

Contract Fabrics. Made by Camira.



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Product shown
Synergy



Made by Camira.

We make fabrics for spaces and places – from offices to universities, hotels to hospitals, and shopping malls to cinemas. They're made by people, for people. For eyes and ears, bottoms and backs. For people who work, wait, sit, spill, lounge and linger. Creating material moments, where textile style meets real world substance.

We're textile innovators, recognised for designing and manufacturing the most imaginative, adventurous and environmentally sensitive fabrics in the world.

We're the name behind pioneering fabrics made from harvested nettles, hemp, flax and jute. We innovate in recycled content, upgraded from post-industrial and post consumer waste, even closed loop recycled fabrics using our own yarn remnants made into new yarn and new fabric.

From farm to fabric and everything in between – we spin, dye, warp, weave, knit, finish, cut and sew. So you can be sure of our end-to-end product integrity bringing you unrivalled material options for upholstery and panel across compositions and price points.

Our contract fabrics can be soft and relaxed, tactile yet tough enough to withstand the most demanding contract end-uses. They're guaranteed to last, with proven durability, technical performance and flame retardancy to international flammability standards.

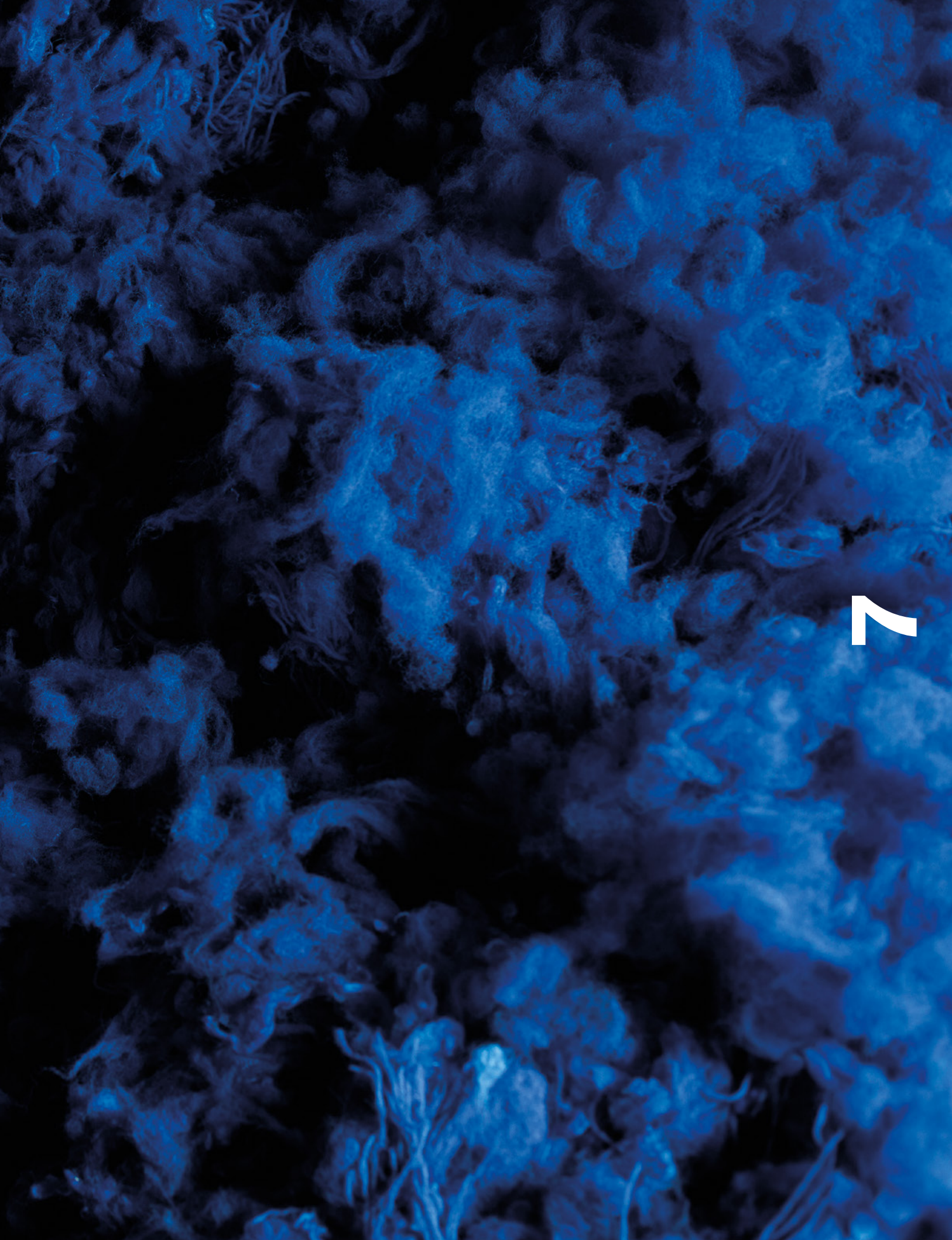
All good reasons why our fabrics are used by the world's most renowned global furniture manufacturers, selected for prestigious interior schemes by design practices, and an integral part of the interior fabric of corporate end-users and world famous institutions.

Trusted, specified, chosen.



