selo#

CATALOGUE

-12 -

-13-



CONTENTS

HISTORIA STR. 5

TERAZ STR. 6-7

KASEL STR. 8-17

FALA STR. 18-33

PRILOHA STR. 34-35

INDIVIDUAL PROJECT STR. 36-37

SYNCHRONIK STR. 38-43

DUO STR. 44

TOKIO STR. 45

AUDYT I STR. 46

AUDYT II STR. 47

AUDYT III STR. 48-52

FINER STR. 53

SMILE STR. 54-55

RENOVATION STR. 56

HISTORY



SELLA

As SELLA, a Polish furniture company based in picturesque Drzewce near Bydgoszcz, we began operations in 1997. Initially, we focused on the production of office chairs and armchairs, which allowed us to gain valuable experience and recognition in the industry.

A key moment in our history came in 2001, when we expanded our product range to include cinema and auditorium seating, responding to the dynamic infrastructure changes in public buildings. Our first significant project was the Żak cinema project in Gdańsk, which became a milestone on our path to success.

Over time, we expanded our offerings, introducing conference suites, which required advanced technical and technical resources. This enabled us to tackle increasingly demanding projects. Over the years, we have acquired knowledge and skills that have allowed us to strengthen our market position. From the very beginning, we have placed emphasis on professional customer service and high-quality services, which has contributed to our steady growth.

OUR STORY, OR HOW IT ALL BEGAN NOWADAYS







1. Sella headquarters, Drzewce; 2. IMM furniture fair in Cologne, Germany; 3. Grand opening of the Sella headquarters.



SELLA

We have currently completed projects in over 20 countries. In 2016, we began construction of a production hall and a new office in Drzewce, announcing the official opening a year later. This led us to further development and expansion of our offerings. In 2018, we proudly founded our own designer furniture brand, TFORY, which quickly gained recognition in the market. We create our products with passion, unafraid of challenges and employing innovative solutions. However, ergonomics and comfort are always our most important factors. We believe that furniture should be not only aesthetically pleasing but, above all, functional and comfortable.

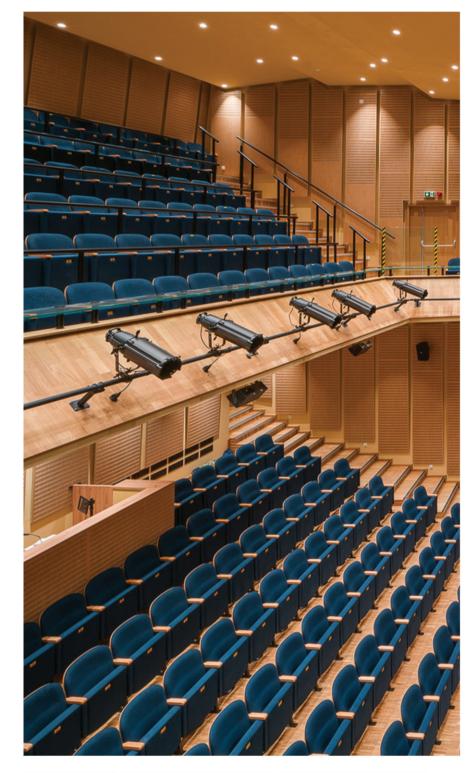
We constantly strive to raise our standards, as evidenced by the implementation of ISO 9001 and ISO 14001 quality systems. We are currently pursuing ISO 14006 certification, designing in accordance with its principles. The wooden components used in our furniture come from sustainably managed forests, guaranteed by the FSCTM-C139655 certification. We also collaborate with designers and external companies, realizing their visions and designs.

Our new headquarters in Drzewce, nestled in forests, is proof of our appreciation for nature. We design furniture to minimize its environmental impact, which is our priority.

JLLLA

THE PRESENT WITH AN EMPHASIS ON THE FUTURE

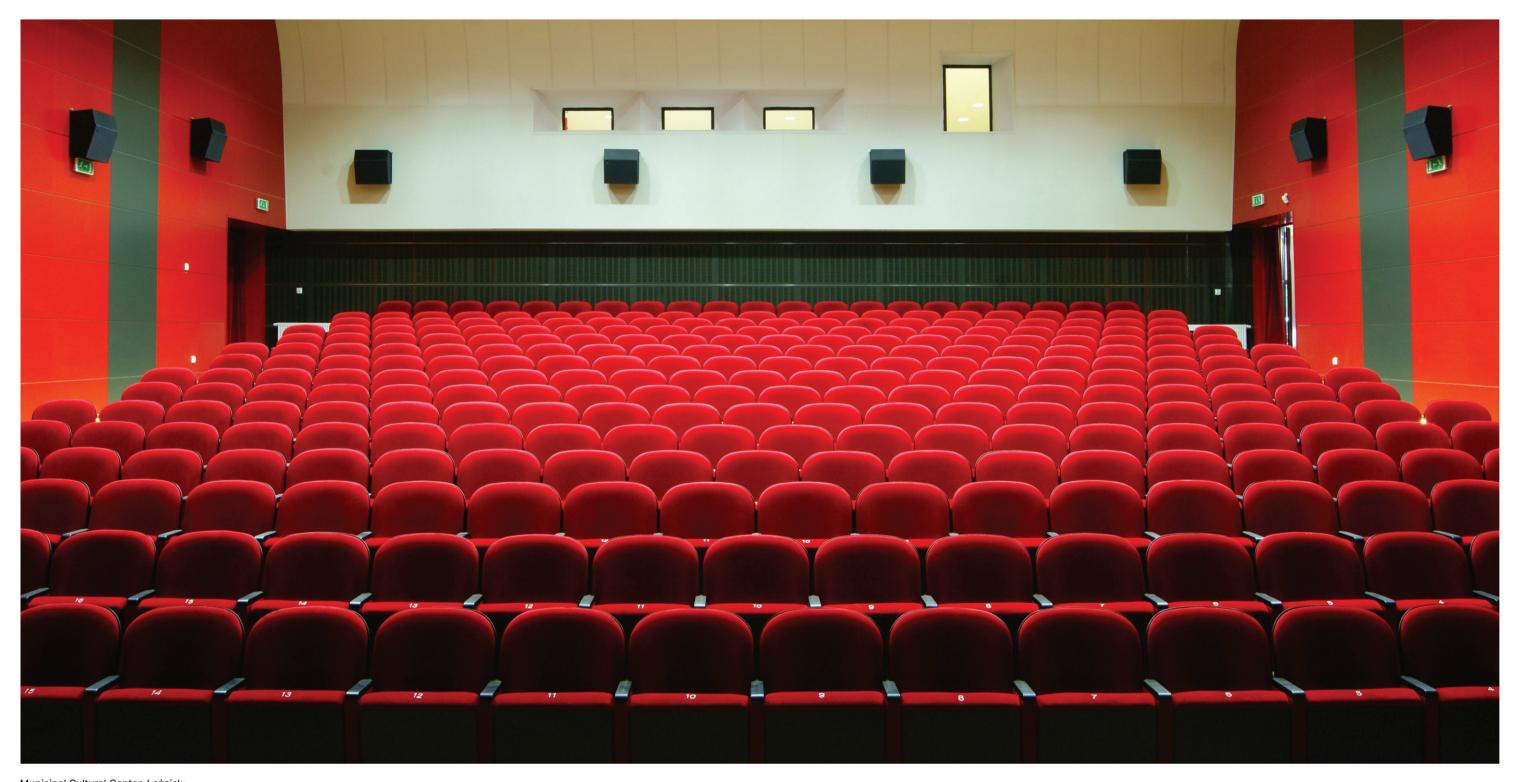
KASEL





Bielsk Podlaski Cultural Center named after Marshal Józef Piłsudski, Bielsk Podlaski Armchair - Kasel Standard

