

Forty years forward

Volvo



This book is a celebration of continuity. And change. Marking 40 years of constancy, it also covers 40 years of constant innovation. Looking back, our 25th anniversary brochure described VOLA as 'Forever Young'. This holds true today, we like to think. At the same time, with our founding principles intact, we might add a second slogan. 'Forever VOLA'.



Contents

02-03	VOLA around the world
04-05	Foreword
06-07	History
08-09	Our first customer
10-11	VOLA around the world
12-13	Worldwide
14-15	Architects
16-17	Our products – Continuity
18-19	Our products – Authenticity
20-21	Water
22-23	VOLA around the world
24-25	VOLA headquarters
26-27	The process
28-29	Craftsmanship
30-31	Stainless steel
32-33	The factory
34-35	Infinitely VOLA
36-37	VOLA around the world
38-39	VOLA through and through
40-41	The Academy
42-43	Looking back. Looking forward
44-45	VOLA showroom
46-47	Timeless design
48-49	Quality and accreditation
50-51	Forty years forward
52-53	The next forty years
54-55	Credits
56	VOLA representatives



VOLA around the world
Private house
Republic of Ireland



Foreword

As editor of Blueprint I talk to designers and architects all the time. One of the things they like to tell me is that they listen to their clients, then design projects specifically for the brief and the site.

Arne Jacobsen and Verner Overgaard did that too in 1968, when the classic VOLA tap was developed for the National Bank of Denmark in Copenhagen. To me, this is the remarkable thing about VOLA – the design is as useful

and beautiful today as it was forty years ago. Not only that, the designers had the highest aspirations for ordinary people who worked in the bank: they deserved quality as much as people fitting out their own homes.

Without underestimating the genius of the designers, there must have been something very special in the air in 1968 to foster such a spirit of universalism. Perhaps an outlook that celebrated

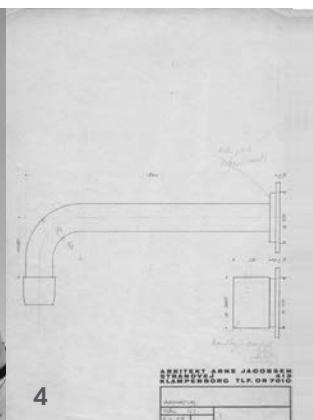
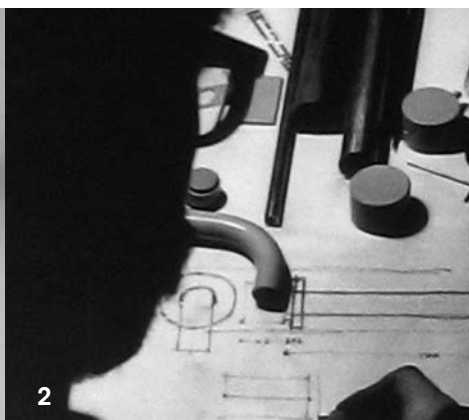
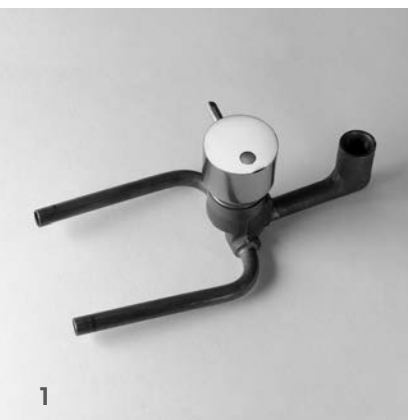
humanity in all its forms... that believed in the positive potential of engineering, craft and design. When you buy a VOLA tap you get a bit of that philosophy, as much as you acquire a beautiful product.

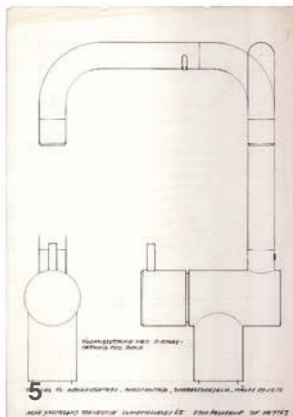
As a side note, I'm proud to say that I was born in 1968 too. I'd like to think that some of the VOLA humanism comes through in my work as an editor and journalist. I only wish I was in such good shape!

Vicky Richardson
Editor, Blueprint

A handwritten signature in white ink that reads "Vicky Richardson". The script is fluid and cursive, with the first letters of "Vicky" and "Richardson" being capitalized and prominent.







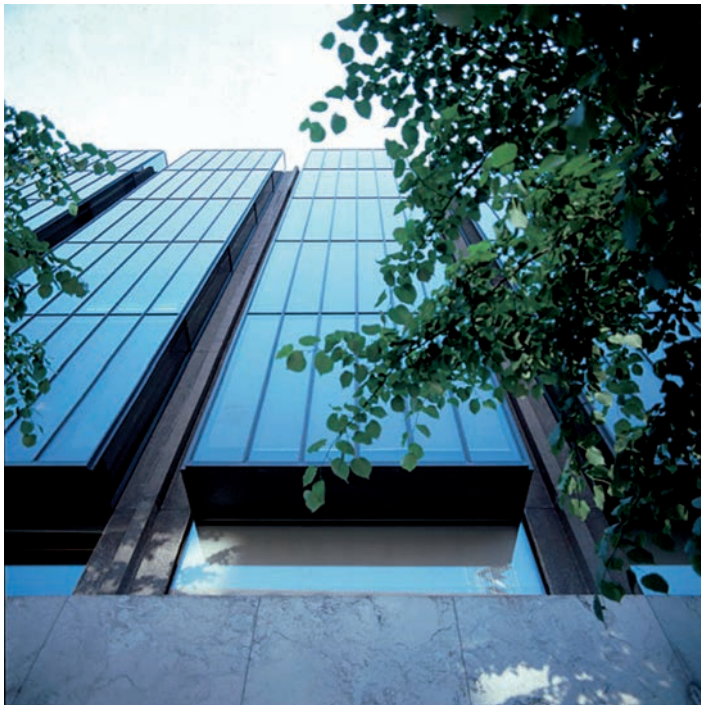
Back in 1968, Verner Overgaard had a thought. Why not create a tap with all the pipes and plumbing hidden? He shared his idea with Arne Jacobsen.

