



saloní
bedroom



In memory of our wise uncle pharmacist
Selahattin Özbek
(1933-2006)

60
COUNTRIES
230 SALES
POINT

USA	NEW JERSEY CALIFORNIA MIAMI	DOMINICAN	SANTA DOMINGO	JORDAN	AMMAN	SAUDI ARABIA	RIYADH MEDINA
GERMANY	BERLIN BIELEFELD KÖLN COLOGNE GÜTERLOH WUPPERTAL DUISBURG AACHEN FRANKFURT	MOROCCO	CASABLANKA FEZ TANGER MEKNES	CYPRUS	GIRNE	SERBIA	BELGRADE
				KAZAKHSTAN	ALMATY	SUDAN	KHARTOUM
		IVORY	ABIDJAN	KENYA	NAIROBI	SWITZERLAND	ZÜRICH ROTHRIST
		PALESTINE	RAMALLAH NABLUS	KYRGYZSTAN	BISHKEK	TANZANIA	DAR ES SALAM
AUSTRIA	VIENNA			COLOMBIA	MEDELLIN BARANQUELLA	TUNISIA	
AZERBAIJAN	BAKU	FRANCE	RENNES	KOSOVO	GILAN PRISTINA	TURKMENISTAN	ASHGABAT
B.A.E	DUBAI ABU DHABI	GABON	LIBREVILLE		FERIZAJ	UGANDA	KAMPALA
		GEORGIA	TBILISI	KUWAIT	KUWAIT	UKRAINE	ODESA
BAHRAIN	MANAMA	GREECE	THESSALONIKI ATHENS ISKECE THRACE KOMOTINI KAVALA	LEBANON	BEIRUT	BRITAIN	LONDRA
BELGIUM	ANTWERP BRUSSELS CHARLEROI GENT			LIBYA	TRIPOLI BENGHAZI		
BOSNIA H.	BANJA LUKA	NETHERLANDS	ROTTERDAM	LITHUANIA	VILNIUS		
BULGARIA	VARNA SOFIA PLOVDIV HASKOVO VELIKO TIRNOVA BURGAZ	HUNGARY	BUDAPEST	MALTA			
		INDIA	NEW DELHI MUMBAI	EGYPT	CAIRO		
ALGERIA	ALGER ORAN MOSTAGANEM BLIDA	IRAN	TEHRAN TABRIZ	MONGOLIA	ULANBATAAR		
		IRAQ	BAGHDAD ERBIL SULEYMANIYE	MOLDOVA	CHISHINEV AUCKLAND		
DJIBOUTI	DJIBOUTI	ISRAEL	HAIFA YARKA DARI DELIAT EL CARMEL	NEW ZEALAND			
CROATIA	ZAGREB SPLIT			NIGERIA	ABUJA LAGOS		
		ITALY	COMO	OMAN	MUSKAT		
				PAKISTAN	KARACHI		
				POLAND	WARSZAWA		
				QATAR	DOHA		
				ROMANIA	BUCURESTI		
				RUSSIA	MOSCOW ST PETERSBURG		



The initial cycle: The adventure of furniture

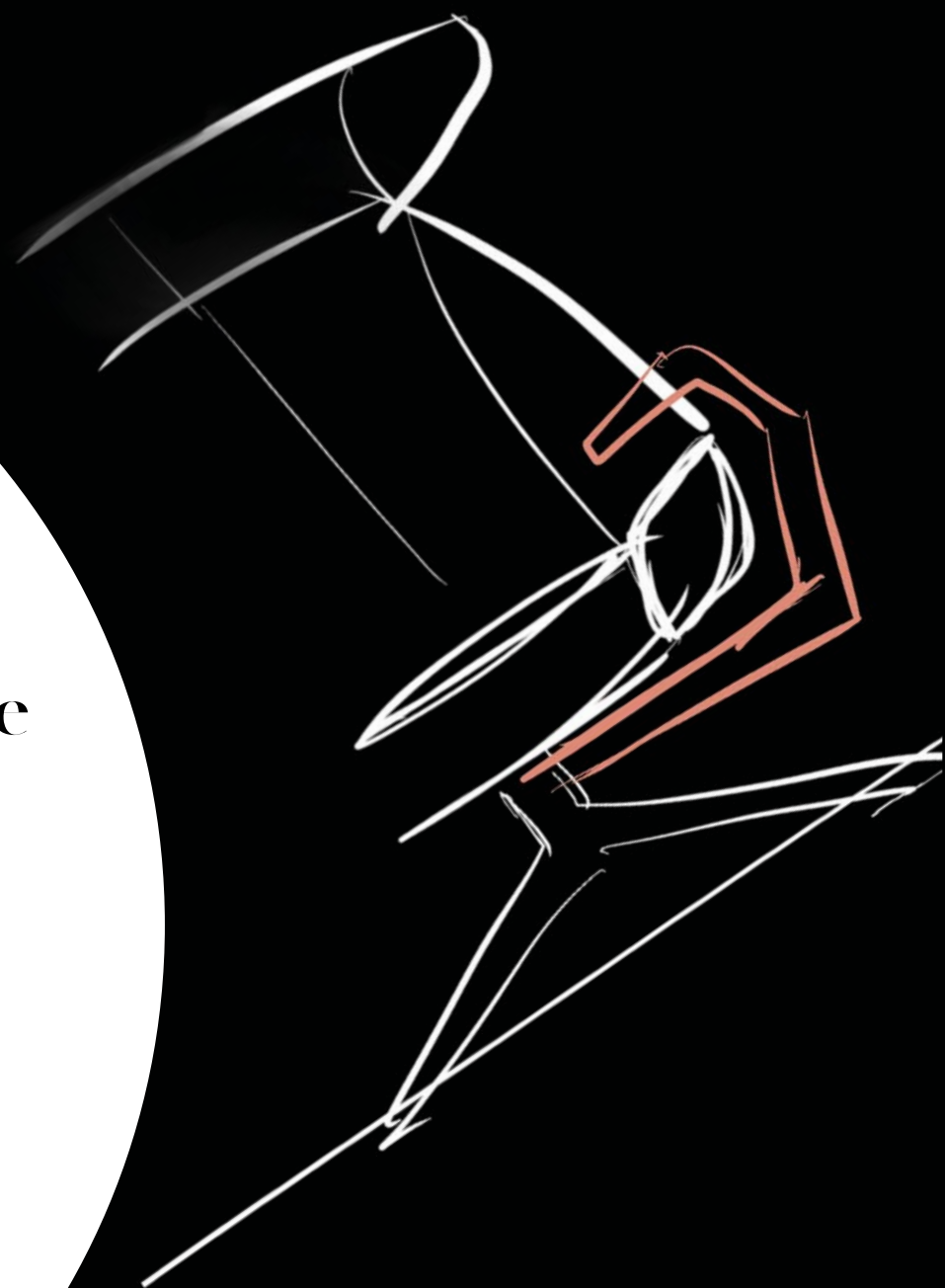
Saloni carries the inspiring elements of nature by embracing them in its new products. Cooking them in the kitchen of the business, the brand turns the musical notes of the desired pleasures into realism through its products and displays them in their bares and bones.

