

variand

**PRODUCT CATALOGUE**

VARIAND FURNITURE

**VERSATILE  
ADAPTABLE  
CREATIVE**



# VARIAND

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UNIQUE  
VARIABLE  
MODULAR

## THE VARIABLE FURNITURE SYSTEM.

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Welcome to our product catalog, where creativity meets functionality and where your living spaces come to life.

At Variand, we have a passion for designing spaces that inspire, bringing freshness and variety into your own four walls. We believe in the power of transformable furniture to adapt flexibly to any change and new requirement in your life. Whether you're moving into a new apartment, working from home, expanding your family, or simply seeking more creativity and design freedom in your everyday life.

### **Your life varies, and so should your furniture.**

Variand offers you the freedom to redefine and realign your living spaces whenever you desire. We believe that modern furniture should be versatile and adaptable, just like you.

With a clever design, our modular Variand furniture can be effortlessly shifted, arranged, expanded, and quickly adjusted to fit any life situation and personal taste. And with a diverse and constantly growing range of furniture pieces, Variand brings more flexibility and creativity to various areas of your home, from the entrance to the kitchen.

Discover the endless possibilities and let Variand be your inspiration for transforming your living spaces.


**GERMAN  
DESIGN  
AWARD  
SPECIAL  
2023**





## Simply mounted and made your own.

### HOW DOES THE VARIAND SYSTEM WORK?





The backbone of the Variand system consists of wooden wall rails that serve as the foundation for hanging furniture.

With our patented Variand hanging mechanism, furniture can be easily and swiftly moved, arranged, and expanded on the wall.

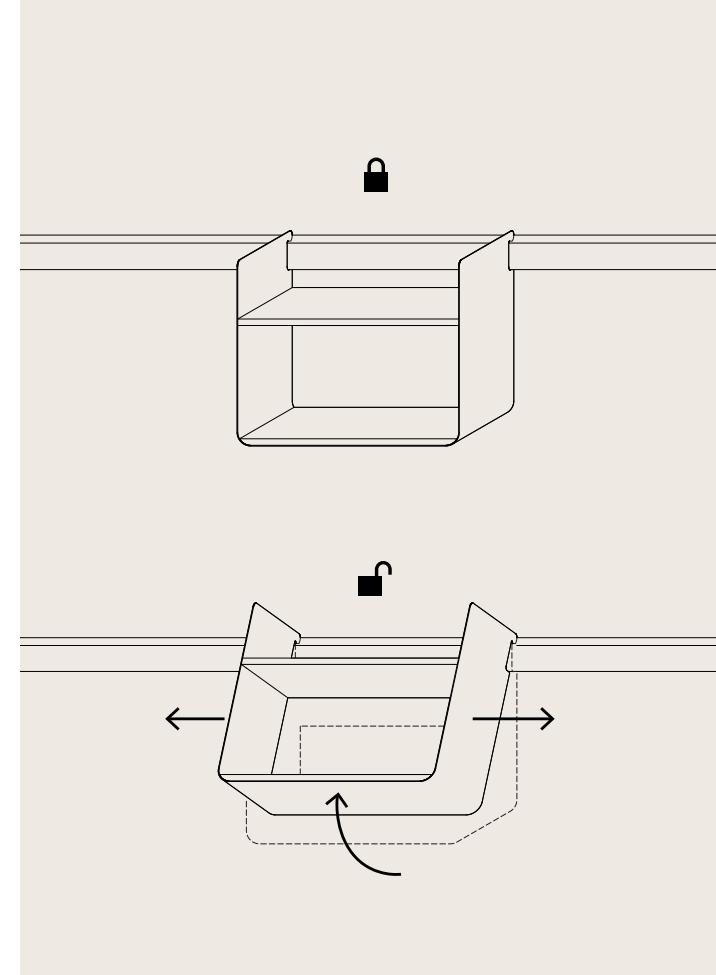
-  The key to the system's versatility lies in the unique grooves integrated into the wall rails and corresponding counterparts on the modules. These precise fittings allow the furniture to be securely and firmly attached to the wall, ensuring stability and peace of mind.
-  When you're ready to make a change, simply rotate the furniture upwards by at least 20 degrees to release the connection. This smart design feature allows for effortless sliding, repositioning, or removal of the furniture from the wall rail.