Made to make you feel

Our fabrics bring interiors to life. They bring colour, texture, design and personality to the interiors they furnish. They're the first thing we see, so they set the tone and have a real impact in creating the overall mood. And of course, they're something we physically feel, with the touch of our fingertips, or sitting on them for hours on end. So we hope they make you feel productive, welcome, happy, relaxed, inspired, and – above all – comfortable.





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Made for furniture

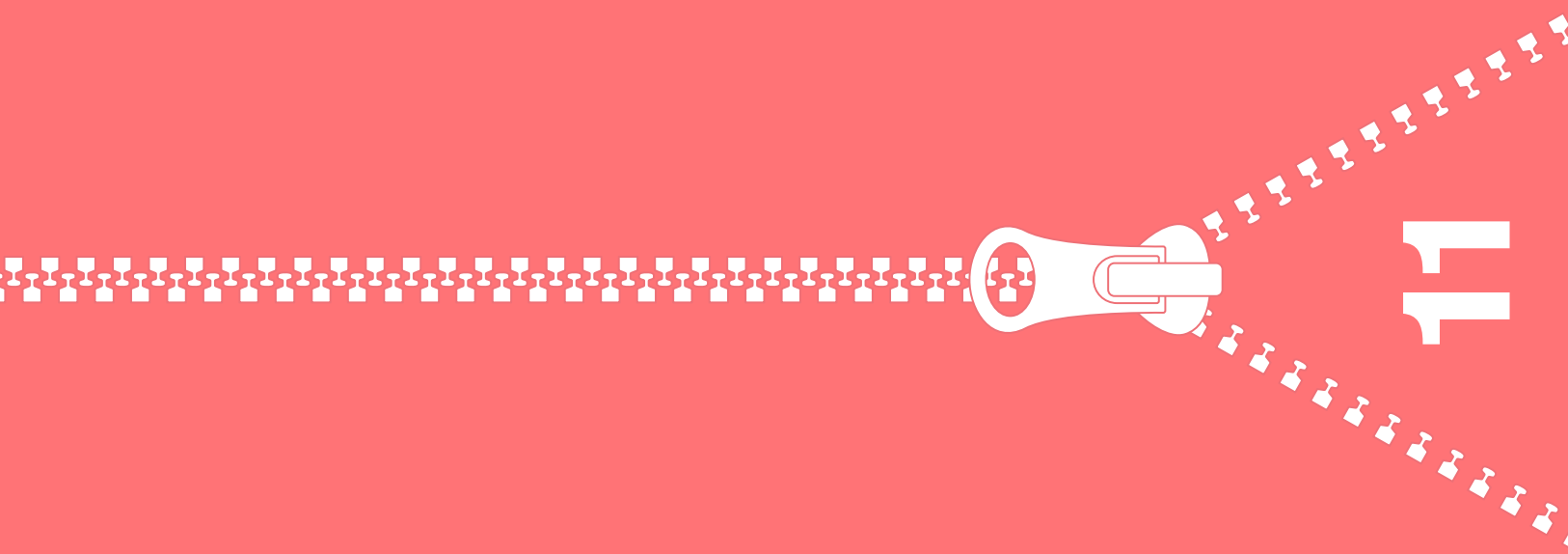


Textiles find their purpose when they find their way onto furniture. That's what they're designed and destined for. Of course, we love them for themselves, but they take on a whole new persona when they're upholstered onto the many different types of furniture they're intended for: swivel chairs, sofas, lounge seats, scatter cushions, executive furniture, conference chairs, barstools, tuffets, pods, desk screens, acoustic panels.

Making furniture complete.

Made to work together

Our portfolio covers over 1,500 individual fabrics with their own colours and personalities. They're all hard workers who have fought for their place and stood out from the crowd during the initial selection process. But when they come together, that's when they really start to shine, allowing creative combos using different products and textures – making furniture unique, creating those quirky couplings, and making interior schemes zing.



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Made to fit any budget

Who said it's rude to talk about money? Not us. We understand that behind any project is a client with a specific budget and that furniture bandings are based on price points. So we offer a very wide range of fabrics which cover all the main price brackets across different types of composition and design styles – going from functional synthetics, through wool and wool blends, natural bast fibre fabrics, prints, performance fabrics and vinyl, all the way to luxury genuine leather. A flexible portfolio allowing you to choose where you want the most bang for your buck.