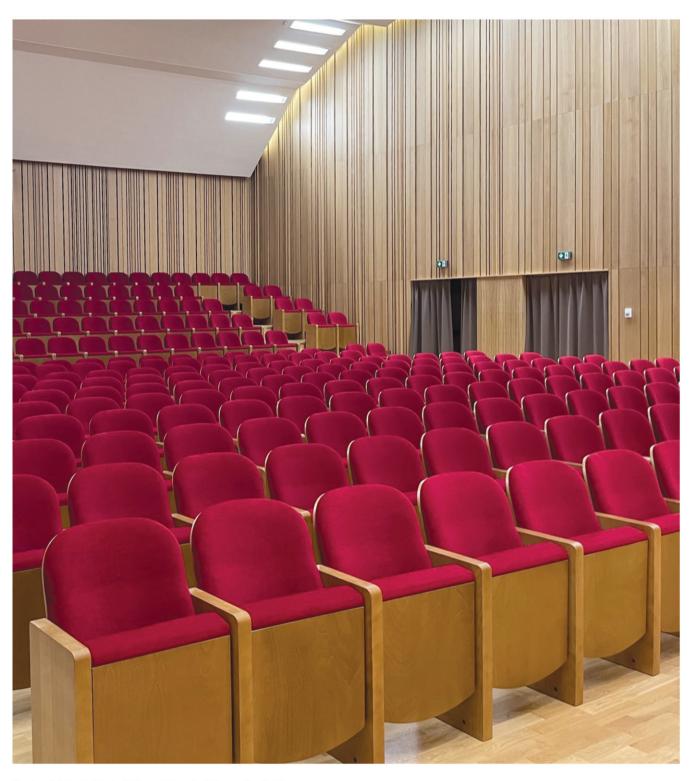
f 8



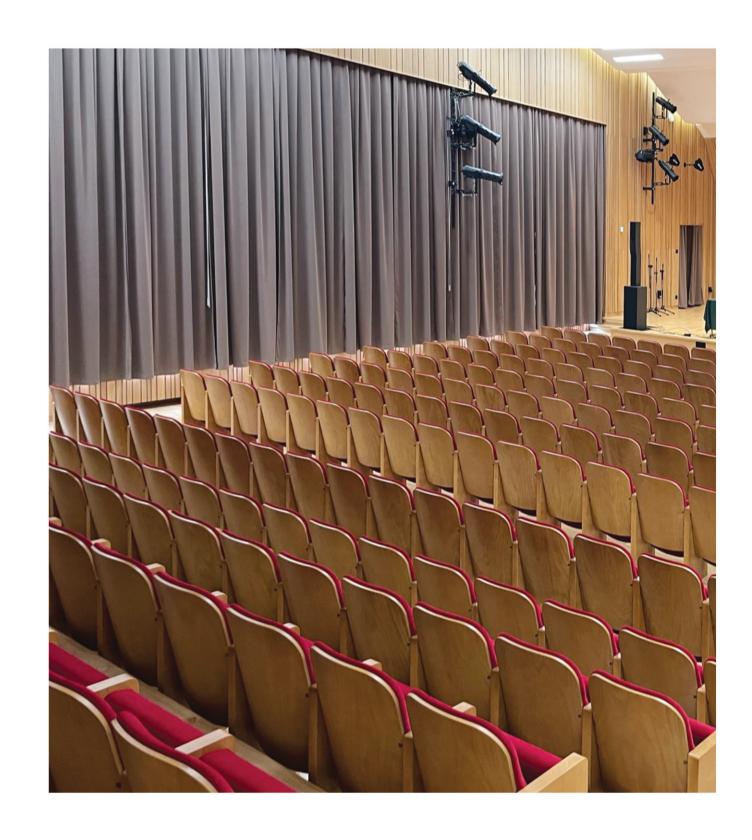
Municipal Cultural Center, Leżajsk Armchair - Kasel Standard



Polish Theatre, Szczecin Armchair - Kasel Wood



Fryderyk Chopin State Primary School of Music No. 2, Warsaw Armchair - Kasel Wood









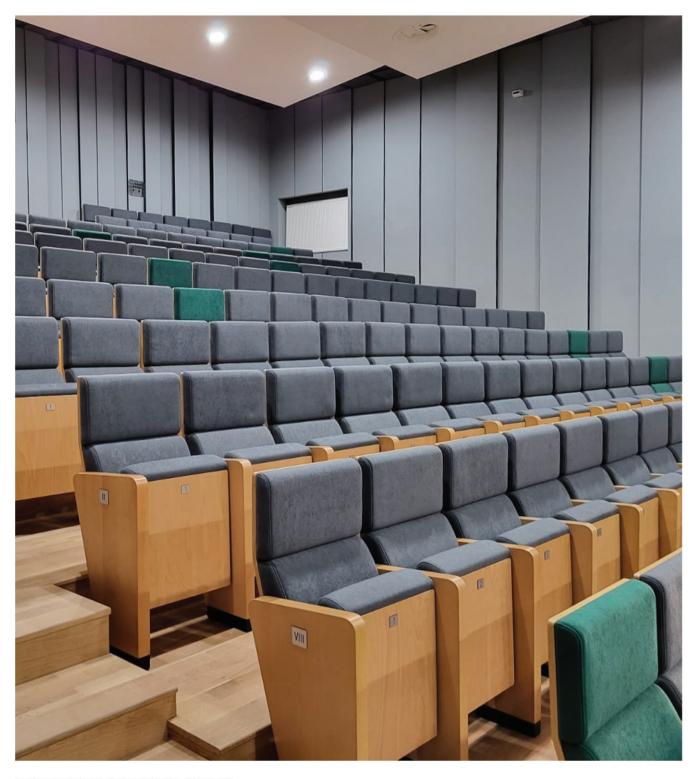
Witold Lutosławski Primary Music School, Zambrów Armchair - Kasel Wood