### ADD-ONS

In addition to its core functionality, the Variand system offers a range of optional add-ons that allow you to customize the wall rails according to your preferences. Hang your shopping list on the cork pinboard, keep your keys handy with the magnet attachment, and proudly display your latest family photo on the picture rail.

-  cork pinboard rail
-  picture rail
-  magnetic rail
-  LED light rail

Find out more on page 30





**A01L**  
Wall shelf size L

## What moves, fascinates, and inspires you? Bring it to the wall!

We perceive furniture as building blocks that, through their unique arrangement and design, provide the foundation for your own creative expression and ideas.

Variand becomes alive through your passions and evolves with your demands.

With a minimalist and contemporary design language, light wood finishes, and elegant metal elements, Variand furniture possesses an individual, timeless character that seamlessly integrates into any space. It serves as a canvas for your creativity, allowing you to express yourself freely.

**CREATIVE  
INDIVIDUAL  
PASSIONATELY**

## Furniture that can accompany you through life.

In today's fast-changing world, the adaptability of furniture has become more important than ever. It provides greater flexibility to respond to the frequent changes in our lives, ensuring a longer lifespan and reducing the need for premature replacement.

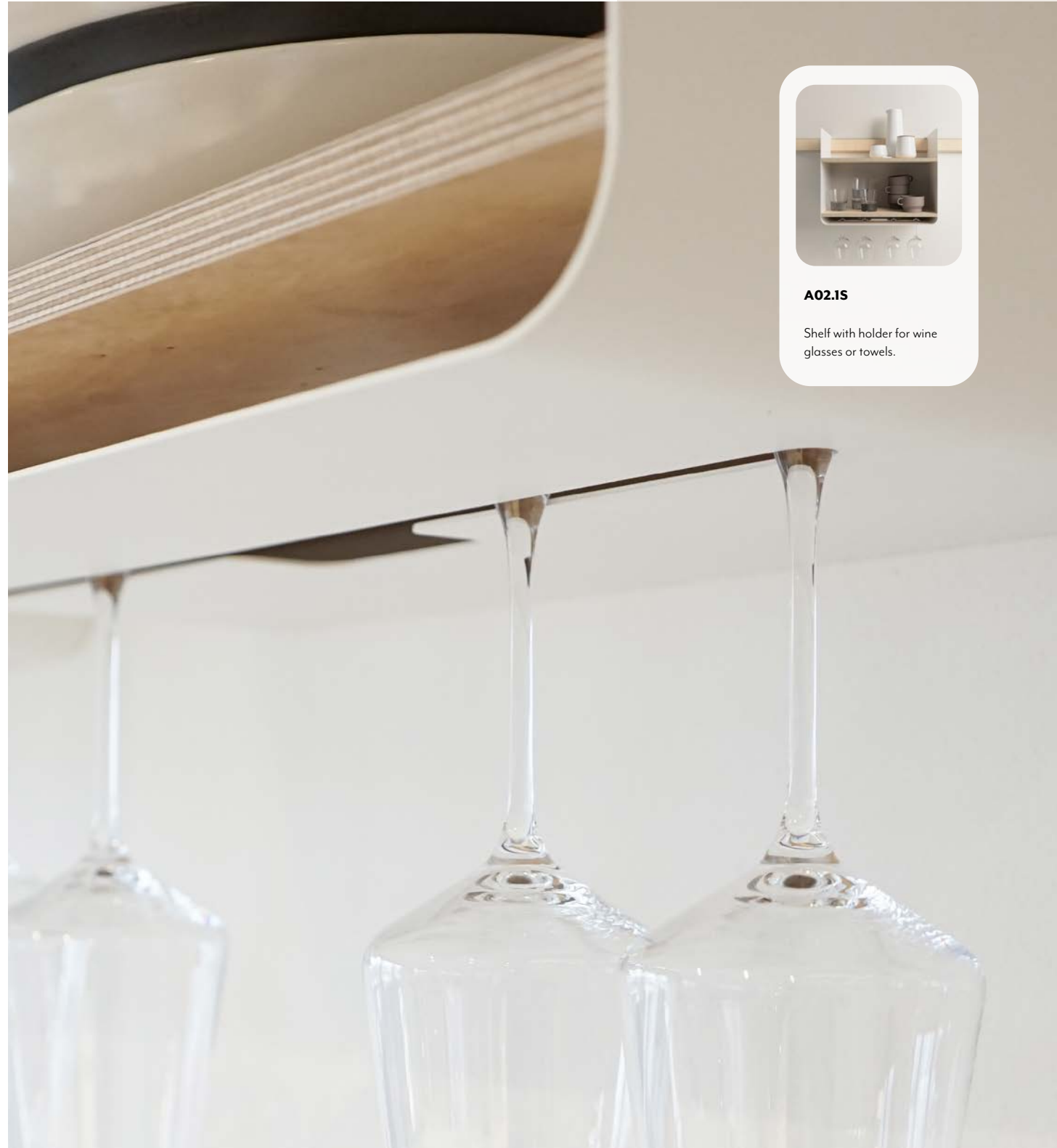
With the versatility of the Variand system and a diverse range of high-quality, durable materials, we aim to make a statement about sustainable furniture practices. Our goal is to promote a responsible use of furniture, allowing you to embrace change while maintaining a timeless aesthetic.

