATRIX FILLED WITH PE POWDER



BAKING & ROTATING PROCESS



COOLING DOWN

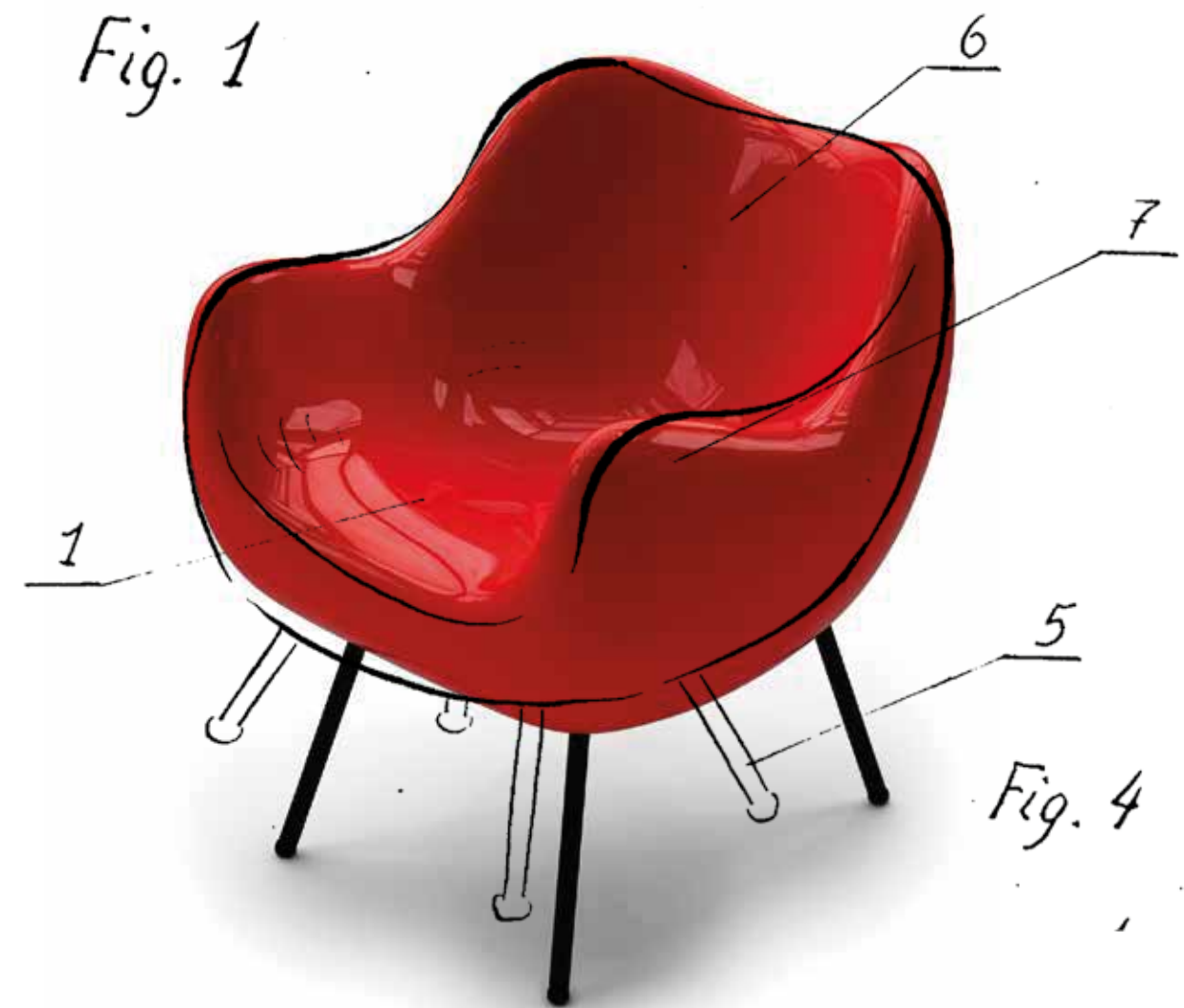


FINISHING & FURTHER PROCESSING

ORIGINAL HISTORIC DESIGN

The RM58 armchair was the first item in the Roman Modzelewski collection implemented by the VZOR and its production is an example of how the brand plans to operate. The chair is a modern version of the groundbreaking armchair designed by Roman Modzelewski. Handmade in 1958, it was one of the earliest European examples of polyester-glass laminate furniture, but its innovativeness lay not only in the materials used in its production. The fully-closed organic form of the seat had no counterpart in its time, either in Poland or elsewhere. One of the earliest surviving prototypes (in white) was purchased for the permanent design collection of the Victoria and Albert Museum, London. The use of new materials and industrial technologies in the production of the RM58 armchair by VZOR made it possible to overcome the constraints of craft manufacturing and to offer a product of consistently high quality which can be produced quickly and relatively cheaply, in large batches. It also allowed for a matte version of the armchair, providing new aesthetic appeal in a variety of new, modern colors specially chosen in consultation with the patent holder, Roman Modzelewski's widow, Wera Modzelewska.

PUT INTO SERIAL PRODUCTION
IN THE 21ST CENTURY



RM58 CLASSIC

The RM58 Classic is the most faithful implementation version of the groundbreaking armchair designed by Roman Modzelewski. It is made using modern composites that are the contemporary equivalents of polyester and glass laminates originally used by Modzelewski in 1958.

In analogy to the historical version, RM58 Classic is made using modern technologies applied in yacht construction. In order to provide a high-quality finish and lasting durability, the surface of the seat is covered with a color gelcoat (epoxy resin).

RM58 MATTE

