



ICONIC DESIGNER FURNITURE

Made in Belgium

Bulo

Copyright

BULO

ICONIC DESIGNER FURNITURE. Made in Belgium.

© 2023, BULO

Released in-house

info@bulo.be or +32 15 28 28 28

All rights reserved.

No part of this publication may be reproduced, stored in an automated database and/or made public in any form or by any means, whether electronic, mechanical, photocopying, recording or in any other way, without the prior written consent of the publisher.

Specifications and images are strictly indicative and cannot be binding for deliveries.

Product changes reserved.

Bulo

ICONIC DESIGNER FURNITURE

Made in Belgium



HELLO, BULO

Get to know our collections full of personality with a keen eye for design, created to enhance the quality of working and living in both your office and at home. The company was founded by our grandfather with the design of a modest filing pedestal in 1963.

We have since grown into a developer and manufacturer with 60 years of experience in the industry. With our wide range of unique furniture and collaborations with renowned local and international architects, we have an exceptional story to offer.

Supported by our sister company Bosq, masters in wood veneers and carpentry, we also offer customization and bespoke pieces with an exquisite finish. Plunge into our world of timeless and elegant furniture. Feel free to ask us how we can create your space.

We look forward to getting to know you.

Sincerely,

Louis, Pieter & Carlo Busschop

TABLE *of* CONTENT

CELEBRATING THE PAST

60 YEARS OF BULO	10
COLLECTION TIMELINE	14

EMBRACING THE FUTURE

OUR PROMISE TO THE FUTURE	20
BOSQ	22

OUR COLLECTIONS

VINCENT VAN DUYSSEN	26	BULO DESIGN	132
<i>VVD Bistro</i>		<i>DAN</i>	
<i>VVD Chair</i>		<i>KEI</i>	
<i>VVD Desk</i>		<i>grID</i>	
B BRAND	50	LUC VINCENT	154
<i>B7 Lounge</i>		<i>Pub & Club</i>	
LÉON STYNEN	54	JEAN NOUVEL	162
<i>SL58 & SLL18</i>		<i>Normal</i>	
NATHALIE VAN REETH	66	DANNY VENLET	164
<i>Senses</i>		<i>Easy Rider</i>	
BATAILLE & IBENS	84	BRAM BOO	166
<i>H20</i>		<i>Overdose</i>	
GENSLER	96	HANNES WETTSTEIN	168
<i>Monica</i>		<i>Skater</i>	
<i>Lucca</i>			
ALAIN BERTEAU	112	ANN DEMEULEMEESTER	170
<i>TAB Chair</i>		<i>Table Blanche</i>	
<i>TAB Lounge</i>			
STÉPHANE BEEL	124	STORAGE & ACCESSORIES	172
<i>SB55</i>		<i>Mr. Walter</i>	
		<i>Modular Storage</i>	
		<i>Montado Cork Objects</i>	

CELEBRATING
the PAST

Throughout its history, Bulo has built a reputation for creating timeless pieces that blend form and function, with a particular emphasis on comfort and durability. Over the years, Bulo has collaborated with many renowned designers, including Alain Berteau, Vincent Van Duysen, and Jean Nouvel, to name a few. Bulo's commitment to quality and sustainability is reflected in their use of durable materials and eco-friendly production methods. As we celebrate our 60th anniversary, Bulo continues to push boundaries and create timeless pieces that are sure to be treasured for many years to come.

60 YEARS *of* BULO



1963

Walter Busschop designs a filing trolley on wheels. He invests the income from sales in the launch of his own office furniture company. The name? **Bulo.**



1970

A remarkable marketing campaign, in which people are offered a free 'Bulo' paint job on their vehicles. In this way the brand dominates the Belgian roads with iconic black cars for years.



1987

In the course of twenty years, Bulo has become synonymous with high-quality office furniture. The company prepares for international growth and in 1987 brings its various departments together at a new head office on the Northern industrial estate along the E19 motorway connecting Brussels and Antwerp.



1997

Bulo opens its first showroom abroad. Its unique location at Butler's Wharf in London, right next to the Design Museum, underlines Bulo's commitment to good design. In 1998 Bulo expands: A second foreign showroom opens in Cologne. Followed later by Amsterdam and New York.



2006

Sister company Bosq, specialised in veneer, and Bulo are united under one roof, sharing one production facility and showroom, making some of the highest quality contract wood furniture in Europe. The mantra: Love Wood.



2013

In 2013, Bulo celebrates its 50th birthday with a big party in the Mechelen showroom. A gigantic red O is placed on the building as a landmark along the E19: it also symbolizes the connection between the various disciplines that Bulo offers.