SUSTAINABLE  
ADAPTABLE  
VERSATILE



### A02.1S

Shelf with holder for wine glasses or towels.





## MADE IN SÜDTIROL.

Developed by a team of young designers in Germany, the components of the Variand system are crafted in South Tyrol, Italy.

The decision to manufacture in this region is not only driven by a passion for the mountains, but also by the exceptional craftsmanship and reliability that are deeply rooted there.

Through close collaboration with local artisans and industrial businesses at the company location in Bressanone, the components of the Variand system are meticulously produced. This process combines traditional craftsmanship with state-of-the-art, computer-controlled manufacturing.

**PRECISE  
DURABLE  
HIGH-QUALITY**



## LIVING ROOM

Whether as an elegant, minimalist wall unit, playful, lovingly decorated shelving system, or expansive bookcase, Variand offers versatile applications in your living space.

The Variand shelves and boards invite you to unleash your creativity and eagerly await to be adorned with your favorite items.









## ENTRANCE

Arrive, hang, store. Variand offers diverse solutions to enhance not only the beauty but also the functionality of your entryway.

With our range of coat racks, flexible hooks, and magnetic strips, you can create a practical and stylish entrance. Effortlessly organize and showcase jackets, bags, keys, and more, transforming them into decorative elements.





# HOME OFFICE

The Variand wall for your home office combines a cozy and creative atmosphere with practical solutions for working from home.

Wall rails with integrated pin strips or magnets and stylish pin- and whiteboards allow you to easily attach and display important notes, memos and documents, always keeping them within reach and visible.



**DOIM**  
The Variand desk can be easily hooked into the rail and provides enough space for homework, crafting, or doing your taxes.





## KITCHEN

The airy Variand kitchen presents a playful alternative to bulky overhead cabinets, inviting you to create and decorate your kitchen wall with style.

But it's not just about aesthetics. The Variand kitchen also prioritizes functionality and organization. The integrated magnet rails and kitchen furniture provide practical solutions for organizing your kitchen essentials. No more searching through cluttered drawers or rummaging through cabinets – everything is within easy reach and conveniently placed where it's needed.





