

www.vola.com



Forty years forward

A close-up photograph of a brushed metal surface, likely a lamp or desk accessory. The word "VOLA" is engraved in a clean, sans-serif font on a curved section of the metal. The lighting is soft and directional, highlighting the texture of the metal and the contours of the object. A vertical cylindrical part of the object is visible on the right side.

VOLA

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



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VOLA around the world
Private house
Republic of Ireland



Foreword

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

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

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

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

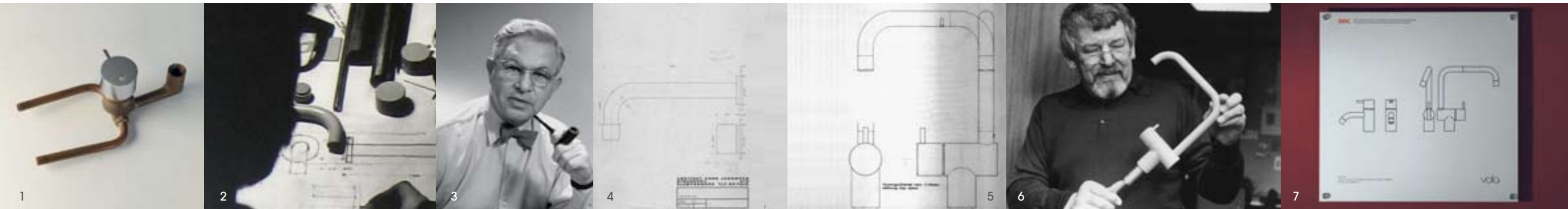
humanity in all its forms... that believed in the positive potential of engineering, craft and design. When you buy a VOLA tap you get a bit of that philosophy, as much as you acquire a beautiful product.

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

Vicky Richardson
Editor, Blueprint

Signature





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

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

Our first customer

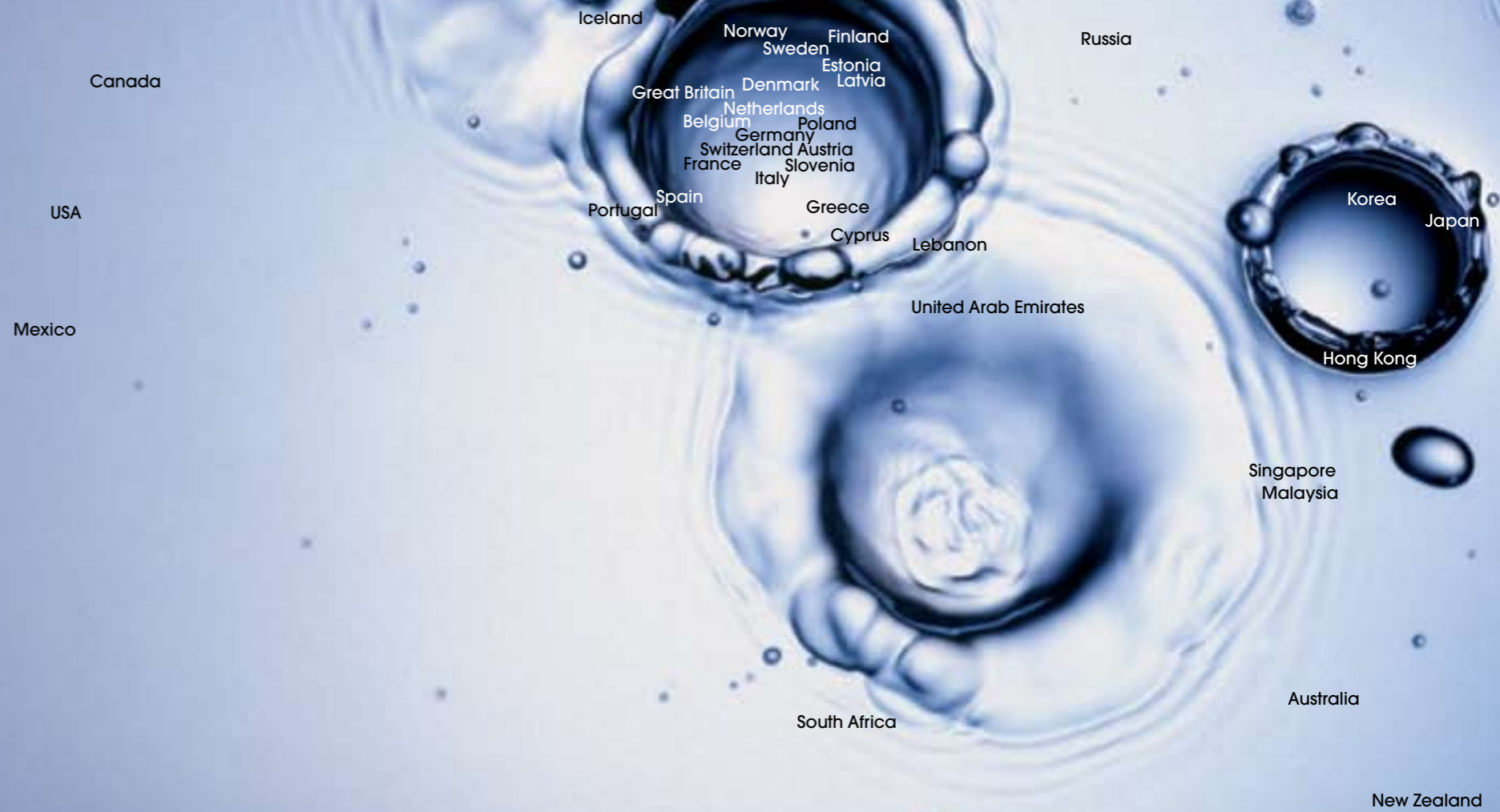
Verner Overgaard's timing was perfect. He contacted Arne Jacobsen just after the celebrated architect and designer had won a competition to design the National Bank of Denmark. It was here that VOLA made its first public appearance... with just the spout and handle visible.