Rapidly adapting to the dynamics of the always-evolving sector is only possible by working hard, and monitoring and internalizing the developments. Saloni blends together the knowledge of the past and the foresight of the future while keeping close to its inspiration, nature, and stays dynamic. Never content with, the company always produces to achieve more.

Chasing modernity, containing minimality, reducing the complexity to simplicity, the company is already working hard to create the utopian future through its products.

Second cycle: The path that leads to Europe

This is actually a journey of style, from the Italian-inspired designs that form the value chain of the sector to the flaunting French recherche. With a team of Turkish designers and many years of experience under the belt, Saloni raises to face the style cycle of the West. Yet, the company threads this path carefully when synthesizing the West and the East, so it actually introduces an authentic style to the western modernity. The elements of value that emerge from this path carry a novel sensation into the elated, peaceful houses. And this is where the story actually begins. From the end towards the beginning, Saloni carries the modern lines with them like a delicate nuance.



Here we can see Abdullah CANSEVEN. Beginning his carrier at the age of 23 in Saloni Furniture following his education in Industrial Product Design, he acts as the team leader for the design, internal architecture, and R&D departments. While contributing creative touches to the new collections, CANSEVEN and his team always reach for the undiscovered.

**An orchestra
where artists who know
the notes and specialize
in different instruments
come together.**

I'm talking about an orchestra of artists that know the "musical notes", yet each specializing in a different instrument. Yes, I believe this is one of my greatest mottoes: we aim to introduce new instruments to our team every day. In order to be able to create artworks that can be considered worldwide classics, we tirelessly work and enjoy the feast at the same time.

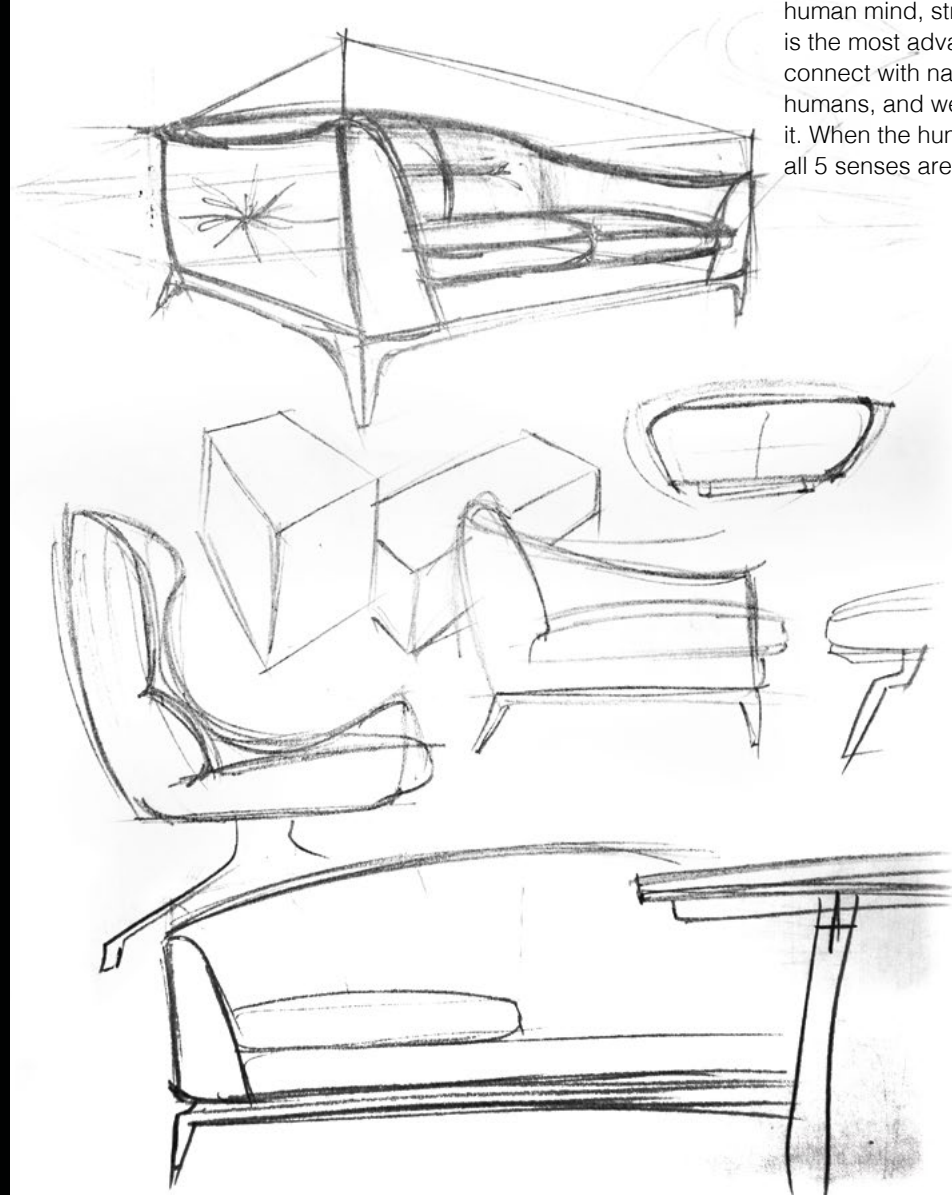
For me, to be able to design is the capability to discover what already exists, so a designer should also be a good explorer. One should look at this with a philosopher's perspective, and in fact become a philosopher, and should reach the point where one can present his/her own philosophy. We have witnessed during the history, and in fact, still witnessing, how the designers that see each of their pieces as steps to prove their own philosophy have produced authentic results.

The two elements that I care most in a design: "Balance and Harmony". Not only have numerous sub-contexts existed under this balance, but also more sub-contexts under these as well. Without an alternative, the place where balance and harmony present itself is the "Nature". As Fernando Caruncho states: "the human mind, stronger than many other powers, is the most advanced computer". We have to connect with nature, which is far stronger than humans, and we have to nourish our minds with it. When the human mind is experiencing nature, all 5 senses are active. When we observe it, feel

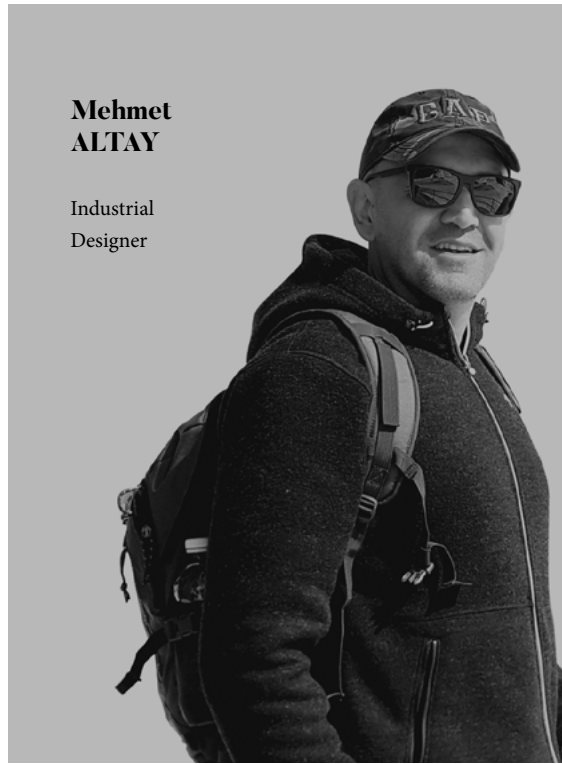
it, and try to recognize its power, we are able to understand more than any other technology can provide. The technology, which can never reach the power of nature, can only be an instrument in understanding it. When you trust all your mind and senses to a greater power, an artwork emerges.