- 1 First prototype
- 2 Drawing board
- 3 Arne Jacobsen
- 4 Original drawing of modular system
- 5 Original drawing of KV1
- 6 Verner Overgaard with KV1
- 7 DDC award



Our first customer

Verner Overgaard's timing was perfect. He contacted Arne Jacobsen just after the celebrated architect and designer had won a competition to design the National Bank of Denmark. It was here that VOLA made its first public appearance... with just the spout and handle visible.



VOLA around the world

Silken Hotel

Puerta America Madrid, Spain

Eighth floor architecture by
Kathryn Findlay



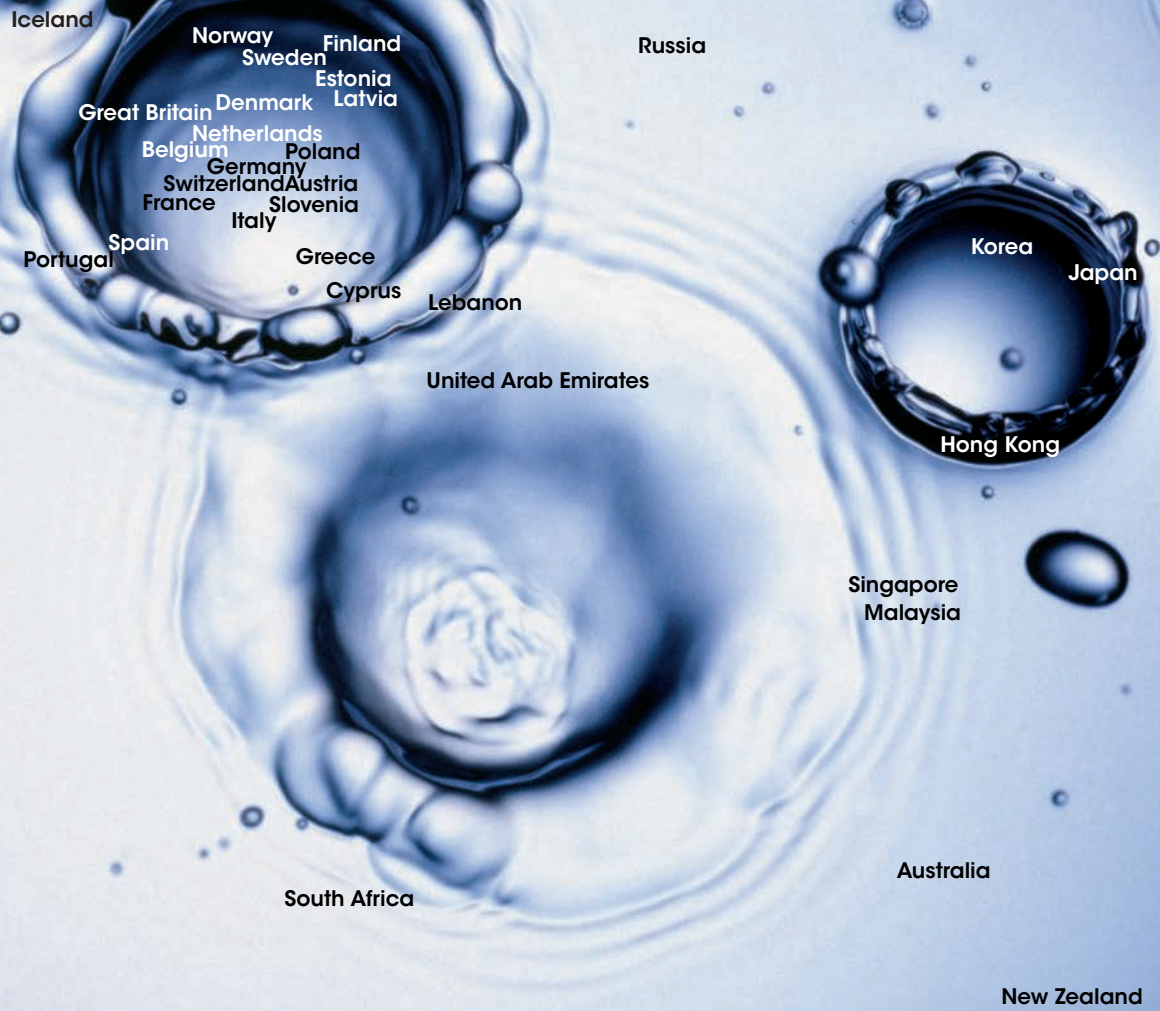


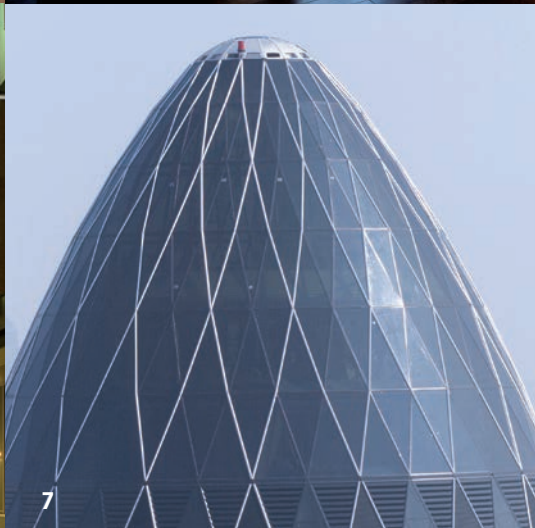
VOLA taps are installed across the world. From Horsens to Hong Kong. From Horsens to New York. From Horsens to Cape Town. Yet, despite their international availability, all VOLA taps are only manufactured at our original Danish base. This allows us to control all aspects of production and maintain our commitment to quality. Importantly, we stay in control when our taps and fittings leave the factory. With seven wholly owned subsidiaries and a network of carefully selected importers, we make sure that the VOLA philosophy is exported along with our products. And we keep a close watch on installation, training local specialists at the Academy beside our factory.

