



Make it  
**yours!**  
Edition **N°3**

## Dear reader,

a point is the place where space begins. At USM, this point is more than just an idea: it's a sphere, perforated in all directions, open for connections. Origin and potential at the same time—the moment when an idea becomes a system, and a system becomes a living space.

Over the following pages, we showcase almost thirty projects from all around the world. They could not be more different: expressive or restrained, playful or austere, large-scale or reduced to the essentials. Everything is connected by a common starting point—the sphere from Münsingen, Switzerland.

The sphere creates connections and questions: How does Swiss furniture end up in a Southeast Asian restaurant in Australia? What does a Colombian house have in common with Swiss chocolate? And what happens when different cultures meet a system that provides no answers?

“Make it yours” is both a challenge and an attitude. USM invites acquisition—USM stands for what works today and can be adapted for tomorrow.

The “Collaborations” chapter is dedicated to instances where the system outgrows itself through interdisciplinarity—where boundaries become blurred and the unexpected emerges from the familiar.

Therein lies the quality of USM: the ability to undergo constant change. Not in the static object, but in the idea that sets the system in motion. Your idea.

Enjoy exploring and marvelling at the possibilities.  
With best wishes from the USM team.

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# A bold approach to colour

The Swiss design label Sula creates true-to-life interior-pieces that radiate a confident use of colour and a playful sense of form. What began in 2012 as an experiment by Creative Director Nadja Stäubli has grown into a design studio specialising in scenography and product design—with a focus on rugs, textiles, furniture and home accessories.



Name:  
Nadja Stäubli

Profession:  
Founder and  
Creative Director

Company:  
Sula

Location:  
Zurich, Switzerland

Owns USM since:  
2025



Nadja Stäubli, founder and creative mind behind Sula, represents a new era of Swiss design: as clear and refined as ever, yet distinctly bold. In May 2025, she curated “CHROMA – A vibrant experience of Swiss design” in New York on behalf of the Consulate General as part of NYCxDesign, where she first encountered USM. A bar and a DJ booth from USM Haller created a striking, multi-sensory experience.

In Sula’s store and showroom in Zurich, USM brings calm and clarity. Shelving systems in classic green, light grey and gentian blue

harmonise beautifully with playful, colourful textiles and carefully curated, high-quality interior pieces. The combination of USM with expressive fabrics, rugs and accessories enhances any space—without ever feeling overwhelming.

USM and Sula combine craftsmanship and tradition. “Our customers value Swiss design brands that are made to last a lifetime—and for the next generation,” says Nadja Stäubli. “And of course, they value quality.”



# A home of many worlds



In the hills of Alto de Las Palmas, near Medellín, stands a complex of modern buildings with gabled roofs. In the fog, they appear mysterious, even austere. Inside, warm, light-filled spaces open up. Here, cultures and design come together in a playful and poetic way.



Name:  
Serge Kruppa  
Profession:  
Tech executive  
Location:  
Medellín, Colombia  
Owns USM since:  
2025



“We wanted to give it our all and push the boundaries of what’s architecturally possible. Above all, though, we wanted it to embody us as a family—something uniquely our own,” says Serge Kruppa. The result is a complex of buildings with simple, black gabled roofs. Floor-to-ceiling windows create a sense of openness. Inside, the interlocking, soaring spaces constantly offer new views and perspectives. A sense of space reminiscent of cathedrals: “It’s the opposite of city life, where we live in claustrophobically small apartments.” The wooden walls and ceilings provide warmth.

On a trip to Japan, Serge Kruppa and his wife, a ceramic artist, fell in love with the wabi-sabi

concept of Japanese architecture. It derives from the three characteristics of Buddhism: (mujō) impermanence, (ku) suffering, and (kū) emptiness—which allows people to embrace the beauty of flaws and rawness: “A crack in the polished concrete floor adds to the beauty; it does not detract from it.” The interior design blends Swiss and Japanese stylistic elements with the cheerful energy of Colombian culture.

On the USM shelves, ceramic artworks by local artisans are displayed, contrasting with the infinite nuances of a handwoven rug. The USM pieces form the foundation of the design found throughout the house. They adapt wonderfully to any room and purpose. And they always look fantastic.

“The design is strongly influenced by Swiss, Japanese, and Colombian cultures.”





“USM furniture fits perfectly into any room. It forms the foundation of interior design.”

# NOT A HOTEL's interpretation of USM Haller



Company:  
NOT A HOTEL  
Industry:  
Real Estate  
Location:  
Tokyo, Japan  
Owns USM since:  
2024



NOT A HOTEL has garnered global attention for its business model of shared vacation homes designed by cutting-edge architects. One of the projects generating the most buzz is NOT A HOTEL TOKYO – THE NIGO HOUSE, creative directed by NIGO®. In 2025, THE NIGO LOUNGE, a lounge exclusively for owners, was completed inside NOT A HOTEL's Tokyo office. This space features a total of 352 USM Haller modules—the largest installation of its kind in the world—which cover the walls.

Here, green panels, chrome tubes, and custom LED lighting combine to make the entire wall

surface shimmer like jewelry. By installing the timeless USM Haller storage unit on an unprecedented scale, a new architectural potential has been realized for the piece. This space is the result of NOT A HOTEL's deep understanding of the product.

NOT A HOTEL has collaborated with a distinguished roster of architects and designers, including Jean Nouvel, Bjarke Ingels, Snøhetta, Sou Fujimoto, and Masamichi Katayama. This lounge stands strong among those projects in terms of originality and beauty.

# High-end office culture

Polish architect Maria Murawsky has brought an exquisite, contemporary touch of modernity to Office E, an office space set in a historic building on Berlin's prestigious Kurfürstendamm.

Company:  
Office E  
Location:  
Berlin, Germany  
Owns USM since:  
2024



“The team is young. That’s why I wanted to loosen up the formal atmosphere: alongside contemporary furniture and concrete walls, there’s the fireplace, bar and library with modern, minimalist designs.”

Around 1900, luxurious residential and commercial buildings were built on the Kurfürstendamm boulevard in Berlin. These rooms combine neo-Baroque ceilings with neoclassical proportions. Polish architect Maria Murawsky renovated Office E, Empira Asset Management GmbH’s 300-square-metre office space: “The team that works here is young. I wanted to loosen up the formal atmosphere.” Alongside contemporary furniture and concrete walls, a fireplace, bar and library with modern, minimalist designs give the office a contemporary touch. The colour scheme is understated and simple. Murawsky has created sophisticated spaces that strike a fine balance between work

and leisure areas. The rooms exude a sense of opulence that is not usually associated with offices. Marble, leather, wood and glass add stylish accents.