MADE

TO

PERFECT

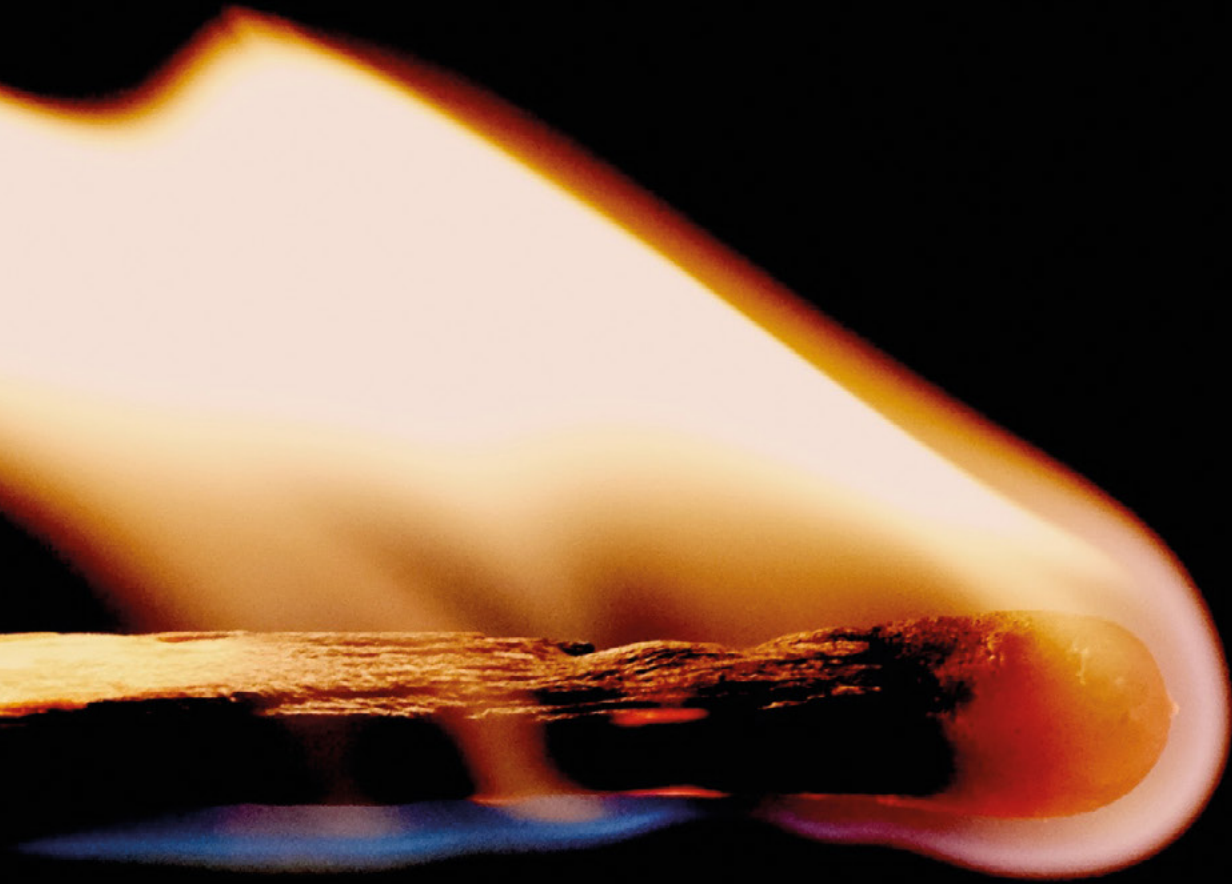
DORM

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We know we're biased, but we like to think that our fabrics take centre stage in the interiors they go into. They're always a class act in relation to their long-lasting durability, meeting heavy duty abrasion for Martindale or Wyzenbeek, with our turbo charged fabrics powering up to 400,000 cycles for 24 hour usage seven days a week. Our TriOnyx treated fabrics and performance vinyls are engineered for those tougher than usual end-use areas which require extra protection. So they're waterproof, stain-proof, germ-proof and flame-proof. And they're guaranteed for up to 10 years.

A lit matchstick is shown against a black background. The matchstick is positioned horizontally, with the flame on the right side. The flame is bright orange and yellow, and the matchstick itself is glowing with a warm, golden light. The text "Made for safer interiors" is overlaid on the left side of the image.

Made
for **safer**
interiors



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Now, more than ever, health and wellbeing are hot topics in the interiors industry. But the hottest, most important subject, when it comes to ensuring safer contract interiors is flammability. Textile flammability can have crucial safety implications in the event of a building fire, giving occupants valuable extra escape time. Thankfully, all our fabrics are designed and stringently tested to meet a multitude of global international flammability standards for seating and vertical surfaces.

Made to be kinder to the planet

It wouldn't be right if a product designed to improve the interior experience somehow harmed the planet. We've been pushing boundaries in environmental textiles for over 20 years, starting with the revolutionary ReSKU made from recycled woollen army jumpers, through a raft of recycled polyesters made from pre and post-consumer waste, all the way to spear-heading a new category of materials made from intimate blends of wool and naturally occurring plant fibres. The manufacturing processes and supply chain behind our products are equally responsible.