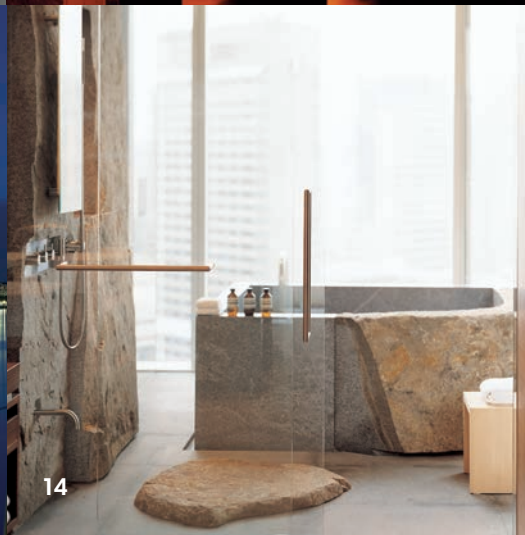
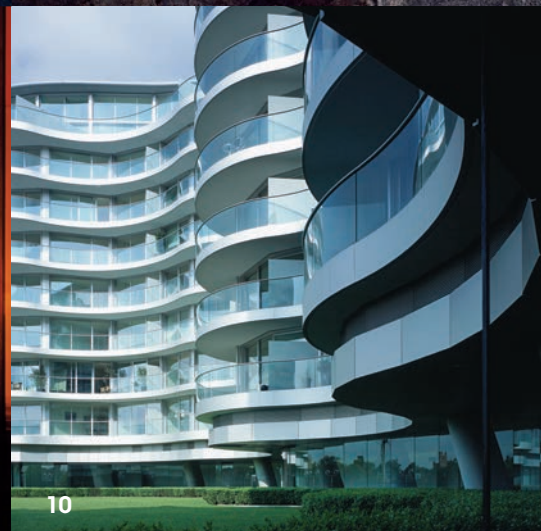
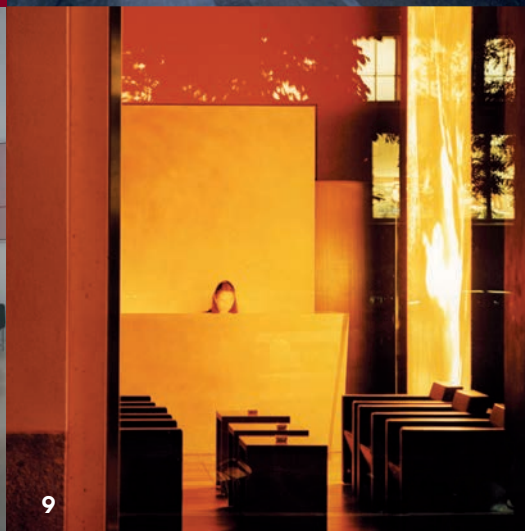
Canada

USA

Mexico







With an iconic design, it is hardly surprising that our products end up in the world's most iconic buildings. Here are a few, designed by some loyal VOLA supporters:

1 The Reichstag, Germany by Foster + Partners **2** Gran Hotel Panticosa, Spain by Rafael Moneo **3** Hotel Luzern, Switzerland by Jean Nouvel **4** Therme Vals, Switzerland by Peter Zumthor **5** Gran Hotel Panticosa, Spain by Rafael Moneo **6** The Metropolitan, Poland by Foster + Partners **7** Swiss Re, UK by Foster + Partners **8** Richard Rogers' Private House, UK by Richard Rogers **9** Hotel Luzern, Switzerland by Jean Nouvel **10** Albion Riverside, UK by Foster + Partners **11** The New Royal Theatre, Denmark by Lundgaard & Tranberg **12** Gran Hotel Panticosa, Spain by Rafael Moneo **13** Montevelto, UK by Rogers Stirk Harbour + Partners **14** Park Hyatt Seoul by Super Potato