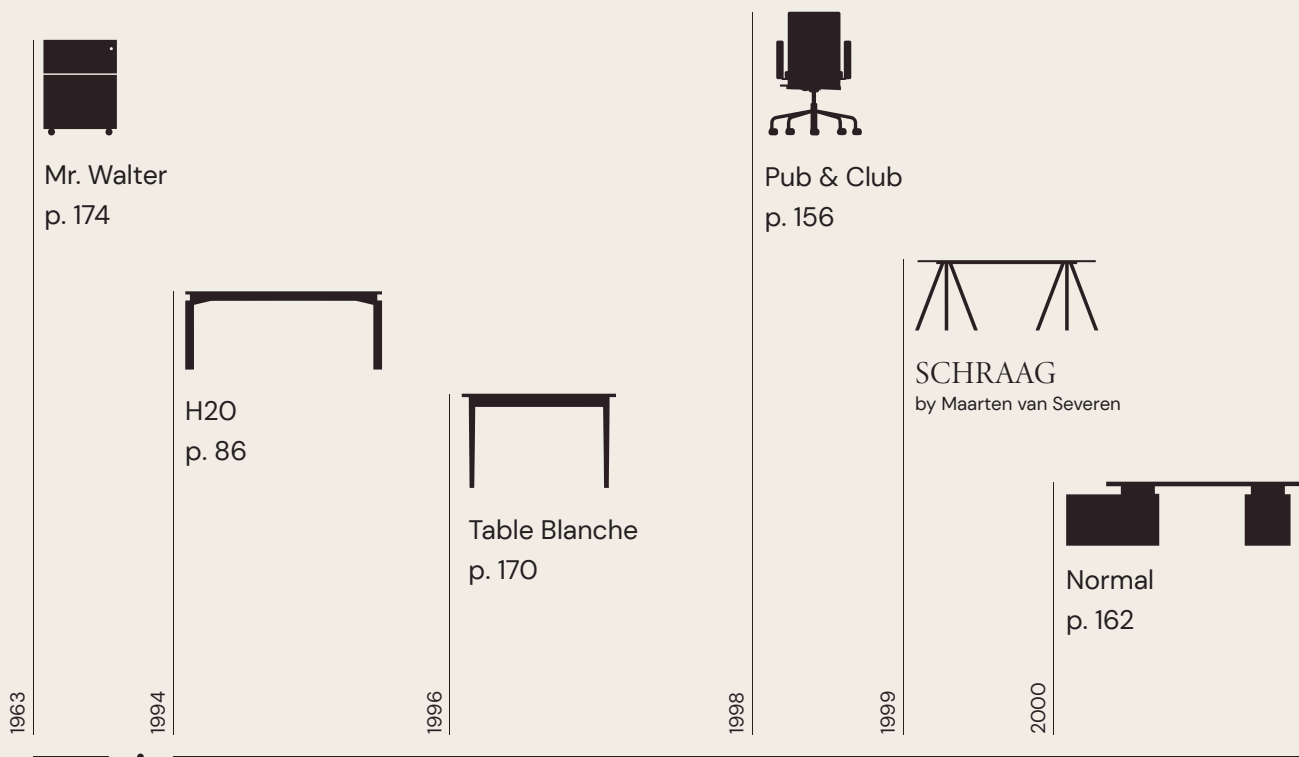
2015

Carlo Busschop becomes chief executive for export and assures, as (the first of) the third generation within the company, the future of Bulò.

2023

Bulò marks its 60th anniversary with new collections and editions, launched at the Salone del Mobile in Milan. With the skill and love of the craft for over 60 years Bulò remains true to creating unique, timeless and elegant furniture that inspires you to create your living and working space for the next decades.

