

# Smile

Smile is a signature series of chairs with a focus on functionality and a human-centred design ethos that creates positive emotions and enhances everyday experiences.



KUSCH+CO



# **“Quality is irreplaceable”**

– Ernst Kusch

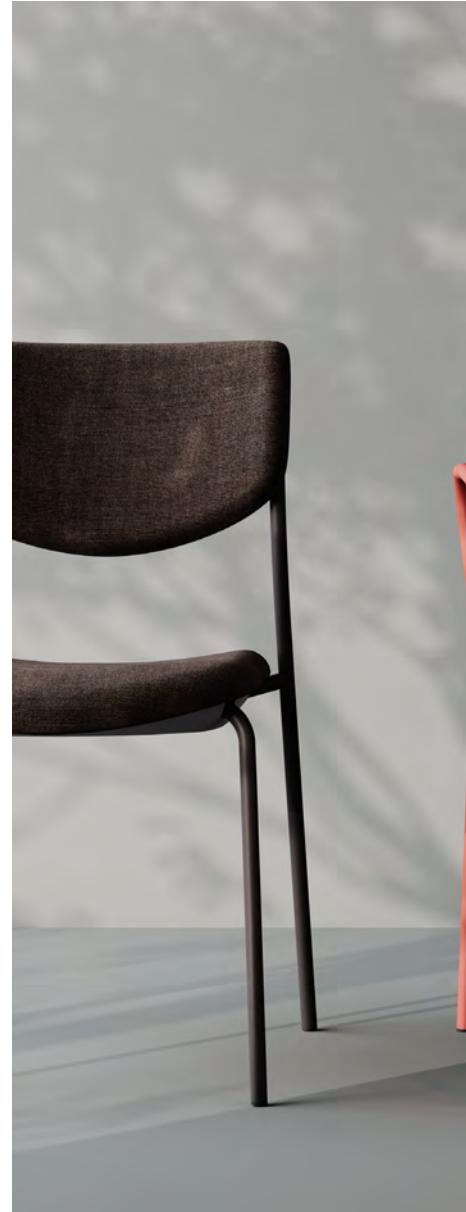
To us, quality is the concept that translates not only into our products, their design, materials and precision we proceed with, but also into our approach. It's our motivation that propels us to constantly explore customer's needs and address them through our solutions. As a man is in the centre of our interest, we don't want to offer him just the products – we want to give him the quality, that can truly improve his work, his everyday and the environment he lives in.

FIND  
JOY IN  
EVERY  
SMILE



To quote Victor Borge, the Danish pianist and comedian,  
“A smile is the shortest distance between two people.”

And that is exactly what the Smile chair is. A chair that brings joy through its shape, colour and variety. Just look at the edge of the backrest, the line of the seat and the handle - you will see a smile and feel positive about the challenges ahead, both big and small.