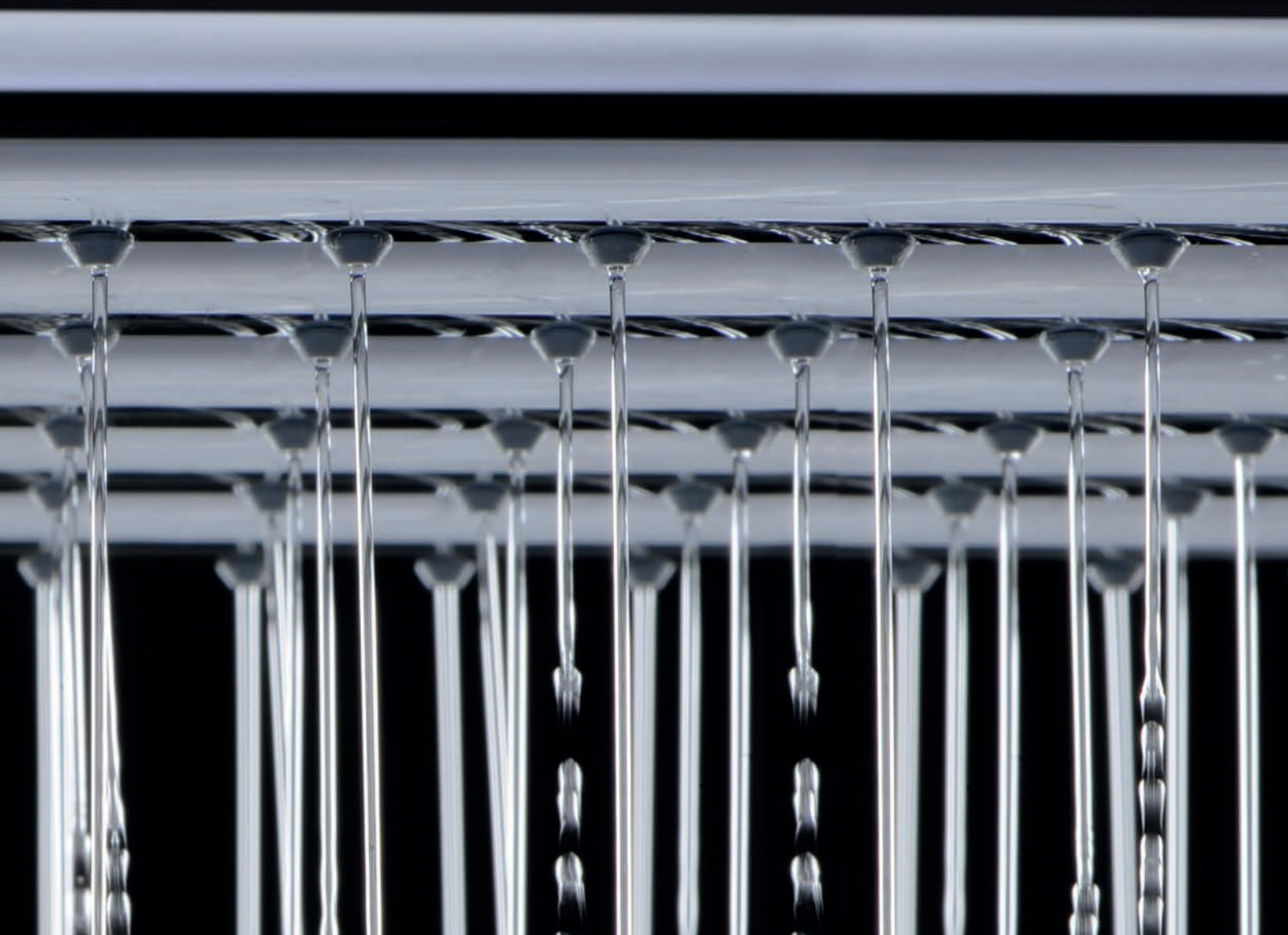




Continuity can calm the most hectic lifestyles. In an ever-changing fragmented world, it is reassuring to remember that timeless design and lasting values still have a place.



Authenticity flows through our new products. A cylinder is the starting point for our new shower concept, maintaining the VOLA principles of pure geometrical design and functionality.







VOLA around the world
Therme Vals
Graubünden, Switzerland
Architecture by Peter Zumthor







VOLA headquarters
Horsens, Denmark



"Our father handed us the responsibility of developing the unique identity of the VOLA design. Taking this duty seriously, we source the best materials, install the latest manufacturing techniques and pay the closest attention to health and safety. We rely on many people, as we believe that dialogue is an essential ingredient of design. We involve architects, members of the design team and people from the factory to gain the maximum creative and practical input."

Carsten and Poul Overgaard





Craftsmanship

To us, crafting more than three items counts as 'mass production'. Our production line is based on the principle of 'one man - one tap'. Carrying no sizable stock, we build each tap to order.

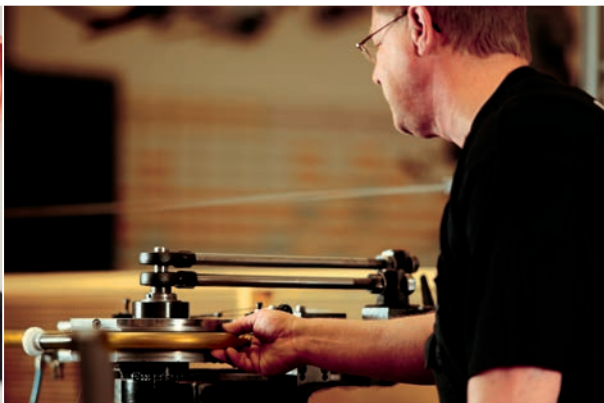




Stainless steel

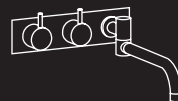
Our steel, bought only from recognised sellers, is solid and pure. We would never resort to steel coating. In fact, our recycled waste material is sold back for recycling. Here at VOLA, each tap is made individually, by hand. As part of the VOLA design, the steel surfaces are brushed rather than polished, using a special VOLA technique.