COLLECTION TIMELINE



2002



Easy Rider
p. 164

2004



TAB Chair
p. 114

2006



VVD Chair
p. 36

VVD Desk
p. 46

2008



KEI
p. 142

2010



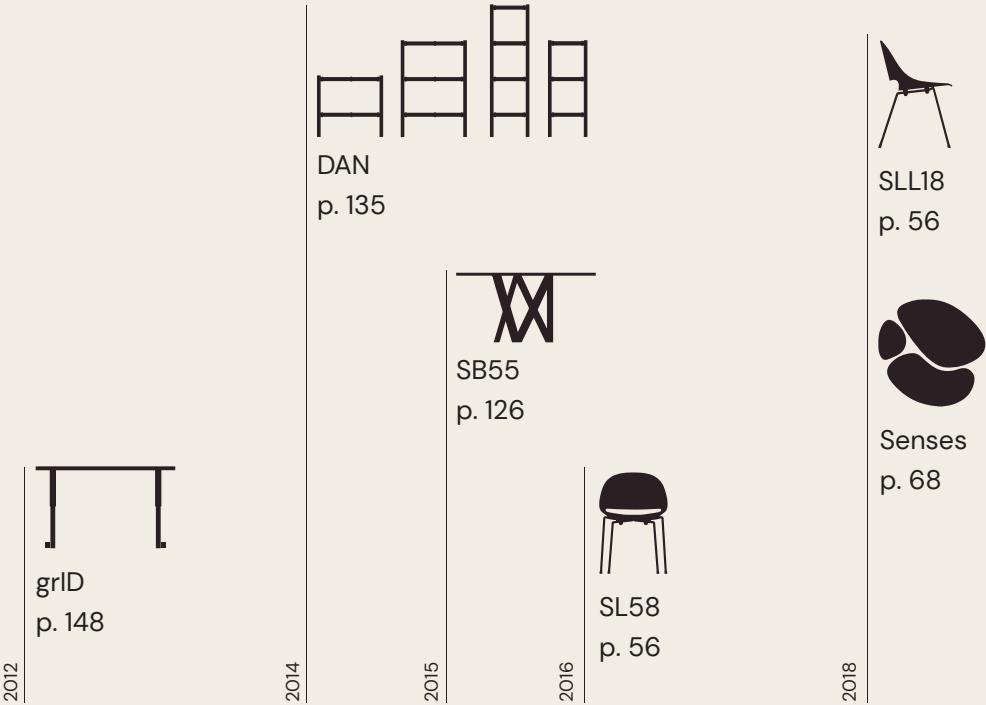
JULES WABBES
COLLECTION

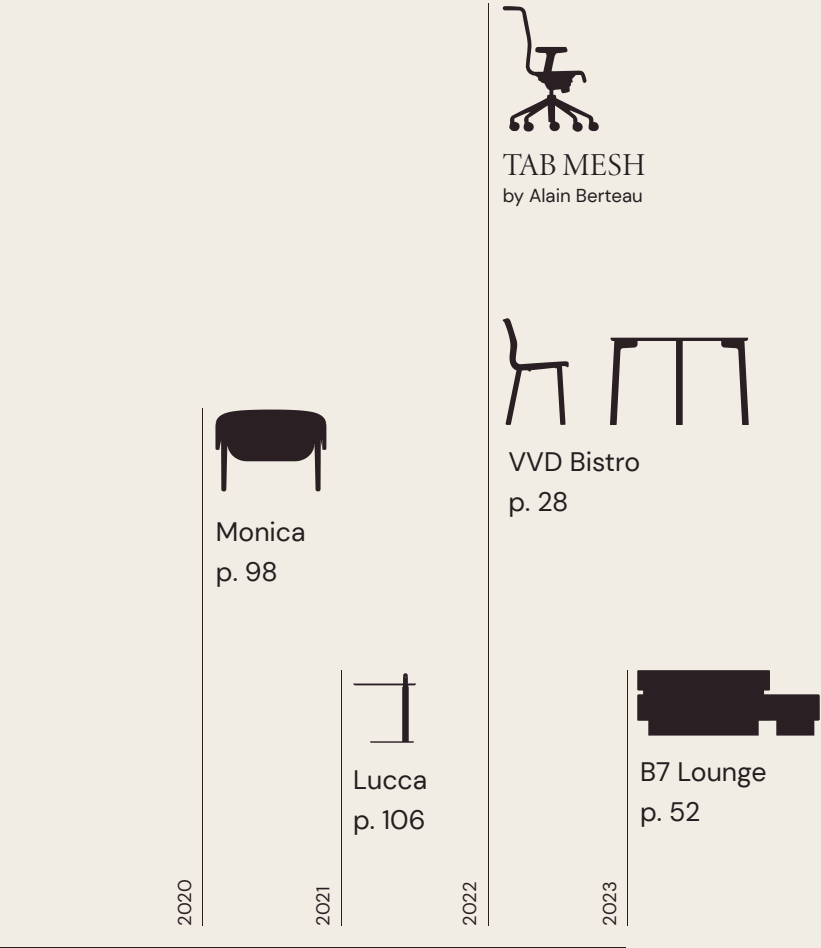
by Bulo Design

2011



Overdose
p. 166





EMBRACING
the FUTURE

Change and evolution is inevitable. Today, the boundary between workspace and home is blurred. Offices are integrating home and hospitality elements in the workplace landscape, and homes now have office components as our ways of working has become more fluid and mobile, and less conventional. People are more and more confident in making their own aesthetic and ergonomic choices. Layering in progress in science and technology, the change only escalates. At Bulo, we welcome change as a challenge to broaden our own design horizons and as a force to inspire innovation.

OUR PROMISE *to* *the* FUTURE



— INNOVATION & EXPERTISE

Innovation is the engine of our company. By investing in product development and state of the art production techniques, Bulo stays tuned to technological innovations and social evolutions that determine the products of tomorrow.



— TIMELESS DESIGN

Bulo collections are timeless. Both in terms of design as material use. Good design cannot be captured by trends: it is about timeless shapes and models that exude elegance and refinement through their character.



— LONG LIFE

Good products are made with knowledge and respect for nature by favoring honest materials, which retain their value during the life of the product. Our collections are made with durable finishes that withstand the test of time. Bulo also focuses on repairability.



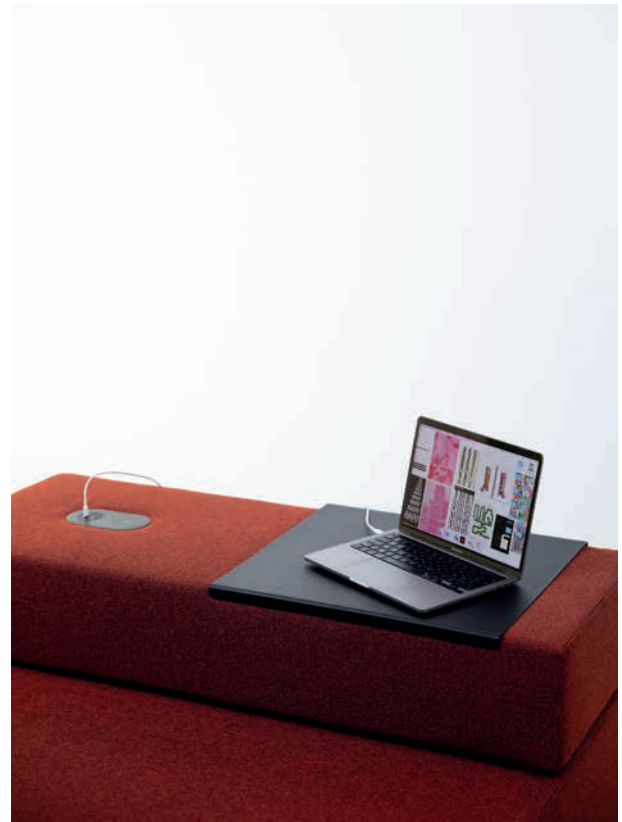
— LOCAL & HONEST

All furniture in laminate and wood veneer is made in our own workshops in Mechelen with our sister company BOSQ. There is a strong focus on recuperating local wood and upscaling inferior wood to a high-quality end product.



— LONG TERM COOPERATION

We want to develop sustainable partnerships with our customers and employees as well as with our suppliers, based on trust and quality, with respect for the environment and in accordance with social and sustainability standards.



