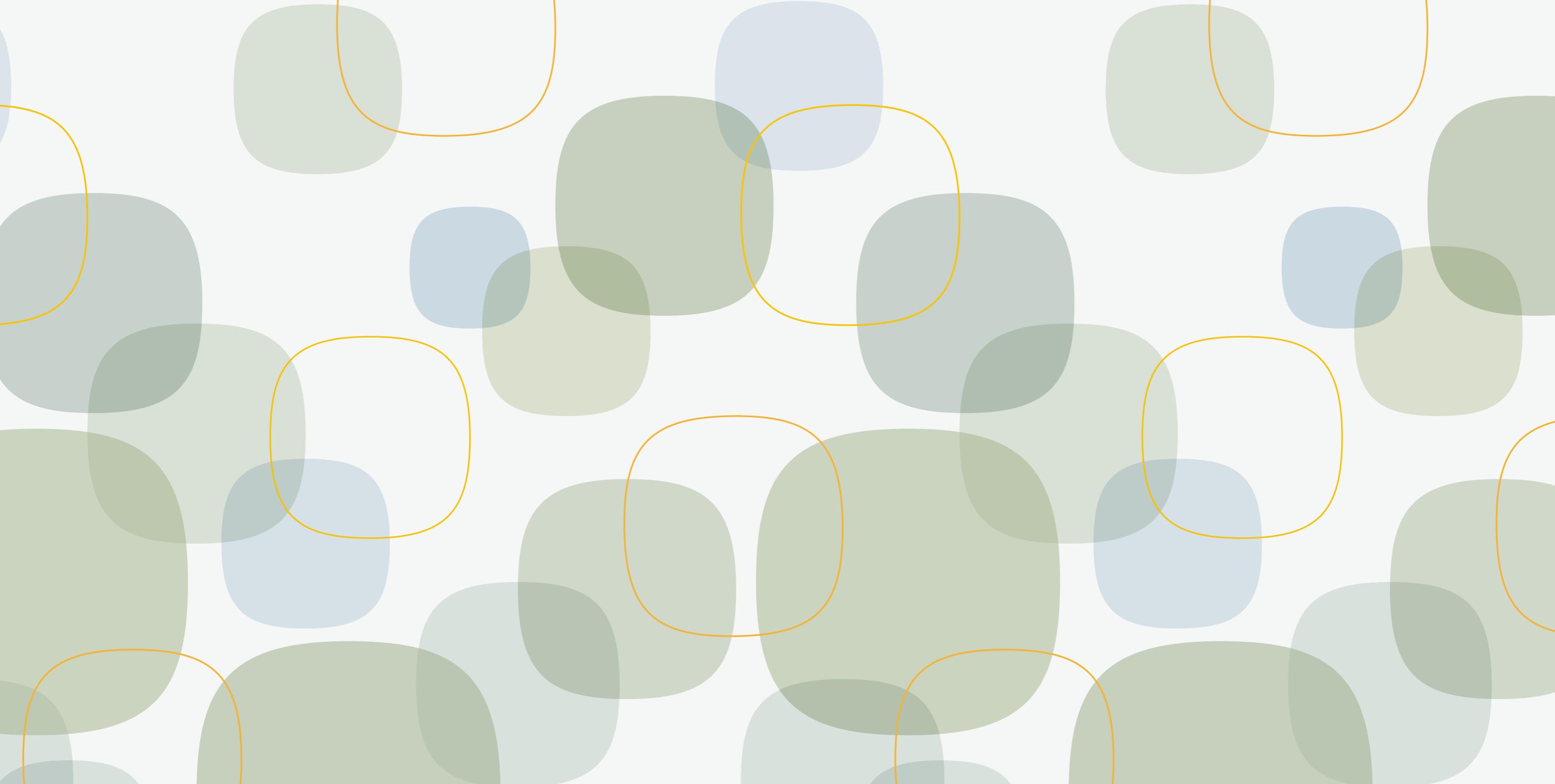


Cascando®

**20 YEARS**  
of friendship in design

robert bronwasser



# TWENTY YEARS OF FRIENDSHIP IN DESIGN

Twenty. It is just a number. Yet there sometimes is hiding a world behind the figure, a fantastic voyage. Cascando and Robert Bronwasser would like to share some of the successful interior products that make up their joint design journey – two decades of intense collaboration is something worth celebrating.

Over the past decades, Cascando and Robert Bronwasser have co-developed coat racks, room dividers, multifunctional seating systems and spatial organization systems that flawlessly respond to new user requirements and architectural innovations in spatial design. Their collabs enhance office functions, improve the experience of the workspace and, thanks to their modular structure, fit distinct working environments in offices around the world. Each interior product they have come up with complements the spatial blueprint and adds value to the work experience, thanks to a smart and sustainable combination of form and function.

In this special issue, Cascando and Robert Bronwasser look back on a friendship in design, a continuous evolution that results in beautiful interior products that allow people to really enjoy their office. That simple ambition is probably the only thing that has remained unchanged in the last twenty years. Cascando and Robert Bronwasser both perceive design as an instrument to increase happiness and satisfaction at work. Ultimately, that is what design is all about.

Have a happy working day.

Leon Waltmans, CEO Cascando

Robert Bronwasser, designer

## A STORY ABOUT A COMPLEMENTING FRIENDSHIP

### An Interview with Leon Waltmans and Robert Bronwasser

#### HOW IT ALL STARTED

Leon Waltmans of Cascando and designer Robert Bronwasser first met during the presentation of the Gelderse Vormgevingsprijs in 2001, a local design event in Arnhem. Waltmans, an enthusiastic start-up entrepreneur, had just launched Stand Alone, the elegant, minimalist coat rack that would kick-start his business. Bronwasser, a talented industrial designer who graduated from TU Delft in 1992, was partner in a young industrial design agency.

The first short conversation between the men held a deeper promise for both. Somehow they recognized each other's curiosity, passion and energy. Moreover, they seemed to share a preference for original interior products that could give the office a fresh finishing touch. By using design as a medium, you could elevate the needs of working people into everyday objects that made life easier. Design accessories for the office interior did not belong in the museum but were intended to increase people's satisfaction with their workplace - a little smile as a sign of appreciation.



Two years later their ideas about the perfect shape, use of materials, fabrics and functional finesse came together in a design chapter of their own. At the end of 2003, their first joint design voyage resulted in a series of product extensions and interiors for the BOX1: a flexible storage system by Silvio Rohrmoser. In 2004 Bronwasser presented his first signature design proposals, from which Squares and the Round20 series emerged; a successful family of products that is in the Cascando portfolio to this day and in some ways holds a thread towards Patio, the latest brainchild of Bronwasser for Cascando. This award-winning open office courtyard is yet another fine example of their intense collaboration - a product of a friendship in design, inspired by the modern work needs of new generations. It is what Cascando x Robert Bronwasser does best: inspire the progress of people by designing iconic products to complement interiors. All to bring out the energy to get the most out of yourself and others.

It takes Leon Waltmans and Robert Bronwasser little effort to capture the essence of their camaraderie in design. It can be done in two words: passion and positivity.



Robert Bronwasser: "Leon and I both have a positive attitude and a passion for well-designed products. What I admire about Leon is his enthusiasm and the courage to try something new again and again. As a designer, Cascando gives me a lot of space for new ideas. I like to use that space to explore new boundaries."

Leon Waltmans: "Robert's design philosophy fits Cascando's DNA: distinctive and attractive design. That will always create connectivity. He has a good understanding of what concerns people and what they need in design."

Robert Bronwasser: "This quality also stems from our long-term and intensive collaboration, in which we continuously exchange ideas and visions. We always try to come up with solutions that match the changing way people work. Openness and mutual respect ensure that we keep each other razor-sharp and complement each other."

Leon Waltmans: "That space is the playing field, we share that. Because it is of course the Cascando brand that converts the design into a product and markets it worldwide."

Robert Bronwasser, smiling: "In addition, we are both control freaks and perfectionists."

Leon Waltmans: "We are both ambitious, we recognize that in each other. We always challenge each other to do what's best. The conditions for success? A mutual challenge, ambition and focus on a common goal. We want to move the interior forward."



#### DESIGNING JOYFUL INTERIOR PRODUCTS

Robert Bronwasser's motto 'Enjoy Everyday Design' gives meaning to his idiosyncratic ideas about form and function of interior products but is also embraced by Cascando as a design essence: adding functionality and improving the experience of the workplace for users. Both want to design useful interior products for the office that make people happy, every day.