Radisson Blu Resort & Conference Center, Ostróda Armchair - Kasel Wood

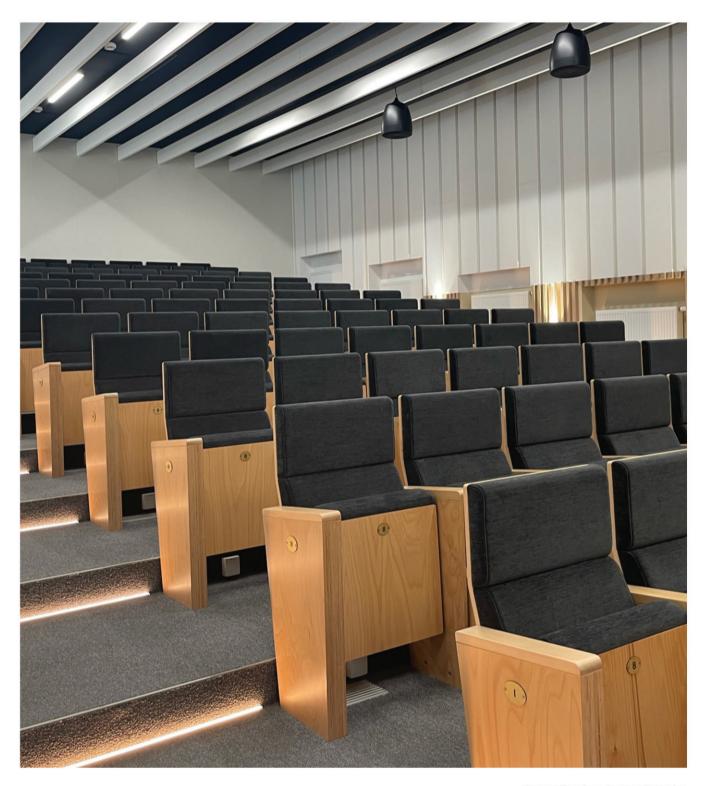
FALA



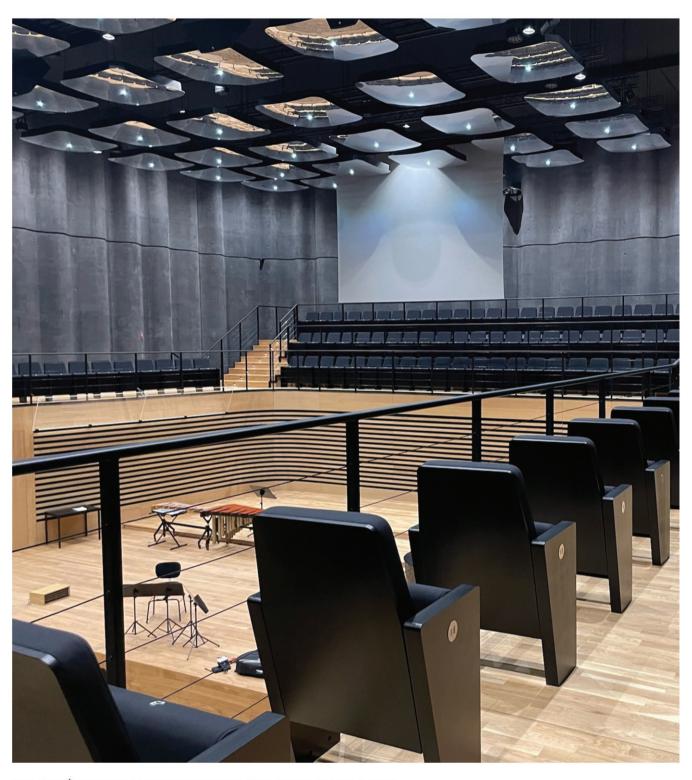
Collegium Polonicum, Słubice Armchair - Fala Wood TM



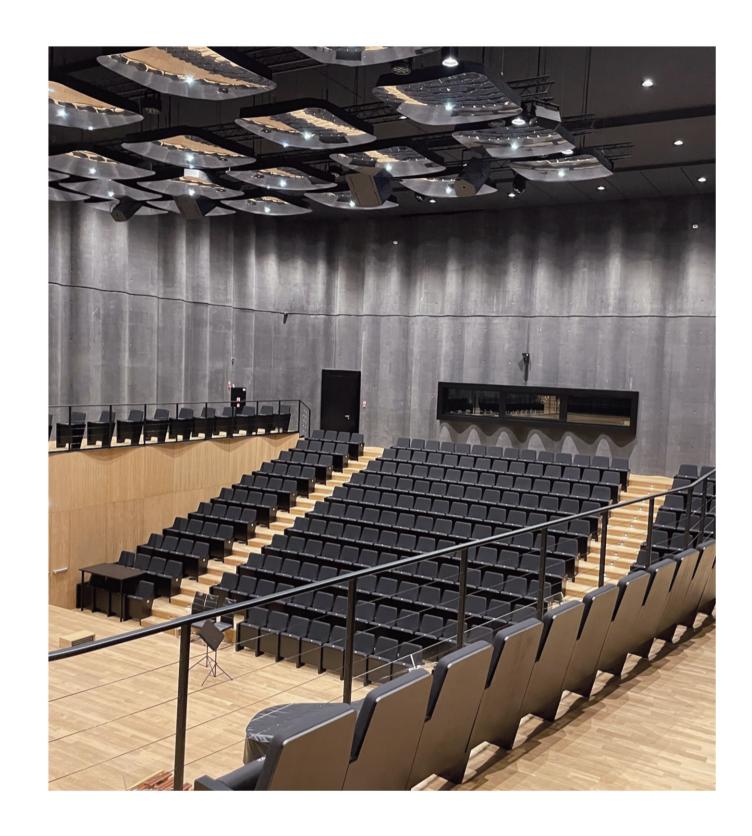
Agnieszka Osiecka Cultural Center, Niemodlin Armchair - Fala Wood TM

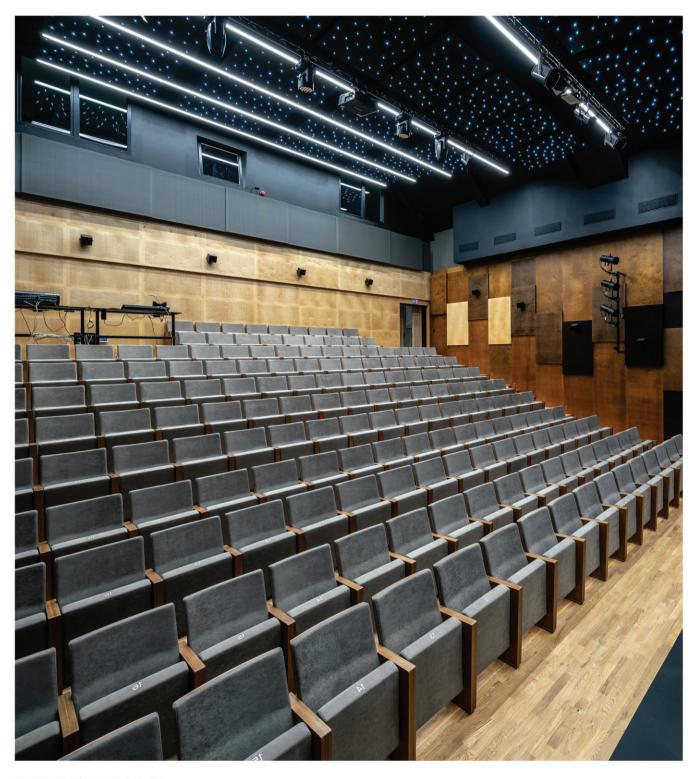


Shared Services Center, Katowice Armchair - Fala Wood TM

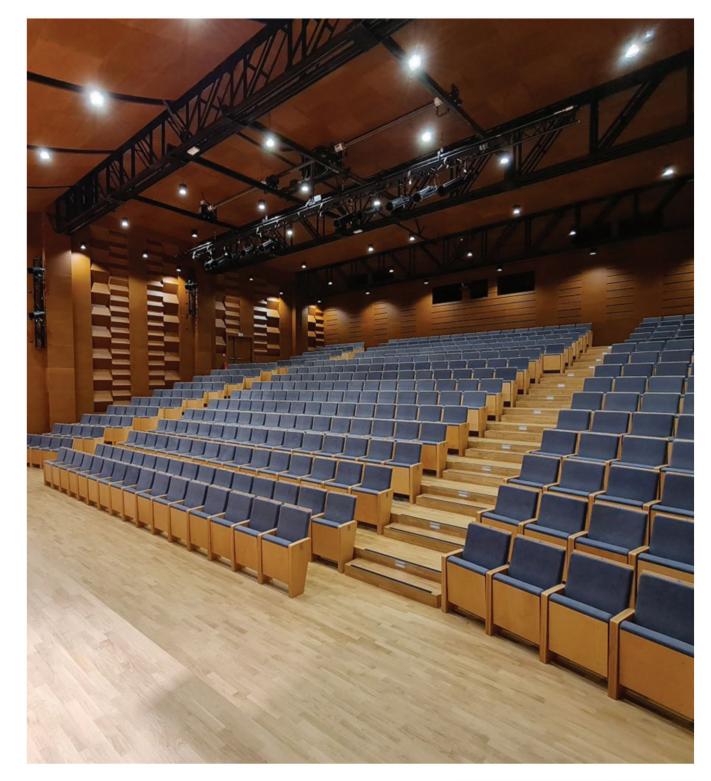


Prof. Józef Świder State Primary and Secondary Music School, Jastrzębie-Zdrój Armchair - Fala Wood Slope

