



Finished products
Adjusting finished products tailored
Designing new products

Gotovi proizvodi
Prilagođavanje gotovih proizvoda po mjeri
Projektiranje novih proizvoda

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SADRŽAJ

THE BRAĆ STONE STORY

In the beginning was stone, and stone was at Brač, Brač on stone. Stone cold, rough and defiant. And the man settled on stone, and fell in love with stone. The stone of Brač became his roof and table, wall and floor, stone record, capital lace and sculpture. The beauty of the Brač stone was resisted by neither Diocletian nor the builders of the Šibenik Cathedral, the White House and many more buildings worldwide. Stone nurtured generations of the Brač stone-dressers. It became and remained the symbol of human persistence and skills. Stone symbolises firmness and steadiness of the men of Brač in their struggle for life and survival on this large rock proudly rising between the mainland and other islands.

Since birth in a stone house, baptising in a stone baptistery, to the first steps on stone cobbles, to the last rest in a stone grave, our entire lives are bound to stone. As the Brač poet, Stjepan Pulišelić, beautifully put it:

"And, so, By stone always troubled
To stone forever attached"

O KAMENU

U početku bijaše kamen, kamen bijaše na Braču, Brač na kamenu. Kamen hladan, surov i prkosan. I nastani se čovjek na kamenu, i zaljubi se u kamen. Kamen brački postane čovjeku krov i stol, zid i pod, kameni zapis, čipka kapitela i skulptura. Ljepoti bračkog kamena ne odoli ni Dioklecijan ni graditelji šibenske katedrale, Bijele kuće i mnogih građevina diljem svijeta. Kamen je othrano generacije bračkih kamenara. Postao je i ostao simbol ljudske upornoštosti i sposobnosti. Kamen je simbol čvrstoće i postojanosti bračkog čovjeka u borbi za život i opstanak na ovoj velikoj gromadi kamena koja se ponosno uzdiže između kopna i drugih otoka.

Od rođenja u kamenoj kući, krštenja u kamenoj krstionici, preko prvih koraka po kamenim saližima pa do posljednjeg počivališta u kamenom grobu, čitav naš život vezan je uz kamen. Naš brački pjesnik Stjepan Pulišelić to divno reče:

«I tako Stinon se uvik natezo
Stinon se zauvik svezo».

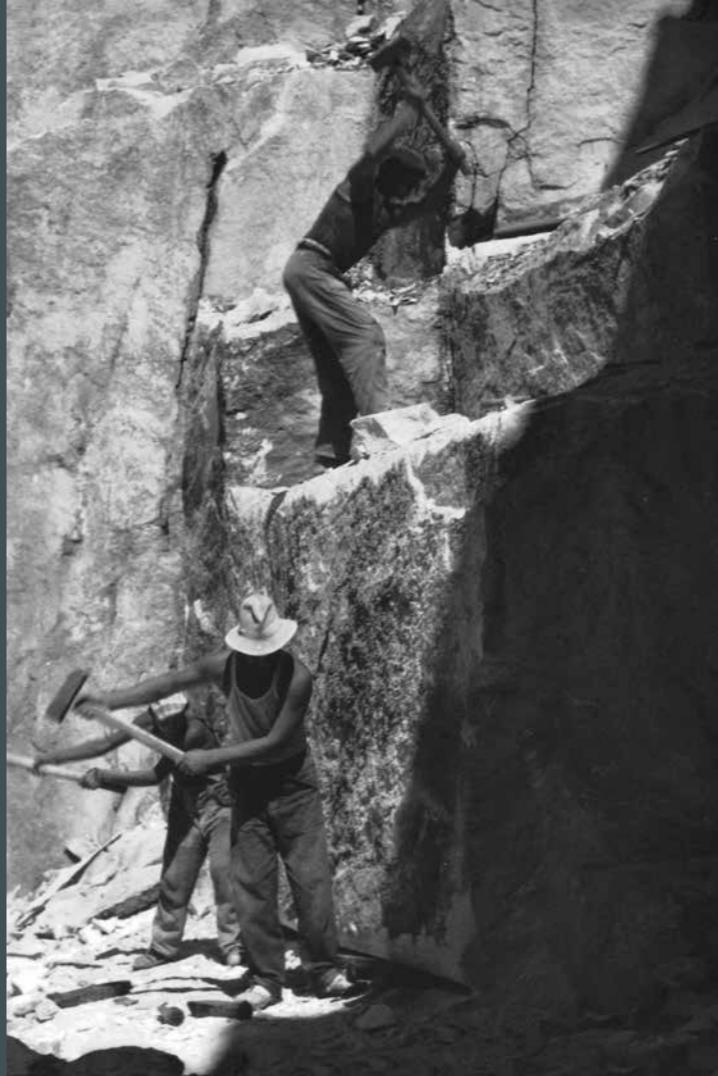


STONE DRESSING

The man's wish to shape stone, to cut signs and symbols in it is as old as the man himself. Our ancient forefathers dug cattle feeding and watering troughs in stone, built water cisterns, dug sarcophagi and shelters. By digging of holes for wooden wedges, the man started collecting stone. The collected blocks were then shaped and broken into smaller pieces by the technologies available.

From the earliest times the man transferred to stone and created in stone all his inner humours, his religious believes and images of his deities. Such endeavours are evident at numerous sites of stone palaces, sanctuaries and other cult objects, because stone is steady and, therefore, has preserved for us many testimonies of the past, has became a book for us to learn from. Technology and tool advancements made stone treatment, stone dressing and sculpture develop as well. The present-day technological achievements enable cutting and treating of stone to the man's wishes.

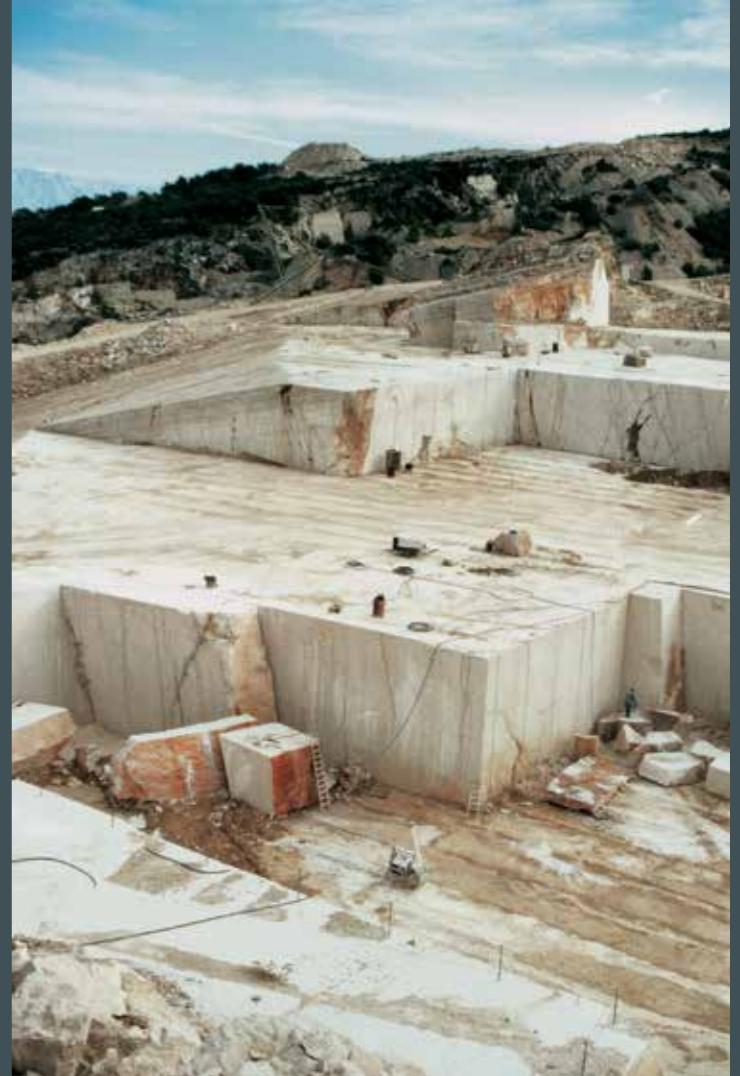
Without sensitive approach to stone, without listening how it sounds, without tracing its veins, there is no true stone dressing. The tradition of treating of stone has been preserved at Brač by its transferring from father to son. An important role in preserving this tradition has been played by the stone-dressing school in Pučišća, the only such school in Croatia, as well as by the practical stone-dressing training performed for half a century now in the Jakšić stone-dressing workshop.



KLESARSTVO

Čovjekova želja da kamen oblikuje, da u njemu kleše znakovе i simbole , stara je koliko i čovjek. Naši davnici preci u kamenu su dubli hranilišta i pojilišta za stoku, zidali čatrnje za vodu, kopali sarkofage i skloništa. Kopanjem pašarina, dubljenjem rupa za drvene klinove čovjek je počeo brati kamen. Ubrani blokovi oblikovani su i usitnjavani na manje komade primjenom dostupne tehnologije. Svoja unutarnja raspoloženja, svoja religijska uvjerenja i slike božanstava čovjek je od najranijih vremena prenosio na kamen i stvarao u kamenu. O tim nastojanjima svjedoče bezbrojna nalazišta kamenih palača, svetišta i drugih kulturnih objekata jer kamen je postajan i zato nam je sačuvao mnoga svjedočanstva prošlosti, postao knjiga iz koje učimo. Napredovanjem tehnologije i izrade alata, usavršava se i obrada kamena i razvijaju klesarstvo i kiparstvo. Današnja tehnološka dostignuća omogućavaju rezanje i obradu kamena po želji čovjeka. Bez osjećajnog pristupa kamenu, bez osluškivanja kako kamen zvoni, bez praćenja njegovih vena nema pravog klesarstva.

Tradicija obrade kamena na Braču je sačuvana prenošenjem znanja sa oca na sina. Značajnu ulogu u očuvanju ove tradicije ima klesarska škola u Pučišćima, jedina takva škola u Hrvatskoj, kao i praktična obuka klesara koja se već pola stoljeća obavlja u klesarskoj radionici Jakšić.



Despite the advanced technology, exported huge blocks of stone instead of exporting centuries of knowledge and experience and creation.

Products for our market, most often come down to individual direct orders classic exterior products (frames - šambrane, plates, some stone table, bench) or souvenirs. Formatted elements are reflective of some past time, she 'decorative detail or impersonal unambitious form which is the most common functions "will be massive." All without any added value.

In the world, contemporary design as it circled the rock, partly due to its cold cruelty and prkosnosti.

DeBLOCK promotes local production, local residents and small businesses, so as not to export only full, massive stone blocks and closed the market already offered quite a new, modern, part serial, stone, entirely Croatian island product.

Unatoč naprednoj tehnologiji, izvoze se ogromni blokovi kamena umjesto da izvozimo stoljetno znanje i iskustvo te kreaciju.

Proizvodi za naše tržiste, najčešće se svode na pojedinačne direktnе narudžbe klasičnih eksterijernih produkata (okviri - šambrane, ploče, poneki kameni stol, klupa) ili suvenira. Oblikovani elementi su misaono iz nekih prošlih vremena, kičastih ukrasnih detalja ili pak bezlične neambiciozne forme čija je najčešće funkcija "biti masivan". Sve bez ikakve dodane vrijednosti.

U svijetu, suvremeni dizajn kao da je zaobišao kamen, dijelom i zbog svoje hladnoće, surovosti i prkosnosti.