When it came to the furnishings, she picked out design icons from the last century, such as Jorge Zalszupin’s JZ tea trolley, designed in the 1950s. Elsewhere, you’ll find classics such as Mies van der Rohe’s Barcelona chairs, USM sideboards and pedestals, as well as lamps by Serge Mouille and more contemporary brands such as Roll&Hill and New-York-based Allied Maker.



# Glow in the dark

This house is a very personal expression from its owners. They purchased a bushy steep block of land and now have, since 2018, a beautiful and intimately detailed home away from home. The journey was challenging but fun.



“I didn’t want it to look like I was playing vintage dress ups.”



Name:  
Slow Beam  
Location:  
West Hobart,  
Tasmania, Australia  
Owns USM since:  
2021



“The house was a fantasy. And the design and construction were an adventure. I knew from the start that I wanted something dark” says Lauren Bamford, photographer based in Melbourne, Australia. The contractor tried to talk her and her husband out of painting the walls and ceilings black. No chance!

The Slow Beam House, built in Hobart, Tasmania, consists of two pavilions that offer two extraordinary views: behind the house, a meadow drops steeply down to a rocky outcrop, while the front opens up to a view of the Derwent River. The interior pays mainly homage to Australian brands, designers, and

artists. Both liked the idea of a general aesthetic of a dark textured base, dressed with a confident colour palette. Then adding art and mid-century furniture, like USM, gave it character without making it look vintage.

“I just chose things I loved. Being surrounded by so much inspiring art and design meant I didn’t even need to think about looking further afield for it. USM brought something modern and utilitarian to the house. The pieces are bold and stylish, and fit in seamlessly with the rest of the furniture. We desperately needed more functional storage around the house, and USM provided that.”

# It's a match



Noam Dvir and Daniel Rauchwerger's love story started with a shared passion for journalism. They first met and fell in love in Tel Aviv, where Noam was an architecture correspondent and Daniel worked as an art editor for the same newspaper. Fast forward to today, and the couple now calls New York City their home.

Name:  
Noam Dvir and  
Daniel Rauchwerger  
Profession:  
Architects  
Location:  
New York City, USA  
Own USM since:  
2020



“The apartment was completely empty. The rooms were like a blank canvas.”

The upheaval in journalism was in full swing. “I wrote about architecture as if it were news,” Noam recalls. “Journalism was evolving in a direction that was drifting further and further away from my own vision.”

The couple moved from Israel to the U.S. Noam studied urban planning, and Daniel studied design at the Harvard Graduate School of Design. Both earned master’s degrees. They settled in New York and were hired simultaneously—as part of a “package deal,” so to speak—by the Office for Metropolitan

Architecture. It quickly became clear that they wanted to go into business for themselves.

In 2020, they moved into an apartment in Chelsea on the ground floor of a townhouse built in 1856. “It was completely empty,” says Daniel. The stucco and fixtures had been torn out. Rooms like a blank canvas. During the pandemic and the lockdowns, “we didn’t know if we’d ever return to the office.” They created secluded corners where both could work undisturbed.





# Icon of K-Beauty

*Les  
grands  
trans-  
Parents*

Located in Seoul's trendy Cheongdam district is A by BOM, Korea's largest beauty salon. USM furniture in elegant black and True Pink adds a touch of style to the minimalist architecture.



Industrial architecture, exposed concrete, precise details, and carefully curated lighting, complemented by a few playful, decorative elements. The meticulously organized beauty salon by “A by BOM” is an icon of the K-beauty industry.



Company:  
A by BOM  
Industry:  
Beauty and  
hairdressers  
Location:  
Seoul, South Korea  
Owns USM since:  
2025



“We wanted more than a salon. We created an artists’ playground, a home for beauty and creativity.”



Six floors. 3,000 square meters of space. It takes a lot of room to accommodate 200 beauty artists who do more than just hair, makeup, and nails. A by BOM, located in Seoul’s vibrant, trendy Cheongdam district, is South Korea’s largest beauty salon.

It embodies boundless beauty, including in its offerings: Restaurants, lounges, terraces, and a head spa: A by BOM is the icon of K-Beauty, attracting entire families, influencers, and celebrities. The long tables highlight the communal aspect of K-Beauty—beauty routines

become a social act. The salon transforms into a stage, somewhere between a laboratory and a catwalk: functional, high-tech, and impeccably organized. Skin, hair, and rituals become living “architecture.”

Space and interior design remain in the background. Furniture by Ligne Roset, Moroso, and USM Modular Furniture sets the stage, while plants add accents. Precise lighting creates clinical clarity with Instagram-worthy aesthetics. Products and treatments for people take center stage here.

“Wow,  
I need this  
in my store,  
my house,  
and my office”

“The Business Fashion” is Leicester’s premier destination for luxury brands, international designers, and fashionable streetwear. For brothers Costas and Nick Karageorge, the moment customers walk into the store is crucial. The interior, scent, music, and the “Kafeneo”—featuring sculptures of the Greek goddesses Athena and the Caryatids—create an unparalleled atmosphere.



Company:  
The Business  
Fashion  
Industry:  
Retail  
Location:  
Leicester,  
United Kingdom  
Owns USM since:  
2025



“I discovered USM at Le Gramme in Paris. A yellow USM sideboard filled with books and records caught my eye. I thought: Wow, I want that in my store, my home, and my office. When we were planning the new offices and the store renovation, it was clear: We’re going with USM.”



Brothers Nick and Costas Karageorge have been in the fashion business for over 25 years. What began online grew steadily. Today, “The Business Fashion” is a multi-brand boutique, and “Kafeneo” is a stylish concept coffee shop, full of references to the brothers’ Greek roots. “We never wanted just a store; we wanted to create something special,” says Costas. Greek mythology advises waiting for “Kairos,” the opportune moment to make a decision. For the two of them, Kairos arrived in 2021. A complete renovation of their store was on the horizon.