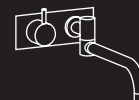
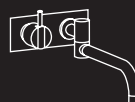
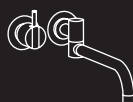






Can a factory be a democracy? We think so. Our people are empowered to improve production processes and our team system is emulated around the world. Even our tireless robots are quality conscious, although they miss out on team meetings. Handcraft is employed where it can achieve the best results. Favouring one-off production over mass production, we produce accurate bends and perfectly polished metal. Before packing, each tap is individually tested by hand.





Infinitely VOLA

Rather than manufacture a variety of ranges, we produce one classic range with an infinite number of variations. The VOLA modular system includes valves, handles, outlets, finishing plates and accessories. Finishes include brushed stainless steel, polished or brushed chrome, natural brass and 14 bright colours. In this way, our single range can be adapted to meet any requirement and realise any interior design idea.



VOLA around the world
The New Royal Theatre
Copenhagen, Denmark
Architecture by
Lundgaard & Tranberg





VOLA through and through

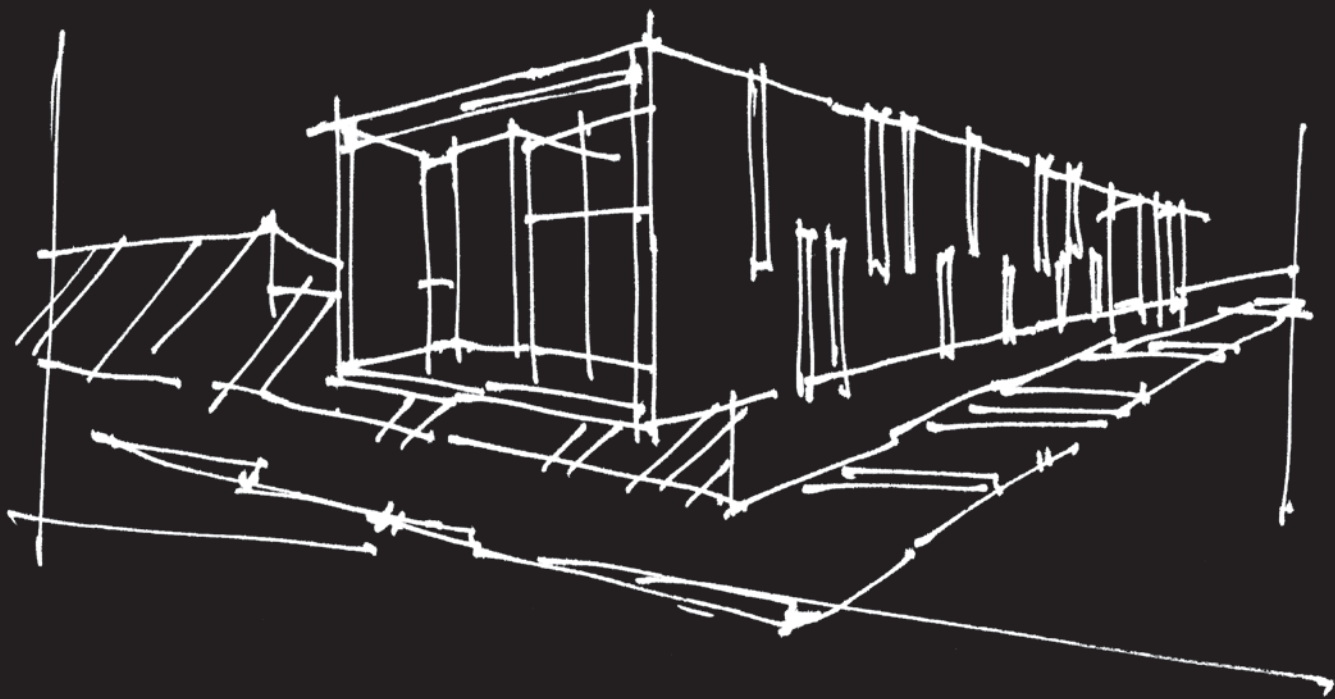
"I've been with VOLA since Day 1. Naturally, I'm proud to have a place in this book, but I'm also surprised. To me, VOLA has never been about personalities... it's about products.

I've seen many changes over the years. The tap that used to take days to produce can now be manufactured in minutes. At the same time, I've witnessed an unchanging VOLA. I really believe that the company's commitment to quality has never wavered. And it's remained true to its design principles.

I started in the factory as a young man, now I work with Carsten Overgaard on research & development. Outside VOLA, my interest is training dogs. Thinking about it, maybe there's a connection... both dogs and stainless steel respond well to patient, careful handling."

Ove Fauerskov

A handwritten signature in black ink that reads "Ove Fauerskov". The script is fluid and cursive, with a checkmark-like flourish at the end.





We aim to build knowledge as well as taps and fittings. Turning our factory site into a campus, our new VOLA Academy is both a place of learning and meeting. Carefully selected specialist installers will be invited to study every aspect of the VOLA product range and its applications, with certificates awarded to successful students. The Academy will also host gatherings of architects and designers, who will be welcome to share ideas and opinions.



Looking back
Looking forward

Inevitably, an anniversary book has to look back. But what of the future? Here, Carsten and Poul Overgaard outline the vision of VOLA.

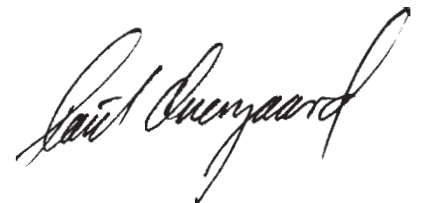
"Like our father, we intend to defend and develop our position as an exclusive design brand, representing the best of Scandinavian design. We'll always produce VOLA taps and mixers in Denmark and we'll always use the highest quality raw materials. We'll take care to conserve resources such as energy and water.