Robert Bronwasser: "My background as an industrial designer probably plays a major role in this. I am not trained as a furniture designer, so I look at the workplace from the user perspective and the actual use and only then think about what is needed. Leon and I share the vision that a well-designed product makes people happy. You can only create that feeling with the use of design if you combine form and function in a playful way. It is not for nothing that the Cascando collection consists of many products that add function and form to a working environment: not desks and office chairs, but rather small furniture and iconic accessories. These products complete the office."

Leon Waltmans: "The environment in which you work has a major effect on how you feel, how you behave, what you do and -ultimately- how you perform. It is great to see how we can influence this with our products, to see people enjoying their work. That is what we like to achieve."



### THE TIMING OF A TRUNK

The best anecdote from twenty years of design collaboration is related to one of the most successful designs: the acclaimed Trunk. This royal room divider adds something extra to a workspace. Unprecedentedly stylish, with the recognizable wedge shape, the divider is easy to apply in your interior thanks to a multitude of designs and material choices. But the inclusion of Trunk in Cascando's collection once appeared to hang by a thread - a fun fact knowing it is one of Cascando's bestsellers now.

Robert Bronwasser: "Trunk today indeed is a very successful product, but when I first showed the 3D sketches to Leon in 2012, he was not immediately enthusiastic. As a matter of fact, the product was not launched until 2016, and even at that time the public had to get used to it. The first ideas for Patio, that was launched in 2022, also date from 10 years earlier. Sometimes you can come up with new ideas too early and it is wise to just wait a little longer."

Leon Waltmans: "We are ambitious, we keep raising the bar together. This also means that you take a critical look at how design relates to all kinds of internal and

external developments. This is about your own organization and trends in architectural design and spatial planning – the balance between ability and desire. You place all elements on the scale, next to each other. In the end you will see that you make well-considered choices in this way, also when it comes to the time at which your design is launched. That approach works for us."

### IDEATING NEW ARCHETYPES

Pillow Space and Trunk are characterful product examples that redefine the usability, cuddliness and experience of a functional standard in a workspace. They are perfect examples of how the partners look at products that make the working environment more effective and fun.

Leon Waltmans: "How do you mold a good design idea into a great design product? How are new products created? Ideas abound. I primarily think in concepts. Can we capture a good idea and apply it into a concept? If the concept is good, the rest will follow. That is still hard work of course. But if the concept isn't right, you better just stop."

Robert Bronwasser: "New ideas arise for me through observation - not just looking at what is already there, but precisely at what is missing. Most ideas come from thinking about what I can add to improve a work situation. When this is clear, product ideas come naturally to me. Looking at the design market, I now see many brands that create variants of existing products. Pillow Space and Trunk are new archetypes that were created by playing with functionality and application."

Leon Waltmans: "The perfect office design exists if you put people first. Does your design contribute to the job satisfaction of employees? Does it improve teamwork and team spirit at team level? And at the organizational level: does it strengthen the identity and brand experience?"

Robert Bronwasser: "A perfect office design is different for every company because the way people want to work depends strongly on business types, functions and activities. The perfect office is

geared to this. The interior architect in particular plays a very important role. It is her or his job to design an interior that really suits the heart of a company. I, as a designer, must provide the right 'ingredients': furniture, accessories and other elements with which you can create that."

### THE NEXT 20 YEARS

The office interior market has undergone an evolution over the past 20 years that is related to the arrival of new organizational structures, new technology, the different mentality of new generations and Covid. Cascando and Robert Bronwasser have responded to these developments in their joint products – they reflect change or even inspire it. Time to look at the next twenty years. Which developments will play a role in the way we view the workspace?



Robert Bronwasser: "Technology enables us to untie ourselves from a fixed working structure. So, we can work anywhere. This allows us to organize offices much more flexibly and to alter interiors when a company is changing course. In addition, it is becoming increasingly important that the office is an inspiring and healthy working environment. People seek a place that invites them to come over, not only to work, but also as a meeting place. As far as I'm concerned, the office doesn't have to be homely. It is much more than that - a restaurant, café, campsite, park, or clubhouse." Leon Waltmans: "People know Cascando as a furniture manufacturer that supplies distinctive designer products for the working environment. No desks and chairs, but everything that will really complete the workspace. That is the recognizable position Cascando products have earned among architects, interior designers, building managers and facility managers, all around the world. With his design Robert is playing a strong part in this development. He always delivers more than you expect him too. In addition to the great products we are bringing to the market together, that is an important part of the success of our collaboration."

Robert Bronwasser: "The fact that we still inspire and surprise each other is a compliment that I like to give Leon. We still create innovative products together in a very pleasant way."

Leon Waltmans: "It might be a good idea to tackle Cascando's head office together sometime soon. As strange as it may sound, we never really have time for that because of all the hustle and bustle."

**"Most ideas come from thinking about what you can add to improve the work situation."**



# COMPLEMENTARY OFFICE ICONS

As a celebration to their co-developed products, Cascando and Robert Bronwasser like to take you on a tour back in time: from the beginning of their collaboration in 2003, along iconic designs such as Round20, Pillow Space, Trunk, Flower and Pully, right up until the inspiring Patio space organising system.



2003



## SQUARES

Perfectly squared storage solutions that make the office world go round

One of the first product proposals Robert Bronwasser made for Cascando is Squares: an attractive collection of functional, square wall tiles. The use of an aluminum sandwich panel gives Squares a high-quality, architectural appearance.

## BOX01

The stackable modular storage system for the Lego generation.

The Box01 originally was developed by designer Silvio Rohmoser. In 2003 Cascando invites Bronwasser to expand the Box01 series - paving the way for the first cooperation. The collaboration results in several new interiors that increase the functionality and usability of the Box01 products.

2004



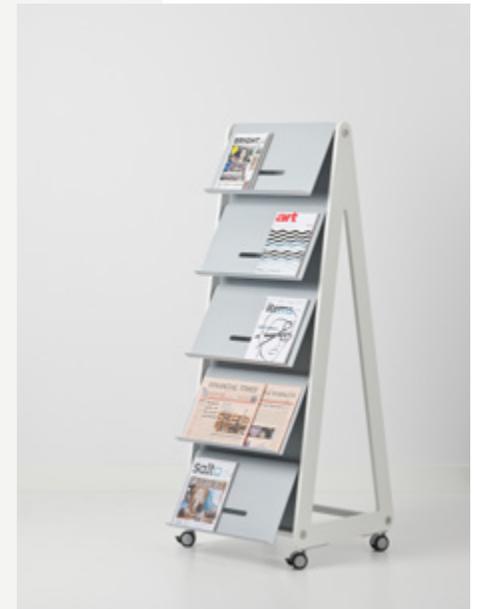
## ROUND20

A modular and mobile frame family for presenting big ideas and bold figures

The Round 20 is the first modular series that Robert Bronwasser designed for Cascando. Just as a department or team is a composite family, so is the award-winning Round20 series. Each product has a connective resemblance that strengthens cohesion. Distinctly designed uprights can be combined with interior elements like a wardrobe rack, coat rack, mirror or whiteboard. With the Delta and Aluminum variants the Round20 collection expanded further. Round20 is still one of Cascando's successes. Mobile, multi-usable and durable.