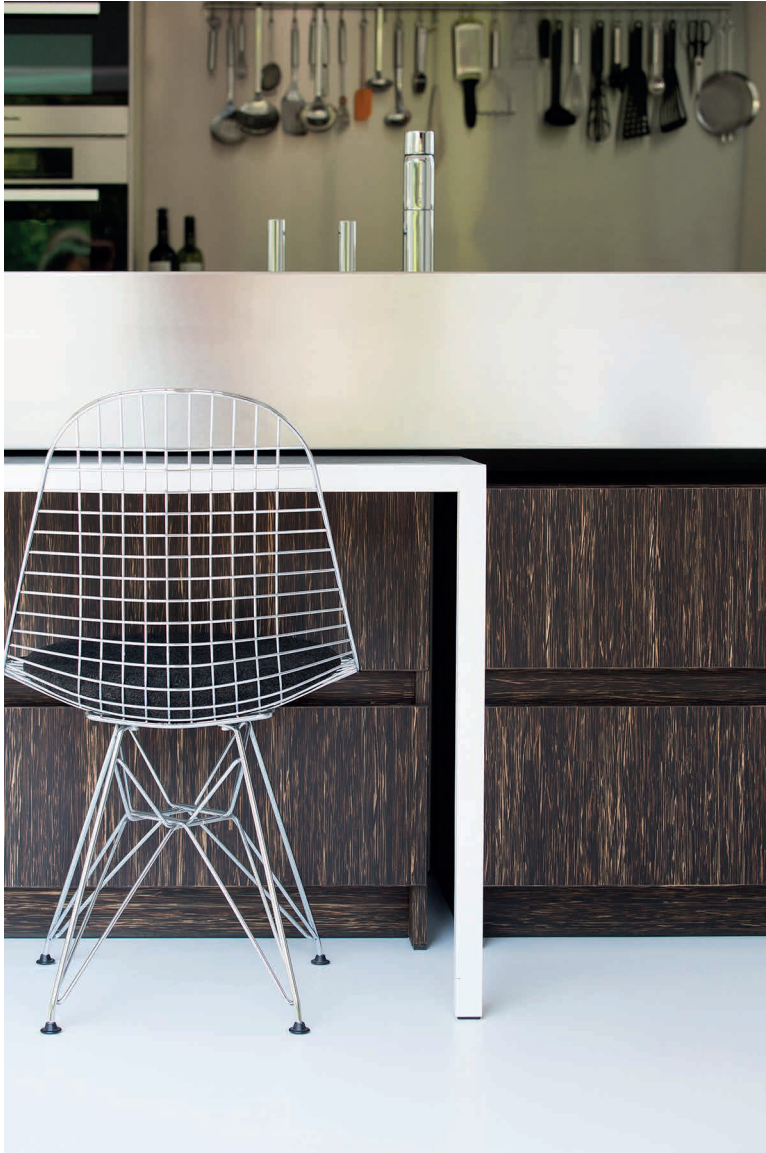
— FLEXIBILITY & FUNCTIONALITY

From a limited number of basic components, endless possibilities can be created, adaptable to the requirements of the customer.

BOSQ

Craftsmanship, knowledge of materials and a sense of innovation: these are just some of the characteristics of our sister company Bosq, which constantly wants to set new standards. Bosq grew out of Leysen Wood Trading and Van Vaek Meubelen, together over 100 years of experience in the wood industry. With this knowledge and the passion for wood, Bosq has focused on the upgrading of wood as a raw material in its own studio in Mechelen. They work together with (interior) architects to develop their own projects in veneer wood.



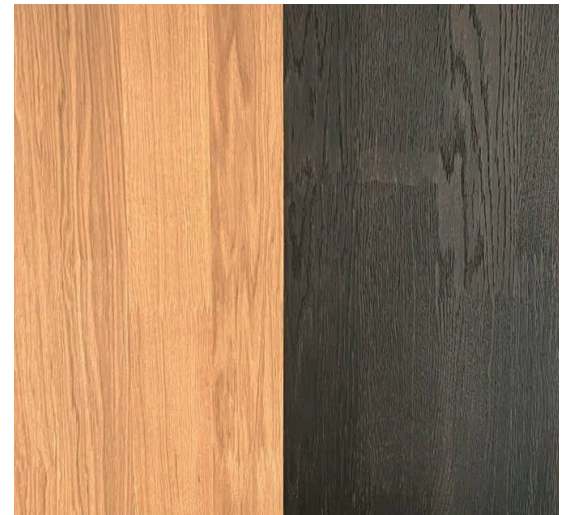


A SUSTAINABLE SOLUTION

Not only is veneer one of the most ecological ways to use wood, but Bosq also strongly focuses on local wood and its recovery and valorization. Weathered wood from the iconic mooring posts in Venice, the trees from the garden of the Africa Museum in Tervuren, the wood from the lock gates in the Scheldt river... they are given a second life in the form of an exclusive tabletop, cabinet, or bench.

WOODSAVER® BY BOSQ: 100% CIRCULAR

WoodSaver® is a unique Bosq product in which wood surpluses are reused into a completely new product that retains 100% of its value and all qualities of veneer: 100% circularity. Instead of disposing of the short pieces of residual wood that arise during each production as waste, they are connected together by means of an invisible finger joint, so that a new long panel can be made: 0% waste! With this new product, Bosq once again proves itself as a sustainable player in the veneer lumber market, which is fully standardized in terms of dimensions and which is now in conflict with the natural growth of a tree. LoveWood!



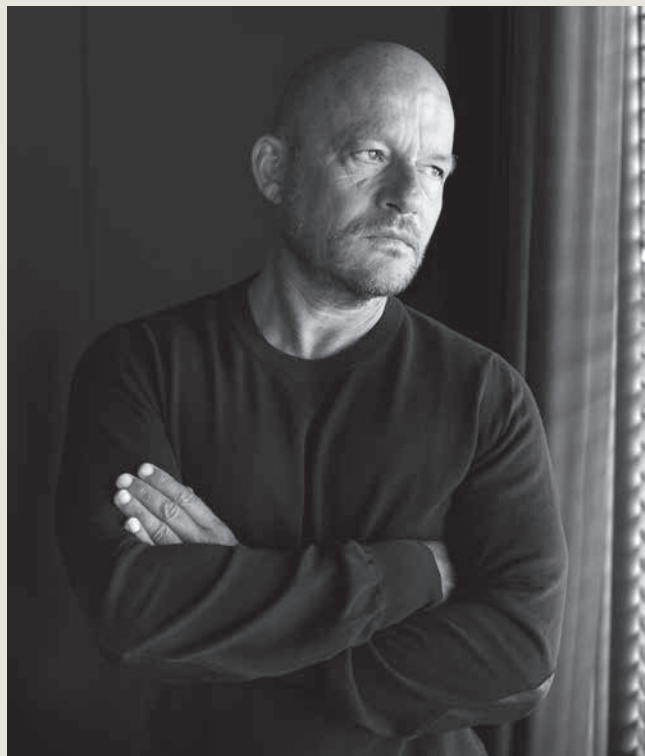
Our COLLECTIONS

VINCENT VAN DUYSSEN

Collections for Bulò:

