

“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

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 an upholstered version of RM58, designed from scratch. In 2022 the brand launched the first pieces from its second and third collection by Prof. Czesław Knothe (CK57 armchair) and by Prof. Aleksander Kuczma (KA237 chair).

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 RENOWNED
PRODUCTION POTENTIAL AND
CAPACITIES OF POLAND IN
THE AREA OF FURNITURE
& CREATIVE INDUSTRIES



ORIGINAL HISTORIC DESIGN

The RM56 armchair was the second 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 in 1956.

The use of new materials and industrial technologies in the production of the RM56 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, providing new aesthetic appeal in a variety of new finishes.

PUT INTO SERIAL PRODUCTION
IN THE 21ST CENTURY



RM56

SIMPLE PERFECTION
IN ONE PIECE OF ART

VZOR

RM56 (plywood) is the trade name of a chair from the collection of furniture designed by Professor Roman Modzelewski. Work on the seat form led to introduction of many modifications invisible to the eye but important from the perspective of ergonomics and performance. Use of industrial manufacturing 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. The total redesign of the chair manufacturing technology made it possible to connect the legs with the seat shell in a durable way without having to drill the seat out, which significantly improved the aesthetic value.



RM56

A side chair with its seat made of one piece of plywood set on a metal abstract-form structure.

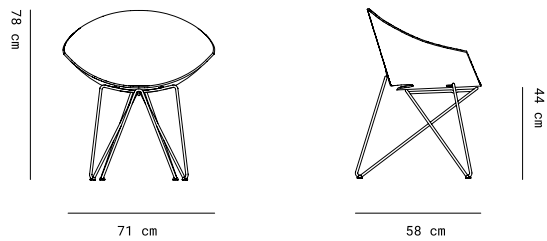
Seat

plywood available in clear and black varnishes

Legs

steel rod, available in black and white color varnishes

Dimensions



Story

The seat prototype was created in the 1950s and was made of plywood. The organic-shaped seat was set on a metal abstract-form structure. It was one of the first times when the plastic properties of plywood were used in the Polish furniture making. In 1956, Roman Modzelewski repeated the design in winidur – PVC. An armchair in this material version won the second prize in the category of individual furniture at the 2nd National Interior Design Exhibition in Warsaw in 1957. The first test implementation of the armchair under the VZOR brand took place in 2012.



LOOKBOOK

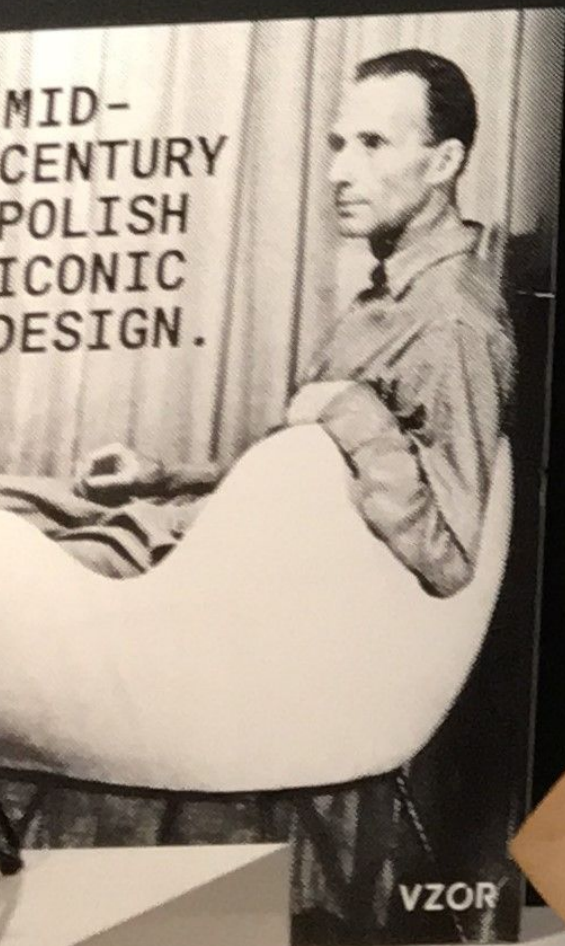
















**VZOR
PROMOTES
POLISH DESIGN**

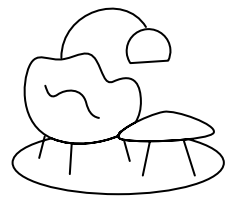


VZOR

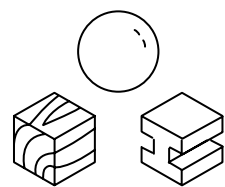


MINIATURES COLLECTION

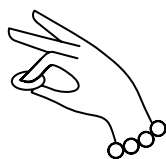
A line of miniatures of all of Roman Modzelewski's furniture designs was produced as part of a program dedicated to promoting Polish design worldwide. The project was realized by VZOR in collaboration with the Adam Mickiewicz Institute / CULTURE.PL



ORIGINAL
MID-CENTURY DESIGN



QUALITY MATERIALS
& MODERN TECHNOLOGIES



BEST VALUE FOR
COMPETITIVE PRICE