Amongst the designers who I believe had analyzed these two important elements, Jean Marie Massaud and Maurizio Manzoni are in the lead for me.

We can see that particular sets of skills are valued more in various places in the world. In Italy, it's the design, while in Germany, it's the engineering. In Greece, it's philosophy, while in Japan, it's efficiency, and in Korea, it's technology. The world is large, and there are people who do their job justly. A designer should embrace these skill sets and should make use of all the resources available to him/her. A designer should hold the world in his/her palm, and fight to realize the dreams in an incredibly free and authentic manner. A designer should also preemptively accept that the truth of yesterday might not be the truth of today, and future. Not content with this information, a designer should also aspire to create the truth of tomorrow.

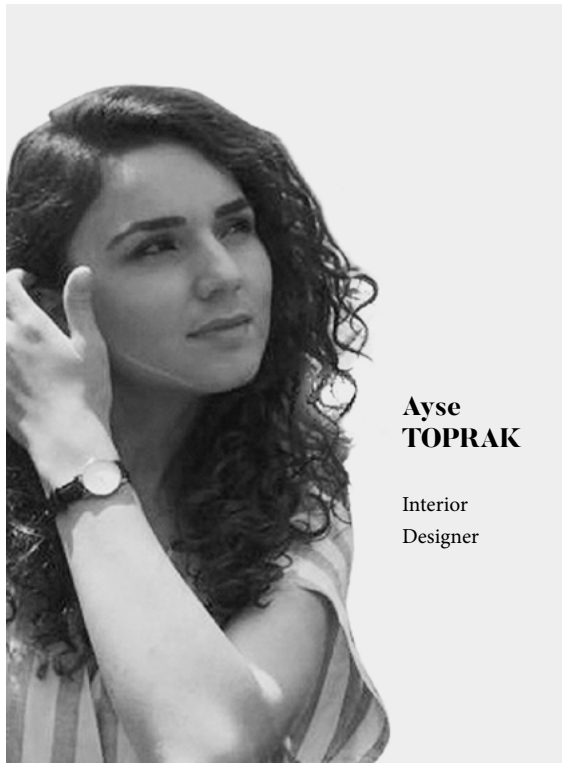


**Abdullah
CANSEVEN**
Saloni Furniture -
Lead Designer