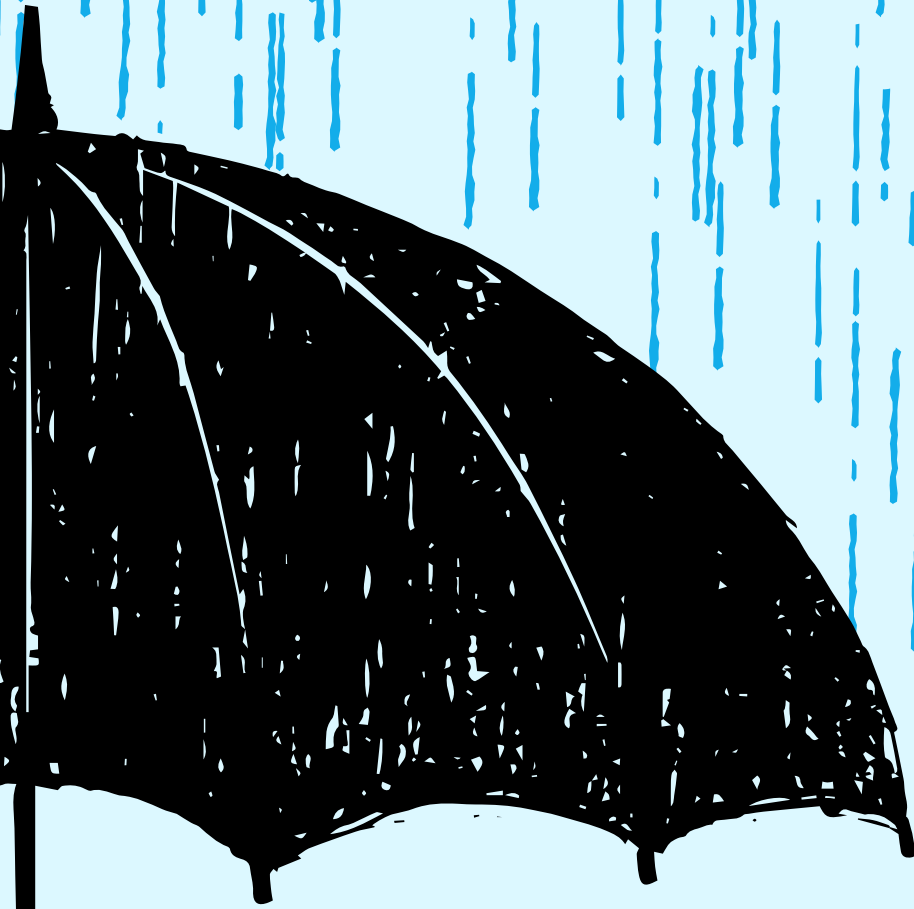


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Made to be

Contract Fabrics. Made by Camira.



looked after

Fabrics don't look after themselves, even those with added stain-repellent, and like most of us they'll benefit from some TLC (textile loving care). Being mindful at the specification and selection stage, especially relating to colour and material choice for the particular end-use area, is a good starting point. Then to keep fabrics looking their best, vacuuming upholstery and quick reaction to spills and stains will help with long-lasting appearance retention and wearability.



Workplace



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InVision

Welcome to the jungle.

Sensing, feeling, using: Camira's natural and colour coordinated materials round off the individual design concept in the "Meeting Jungle" of InVision AG in Düsseldorf, Germany. Both the interior design concept and the implementation came from the architects mo.studio from Meerbusch.

The Maki Solitaire building is in the Düsseldorf Media Harbour and was built in 2001, inspired by the designs of the Japanese architect Fumihiko Maki. InVision AG acquired the eight-storey building at the end of 2013 and planned according to a concept by mo.studio. The company develops and distributes cloud-based software solutions for the deployment, planning and training of call centre personnel. An agile operation in self-organised teams is an integral part of corporate culture at InVision, and interior design is just as important.

There are various meeting rooms available on all four floors and large team tables can be used without a fixed allocation of space. In particular, the 225m² Meeting Jungle on the sixth floor offers a creative, inspiring environment that promotes communicative work in small groups. The atmosphere is inspired by elements that let the user immerse themselves into a "jungle world".

Roomy wall paintings, green carpet and numerous planting elements on the floor and on the ceiling creates a unique ambience. Areas with sofas and screens are available for joint programming, two private meeting rooms and an open meeting area with seating are also on this floor. The optics and feel of the furniture played an important role in the planning of the unusual room concept.

Camira's fabrics, Synergy and Blazer were used for the upholstery of the furniture and office chairs, which round off the overall concept in terms of design, while meeting all requirements for durability and flammability.

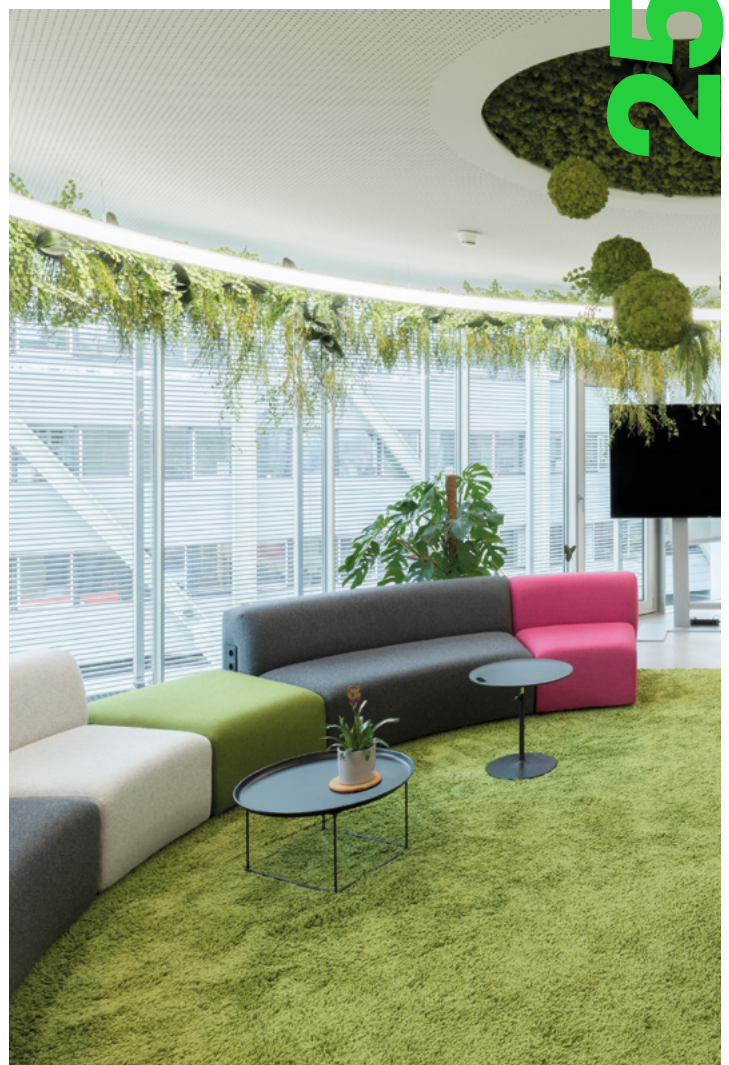
Green and olive tones reflect the natural appearance of the room. Pinks and yellows set accents, which are reminiscent of the colourful plants and animals in the jungle, while the blue stands for tropical waterfalls. "The design idea of a room can be supported by means of visual and haptic concepts as well as high-quality reference materials, without compromising the durability," says Sabine Oswald, Area Business Manager for Germany at Camira.