2006

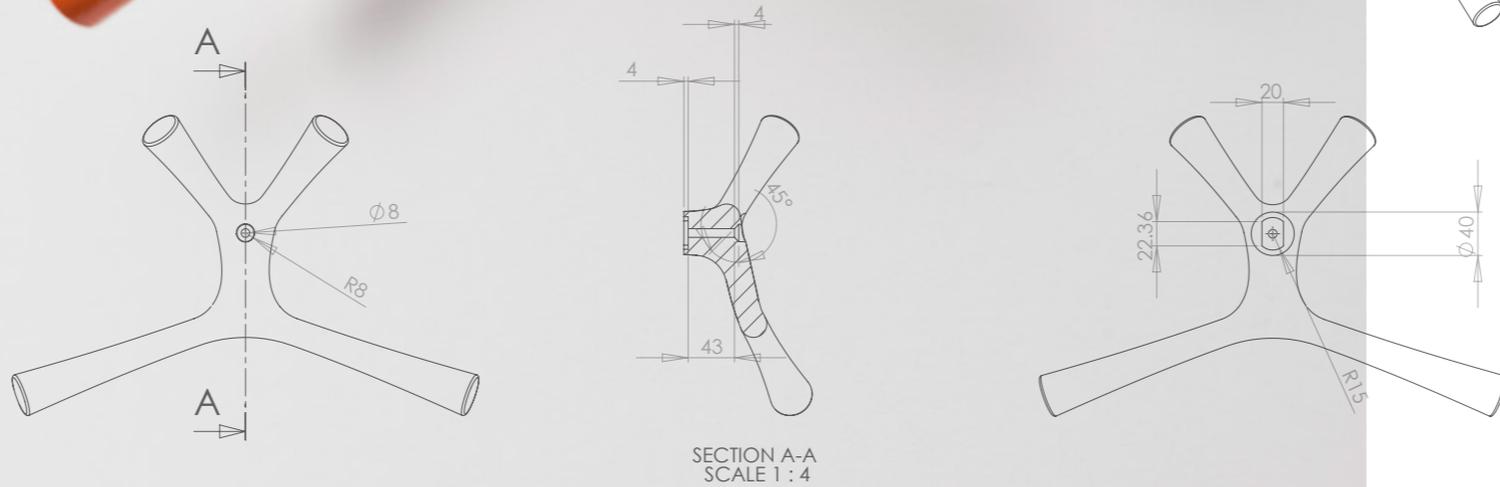


ROUND20 DELTA

ROUND20 WOOD



2008

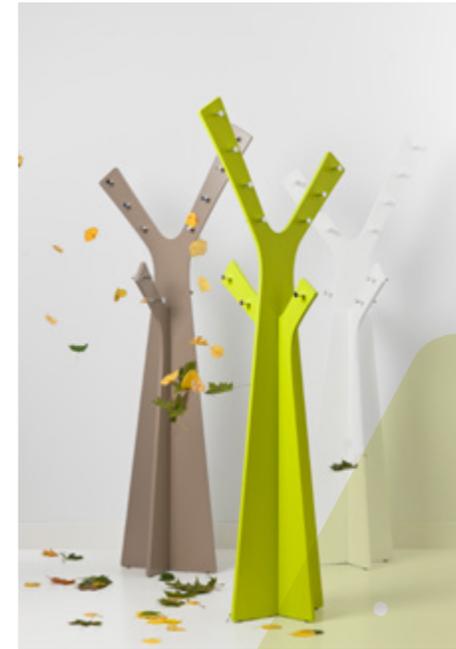


### KANGAROO

The smart coat stick that looks like the eminent Keith Haring jumping on a trampoline

Kangaroo breaks with the strict architectural signature of earlier Cascando interior products. The quirky, cheerful wall wardrobe is not only functional, but is also a striking decoration of the workspace when not in use. With the Kangaroo, Robert Bronwasser and Cascando jumped into the deep end and took the first step towards using more color, adding spirit and flair to the collection.

2010



### NATURE SERIE

Whatever your opinion on the best definition of a healthy work environment, you will probably agree that plants, trees and bushes in the interior improve feelings of well-being, especially in open offices. In touch with nature, Robert Bronwasser chooses to design several fun biomarkers for the office: a Tree, a Branch and a Leaf. Friendly, tactile and inviting.

A coat rack is usually the first interior element you encounter when you visit somewhere. This makes it an interior product that is ideally suited to make a friendly gesture to visitors. Tree does exactly that, as a stylized natural element on which you can hang your coat, bag, scarf or hat.

The nature-inspired series is complemented with the wall wardrobe Branch and Leaf, available as whiteboard or a brochure rack. They are welcoming evergreens that add vitality and lend character to a space.





## POLE | STICK

From fresh and cheerful to minimalistic and elegant:  
Pole and Stick are both

In addition to the Tree, Branch and Leaf products from the Nature series, Robert Bronwasser designs several new coat racks that tell a story, each with its own characteristics. These crystal-clear designs add value to the office atmosphere. Pole and Stick are Cascando products that stand out for their simple geometry and use of colour. Less is more.



2010



**TWIST**  
Attractive American ash in a shapeshifting wardrobe

The Twist originated from the idea that a coat rack can also have an additional function. The round platform at the top is useful as storage space, but also turned out to be a stable support base during the design process - by simply reversing the coat rack. This is how a second variant was created. Hence the playful name Twist.

2010

## SNOW | FLAKE

Interested in the possibilities of cutting sheet metal with laser technology, Robert Bronwasser starts experimenting with shapes in the 2000s. Snow is developed, inspired by the distinct shape of a snow crystal. By cleverly bending this natural shape, a 'cool' coat rack is created. Flake is a small variant, suitable for wall mounting.



**Real office cool is a summer jacket hanging on a wall-mounted Flake or crystal-shaped Snow**

**2010**



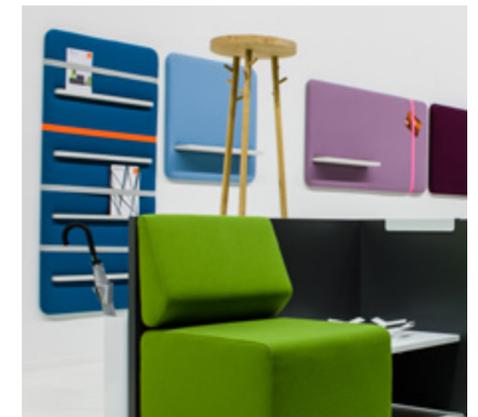
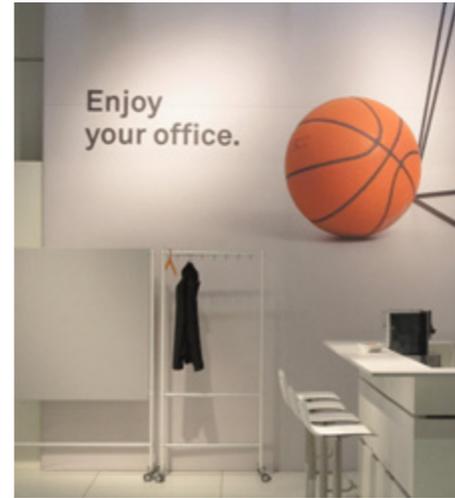
## COATLIGHT

The original worldwide lamp-look-a-like that puts a spot on you

During his journey of discovery through new materials, techniques and form concepts for coat racks, Robert Bronwasser saw new possibilities to add functionality to Cascando's coat stand portfolio. It can be done the other way around: you can add a coat rack to an existing product. The table lamp is a logical starting point, as this product is very similar to a coat rack. By adding brackets, the lamp gets an extra function. You can easily find your jacket in the dark.



2010



ORGATEC AND DESIGNDISTRICT 2006-2012



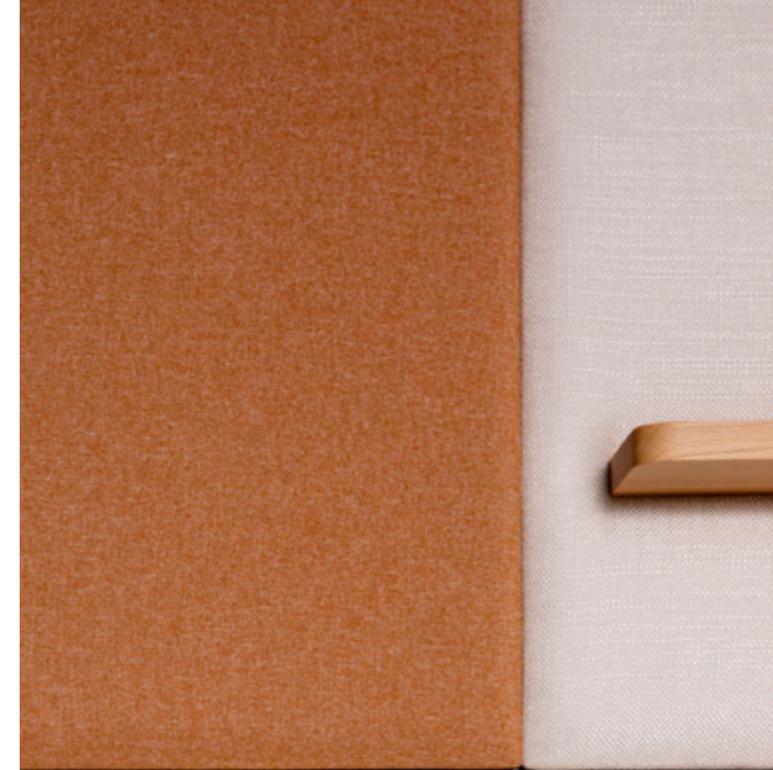
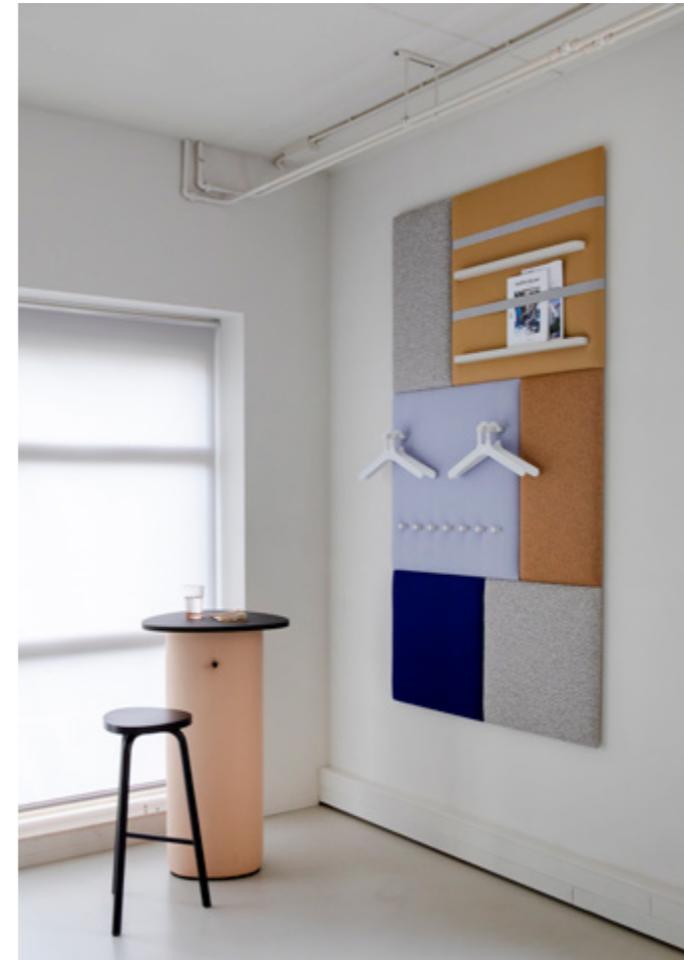
**A Wall is not a wall is not a wall at all**