While respecting our design heritage, we'll invest in new product development to reinforce our leadership status. Even revolutionary designs can benefit from technology-led evolution.

Establishing closer connections to our customers, we'll maintain our many long-standing relationships and develop new links with important influencers. We'll create new partnerships in specific sectors and we'll add value by making our technical know-how more widely available.

We'll never forget that VOLA is a family company. Accepting our responsibilities, we'll look after all members of staff in the extended VOLA family."

Carsten and Poul Overgaard







VOLA taps may have gained iconic status, but we remain accessible and approachable. Reaching out to our customers, we have opened a network of international showrooms offering specialist advice and wide-ranging displays.

The human body. VOLA. Each is based on a unique, timeless design.







vola

Quality and accreditation

We have always been fascinated by the potential of what can be achieved with the finest raw materials. And we have always taken an uncompromising approach to their selection. For forty years, we have only used the highest grades of solid brass, gunmetal and stainless steel. During this time, we have gradually introduced the VOLA system of total quality management, covering all stages of production. This lasting obsession with quality has earned us many approvals and accreditations.



**Forty years forward
1968 - 2008**

1968

Verner Overgaard and Arne Jacobsen create the first VOLA mixer (VOLA 111) for the new National Bank of Denmark building in Copenhagen

One-handle wall-mounted mixers and table-mounted taps are put into production



1970s

Products are exported first to England then wider Europe and US and Japan

VOLA introduces taps and mixers in different colours. The first colours were grey and orange



1989

Ceramic disc technology replaces rubber sealing



1995

VOLA receives the ID-Classics Prize in Denmark



1998

A global marketing strategy is introduced

ID
PRISEN
1969

1974

VOLA is selected for the design collection at the Museum of Modern Art in New York

1969

VOLA receives the ID-Prize and several other design prizes followed

1988

Verner Overgaard's two sons, Carsten and Poul Overgaard, take over the management of the company

1990

VOLA receives the Busse Longlife Design Award in Germany



1996

The modular system is revised and a new build-in system is developed

VOLA BK-models are produced



1999

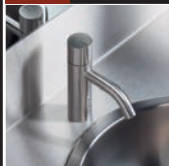
VOLA thermostatic mixers, series 3000 are produced

2000

VOLA HV1E and RB1E, table-mounted electronic taps and mixers are developed. The sensor eye is made small enough to allow the original design to remain the same

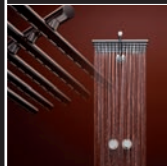
2003

VOLA HV1E receives the Good Design Award from The Chicago Athenaeum Museum of Architecture and Design

**2005**

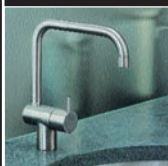
High-performance ceiling and wall-mounted shower heads are added to the VOLA shower concept

VOLA 050 receives the Good Design Award presented by The Chicago Athenaeum Museum of Architecture and Design

**2007**

The 'Aesthetics and wellness' concept is launched

VOLA FS1 receives the Good Design Award presented by The Chicago Athenaeum Museum of Architecture and Design

**2001**

The first stainless steel products are manufactured

**2004**

Wall-mounted electronic taps and mixers are developed

2006

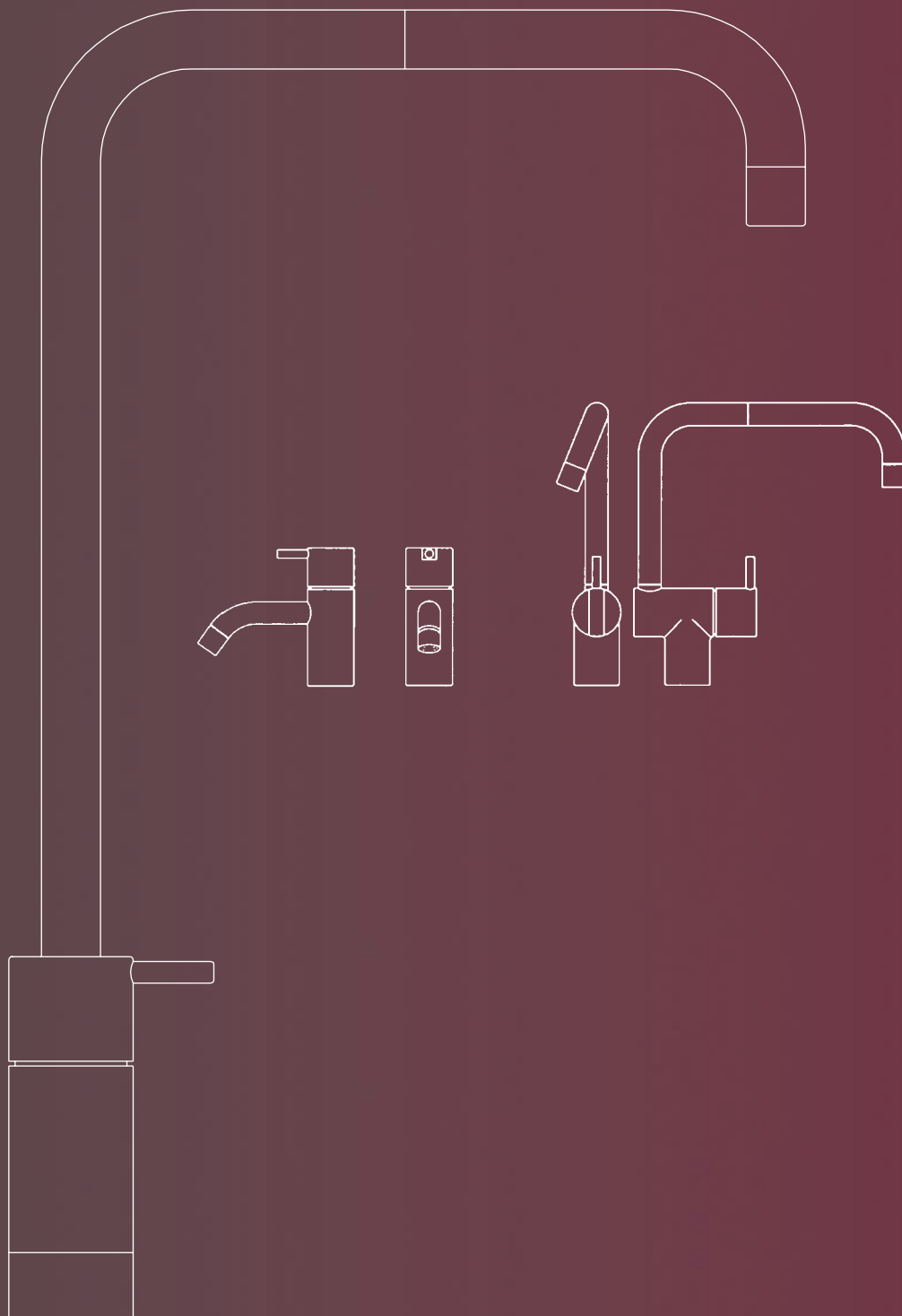
VOLA is selected as Export Superbrand in Denmark