You experience the jungle with all your senses. This is why we have also made a very individual claim to the selection of the materials for our upholstery furniture and office chairs.

Annika Grimm
Project Manager, mo.studio





Corporate IT office in Dubai, UAE

Product shown
Synergy and Landscape Balance



Emirates Flight Training Academy

Famed for its commitment to quality and service excellence, the Emirates story began as recently as 1985, starting with just two aircraft on routes out of Dubai and now flying the world's biggest fleet of Airbus 380s and Boeing 777s.

As well as flying aircraft and passengers, the Emirates Flight Training Academy trains future pilots at a state-of-the-art facility near Al Maktoum International Airport in Dubai South. Completed in 2017, the Flight Training Academy is a full-residential facility, covering 164,000m², able to accommodate up to 600 cadets at any one time in individual studio accommodation. It includes 36 ground school classrooms, 100 office stations for instructors, ground based flight simulators, a fleet of 27 training aircraft, dedicated runway and independent air traffic control tower.

Designed by the Emirates' Facilities and Design team, the Academy features extensive specification of soft seating by leading European office and contract furniture company Ahrend, all upholstered in a wide range of wool and wool-bast fibre fabrics including Synergy, Blazer and Main Line Flax. Multiple spaces are furnished in the Ahrend and Camira pairing such as VIP waiting areas, lounge and break-out zones, community lounge, teachers' lounge, CEO's office, and the main atrium. Located at the very heart of the Academy, the atrium links the flight simulator block, the operations centre and the residential halls, and is the main meeting point for everyone in the Academy.



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Vans Headquarters, Costa Mesa, California

Product shown
Landscape Contact





BBC MediaCityUK

BBC North is the home for the BBC in the North of England at the purpose-built MediaCity in Salford Quays, Manchester, UK.

The project was masterminded by award winning architectural practice Sheppard Robson who worked with the BBC to create a workplace that's a thriving urban neighbourhood, enlivened by the way people share its spaces and amenities.

Part of the project included a Design Challenge to involve talented university design students in creating an original fabric to capture the creative essence of the BBC. Winning entrant was Miriam Trent from Leeds Metropolitan University, whose design was based on a binary theme, made up of 0s and 1s in a bold impact large scale pattern repeat. Other textiles specified for the scheme include Blazer and Oxygen.



Product shown
Task chairs featuring Technical Knitting



Contract Fabrics. Made by Camira.



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Education

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Unitec Institute of Technology



The fabrics suggested and supplied by Textilia, Camira's Synergy range, are exactly the type of fabric that gives a high-end comfort to our spaces and yet a good quality commercial fabric that meets the constant use of our building.

Katherine MacGillivray
Project Manager, Unitec

Unitec Institute of Technology in Auckland, New Zealand, has undergone a major transformation by creating bespoke, modern working spaces to support contemporary applied teaching and learning approaches that better prepare students for the future of work.

Working with ASC Architects, one part of the project was to renovate the HUB Building, which has been renamed to Te Puna, meaning spring. The new student centre has been designed to celebrate the Wairaka stream which runs through the campus and its spring, Te Wai Unuroa o Wairaka, with large windows so you can see the water from every floor.

The intention with the seating was to create a relaxed, inviting space for students to spend time between classes. Te Puna is a social learning building that incorporates the main library, informal learning spaces and lounge areas, shops and student support services. With such a hub, the seating had to accommodate a large footfall and connect all the different uses.

Furniture suppliers UFL, Kada and Cite fulfilled this need with a range of different seats, upholstered in Camira's fabrics.

Synergy was selected for its soft warmth, comforting feel and ability to withstand a highly utilised student environment. Unitec wanted students to be able to feel at home and relax into lounge chairs like their own home. The huge colour choice within the Synergy range also appealed to make the space vibrant and colourful. The Main Line Flax fabric is used in coordination with Synergy for additional colour options and textures.

The building architects chose a minimal classic colour palette, showing colour through the carpet selection. The seating fabrics help bring the building to life with strong colours and the range of shades selected reflect the diversity of users. One of the lounge chairs from UFL was upholstered in a hexagonal stitched quilt version of Synergy, adding a homelier feel and another level of texture and interest to all the finishes in the space.