The RM58 Matte is also the modern hard shell version of the historic Roman Modzelewski chair. Thanks to the rotational moulding technology the historical model of the armchair was reproduced, this time as a piece of furniture

prepared for serial production using new technologies and materials. The precisely developed form constitutes a 100% replica of the original.



RM58 CLASSIC

The premium version of RM58, custom-made in a shipyard using modern technologies applied in yacht construction. The lightest & the most enduring version of RM58.

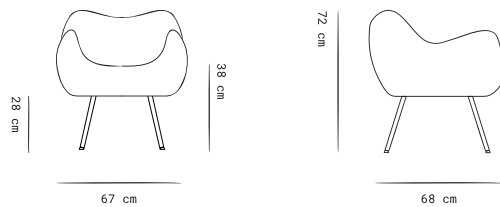
Seat

composite available in red, black, white, yellow or green colored gelcoat

Legs

powder coated steel, matte black with anti-slip ends

Dimensions



Story

One of the original RM58 pieces was purchased by London's Victoria & Albert Museum for its world design collection. The armchair was presented by V&A at its exhibition "Cold War Modern: Design 1945-1970" devoted to modern design, architecture, film and pop culture created during the Cold War on both sides of the Iron Curtain. The armchair was among the items at the exhibition of the National Museum in Warsaw entitled "We Want to Be Modern. Polish Design 1955-1968" which presented Polish design icons. Two original RM58 armchairs are also part of the permanent collection of the Modern Design Centre of the National Museum in Warsaw.

RM58 MATTE

The production of the RM58 armchair using industrial technologies allowed to avoid constraints related to craft manufacturing and to offer a product with fixed quality parameters which can be produced fast and relatively cheap, in large batches.

Seat

rotomolded solid colored polyethylene seat

Legs

powder coated steel, matte black with anti-slip ends



RM58 SOFT

RESTFUL VERSION
OF THE ICON

VZOR

An upholstered version of RM58 is a completely new version of the Polish design classic: RM58 by Professor Roman Modzelewski. Designed from scratch and slightly larger seat made of upholstered foam ensures comfort

and optimal utility value while preserving the unique historical form. The armchair is available in a wide range of fabrics and colours on four legs.