## PILLOW WALL

The open office has many advantages, but guaranteeing the acoustics is sometimes quite a challenge. With the Cascando Pillow series, Robert Bronwasser broadens the use of acoustic panels for sound dampening. By choosing several dimensions and combining them with countless fabric versions and smart office functions, a new Cascando category has emerged. The attractive, soft Pillow wall panels are functional and improve acoustics - making your wall much more than just a wall.

Interior Innovation Award 2015

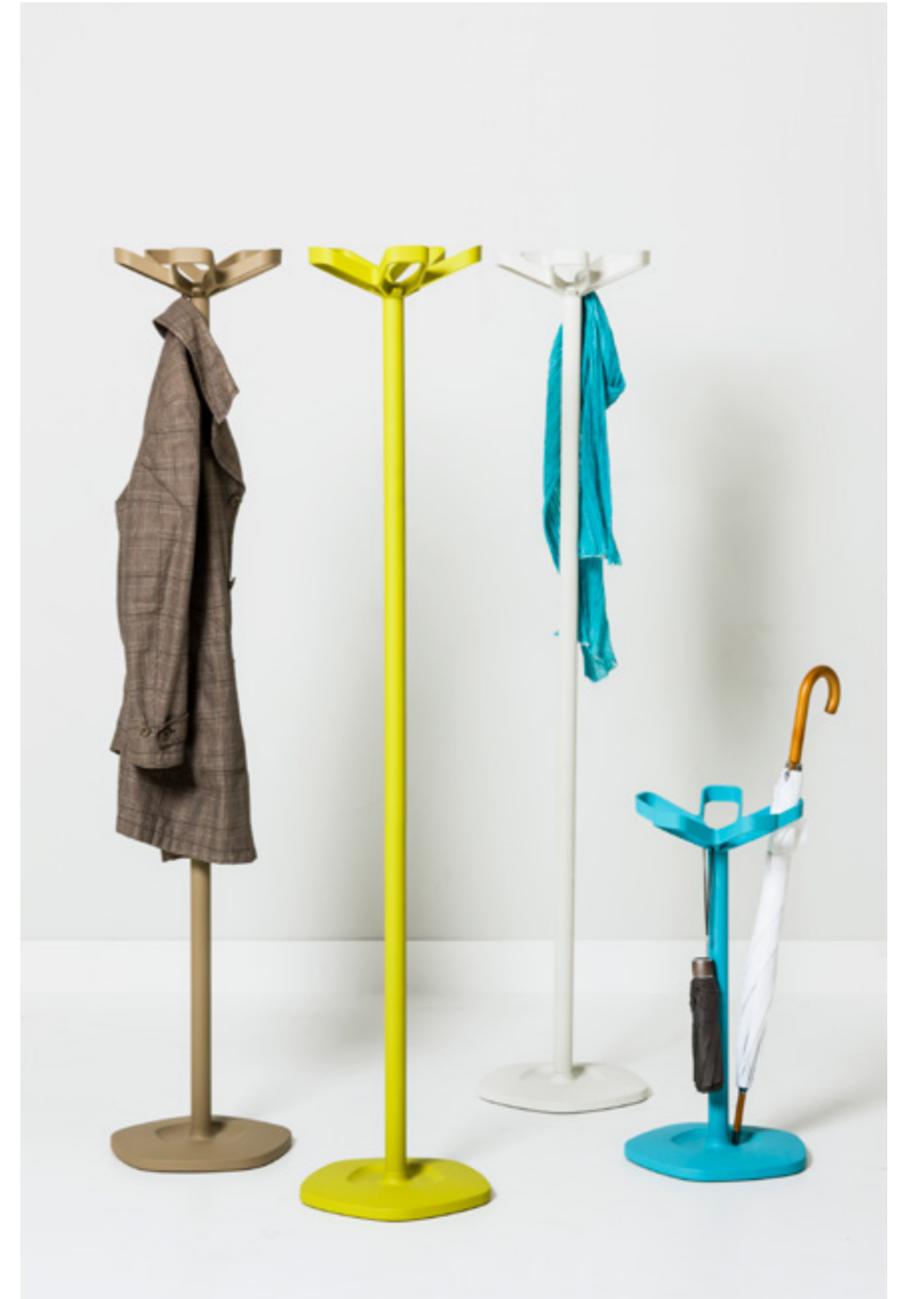


2012



STUDIO ROBERT BRONWASSER WITH PILLOW GRID





2014



**FLOWER**  
The wardrobe series that makes your office bloom without having to water it

In the past twenty years, Cascando evolved into a leading producer of wardrobe solutions in the higher price segment. In 2014, Flower is the beautifully designed bloom in the coat rack collection that fits the wallet of more price-sensitive customers. Thanks to the well-thought-out use of materials, a limited number of components and smart production and assembly techniques, the Flower is attractively priced. The crown on the entrance of thousands of offices, Cascando's best-selling coat rack since its introduction.

Interior Innovation Award 2015



# THE MOBILE ALLROUNDER





**PILLOW SPACE**

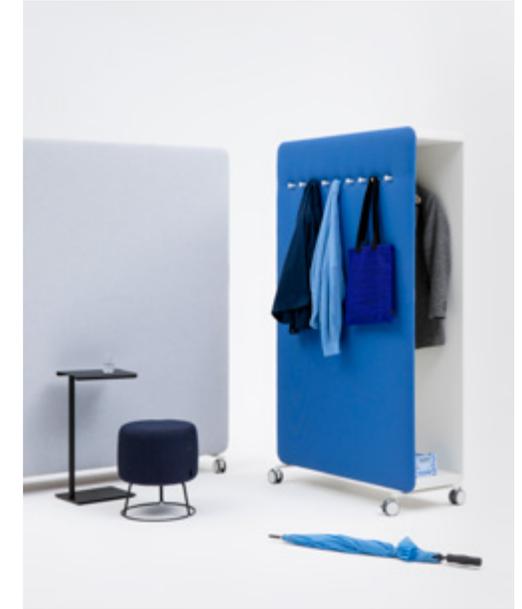
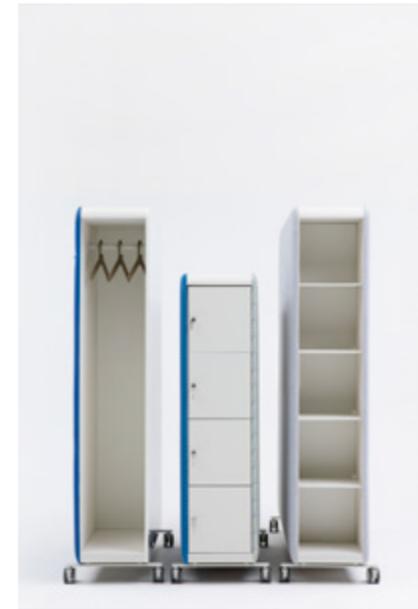
The mobile space divider that allows you to create multifunctional work areas in an instant

The success of Pillow wall panels inspires Robert Bronwasser and Cascando to take a broader view of combining acoustic and office functions. Using the panels as a space divider in the room is a logical next step, but not distinctive enough. Robert Bronwasser comes up with the solution. In a series of new Pillow products, the space between the acoustic panels creates new functions for storage and presentation. It means the introduction of acoustic furniture, a new category that combines the function of a cabinet, room divider and acoustic solution in one mobile product.

