



PRESS KIT



CHANGIND INTERIOR DESIGN

INDOOR AIR POLLUTION

Materials used in construction and decoration play a major role on the quality of our indoor air. Indoor air pollution impacts our health (headache, respiratory problems, allergies, etc.).



80% On average of time is spent indoor.



Indoor air is more polluted than outside air **10x**

WASTE FROM FURNISHING COMPONENTS

1 300 000 tonnes of waste from furnishing components were generated in 2018.

FLAX, MATERIAL OF THE FUTURE



AN ECOLOGICAL MATERIAL

- Plant-based material
- No irrigation
- Biodegradable
- VOC-free
- Positive carbon impact



MADE IN FRANCE

Leading producer worldwide of high quality flax (70% of world production), of which 80% of production is exported to China.

CULTURE IN

Engineer and passionate about materials and composites, it was in 2001, in the fields of his father-in-law in Normandy that David AMBS's interest in linen was born. He begins a technological watch around this noble material and bio-composites. David quickly discovers that flax fiber has remarkable mechanical characteristics, that it is very light and above all, renewable. He then reflected on the integration of linen into composite materials.

Trained as an engineer, David created Culture iN in 2014 with the ambition of positioning the company as a driving force in the future of bio-sourced materials. After 3 years of research and development, Varian® was born, a functional, decorative and renewable material, halfway between composite materials and textiles.

He had long sought to act on our living spaces, which are often polluted, with a user-centered approach in search of well-being: sensoriality, respect for health and the environment.

Varian® can be seen as a «structuring textile» intended for the home furnishings and fittings and transport markets.



VARIAN®

Varian® is a structuring textile that combines a fabric of plant fibers (linen) with a resin also of plant origin (PLA - Poly Lactic Acid).



A TECHNICAL MATERIAL

Varan® is intended for use in furniture, interior furnishings and transport. It is therefore formulated to match the fire and UV names of the markets in question.



Fire reaction
M1/M2



Resistant to
UV



Acoustic
absorption

A 100% ECOLOGICAL MATERIAL



Eco-designed



VOC-free



Impregnation
without water or



Materials
of plant origin

IMPLEMENTATION CAPACITY

Varian® is a structuring textile with numerous cutting capacities (numerical control, cookie cutters, water jet), shaping (hot folding, hot bending and forming) and assembly (closing, bias, eyelets ...).



Cutting



Finishings and assembly



Hot forming



Hot bending



Wire bending

COLOURS

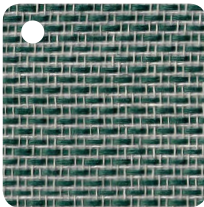
The Varian® material also offers the possibility of color customization. Six standard colors exist but there is also the possibility of choosing a custom color.



NATURAL
Ref : BL000



PEARLY
Ref : BL001



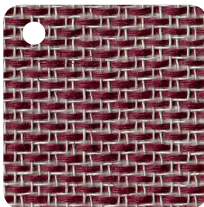
BLUE - GREEN
Ref : BL006



BLACK
Ref : BL008



GREY
Ref : BL003



RED
Ref : BL004

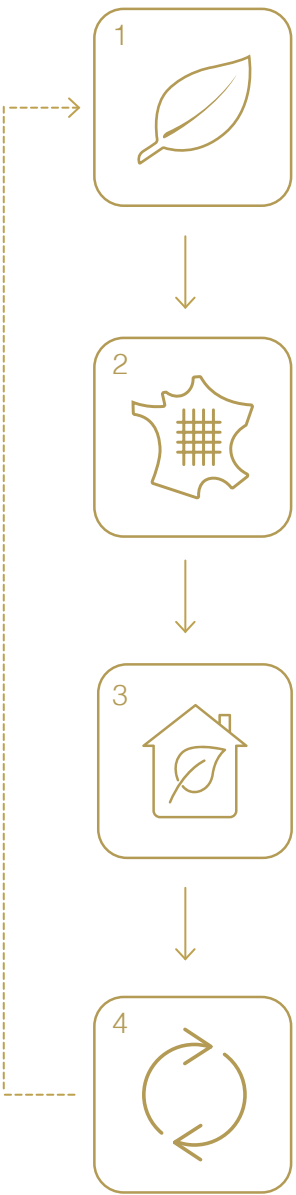


YELLOW
Ref : BL007



PANTONE®
CUSTOMISED COLOURS

LIFE CYCLE TO SERVE THE ENVIRONMENT



BIOSOURCED RAW MATERIAL

We use French linen (Masters of Linen® label) and a petroleum-free biosourced PLA vegetable resin (Responsible Care label).

LOCAL MANUFACTURE

Raw material manufactured, dyed (GOTS label) and woven either in France or in Belgium.

USE

Our products are VOC-free, thus contributing to air quality, indoor well-being and to improved acoustic comfort.

END OF LIFE

We offer to recover, separate and manage end-of-life components (industrial composting or reuse).

STANDARD PROJECTS

PATCHWORK - ACOUSTICS SLABS



Realization of a project for the Patchwork coworking space consisting of improving acoustic comfort in two meeting rooms. We have installed acoustic slabs in red, natural and grey Varian®. A solution created from our range of standard products and adapted to this tailor-made project. A space with a warm atmosphere promoting well-being and responsible comfort.



CUSTOMISED PROJECTS

PARIS LA DÉFENSE - SPACE DIVIDERS



A delimited workspace and a bright atmosphere for the offices of Paris la Défense. Design of wavy space dividers in pearly Varian®. A thermoformed, self-supporting, tailor-made solution combining aesthetics, technicality and naturalness. This refined atmosphere contributes to visual comfort and promotes concentration and well-being.



CUSTOMISED PROJECTS

CSN - OFFICE SPACE LAYOUT



Acoustic and visual delineation of CSN workspaces. We have implemented space dividers and profiles with enhanced acoustic performance. A tailor-made, modular project in natural and red Varian® combined with wood and metal. A solution playing with the folding, bending and embossing of the material for an aesthetic, technical and eco-designed result. Preserved natural light and a soft, elegant and warm atmosphere.



CUSTOMISED PROJECTS

CIDER - GOMETTE SCREENS



In collaboration with Juam Studio, screens in Varian® have been created and are produced by Cider. The Gomette screens play with the wavy shape, transparency and lightness of the Varian® material. A design object, refined and eco-responsible that integrates softness and naturalness into living spaces.



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