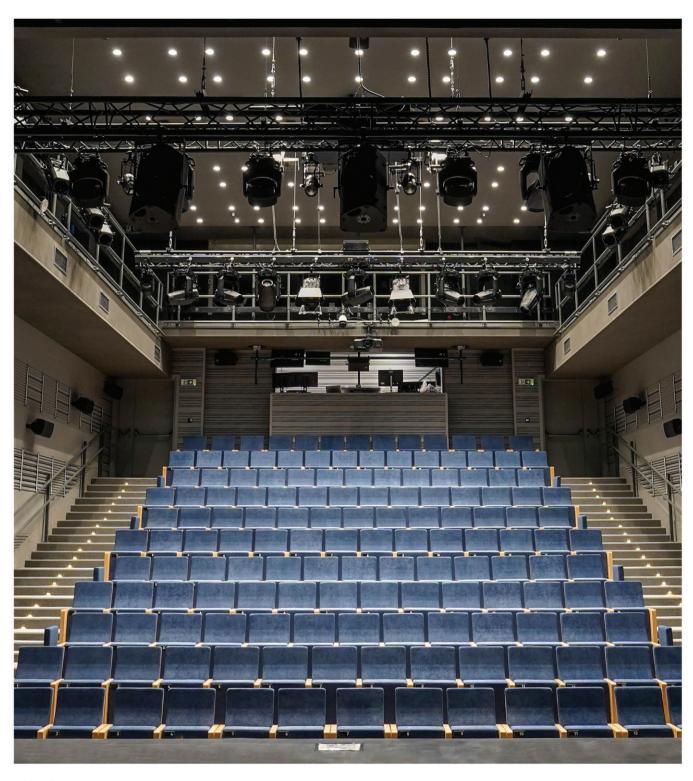




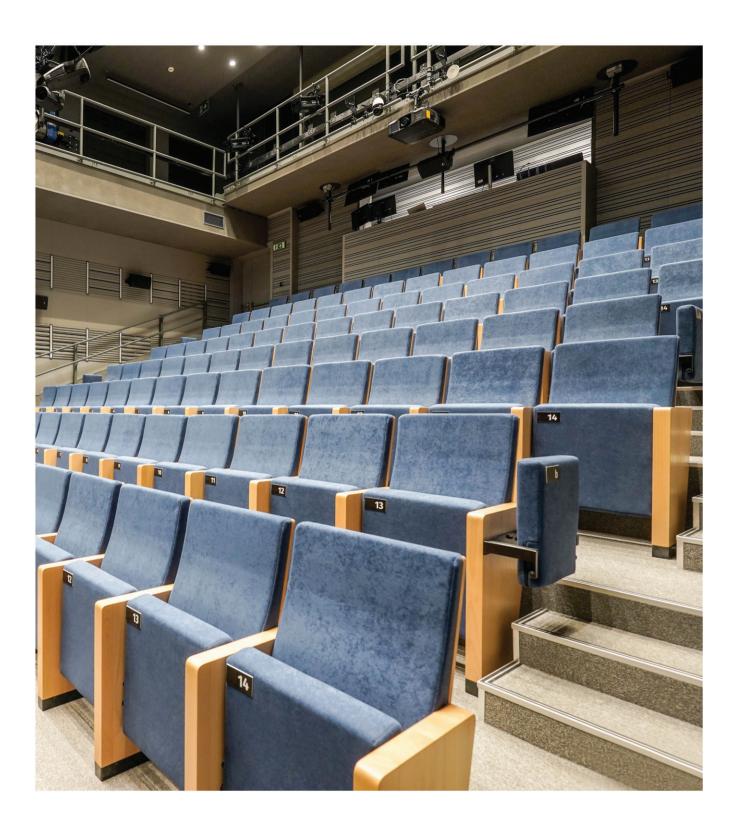
Community Center, Radwanice Armchair - Fala Wood