Interior Innovation Award 2015

**2014**





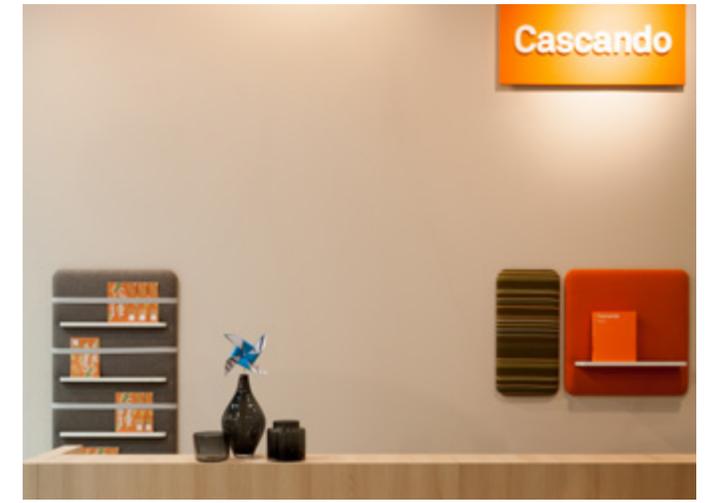
## BLOG

Friendly work and meeting tables that invite you to work better together

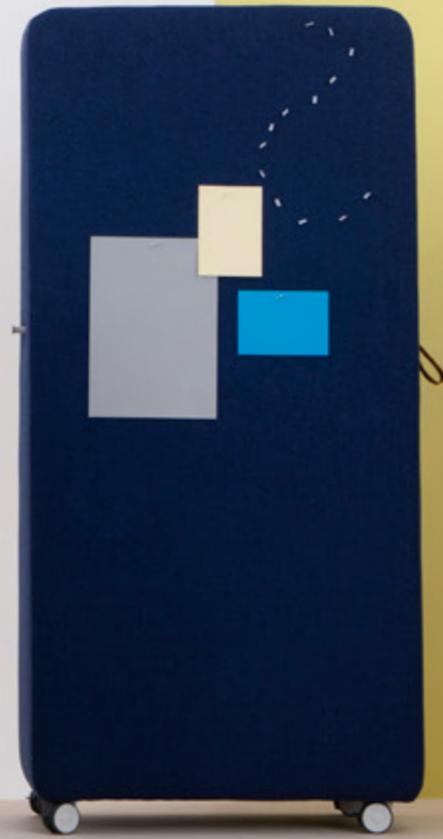
Robert Bronwasser invents the first large Blog table because he needs new worktables and meeting tables for his studio in Amsterdam. The table's robust yet friendly shapes fit well into the Cascando collection. In 2014, the partners introduce the Bronwasser primal table to the interior market, with plenty of storage space in the top for small items, cables and power points.

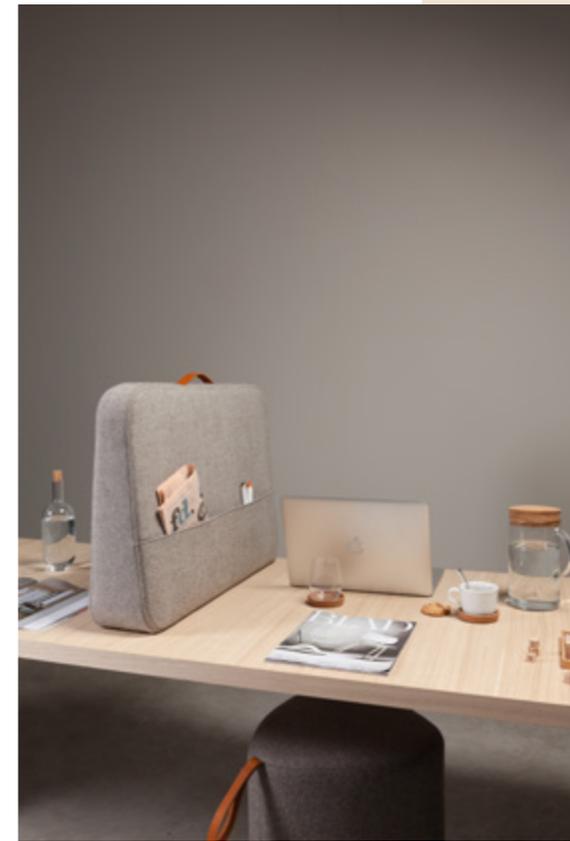


2014



ORGATEC 2014



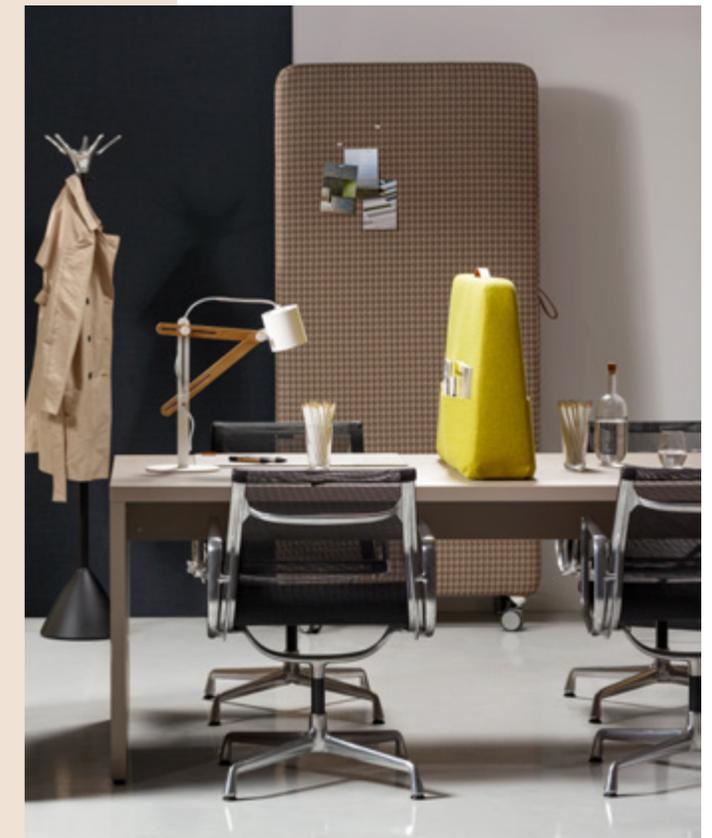


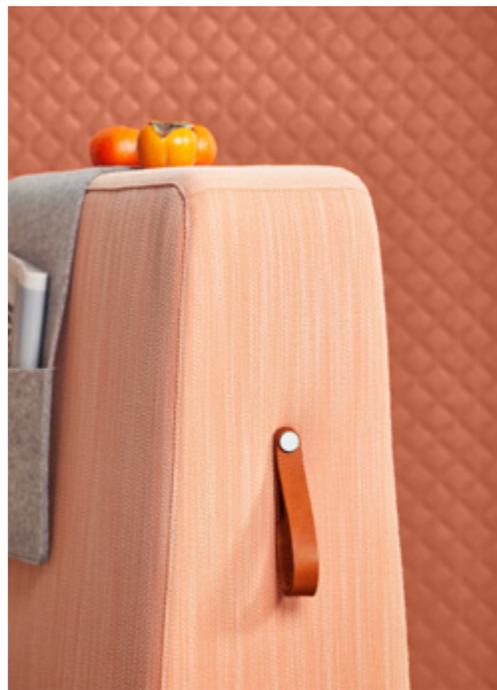
## TRUNK

The all-inclusive mobile office center packed in a trunk

Robert Bronwasser draws lessons from the Pillow series he designs. Improving the spatial experience by creating smart combinations between acoustic panels and space-dividing elements is keeping him occupied. Looking for new, original ways to support architects and interior designers in their furnishing assignments, he designs a massive space divider in wedge shape, with a relatively thick wall and good acoustic properties, on wheels. It is a different approach, a new type of product based on luxury design furniture, but functional and huggable. Trunk is born.