DeBLOCK afirmira domaću proizvodnju, lokalno stanovništvo i male obrte, kako ne bi izvozili samo pune, masivne i zatvorene blokove kamena već tržištu ponudili sasvim jedan novi, moderni, dijelom serijski, kameni, u cijelosti hrvatski otočni proizvod.

DeBLOCK comes from the word “design”, which through a number of similar interpretations can be reduced to “mark an idea through drawing”. This is a play on words, but tied to the meaning, which is expression, marking an idea with stone. Few things in life are unambiguous, so DeBLOCK is a metaphor which unblocks, therefore liberates design captured in a stone block. Intersecting, from the outset, like it opens up a whole new world of unfathomable possibilities.

DeBLOCK polazi od riječi “Design” koja se iz nekoliko sličnih tumačenja može svesti na “označiti crtežom neku ideju”. Ovdje se radi o igri riječi ali i igri vezanom uz bit, a to je izražavanje, označavanje kamenom neke ideje. Kako je malo toga u životu jednoznačno, DeBLOCK je metafora kojom deblkiramo, dakle oslobođamo dizajn zarobljen u kamenom bloku. Presjecanjem, od samog početka, kao da se otvara jedan sasvim novi svijet nedokučivih mogućnosti.

.....deblock you deep down overall !



DeBLOCK Arabesque

DEGREE OF INNOVATION

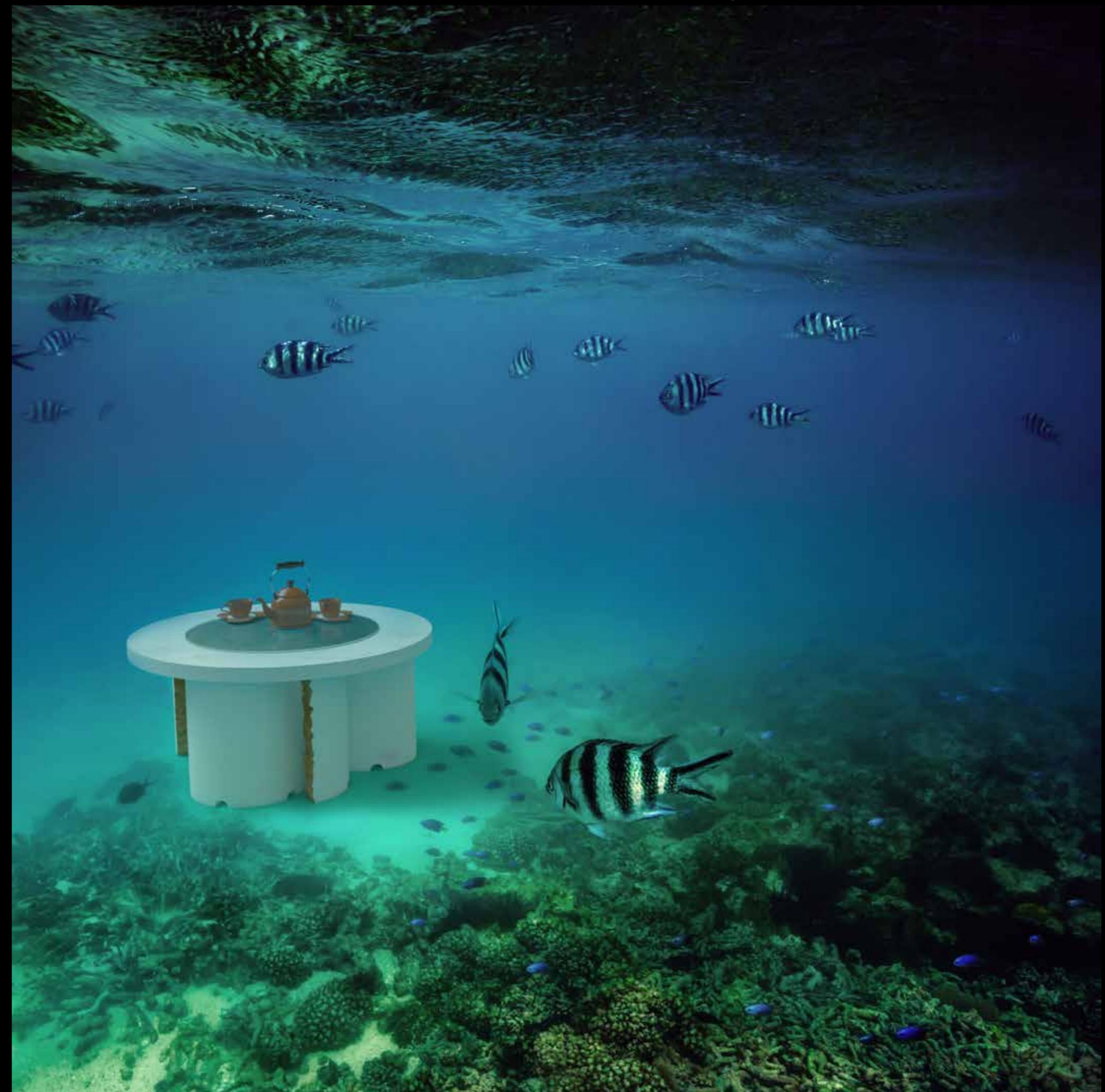
“DeBLOCK Arabesque” is the new product designed upon a new approach of using stone for specific utilitarian purpose.

DeBLOCK Arabeska je ne samo novi dizajn elementa već sasvim novi pristup u oblikovanju produkata za uporabu od kamena.

AESTHETIC QUALITY

The concept's form of “Arabesque” is more than pleasant to look at. It is designed as a simple form with no extra decorations, as a game of differently treated surfaces and an infinite number of possible ornamental compositions with both functional and sculptural values.

DeBLOCK Arabeska je više nego ugodna forma za gledanje, čistih linija, bez suvišne dekoracije, igre različito obrađenih površina, a ponajviše jer se radi o formama, da-kle, neograničenog broja formi koje stvaraju ornamentalne prizore funkcionalnih ali i skulpturalnih vrijednosti.



REALIZATION POSSIBILITY

From a technological and economical point of view “Arabesque” innovation can be produced easily.

“Arabesque” is based on the new stone masonry technology that offers more possibilities than they were used up to now in designing the stone products; the concept can be produced in up to few weeks regarding the number of base Module elements.

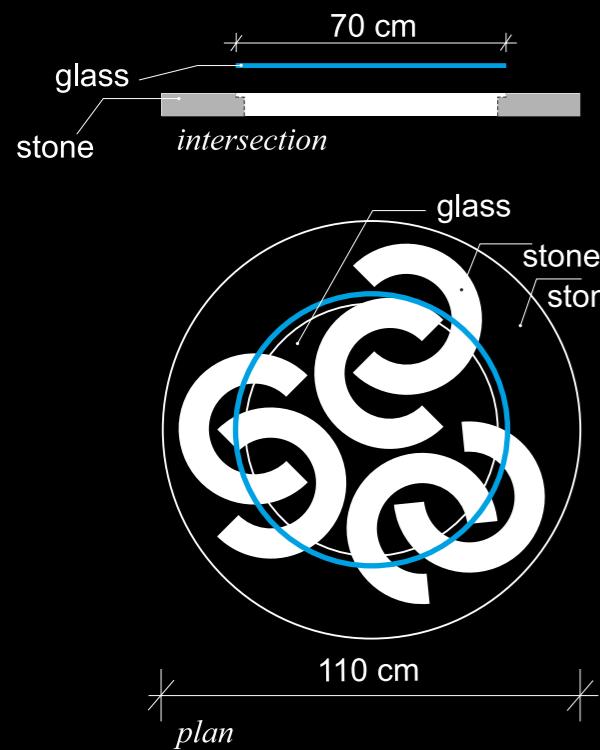
Considering the manufacturing method, technology and use of materials, the “De BLOCK Arabesque” concept can be produced at a reasonable price, especially having in mind that a stone is very resistant and long lasting material. That means that investment in such product is of the same kind.

Koncept je izvediv vrlo jednostavno novim tehnologijama obrade kamena koje do sada nisu ni pokazale sve svoje mogućnosti te su šanse za razvoj koncepta DeBLOCK velike. Pojedini proizvodi su izvedivi u roku od par tjedana, sve u ovisnosti od potrebnog broja osnovnih modula.

Ekonomski, s obzirom na način proizvodnje, tehnologiju i materijal, elementi mogu biti proizvedeni po razumnoj cijeni u odnosu na ostale tradicionalne i uopćene kamene proizvode, s obzirom da je maksimalna iskoristivost kamenog bloka, bez kičastih zavijutaka koji usporavaju tijek proizvodnje i stvaraju gubitke. S druge strane, kamen kao materijal je postojan i trajan...a time i uloženi novac.

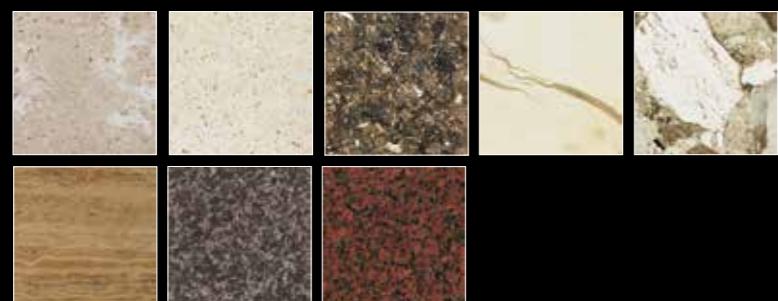


*Supporting elements: ring stone surface and glass
/ Popratni elementi: kameni prsten i staklo*



Options in processing stone flat surfaces are related to the design, and in principle can not be changed: smooth-shiny surface, smooth-matt surface, rustic surface / Opcije obrade kamenih ravnih površina vezane su uz dizajn te se u principu ne mogu mijenjati: glatko sjajno, glatko mat, rustično

Types of stone / Vrste kamena



Additional options for details of stone surfaces are associated with individual choice: painted stone, stone cortex, broken stone / Dodatne opcije detalja kamenih površina vezane su uz pojedini izbor: oslikani kamen, kora kamena, odlomljeni kamen





FUNCTIONALITY AND USEFULNESS

The simplicity of the concept allows for application in various ambients and functions, adapting with choice of the stone, material and color of the supporting elements (light, coaster, pillow,...), and coloring of the stone surfaces, even just the same ornamental structure.

By combining the basic modular elements, we can freely “move” in space in desired directions and change the purpose of the newly created structure (eg, turn a table into a bench). Free reliance on surface of a not overweight basic modular element allows its easier dislocation.

Products also work with no additional elements, improvising with something handy, like newspapers, bags, a garment, a piece of cardboard ... and sometimes with no additional ornamentation of higher density.

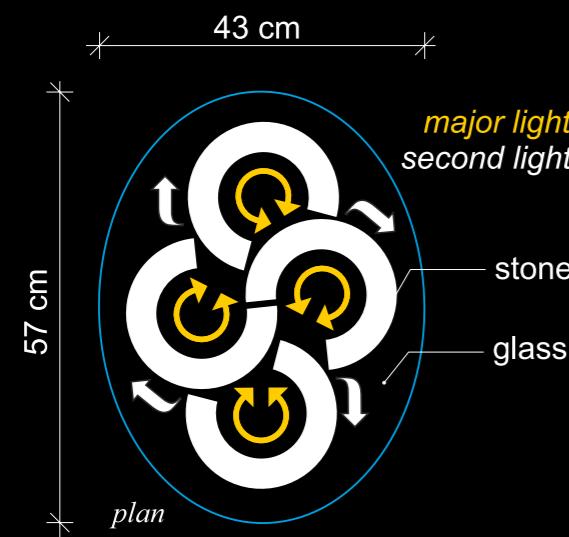
Jednostavnost koncepta omogućava aplikaciju u raznim ambijentima i funkcijama, prilagođavajući se izborom vrste kamena, materijalom i bojom pratećih elemenata (svjetlo, podmetač, jastuk,...), te bojanjem kamenih površina, makar i jedne te iste ornamentalne strukture.