Witold Lutosławski Chamber Philharmonic, Łomża Armchair - Fala Wood



Stefan Karski Puppet and Actor Theatre "Kubuś", Kielce Armchair - Fala Wood







Theater Hall, Ljungby, Sweden Armchair - Fala Wood

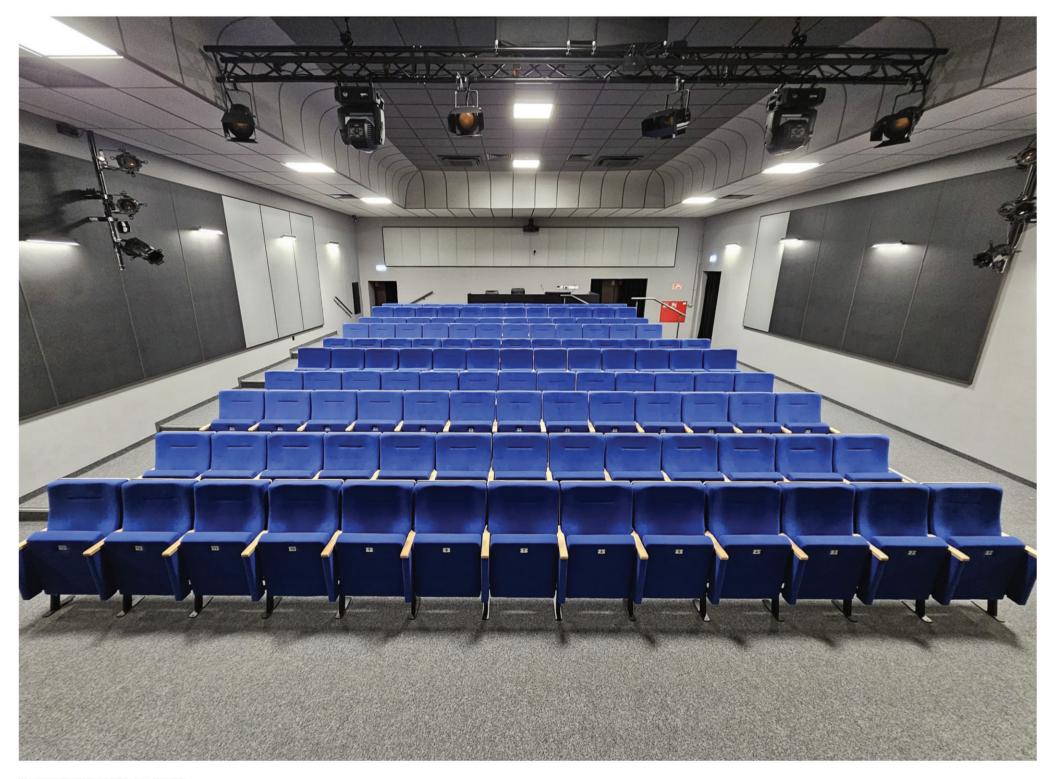


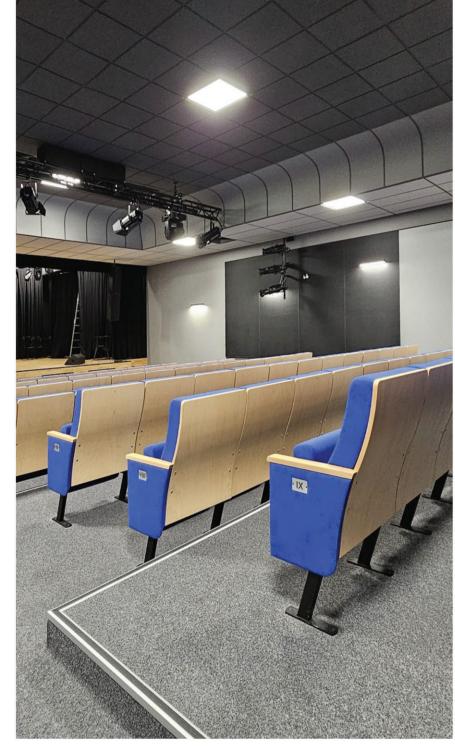


Rybnik Cultural Center, Chwałowice Armchair - Fala



Auschwitz-Birkenau Museum, Oświęcim Armchair - Fala



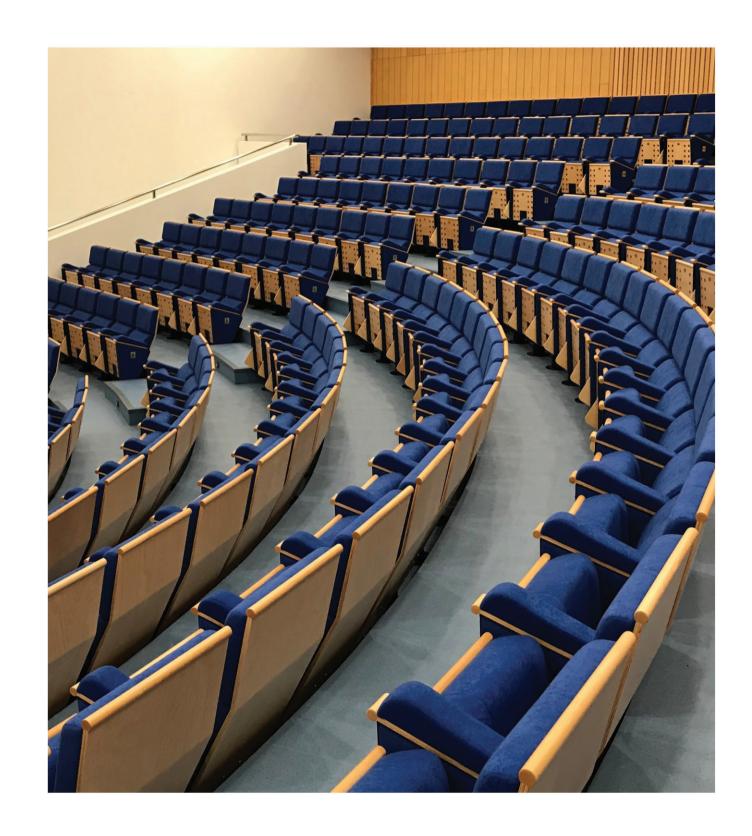


Community Cultural Center, Chybie Armchair - Fala Standard

PRILOHA



University of Pardubice, Czech Republic Armchair - Priloha

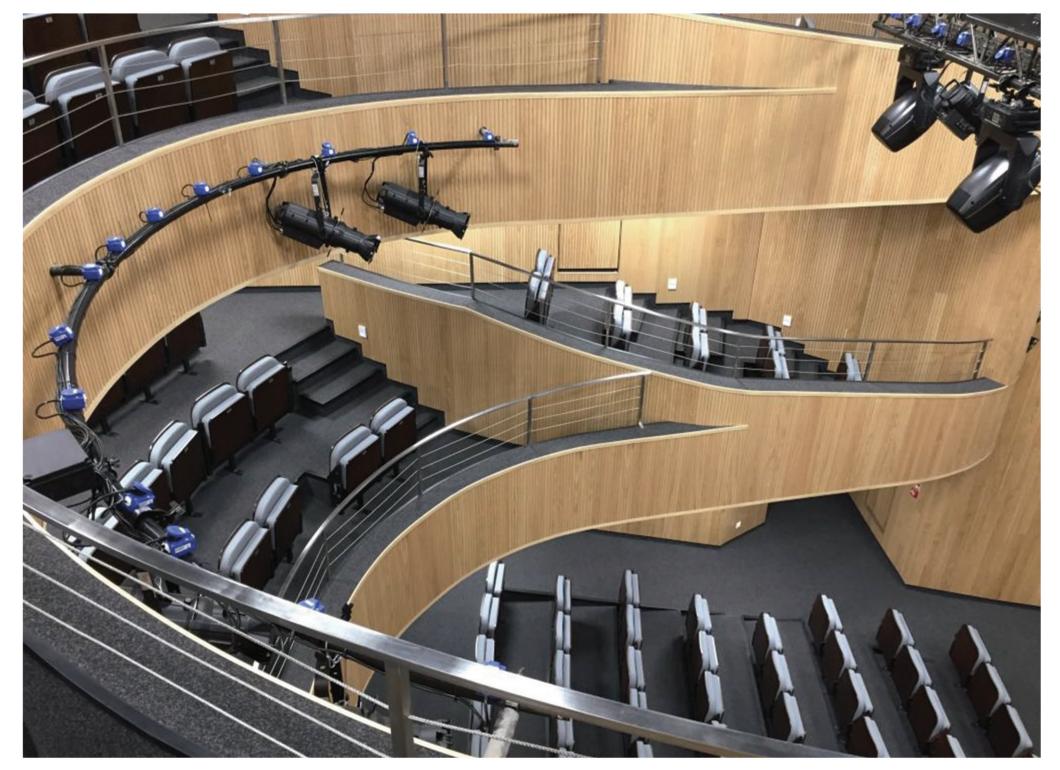


INDIVIDUAL PROJECT



POLIN Museum of the History of Polish Jews, Warsaw Armchair - individual design

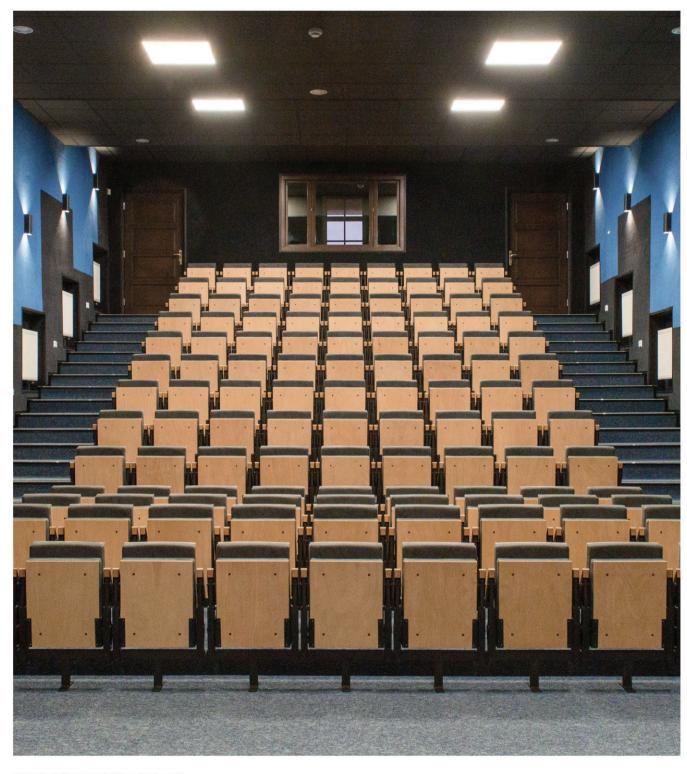
SYNCHRONIK



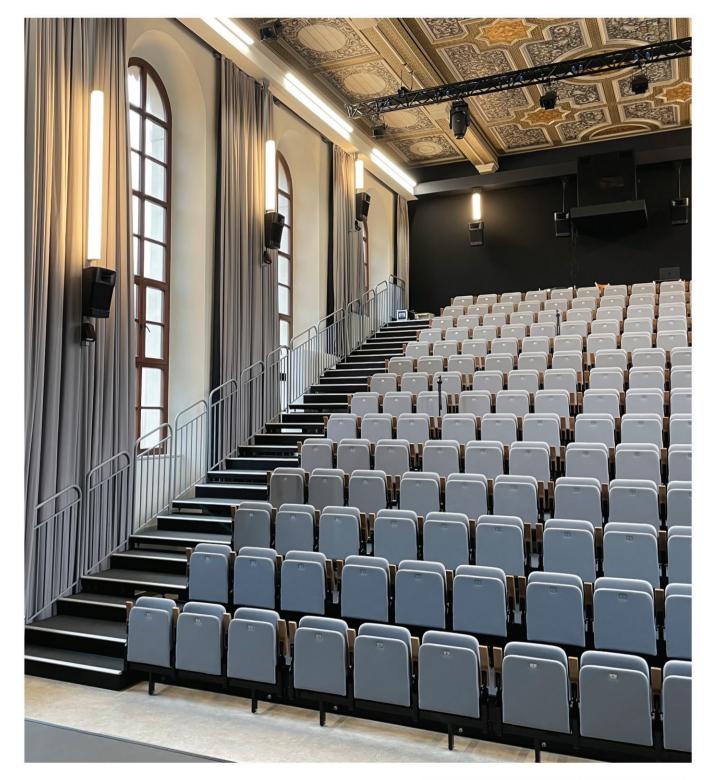




