

## Mindful Living Furniture

in the dining room, living  
room and bedroom for  
more peace and serenity  
at home

## Slow living

Leave the stresses of  
everyday life behind

## Mini

Living in a small  
space – our tips

# Time of Mindfulness

Slow  
down!

Dear  
Readers!

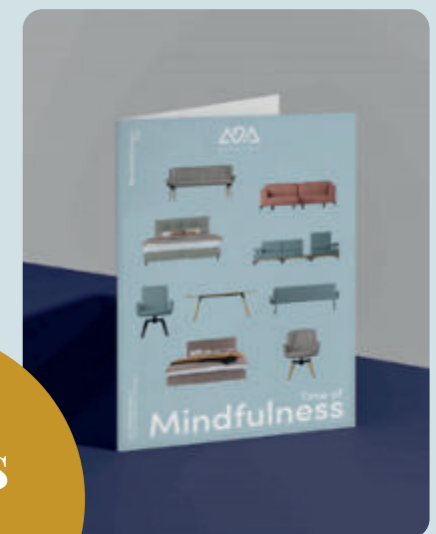
As we all know, the world is becoming an ever noisier and faster place. We rush from one appointment to the next and plan every spare minute away. But just a second! Don't we need a place where we can settle down and relax? A place where we can leave the stress of every-day life outside and reconnect with ourselves?

We've also asked ourselves these questions and, in the first issue of ADA Mindful Living Magazine, we've explored a world where pieces of furniture are more than just furnishings. They're loyal companions on the path to a balanced life. Get to know the HEIA body types on page 80 and find the ideal mattress for you. Discover tips on how to declutter your life and make room for the essentials. From simple tidying techniques (page 43) to mindfulness exercises (page 37 and 82) – live consciously and appreciate the little pleasures in life. Mindful living is an attitude, and for us, it also means forming sustainable partnerships with "snorre" (page 91) and SABORKA (page 53). Our board members Nikolaus Szlavik and Michael Wibmer hope you enjoy reading this issue.

Your ADA editorial team

## Sneak Peek

In the supplement, you'll find an overview of our latest furniture: from ergonomic dining areas to modular sofas and flexible bed systems.



What's  
new?

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**P.S. Don't forget** sofas go into retirement, too.  
You can find out when that time has come on page 50.

Home, where all is right with the world.

NOVARA seating group



www.ada.at

ADA Mindful Living



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A declaration of love  
for your home.

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www.ada.at



ADA website  
www.ada.at

3 ways to stay  
informed about ADA.



Social media channels



Visit us on our  
social media channels  
and stay up to date.



# ADA Mindful Living

A declaration of love  
for your home.

ADA crafts furniture for mindful living. It offers you peace, tranquillity and plenty of opportunities to slow down your everyday life. What’s more, it makes a lasting impression. Our furniture meets the highest standards for healthy living, it’s made to be high quality and will therefore stay with you for many years to come. So you can get more out of life.



**Loyal companions**  
Our durable furniture can stay with you for many years. Even after 20 years, it’s still virtually just as comfortable as on the first day.

ADA furniture stands for unparalleled comfort. It’s 100% made in Europe and boasts an exceptionally versatile personality. The many configurations and functions give you the flexibility to choose what suits you best.



**What we do for you**  
We craft high-quality furniture with unmistakable comfort. For our designs, we have opted for regional natural colours, harmonious forms and timeless lines. To go with these designs, we selected fitting Latin names that reflect how our furniture is extremely durable and can stay with you as good as forever.

## ADA stands for Mindful Living.

**With ADA, you can get more out of life**  
ADA furniture is extremely versatile. The selection of individual configurations, smart functions, clever solutions, robust fabrics and calming colours is huge. Just see what suits you best and choose with care. Because life is more rewarding for those who know how to treat themselves mindfully and truly relax at home. >





**How we work and produce**

ADA is an Austrian family-owned company with headquarters tucked away in the countryside in Anger bei Weiz, a small town in the Austrian state of Styria. The surrounding nature, with its gently rolling hills and copious amounts of apple trees, inspires us to create furniture that enables mindful living. We have been perfecting our craft since 1957 – so the people at ADA know exactly how to make furniture that makes you feel good. Our many seals of approval for quality, environmental and safety standards are the official proof of this.

**ADA creates a space for good feelings to grow**

100% of our manufacturing takes place in Europe and we make all the furniture ourselves; the beds are made in the Austrian town of Anger bei Weiz. Our armchairs and seating groups are made in Nova/Zalaegerszeg, Hungary, and our mattresses, slatted bases and beds in Körmend, Hungary. Our factory in Salonta, Romania, supports us in the production of seating furniture. Nearly 98% of the production steps are completed by us in-house. The people at ADA are skilled in their trade and help create a space for good feelings in your home.

**We manufacture  
100% of our furniture  
in Europe.**

**What else you should know**

We are Austria's largest producer of upholstered furniture, and we take fairness to heart. At ADA, around 2,000 people from 15 different nationalities work together, with teams maintaining an almost equal 50:50 gender balance. We are also proud to be a multigenerational company: younger and older, more experienced people work together at ADA, fostering an inspiring exchange of ideas. Moreover, we pass on the techniques of our craft to future generations as an important cultural asset.

**With ADA, you can have a clear conscience**

The Derlers, the founding family, have stepped down from the management board, but still retain ownership of ADA. We are a family business with a friendly demeanour and a strong social conscience. Fund-raising is a natural part of our corporate culture. ADA supports social economy enterprises, many schools, sports clubs and a small but exquisite cultural festival. When you choose a piece of furniture from ADA, you can do it with a clear conscience.

**Generations united**  
The family who owns the company that live and pass on our corporate values.



# Furniture shopping

How do I  
find the style  
that suits me?



**SUAVIS bed**  
It doesn't just look cosy, it is  
cosy – and very much so!

Is a 70s-style sofa  
the right choice or should  
I opt for something  
more subtle?



## Go for durability

Spend a little more and invest in timeless, high-quality furniture. This way, you'll enjoy your pieces of furniture for years to come, as they stand by you through thick and thin. They'll survive the move, won't go out of style quickly and you'll cherish them for years – we promise! The cognac-coloured leather sofa or the lilac-coloured box-spring bed will add high-quality highlights to your home.

## Trust in the classics

Of course, the colourful patterned floor cushion looks good with a low table, but does that mean you should get rid of the chairs and the large dining table? Trust in classic furniture pieces and experiment with small details. You can't go wrong with the classics. They're chic and timeless. Furniture designs are inspired by a wide range of countries and traditions. Would you like to add a French chaise longue with velvet upholstery to your living room, or is a Japanese chest of drawers just right for you? Classics can hail from different countries, so keep your eyes open. >



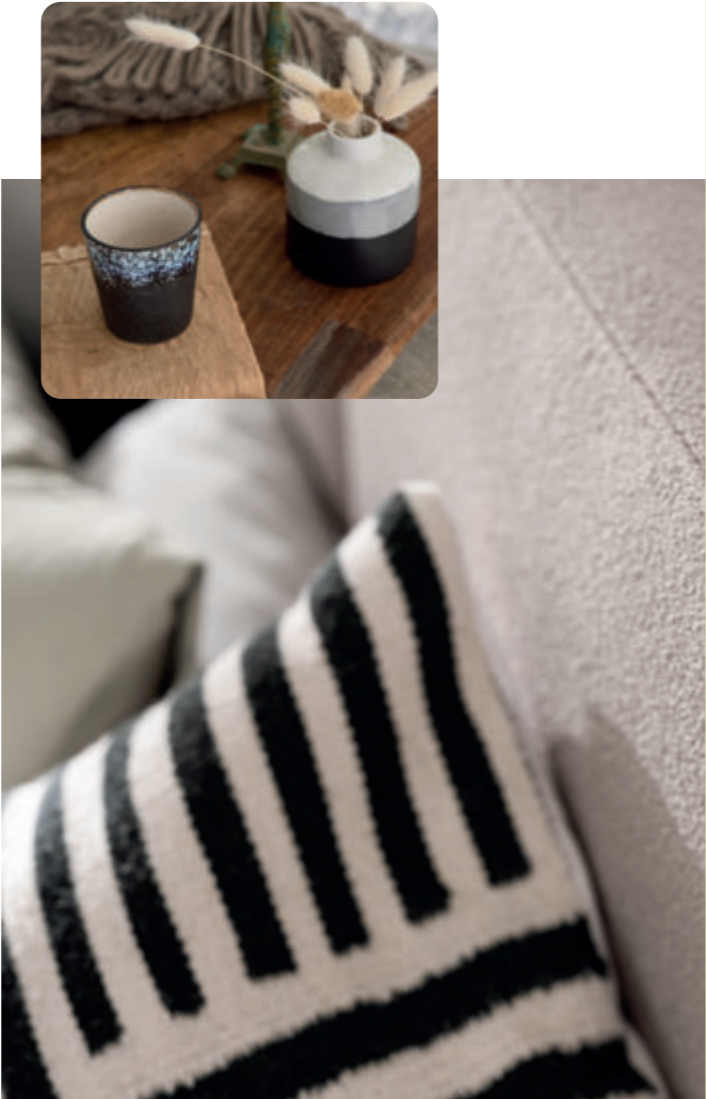
TIVOLI seating group  
For a natural style  
in soft natural colours.