Kombiniranjem osnovnih modularnih elemenata možemo se slobodno “kretati” prostorom u željenim smjerovima i mijenjati namjenu novostvorene strukture (npr. stolić pretvoriti u klupu). Slobodna oslonjenost na podlogu ne preteškog osnovnog modularnog elementa omogućava i njegovo lakše dislociranje.

Proizvodi funkcioniraju i bez dodatnih elemenata im provizirajući nečim priručnim, poput novina, torbe, nekog odjevnog predmeta, komada kartona,... a ponegdje i bez dodatnih elemenata ornamentikom veće gustoće.



Supporting elements: glass, light / Popratni elementi: staklo, svjetlo



Use of glass is as a surface for cutlery, cups, bowls etc., with a decorative purpose that allows a look "through" to stone pedestal / Namjena stakla je u površini za odlaganje pribora za jelo, čaša, zdjela i sličnog uz dekorativnu namjenu koju omogućava pogled «kroz» na kamenno postolje.

Glass options: non-reflecting, reflective, various color
/ Opcije stakla: ne-refleksno, refleksno, različita obojenost

Glass figure options: square, rounded
/ Opcije lika stakla: četvrtasto, zaobljeno

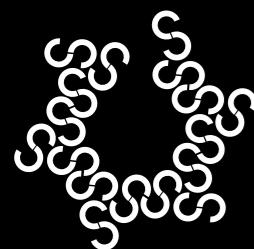




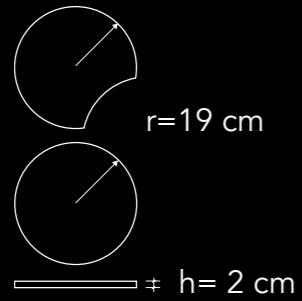
EMOTIONAL CONTENT

Emotionally, the stone brings with it a sense of primordial attachment to nature and durability, as well as striving towards eternal. The concept offers ornamental playfulness, which, like the stone, is still associated with luxury. Despite the purity of the base line, every client can influence the final shape and variability of ornamental structures, using the same modular elements.

Emocionalno, kamen donosi sa sobom osjećaj iskonske vezanosti uz prirodu i trajnost, te stremljenje ka vječnom. Koncept nudi ornamentalnu zaigranost, koja se, kao i sam kamen, i dan danas veže uz luksuz. Unatoč čistoći bazičnih linija, svaki naručitelj sam može utjecati na konačani oblik i promjenjivost ornamentalne strukture, korištenjem istih modularnih elemenata.



Supporting wooden elements / Popratni drveni elementi



Types of wood / Vrste drva



Wooden elements are used as a coaster for glasses, plates ... storage for luggage, newspapers, etc. The construction of wooden elements depends on its function, and can further be constructively modified with respect to the specific individual use.

Wooden elements can be made from several types of wood, different in structure and color, for a better fit in a particular ambient.

Drveni elementi služe kao naslon i podmetač za čaše, tanjure...odlaganje prtljage, novine itd. Konstrukcija drvenih elemenata podređena je funkciji, a dodatno se može konstruktivno doraditi s obzirom na specifičnost pojedine upotrebe.

Drveni elementi, naslon i podmetači, mogu biti od nekoliko različitih po strukturi i boji drveta, a kako bi se bolje uklopili u određeni ambijent.





IMPACT

Stone has been neglected in the design of an industrial serial product partly because of the cost of production, partly cold properties, high stiffness and weight. The use of stone as a material of industrial design is dominated by ornate and forms without any added value. Products "DeBLOCK Arabesque", intended for exteriors and interiors of public and private space, will change generalized thinking about the possibilities of using stone in industrial design.

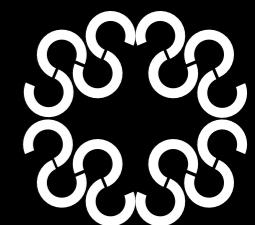
As tradition goes back to the use of stone in the deep past, in the time of the cave man and in the era before all other traditional materials, "Arabesque", a concept of different added values, combines thousands of years of old tradition and modern times, as never before.

"Arabesque" provides solutions for various other products within the same modular system, eg lighting fixtures, even obtained from the remaining part of the block of stone from which the fundamental element was produced. With development of design for supporting elements, production program "Arabesque" can be further enriched.

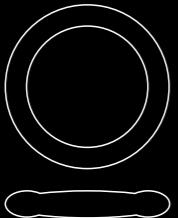
Kamen je zapostavljen u oblikovanju nekog industrijskog serijskog proizvoda djelom zbog više cijene proizvodnje, dijelom svojstava hladnoće, krutosti i velike težine. U korištenju kamena kao materijala industrijskog oblikovanja prevladavaju kičenost i forme bez dodanih vrijednosti. Proizvodima DeBLOCK Arabeska, namjenjenim i eksterijerima i interijerima javnih i privatnih prostora, promijenit će se uopćena razmišljanja o mogućnostima korištenja kamena u industrijskom oblikovanju.

Kako tradicija uporabe kamena seže u duboku prošlost još u vrijeme pečinskog čovjeka, u doba prije svih ostalih tradicijskih materijala, Arabesque, kao koncept različitih dodanih vrijednosti, spaja višetisućjetnu tradiciju i moderno doba, kao nikada do sada.

Arabesque omogućava rješenja i raznih drugih proizvoda unutar istog modularnog sustava, n.pr. rasvjetnih tijela, pa čak dobivenih od preostalog dijela kamenog bloka od kojeg je temeljni element proizведен. Razvojem oblikovanja popratnih elemenata proizvodni program Arabesque može dodatno biti obogaćen.



Supporting elements / Popratni elementi



Pillow or air pillow with filler - texture, material, color, style
 / Zračni ili obični jastuk sa punilom - teksture, materijal, boja, stil



Pillows are made from various materials - artificial leather, jeans, various plastics and other textiles of different structures and colors, with or without additional elements (buttons, zipper, decorative elements etc.) to the customers choice in accordance with the ambient of exterior or interior.

The solutions are depicting basic pillows, which means that it is possible to construct extra soft surface if needed, all for the more enjoyable use.

Jastuci se izrađuju od raznih materijala (umjetna koža, jeans, razni plastični materijali i ostali tekstil različite strukture i boja, sa ili bez dodatnih elemenata (dugmad, patent, ukrasni elementi itd. po izboru naručioca i u skladu sa ambijentom eksterijera odnosno interijera)

U rješenjima se prikazuju osnovni jastuci, što znači da je moguće konstruirati po potrebi dodatnu meku podlogu, a sve kako bi upotreba bila što ugodnija.



Arabesque - Composition / Kompozicije

basic 1-3



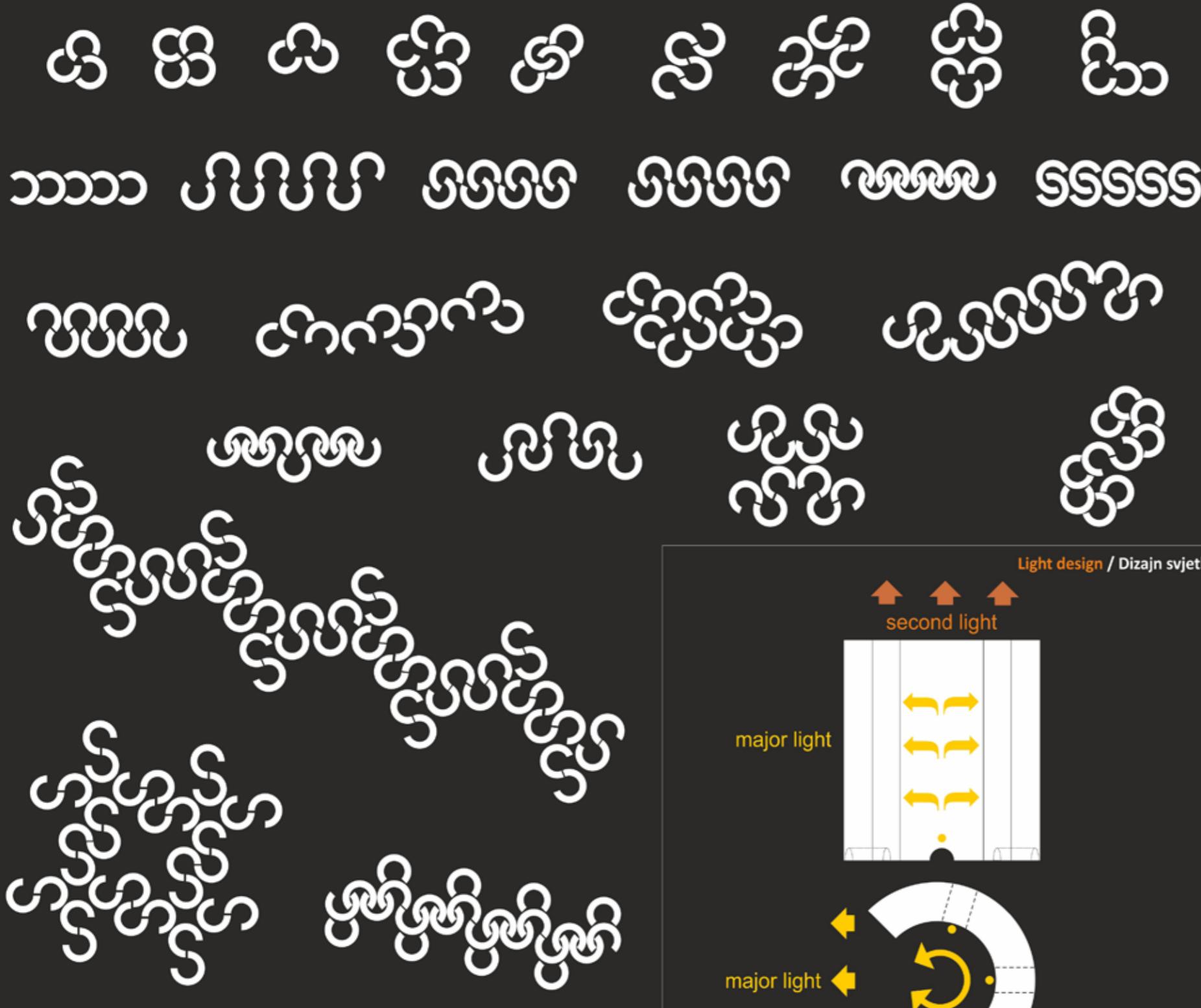
extra 1 - 3



Forms / Forme

Unlimited number / from simple forms to complex forms

measurement / dimenzijs A, A/2, B, B/2, C/2

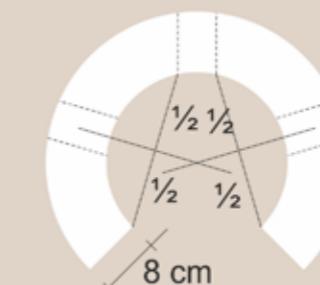


.....and more.....and more....