VVD Bistro, VVD Chair, VVD Desk

Award-winning Belgian architect and designer. VVD started his career working in Milan with Cinzia Ruggeri and Aldo Cibic-Sottsass Associati in 1985. Van Duysen established his own studio in Antwerp in 1990, engaging in a wide range of projects in Belgium, Europe, the Middle East and the US – with no limits to the diversity: interiors, buildings, private houses, apartment complexes, office concepts, retail, etc. Van Duysen is also renowned for the design of smaller objects and furniture he developed for international design houses.



VVD BISTRO

The VVD BISTRO Collection brings accessible, comfortable, modern and light designs. Created for homes, offices and your favorite meeting spaces with colors that give it a domestic and welcoming character. The multi-functional collection has soft, ergonomic shapes that are made with durable finishes that can withstand the test of time.













60TH ANNIVERSARY: MONOCOLOR EDITION

The limited edition of the VVD Bistro Monocolor collection offer 100% purity and refinement. The chairs have a shell in recycled polypropylene and are available with a wooden or a metal frame in the same colour. Due to the neutral tone range, the monochrome chairs create an exclusive, tactile and a refined chromatic richness in every space. Available in the colors blue, grey-green, nude and oxi red.





VVD CHAIR

The VVD Chair is characterized by pure lines, a specific profile, remarkable ergonomic qualities and the use of innovative materials. The front and back are upholstered in various fabrics or leather and the side profiles and armrests come in a variety of natural wood veneers and lacquers. The VVD Chair comes as an office chair with high or medium high back, a visitor's chair and a lounge version. In 2018, Bulo launched a four-legged version of the chair, making the VVD Chair perfect for at home use as a dining chair.





















VVD DESK

VVD Desk is Vincent Van Duysen's interpretation of the 'cubicle' desk system. Minimalistic yet beautifully detailed, the VVD Desk has timeless aesthetics. It is Van Duysen's architecture scaled down to a compact piece of furniture.









B BRAND

Collections for Bulo:

B7 Lounge

B BRAND is an Antwerp-based creative design studio that focuses on exclusive design of spaces and objects with an unconventional twist. Their creations are meant for those who appreciate the value of design, and seek for lasting beauty rather than fleeting trends.

The studio was initially founded in 2019 as a renewed design collective between the ambitious interior designer Ben Depuydt and renowned architect Luc Binst. Based on their complementary vision and experience, they further shaped the collaboration into one strengthened portfolio under the name B BRAND.



B7 LOUNGE

B7 Lounge is a modular sofa with a footprint of 120 x 120 cm and a maximum range of uses, a full 360° approach! The compact seat optically floats over a large round base that houses cabling and upload facilities. By playing with different shapes, hard and soft, a fascinating stack of figures is created. The low backrest functions as a working or sitting surface.





LÉON STYNEN

Collections reimagined by Bulo:

SL58, SLL18

Léon Stynen (1899–1990), son of a sculptor and a decorative artist, studied architecture at the Antwerp Academy. His contemporaries included Bourgeois, De Koninck, Hoste, Van Doesburg, Gropius and Le Corbusier – who was a main source of inspiration and a dear friend. Stynen’s work as an architect spans more than half a century of Belgian architectural history, with a vast number of successful and multi-faceted projects. Amongst them is deSingel International Art Center that opened in 1980. Stynen was also very active in education and had a role in defining the architectural studies in Belgium



SL58 & SLL18

The SL58 chair was designed in 1958 by Stynen for the World Expo in Brussels. In 2016 Bulò reissued the chair in close collaboration with the Stynen family. The SL58 is available as a low lounge chair, a dining chair, an office chair with a 5-star base on castors, a counter height barstool and a high barstool. In 2018 we added a polypropylene version to the collection, allowing the chair to be used outdoors as well. This newest addition was named the 'SLL18'.



















NATHALIE VAN REETH

Collection for Bulo:

Senses

Nathalie Van Reeth is a Belgian interior architect. Her work is inspired by the perfection and refinement of form and function through made to measure creations that radiate harmony, intimacy and warmth.



SENSES

Senses resulted from a perfect storm of the interesting collaboration between designer, manufacturer, client and technology. Van Reeth's approach to create a more organic and humanistic environment to work in resulted in a perfect harmony of soft shapes, rich materials and cutting edge technology.























PAPER FACTOR

Paper Factor is a micro-paper compound for furnishing. This incredible tactile, warm and hand made material is an elegant element of our Senses collection.

Paper Factor was created from the exceptional qualities of a solid surface material made from a new compound of micro-paper: an innovative evolution of papier-mâché which is scientifically tested. The material is strong, durable, and incredibly light.











BATAILLE & IBENS

Collection for Bulò:

H2O

Belgian interior architects Claire Bataille and Paul ibens studied and worked together. Consistently through their entire body of work, they have adopted the golden section, resulting in a minimalist visual language that continues to feel fresh and innovative even decades later.



H20

H20 is a Bulo icon designed by Bataille & ibens. A simple rectangular top on 4 cross-shaped legs. The table is multifunctional as work, meeting or dining table and fits in all interiors due to the wide range of finishes for both top and legs.





