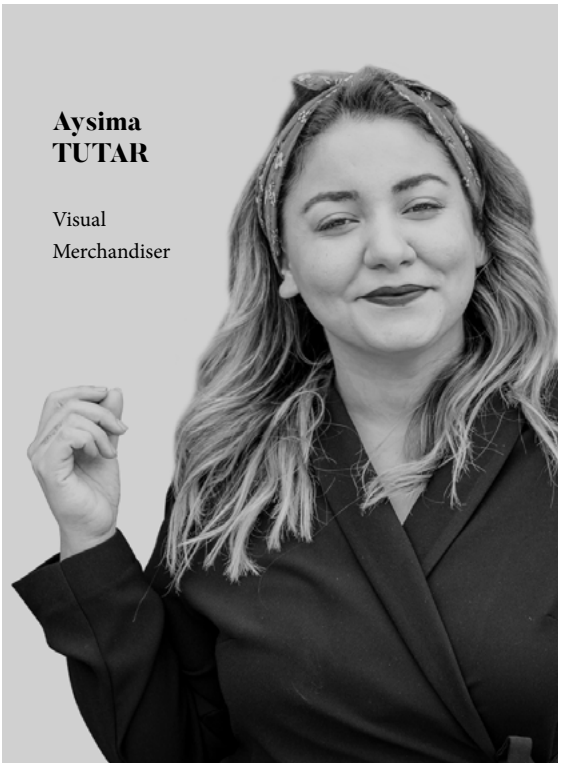
**Mehmet
ALTAY**

Industrial
Designer



**Ayşe
TOPRAK**

Interior
Designer



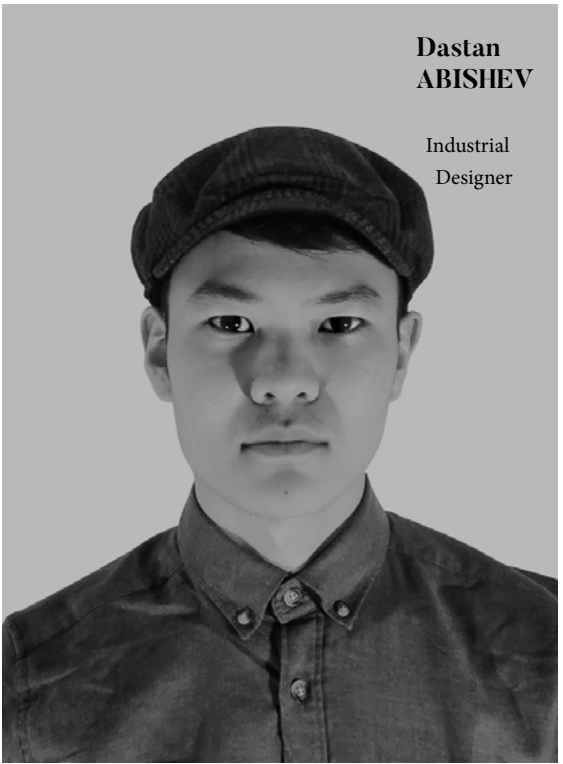
**Aysima
TUTAR**

Visual
Merchandiser



**Abdullah
CANSEVEN**

Lead
Designer



**Dastan
ABISHEV**

Industrial
Designer



**Mendumha
ORDU**

Styling



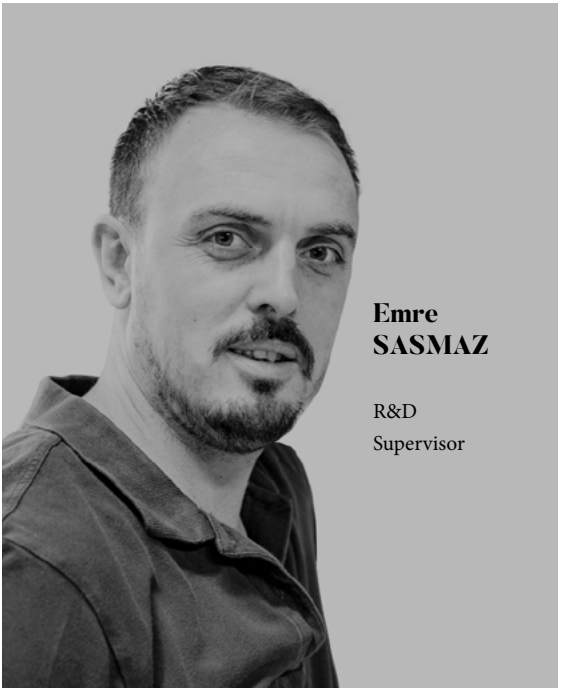
**Abdullah
BEKTAS**

Product Dev.
Engineer



**Fatma
Ozlem
GENCER**

Interior
Designer



**Emre
SASMAZ**

R&D
Supervisor



**Merve
SEKERCI**

Brand and
product
promotion
department



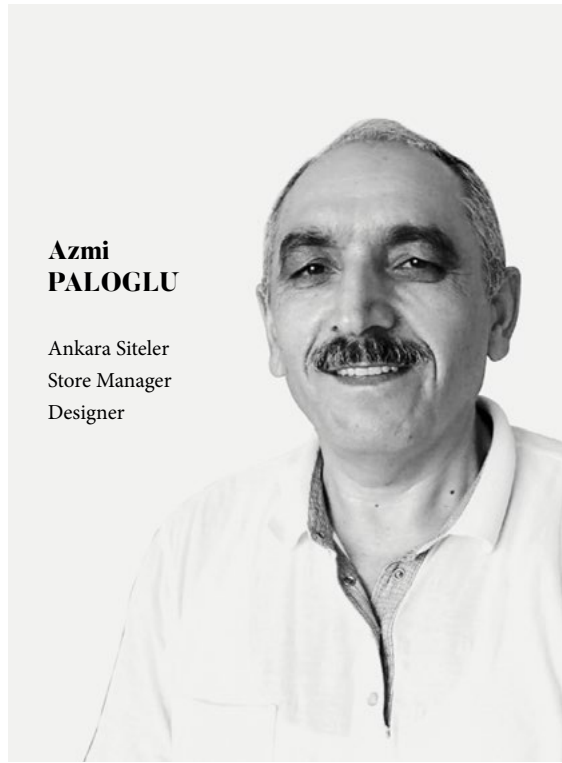
**Esat
FISEK**

Interior
Designer



**Aleksandra
GUZOWSKA**

Interior
Designer



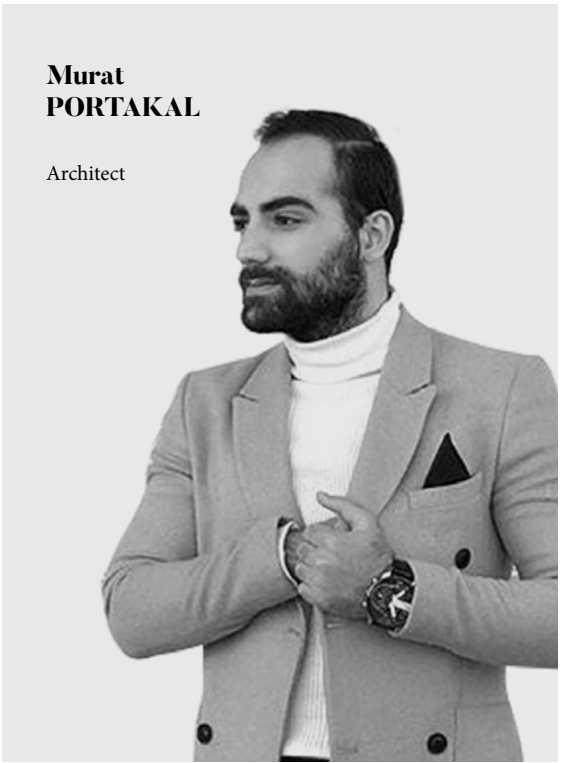
**Azmi
PALOGLU**

Ankara Siteler
Store Manager
Designer



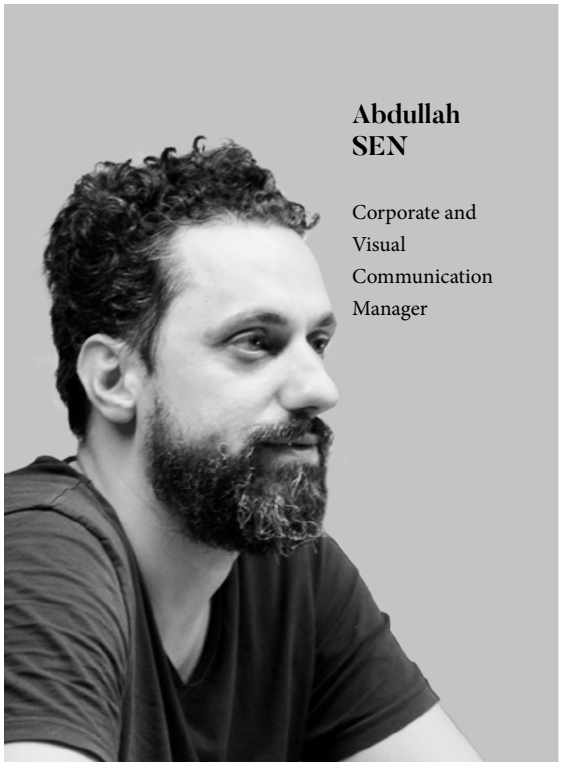
**Ibrahim
TANHAN**

Designer
Solution Partner



**Murat
PORTAKAL**

Architect



**Abdullah
SEN**

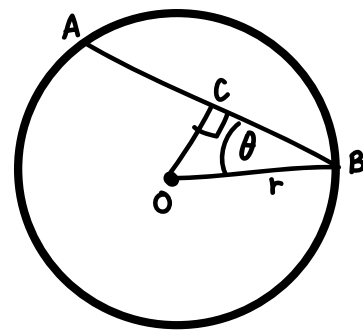
Corporate and
Visual
Communication
Manager