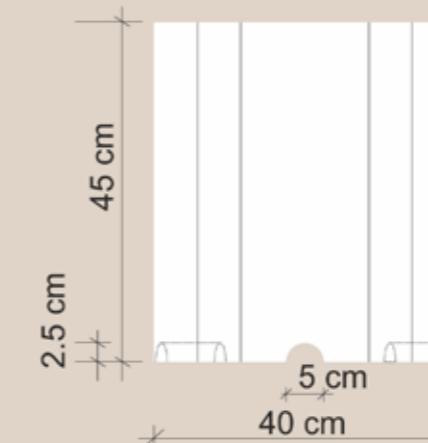
Basic modul / Osnovni modul

measurement / dimenzijs A

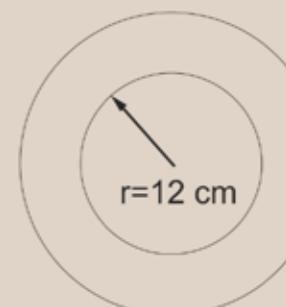
tlocrt / plan



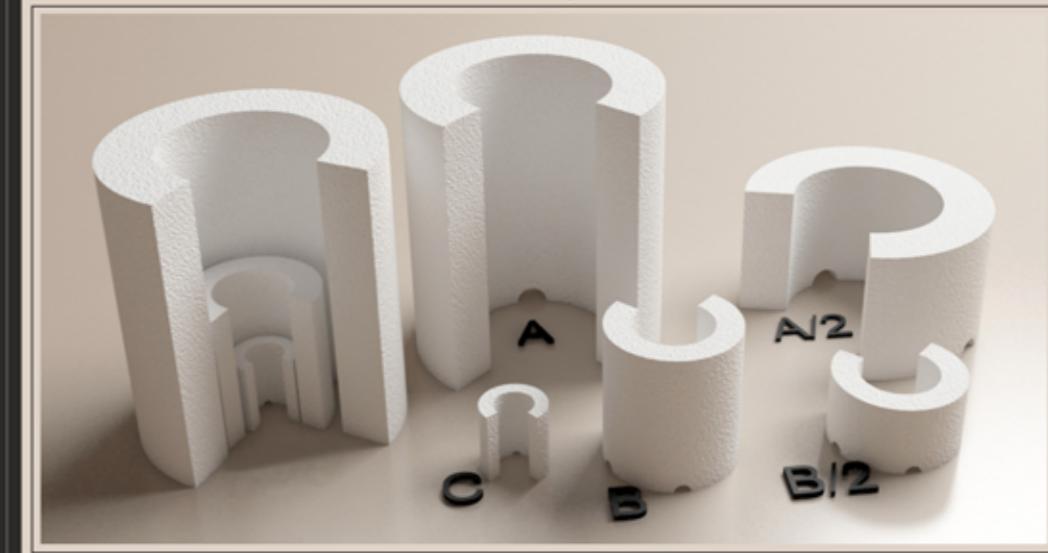
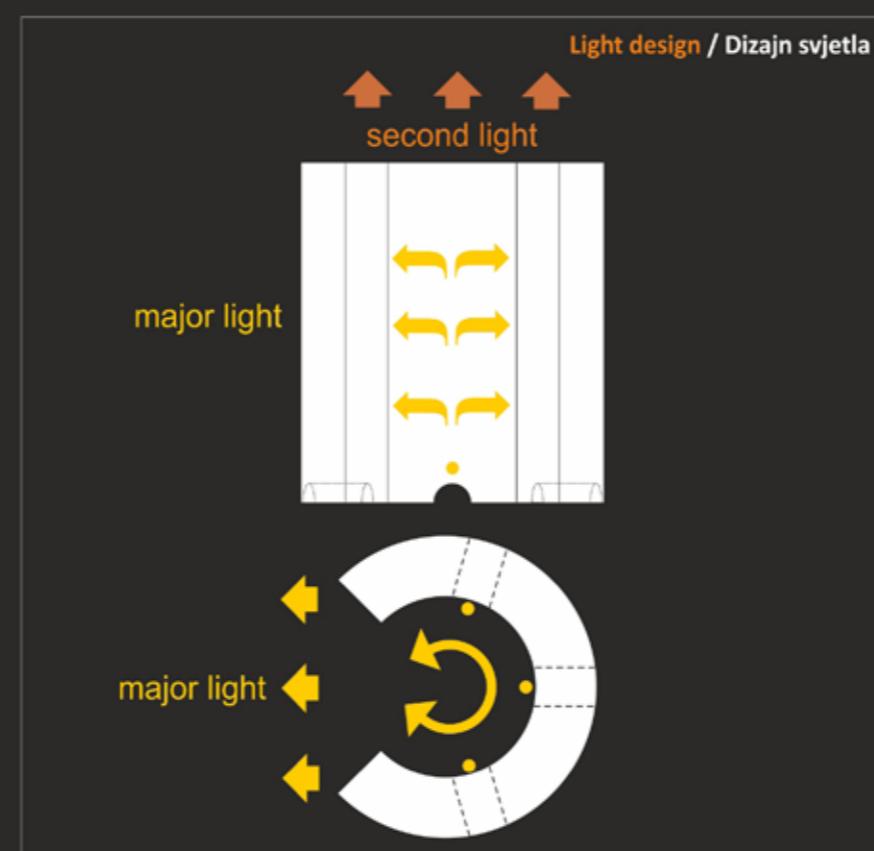
nacrt / front view



pogled od dole / bottom view



measurement / dimenzijs A, A/2, B, B/2, C/2



.....and deep.....

Brachair

DEGREE OF INNOVATION

“DeBLOCK Brachair” is the new product designed upon a new approach of using stone for specific utilitarian purpose.

“DeBLOCK Brachair” je ne samo novi dizajn elementa već sasvim novi pristup u oblikovanju produkata za uporabu od kame na.

AESTHETIC QUALITY

The concept's form of “Brachair” is more than pleasant to look at. It is designed as a simple form, functional and sculptural values, with no extra decorations.

“DeBLOCK Brachair” je više nego ugodna forma za gledanje, čistih linija, bez suvišne dekoracije, funkcionalnih ali i skulpturalnih vrijednosti.

REALIZATION POSSIBILITY

From a technological and economical point of view “Brachair” innovation can be produced easily.

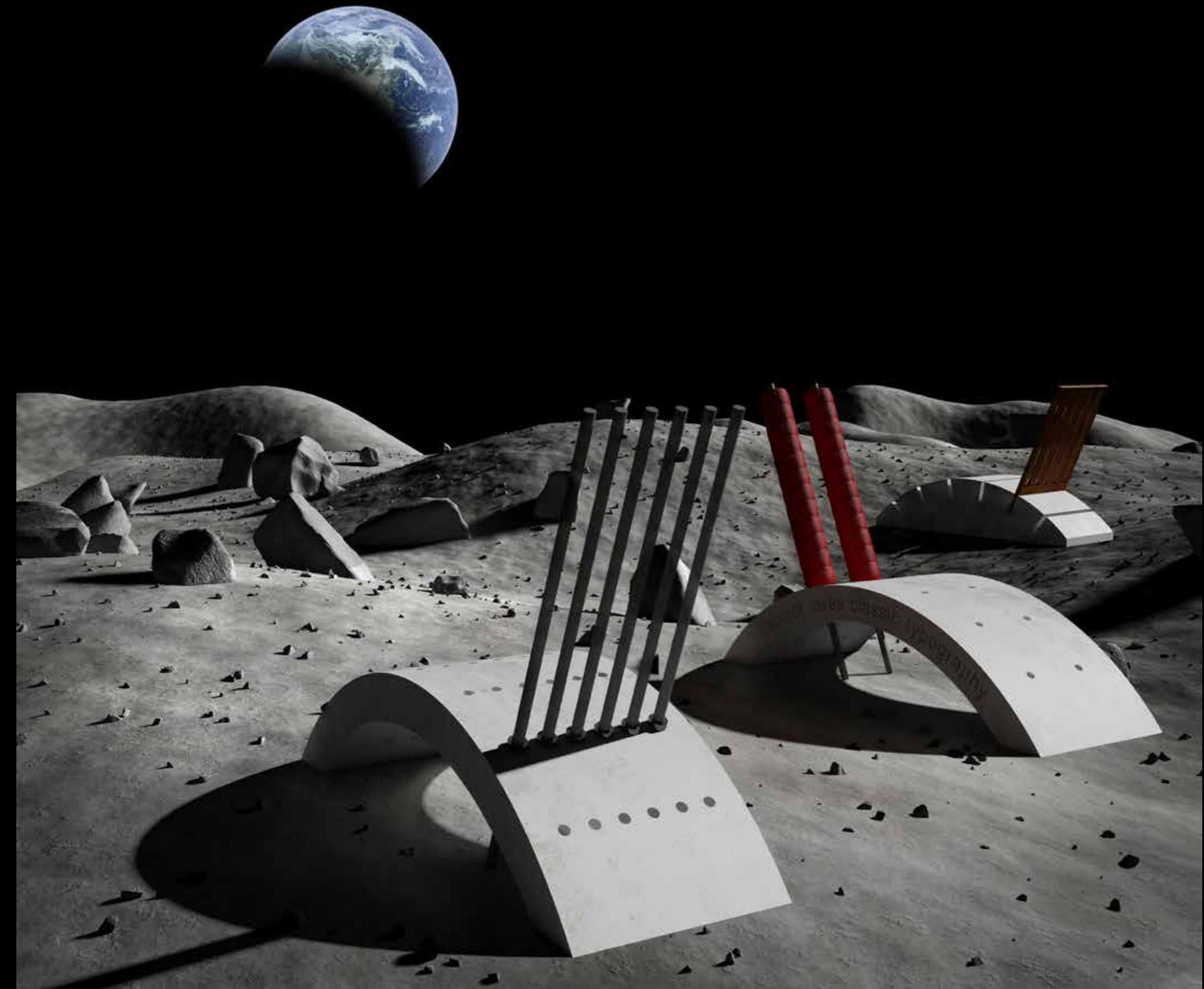
“Brachair” is based on the new stone masonry technology that offers more possibilities than they were used up to now in designing the stone products; the concept can be produced in up to one month regarding the type of back support elements.

Considering the manufacturing method, technology and use of materials, the “De BLOCK Brachair” concept can be produced at a reasonable price, especially having in mind that a stone is very resistant and long lasting material. That means that investment in such product is of the same kind.

Koncept je izvediv vrlo jednostavno novim tehnologijama obrade kamena koje do sada nisu ni pokazale sve svoje mogućnosti te su šanse za razvoj koncepta DeBLOCK velike.

Pojedini proizvodi su izvedivi u roku od jednog mjeseca, sve u ovisnosti od tipa naslona.

Ekonomski, s obzirom na način proizvodnje, tehnologiju i materijal, elementi mogu biti proizvedeni po razumnoj cijeni u odnosu na ostale tradicionalne i uopćene kamene proizvode, s obzirom da je maksimalna iskoristivost kamenog bloka, bez kičastih zavijutaka koji usporavaju tijek proizvodnje i stvaraju gubitke. S druge strane, kamen kao materijal je postojan i trajan...a time i uloženi novac.



FUNCTIONALITY AND USEFULNESS

The simplicity of the concept allows for application in various ambients and functions, adapting with choice of the stone, material and color of the supporting elements (light, pillow,...), and coloring of the stone surfaces.