Both Christian Hurzeler, Project Director and Katherine MacGillivray, Project Manager at Unitec wanted to deliver a relaxed and liveable environment for our students.



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Sheffield Hallam University

Sheffield Hallam University in the UK invested £11m in the development of the STEM (Science, Technology, Engineering and Maths) learning spaces.

The two-year development, designed by architect Watson Batty, has seen the refurbishment of key areas within Sheaf and Eric Mensforth Building (EMB) including the installation of an impressive new atrium area which now connects the two. Hertha Ayrton STEM Centre is a stunning area between the two buildings with collaborative spaces for learning and working, as well as providing access to a café, faculty helpdesks and a walkway from the City Campus to the train station.

The open space is complemented with angular shapes along the wall, balcony and steps, with wood panelling throughout and a glass roof to give the space bright light and openness. With a range of lounge seating from Gresham Office Furniture, the space allows for a variety of working environments, all featuring Camira's fabrics.

The architect carefully designed the colour scheme and style for the Hertha Ayrton STEM Centre, which has been translated through the selection of fabrics for the furniture.

Working closely with the University and Gresham Office Furniture, Camira designed a palette of pinks and greys, from a range of our fabrics, to capture and complement the theme for the space and work with the selection of furniture from Gresham's Izzey, Masca and Betsy ranges.

Alex Mitchell, Area Business Manager at Camira commented: "The palette is based on shades of grey and rich pink – on closer inspection you can see different combinations of fabrics in the same shades used on each piece of furniture to create added interest. I wanted to use a mix of our wool and flax fabrics to merge a subtle blend of textures and natural compositions which complemented the overall style of the space. Pairing the felted wools and soft wovens is a perfect way of demonstrating how different textures can work well together."

Fabrics used include wool-blend ranges Synergy and Individuo, alongside wool and flax fabrics, Patina and Main Line Flax Stripe.



We were keen to make optimal use of Camira's EU Ecolabel fabrics and to use new ranges for this innovative space. In order to ensure the best fabrics, ranges and colours were used, we asked Camira to advise us on what would best complement the original vision. The result of their input is that the impact of the fabric choices and furniture have made the space even more striking.

Juliet Ramsden

Project Officer, Sheffield Hallam University



The image shows a close-up of three fabric swatches stacked on top of each other. The top swatch is an olive green color with a subtle, repeating geometric pattern. The middle swatch is a light beige or taupe color with a fine, textured weave. The bottom swatch is a dark blue or charcoal color with a similar fine texture. The lighting is soft, highlighting the texture and color variations of the fabrics.

Healthcare



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Alder Hey Children's Hospital

'Innovation, a child-centred identity and clinical best practice' was the brief for the award-winning Alder Hey Children's Hospital in Liverpool, UK.

The Foundation Trust wanted to create a space for children and their families that raises spirits, welcomes and adds to their quality of life when in a healthcare environment.

While maintaining the high standard of care at Alder Hey, the challenge for the architecture firm working on the project, BDP, was to create a building that didn't look like a hospital and was somewhere children could recover quickly, have fun, play and families could come and make use of the space without feeling limited to a clinical area.

The building cuts away from the existing landscape to provide spectacular views of the surrounding greenery from inside, adding to the comfortable interior environment which maximises bright colours, open space and natural light.

Camira's fabrics are used throughout the hospital with careful consideration. Technical collaboration made sure the appropriate fabrics were selected for the right places from the waiting areas, clinical and non-clinical areas, training and administrative areas, meeting spaces, staff rest areas and patient rest areas.

The hospital features our waterproofs Vita and Halcyon, as well as X2 and Aquarius fabrics for staff areas. The bright and vibrant colourways available meant fabrics could be selected to tie in with the overall interior design palette, giving a domestic look and feel, yet the fabrics also meet the performance standards to conform to infection control requirements.



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Guys Hospital, Tadcaster, UK | Photography by Godfrey Syrett

Product shown
L – Halcyon Collection
R – Lucia

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Bristol Royal Infirmary, Bristol, UK

Adana City Hospital

The new 550.000 sq.metre hospital in Adana, Turkey, is part of a huge government project to build five hospitals in five different cities and regions throughout the country. The hospital, located in the biggest city in Southern Turkey, features Camira's fabrics throughout.

Developed by global construction company Ronisans, this main hospital is made of six smaller hospital buildings, all serving the 1.7 million population of Adana. For such a large hospital campus with high traffic, the furniture selected had to be fit for purpose to meet the demanding healthcare requirements.

A range of furniture and fabric specifications were used, with furniture specified from Koleksiyon, Ersa, Ofisline, Delta, Burosit and Soho Concept for the lounges, waiting areas, patient rooms and some task seating for the offices.

We supplied 41,500 metres of fabric from four of our healthcare ranges including high-performance fabric, Halcyon in Blossom and Linden; vinyl Vita, 100% recycled fabrics X2 and Xtreme. All fabrics used were carefully selected with coordinating colourways to complement the well-designed environment they are in. The colour choices help to differentiate the area of the hospital for patients and hospital staff.

A further 100,000 metres of fabric was specified for hospitals in Elazig, Bursa and Istanbul which are soon to be completed.