RM58 SOFT

A contemporary serially produced upholstered version of the historical RM58 armchair, available in 7 types of fabric and premium leather

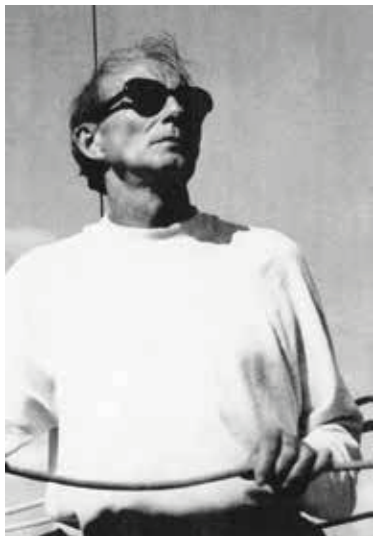
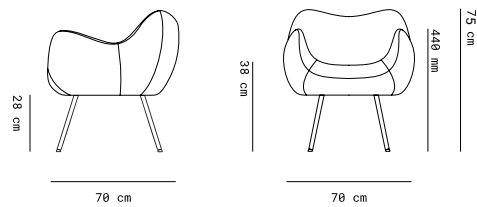
Seat

upholstered poured polyurethane foam on a metal frame

Legs

powder coated steel, matte black with anti-slip ends

Dimensions



Story

Implementation of RM58 soft marks a breakthrough for development of VZOR. The first 3 years of the company's operations were devoted to perfecting the production process of different variants of the RM58 and testing the pre-production versions of other pieces from the Prof. Modzelewski collection. The experience gained allowed to launch a bit larger and more comfortable upholstered version of RM58, designed from scratch. The presentation of the complete Roman Modzelewski collection crowns this stage of the company development and marks the beginning of a new, full-fledged development of our company.



LOOKBOOK



Frame from the movie "Mr. Anatol in search for a million" (pol. "Pan Anatol szuka miliona"), directed by Jan Rybkowski;; Release date: 1959;
© ZF RYTM; Screenplay: Krzysztof Teodor Toeplitz, Andrzej Nowicki; Starring: Tadeusz Fijewski, Barbara Kwiatkowska (in the picture).



Kapelanka - Office buildings complex Cracow Poland,
Photo Maciej Jezyk, Architect Medusa Group



"The eighth day of the week" (pol. "Ósmy dzień tygodnia"), directed by Aleksander Ford; Release date: 1958; ©SF KADR, SF TOR, SF ZEBRA, the National Film Archive; Royalties: SF KADR; Screenplay by: Marek Hłasko, Starring: Zbigniew Cybulski.



Yeti building Cracow Poland, architect Jacek Krych, Photo Jakub Certowicz



Kapelanka - Office buildings complex Cracow Poland,
Photo Maciej Jeżyk, Architect Medusa Group