25 years of experience in merchandise display and the right moment made the design of the USM Haller shelving units a simple choice for the brothers. “They should be appealing and display products at different heights. Each shelf is designed for items of varying sizes. The merchandise changes regularly, but shoes are always on display. Together with sculptures and one-of-a-kind pieces, they form the focal point. The USM Modular Furniture System is incredibly versatile and integrates seamlessly into the shop concept,” says Costas.

# The Architecture of Work

Great minds think alike, but do they work alike? A modern workplace must be more than just functional: It must meet the needs for creativity.

For the project “The Architecture of Work”, Alexander May developed six different officescapes that represent an archetype of work intelligence in physical form, using USM as an architectural language.

“The demands of the modern workplace are fluid and are constantly being redefined by technology, geography, and individual personalities,” says Alexander May.



The Collector  
Curiosity and reference

“The Architecture of Work” offers a clear response to the space and the city. Workplaces are interpreted from the perspective of local businesspeople and the surrounding area at the WSA Creative Center in Manhattan.



The Archivist  
Accumulation and order

“I wanted to create environments that aren’t prescriptive, by leveraging the flexibility of the USM Haller system—spaces that adapt to the changing nature of creative and intellectual life,” says Alexander May.



The Maker  
Experimentation and tacity

# A house of silent words



Inspiration comes with change, says author Tao Lixia. Her interior design draws inspiration from various places. She discovered USM at the Zurich airport.

Name:  
Tao Lixia  
Profession:  
Author  
Location:  
Shanghai, China  
Owns USM since:  
2023



“As soon as the USM furniture’s in, the vibe of the room changes.”

Tao Lixia has been writing for a long time: first as a fashion editor for a travel magazine. Then she became an author. Her first bestseller gave her the time and financial freedom to continue her creative work. She has never had a fixed concept of “home”; she seeks out places where her words “can quietly take root,” she says. “The changes in my surroundings bring a lot of inspiration.” An old house that once belonged to a church. An apartment in Shanghai. Airbnbs in Paris. An unfurnished room in a Bauhaus-style dormitory in London. Places that sparked her interest in architecture,

design, and furniture laid the foundation for her understanding of what “home” can mean.

On a trip to Switzerland, she discovered USM at Zurich Airport. It was a mobile check-in counter. “Although it had been in use for many years, it looked just as sturdy as ever—practical and versatile at the same time,” she recalls. “It has the ability to meet many needs at once. That’s rare. USM manages to meet a wide variety of requirements”.



“Good design should create a sense of calm while offering customers freedom, organisation and functionality. USM delivers all of this, while allowing individuality within a structured system.”

# Mirror, on the wall



William Fan is a German fashion designer who launched his label in 2015. He blends European and Chinese influences in his work, creating a unique dialogue between the two cultures.



“One of USM’s strengths is the way it stands out in the conceptual space.”



Company:  
William Fan  
Industry:  
Fashion  
Location:  
Berlin, Germany  
Owns USM since:  
2024

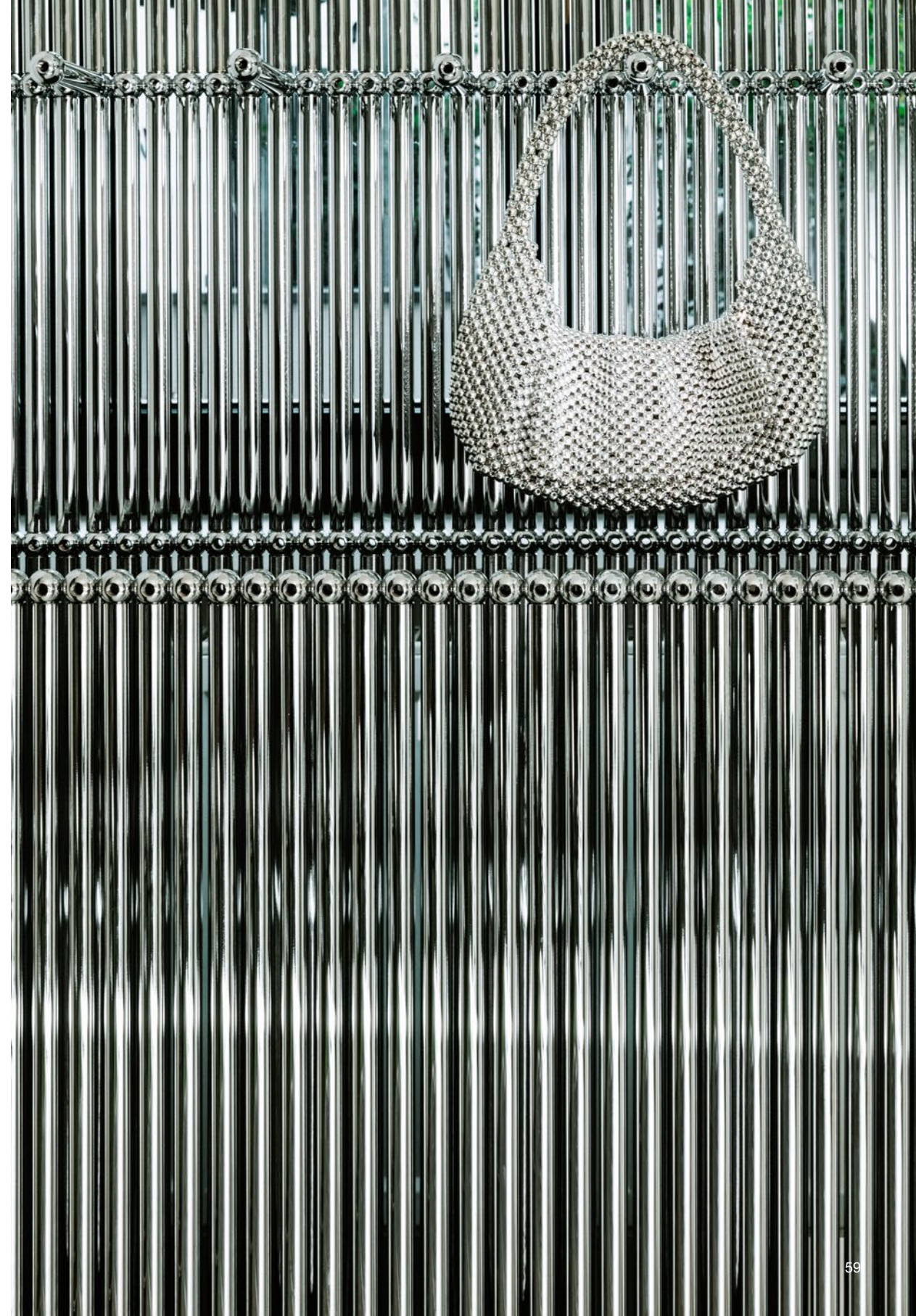


What began as a temporary installation at Berlin Fashion Week has become a striking feature in William Fan's store: a mirrored space of seemingly infinite depth. Chrome-finished modules and clothing rails create surfaces and frames for fashion and jewellery. A simple stool presenting a pair of shoes feels almost anachronistic—a subtle reference to Fan's Chinese heritage.