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Hospitality



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Motel One Manchester-Royal Exchange

Creating a homely, inviting and thoughtful atmosphere is at the top of the list when furnishing a hotel. This is exactly what Motel One has achieved with its hotel in the heart of Manchester, UK.

The budget design hotel group is continuing to expand and this addition to its portfolio has 302 rooms set in the old and new, with a converted, historic building alongside a newer building behind. The hotel has an industrial theme with a modern twist, creating a well-designed environment throughout. With manufacturing references in the design features, the textile trade was a leading feature to the overall concept.

When selecting furniture and fabrics, Motel One was keen to source regional products where possible, working with furniture manufacturers Dare Studio and specifying Camira's fabrics throughout the public areas.

With a large entrance, lounge, bar and breakfast area, a mix of seating and furnishings were required. Using key colourways that work together from our wool fabric ranges maintains a seamless relationship between the spaces, with a light and airy feel against some of the darker furnishings. Curtains surrounding the bar area are in wool flax fabric Patina, coordinating with comforting cushions in Silk and Century.

The bar area occupies striking chairs from Dare Studio, upholstered in Century and Hebden, introducing pattern to bring the area to life. Our natural fabric Craggan adds texture to the breakfast and bar area, used on Urban Mint stools alongside Freifrau chairs in the breakfast room.



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5





Bla Station's Bob Seating | Photography by Erik Karlsson

Product shown
L – Main Line Flax
R – Hemp

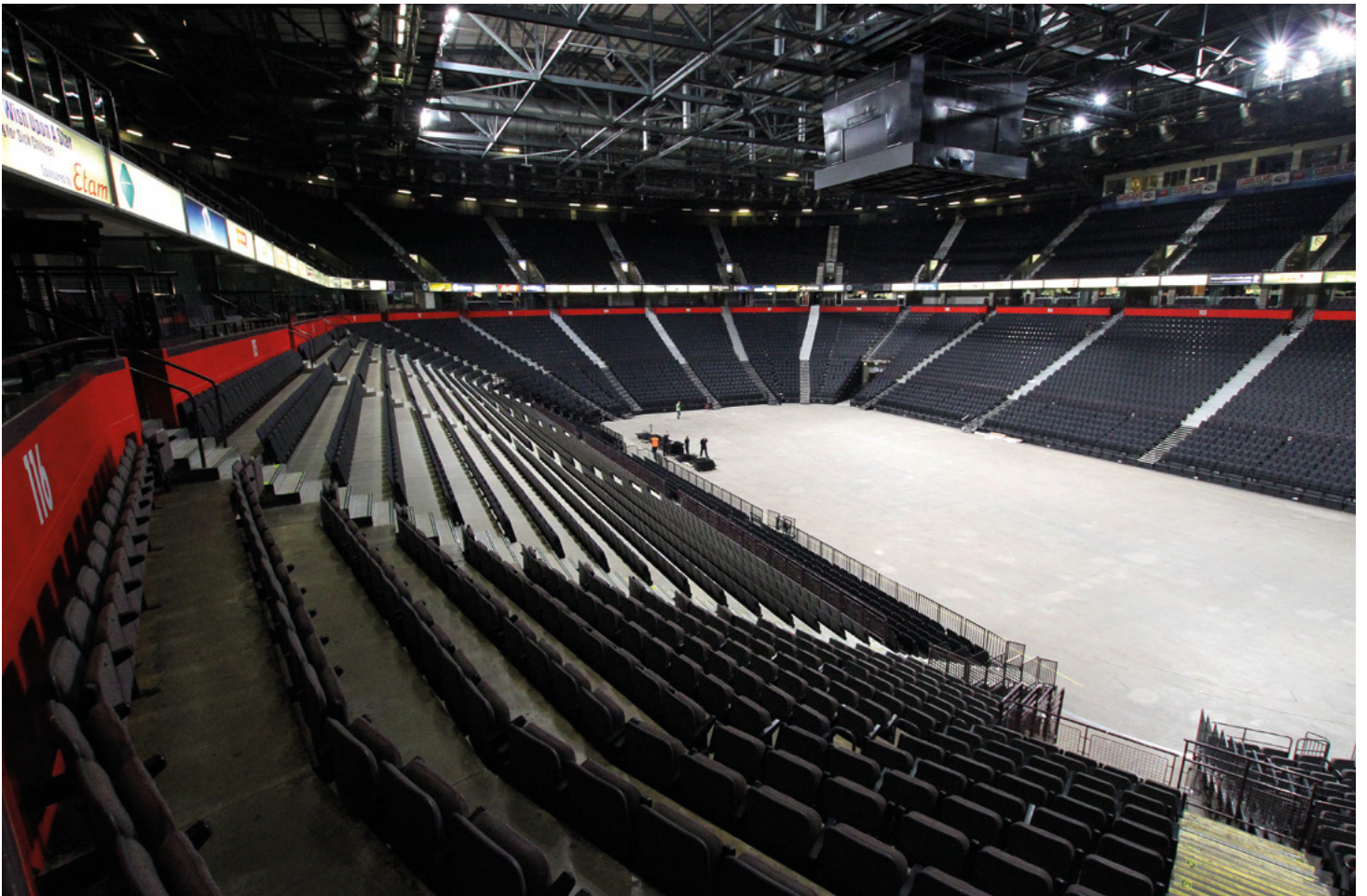


Manchester Arena

Manchester Arena, UK, welcomes thousands of visitors a year and plays host to hundreds of events, from sold out music shows, sporting events and theatre productions to comedy shows.