**Ozge
PISIREN
TURKOGLU**

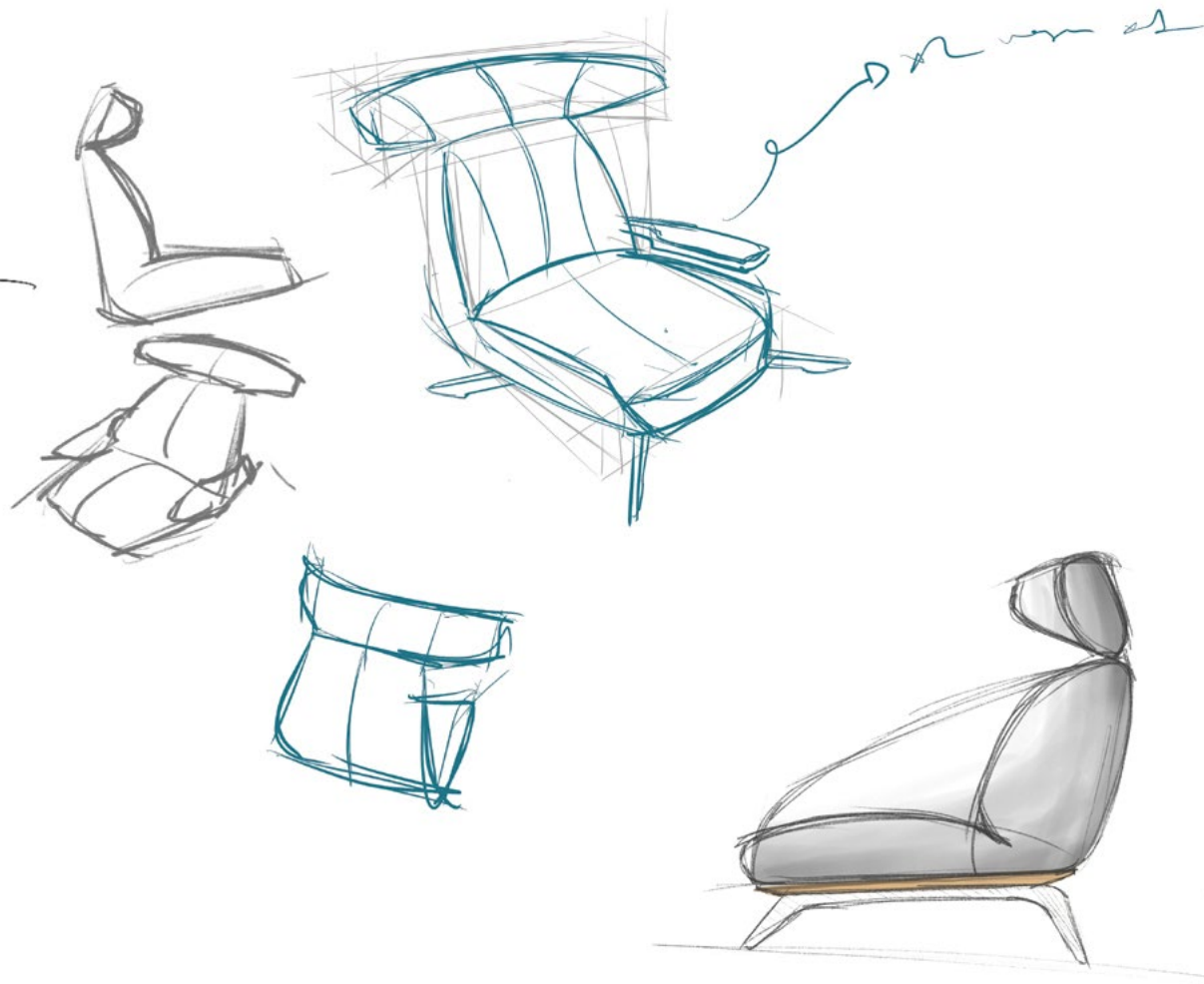
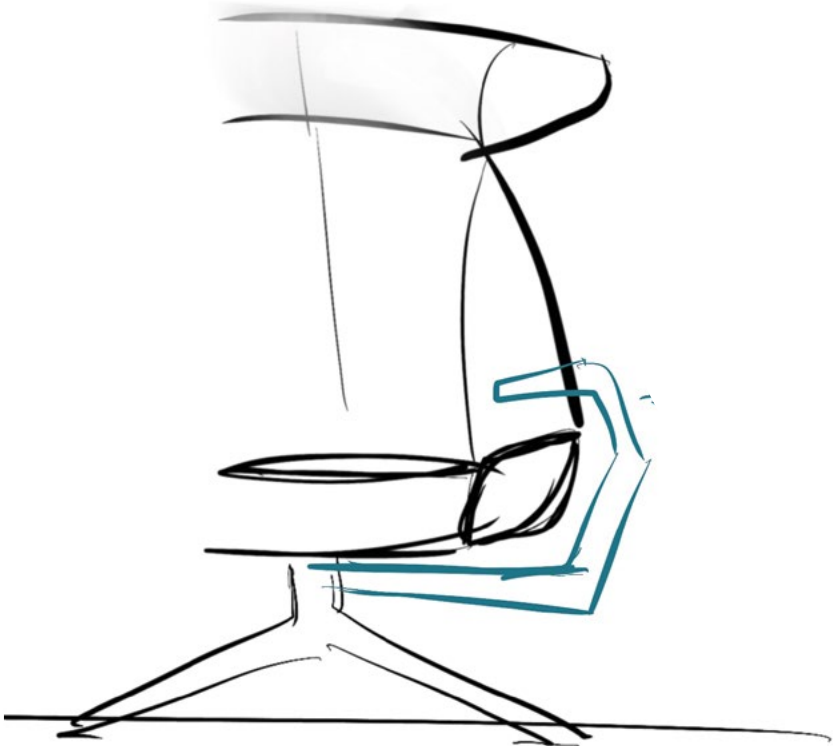
Product
Designer

**SALONI
DESIGN
TEAM**



A WORK OF MATHEMATICS!

*The world of imagination has no boundaries.
What matters in the furniture sector is the
applicability of the imagined lines.
Customer experiences, production, and the resulting designs...
Are like pieces of an incomparable jigsaw puzzle.
And the pieces should be able to solve an equation.*



*Education received during construction of the skeletal
system of furniture, and the realism of the products that
were prototyped, are what guide the design processes.
3D modeling software lets us receive feedback faster and
even lets us how a piece of seating group can be moved
through a doorway.*

THIS IS WHY
THIS IS A
WORK OF
MATHEMATICS.
FROM THE
END TO THE
BEGINNING:

- Aesthetics
- Comfort
- Functionality
- Durability!



Warehouse shipment assembling team.
Our professional assembling team will
assemble products finer for your home. All our products
are stored in an indoor depository.



WHY İNEGÖL?

Inegöl is the largest furniture production center in the Eastern Europe with its global potential.

History of furniture production tradition in İnegöl dated 1874. With its location in the Western part of Turkey İnegöl has access to sea ports (45 minutes) and airports (15-120 minutes).

Briefly, İnegöl city is the center of furniture which has high capacity and global standards.



City of Inegol with Numbers



- Annual furniture production and sales in İnegöl reaches 4 billion dollars.
- Exporting over 150 countries around the World.
- The number of factories with at least 50 personal and over is 2100.
- These factories have 5 million square meters covered space.
- İnegöl city has 3 organized industrial zones for furniture production and 1 organized industrial zone for mix

industrial production.