**2008**

VOLA Academy is launched

The next forty years

Our vision for VOLA is clear. At the same time, no-one can see into the future. Whatever happens, we are confident that the people here and at our international subsidiaries and showrooms can overcome any challenge. After all, with a timeless design we have little to fear from the passage of time. We intend to remain 'Forever VOLA'.



Designed by Identity

Original photography by Paul Rees

Other photography supplied by
Nathan Pask,
Jan Baldwin and
Bob Komar.

Silken Hotel © Rafael Vargas

The New Royal Theatre
© Jens Markus Lindhe

Therme Vals © Margherita Spiluttini,
Henry Pierre Schultz and Walter Mair

Page 14-15 © Roland Halbe and
Barbara Staubach/Artur/VIEW
and Grant Smith, Edmund Sumner,
Dennis Gilbert/VIEW

Printed by Delta Grafisk A/S, Denmark





AUSTRALIA
dedece
263 Liverpool Street
Darlinghurst
NSW 2010 Sydney
Tel: 2 9360 2722
Fax: 2 9360 9022
info@dedece.com
www.dedece.com

BELGIË
VOLA bvba
Tour & Taxis
Havenlaan 86C
1000 - Brussels
Tel: +32 2 465 96 00
Fax: +32 2 426 48 96
sales@vola.be
www.vola.be

CANADA
Ginger's Bath
95 Ronald Ave
Toronto, Ontario
M6B 4L9
Tel: 416-787-1787
Fax: 416-787-1748
info@elte.com
www.elte.com

CHINA
VOLA Showroom
1f, No. 511
Jiangning Road
Jingan District
Shanghai 200041
Tel: +86 183 0190 6509
sales@vola.cn
www.vola.com

Euro-tech Industrial Company
Limited
Shop 05, No. 600
Shaanxi Road North,
Jing An District
Shanghai 200041.
Tel: +86 21-61767550
Fax: +86 21-61767552

Badeluxe Trading Limited
B301, Tower C
COFCO Plaza
No. 8 Jian Guo Men Nei Avenue
Dong Cheng District
Beijing 100005
Tel: +86 010 6526 1363
Fax: +86 010 6526 1373
info@badeluxe.com

Shanghai Tech Pro
Office and Showroom
Building 2 Dream Wharf
1029 South Zhongshan Road
Huangpu District
Shanghai 200011
Tel: (8621) 6419 6704
Fax: (8621) 6461 1432
shanghai@viahk.biz

DANMARK
VOLA A/S
Lunavej 2
8700 Horsens
Tel: +45 70 23 55 00
Fax: +45 70 23 55 11
sales@vola.dk
www.vola.com

Pakhus 48
Klubiensvej 22
2150 Nordhavn
Tel.: +45 7022 4570
sales@vola.dk
www.vola.com

DEUTSCHLAND
VOLA GmbH
Schwanthaler Straße 75A
80336 München
Tel: 089/599959-0
Fax: 089/599959-90
vola@vola.de
www.vola.de

ESPAÑA
DEE
Ctra. Dosrius, 69-3°-2°
E-08440 Cardedeu
Barcelona
Tel: +34 972 10 55 35
Fax: +34 931 13 85 85
iconico@iconico.es
www.vola.es

ESTONIA
Hals Interiors OÜ
Kadaka tee 42H
12915 Tallinn
Tel: +372 7151410
Fax: +372 7151411
hals@hals.ee
www.hals.ee

FRANCE
sopha industries
44, rue Blanche
75009 Paris
Tel: 01 42 81 25 85
Fax: 01 40 16 45 18
sopha@sopha.fr
www.sopha.fr

GREAT BRITAIN
VOLA UK Ltd.
Highfield House
108 The Hawthorns
Flitwick MK45 1FN
Tel: 01525 720111
Fax: 01525 720222
sales@vola.co.uk
www.vola.co.uk