“Brachair”(classic, alter...) presents a seating set intended for reading, sunbathing, some useful work, all with the changing position of the backrest. The name “Brachair” was created due to the fact that when you remove the back, remains of the stone surfaces can be used for comfortable back stretching. By changing the position of the backrest, we can position ourselves in relation to the sun.

Jednostavnost koncepta omogućava aplikaciju u raznim ambijentima i funkcijama, prilagođavajući se izborom vrste kamena, materijalom i bojom pratećih elemenata (svjetlo, jastuk,...), te bojanjem kamenih površina.

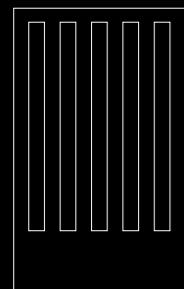
“Brachair”(classic, alter...) predstavlja garnituru za sjedenje namjenjenu čitanju, sunčanju, nekom korisnom radu, a sve s promjenom položaja, kuta nagiba, naslona.

Promjenom položaja naslona, možemo se pozicionirati u odnosu na sunce.

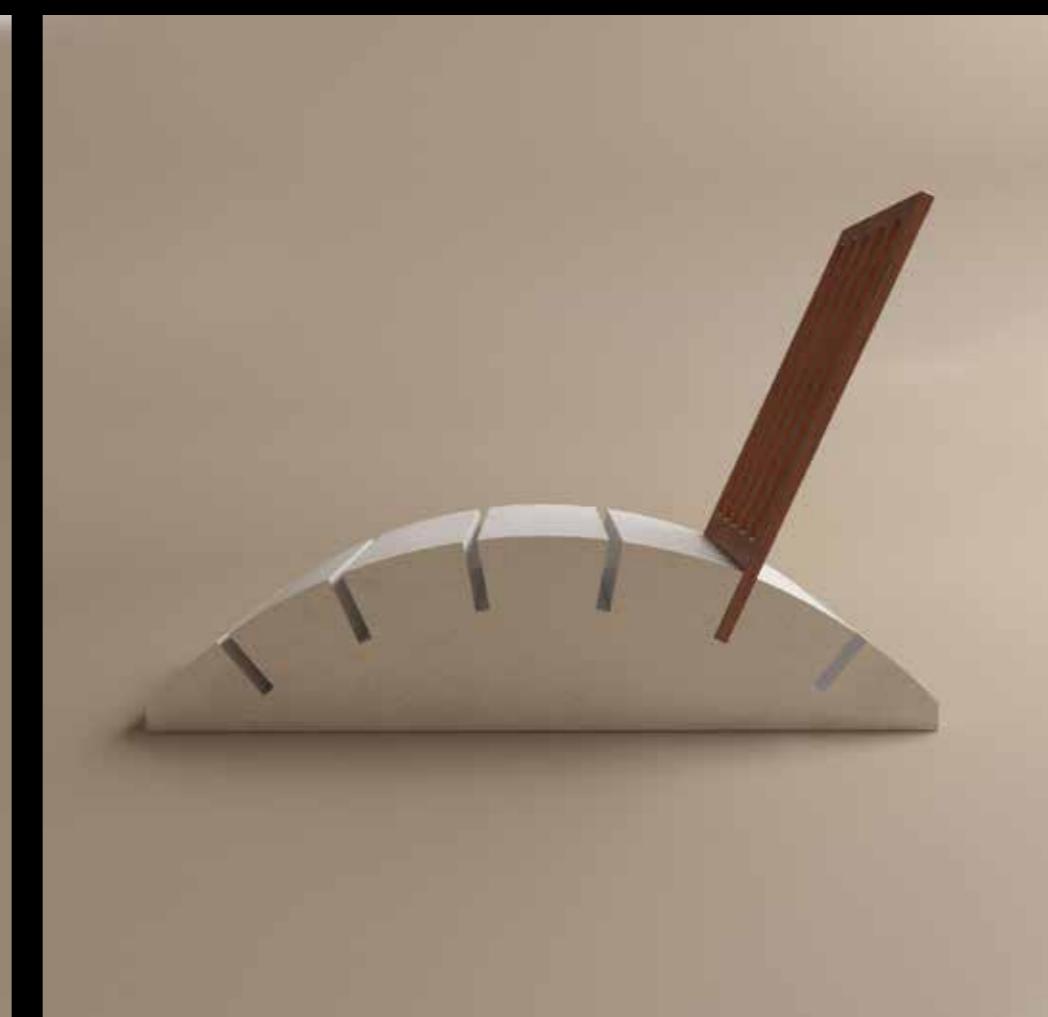


Wooden elements can be made from several types of wood, different in structure and color, for a better fit in a particular ambient / Drveni elementi, naslon i podmetači, mogu biti od nekoliko različitih po strukturi i boji drveta, a kako bi se bolje uklopili u određeni ambijent.

Backrest / Naslon



Types of wood / Vrste drva



EMOTIONAL CONTENT

Emotionally, the stone brings with it a sense of primordial attachment to nature and durability, as well as striving towards eternal.

Emocionalno, kamen donosi sa sobom osjećaj iskonske vezanosti uz prirodu i trajnost, te stremljenje ka vječnom.

IMPACT

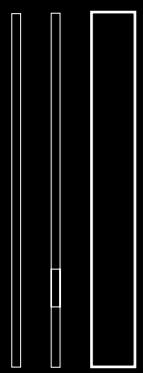
Stone has been neglected in the design of an industrial serial product partly because of the cost of production, partly cold properties, high stiffness and weight. The use of stone as a material of industrial design is dominated by ornate and forms without any added value. Products "Ergo", intended for exteriors and interiors of public and private space, will change generalized thinking about the possibilities of using stone in industrial design.

As tradition goes back to the use of stone in the deep past, in the time of the cave man and in the era before all other traditional materials, "Brachair", a concept of different added values, combines thousands of years of old tradition and modern times, as never before.

Kamen je zapostavljen u oblikovanju nekog industrijskog serijskog proizvoda djelom zbog više cijene proizvodnje, dijelom svojstava hladnoće, krutosti i velike težine. U korištenju kamena kao materijala industrijskog oblikovanja prevladavaju kičenost i forme bez dodanih vrijednosti. Proizvodima "DeBLOCK Brachair," namjenjenim i eksterijerima i interijerima javnih i privavnih prostora, promijenit će se uopćena razmišljanja o mogućnostima korištenja kamena u industrijskom oblikovanju.

Kako tradicija uporabe kamena seže u duboku prošlost još u vrijeme pećinskog čovjeka, u doba prije svih ostalih tradicijskih materijala, "Brachair", kao koncept različitih dodanih vrijednosti, spaja višesučljetu tradiciju i moderno doba, kao nikada do sada.



Supporting element / Popratni elementi**Backrests / Naslon**

Wooden elements, metal tube with pillow, plastic tube with light are used as back support / Drveni elementi, metalne cijevi i plastične cijevi sa svjetlom se koriste kao naslon.

Pillows / Jastuci

Pillows are made from various materials - artificial leather, jeans, various plastics and other textiles of different structures and colors, with or without additional elements (buttons, zipper, decorative elements etc.) to the customers choice in

accordance with the ambient of exterior or interior.

The solutions are depicting basic pillows, which means that it is possible to construct extra soft surface if needed, all for the more enjoyable use / Jastuci se izrađuju od raznih materijala (umjetna koža, jeans, razni plastični materijali i ostali tekstil različite strukture i boja, sa ili bez dodatnih elemenata (dugmad, patent, ukrasni elementi itd. po izboru naručioca i u skladu sa ambijentom eksterijera odnosno interijera)

U rješenjima se prikazuju osnovni jastuci, što znači da je moguće konstruirati po potrebi dodatnu meku podlogu, a sve kako bi opotreba bila što ugodnija.

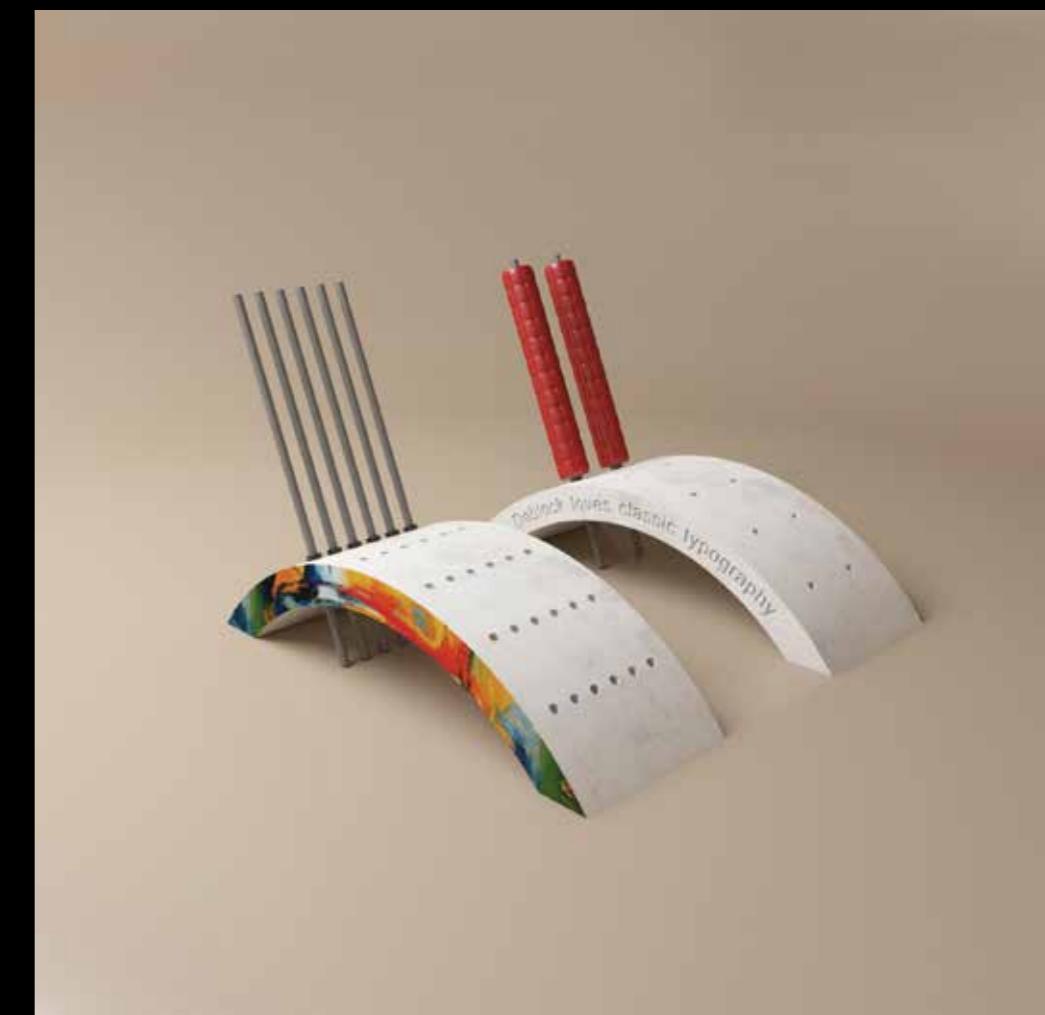
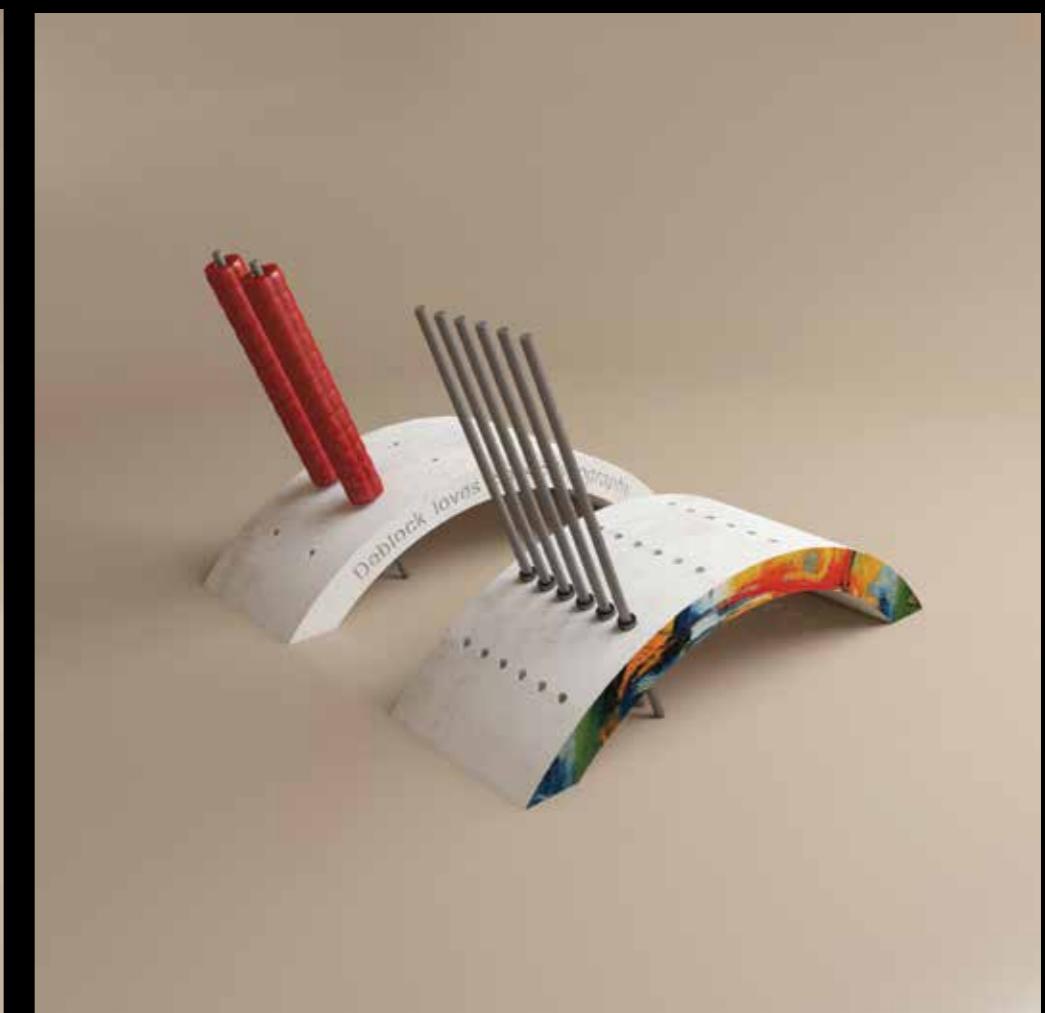
Pillow or air pillow with filler: texture, material, color, style / Zračni ili obični jastuk sa punilom - teksture, materijal, boja, stil