At Berlin Fashion Week, USM furniture already played a role in presenting his collections and staging runway shows. In his store—where ready-to-wear, leather goods, shoes, accessories and homeware are displayed—Fan pushes boundaries further. The modular USM

system becomes both structure and stage. By reducing the system to just two elements, he expands the possibilities of presentation. "USM offers individuality within uniformity," says William Fan—a philosophy that perfectly reflects his design approach.

In-store, shifting perspectives create a sense of intrigue. A single refined white summer dress becomes many. Aligned USM tubes and spheres form a structure reminiscent of organ pipes, paired with playful reflections. In his showroom, William Fan has created an entirely new world—demonstrating how less can be turned into a lot more.



# Global architecture



“With USM, I like being able to make functional furniture according to my needs, which change every year.”

Name:  
Franklin Azzi  
Industry:  
Architecture  
Location:  
Paris, France  
Owns USM since:  
A very long time



“I have a very strict relationship with the durability of things; I don’t like objects that don’t last.”



Since 2006, Franklin Azzi has been creating minimalist, functional architecture. His Parisian office, which has made a name for itself through major cultural projects as well as office complexes renowned for their performance and iconic design, is housed in an old workshop at the bottom of a splendid late 19th-century building.

Here, colleagues are spread across several large open-plan areas and USM Haller furniture provides the agency with the flexibility that allows it to respond immediately to changing needs.

Incorporating USM furniture into the agency was a natural move for Franklin Azzi, who has been collecting it for years. “What I like about USM is that I can create functional furniture. I can make sideboards out of it, but also a piece of furniture for photocopying”. “In fact, every year it changes. What I need changes every year.”

Far removed from any strict design formula, Franklin Azzi's agency pursues an architectural style that is minimalist in its aesthetic and maximalist in its functionality—two qualities readily associated with USM furniture.

Since 1954, École Jeannine Manuel has been committed to its mission of promoting openness and international understanding through bilingual and multicultural teaching.

# Look to the future



Convinced that fear born of ignorance is the root cause of conflicts between nations and cultures, Jeannine Manuel founded the École Active Bilingue in 1954, with the mission of promoting international understanding through bilingual education, opening up students' minds to the world, and bringing together students from different cultures.

In 2022, the historic building was complemented by a modern extension designed by the architectural firm Drôles de Trames, blending seamlessly into the historic and compact architectural setting.

In the entrance hall, the spectacular USM Haller piece with its 64 drawers makes an undeniable, imposing statement and serves as a central communication hub for the school's teams. It is also a first indication of the emphasis placed on choosing sustainable furniture, combining newer pieces with older ones, repurposed to suit a new function.

Further proof of the importance of being able to adapt to a world that is constantly changing!



Company:  
École Jeannine Manuel  
Industry:  
Education  
Location:  
Paris, France  
Owns USM since:  
2009

“The aim of our education is to develop well-rounded individuals: people who are aware of their presence in the world, interested in the history that surrounds them, and who are ready to be part of that history.”

Jeannine Manuel, founder of the school

# For the love of design

Julia Syriani and Nasser Nakib met at four in the morning on the dance floor of a bar in Beirut. By the end of the night, they had gone their separate ways. It wasn't until five years later that a persistent friend and their shared love of design brought the two of them together.



Name:  
Julia Syriani and  
Nasser Nakib  
Profession:  
Architect  
Location:  
New York City, USA  
Own USM since:  
2021



Nasser is an architect in New York City. Julia comes from the hospitality industry. “She’s gradually made herself at home in my world,” says Nasser. “She has good taste, a keen eye, and she researches what I hate.” The property is a penthouse loft in Lower Manhattan that he had admired as far back as the 1980s. Unfortunately, he lacked the financial means at the time.

Early in their relationship, he bought the historic commercial building with the green storefront, framed by pilasters and a deeply

projecting cornice. The loft was full of potential but needed a complete overhaul. “Nothing was right,” Nasser recalls. They gutted the building down to its foundation and exposed the brick walls, beams, and layers of paint. “There was no reason to hide that or paint over it,” he says. Skylights were installed in the 4.2-meter-high ceilings, flooding the space with natural light. Then came the choice of flooring: solid, wide planks of natural European oak. In Nasser’s view, they provide the best foundation for the furniture.

Furnishing the loft was quite an adventure. Julia and Nasser traveled extensively and found antiques—the mantelpiece in Paris, the church cabinet in Belgium. Both now stand facing each other in the living room in Manhattan.





Collaborations with designers have long been a defining tradition at USM. External perspectives bring fresh ideas, continually reinterpreting the modular furniture system in new and unexpected ways. Yet through all this evolution, one element remains unchanged: the signature right angles of the USM modular system.

# Collaborations



Armando Cabral, entrepreneur, model, and fashion designer, has spent years developing a distinct design language rooted in culture and craftsmanship. NKYINKYIM, created in collaboration with USM, reflects this evolution. A collection that merges his West African heritage with contemporary design, redefining the concept of home.





A room divider, bed, and plenty of storage all in one. "This piece reflects a vision where structural elegance and integrated storage coexist, expressing both clarity of form and purposeful function," says Cabral.

Collaborations



# Collaborations



The USM x Armando Cabral collection continues to expand, shown in dialogue with signature pieces from ARMANDO CABRAL A CASA. “The modularity of USM where elements unite to create balance and function, mirrors NKYINKYIM’s essence: the weaving together of progress and challenge.”



# Collaborations



Angus and Charlotte Buchanan design private and public spaces and create installations and sculptures for residential settings. In collaboration with USM, Buchanan Studio developed “Tessellate,” a striking, playful reinterpretation of the USM Haller system.