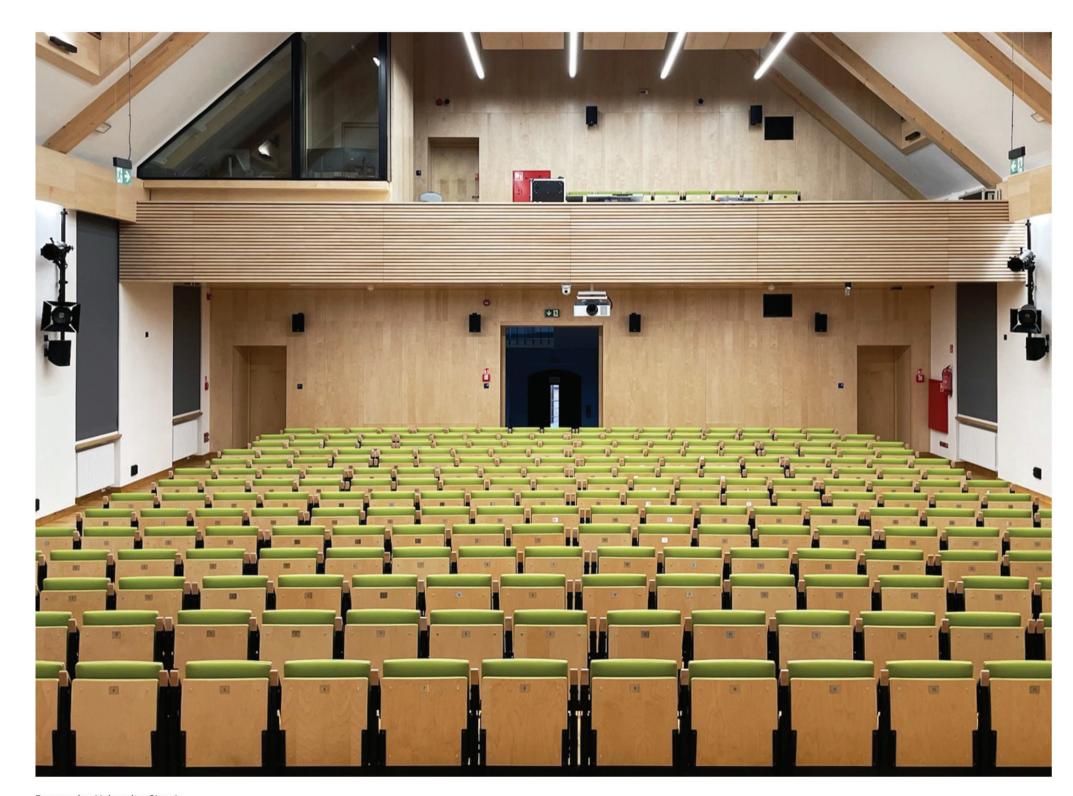
Cultural Center, Brzeg Armchair - Synchronik



Municipal Cultural Center, Radymno Armchair - Synchronik



Harmonia Cinema and Theater, Nowe Miasto Lubawskie Armchair - Synchronik







Pomeranian University, Słupsk Armchair - Synchronik chair with a suspension system

DUO



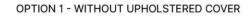
Independent Public Clinical Hospital named after Prof. Adam Gruca, CMKP, Otwock Armchair - DUO



TOKIO is a unique chair designed by Polish designer Ariel Śliwiński, created in collaboration with the Faculty of Mechanical Engineering at the Jan and Jędrzej Śniadecki University of Technology in Bydgoszcz. Its minimalist design combined with a unique folding mechanism makes it ideal for modern auditorium interiors and beyond.