**Stone / Types of stone**

Options in processing stone flat surfaces are related to the design, and in principle can not be changed: smooth-shiny surface, smooth-matt surface, rustic surface / Opcije obrade kamenih ravnih površina vezane su uz dizajn te se u principu ne mogu mijenjati: glatko sjajno, glatko mat, rustično

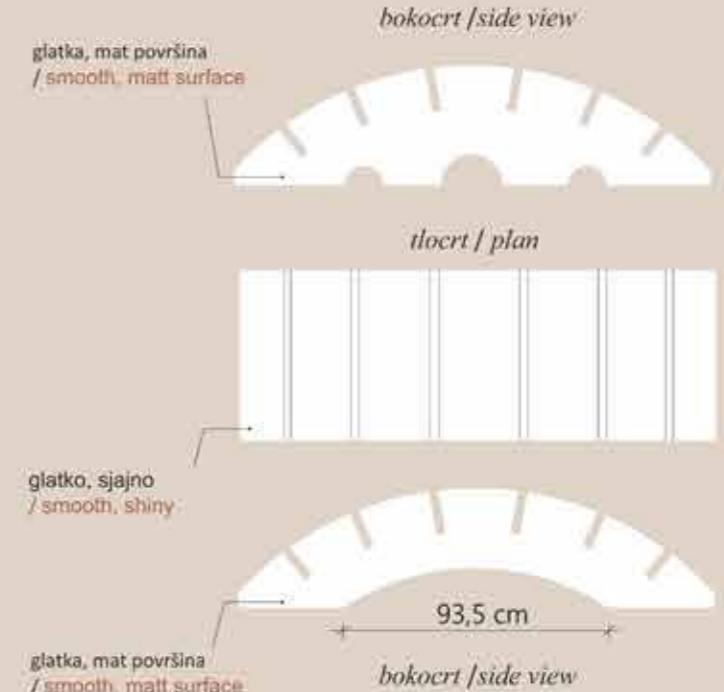
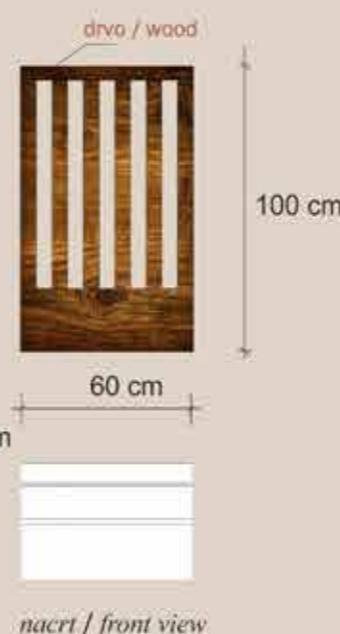
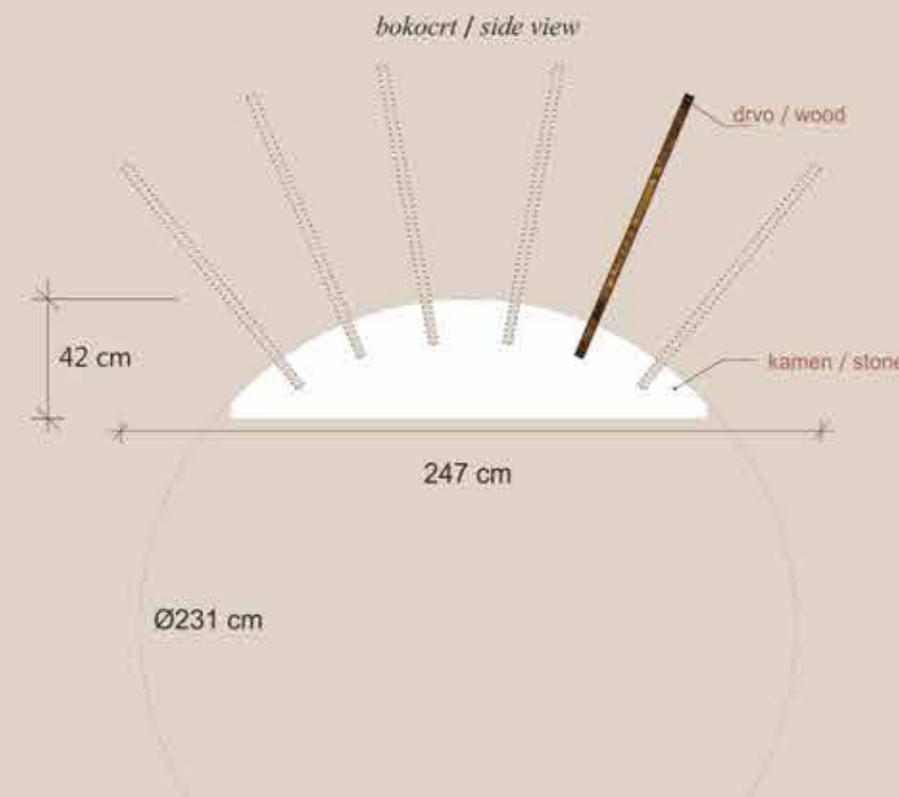


Additional options for details of stone surfaces are associated with individual choice: painted stone, stone cortex, broken stone, relief text.../ Dodatne opcije detalja kamenih površina vezane su uz pojedini izbor: oslikani kamen, kora kamena, odlomljeni kamen