**Let existing  
colours and shapes  
be your guide**

If you are thinking of buying a new piece of furniture, first check whether it matches you and the style you have adopted. Before you commit to a purchase, consider whether the new sofa, dining area or trendy box-spring bed works well in your home. Does the new furniture harmonise with your other furnishings? Does the colour blend in or should it stand out as a highlight? And if it's meant to stand out, are you just buying it on a whim, or will you still like it later? These are all key questions on the journey to discovering yourself and your personal furniture style.

**Vary  
the decoration**

Good decoration runs like a common thread through the living space. Recurring elements enhance the feel-good effect and help you feel rooted in your space. Ideally, your living space should represent you, for example with your favourite colour or pattern. Incorporate this colour or pattern in curtains, lampshades, pillows, blankets or carpets. This way, you will create eye-catchers in your home and define your own style.



Discover our  
ADA Mindful Living range  
and create a home full of  
joyful moments.

# Your dining area

## The communication centre of your home.

Come together!

Chic, comfortable, inviting – the dining area created by the table and chairs is the communication centre of your home. A place where people gather not only to eat in comfort, but also to relax, talk, celebrate and play. When designing this space, therefore, both functionality and comfort are key.



### More news?

Take a look at our website and discover more details about your favourite dining area.



[www.ada.at](http://www.ada.at)



ANI



# INA – three-time award-winner

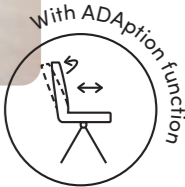
Do you love spending many hours at the dining table? Because you like to enjoy a long breakfast or frequently entertain guests? But you're also aware that your body needs exercise? INA lets you satisfy both needs: the ergonomic backrest of the chairs adapts to your movements – so your spine remains wonderfully flexible when seated. INA received the German Design Award 2023 for its design. The innovative interior – the patented ADaption function – has also been awarded the ICONIC Award 2023 for Innovative Interior and the IGR certificate for ergonomic products.



Family time!



INA dining area  
Find out more about the award-winning dining area on our website.



360°

Chair  
Optionally with 360° panoramic view or stylish glides. Also available as a bar or counter stool.

## ADaption function: Movement in rest? It's possible!

**An ingenious invention**  
INA brings together two opposites: rest and movement. You can sit on the chairs and relax, enjoy a long breakfast, or chat, eat, drink and laugh with guests all evening – all the while remaining in motion.

With the innovative interior of the chair backrest, the ADaption function makes this possible. The upper part is ergonomically designed and adapts to your movements when sitting. The bench has a fixed backrest without the ADaption function and is therefore also available as a corner bench.

**ADaption functions**  
Lean forward or back, shift to the left or right, or turn over your shoulder – the flexible backrest will move with you.



ADaption:  
A NEW sitting experience!

The ADaption function has been awarded the IGR certificate for ergonomic products.



ADA upholstery

For the upholstery, you can choose between fabric or leather in a variety of colours. The choice is huge!



More information about VITO?  
You can find it on our website.

VITO helps you bring everything together

Create open living spaces.  
Do you like a natural look with wood? Or accentuated elegance with metal elements? When it comes to the dining area, it's your personal taste that counts, not short-lived interior trends. After all, what matters most is feeling comfortable together as a family.

If the dining area is integrated into an open living area, make sure it fits harmoniously with the rest of the interior furnishings. A cohesive design and recurring materials like wood or leather create a seamless connection between the different areas, resulting in a unified living concept.



Coffee o'clock

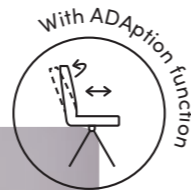


Counter stool  
A kitchen island with a bar element?  
VITO counter stools are the perfect addition to your dining area.





**Chair**  
With the ergonomic  
ADaption function, you  
can sit for hours while  
staying in motion.



## ANI – Dinner is served

### Quality is essential

Chairs and dining benches are used daily and must withstand the weight of adults as well as the restless back and forth of children. Careful craftsmanship using high-quality materials ensures the necessary stability. The same applies to the table-top, which has to withstand when the butter dish is pushed around or glue and paint spill during arts and crafts. To refresh the wooden surface, you can sand it down and apply a natural oil or varnish finish. Your dining table will be as good as new.

### Table: How big is big enough?

- approx. 70 x 40 cm of space per person
- 140 cm is sufficient for a 2-person household.
- round table: approx. Ø 100 cm for 4 people



More details about ANI?  
Read more on our  
website.



Let the  
games begin!



### Eye-catcher

Especially in open-plan layouts,  
your dining table will become  
the room's centrepiece.



## Tips for the finishing touches

### 1. Spatial presence

If you have the space, the table works best as a central eye-catcher. Particularly in a large dining room, the trend of a dining area consisting of a bench along one side with complementary chairs can be perfectly implemented. As the centrepiece of the room, the table offers everyone plenty of space. And if unexpected guests arrive, you can quickly add an extra chair.

### 2. Lighting: Cosy & functional

Good lighting is essential in any living area. Especially when eating, it is important for the table to be well-illuminated – this also goes for playing cards with the children or working from home. In open-plan rooms, a hanging lamp serves as both a visual anchor and a decorative element. Dimmable lights are especially cosy and invite you to relax in the evening with a glass of wine.

### 3. Carpet: yes or no?

At first glance, a carpet under the dining table may seem impractical. The important thing to consider is the material. Flatweave, for example, is easy to clean and you can quickly brush away crumbs. Particularly when living, cooking and eating merge together, carpets create visual zones. With a wide range of colours and patterns, you can give your dining area an individual touch: from calming and grounded to colourful and bold.



# ADA seating groups

## Mindful living, mindful home.

We all know it, that favourite piece of furniture that has been with you for half of your life or even longer and still looks great. But what makes this furniture so special? The answer is easy, it's simply the best! Superior workmanship and first-class materials are key elements. Furniture is like love. The first glance, the moment when we touch it, is crucial. Or have you ever bought a sofa that doesn't feel comfortable? After all, it's "the good ingredients" that make a favourite piece of furniture.



**Our sofa collection**

A world of style, comfort and versatility, from compact 2-seaters to spacious interior arrangements.

**Your choice!**

Our models  
1. ALIKA, 2. ALMERE, 3. ASARINA, 4. CALTHA, 5. DRABA, 6. NOVARA, 7. RAIMO, 8. SALVIA, 9. TIVOLI, 10. VALENTINO



# The perfect match – find the right sofa for you

## What suits me best?

It's not just a question of choosing the right design in terms of colour and shape – it's also about finding a model that fits your lifestyle. Your living space and personal needs play a crucial role in planning your dream sofa.

Families with children have different requirements from single households, small floor plans demand greater flexibility than spacious ones, and certain materials may be preferable for allergy sufferers and others for pet owners.



## NOVARA – A sofa that has it all

NOVARA offers an elegant design, plenty of space for the free hours of the day and, thanks to the integrated desk and flexible functional cushions, the right support when you want to work at home – smart functions included! NOVARA was honoured with the **German Design Award 2023** for this combination of flexibility and beauty.



NOVARA seating group  
Could it be your next favourite sofa? Find out more on our website.



Play-ground!



## Smart choices Ask the right questions!

To find out what you really need, it helps to answer a few key questions before purchasing a sofa: How much space do you have? How many people will sit on the sofa? Should it be cosy or do you want to make a statement? What colour suits you and your interior décor best? Which seating or reclining positions are comfortable for you? What functions do you need – lounger function, power station, sleeping function? Do you prefer leather or fabric – and is the material subject to additional stresses? >

NOVARA wooden storage compartment Also with USB port and 230 V socket.



Leather pouch  
· Additional storage space  
· Can be placed anywhere



**Functional back cushions** offer the right support and are super flexible. You can move them around and adjust them in the head and shoulder area.



Take a ↗ seat!

**Home office module**  
The space-saving NOVARA desk and ultra-light stools fit right into your home.

## Size

Lounge area or 2-seater?