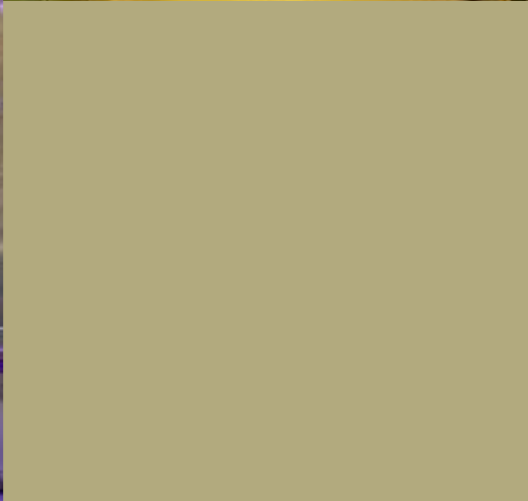
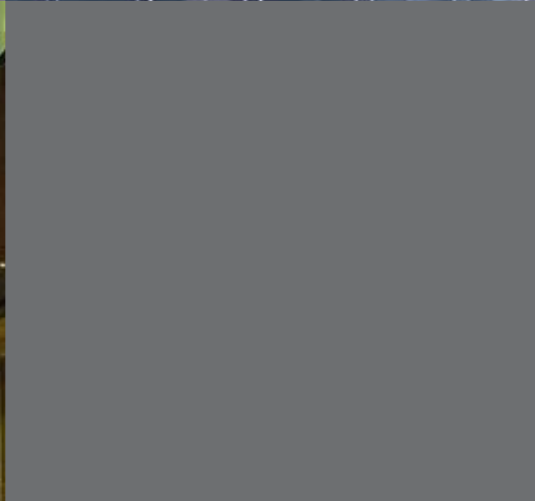
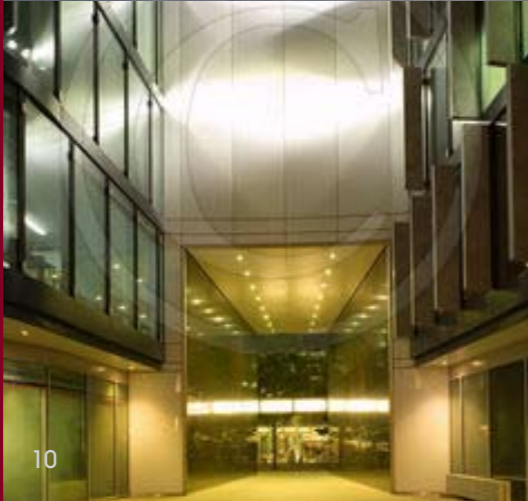