After 20 years, the arena needed a makeover to give its seating a new spark. Originally specified in 1995, Camira and seating manufacturer, Audience Systems, were the first choice to reseat the venue. The arena's operators, SMG, were keen that the new seating should enjoy the same longevity as the previous installation, specifying a seat with maximum durability.

In just 44 days the arena was cleared, cleaned and refitted with 28 new retractable systems and 11,600 new Accolade chairs. SMG selected our performance-based fabric, Halcyon Linden, which offers stain repellent and anti-microbial properties to help keep it looking immaculate even with the most demanding of audiences. We supplied over 10,000 metres of the fabric in a bespoke dark grey.

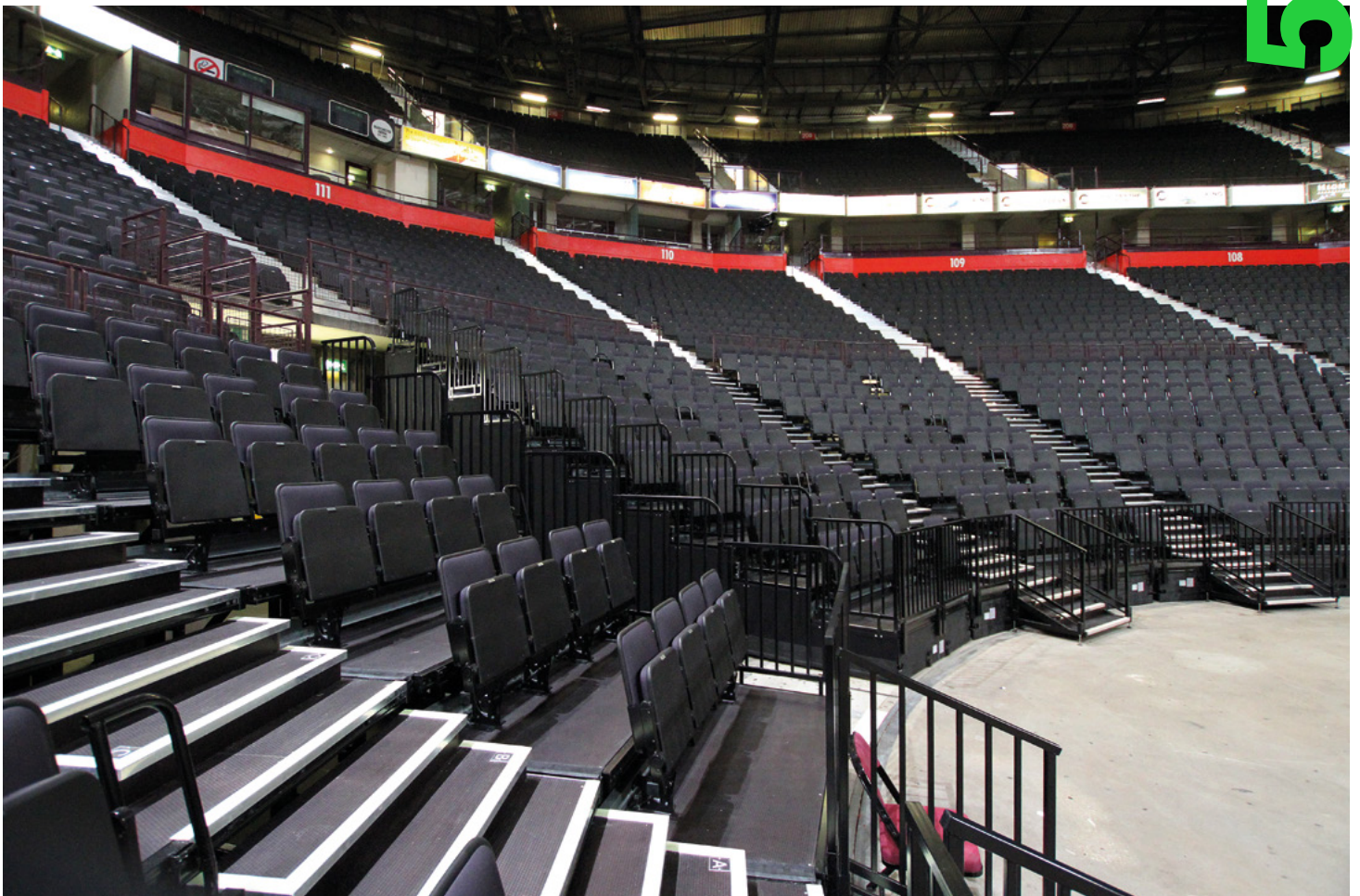


Contract Fabrics. Made by Camira.



Thank you for backing this project with commitment, enthusiasm and teamwork. We are very pleased with the results and we couldn't have done it without your help.

James Allen
General Manager, Manchester Arena



Product shown
L – Carlow and Cara
R – Blazer



Contract Fabrics. Made by Camira.



A close-up photograph of a chair seat. The seat is upholstered in a green tweed fabric with a visible weave pattern. The chair has light-colored wooden legs. The background is a plain, light green wall.

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