Individual and versatile – thanks to the extensive range of options, you can customise our sofas just the way you like. Will the sofa be part of a spacious living room, where it should offer enough room for all the family members? Then a comfortable L- or U-shaped lounging area is the way to go. Compact 2- or 3-seaters are suitable for smaller rooms. Are you unsure about the size?

### OUR TIP:

To get a better idea of how much space a sofa requires, you can mark the outline of the model you have chosen on the floor with masking tape.

## Function

Customisable all-rounders

Numerous functions, including adjustable armrests and backrests, loungers, pull-forward benches and sleeping functions, fulfil your individual comfort wishes, allowing you to find your favourite positions. If you are looking for relief for your body and mind after a long day, an integrated heart-balance function could come in handy. Do you occasionally work from home? Integrated tables with a power station for tablets and other devices are there to bring comfort to your home office.

Sofas with a sleeping function are a practical solution for single-person households. They take up minimal space, yet quickly transform into a spacious lounging area – for overnight guests or for binge-watching series on the weekend. >



# ASARINA – A sofa to set your spirit free

After a long, exhausting day, there is nothing better than snuggling up on the couch and leaving the stress of everyday life behind you. Just close your eyes, lean back and put your feet up. And all that at the push of a button – is that even possible? Of course it is! Many ADA sofas are equipped with an adjustable backrest and an extendable footboard. A simple press of the button is all it takes to bring you into the heart-balance position. What's so special about it? In this position, the legs are slightly bent and elevated a little above the heart. This allows the spine to rest in its natural position, relieving pressure on the intervertebral discs. For the finishing touch place cucumber slices or chilled tea bags on your eyes and let the wave of relaxation spread from head to toe.

### OUR TIP:

On page 33, you will find more relaxation tips for your back and eyes.



Heart-balance function



**ASARINA seating group**  
Simply scan the QR code and find out more about the high-end relaxation sofa.

# Relax, but how?

Just do it!

## Time to take a dive!

But don't worry, you can leave your diving goggles and swimwear at home. What do you need to do? Sit at the edge of a chair with your feet firmly planted on the ground. Slowly lean forward until your upper body rests gently on your thighs. Relax your head and arms and let them hang loosely. Feel the stretch in your back as you stay in this position for 5 deep breaths. Then, using your hands on your knees for support, slowly rise back up vertebra by vertebra, returning to the starting position.



## Reach for the stars!

Stand on your tiptoes and stretch out your arms as if you want to reach for the twinkling stars. Feel how your body stretches out as you do this. Slowly roll back onto the balls of your feet and repeat the whole movement three times. Don't forget to breathe in and out deeply.



## Feel the heat!

Make yourself comfortable and close your eyes. Rub your palms together until they feel pleasantly warm. Then cup them gently over your closed eyelids. Feel the warmth that is transferred from your hands, relaxing your eyes. Or even easier, if the sun is shining, face toward the sun for 30 seconds with your eyes closed. The warmth will do the rest.

## Change your perspective!

Imagine your eyes are like cameras, capturing different perspectives – sometimes up close, sometimes far away. The best way to do this is by looking out the window and switching between various distances: from the fly on the glass, to the aeroplane in the sky, to the cat on the roadside. These changes of perspective help your eyes to relax and make them more flexible.



## The upholstery

Which material?

Whether flatweave, woven velour, flocked fabric, microfibre fabrics or leather – it ultimately comes down to your personal preferences. After all, how your sofa feels determines whether you feel comfortable on it. All our upholstery meet the highest quality criteria, are hard-wearing and durable. For harsh stresses, we also offer special fabrics that are particularly resilient.

Fabrics with **EASY CLEAN technology** are also resistant to stains like felt-tip pen marks, which can be removed without chemical cleaning agents – perfect for families with children. Are you more of a leather fan? Here, too, we offer a selection of natural open-pored **aniline leather** and, for easier care, pigmented leather – depending on your requirements.



**IVE upholstery fabric**  
EASY CLEAN technology:  
As the name suggests, the fabric can be easily cleaned without chemicals.

**Functional backrest with neckrest**  
The backrests and neckrests are adjustable and can be set to just the right position for the moment.



**Wall-free relax function**  
Despite the flexible seats, the sofa can be placed almost directly against the wall. Comfortable & space-saving.



**Neckrests**  
They are adjustable and can be set to maximise your comfort.



**Pull-forward bench**  
At the push of a button, the seat moves forward. For even more space to comfortably rest your legs on the sofa and enjoy mindful minutes



**Functional armrest**  
Folded up or down? The choice is yours.

## RAIMO is right for me

Of course, your sofa is part of your home, your living room. But could it become your personal favourite spot? RAIMO definitely has the potential! Firstly, it has flexible elements make it incredibly comfy. The neck area and armrest are adjustable, and the seat can also be easily pushed forward. With these features, RAIMO adapts effortlessly to your lifestyle and comfort needs. Secondly, RAIMO is a true trendsetter, with generous seating areas and distinctive stitching.



**RAIMO seating group**  
Find out more on our website.



**Functional headrest**  
Stabilising headrest –  
adjustable both laterally  
and horizontally



Enjoy  
the move!

## Customised relaxation

Recline your back, elevate your legs, position your head for a power nap or switch to heart-balance relaxation mode? All these options are available at push of a button or manually, and all can be done separately. The functional headrest prevents the head from tipping sideways, providing optimal support. The best complement for LETICIA is the SALVIA seating group (pages 38–39). The same style – the same cosiness.

**Relax function**  
Backrest reclinable &  
leg rest extendable.



LETICIA relaxing armchair  
Find out more on our website.



# Slow living

Leaving the stresses of everyday life behind and finding peace. A place of comfort where we can reconnect with ourselves is just what we need. And where better to do this than in the comfort of our own home? Slow living – the trend towards a new tranquillity. With a few life hacks, you can easily incorporate deceleration into your everyday life.





**Wall-free function**  
The seat and backrest gently slide forward to provide a comfortable lying surface. Thanks to the wall-free function, your sofa can stand right against the wall – despite its versatile talent for transformation. No need to move it back and forth!



SALVIA seating group  
Find out more about SALVIA on our website.

# Well-being begins at home.

**1. Mindfulness – listen to your needs**  
Slow living is primarily about being more mindful – of yourself and the life around you. We have forgotten how to live in the moment, to be in the here and now and attune ourselves to it. It's time to shift down a gear and turn our focus inwards. Be mindful of yourself. What makes you feel good? What do you need in this moment? How about going to bed at 7:30 p.m. today instead of 11 p.m.? Why not? >

Now!



**SALVIA functional armrest**  
Infinitely adjustable – for perfect relaxation.

2. Take mindful breaks

Most people are preoccupied with the outside world. They go over their to-do lists in their heads, endlessly pursue self-improvement and schedule away every free minute. Anything but boredom! However, we can't sustain this in the long run. Some of us may occasionally feel burnt out and drained of energy. Let's take a moment to listen to our own needs again. Perhaps we just need a small moment of calm. Browsing through a new book or lounging on the sofa for 15 minutes and letting your mind drift.

3. Assign a purpose to every room

Often, a room is supposed to fulfil many different functions. But is that a good thing? In the living room, people both relax and work. The bedroom isn't just for sleeping, but also for watching TV. Slow living gives each room a single task – a task that only that room should fulfil. In the bedroom, your bed is the centrepiece. Warm lighting and subtle, earthy colours beckon you to relax. This isn't the place for working on your laptop or binge-watching shows. Your bedroom should become a tech-free zone.

Slow down  
to speed  
up again!



**Be creative**  
Art can also help you relax and distract you from the stresses of everyday life – give it a try.



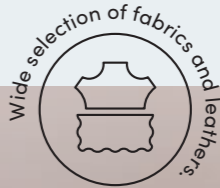
**VALENTINO seating group**  
If you love the simple moments of life and appreciate the fine details, the VALENTINO seating group is the right choice for you.



**Attention to detail**  
Take a closer look at VALENTINO. The details make all the difference: all-round welted seam and a back cushion variant with relaxation adjustment.



**VALENTINO seating group**  
The sofa for living in the moment. Want to find out more? Take a look at our website.



**4. Quality over quantity**  
Less is more. Slow living doesn't mean minimalism, but rather making mindful purchasing decisions. Every piece of furniture, every accessory that enters your home should make it cosier and tell a story. You will be happier in the long run if you own fewer, but higher-quality items. Like a bed or sofa from ADA that is (almost) as comfortable as it was on the first day, even after 10, 15 or even 20 years. Because the people at ADA understand their craft and know what makes long-lasting furniture.