# Collaborations



“Tessellate is an exploration of repetition, symmetry, and adaptability,” says Angus Buchanan. With its distinctive design language, Buchanan Studio brings a fresh perspective to its collaboration with USM.



# Collaborations



The collection includes side tables, storage solutions, and seating that blend seamlessly into a variety of interiors. Available in the USM colors Ruby Red, Pure White, Graphite Black, and the special edition BS Pink, these pieces make a bold design statement.



Collaborations



# Sweet dreams

The chocolate manufacturer laflor was founded in Zurich in 2017 by four partners. Their creations are an expression of their dedication to the finest craftsmanship, exceptional flavour and ecological responsibility.

Company:  
laflor  
Industry:  
Food  
Location:  
Zurich, Switzerland  
Owns USM since:  
2025



There is chocolate—and then there is laflor. While most chocolate bars are stacked tightly on supermarket shelves, laflor requires time and space: from the transport of cocoa by windjammer, to its careful production in the manufactory, and finally to its presentation in-store. A place where sweet dreams made of chocolate are given the space and presentation they deserve.

Four founders brought laflor to life in 2017. A shared passion for chocolate, combined with expertise, creativity, curiosity, respect and enthusiasm, defines the spirit of laflor. Sustainable cultivation and fair trade with cocoa

farmers are central to their philosophy. Every step reflects a commitment to a pure, high-quality and sustainable product—even the packaging is compostable.

The innovative and playful showroom concept creates a unique shopping experience that engages all the senses. Wall shelving and a floating consultation counter showcase exclusive chocolate creations. The olive green USM colour palette harmonises perfectly with laflor's carefully curated graphic concept and the natural tones of cocoa beans—from terracotta and beige to green.



“Each of our chocolates tells its own story. Just as USM tells a story. They complement each other perfectly.”

Laura Schälchli, Co-Founder and CEO of laflor





Olive green harmonises perfectly with the laflor colour concept: natural and organic.

# “I’d never part with it”



Author, mother and creative Nike van Dinther moved into her first student flat furnished with IKEA pieces and an ornate bed. Today, she wouldn't consider white furniture. She prefers warmth, colour and natural wood—with one notable exception.

Name:  
Nike van Dinther  
Profession:  
Author  
Location:  
Berlin, Germany  
Owns USM since:  
2015

“The bench offers so much space for friends.”



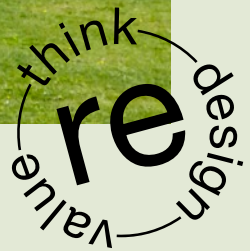
“The view from the window didn’t match the romantic idea of a cosy window seat for day-dreaming. So we asked ourselves: how can we redesign the bay window to face into the room? What can it become for us? How can we create a new space for ourselves and the children?”

It quickly became clear that the new piece of furniture needed to offer not only storage, but also a place to sit, chat, play and relax. Lea from USM had the brilliant idea for the side-board’s design, allowing for future adaptations. It currently serves as a Hot Wheels garage and

storage place for adult essentials like vacuum-packed clothes, files and seasonal decorations. I’ve never known a piece of furniture that lives up to the term ‘space saving’ quite like this one—it’s a blessing. And goodness, how long I searched for the right seat cushions. Everything works: colourful florals, blue stripes, horse prints. A piece of furniture can be functional, beautiful, or both—and still leave me unmoved. It only becomes special when it sparks something within me when I see or touch it. When it has the power to evoke a memory. That’s when it transforms.”



# Sustainable development



With over four decades of experience in renewable energy and energy efficiency, the Spanish company Norvento Enerxía demonstrates its ongoing commitment to innovation and the environment at its headquarters.

In 2016, the company constructed a zero-energy building in Lugo, northern Spain, designed by architect Francisco Mangado.

This project had four key requirements: environmental responsibility, employee comfort, scalability for future growth, and reflecting the design passion of Norvento President Pablo Fernández Castro.

To meet these requirements, Norvento chose USM modular furniture for its headquarters, known for its outstanding modularity and durability.

The system seamlessly integrated into the workspace and met the company's expectations for adaptability and design.

As Norvento has grown and changed over the years, the company recently redesigned its office to better accommodate new workflows and promote greater collaboration. Instead of replacing the existing furniture, Norvento transformed its workspace into a completely new environment by reconfiguring the USM Haller systems.

The original furnishings were easily dismantled and reassembled to create new breakout areas, flexible collaboration spaces, and seating areas. Furthermore, the installation of planters, as well as perforated and sound-absorbing panels, improved acoustics and created an environment conducive to well-being, creativity, and performance.



2016



2025

During its lifetime, USM  
can be redefined again  
and again — making  
it a lasting companion  
across generations.



2025

# Woven legacies



Name:  
Amélie-Margot  
Chevalier  
Profession:  
Co-director of the  
Galerie Chevalier  
Parsua  
Location:  
Paris, France  
Owns USM since:  
2019



“For a long time, tapestries were considered a minor art form.”



From a very young age, Amélie-Margot Chevalier developed a love of art and tapestries. Her family has been involved in the arts scene for generations, and her parents are passionate collectors. “As a child, I spent a lot of time in their gallery. Holidays were often an excuse to visit exhibitions”, she says. “For a long time, tapestries were considered a minor art form, but they have now become a real trend. People are once again looking for hand-crafted pieces.”

Amélie-Margot lives in a flat in a building that dates from the 17th century. Her parents lived there before for over 25 years, collecting tapestries and works of art. The ceilings are

almost four metres high, which is important if you want to hang large tapestries!

The entrance area is particularly big, which bothered her at first. “We designed a piece of USM furniture that fits into the corner in front of the window and creates a large desk. Now this space has a real purpose. It’s a really pleasant space, bathed in light. I love this desk where I can keep my documents within reach, all organised in its many drawers.” For Amélie-Margot, this piece is also an investment: “If we move, I’ll be able to re-use it. One day, we might even be able to adapt it for my daughter’s own studio.”