# 2016





ENJOYABLE

SMART





## PULLY POUF

An evergreen seating solution to the next generation agile office

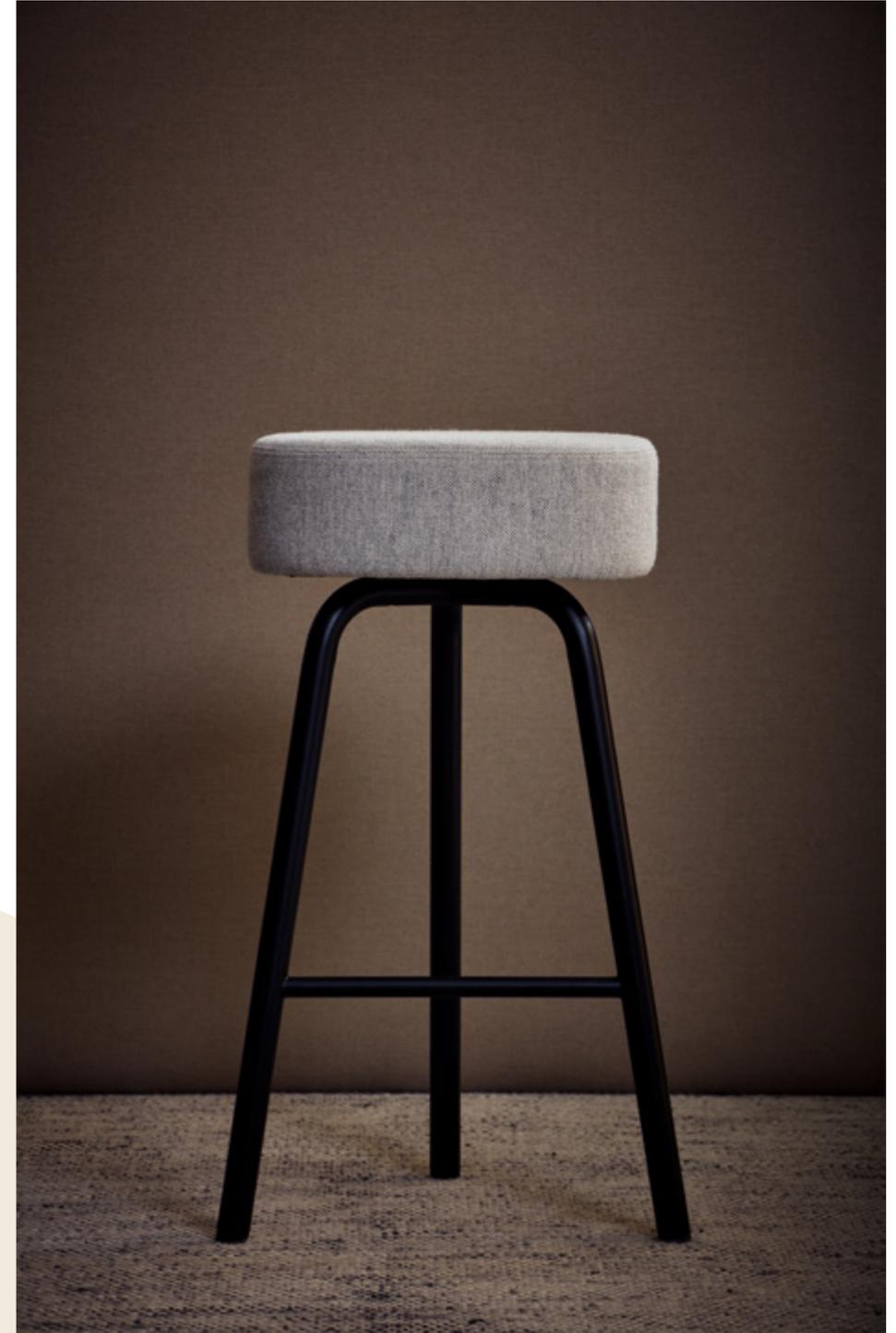
Pully Pouf is proof that many of Robert Bronwasser's designs stem from experiences in his personal life. Sometimes he just misses something in his immediate environment. He then uses his design talent to come up with an effective solution.

The sublime Pully Pouf is created in his studio. He regularly works with freelancers and interns and is looking for a comfortable seat that he can easily move for having short meetings – a seating solution you can pull up. His solution is Pully Pouf: a compact, light-weight footstool with a leather handle - the pouf that goes everywhere. It is a solution that fits remarkably well within the Cascando collection.



2016



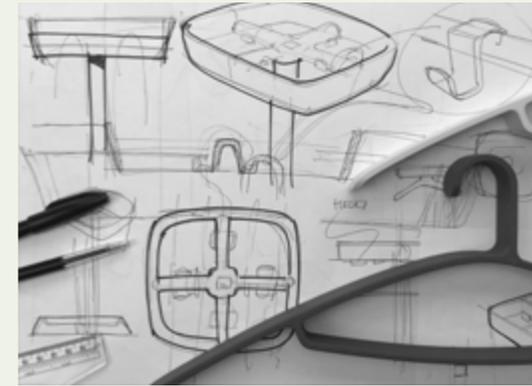
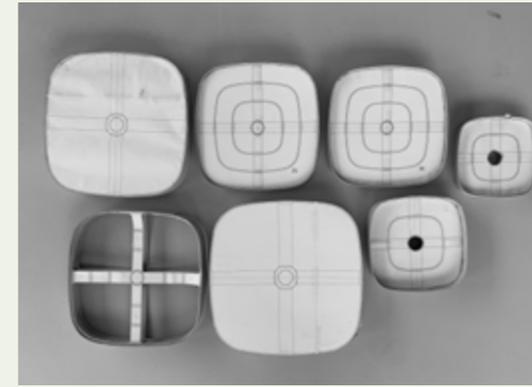






2018





**PLUS**  
Every workspace could do with a Plus

Inside the hanger platform  
Plus is a smart and inventive coat stand design. It was Robert Bronwasser's aim to design a minimalist coat stand with a maximal ease of use. Hangers and hooks are placed on the inside of the hanger platform. The design provides a restful look at eye level and a clean appearance in every space: straight lines with a distinct loop-shaped platform.

**SOCIAL FURNITURE**

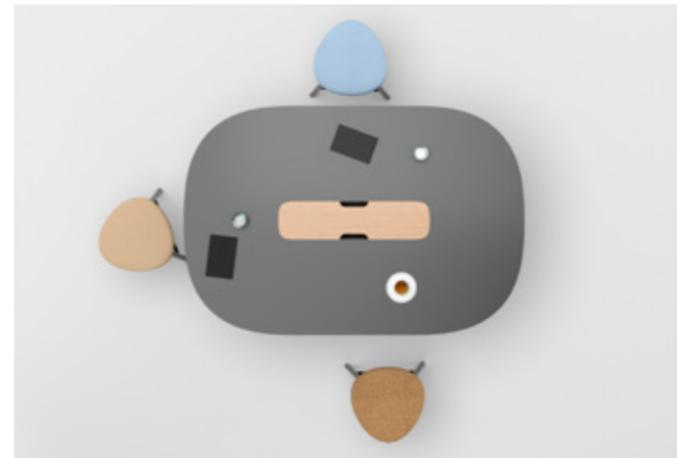
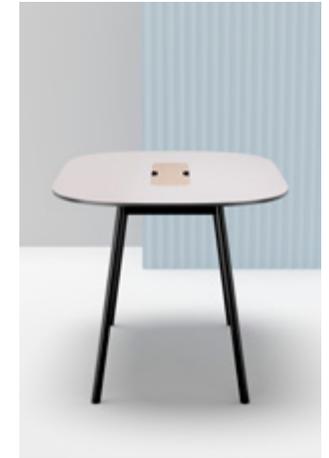