**5. Create order**  
Slow living is about consciously creating space for relaxation. Both physically and mentally. After all, the state of our home mirrors the state of our mind. So, what can you do? Make a targeted effort to declutter. By creating order at home, you also tidy up your thoughts on a subconscious level. That's how easy it can be to put deceleration into practice. And as a bonus, you'll have more space for new ideas and interior design options.



# 6 TIPS ON HOW TO DECLUTTER AND ORGANISE YOUR HOME

**Do I really need twelve decorative cushions to be happy?**

It's something you've probably noticed many times before: You own many things that you never use. Things accumulate fast, but parting with them is difficult. It's time to make space for new things: new furniture, new decorations, new memories.

## Tip #1 Keep it quick – just 5 minutes a day

But I don't have time to clear out old things! Of course, clearing out old clutter takes time, but afterwards you'll feel better and will have space for new things. One quick and easy solution is to set a timer for 5 minutes every day and just get to work. Create a category (for example: shoes, decorative cushions or books), put everything in a pile and sort out what you no longer need.

## Tip #2 Start a challenge

Do you find it easier to do things together? Then find a friend who also wants to clear out their home. Start a 30-day challenge and compete to see who gets the most done. Organise and clear out a different area of the home every day. Keep yourselves motivated with photos and funny anecdotes about the things you find. As you'll see, the month will pass by quickly, and then you'll have room for new memories.



## Tip #3 One in, one out

Do you find it difficult to part with things, and it's slowly but surely turning into a passion for collecting? Then you should live by the motto "one in, one out". Whenever you bring a new item into your home, an old one has to go. What's more, it forces you to consider whether you really want to replace the items that you love so dearly. Unloved items, on the other hand, you can let go and replace them with things you really want.

## Tip #4 Think in categories

When you sort out items, create 3 piles: "keep", "keep with reservation" and "don't keep". Then you can put each of the items you want to sort out onto one of these three piles. Pick up the item and think about whether you need it or not. Items that you are not sure about end up in the "keep with reservation" pile. You can put things from the "keep" pile back in your home and throw away the things from the "don't keep" pile.

## Tip #5 Keep with reservation

The "keep with reservation" category is a tough one because the items in this pile tend to end up back in your home before you know it. It's really hard to get rid of the decorative vase your best friend gave you – even if it doesn't suit your taste at all. A box in the cellar might make it easier for you to make a decision here. You can put items you keep with reservation in this box for a period of 6 months. If you miss one of the items, you can simply retrieve it. If you don't, you can dispose of it after the 6 months.

## Tip #6 Where should you put the items you sort out?

Here you can apply a rule of three again: give away, sell, throw away. Perhaps a good friend would be delighted with your favourite old sofa and your mother with a rarely used baking dish? If the items are still in good condition, selling them or taking them to a flea market is an option. Defective items should be disposed of properly.

# Make room for the essentials.



**Solid wood base**  
A touch of nature enters your home with the solid wood base made of oak, walnut or beech.

TIVOLI seating group  
Still curious?  
Find out more  
on our website.



## TIVOLI – Simple elegance

The large seating areas offer you plenty of space to take a moment for yourself. The chaise longue is also available as a free-standing variant – you can choose between a straight or curved backrest. We recommend checking which variant matches the other furniture in your home.



**Functional armrest**  
for sleeping  
or leaning  
comfortably.  
So versatile,  
so simple.



# Refined living in a small space.



## Small space – big functionality

Small city centre apartments, home offices, open-plan designs, but also plans for senior-friendly living are changing the demands on our furniture. The less space available, the more functional the solutions for living, storage space and functions need to be. Urbanisation, a growing shortage of living space and the rise of single-person households are all calling for new furnishing strategies.



ALIKA seating group  
For your own personal  
time out. Find out more  
on our website.

Two in one!



Wall-free motorised relax function  
From a chaise longue to a reclining  
surface at the push of a button.



Reclining surface  
More room to play.



## Small but powerful

The success of future furnishing concepts will therefore depend on their degree of versatility and functionality. For this reason, we adopt system-based thinking here at ADA, developing conceptual ideas: versatile seating made to measure. Our furniture not only adapts to your wishes in terms of shape, colour and material, but also impresses with its comfort and high flexibility. This allows you to choose seat heights, depths, qualities and upholstery to suit your mood. The same applies to the design. Whether low or long-legged, in classic cube form or in an avant-garde style – the modern seating areas allow for personal lounging solutions.

The versatile furniture is ideal for developing creative room concepts for studios or one-person apartments, for example, open, light-filled and with a uniform colour scheme, charming living zones emerge that can take on multiple tasks within just a few square metres. During the day, a sofa can be a piece of seating furniture and a room divider in one, and at night, with just a few simple adjustments, it can be transformed into a comfortable bed. Also not neglecting storage space for pillows and bedding, ADA sofas offer an extremely generous amount space and a smart way to store your belongings.

Sophisticated functions are also part of a modern lifestyle. After all, there is much more to a high-quality sofa than just seating. Relax functions, ergonomic neckrests, adjustable footboards, fold-down armrests and many other features make these adaptable sofas true chameleons. >



**Functional backrest with neckrest**  
With its many individual elements, ALMERE adapts to your wishes – almost everything is adjustable!



**Ingenious functions**

Multitasking capabilities make smart furniture perfect for home offices. Equipped with a USB port, a swivelling table and storage space in the table element for notebooks, documents and smartphones, the sofa quickly transforms into a comfortable workstation and when the work is done, it's time to go straight into relaxation mode. Thanks to modern relax functions, the backrest lowers at the push of a button, giving you the room you need to unwind.



**ALMERE wooden storage compartment**  
Fold out the wooden storage compartment and turn it towards the seat. Thanks to the USB port and storage compartment, you can also use your sofa for working at home.



**ALMERE seating group**  
Scan the QR code and find out more about ALMERE.



**CALTHA seating group**  
Get more information on our website.

**A cosy place to call your own.**

**Functional back cushion that can be placed anywhere**  
CALTHA is there to catch you with its large, soft seat cushions while giving you wonderful support – and thanks to the flexible functional back cushions, it can provide comfort in any position.





# Repair or replace?



DRABA seating group  
Ultra-flexible & easy to  
relocate. Find out more  
about DRABA on our website.

Time  
to relax!

## When is it time for a new sofa?

Whether it's curling up with a good book, binge-watching a series, or a little after-work nap – for many people, the sofa is the focal point of their free time. This is where we like to receive friends and family for a cup of coffee and, if kids are around, there's bound to be some climbing and jumping. All in all, this means that a lot of people spend many hours on it, putting it under a wide range of stresses. It's no wonder that, at some point, our sofa starts to creak, sag and look a bit worse for wear. But how do you know when your sofa is officially worn out, and how can you rescue your new couch from an early retirement?

Most importantly what are the tell-tale signs that your favourite couch has seen its best days? And what should you look out for when buying a new sofa?

### 1. Your sofa is complaining

A dull growl every time you sit down, a high-pitched squeak every time you get up. Your sofa is trying to tell you something: it wants to retire. The reason is the base. Once it starts creaking and squeaking, it is beyond repair and only a major feat of craftsmanship will save it.

#### OUR TIP:

When buying, pay attention to the substructure. A hardwood sofa base, such as oak, is far more durable than a frame made of chipboard. >

Lifespan of a sofa  
· average sofa:  
approx. 8 years.  
· high-quality sofa:  
approx. 10–15 years



**DRABA chaise longue**  
Leather in many natural colours  
– a timeless, long-lasting classic.



**Durable upholstery**  
The higher the foam quality,  
the longer it retains its elasticity.

## 2. Dress your sofa for success

First impressions count. Or do they? Worn-out leather and frayed fabric? Not a pretty sight. But it's completely natural for that to happen over time, considering how much the upholstery has to withstand: coffee stains from Sunday breakfast, annoying denim marks from the last family get-together or just everyday wear and tear. It's just something we have to accept. Wrong!

### OUR TIP:

The robustness of an upholstery fabric is measured with abrasion cycles, the average of which is 15,000. At 50,000–100,000 abrasion cycles, our fabrics are much more durable. This way, your sofa will last longer.

## 3. It's what's on the inside that counts

Superficial things don't make you happy. The best sofa cover is worthless if you feel the springs press against you uncomfortably when you sit down or if the cushions are so worn out that your back hurts after just a few minutes. A sofa should be a haven of peace and an oasis of relaxation – and for that, it needs the right comfort factor.

### OUR TIP:

What matters is the density of the foam inside your sofa. This must not be confused with firmness. Simply put, the denser the foam, the longer it retains its elasticity and comfort. Great examples of this are our sofas and recliners, which stay just as comfortable as on day one – even after almost 15 years.

## 4. Location, Location, Location

Your sofa is not that old, yet the colour doesn't look as rich as when you first bought it. It's somehow lighter now, and not as fresh.