Vola around the world
Silken Hotel
Puerta America Madrid, Spain
Eighth floor Architecture by
Kathryn Findlay



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





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

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



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



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

We have a long-running affinity with water. Like us, it is a source of wellness.





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



VOLA headquarters
Horsens, Denmark



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

Carsten and Poul Overgaard





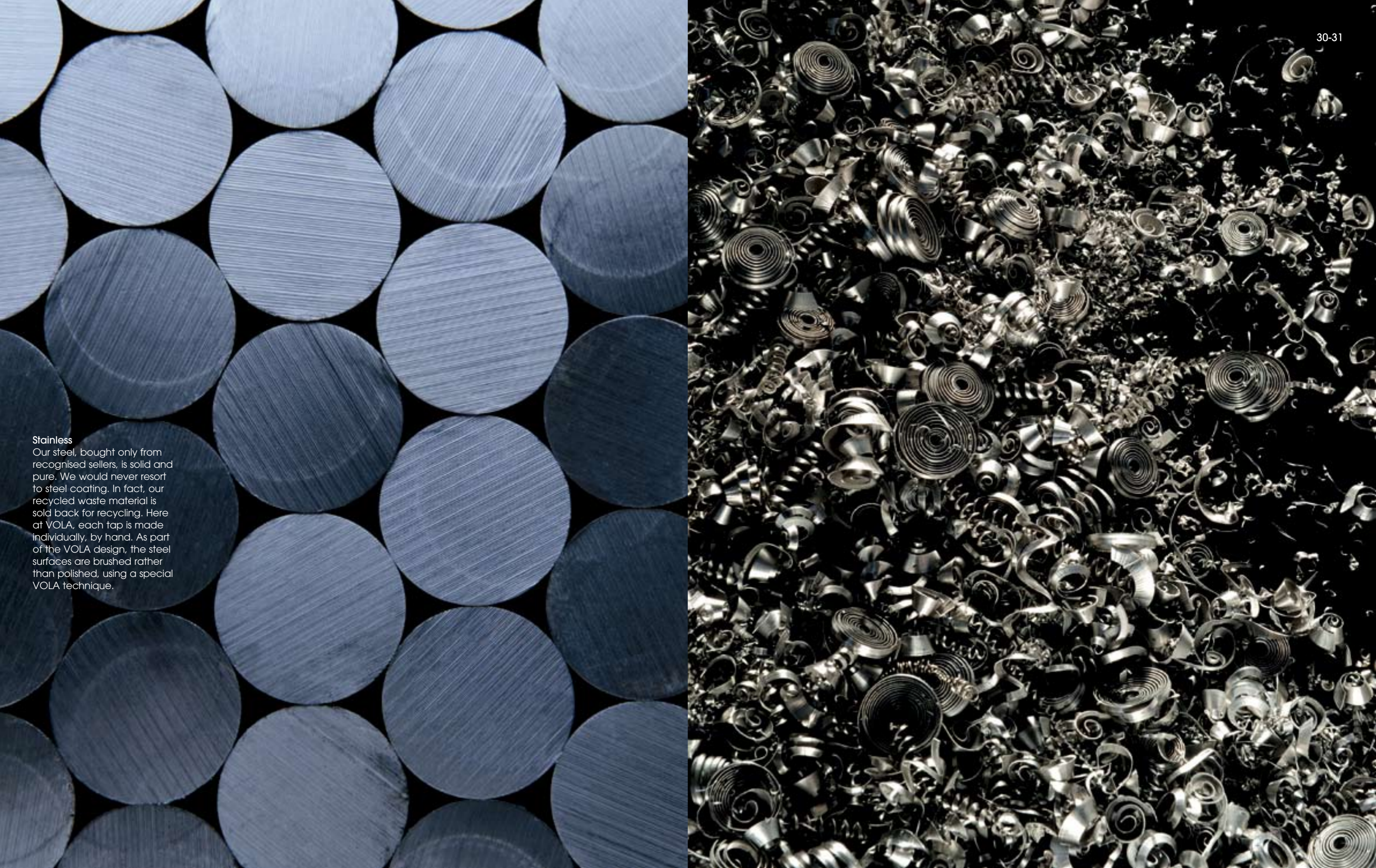
Craftsmanship

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



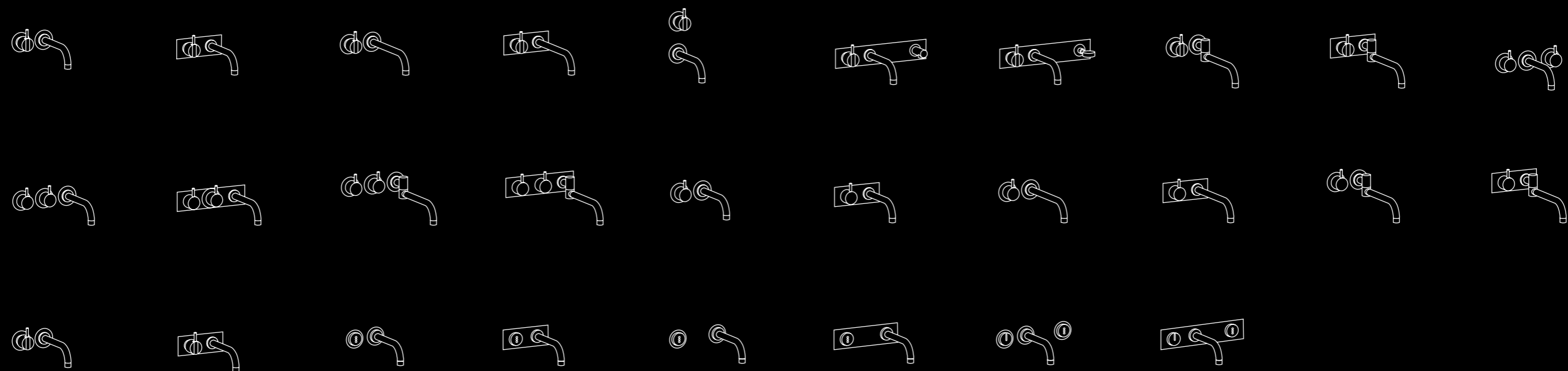
Stainless

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





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



Infinitely VOLA

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



Vola around the world
Actor House
Copenhagen, Denmark
Architecture by Lundgaard & Tranjerg