GENSLER

Collections in collaboration with Bulo:

Monica, Lucca

Bulo collaborated with Gensler, serving as a product design consultant, for the Monica lounge and Lucca side table. Gensler is a global architecture, design, and planning firm with 50 locations and more than 5,200 professionals networking across the world. Founded in 1965, the firm serves more than 3,500 active clients in virtually every industry. Gensler supports clients at every stage of the design cycle.



MONICA

Monica is a soft lounge chair with a solid wooden structure and a 'draped' upholstered soft shell resting on it. The duality of the chair is based on contrasts between hard and soft, static and fluid. The organic, soft shape provides a luxury comfort to the user.

















LUCCA

Lucca is a small, yet convenient side table that also explores a duality: a wooden handle and a metal beam. The intuitive handle allows the user to adjust the table's height or to carry the table.











ALAIN BERTEAU

Collections for Bulo:

TAB Chair, TAB Lounge

Award winning designer Alain Berteau works on both residential and industrial projects. His creations are simple, intense and constantly challenging the norm. He puts as much emphasis on the environment and surroundings of the projects as on the design of the product itself.



TAB CHAIR

Tab Chair is a humanistic response to the various ways we sit on a chair, created with elegance, creativity and discipline by Alain Berteau. The back has a flex which makes comfortable and ergonomic seating.









TAB MESH

Tab Mesh is an addition to Bulo's Tab collection known for its typical classic silhouette in a high-tech jacket. Bulo decided to innovate this collection on new ways of working by adding a competitively priced alternative based upon a strong design with clever features. Launching the Tab Mesh, Bulo adds a new product to the category of 'Task office chairs': a highly flexible and ergonomic chair with minimal use of materials and a stimulation for increased body movement whilst seated.













TAB LOUNGE

The Tab Lounge was added to the Tab Chair collection in 2017. Maintaining the signature sleek profile and elegant detailing of the Tab Chair, whilst offering a more relaxed seating position. The Tab Lounge is available in the same upholstery finishes as the Tab Chair, allowing for various spaces to be furnished harmoniously.

STÉPHANE BEEL

Collection for Bulo:

SB55

Award winning Belgian architect Stéphane Beel is renowned for his urban planning and the design of private residences, offices and cultural landmark buildings. His work has been featured in numerous international architectural magazines.



SB55

SB55 is a table collection designed by Belgian architect Stéphane Beel. The design focuses on the V-shaped trestle structure in solid wood which gives the tables an architectural yet homely look and feel.













BULO DESIGN

Collections by Bulo:

DAN, KEI, grID

The Bulo Team consists of architects, interior designers, product developers and craftsmen. With passion and an eye for detail we create products that make people find pleasure in their daily activities. Through exploring the unexplored we have created many innovative collections.





DAN

The name DAN refers to Japanese martial arts and means "level". It refers to the ladder system of this durable and multifunctional collection that offers a combination of solid wood with industrial-inspired details for your office and in your home. The DAN modular system with industrial-inspired detailing can be turned into tables, desks, storage units and coffee tables. Thanks to its modularity the DAN series could be expanded to a collection of soft seating, combining the industrial look with soft upholstery in fabrics or leather.















KEI

Pebbles on the beach are irregular and random yet they fit and belong together. This is the concept that inspired us for the modular system Kei. The elements can be configured in a myriad of different ways and allow for easy re-configuration as it's free of the grid planning systems.













GRID

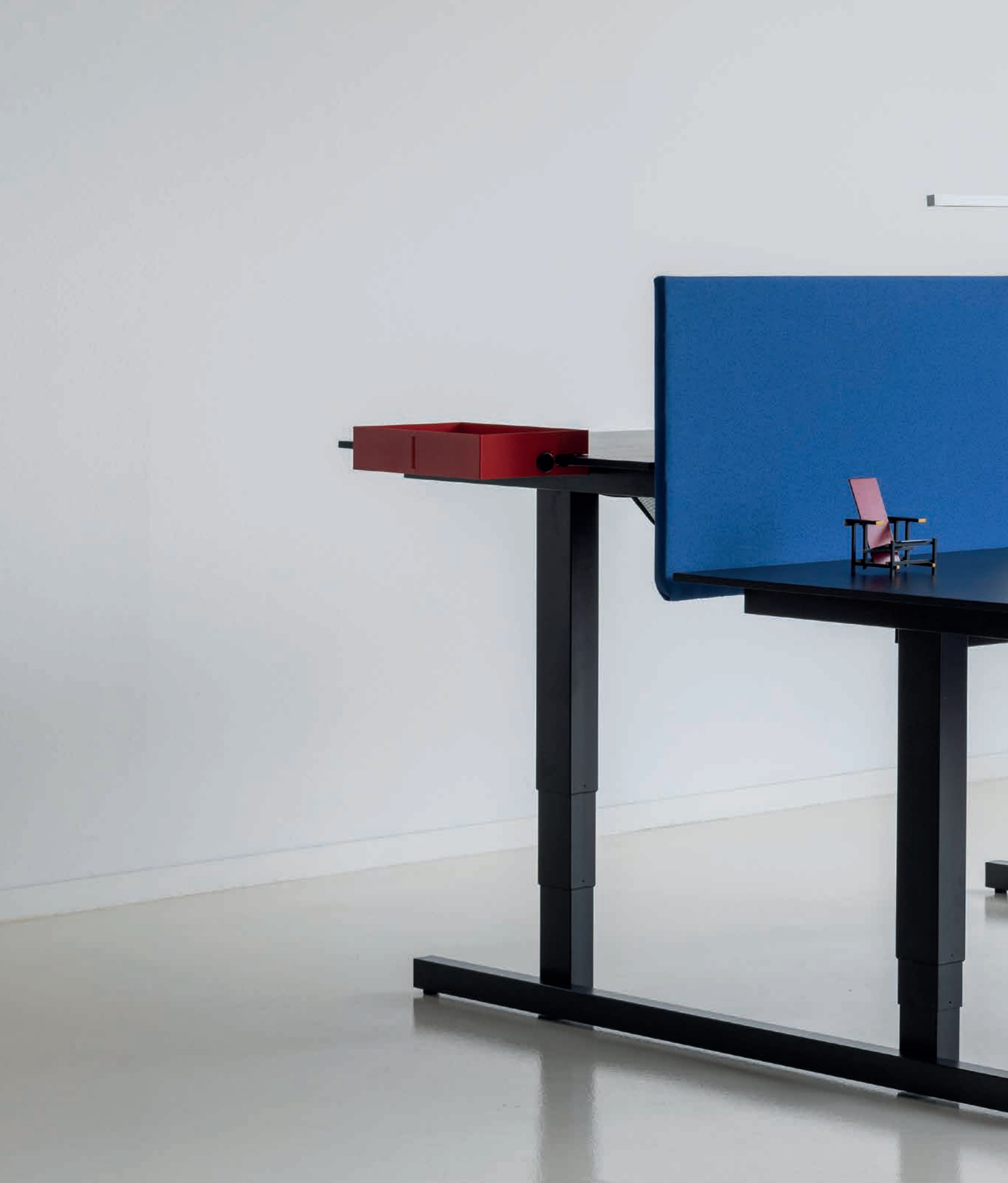
grID is a height adjustable modular system with a clean and minimal approach. The architectural language is inspired by the rigid minimalism of the Dutch De Stijl movement and one of its main painters and pioneer of 20th-century abstract art, Piet Mondriaan.