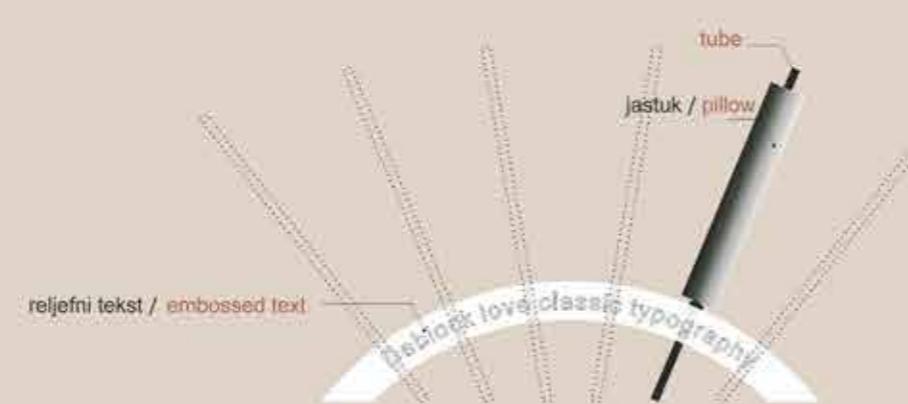
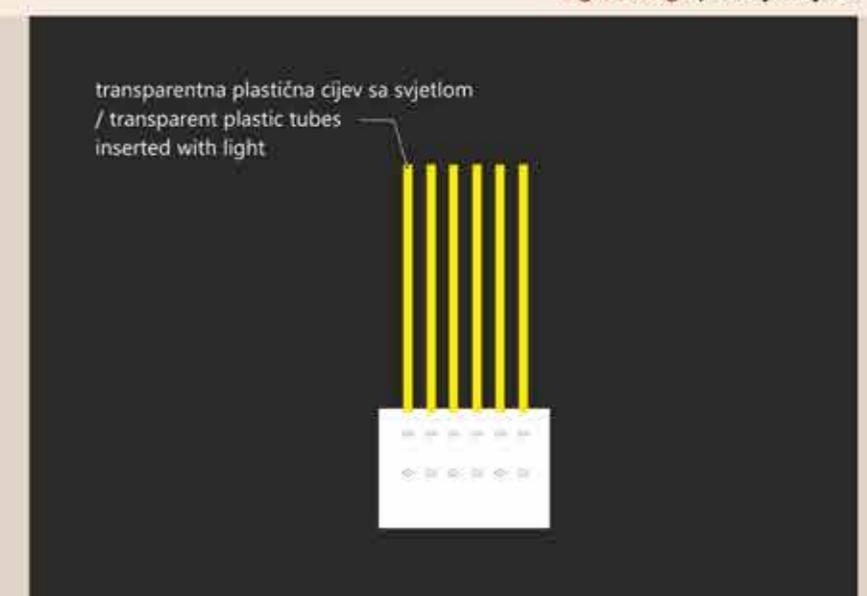
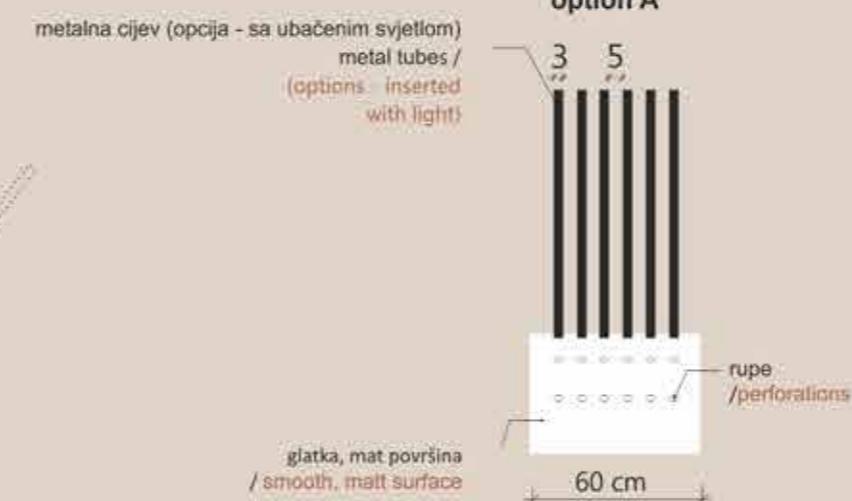
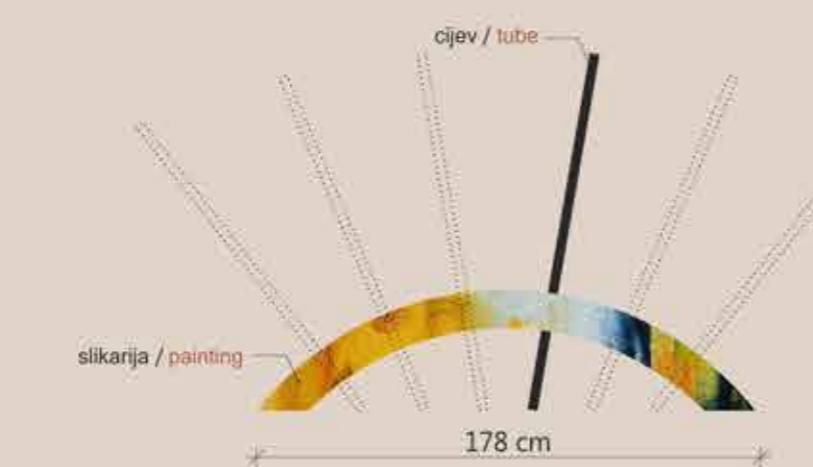
Brachair Classic - chair - armchair / stolica-fotelja

perforations of stone base - options
/ varijante perforacije postolja



Brachair Ergo - chair - armchair / stolica-fotelja

Light design / Dizajn svjetla



.....and overall !



DeBLOCK RIVER

DEGREE OF INNOVATION

“DeBLOCK River” is the new product designed upon a new approach of using stone for specific utilitarian purpose.

“DeBLOCK River” je ne samo novi dizajn elementa već sasvim novi pristup u oblikovanju produkata za uporabu od kamena.

AESTHETIC QUALITY

The concept's form of “River” is more than pleasant to look at. It is designed as a simple form, functional and sculptural values, with no extra decorations.

“DeBLOCK River” je više nego ugodna forma za gledanje, čistih linija, bez suvišne dekoracije, funkcionalnih ali i skulpturalnih vrijednosti.

REALIZATION POSSIBILITY

“River” is based on the new stone masonry technology that offers more possibilities than they were used up to now in designing the stone products; the concept can be produced in up to one month regarding the type of set.

Considering the manufacturing method, technology and use of materials, the “De BLOCK River” concept can be produced at a reasonable price, especially having in mind that a stone is very resistant and long lasting material. That means that investment in such product is of the same kind.

Koncept je izvediv novim tehnologijama obrade kamena koje do sada nisu ni pokazale sve svoje mogućnosti te su šanse za razvoj koncepta DeBLOCK velike. Pojedini proizvodi su izvedivi već u roku od jednog mjeseca, ovisno o pojedinom tipu seta. Ekonomski, s obzirom na način proizvodnje, tehnologiju i materijal, elementi mogu biti proizvedeni po razumnoj cijeni u odnosu na ostale tradicionalne i uopćene kamene proizvode, s obzirom da je maksimalna iskoristivost kamenog bloka, bez kičastih zavijutaka koji usporavaju tijek proizvodnje i stvaraju gubitke. S druge strane, kamen kao materijal je postojan i trajan...a time i uloženi novac.





FUNCTIONALITY AND USEFULNESS

The simplicity of the concept allows for application in various ambients and functions, adapting with choice of the stone, material and color of light, and coloring of the stone surfaces.

“River” is a set of different sizes for dining, and a coffee table in smaller dimensions. From “River” sets also come products for the production of light, mostly ambient in character. Point of the “River” set is not only in its functionality and specific esthetics, but also in its technological excellence.

Jednostavnost koncepta omogućava aplikaciju u raznim ambijentima i funkcijama, prilagođavajući se izborom vrste kamena, materijalom i bojom svjetla, te bojanjem kamenih površina. “River” predstavlja garnituru za blagovanje različitih veličina, a u manjim dimenzijama i stolić za kavu. Iz garniture “River” proizlaze i proizvodi za produkciju svjetla, pretežno ambijentalnog karaktera. Bit linije “River” nije samo u njenoj funkcionalnosti i specifičnoj estetici već i u tehnološkoj izvrsnosti.



*Glass and ring options: square, rounded
/ Varijanta lika prstena i stakla*





EMOTIONAL CONTENT

Emotionally, the stone brings with it a sense of primordial attachment to nature and durability, as well as striving towards eternal.

Emocionalno, kamen donosi sa sobom osjećaj iskonske vezanosti uz prirodu i trajnost, te streljenje ka vječnom.

IMPACT

Stone has been neglected in the design of an industrial serial product partly because of the cost of production, partly cold properties, high stiffness and weight. The use of stone as a material of industrial design is dominated by ornate and forms without any added value. Products "River", intended for exteriors and interiors of public and private space, will change generalized thinking about the possibilities of using stone in industrial design.

"River" provides the ability to produce new products based on the unlimited version printing baseline, different length, height and thickness.

As tradition goes back to the use of stone in the deep past, in the time of the cave man and in the era before all other traditional materials, "River", a concept of different added values, combines thousands of years of old tradition and modern times, as never before.

Kamen je zapostavljen u oblikovanju nekog industrijskog seriskog proizvoda djelom zbog više cijene proizvodnje, dijelom svojstava hladnoće, krutosti i velike težine. U korištenju kamera kao materijala industrijskog oblikovanja prevladavaju kičenost i forme bez dodanih vrijednosti. Proizvodima "DeBLOCK River", namjenjenim i eksterijerima i interijerima javnih i privatnih prostora, promjenit će se uopćena razmišljanja o mogućnostima korištenja kamena u industrijskom oblikovanju.

"River" pruža mogućnost za produkciju novih proizvoda na osnovu neograničenih varijanti ispisivanja bazne linije, različitih duljina, visina i debljina.

Kako tradicija uporabe kamena seže u duboku prošlost još u vrijeme pečinskog čovjeka, u doba prije svih ostalih tradicijskih materijala, "River", kao koncept različitih dodanih vrijednosti, spaja višesučljetu tradiciju i moderno doba, kao nikada do sada.





Options in processing stone flat surfaces are related to the design, and in principle can not be changed: smooth-shiny surface, smooth-matt surface, rustic surface / Opcije obrade kamenih ravnih površina vezane su uz dizajn te se u principu ne mogu mijenjati: glatko sjajno, glatko mat, rustično

Types of stone / Vrste kamena



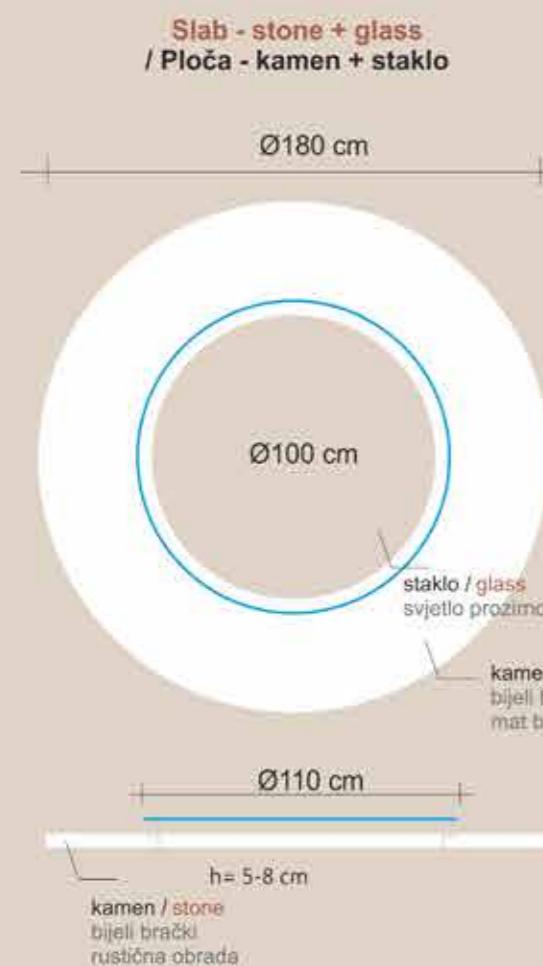
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RIVER Table with stone ring / Stol sa kamenim prstenom

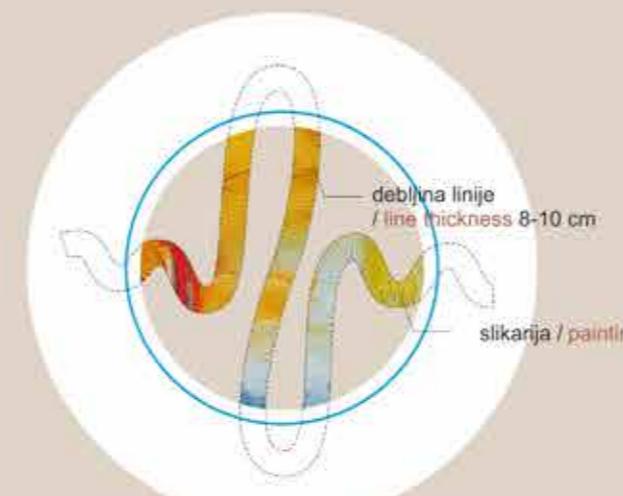
Light design / Dizajn svjetla

Table for up to eight plates / Stol za do 8 tanjura



Supporting structure - stone + slab
/ Nosivi element - kamen + ploča

tzocrt / plan



nacrt / front view

lumin / stone
staklo / glass
stolica / chair (10 cm unutar ruba kamena)
stopala / feet (10 cm unutar ruba kamena)
područje pribora za jelo / cutlery area (60 x 40)



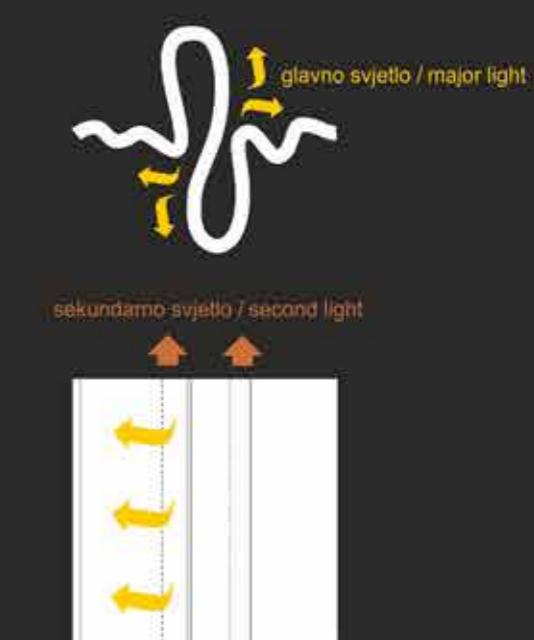
RIVER Detached lamp / Samostojeća lampa

Light design / Dizajn svjetla



cca 35 cm

cca 35 cm





The counter is designed to measure the lines of "Pulse", during machining.
Pult projektiran po mjeri iz linije "River", za vrijeme strojne obrade.