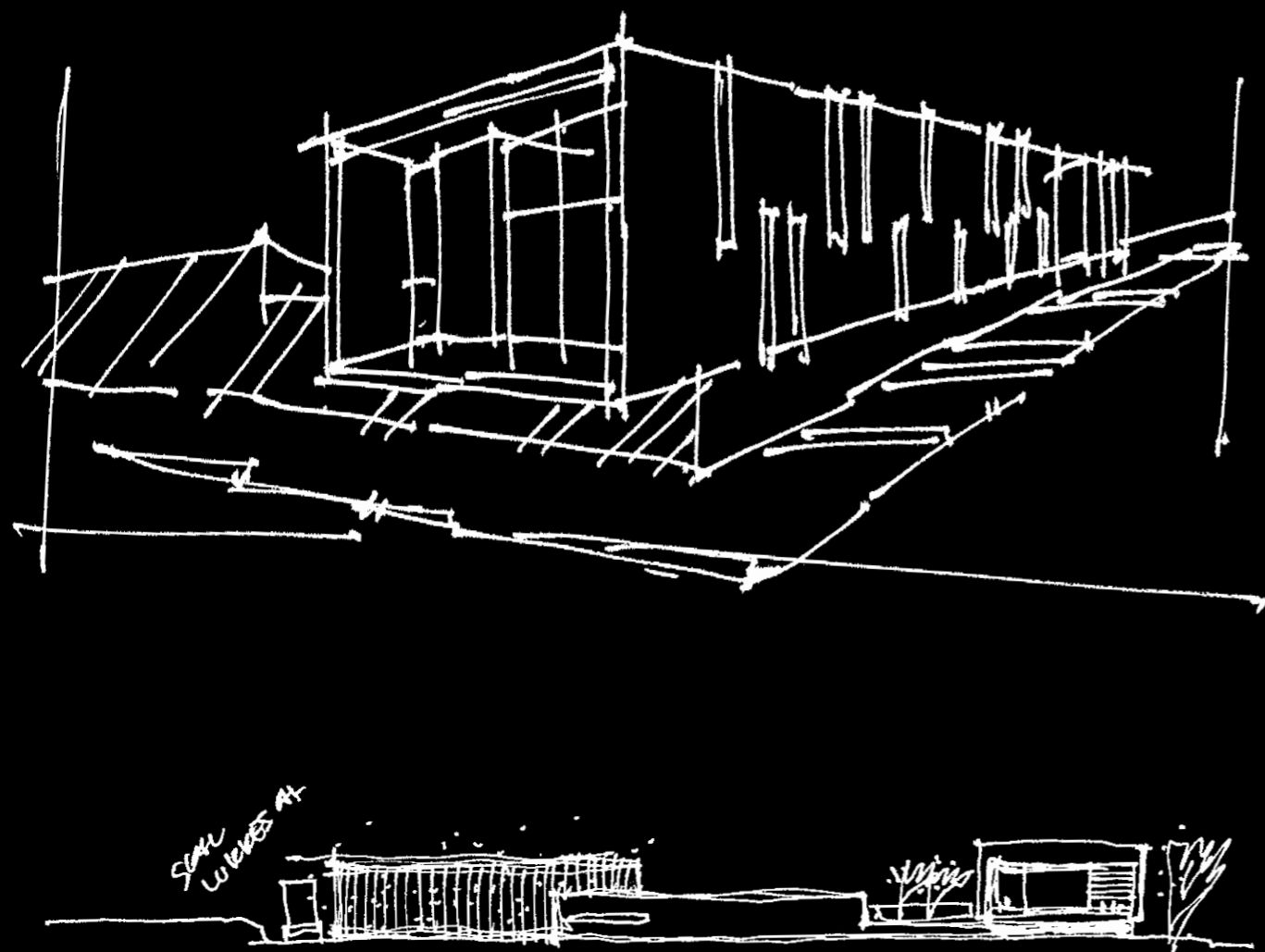
**VOLA through and through**

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

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

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

Signature



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



Looking back

Looking forward

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

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

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

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

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

Signature

Signature



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

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





Quality and accreditation

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

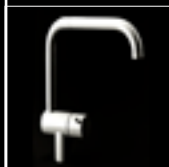


Forty years forward
1968 - 2008

1968

Verner Overgaard and Arne Jacobsen create the first Vola mixer (VOLA KV1) for the new National Bank of Denmark building in Copenhagen

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



1970s

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

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



1981

VOLA wins the International Interior Prize in Germany

1989

Rubber sealing replaces ceramic discs



1995

VOLA receives the ID-Classic Prize in Denmark



1998

A global marketing strategy is introduced

2000

VOLA HV1E and RB1E, wall-mounted electronic tap and mixer is developed. The sensor eye is made small enough to allow the original design to remain the same

www.vola.dk is launched

2003

VOLA HV1 receives the Good Design Award from The Chicago Athenaeum Museum of Architecture and Design



2005

High-performance ceiling and wall mounted showerheads are added to VOLA's shower concept

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

2007

The 'Aesthetics and wellness' concept is launched and the new ¾ thermostatic shower 5000 is developed

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



1969

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

1972

VOLA KV1, KV3, two-handed wall-mounted and table-mounted mixers are produced

1974

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

1988

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

1990

VOLA receives the Busse Longlife Design Award in Germany



1996

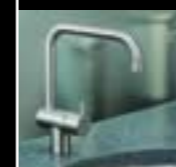
The modular system is revised and a new build-in system is developed