- The number of people who employed for specifically furniture production is 108.000.
- İnegöl city has 3 shopping street and 2 big scale shopping centers which are consist of the stores of production companies and open 365 days.
- These shopping centers and shopping streets have over 571 stores.

Yours from İnegöl,
the city of furniture,

Haluk OZBEK

Saloni Furniture // CEO





Paris

A new concept of style consisting of a combination of light and dark colors by stretching the design ideas, Paris. The masculinity of the metal forms in the nightstand and the soft details in the headboard are designed as part of a complementary whole.







A modern look, a comfortable structure.
In addition to the minimalist appearance of glass details,
Paris emphasizes functionality in design and stands out as timeless elegance.





S

Carefully Positioned Objects ...

Milan bedroom with an aesthetic appearance, aiming for maximum comfort in bedrooms





MANHATTAN

BEDROOM

PAGE - 27



Modern and dynamic and plain textures ...

A vivid design that emphasizes European modernity. Emerging with the genuine interpretation of wood and leather, Manhattan brings the modern look to the bedroom.



PAGE - 30
MANHATTAN BEDROOM



Comfort in design, stylish and functional

The design that carries the order to the bedroom with its functional structure. Designed with a multi-compartment shelf system, Manhattan emphasizes the modern - minimalist structure with its use of double colors, traces of natural wood, metal leg forms and glass details.







lazio

A design that reinforces the form of the bedrooms. A perfect harmony ; Lazio . Design with the strong posture of a masculine bedroom . Lazio has a modern look with metal foot details and pouf of bed.

PAGE - 35
LAZIO BEDROOM



stylish

2020 Trend Alarm

The most striking design of the wood, presented to us by nature for thousands of years, is Lazio.

While the glass details add spirit to the design, the pieces consisting of visual forms with large and small catch a nice balance.

lazio white





Carefully positioned objects

A sensational design. Using light shades as a bright signature, Lazio maintains its sustainability with its consistent color palette.

Combining robustness and functionality, the design takes its place as the masterpiece of the new century.



LAZIO
white



bolivia aral

Designed with careful consideration of every detail, Bolivia carries the balance in design to bedrooms with the proportion of its parts.

A strong effect, a simple style ...

HAR- MONY

Having an artistic integrity, the design maintains its ideal architectural balance with its self-expressive mode.

The mobility that the cross- mirror form adds to the design and the forms of wood's own pattern are enough to make a cabinet a masterpiece !



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BOLIVIA BEDROOM

A look that enriches simplicity

A timeless, unique style. Complementing its animated patterns with their plain forms, Bolivia becomes the most comfortable way to modernize a bedroom.



S



S

B E D R O O M

COPENHAGEN



- 45

Inspiring magical bedrooms with its sleek structure, Copenhagen creates a warmer, more breathable spaces, and furnishes its story with minimalist design elements.

COPENHAGEN
SELENIT



BLACK copenhagen

Designed with the noble appearance of leather, Copenhagen contains a masculine structure by metal leg form and dark tones of wood.





Minimalist Interpretation of the Sideboard ...

The design, which comes with a minimalist interpretation of different forms, evokes a sense of refreshment in the bedrooms with the light shades of wood.



Bor deaux

The power of black and white is back !

The focus of the bedrooms. With a bright and modern look, Bordeaux offers an inviting, warm and comfortable structure together.



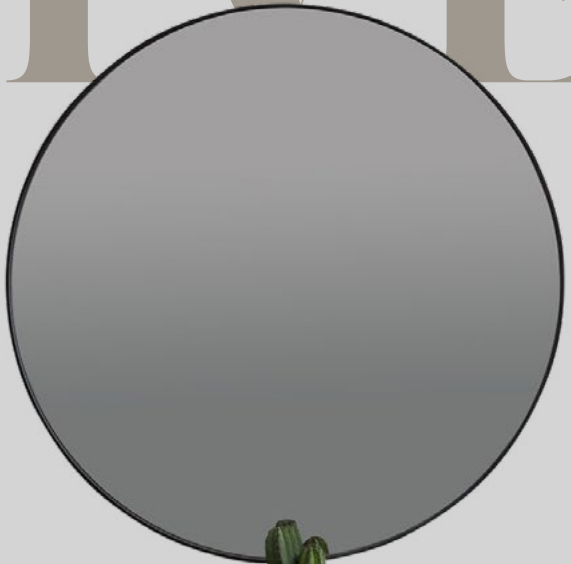


BORDEAUX BEDROOM

The combination of metallic details with the mirror look gives bordeaux a rich look. Designed with the strong posture of a masculine bedroom . Bordeaux has a modern look and elegant details .

Bor deaux

IMIPRES SIVE



Modern Solid Fonctional Innovative

Modern at any time , innovative at any time with
always style lego bedroom ! .A new discovery . an
authentic sense of interior decoration that comp-
lement cultural isolation with the combination of
different object lego bedroom