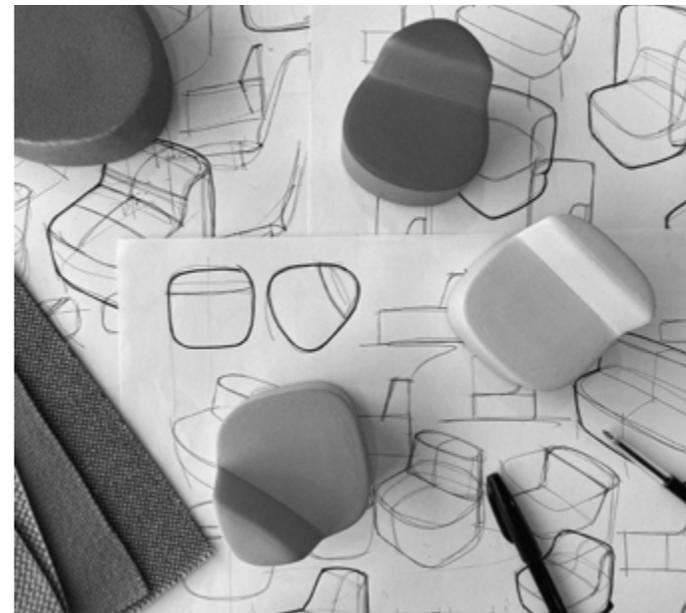
**2021**



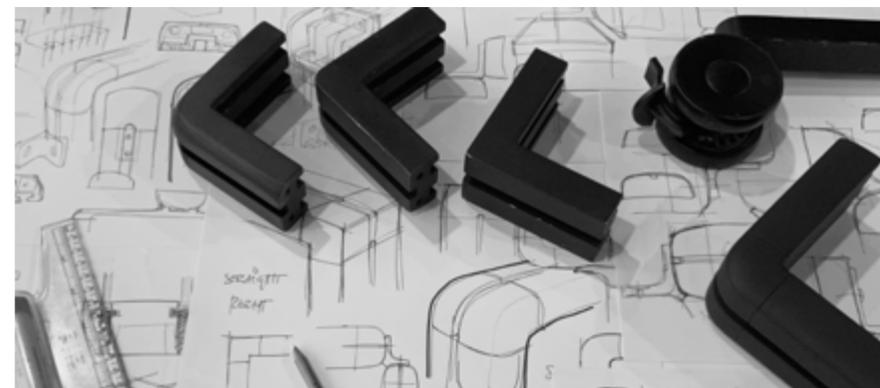
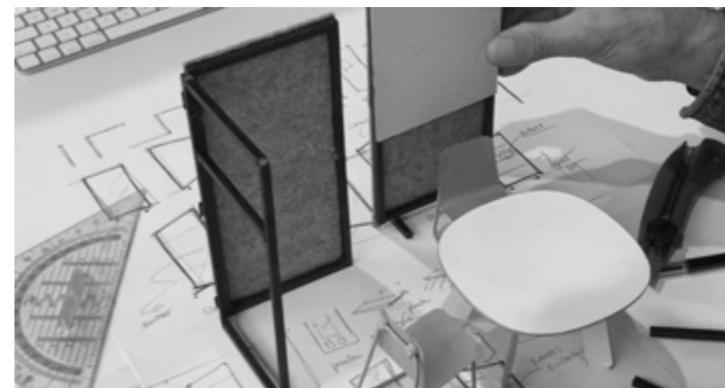
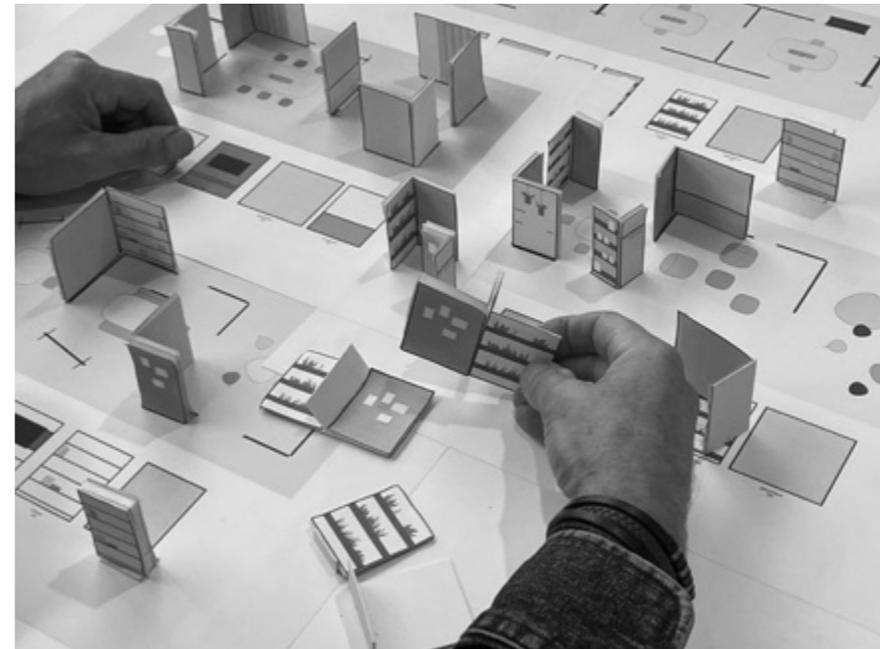
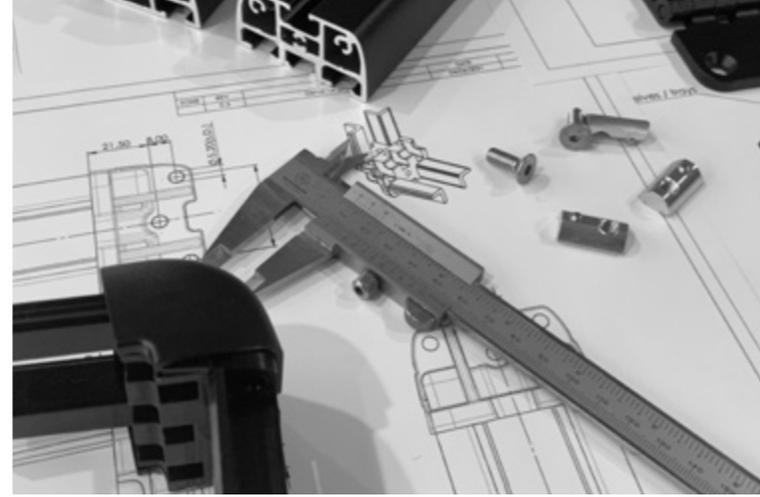
### **PULLY COLLECTION** Complementing the informal meeting

Pully is an extensive product family of poufs, seating islands, tables and bar stools that allow you to create a perfect office world. Pully tables are designed in different heights and available in the triangular “Pully” shape and in a square shape with soft rounded corners. Great for hosting and encouraging meetings, either seated or standing.











## PATIO

**An aesthetic space-organising system with differentiating aesthetic appeal**

Patio is the award-winning space-organising system that allows you to create a hybrid, functional semi-open office everywhere. The various design elements allow you to adapt, refresh or move space, and keep space personal. Brought together, the mobile space-organising panels create connection and strengthen team spirit. Positivity, in a cooperative environment where people focus, experience privacy and inclusion, can be productive and feel at home.

The Patio concept was created after a long search for an ideal multifunctional and flexible room divider. In the final solution devised by Robert Bronwasser, a smart and slim aluminum frame supports a wide variety of interiors and functions: coat racks, whiteboards, wall panels, curtains, plants, magazines, shelves and even televisions. In the space organising system, a lot of attention is paid to the detailing of the frame and components. This creates a high-quality and architectural interior product with a friendly and tactile appearance.

ICONIC AWARD innovative interior 2023 Best of Best  
IF Award Product Design 2023



# THE OPEN OFFICE COURTYARD





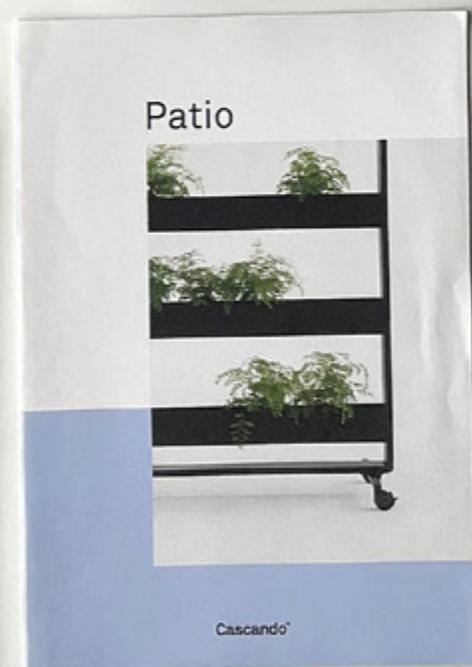
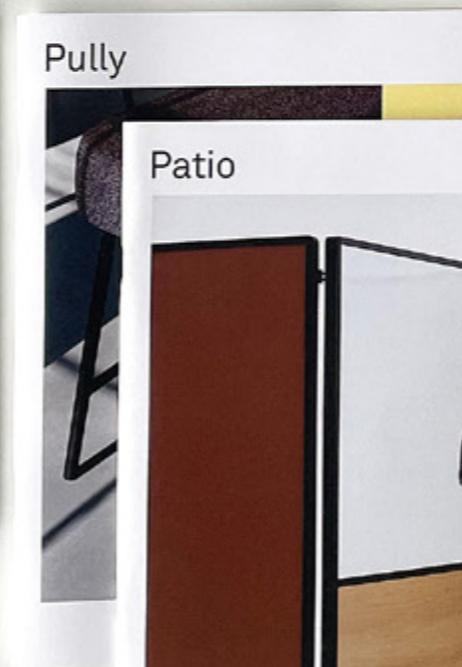
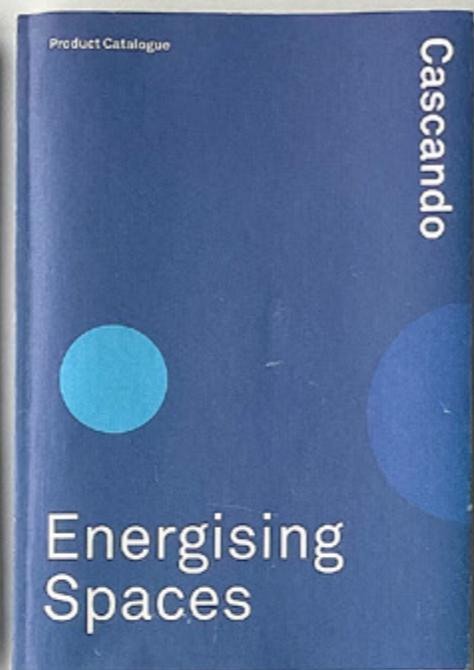