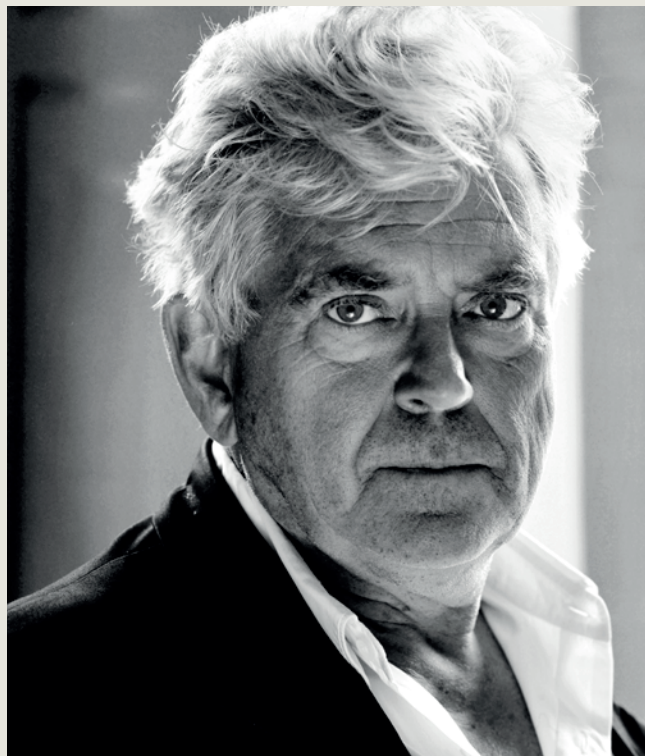


LUC VINCENT

Collections for Bulò:

Pub & Club

Belgian designer Luc Vincent works and lives in Brussels. He studied at La Cambre and for several years he has been a partner of Jean Nouvel Design in Paris. Now he works as independent designer and/or art director for multiple brands such as Bulò, Modular, Obumex, Serax and Hind Rabbii.



PUB & CLUB

With soft cushions and broad armrests, Pub&Club transcends the functional aspect of the desk chair to luxurious comfort and playful aesthetics. Pub & Club is the perfect antidote to the rigid technical office chair, making working cosy and warm with a touch of lounge. The chair is available with or without armrests, and is fully upholstered in fabric or leather.













JEAN NOUVEL

Pritzker Prize winning French architect Jean Nouvel is considered one of the most prominent architects of our time with international acclaim and recognition. Nouvel is often labeled a 'high-tech' architect, although he prefers to think of himself as a modernist.

NORMAL

Normal is Jean Nouvel's contemporary rendition of the classic executive office furniture. The proportions are bold and architectural and the forms are clean and pure.





DANNY VENLET

Interior designer Danny Venlet's work is characterized by its contemporary international style; an interaction between art, sculpture and function. These objects give a new description to the space in which they are placed with respect and a sense of humor.

EASY RIDER

Inspired by boring seating in airport waiting areas, Danny Venlet created Easy Rider as a mobile desk-seat. It is a unique and eye-catching piece that offers various environments a variety of functions such as lounging, working on a laptop or simply sitting.





BRAM BOO

For Bram Boo design is a way of life, a way to surprise. His approach is as wide as the meaning of design is broad. By challenging the norm, he aspires to create new ideas and emotions with a focus on function and aesthetic values. His designs are surprising but also unique and poetic.

OVERDOSE

Overdose is a series of workspace items inspired by the designer's own mess. Bram Boo's concept was to create order through disorder. The aesthetics of organized chaos bring movement and fun into an environment, whether formal workplace or at home.





HANNES WETTSTEIN

Swiss designer Hannes Wettstein was a product designer in heart and in soul. Whilst simple in appearance, his work is the result of a rigorous process of rethinking design: everyday actions and the purpose of things led him to create surprising solutions that stand the test of time.

SKATER

Inspired by skateboards, Hannes Wettstein designed Skater as a simple and informal seating element. A true mouth-curler for the office or a fun gadget for at home.





ANN DEMEULEMEESTER

Belgian renowned fashion designer Ann Demeulemeester was one of the 'Antwerp Six', the radical and distinctive Belgian designers known for their unique styles of creating non-traditional clothing, which placed Belgium on the international map of fashion.