# The best for customers

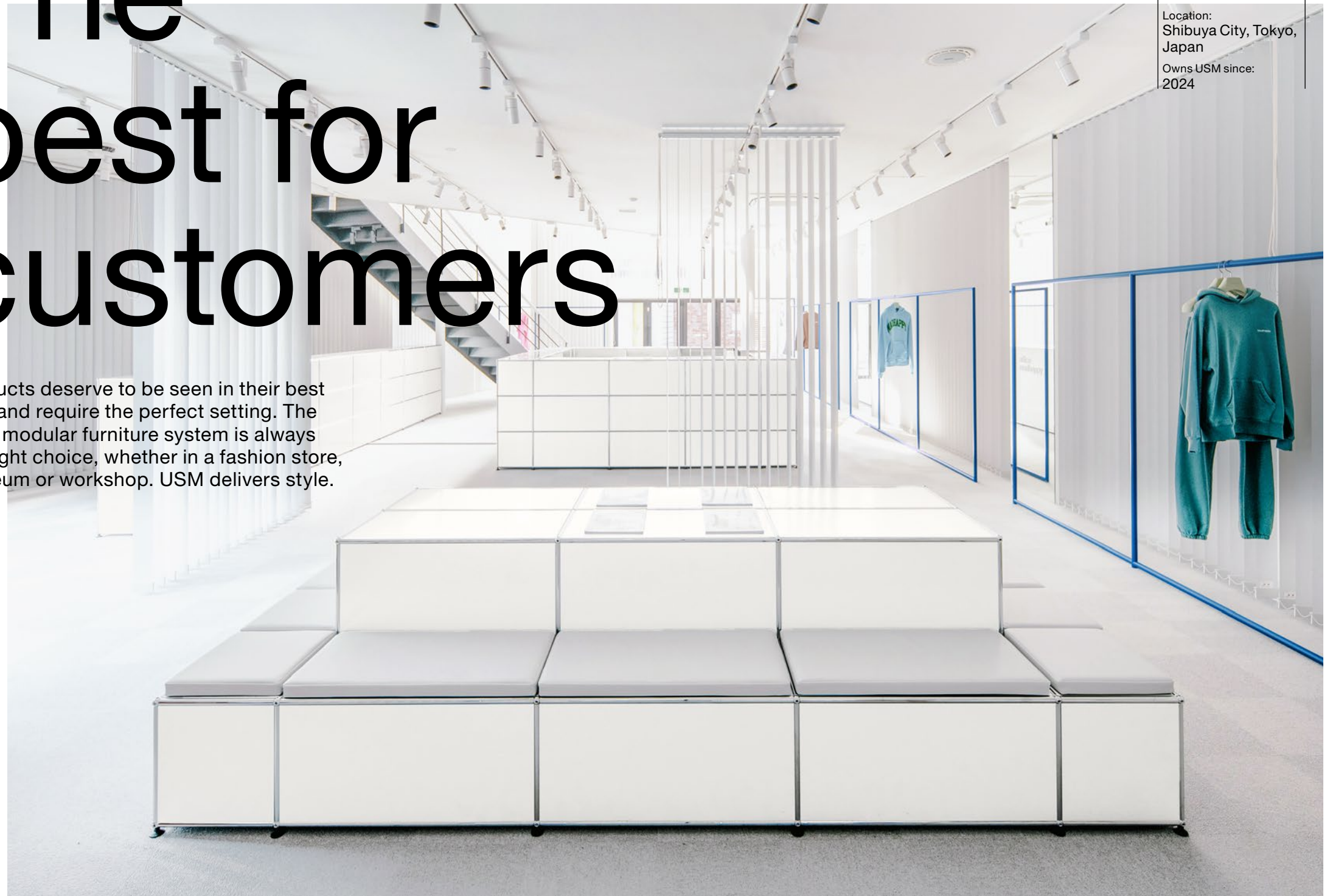
Products deserve to be seen in their best light and require the perfect setting. The USM modular furniture system is always the right choice, whether in a fashion store, museum or workshop. USM delivers style.

Company:  
Madhappy

Industry:  
Fashion

Location:  
Shibuya City, Tokyo,  
Japan

Owns USM since:  
2024





Company:  
Brooklyn Museum  
Industry:  
Museum shop  
Location:  
Eastern Parkway,  
Brooklyn, New York,  
USA  
Owns USM since:  
2022



Company:  
Musée Rodin  
Industry:  
Museum shop  
Location:  
Paris, France  
Owns USM since:  
the early 2000s



Company:  
United Arrows  
Industry:  
Fashion  
Location:  
Tokyo, Japan  
Owns USM since:  
2013



Company:  
Suzie Kondi  
Industry:  
Fashion  
Location:  
Amagansett,  
Long Island, USA  
Owns USM since:  
2022



Company:  
Veloart  
Industry:  
Bicycle shop  
Location:  
Chengdu, China  
Owns USM since:  
2022



Company:  
NINAO Group  
Industry:  
Bread and pastries  
Location:  
Tainan, Taiwan  
Owns USM since:  
2024



# Opulence and structure



Bright colors and opulent floral patterns are the hallmark of the young Shanghai-based label XI XING LE. USM provides the sleek framework for the elegant porcelain.





XI XING LE's porcelain is whimsical—flowers and pink horses, a chrome dragon—all crafted from the finest porcelain. In no time at all, the label became a well-known brand inspired by the traditional Chinese aesthetic. With the same playful spirit, the designers make use of USM's minimalism to create a clean, uncluttered aesthetic.



XI symbolizes joy on a special occasion, XING represents movement and progress, and LE stands for pleasure and happiness. The designers' goal is to integrate the aesthetics of Chinese craftsmanship into the joys of modern life.



# Parisian elegance



Alexandra Golovanoff has worked as a journalist specialising in the stock market, fashion and interior design. She has also been designing her own clothes for the last ten years.



Name:  
Alexandra  
Golovanoff  
Profession:  
Designer and  
journalist  
Location:  
Paris, France  
Owns USM since:  
2019



Journalist, TV host and now, above all, fashion designer: to say that Alexandra Golovanoff leads a busy life would be an understatement! Whether it's her boutiques or retail spaces selling the collection that bears her name, her offices or her Parisian home, each place serves as both a living and working space for her.

USM furniture plays an important role in each of these spaces. The story began in her previous flat, when she set about designing her home office, which was also the dining room. "I wanted something that was functional,

but also looked good. And I didn't want it to look like it was a makeshift solution."