A UNIQUE CHAIR

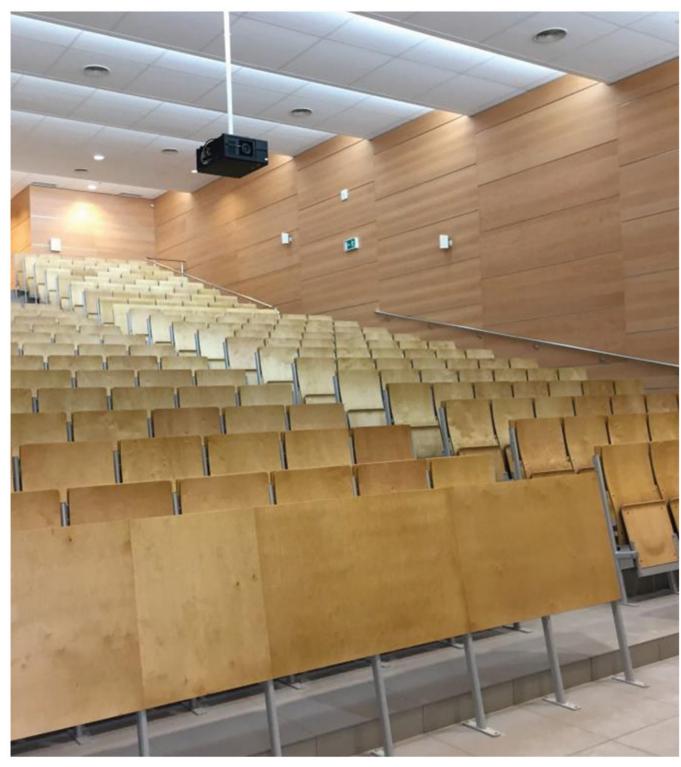




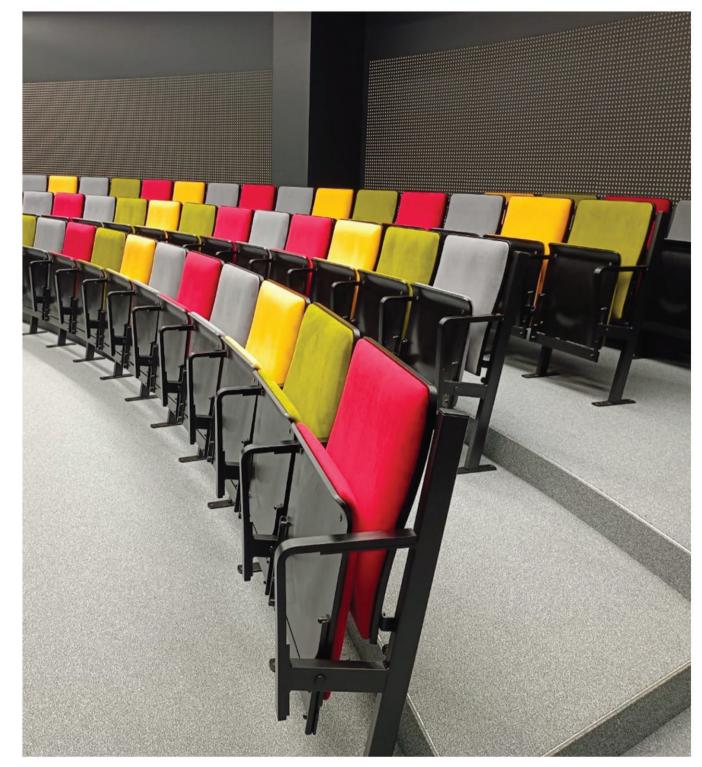


OPTION 2 - WITH AN UPHOLSTERED COVER

AUDYT II

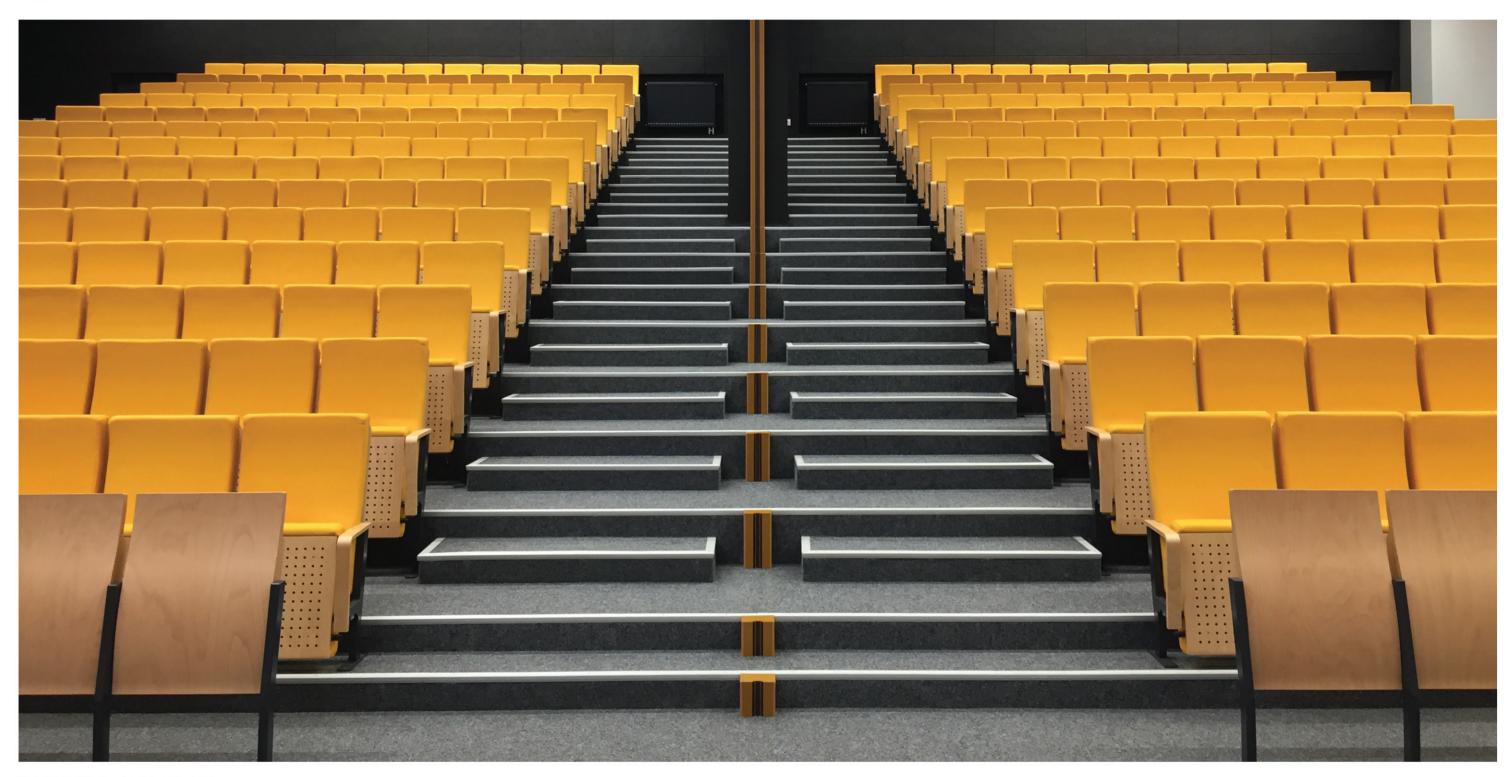


Warsaw University of Technology, Warsaw Armchair - Audyt I

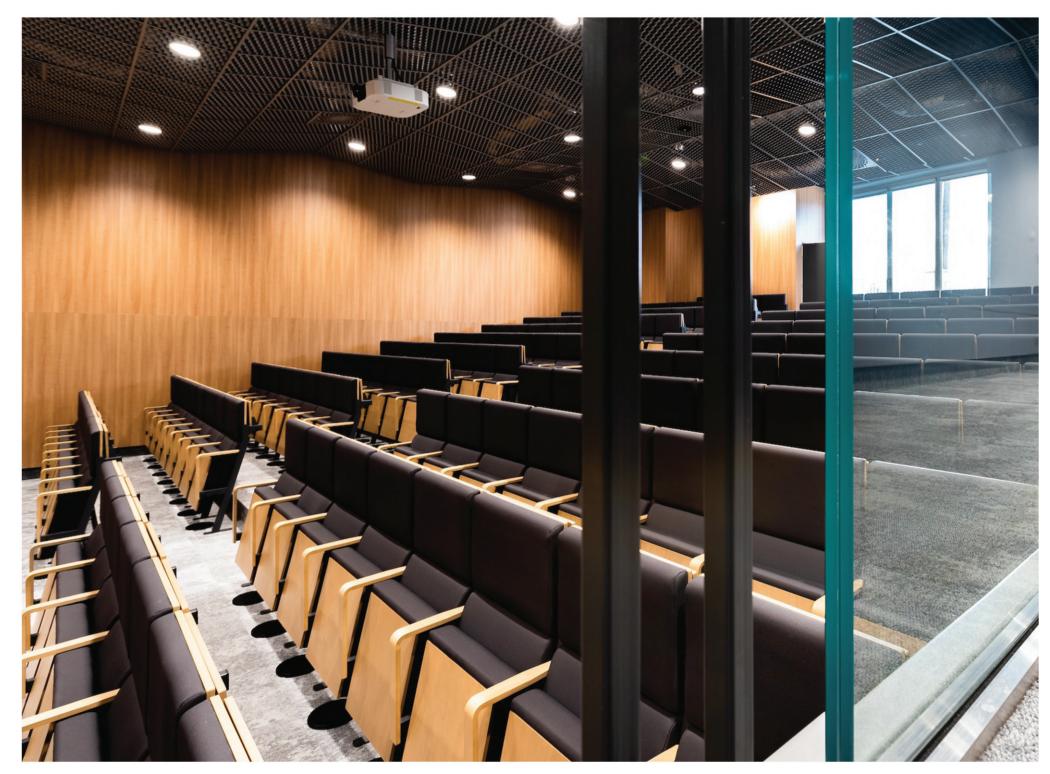


Łukasiewicz Subcarpathian Science Center, Jasionka Armchair - Audyt II

AUDYT III



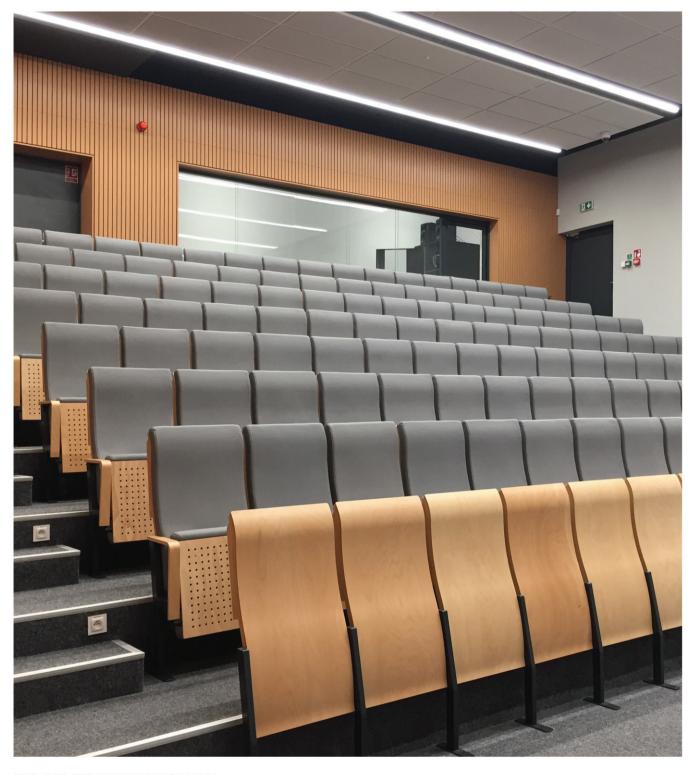
Maria Curie-Skłodowska University, Lublin Armchair - Audyt III TM



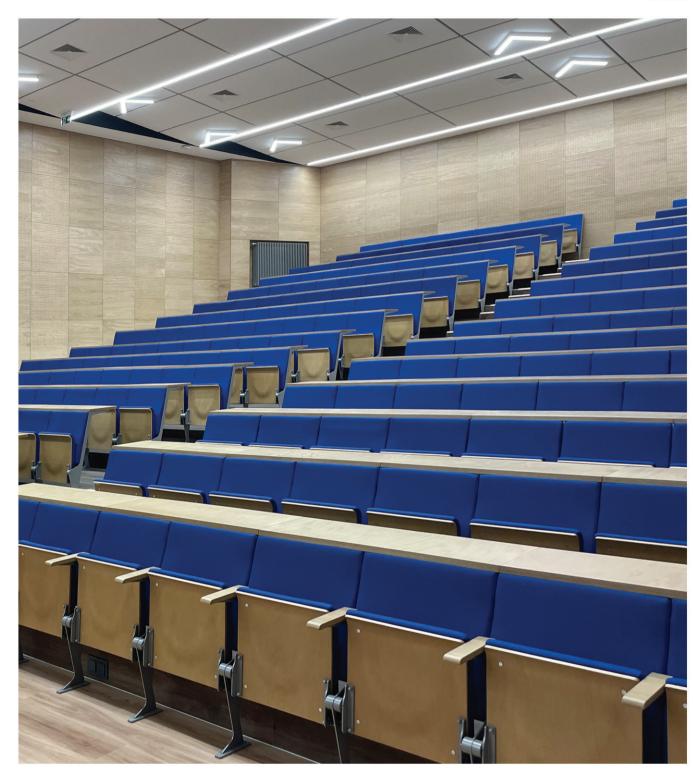


Greater Poland District Chamber of Civil Engineers, Poznań Armchair - Audyt III TM

FINER

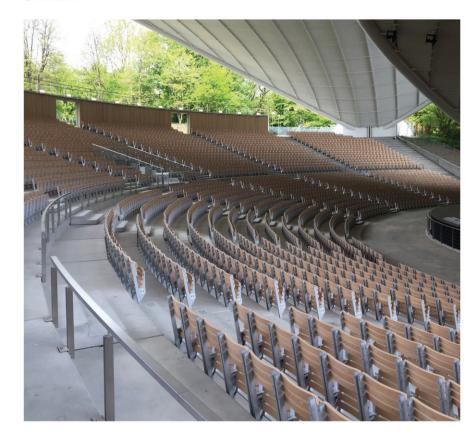


Maria Curie-Skłodowska University, Lublin Armchair - Audyt III



Nicolaus Copernicus University, Toruń Armchair - Finer

SMILE