# RETHINK OFFICE CULTURE



ORGATEC 2022





The background features a light blue gradient with several overlapping circles in various shades of blue and green. Some of these circles are outlined with thin, hand-drawn yellow lines. The overall aesthetic is modern and minimalist.

Cascando<sup>®</sup>

robert bronwasser

# Cascando®

## COMPLEMENTING PEOPLE'S WORKSPACES

Since 1998, the Dutch design brand Cascando has been developing a broad collection of award-winning seating elements, acoustic furniture and accessories for the modern working environment. With these products, Cascando adds a finishing touch to the spatial plans of architects, interior designers and property owners. Sustainable, inviting and authentic.

Cascando's goal is to complement regular workplaces with modern interior products that connect workspaces, enhance office activities and create a harmonious and positive working atmosphere. With that clear approach Cascando aims to support real progress in the work environment: inspiring people to get the best out of themselves and each other.

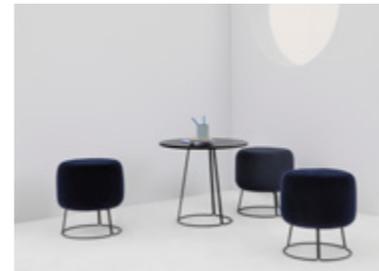
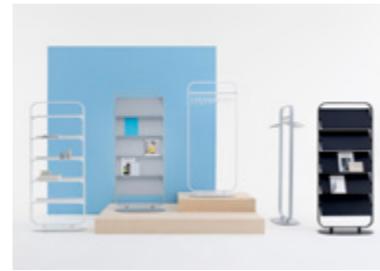
Cascando is one of the leading Dutch producers of stylish ready-made interior accessories for the office. Its conscious fusion of form and function, which characterizes Cascando's products, is internationally acclaimed.

Cascando has its headquarters in Duiven, in the Netherlands. The company actively collaborates with an international group of designers. Its growing number of interior products are successfully exported to more than 50 countries worldwide via a dedicated dealer network.

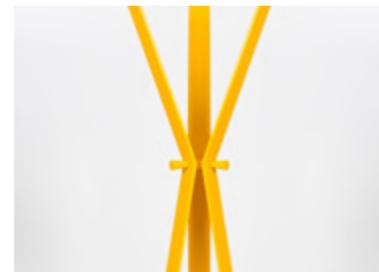
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**'We complement spaces with agile interior products that boost team spirit, improve the output and inspire happiness'**



# robert bronwasser

## ENJOY EVERYDAY DESIGN

Robert Bronwasser has been designing for countless brands in just as many markets since he graduated cum laude in 1992 as an industrial designer at the TU Delft. He designed award-winning bicycles, furniture, dinnerware, bathtubs, accessories, catering equipment and much more for - among others - Cascando, Casala, Heineken, Lipton, Hendi, Goods and QWIC.

His designs distinguish themselves by a refined balance between user-friendliness, functionality and a crystal-clear design. Bronwasser's soft-lined elements come together in well-designed quality products that invite people to use the products every day.

He works from his studio in Amsterdam-North, located on the banks of the IJ. This former industrial area has been transformed into a new district that accommodates living, working and relaxing. The spacious studio is furnished with Robert Bronwasser designs

### Robert Bronwasser design

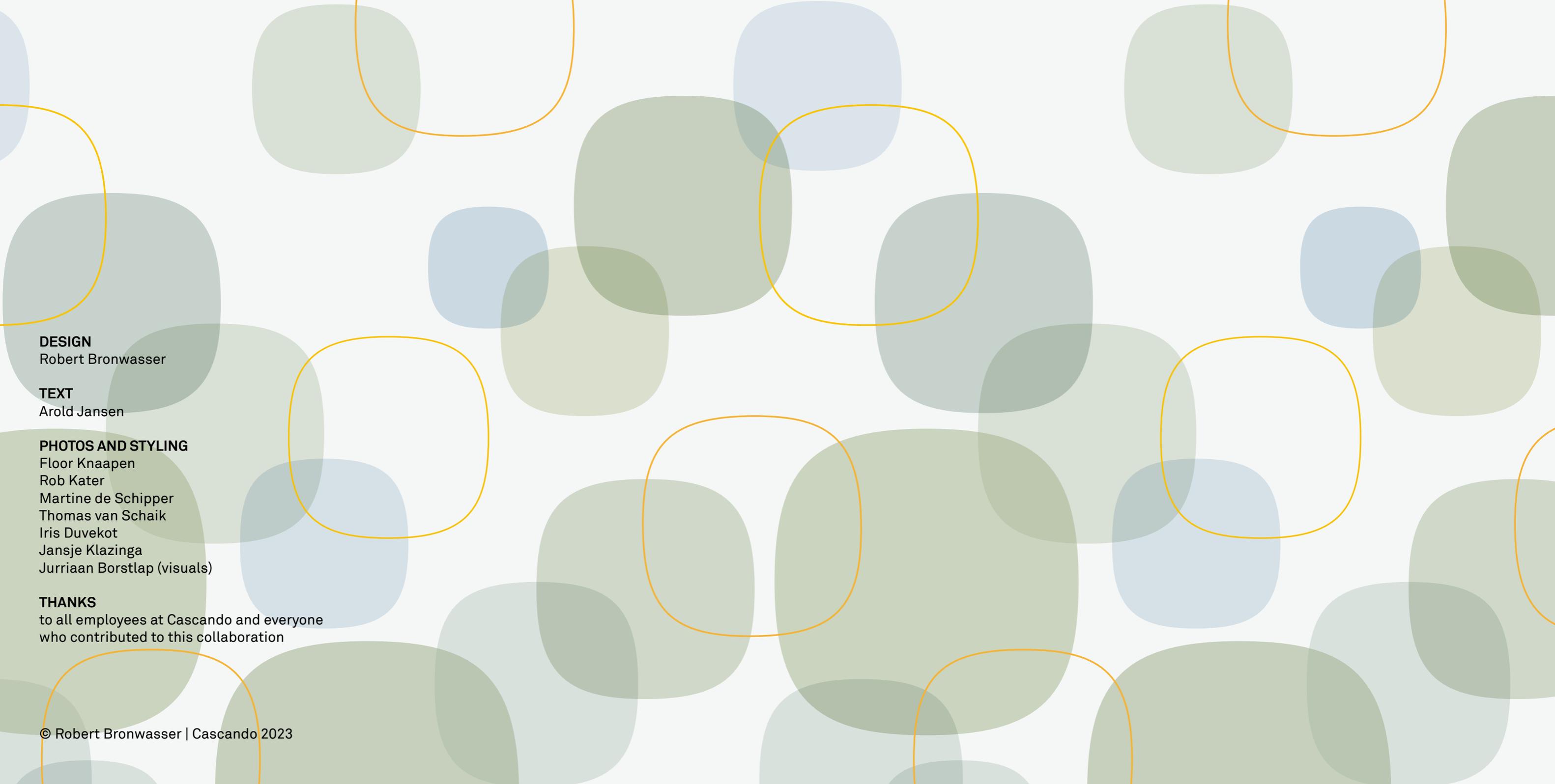
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**'I design useful products with a personal twist, products that put a smile on your face'**





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