Four Domes Pavilion, National Museum Wrocław Poland

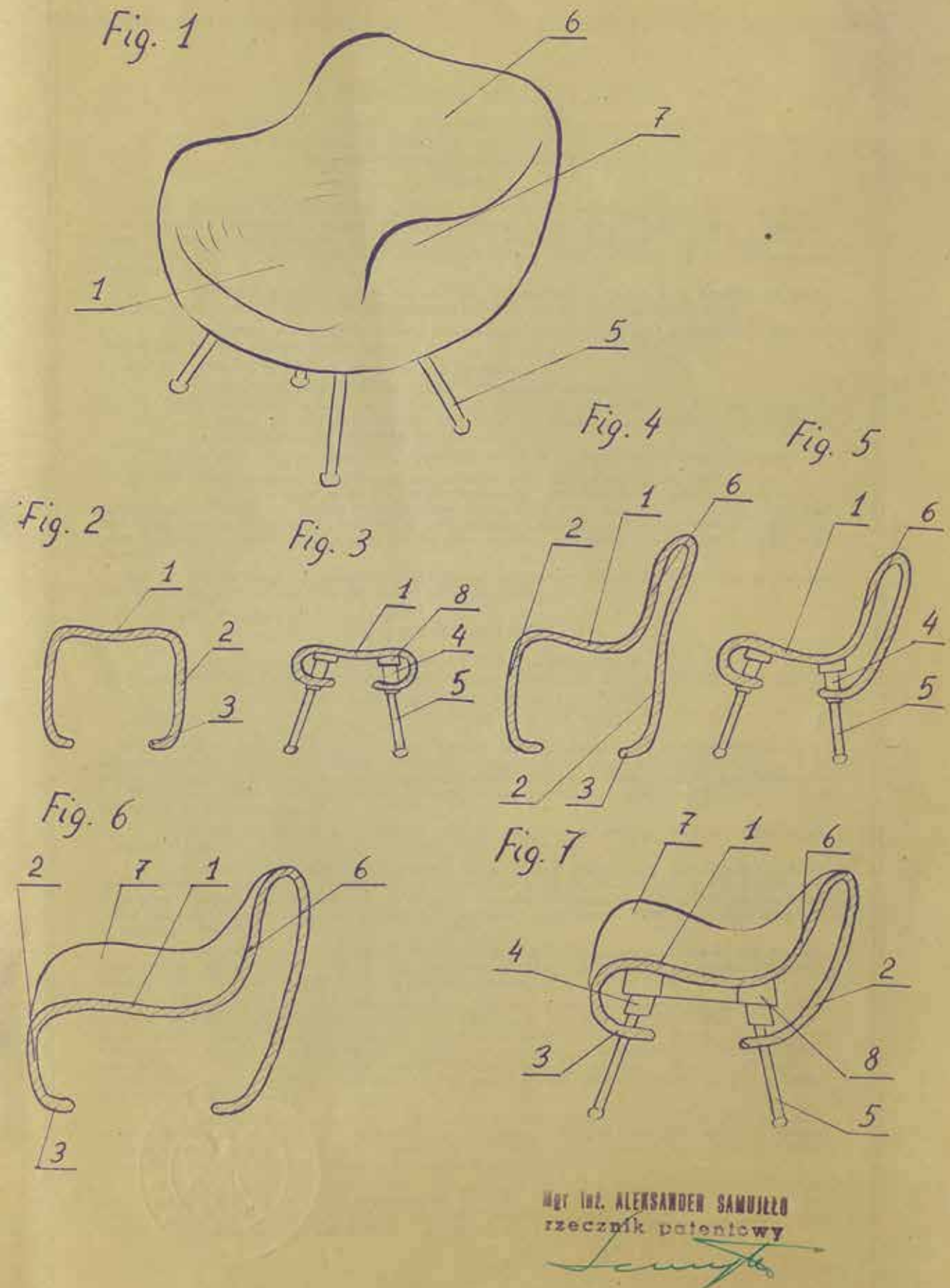








The patent certificate for RM58 from 1962.

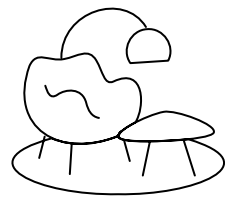


**VZOR
PROMOTES
POLISH DESIGN**

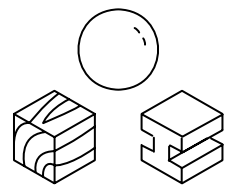


MINIATURES COLLECTION

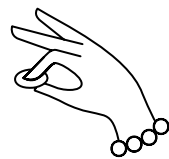
A line of miniatures of all of Roman Modzelewski's furniture designs was produced as part of a program dedicated to promoting Polish design worldwide. The project was realized by VZOR in collaboration with the Adam Mickiewicz Institute / CULTURE.PL



ORIGINAL
MID-CENTURY DESIGN



QUALITY MATERIALS
& MODERN TECHNOLOGIES



BEST VALUE FOR
COMPETITIVE PRICE