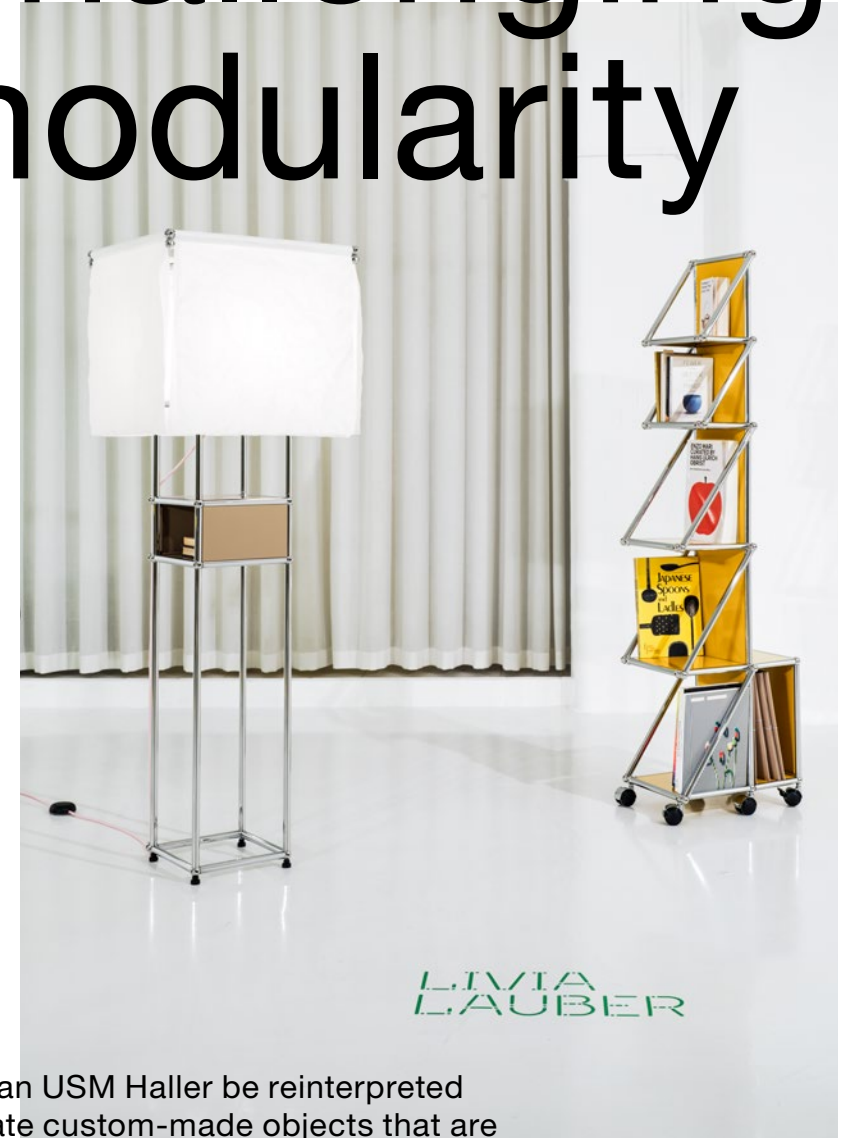
That's when she decided to incorporate USM elements, some reconfigured from furniture she already owned, to showcase her fashion collection. Beyond mere functionality, the two brands share common values, with the fashion house asserting that "every piece is designed to stand the test of time and accompany you through life: to become a garment you'll never need to part with."



"I love its simplicity, but there's nothing simple about it. It's like an Hermès bag: it's so beautiful and simple but that doesn't mean that doing something simple *is* simple!"



# Challenging modularity



LIVIA LAUBER

How can USM Haller be reinterpreted to create custom-made objects that are useful for everyday work? This design experiment, curated by our London based sales partner Aram, posed exactly that question to a group of creatives in the UK. The only condition: they were to think outside the box.



Holly Rollins works at the intersection of design and culture. The surface of her desk pivots around a USM sphere, which serves as a pivot point. In this way, she creates a functional, self-contained workspace.

Architect Jennifer Dyne's mobile tool cart serves as an extension of the workbench in her studio. It provides additional space for storing tools.

# ADAPTATIONS

98 NOVEMBER  
14 DECEMBER

A design experiment  
curated by Aesop in  
collaboration with USM.

The recently launched Adaptations, which has been developed in partnership with USM (Stuttgart, Germany), takes form as a table to the existing Korbis and Sandkasten of Gerdobald, where the engineers have adapted or reinterpreted with the USM Mobile system to create functional pieces that sit and flow in their own right work. The resulting pieces are sophisticated pieces of functional design.

Designed, we set two different iterations on open level to design to give the pieces a sense of being like which diverges from the conventional appearance of the original USM Mobile system. The solutions come from a variety of disciplines: architecture, art, media, science and product design. In this case, architecture, creating positive spaces beyond their field, thereby also supported by well-known way of thinking of function, structure and materials, we wanted to present a series of engaging and personal designs which demonstrate the quality of USM Mobile when it is pushed beyond its test by the creativity of our beneficiaries.



JENNIFER DYNE



A pull-out kitchen designed by Rhonda Drakeford for her 1988 VW camper. The unit is built into the bench seat and can be used as a desk.



Mitre & Mondays uses USM components to create a folding chair. The classic camping chair gets a modern makeover.



# Fashion with a conscience



“We seek to address the challenges facing society through creating clothing needed for contemporary life.”

Name:  
Yusuke Takahashi  
Profession:  
Founder & Creative  
Director / CEO  
Location:  
Tokyo, Japan  
Owns USM since:  
2020



Established in 2020, the brand name “CFCL” stands for “Clothing For Contemporary Life.” CFCL proposes knitwear as tools for people to use in their everyday lives. The brand is led by founder and creative director Yusuke Takahashi, with an ongoing exploration of clothing for contemporary life at its core, primarily consisting of 3D computer-aided knitwear.

At the same time, CFCL pursues an emphasis on functional clothing, environmental consideration, optimal material selection, and a transparent supply chain. By minimizing waste throughout the production process and selecting recycled and certified materials the brand makes it possible to produce clothing with a reduced impact on the environment.

In line with its concept, CFCL adopts USM Haller as fixtures in some stores, including its flagship store and pop-ups. At the Omotesando flagship store, USM Haller is arranged with precision within a blue grey concrete space. Its understated presence and inherent elegance allow the space to be defined through a minimal configuration of its fundamental structure alone. In pop-up environments, the modular system designed for disassembly and reconfiguration is repeatedly adapted to suit each display.