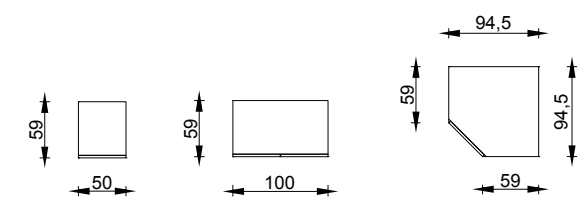


lego

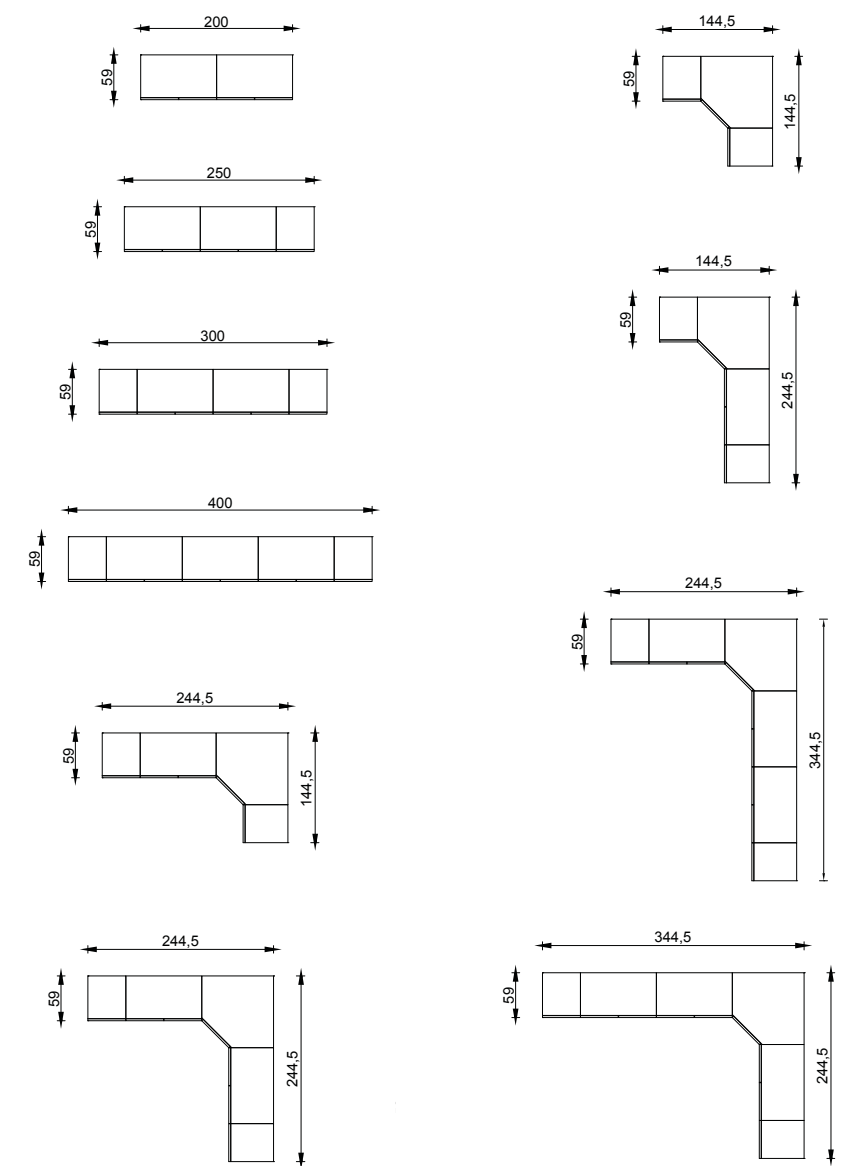




modules :



suggestions:



Puzzle wardrobe with walnut and black alternative



PAGE - 63
PUZZLE WARDROBE



puzzle
WARDROBE



You can create own wardrobe which module as you wish ...

ar mani

Emphasizing modernity with gray floors, Armani reflects the warm-cold color balance to its design in a controlled manner by interpreting the simplest form of wood.





ar
mani

The design that reveals black in the most eye-catching style emphasizes the transition from minimalism to maximalism with its moving details.

Besides its strong design and color toning, it adds elegance to the bedrooms with its structure that easily adapts to large areas.



Berlin

Berlin

WHITE

A unique new and exciting design. Berlin puts all design dynamics aside and takes its place with a completely different perception of space - color - form.





Berlin



This is a completely different concept of design! The design, which opens its doors to a colorful world with the softest version of green, leaves aside the ordinaryness and draws all the attention with its originality.

Bedstead

Madrid
- 160x200
- 180x200



Royal
- 160x200
- 180x200



Bristol
- 160x200
- 180x200



Villa
- 160x200
- 180x200



Paris
- 160x200
- 180x200



Simbad
- 160x200
- 180x200



Berlin
- 160x200
- 180x200



Bolivia
- 160x200
- 180x200



Leonardo
- 160x200
- 180x200



Manhattan
- 160x200
- 180x200



Floransa
- 160x200
- 180x200



Bavyera
- 160x200
- 180x200



Icon
- 160x200
- 180x200



Icon Plus
- 160x200
- 180x200



Poufy
- 160x200
- 180x200



Armani
- 160x200
- 180x200



Lego
- 160x200
- 180x200



Chelsea
Middle Pouf
(Quilted)