VOLA BK-models are produced



1999

VOLA thermostatic mixers, series 3000 are produced



2001

The first stainless steel products are manufactured



2004

Wall mounted electronic taps and mixers are developed

2006

VOLA is selected as Exportsuperbrand in Denmark



2008

VOLA Academy is launched

The next forty years

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

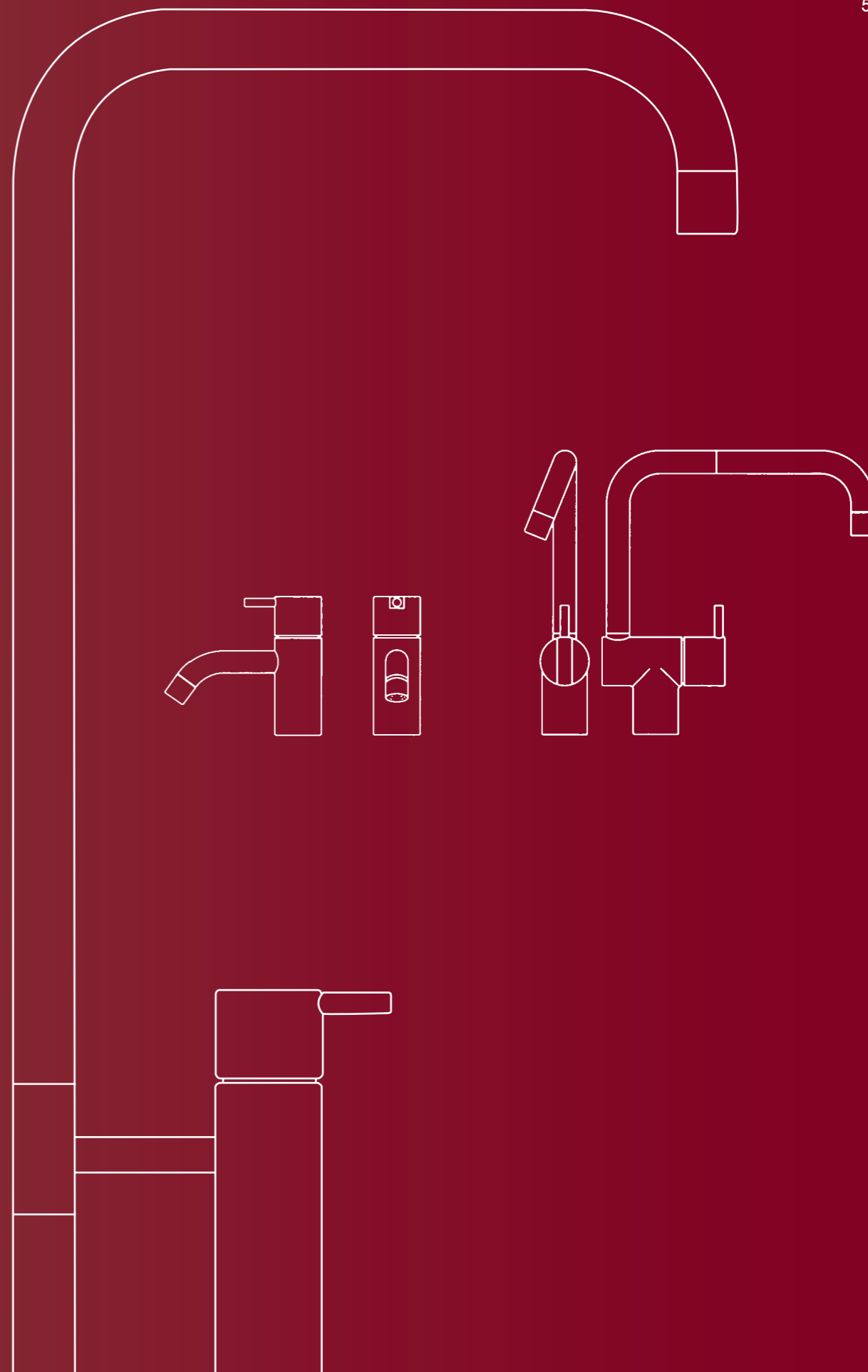


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