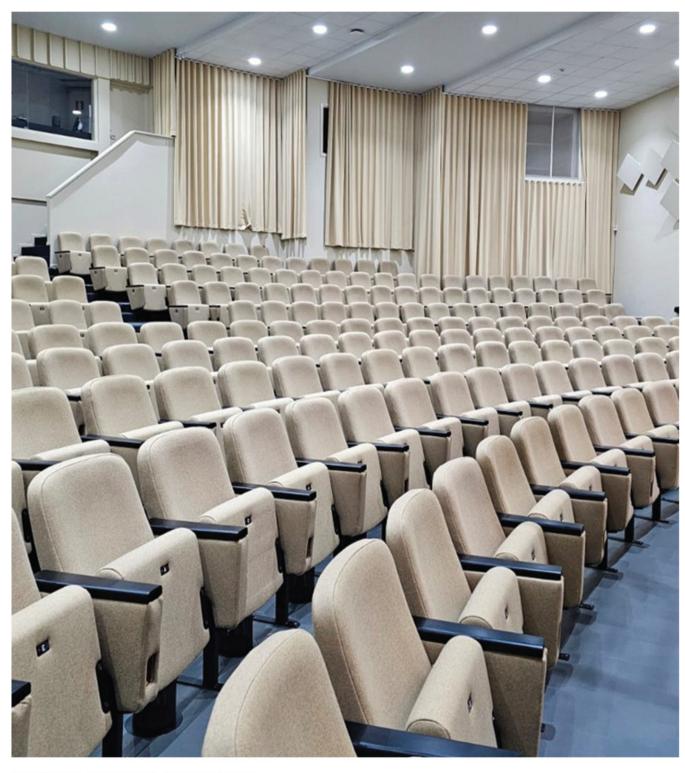




Ignacy Jan Paderewski Amphitheater, Koszalin Armchair - Smile



RENOVATION



Elmia Congress & Concert Hall, Jönköping, Sweden Armchair - renovation

GRAPHIC DESIGN: Oleksandra Jończyk

PHOTOS: Marshal's Office of the West Pomeranian Voivodeship (pp. 12-13) Krzysztof Skłodowski "Audio Plus" (pp. 8-9, 24) Wojciech Krynski (pp. 36-37)

PRINT: GDS Daria Ocińska

OFFICE, SHOWROOM: SELLA SP. Z O.O.

Drzewce, Drzewiecka Street 28 86-065 ŁOCHOWO POLAND e-mail: biuro@krzesla.com.pl tel. +48 52 379 75 49 krzesla.com.pl

OFFICIAL REPRESENTATIVE IN POLAND: AGJ KOMFORT Grzegorz Królikowski Waleriana Szefki Street 13E/4 81-572 Gdynia 81-572 Gdynia POLAND **e-mail:** biuro@agjkomfort.pl **tel.** (+48) 512 800 828 **tel.** (+48) 62 751 99 78 agjkomfort.pl