Chelsea
Middle Pouf



Chelsea
Small Pouf



Capella
Pouf



Madrid Plus
- 160x200
- 180x200



Bordeaux
- 160x200
- 180x200



Tao
Armchair



Nice
Armchair



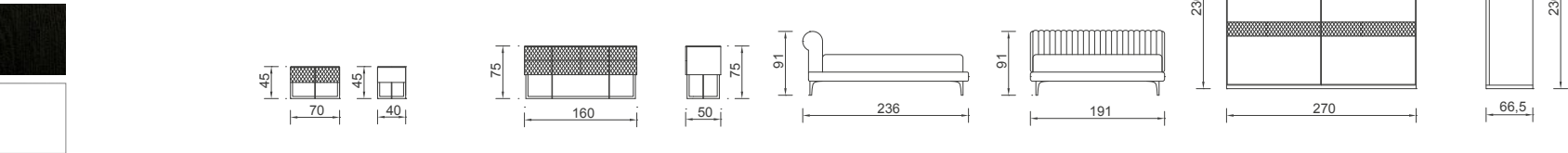
Maseratti
Armchair



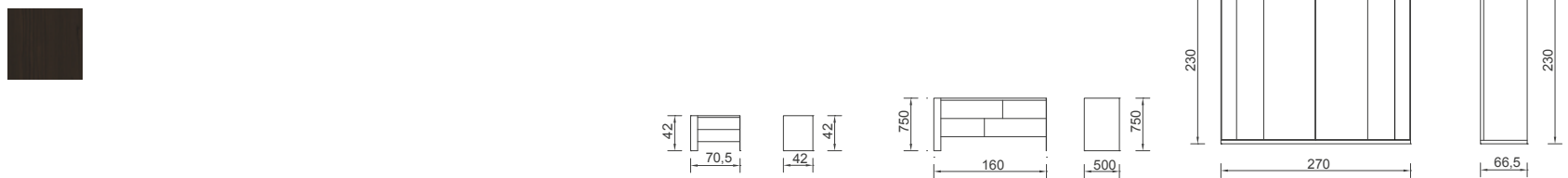
Ege
Armchair



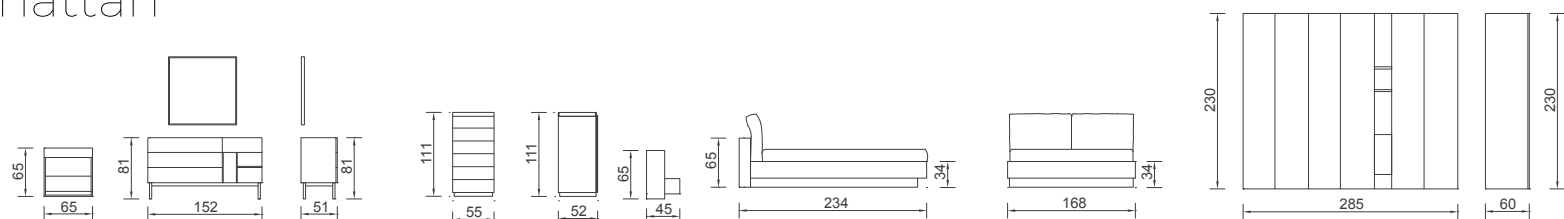
Paris



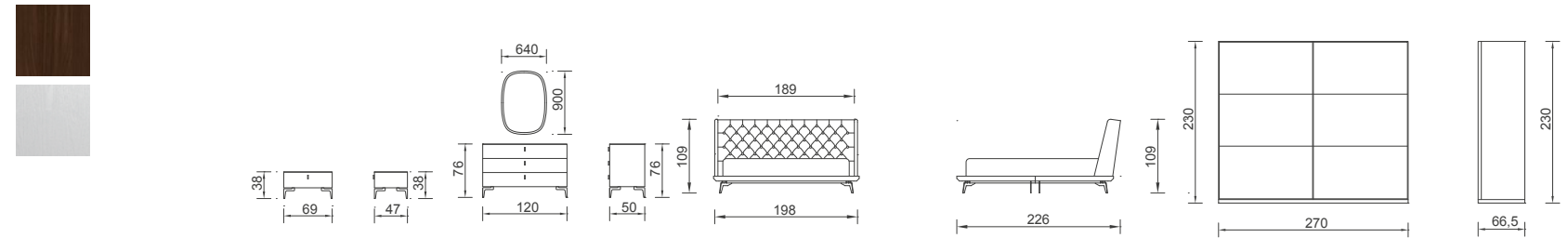
Milan



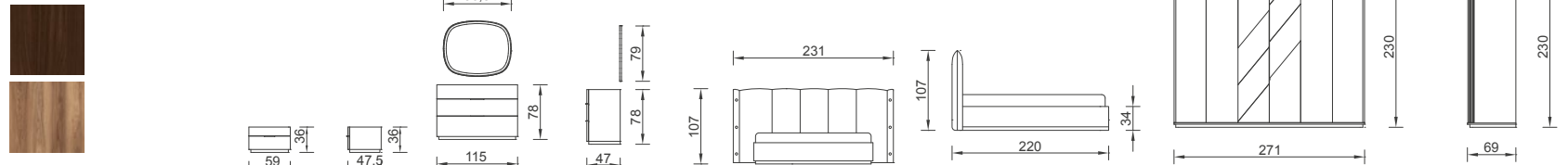
Manhattan



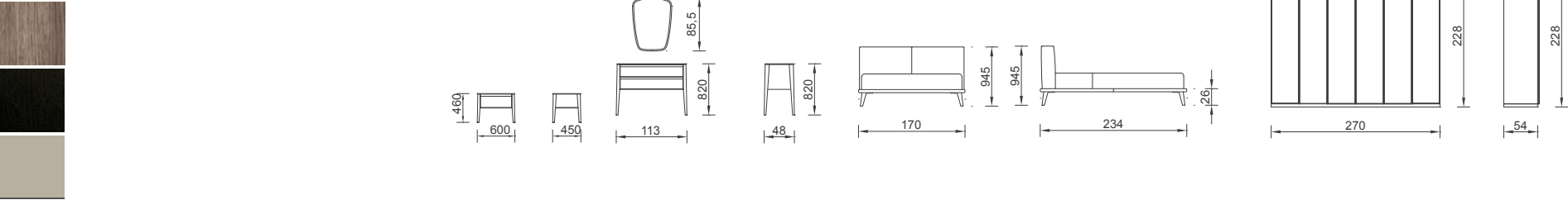
Lazio



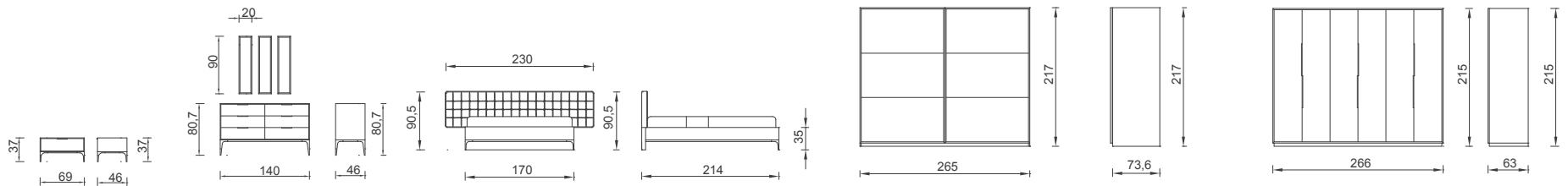
Bolivia



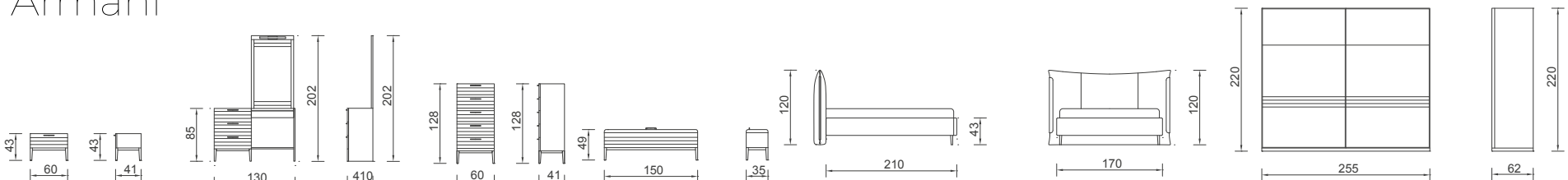
Copenhagen



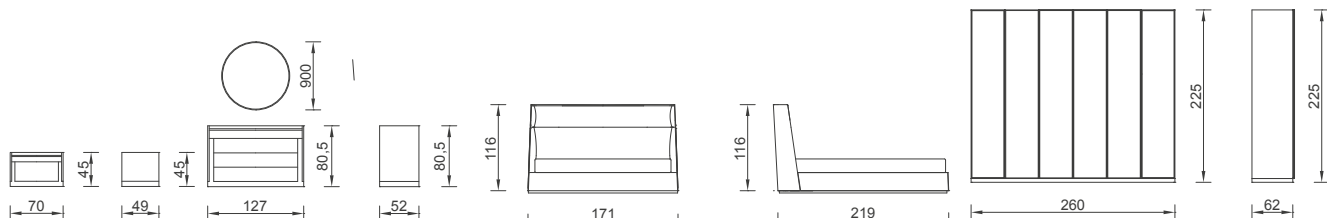
Bordeaux



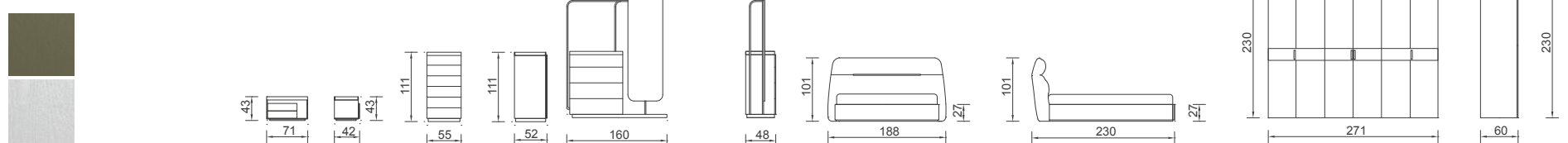
Armani



Lego



Berlin



saloní



**ALWAYS
THE
BEST**

saloní
art of furniture
// 2020-1
salonifurniture.com