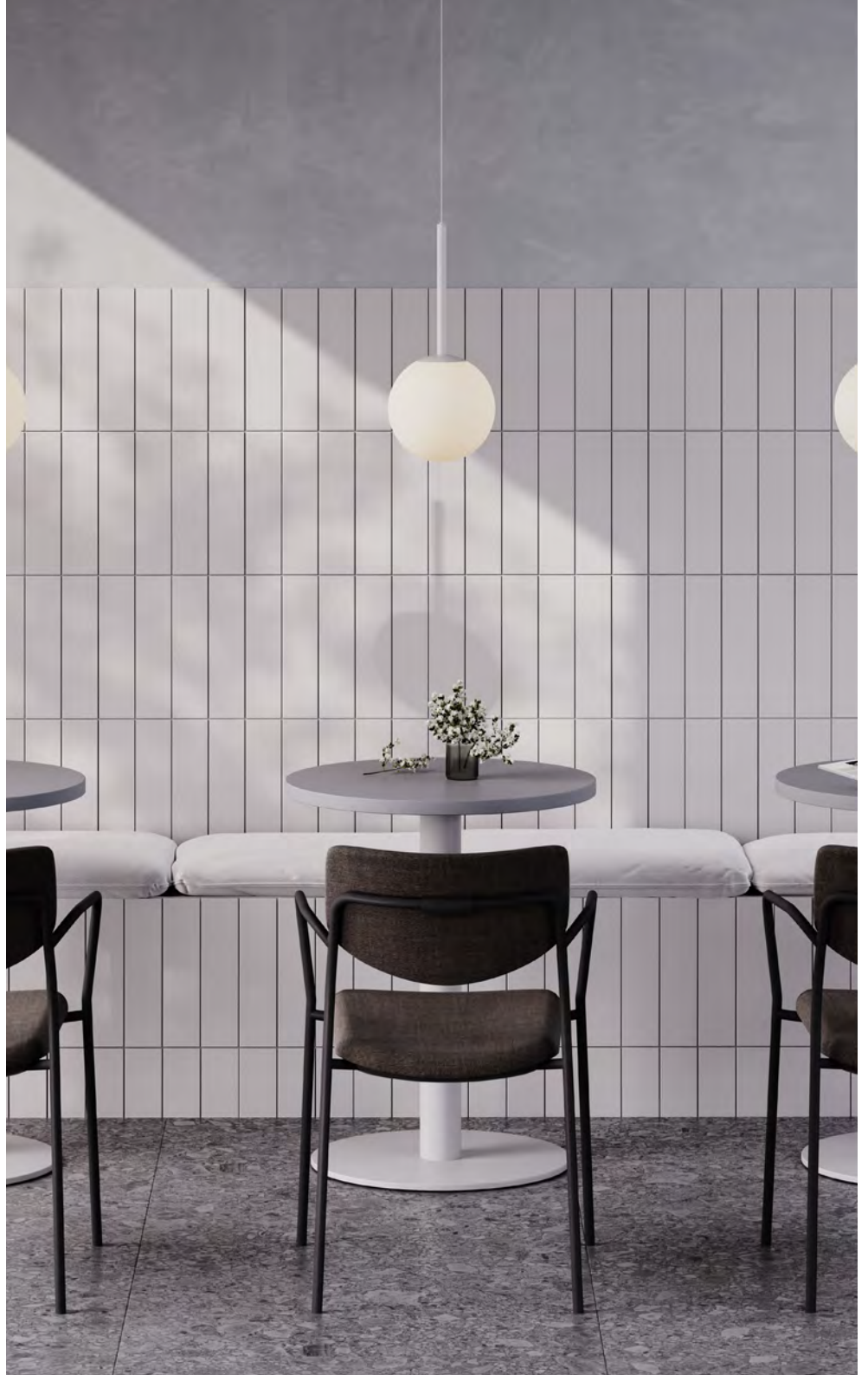




# Project by brodbeck|koepp design studio

Smile is a project by Veronika Köpp and Stefan Brodbeck – designers, whose philosophy is “design based on people”. The designers explain that the initial idea for the Smile chair arose from the desire for simplicity and a design language that has a positive effect on its surroundings. The smile – universally understood as a symbol of friendliness – became the essence of the design.





# THE CHAIR THROUGH THE DESIGNERS' EYES

“Every detail, every line and every curve was carefully thought through. The backrest, whose curved shape is reminiscent of a smile, sets a distinctive tone. This gesture is also reflected in the seat shell and gives this chair its unmistakable character. Regardless of the version, Smile is designed so that this gesture works equally well in the different configurations. As a reduced basic version with wooden shells, as well as in the upholstered version with armrests, which embrace and even emphasize the smiling curve.”

— **brodbeck|koepp design studio**

# SMILE BRINGS PEOPLE TOGETHER

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Smile is a chair designed for spaces where people gather, spend time together, socialize, and share experiences — learning, talking, laughing, or eating.





**Smile is understanding**

**VARIOUS SPACES**



From healthcare facilities and waiting rooms to dining areas, educational institutions, libraries, and universities, Smile chairs offer unmatched comfort paired with contemporary design. These are spaces where human interaction matters – where emotions are expressed, help is sought, given, and received. In such environments, warmth, understanding, patience, and openness are essential – qualities often conveyed through a simple smile. Functionality and aesthetics go hand in hand, and its positive aura brings a smile to the environment in which it is placed.





**Smile is understanding**

**DIF**FERENT NEEDS

Just as people and their needs are different,  
so is Smile. This is a chair with many faces.







# VERSATILE, LIGHTWEIGHT, STACKABLE

Multiple options of Smile chair for different needs:

Smile is a plywood chair with a metal frame, available in a wide range of colours. The backrest and seat are available in natural beech, stained, or veneered options. The Smile range also includes models with fully upholstered backrests and seats in various finishes.

Models are available with or without armrests. Optional arm pads are available in solid wood or plastic, in black or matching the frame colour.

The Smile chair is stackable up to eight units.

SMILE IS  
A CELEBRATION  
OF *IN*CLUSIVITY





The Smile chair series has been developed with the healthcare sector in mind.

As a result, additional models in the range feature a high backrest to enhance seating comfort and provide extra back support for people with special needs. Each model is available in two seat heights: 450 mm and 500 mm for plywood models, and 470 mm and 520 mm for upholstered models. An antibacterial surface coating for the frame is available as an option.

## Find joy in every...

Whether in healthcare facilities, waiting rooms, dining areas, educational institutions, libraries, or universities, Smile chairs offer unmatched comfort and contemporary design. Enhance any space with seating that not only boosts functionality, but also adds a touch of elegance. Discover the ideal chair for the healthcare sector and beyond, because every environment deserves the best!

Find joy in every Smile. It's so easy with Kusch+Co.



SWAVE



Smile chair on four metal legs, plywood shell, with or without armrests,  
available in 2 seat heights – 450 and 500 mm\*



Smile frame chair 4L W  
H: 800 mm  
W: 465 mm  
D: 560 mm



Smile frame chair 4LA W  
H: 800 mm  
W: 540 mm  
D: 560 mm

Smile chair on four metal legs, fully upholstered, with or without armrests,  
available in 2 seat heights – 470 and 520 mm\*



Smile frame chair 4L UPH  
H: 800 mm  
W: 465 mm  
D: 560 mm



Smile frame chair 4LA UPH  
H: 800 mm  
W: 545 mm  
D: 560 mm

Smile chair on four metal legs, plywood shell, with or without armrests; high backrest  
Available in 2 seat heights – 450 and 500 mm\*



Smile frame chair 4L HB W  
H: 845 mm  
W: 465 mm  
D: 585 mm



Smile frame chair 4LA HB W  
H: 845 mm  
W: 545 mm  
D: 585 mm

Smile chair on four metal legs, fully upholstered, with or without armrests; high backrest  
Available in 2 seat heights – 470 and 520 mm\*



Smile frame chair 4L HB UPH  
H: 845 mm  
W: 465 mm  
D: 585 mm



Smile frame chair 4LA HB UPH  
H: 845 mm  
W: 545 mm  
D: 585 mm



**Important to know**

\* The high backrest, 500 and 520 mm seat height, and antibacterial surface coating are not available for Kusch+Co Office.



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welcome@kusch.com | [www.kusch.com](http://www.kusch.com) | [www.nowystyl.com](http://www.nowystyl.com)

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