### OUR TIP:

No direct sunlight. The UV rays break down the dyes in the upholstery more quickly, causing it to fade. If possible, protect your favourite couch from prolonged exposure to sunlight. In the height of summer, for example, close the curtains or blinds. Your sofa will thank you with its vibrant colours.



# SABORKA x ADA

## A brand collaboration with added value.



SABORKA is a Viennese accessories label that was founded by Sabrina Satzinger in 2016. She describes her own label as “timeless, clean and fair”, which perfectly captures the spirit of her brand.

At SABORKA, all products are handcrafted with great attention to detail. Sustainability and ethical behaviour are the brand's key values. The collaboration with ADA is a brand-new development. The company manufactures sustainable handbags and accessories from cutting scraps.

————— # —————

# An interview with Sabrina Satzinger from SABORKA.



Sabrina Satzinger  
founder of the Viennese  
accessory label SABORKA

**HOW DID THE IDEA FOR YOUR LABEL COME ABOUT? WAS SUSTAINABILITY A FACTOR FROM THE VERY BEGINNING?**

A few years before founding SABORKA, I helped a friend make a backpack, and that's how I discovered my passion for making bags. Additionally, I was interested in buying vegan bags, whose designs I liked, with a preference for locally produced bags. This didn't exist back when I started my company in 2016.

My products have been made from deadstock materials from the very beginning. Even back then, I was very careful with the cutting scraps: I sewed new material sheets from the scraps, which I then used to make new products. That's how I do it still to this day. One of the most important points for me is my focus on fair production. Good craftsmanship, fair production, waste management, responsible resource management, and many other factors play a role when it comes to sustainability.

**THE ONLINE SHOP STATES: "WE ARE NOT A FAST-FASHION BRAND AND WE ARE PROUD OF IT!" WHY IS IT IMPORTANT FOR YOU TO DISTANCE YOURSELF FROM THE TERM "FAST FASHION"?**

I see my brand as part of the slow fashion movement. Fast fashion is all about profit. It doesn't consider people, animals or the planet. I want to clearly distance myself from that. With me, customers can look behind the scenes. Everything is produced in-house, with great care and love of craftsmanship.

**WHAT CHALLENGES HAVE ARISEN FROM CURRENT SUSTAINABILITY DEMANDS AND HOW HAVE YOU DEALT WITH THEM?**

As a small manufacturer, I don't feel much pressure from the outside. The increased demand for sustainability comes more from me personally. As a producer, I am particularly aware of my responsibility for my products. This starts with the materials used, which originate mainly from Austrian suppliers (with the exception of Pinatex\*), and how I handle them, and it goes far beyond the point of sale. I offer my customers repairs for their beloved SABORKA products, but I'm also happy to give them new life by creating new things from old products.

**WHAT POSSIBILITIES AND ADVANTAGES DO YOU GAIN FROM YOUR COLLABORATION WITH ADA?**

For me, it means even greater transparency about where my material scraps come from. Above all, I find the processing of cuttings scraps exciting. It's a very good illustration of what's possible when companies from different industries network. One company's cut-offs can be another's treasure! I also know that ADA places high standards on their materials and their durability. Bags are people's daily companions – just like our furniture is.

\*Pinatex is a vegan leather alternative made from the leaves of pineapple fibres from Spain.



Deadstock materials  
SABORKA uses fabric and synthetic leather scrap to create sustainable handbags and accessories.



ADA "Lola" collection  
Discover more models and the current ADA bag on the SABORKA website at [www.saborka.at](http://www.saborka.at)

**WHAT MAKES YOUR BRAND UNIQUE? WHAT ARE YOU PARTICULARLY PROUD OF?**

That every step of the process takes place in the Vienna studio and that we take the time to customise products individually for our customers. For me, it has always been particularly important not only to create beautiful products, but also to treat people, animals and our environment with care. At SABORKA, I try to combine all these values and show that, with us, not only external, but also internal values count.

It is time to shift our focus away from just a beautiful design to the whole beauty of a product, its craftsmanship and design as well as its often times hidden beauty of an ethical and sustainable creation.

Sabrina from SABORKA

**DO YOU HAVE A FAVOURITE PIECE?**

Many of my pieces hold a special place in my heart. I especially love the LOLA bag, which has been my daily companion for over a year and a half. This is a bag model that is also available in materials originating from my collaboration with ADA.

————— # —————



When the sun hides behind grey clouds and the rain taps on the window, outdoor plans literally go down the drain. But wait! Why let it spoil your mood when rainy summer days have their own special magic? We have some tips to help you transform dreary hours into unique feel-good moments:



## 4 ideas for days when you want to stay at home.

### 1. Creative DIY project

Dive into the world of DIY décor and craft a unique coffee table for your living room. Grab some old wooden crates or a sturdy pallet and let your imagination run wild. Sand them smooth, give them a fresh coat of paint or keep the charming vintage look. And the finishing touch? An elegant glass or rustic wooden top – whatever suits you and your home best.

Or how about a touch of industrial style? Turn over a wire basket and secure a round tray or a wooden board on top. Voilà! Your new coffee table is ready. No matter which style you choose, you will be amazed at how a little DIY project can lift your spirits and give your home a fresh new look.

### 2. Soul food for inner warmth

Instead of longing for the sun's warm rays, warm your body and soul from the inside. How? With delicious, homemade soul food. Whether it's a steaming ginger soup, a hearty pizza or a tantalising chocolate dessert, what matters is the joy of cooking and spending time with your loved ones. Invite friends over or gather your family around the stove. And what's an absolute must? That's right! Plenty of space to eat and chat for hours.

That's exactly what our INA dining area was designed for. Its flexible seats adapt to your movements. Lean back at an angle, bend forward to get the next slice of pizza, or lean to the side to talk to your neighbour about the next soul food session. With the innovative ADaption function, you won't even notice how the hours fly by.



INA dining area with ADaption function  
Exactly the right thing for hours of chatting.



### 3. Netflix binge session on the couch

A rainy summer day is a wonderful excuse to cosy up on the couch all day and watch TV – without a guilty conscience. Slip into something comfy, grab a light blanket and off you go. Chill mode is on! Immerse yourself in action-packed blockbusters, laugh out loud at romantic comedies or lose yourself in gripping series – the choices are endless.



### 4. Wellness from head to toe

Prepare to embark on a wellness retreat that will make you forget the rain. Start by pampering yourself with a face mask to make your skin glow. Then place cool slices of cucumber on your closed eyes to revive your tired eyelids.

And for the rest of your body? Take a seat on your couch, lean back and give your legs a well-deserved break. In the heart-balance position, the legs are slightly elevated above the heart. Why? Because it is especially relaxing. This relieves the strain on both your intervertebral discs and your cardiovascular system, helping you feel noticeably more relaxed. Many ADA sofas can offer you this relax function at the push of a button. Wellness at home has never been so easy.



# ADA beds

## Dreaming and relaxing.

You’ve made your bed, now lie in it. Restful sleep is the foundation of a balanced mood and a peaceful mind. So when it comes to your bedroom, you should focus on soft lighting and comfortable furnishings. Put your needs first. After all, a good day starts with a good night’s sleep.



**Our box spring bed collection**

Whether you are looking for a cosy box-spring bed, one with motorised adjustment or natural wooden elements, sand-coloured fabric or cappuccino-brown leather – the choice is huge.

1

2

3

4

5

6

7

8

**Where dreams begin!**

**Our box-spring beds**  
Box-spring beds: 1. CALABRIA, 2. COMETA, 3. LEVIA, 4. LIBRA, 5. NIRINA, 6. REFUGIO, 7. SUAVIS  
Wooden box-spring bed: 8. STELLA ALPINA



Our  
upholstered  
and wooden  
beds



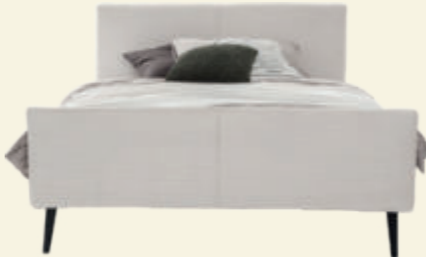
[www.ada.at](http://www.ada.at)



DECURO



LEPIDA



MITIS



RORIS



DEMADRA



GRAND  
NOBILE



# A good day starts with a good night's sleep

It is the moment in your life you are least aware of, yet it happens every night: the moment you fall asleep. It's a moment you can't remember and can't control. We spend a third of our lives sleeping – a fortunate thing, because sleep allows your body to recover, your metabolism to function and your brain to process the experiences of the day. The time when our eyelids are closed is therefore essential for our health and well-being.