Its timeless design, high functionality, and ecological sensibility resonate with CFCL's approach to creation. Together, they suggest a way of thinking about products that aligns with the conditions of contemporary life.



# Gathering pieces



The kitchen is an important communal space, and the tall USM shelving incorporating glass cabinets and drawers provides an anchor point.



Location:  
Auckland,  
New Zealand  
Owns USM since:  
1997

In this family's home in Auckland, New Zealand, USM Haller has been an integral part of the interior design for many years. Starting in the dining and kitchen area, the collection has grown over time to include more than twenty pieces of USM furniture: nightstands, workstations, and shelves in various sizes and colors. There's no end in sight.

When the children were still small, the parents bought each of them a shelf in golden yellow, gentian blue, green, and ruby red. Unique pieces that they will later take with them to

their own homes. In fact, one of their daughters has already started her "collection" as she recently purchased the special edition pink worktable. Thus, over the past thirty years, USM has become part of the family's history.

The simple form that USM offers suits the people who live here well. USM furniture brings balance to rooms and gives others more depth. The large module in the living room, in pure white and glass, is ideal to display ceramics and artworks and counterbalances the "clutter" of books.



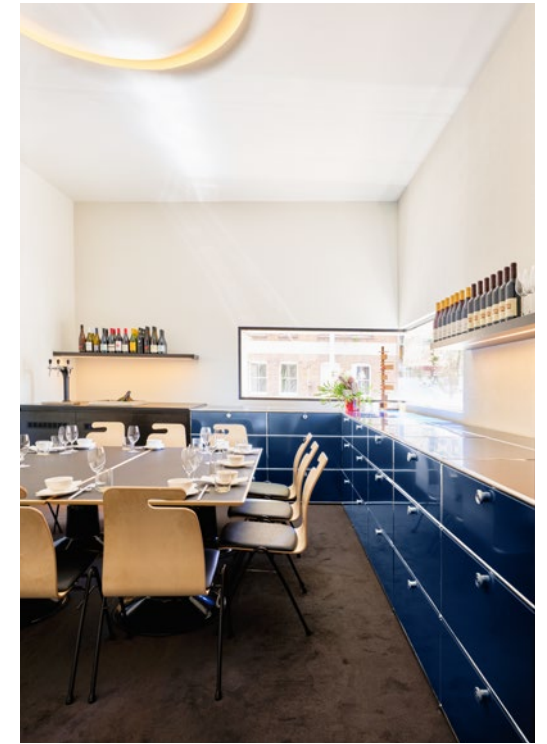
# Exotic in red and blue

At Grosvenor Place in Sydney, an iconic 44-story office skyscraper, the restaurant "The Malaya" blends Southeast Asian flavors, culinary traditions, and the Australian lifestyle with a design classic from Switzerland.





Company:  
The Malaya  
Industry:  
Restaurant  
Location:  
Grosvenor Place,  
Sydney, Australia  
Owns USM since:  
2024



Red is a favorite color of the Wong family. And the new spaces at the legendary restaurant The Malaya needed a splash of color when Duan and Isabella Wong moved to Sydney's CBD—right into the heart of the city's bustling business district.

Looking out from the Malaya, you see a lot of concrete. Maximum urbanity. An environment that calls for contrast. The Wong siblings, the third generation of the family, now run a business that spans two and a half floors and includes a terrace with sixty seats. "We wanted colors that stand out."

Sydney's Grosvenor Place is both part of this skyline and a piece of the city's history. The 1982 design by legendary architect Harry Seidler was ahead of its time in terms of its understanding of space, views, and light, as well as the role of art in interior spaces.

Their parents were already fans of USM. "My mother recently bought a two-meter-tall sideboard and a blue USM beverage cart," says Duan. Isabella adds, "They inspired us the most when we were furnishing the new restaurant."

"The Malaya" was founded in 1963 by Wong Tai See, a sailor who emigrated from Hong Kong to Australia in the 1940s. Inspired by the spicy Nonya flavors of his travels, he created many of his own recipes as ingredients were hard to come by in Australia at the time. At its new location, many of these original recipes continue to delight Australian palates.



# Change as a constant



Name:  
Susanne and  
Christian Hein  
Profession:  
Architect  
Location:  
Düsseldorf,  
Germany  
Own USM since:  
2000



“What else can I create  
from this?”

It began with second-hand USM pieces purchased by architect Christian Hein. Then came the question: “What else can I create from this?” The continuous transformation of these elements has become a defining feature of the home he shares with his wife, Susanne Freyling-Hein. Their home is a unique blend of timeless design, art and heirlooms, each telling its own story. Paintings and sculptures are regularly repositioned, constantly reshaping the atmosphere of their early 20th-century apartment in Düsseldorf.



For Susanne Freyling-Hein, the environment in which she works from home is crucial. “It has a direct impact on productivity and well-being,” she explains. “Christian, with his keen sense of aesthetics, has created an incredibly inspiring space.” And the transformation continues. New pieces are added, while older elements are continually reconfigured. “The modularity of USM Haller makes sustainability an inherent part of the design,” says Christian Hein.



“Thanks to the modularity of its system, USM makes sustainability feel effortless.”

# A harmonious blend



USM furniture never gets old. It creates a link between the past and the present. Just like the building that houses the law firm Edson in Brussels.

Company:  
Edson  
Sector:  
Legal  
Location:  
Brussels, Belgium  
USM customer  
for many years



In the form of a trolley or a storage unit, USM furniture may look understated but it is robust by nature.



Law is synonymous with security and reliability. But for the Brussels-based law firm Edson, it goes further than that. Their new premises and furniture reflect this. «We were looking for a more prestigious building for our firm. Our new office had to exude seriousness, precision and elegance». It had to do so without being overly luxurious, in keeping with Edson's image. «It rather had to be robust, durable and understated,» explained Pieter Paepe, co-founder of the firm.

They found exactly what they were looking for in a building that once belonged to a family of brewers. It exudes a timeless charm. Parquet

flooring, high ceilings and marble-framed fireplaces create an unpretentious setting.

«We added contemporary elements to the existing architecture: things like steel doors, modern lighting and USM Haller furniture,» said Paepe. Amongst this understated look, a ruby-red bookcase stands out. «I bought these modules second-hand,» he added. Despite years of intensive use, they were in perfect condition—ready for a new life. «I wanted to integrate them into the new office, but in a different configuration. They are now in their third reinvention».

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