Finished product "MeW - low table" out of line "mew" the Gallery Jaksic.
Gotovi proizvod "Niski stolić" iz linije "MeW" u Galeriji Jakšić.



"X Combination" multipurpose element - a line under development.
"X Combination" višenamjenski element - linija u razvoju.



Stone - dressing workshop



KLESARSKA RADIONICA
DRAŽEN JAKŠIĆ

Among the numerous families dealing with the stone-dressing trade in Donji Humac, outstands the Jakšić family. This family's roots are as old as their family crest, and the first written records of their workshop are dated in 1903 - the trade licence granted to the grandfather of the present-day workshop owner, Dražen Jakšić.

The family tradition was continued and developed by the Dražen's father, Lovro Jakšić. As a self-trained sculptor, he built many houses, churches, stone fences, and countless tombstones and monuments all over Dalmatia. As early as then he was government licensed to train stone dressers, so that hundreds of stone dressers of Brač owe their skills in handling stone to him.

Thanks to the inherited talent, but also to the knowledge gained at the Arts School and the Teaching Academy in Split, Dražen immediately started modernisation and widening of the workshop activities. The combination of tradition and education ideally matched in the present workshop that is technologically among the best equipped ones in the country, whereas by its staff it certainly holds the first place.

Having taken his father's workshop over in 1982, Dražen Jakšić made a radical step forward. From this small workshop, he moved quickly on. Thanks to his excellent knowledge of stone and the nearby deposits of the best quality stone of Brač, very soon he captivated good stone connoisseurs and demanding customers. The good acceptance in the market motivated Dražen to further modernise and man his business. The newly built workshop is equipped with state of the art, computer programmed machines, but also with the staff who know mallets, hammers and chisel, and all other stone-dressing tools - the men of the trade.

Many reputed Croatian sculptors, such as Kuzma Kovačić, Matko Mijić..., have found a true partner in Dražen, jointly implementing numerous successful projects. The creative collaboration with the architects Jerko Rošin, Slaven Rožić, Vjeko Ivanišević and many more, has resulted in designing and implementation of many significant projects, both in the country and abroad.



Klesarska radionica Dražen Jakšić

Među brojnim obiteljima koje se u Donjem Humcu bave obradom kamena značajno mjesto zauzima obitelj Jakšić. Korijeni obitelji su stari kao i obiteljski grb, a prvi pisani spomen o radionici datira iz 1903. - dozvola za rad koju je dobio djed sadašnjeg vlasnika radionice Dražena Jakšića.

Kao samouki kipar sagradio je mnoge kuće, crkve, kamene ograde i bezbroj grobnica i spomenika širom Dalmacije. Već tada je imao državnu dozvolu za školovanje klesara, tako da umijeće obrade kamena njemu duguju stotine bračkih klesara.

Zahvaljujući naslijedenom talantu, ali i znanju stečenom u Umjetničkoj školi i Pedagoškoj akademiji u Splitu, Dražen odmah kreće u modernizaciju radionice i proširenje djelatnosti. Spoj tradicije i obrazovanja idealno nalazi svoju simbiozu u današnjoj radionici koja je tehnološki jedna od najpremljenijih u zemlji, a kadrovski sigurno zauzima prvo mjesto.

Preuzimanjem očeve radionice 1982. godine, Dražen Jakšić pravi radikalni korak naprijed. Od male radionice brzo kreće naprijed. Zahvaljujući izuzetnom poznavanju kamena i nalazištima najkvalitetnijeg bračkog bijelog kamena u blizini, brzo osvaja dobre poznavatelje kamena i zahtjevne kupce. Dobro prihvaćenje na tržištu Dražena potiče i motivira u daljnjoj modernizaciji i kadrovskom ekipiranju. Novosagrađena radionica opremljena je najsuvremenijim strojevima računalski programiranim, ali i radnicima koji znaju što je to piket, špica i martelina - «ljudima od zanata». Mnogi ugledni hrvatski kipari, poput Kuzme Kovačića, Matka Mijića,..., u Draženu pronalaze pravog partnera i zajedno realiziraju niz uspješnih projekata. Kreativna suradnja sa arhitektima Jerkom Rošinom, Slavenom Rožićem, Vjekom Ivaniševićem i nizom drugih, dovodi do osmišljavanja i ostvarenja niza značajnih projekata u zemlji i inozemstvu.



Jakšić gallery

J | A | K | Š | I | Ć
gallery

Unique family Jakšić, consists of 3 academically educated artists, who display their work in Gallery Jakšić. First exhibition in

the gallery was by "Master" Lovre in 1960. It is located in the courtyard of the family house in Donji Humac on the island Brač. Design and construction of the gallery was done by Dražen Jakšić in cooperation with architect Jerko Rošin. Today, gallery displays unique jewelry in semi-precious stones and silver created by fashion designer Ida Stipčić Jakšić; stone sculptures by academic sculptor Lovre Jakšić and paintings by academic painter Dina Jakšić.

Gallery displays many items that are made from the stone.



Jakšić galerija

Specifična obitelj Jakšić, koja se sastoji od 3 akademski educirana umjetnika, izlaže svoje rade u Galeriji Jakšić. Prva predstavljanja umjetničkih rada na tom mjestu bili su radovi „meštra“ Lovre oko 1960 godine. Nalazi se u dvorištu obiteljske kuće u Donjem Humcu na otoku Braču. Izgradnju galerije koordinirao je Dražen Jakšić u suradnji s arhitektom Jerkom Rošinom.

Danas galerija izlaže: unikatni nakit od poludragog kamenja i srebra modne dizajnerice Ide Stipčić Jakšić; kamene skulpture akademskog kipara Lovre Jakšića i slike akademiske slikarice Dine Jakšić te razne uporabne i dekorativne predmete od kamena.



Dina Jakšić

Born in Split, on 8 July 1984, to have spent her childhood in Donji Humac, at the island of Brač. Completed the secondary Fine Arts School, Painting Division, in Split. Graduated from Accademia di Belle Arti of Rome, Painting Department, with Prof. C. Baldino. Currently attending PhD studies, department of painting at the Academy of Fine Arts in Zagreb at prof. Igor Rončevića. She worked as an assistant to Professor Zoltan Novak at the Academy of Fine Arts in Zagreb.

Roden u Splitu, 08.07.1984. svoje djetinjstvo provela na otoku Braču u Donjem Humcu. Završila je Školu likovnih umjetnosti, smjer slikarstva u Splitu. Diplomirala je na „Accademia di Belle Arti“ 2006. god u Rimu odjel slikarstvo kod profesora C. Baldino. Trenutno pohađa poslijediplomski doktorski studij, smjer slikarstvo, na Akademiji likovnih umjetnosti u Zagrebu kod prof. Igora Rončevića. Radila je kao asistent profesoru Zoltanu Novaku na Akademiji likovnih umjetnosti u Zagrebu.

**Stjepko Rošin**

Born in Split, January 14th, 1972, the first larger art education was in high school for Applied Arts in Split, bearing masonry. Worked with various art techniques including graphite pencil, watercolor, design in clay and stone on which graduated. Inter-study design in Zagreb gave him a broad education and ultimately directed him towards graphic design on which he graduated in 1998.

Upon completion of institutional education, he dedicates time on a daily basis to perfecting his knowledge. He gained his first work experience in his father's company, "Studio R". He briefly worked in Central Applied Art school in Split as a teacher for the subject Photographic Design. However, the pursuit of free expression encouraged him to work independently from 2000 and, to date, signs about 300 design works. Member of the Croatian Designers Society since 2000. and the Croatian Society of Independent Artists from 2002. Also worked with art photography with a list of a dozen held solo exhibitions

Roden u Splitu, 14.01. 1972., prvo veće umjetničko obrazovanje stekao je u Srednjoj primjenjenoj umjetničkoj školi u Splitu, smjer klesarstvo. Susreo se sa raznim likovnim tehnikama uključujući grafitnu olovku, akvarel, oblikovanje u glini i kamenu na temu kojeg je i maturirao. Interfakultetski studij dizajna u Zagrebu dao mu je široku naobrazbu te napoljetku usmjero prema grafičkom dizajnu gdje je 1998. godine i diplomirao. Završetkom institucionalnog obrazovanja, ne prestaže njegovo usavršavanje znanja kojem svakodnevno posvećuje određeno vrijeme. Prvo radno iskustvo stekao je u očevoj tvrtki, „Studio-R“-u. Kratko je radio u Srednjoj primjenjenoj umjetničkoj školi u Splitu kao profesor za nastavni predmet Fotografski dizajn. Ipak, težnja za slobodnim izričajem ohrabrla ga je da od 2000.g radi samostalno nakon koje, do danas, potpisuje oko 300 dizajnerskih uradaka. Član je Hrvatskog Društva Dizajnera od 2000 god. te Hrvatske Zajednice Samostalnih Umjetnika od 2002. g Bavi se i umjetničkom fotografijom uz popis od desetak održanih samostalnih izložbi.



**Stjepko
Rošin
Design**

CONTACT / KONTAKT

Stone-dressing workshop "DRAŽEN JAKŠIĆ" / Klesarska radionica "DRAŽEN JAKŠIĆ"

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DeBLOCK

Concept & Design / Koncept i Dizajn
Stjepko Rošin

Consultant / Konzultant
Dražen Jakšić
Jerko Rošin

Painting / Oslikavanje
Dina Jakšić

Light design / Dizajn rasvjete
Fabrizio Michela - Zucco

CATALOG

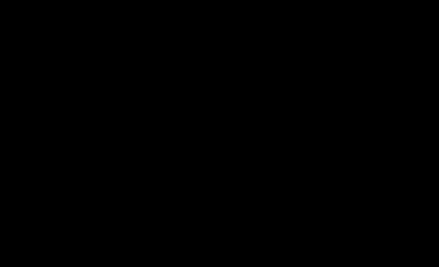
Rendering / Renderi
Ivo Kraljević

Photography / Fotografije
Shutterstock arhiva
Pero Dragičević arhiva
Arhiva »Klesarske radionice Jakšić«
Hrvoje Erceg

Text / Tekstovi
Archive »Klesarska radionica Jakšić«
Jerko Rošin
Stjepko Rošin

Translate / Prijevod
Roko Rošin Raca
Google translate

Concept & design / Koncept i dizajn
Stjepko Rošin



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