DEMADRA wooden bed  
Find out more on our website.

Headboard with reversible cushion  
DEMADRA gives you a new look in no time at all.



## 3 tips for restful sleep

### 1. Why ticking alarm clocks might not be the best idea

Like any other noises, a ticking clock is a disruptive presence. So sleeping with the window open is only a good idea if you live in the countryside and can only hear the occasional soft call of an owl. For those who live and sleep in bustling neighbourhoods or vibrant cities, closed windows are the better option. Sounds can quickly turn into noise. And noise is definitely not recommended for a good night's sleep.

### 2. Why cool isn't always bad and how it can help you fall asleep

A cool temperature promotes good sleep. It should be between 16 and 20 degrees, so somewhat cooler than your living areas. To fall asleep, your body lowers its temperature. This is easier to achieve in a cool room because the faster you cool down, the faster you'll fall asleep. By the way, some people fall asleep immediately, while others take longer. This is perfectly normal – we're all unique, after all. It's entirely acceptable to take up to 30 minutes, and older people may need even longer. However, if you tend to lie awake for much longer, endlessly counting sheep, it may be time to rethink your sleeping habits. As you probably already know, falling asleep to your favourite series on your tablet or checking your Instagram account under the sheets aren't the best ideas. Anything that stimulates your mind will keep you awake. To get a good night's sleep, it's best to stop all entertainment about half an hour before bedtime. >



STELLA ALPINA wooden box-spring bed  
Scan the QR code and find out more about the natural sleeping experience.



STELLA ALPINA wooden box-spring bed  
Better "Tea-Tox" than entertainment before bedtime.



- Good sleep
- . Avoid noise
  - . Room temperature 16–20°C
  - . Tossing and turning welcome



**ICONIC Award 2023**  
The awards are considered trendsetters in the furnishing industry and honour innovative interior and product designs.



**GRAND NOBILE wooden bed**  
Find out more about the award-winning bed on the website.

# What a day!



**Airy and light, yet a loyal companion**  
The floating bedside table as a practical storage space.

## 3. Why tossing and turning is healthy and how to tell if you’re truly well-rested

ADA has been making furniture for more than 65 years, and recently furniture for mindful living. So as furniture experts, we know that how you sleep is all about what feels right for you. Whether on your stomach, back or side: everyone has their favourite sleeping position. What matters is that you change positions throughout the night. Tossing and turning is actually a good thing, as it relieves pressure from parts of your body and redistributes it to others.

While we’re on the subject of health, if you wake up frequently during the night, that’s normal. Sleep research suggests that sleeping through the night is not absolutely necessary to wake up feeling refreshed the next day. However many hours it takes – seven or eight, less or more, you are well-rested when you feel well-rested. So sleep as long as you need because you know, a good day starts with a good night’s sleep.

# Natural beauties

## Care tips for solid wood beds.



Many of us have fallen in love with solid wood furniture. Especially in the bedroom, they offer several advantages. For one thing, naturally treated wooden beds smell incredibly good. Who doesn’t know that original scent of fresh wood? On the other hand, solid wood furniture has humidity and moisture control, and is anti-static and anti-bacterial – for a restful room climate. To ensure that you, as a nature lover, enjoy your solid wood bed for a long time, we have some care tips for you.



We care about tomorrow  
ADA only uses environmentally  
friendly paints, stains, oils  
and waxes.



# Durable, robust and naturally beautiful – our care tips to help keep it that way!

## Oiled & waxed

Less is more! For oiled or waxed solid wood, a dry, lint-free cloth is all you need to wipe the surfaces. And you don't need to do it too often. Wood hardly builds up static electricity, so it attracts less dust. It's best to use a cotton cloth – never microfibre cloths, furniture polishes or grease-dissolving cleaners. Even if you think you're doing something good for your furniture, these products attack the surface and remove the protective oil layer.

For dirt, use a slightly dampened cloth. Important: Don't leave any moisture behind, because you want to avoid any unsightly water spots. For a thorough cleaning or more stubborn stains, natural soap helps: simply rub the wood with a mild soap solution, wipe it off and polish it thoroughly until dry.

To ensure that the lively grain and characteristic wood colour retain their original beauty for years to come, we recommend refreshing the surface with oil. The oil forms a protective film and has a rejuvenating effect on wooden surfaces. Frequently used wooden furniture, such as dining tables, should be treated with oil 1 to 3 times a year. In comparison, a bed is exposed to less wear and tear and only needs this kind of care every few years. The frequency depends on various factors, such as room air and humidity.

You know your bed best! Take a close look, is the wood losing its shine and colour? Then it's time for a new oil treatment. Use linseed oil or seek advice from a specialist retailer.



ADA primarily  
uses wood from  
sustainable  
forestry.



LIBRA box-spring bed  
The free spirit among  
ADA box-spring beds with  
solid wood elements.

No  
worries!

## Scratches! What to do?

Over time, small scratches or damaged areas may appear on your favourite bed. Unlike lacquered furniture, oil and wax-treated furniture is easy to touch up yourself. For small scratches, use fine sandpaper: carefully sand the area until the scratch is no longer visible – then apply oil.

Alternatively, you can use special wax putty or hard wax repair sticks. Again, start by lightly sanding the area and then rub the wax into the damaged area – finally, just smooth it out and the wood will look as good as new.

Small scratches – a little effort – lots of love: this way, you'll enjoy your solid wood bed for years to come.



Solid wood headboard  
Wild Oak, Swiss Pine or  
Wild Core Beech – the choice is yours.



NIRINA box-spring bed  
Voluminous and floating  
at the same time. Discover  
more about NIRINA online.

# Your sleep, your style.



There are  
no limits  
to the  
variety



Andreas Stubics  
Department Manager  
Sales Sleeping DACH

## Interview with sleep expert Andreas Stubics.



NIRINA with storage pocket  
Everything at hand – quick and easy.

## Important tips for choosing your bed

A good night's sleep begins with the right bed. But how do you find the bed that's just right for you? We asked Andreas Stubics. He gave us some useful tips and advice – after all, there's a lot to consider when choosing the right bed. >

# What you should look out for

#

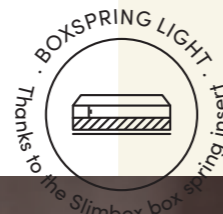
## Form follows function!

### HOW CAN I COMBINE STYLE AND PRACTICALITY?

*Andreas Stubics:* Individual preferences play a major role here. Upholstered headboards made of fabric or leather are soft and cosy. A model made of solid wood creates a natural style – but is less forgiving for restless sleepers (mind your head!). If you like the look of wood but are also keen on comfortable upholstery, you can opt for a combination of the two. And if you like to read in bed, I recommend a higher headboard, as it is comfortable when propping yourself up in bed and supports your back better. Some headboards also offer adjustable functions or a practical pocket for storing magazines, a tablet or reading glasses.



**Versatile DECURO**  
Headboard with reversible cushions for more variety in the bedroom.



**DECURO upholstered bed**  
More details about the versatile DECURO are available online.



**COMETA box-spring bed**  
Find out more on our website.

# Bedtime = Boxtime!

## Slatted base or box-spring bed?

### WHAT ARE THE ADVANTAGES AND DISADVANTAGES OF A SLATTED BASE AND A BOX-SPRING BED?

*Andreas Stubics:* Beds with slatted bases have more of a light, airy look and usually take up less space than a box-spring bed. You can choose a slatted base with no functions or one that can be adjusted manually or by motor. Box-spring beds are known for their comfort – for that slightly springy, floating feeling when lying thanks to their three-layer structure. They offer support and relaxation at the same time. They are also higher up, which is an advantage particularly for the elderly. >

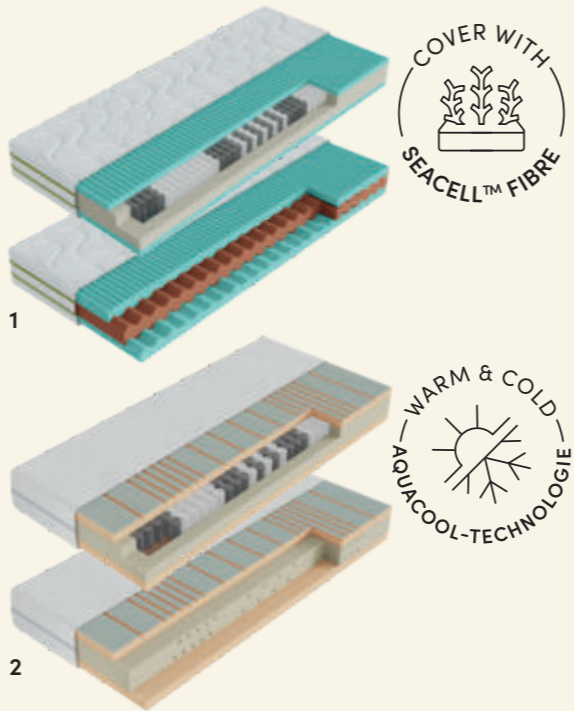


**COMETA with motor function**  
for infinitely adjustable head and foot areas.

The right mattress is essential

WHAT TYPES OF MATTRESSES ARE THERE AND WHAT SHOULD ONE CONSIDER WHEN DECIDING ON ONE?