TABLE BLANCHE

Table Blanche is a pure form table covered with white canvas attached to a wooden base construction. The table has the purity of unpainted canvas. Ann Demeulemeester wanted to go back to the essential shape of a table, as a child would draw it.





STORAGE & ACCESSORIES

Collections for Bulò:

Mr. Walter, Modular Storage, Montado Cork Objects

Bulo offers a wide range of storing facilities, adapted to your specific needs and aspirations. From a pedestal to a modular storage unit, we can help you to organize your work environment at home and in the office.



MR. WALTER

Mr. Walter is a tribute to the original file pedestal of founder Walter Busschop in 1963. Made of wood and with a recessed top, Mr. Walter is a contemporary storage collection that is both functional in an office environment as well as aesthetical and warm at home.













MODULAR STORAGE

Modular Storage is a collection of storage units with hinged doors. Once installed, the innovative surrounding mantle and the integrated aluminium handle ensure it looks like a whole unit rather than separate modules placed together.







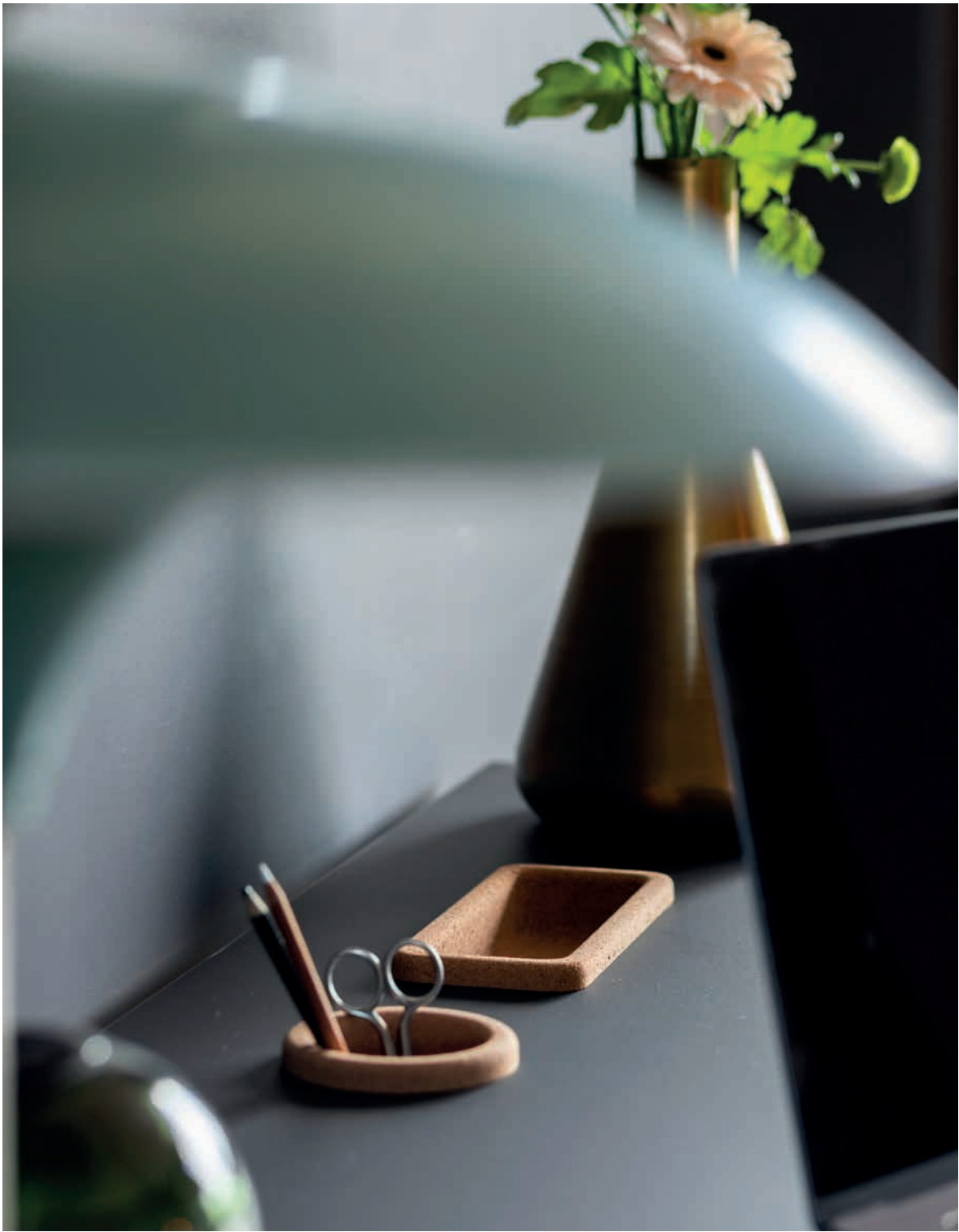


MONTADO CORK OBJECTS

The Montado collection is developed to help organize your work environment in an enjoyable way. Both home offices and the homey office spaces will benefit from the tactile warmth, acoustic qualities and calming scents originating from the objects. The collection has been developed in collaboration with Studio Corkinho, a multi-disciplinary design studio in Antwerp.









PHOTOGRAPHY COPYRIGHTS

Anna Beirinckx
Agathe Tissier
Caféine – Thomas De Bruyne
deSingel
Griet Dekoninck
Jurgen Rogiers
Kristien Daem
Michaël Cuypers
Morrec - Christophe Morre
Patrick Robyn
Saskia Vanderstichele
Sofie Buelens
Stijn Bollaert
Tijs Vervecken
Valerie Traan
Verne
Willy Vanderperre

ACKNOWLEDGEMENTS

CBR Building, property of Buysse & Partners
Fosbury & Sons Boitsfort

GRAPHIC DESIGN BY

STUDIO MECARO

WWW.BULO.COM
@BULODESIGN