VOLA Studio
32-36 Great Portland Street
London W1W 8QX
Tel.: 020 7580 7722
Fax: 020 7580 7733
sales@vola.co.uk
www.vola.co.uk

HELLAS
moda bagno s.a.
50 Anapaiseos Street
Vrillissia 15 235, Athens
Tel: 210 8036700
Fax: 210 8049408
Fax: 210 8046987
info@modabagno.gr
www.modabagno.gr

HONG KONG
portfolio group limited
Room A, 10/F,
Seabright Plaza
9-23 Shell Street
Hong Kong
Tel: 28 680 765
Fax: 25 247 887
sales@pgltd.com.hk

H2O Pro Ltd.
16/F First Commercial Building,
33 Leighton Road
Causeway Bay
Tel: 852 2891 6860
Fax: 852 2834 3029
info@h2opro.com.hk
www.ebon.com.hk

ISLAND
Tengi ehf.
Smidjuvegur 76
200 Kópavogur
Tel: 414-1000
Fax: 414-1001
www.tengi.is

ITALIA
RAPSEL Srl
Via Volta, 13
20019 Settimo Milanese (MI)
Tel: 02.33 55 981
Fax: 02.33501306
rapssel@rapssel.it
www.rapssel.it

KOREA
E.L. System Co. Ltd.
Jaemyoung B/D
893-12
Bangbae 1dong
Seocho-Gu
Seoul
Tel: 82-2-598-4517
Fax: 82-2-521-3786

KYPRIAKI DIMOKRATIA
S.C. Nicolaides Ltd.
3, Gregoriou Karekia str.
Strovolos
P.O. Box 21703
1512 Nicosia
Tel: 22 813 200
Fax: 22 424 803
info@oikia.com.cy

LEBANON
Geahchan Group
Sin El Fil
Geahchan Building
Hayek Round About
Beirut
Tel: 01. 480 520
Fax: 01. 496 607
info@geahchangroup.com
www.geahchangroup.com

MEXICO
Productos de Laton de Alta
Calidad
General Juan Cano 27
Col San Miguel Chapultepec
Mexico, D.F. 52760
Tel: 01 (55) 2614 5211
Fax: 01(55) 2614 9312
placsadecv@hotmail.com

NEDERLAND
VOLA Nederland BV
Valkenburgerstraat 23
1011 MG Amsterdam
Tel: 020 36 56 356
Fax: 020 36 56 482
info.nl@vola.com
www.vola.com

NIPPON
Cera Trading Co.,Ltd
TOTO Nogizaka BLDG, 1-24-3
Minami Aoyama
Minato-ku
TOKYO 107-0062
Tel: +81-3-3402-6151
Fax: +81-3-3402-7185
www.cera.co.jp

NORGE
VOLA Showroom
shelby teknikk as
Nedre Gate 7
Tel: +47 51 46 18 00
post@shelby.no
www.vola.com

shelby teknikk as
Strandgaten 55
4370 Egersund
Tel: +47 51 46 18 00
Fax: +47 51 46 18 01
post@shelby.no
www.shelby.no

ÖSTERREICH
VOLA Vertriebs GmbH
Kandlgasse 19
1070 Wien
Tel: 01/526 39 71-0
Fax: 01/526 39 71-20
info@vola.at
www.vola.at

POLONIA
P.P.U.H. MIRAD Sp. z o.o.
ul. Armii Krajowej 21
05-480 Karczew, Poland
Tel: 22 780 6564
mirad@mirad.com.pl
www.mirad.com.pl

PORTUGAL
CARVALHO,
BATISTA & Ca, Sa.
Rua do Almada
29-79-89 - Apartado 4784
4013-001 Porto
Tel: 22 339 21 26 / 7 / 9
Fax: 22 205 96 11
carvalhobatista@email.telepac.pt
www.carvalhobatista.pt

SCHWEIZ
VOLA AG
Müllistr. 18
8320 Fehraltorf
Tel: 044/955 18 18
Fax: 044/955 18 19
sales@vola.ch
www.vola.ch

SINGAPORE
VolumeFive Pte Ltd.
51 Anson Road,
#01-53 Anson Centre,
Singapore 079904
Tel: +65 6348 2508
Fax: +65 6348 2507
sales@volumefivehome.com

SLOVENIA
Moderna d.o.o.
Jarska cesta 10b
SI-1000 Ljubljana
Tel: +386 590 200 95
Fax: +386 590 200 96
info@moderna.si
www.moderna.si

SOUTH AFRICA
Still the bathroom gallery
Unit 111A, The Foundry
74 Prestwich Str.
Green Point Cape Town
South Africa 8001
Tel: 021 421 9970/2
Fax: 021 421 9971
info@stillbathrooms.co.za
www.stillbathrooms.co.za

SUOMI
INNO-TUOTE OY
Tähdentennontie 9
02240 Espoo
Tel: (0) 9 8870 380
Fax: (0) 9 8870 3833
info@inno.fi
www.inno.fi

SVERIGE
VOLA AB Showroom
Storgatan 24
114 55 Stockholm
Tel: +46 08-6602801
sales@vola.se
www.vola.se

UNITED ARAB EMIRATES
Sanipex LLC
Sheik Zayed Road
PO, Box 30871
Dubai
Tel: 971 4 339 5660
Fax: 971 4 339 5671
www.sanipexdubai.com

UNITED STATES
Hastings Tile and Bath
711-8 Koehler Avenue
Ronkonkoma, N.Y. 11779
Tel: 631-285-3330
Fax: 631-285-3342
vola@hastingsstilebath.com
www.hastingsstilebath.com