**Andreas Stubics:** There are different types of mattresses for different types of sleepers. Everyone sleeps differently. Some people tend to toss and turn, and others don't. Some tend to get cold and others tend to sweat. Whatever the case may be, it is important to make the right choice to ensure restful sleep. Visco mattresses are made with memory foam and adapt to the contours of the body. This mattress is good for keeping people who chill easily snugly and warm. Cold foam mattresses have a balancing effect on the entire lying surface and are highly breathable. I recommend barrel pocket spring core mattresses for people who sweat at night, for example, as they ventilate well and yield to the points in the body that exert pressure, e.g. the shoulder or pelvic area. Latex mattresses store heat, offer pleasantly soft lying comfort and regulate moisture naturally. Of course, personal preference ultimately plays a decisive role, but these are points to keep in mind.



**Mattress models**  
Discover more models on our website.

1. ATLANTIC (Plus, Premium), 2. KLIMA (Pro, Pure)  
With barrel pocket spring core or cold foam core.

Think practically

WHAT ARE SOME OF THE PRACTICAL DETAILS I SHOULD CONSIDER?

**Andreas Stubics:** The beds of today offer many practical solutions. A bed box creates additional storage space – for storing winter clothes or extra blankets and pillows, for example. For all those who occasionally bump their toes when they get up at night, under-bed lighting with a motion sensor is a good solution that also provides atmospheric indirect light. Another must-have for many people at home is a bed that is high enough for the robot vacuum cleaner to get under easily. For this, it's usually enough to pick the right leg dimensions.

Furnishing & Design

**OUR TIP:**  
Additional, hidden storage space is worth its weight in gold, especially in smaller bedrooms.



**OUR TIP:**  
Try it out! Test your potential new mattress for at least 10 minutes to find out if it feels good for you.



DO YOU HAVE ANY TIPS FOR BEDROOM DESIGN IN GENERAL?

**Andreas Stubics:** Matching bedside tables and atmospheric lighting make the bedroom even cosier. Plants are indispensable for improving the climate of the room. One important final tip: choose a bed size that suits you. Consider in advance whether the bed should be big enough for two people or whether the children will be getting in bed to snuggle up at night. Then everything will be harmonious from the start, and everyone will get a good night's sleep.



**RORIS upholstered bed**  
You can find out more about our practical storage helpers online.



MITIS upholstered bed  
Interested in the  
slim designer bed?  
Take a look online.



Slim design,  
flexible options

MITIS is your bed for thousands of nights – and at least as many days. The slatted base has optionally adjustable head and foot areas and ensures you are lying in the right position for dozing off, napping and sleeping.



Slatted base series  
Find out more  
on our website.

1. 2562 (NV, KF, MO), 2. 2564 (NV, KF, MO),  
3. KONTUR STAR (NV, KF, MO)  
Choose a fixed variant or a head and foot  
area with manual or motorised adjustment.

Feel at home



**Found a new home?**  
If you want to move, MITIS will move  
with you hassle-free. It is easy to disassemble  
and transport, and just as quick to set up again.



LEPIDA upholstered bed  
You can find out more about  
the diversity of LEPIDA online.



### Because what’s on the inside counts

Comfort or super comfort height, bed box with storage space or a bed that can be disassembled for moves? Or would you prefer a “box spring light” version? LEPIDA is as flexible as your life.



Easy  
to do!

The transformation can begin  
Slatted base out, box spring insert in.  
And just like that, you have turned LEPIDA  
into the light version of a box-spring bed.

Fig.: SLIMBOX box spring insert



# Which mattress is right for you?

Find the perfect mattress based on your HEIA body type

If you were a letter of the alphabet, would you be an H, an E, an I or an A? Strange question, isn't it? But it's actually quite practical: depending on our height, weight and body shape, we all fall under one of these four letters. Why is that important? Your body type plays a key role in choosing the right mattress for you. So you can sleep deeply and wake up feeling refreshed.

## The HEIA body types

**H-TYPE**  
Are you tall with a powerful build? Do you have broad shoulders and a fuller midsection? Then you likely belong to the H body type in the HEIA system. This means you should opt for a firmer mattress that provides adequate support. If you have a strong upper body, it's important that it can sink in, especially if you like to sleep on your side.

**E-TYPE**  
Do you have a tall, straight and rather slim figure? Are your shoulders, waist and hips evenly proportioned? Then you're an E-type. As a taller person, we recommend that you choose a firmer mattress to provide balance and support. Since your upper body and hips are of similar width, you should neither sink in too far nor lie completely on top.

**I-TYPE**  
Small and delicate, with shoulders and hips with roughly the same size. That's what describes an I-type. If you fall under this category, you need a softer mattress. Make sure the mattress allows your shoulders and hips to sink in slightly while still gently supporting the rest of your body.

**A-TYPE**  
Or does your reflection in the mirror reveal an A-type – with narrow shoulders, a slim waist and more curved hips? Your eyes do not deceive you: You're clearly an A-type. For you, the pelvic area of a mattress is the most crucial factor. It should provide both relief and proper support at the same time.



**H-type**  
Typically male, tall and strong



**E-type**  
Straight-lined slim figure



**I-type**  
Small and delicate



**A-type**  
Slim waist curvy hips typically female

## Conclusion

Of course, we're all different, and so are our bodies. Based on your appearance, you probably fit into more than one HEIA type. If that's the case, choose the one that most closely resembles your build. The key is to focus on the more prominent areas of your body. You can only get a truly restful night's sleep if the mattress is right for you. And your spine will thank you for giving it the support it needs at night.

**A final tip**  
Have you always wanted to know what mattress hardness suits you best? You can find our recommendation here:

- Overview of hardness levels**
- H1 (soft) up to approx. 60 kg
  - H2 (medium firm) up to approx. 80 kg
  - H3 (firm) up to approx. 100 kg
  - H4 (extra firm) up to approx. 120 kg
  - H5 (heavy-weight mattress) up to 140–150 kg

**EXPERT TIP:**  
Is your weight on the borderline, and you're unsure which option to choose? Just go with what feels most comfortable for you.

# Why is silence so important?



## Silence keeps us healthy.

Silence is like a healing balm for our stressed souls. It calms our nerves, lowers our blood pressure and relaxes our muscles. The result: our body recovers, and we recharge our batteries. After all, serenity is strength!

## Silence makes us smarter.

Of course, silence won't turn us all into geniuses. However, science has proven that silence helps the brain grow. Researchers have found that just two hours of silence a day is enough to cause the hippocampus – the area of the brain responsible for memory and learning – to form new cells.

## Silence refines our senses.

Silence transports us to a world full of hidden beauty and opens our eyes, ears and hearts to the quiet wonders of the world – the gentle rustling of leaves in the wind, the delicate chirping of birds or the faint crackling of a fireplace.



## Silence reveals our true selves.

When the noise dies down, the hidden corners of our soul become visible. Who am I without the influence of others? What voice speaks within me when all others fall silent? In the silence, the answers become loud. Like a mirror, it reveals our deepest fears, desires and dreams.

## Silence makes us more creative.

Silence opens up a space for inspiration and free thinking. No distractions, no disturbing noises – just us and our thoughts. It enables us to see connections and new perspectives that were previously drowned out by noise.

Source: Prof. Dr Volker Busch, neuroscientist and author; Ing. Burkhard Heidenberger, author and founder of the online portal Zeitblüten

# Box-spring beds

Laughing, loving and living together.



What exactly is a box-spring bed? A box-spring bed is a sleeping system that usually consists of three layers. The bottom layer is a box with spring cores that serves as a foundation. The mattress lies on top of this. To ensure that the spring systems harmonise well, most people opt for a pocket spring core mattress. A topper provides the final luxurious layer.



SUAVIS box-spring bed  
Want to cosy up on a SUAVIS?  
Find out more online.

# Your very own fluffy oasis

The rounded shapes don't just look cosy, they really are – and very much so! The multi-layered, gently springy structure of the box-spring bed also ensures a cosy feeling – a unique sleeping experience!



Cuddly? Definitely.  
Sink into the pillows and  
enjoy cosy moments.



Rosé



## Our colour tip

Rosé represents warmth and intimacy. It gives the room a certain warmth and cosiness, making it perfect for your bedroom. A restful nap is virtually guaranteed.



**Corduroy – a fabric trend**  
Corduroy is made for cocooning – as you can see with the SUAVIS bed.

Down  
to  
earth!



Sleeping

**Fine details**  
All-round welting seam,  
rounded or cubic bed  
box? The choice is yours.

**REFUGIO box-spring bed**  
Find out more  
on our website.



## Stay grounded

It's built close to the floor, grounding you. This is further enhanced by the natural colours of the upholstery materials with their rich, deep nuances. You may only discover the handcrafted details, such as the welting – the reinforced seam on the fabric edge of the headboard – at second glance.



**Bedside table**  
For everything  
you need before  
going to bed.

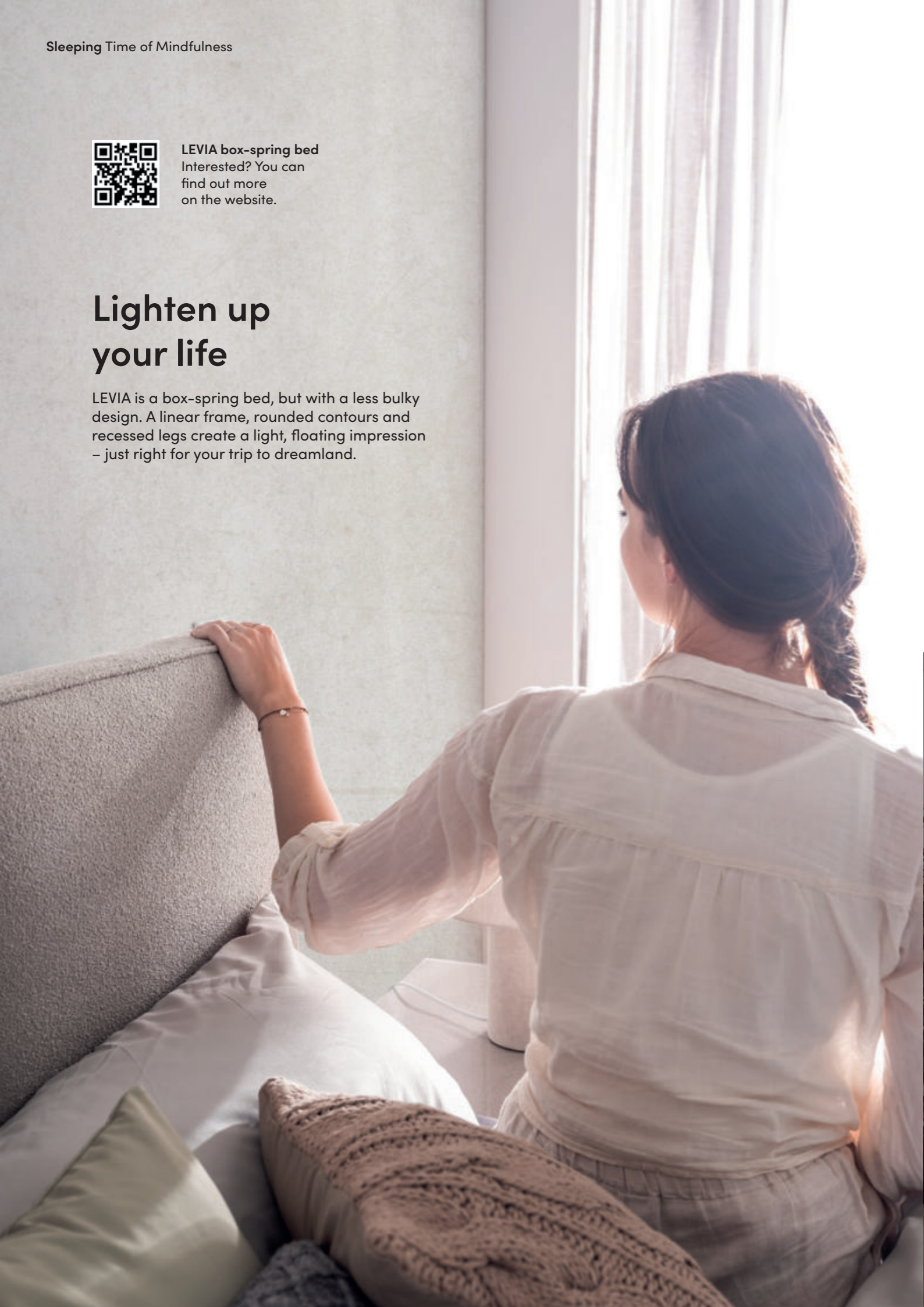




LEVIA box-spring bed  
Interested? You can  
find out more  
on the website.

# Lighten up your life

LEVIA is a box-spring bed, but with a less bulky design. A linear frame, rounded contours and recessed legs create a light, floating impression – just right for your trip to dreamland.



**Handcrafted detail – the welting**  
A hand-sewn reinforcement of  
the seam at the edge of the fabric.





BED BOX WITH BUILT-IN SLATTED BASE.  
Incl. storage space.



CALABRIA box-spring bed  
Scan the QR code and  
find out more online.



## Fine details and maximum comfort

The way you sleep at night has a big impact on your experience of the day. That's why CALABRIA offers two systems in one bed. If you choose the variant with a slatted base and a spacious bed box, you gain additional storage space in your bedroom. The box-spring bed variant offers a typical springy sleeping comfort that you can configure to suit your individual needs.

Capture the moment.

## From slatted base to designer piece



ADA and “snorre” are entering into a sustainable partnership.

What happens when a traditional upholstered furniture manufacturer meets an innovative start-up? The answer: a sustainable collaboration.

Thanks to the Viennese start-up Studiolo, ADA slatted bases that no longer meet our high internal quality standards due to minor visual flaws are now being transformed into designer pieces under the “snorre” brand. A promising partnership for a greener future.

Every piece of furniture is subjected to highly stringent checks before it leaves our factory. And that's how it should be. Because even with the greatest care, small defects can still creep in from time to time. What should happen to these products? Throw them away? Completely the opposite! We firmly believe that every piece of furniture deserves a second chance. And with our slatted bases, we have proven that solutions for this can be quite creative. >





Handcrafted design objects made from upcycled ADA slatted frames. More at [www.snorre.cc](http://www.snorre.cc)



The founding team of “snorre” Maximilian Klammer and Thomas Maurer from the Viennese start-up Studiolo.

A valuable contribution to the circular economy

“snorre” is the brand of the Viennese start-up Studiolo, which was founded by the two visionaries Maximilian Klammer and Thomas Maurer. They have made it their mission to transform discarded slatted bases into unique designer objects.

In snorre, we have found an ideal partner who shares our sustainable approach. We use discarded slatted bases to create unique table designs and plant stands. At the same time, we also extend the life cycle of the materials, thereby conserving valuable resources.

Director Development & Marketing  
Margot Wisiak

**Creative upcycling as a sustainable statement**  
How does this transformation work? We deliver around 1,000 unsellable individual slats to the Viennese start-up each quarter. Then, in collaboration with social organisations, things get creative: with precise craftsmanship and fine attention to detail, they connect exactly 18 slats together. Whether in the form of a coffee table, high table or plant stand – each “snorre” creation tells its own story. “Because we don’t change anything about the wooden slats and get slatted bases in many different colours and widths, all the models are unique”, explains Thomas Maurer. “Upcycling tends to have an ‘arts and crafts’ image. But our vision is to establish upcycling as a statement and to promote the careful use of resources in the design sector, too”, adds Maximilian Klammer.

The joint initiative between us and “snorre” shows how the circular economy can work in today’s society. Instead of wasting resources, we turn to creative solutions and transform rejects into design treasures. A win-win situation for the environment and for all design fans.



ADA Mindful Living



Verena Inschlag  
Senior PR & Brand Manager

#

Favourite furniture

My absolute favourite piece of furniture is definitely the NIRINA box-spring bed. At first glance, it looks cosy with a hygge touch. Don’t you agree? And it’s so comfortable – also to lean on. NIRINA is perfect for sleeping and reading for hours on end. And when my eyes finally do grow heavy, I can quickly stow my reading material in the storage pockets on the headboard.



Could this become your favourite bed too? Feel free to find out more about NIRINA online.

Dining

Dining areas



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Seating

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Sleeping

Box-spring beds



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Battery empty

Jackhammer

Broken cable

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INNOVATIVE  
INTERIOR  
selection

**GERMAN  
DESIGN  
AWARD  
SPECIAL  
2023**

**Home, where all is right with the world.**

INA dining area



[www.ada.at](http://www.ada.at)