The wall rail with integrated lighting and magnets helps with kitchen organization and provides pleasant ambient lighting.



30-33	<b>RAILS</b>
34-49	<b>SHELVES</b>
50-55	<b>BOARDS</b>
56-59	<b>DESKS</b>
60-63	<b>ADDITIONS</b>



## PRODUCTS

All Variand product categories.

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### KITCHEN

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Additional sets and detailed information about each product can be accessed through the QR codes or the Variand website.





## W03

V03



A0IXL



A02S



A01S



## V01-03

Wall rails with various inserts

To make the most creative use of the Variand rails, there are several optional inserts that can be embedded in the wood.

With the visible cork strip, the rail gains a special character and offers the possibility to quickly pin notes or flipchart paper to the wall.

An integrated gallery system allows picture frames to be hung with transparent cords. This way, they can be easily replaced without damaging the wall.

## VARIANTS

- V01 Rail without additional features
- V02 Rail with cork pin strip
- V03 Rail with picture hanging rail

## DIMENSIONS

Height: 70 mm, Depth: 27 mm

Standard lengths:  
100 cm, 120 cm, 140 cm  
Custom lengths up to 240 cm.

## INSTALLATION

The rails are securely screwed into the wall, and the mounting screws are covered with precisely fitting wooden caps. These caps are made from the same material and seamlessly blend into the rail, becoming almost invisible.

V01 - Standard rail without add-on featured, birch



V02 - Rail with cork pin strip, white lacquered



V03 - Rail with picture hanging rail, black stained



**Wall rails**  
Shelves  
Boards  
Desks  
Add-ons

Entrance  
**Living room**  
Home office  
Kitchen

# W02



A01M

A02S

A01XL

A01X

A02S

# V04-05

## Wall rails with various inserts

With magnets discreetly integrated into the rail, we ensure that you never have to search for your keys again. Kitchen utensils, notes, postcards, and much more can also be showcased and conveniently accessible with the magnetic rail.

For an elegant touch, the rail with integrated LED lighting creates a pleasant ambient light on the wall below the rail and the shelves attached to it. The LED rail is supplied with a textile cable and power plug, and it can be optionally controlled with a remote control featuring dimming function.

### VARIANTS

- V04 Rail with magnets
- V05 Rail with LED light strip

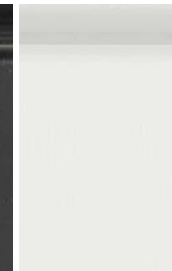
### STANDARD MATERIAL

Birch plywood, lacquered

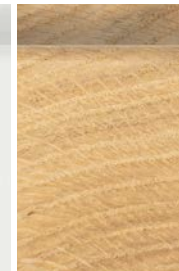


### SPECIAL COLORS/MATERIALS

Black stained birch plywood or white lacquered



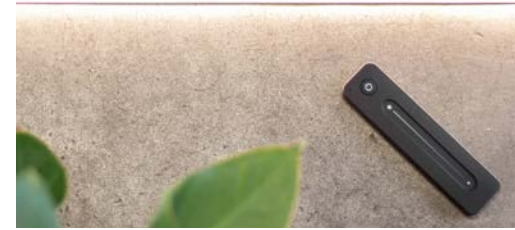
Solid oak, lacquered



V04 - rail with integrated magnets, solid oak



V05 - rail with integrated LED-light (Optionally with remote control)



**Wall rails**  
Shelves  
Boards  
Desks  
Add-ons

Entrance  
**Living room**  
Home office  
Kitchen

*Note: Color and brightness may vary from the actual materials and colors due to printing and lighting conditions.*

# E07



A03S

A01S

A01M

A02S

Wall rails  
**Shelves**  
 Boards  
 Desks  
 Add-ons

**Entrance**  
 Living room  
 Home office  
 Kitchen

W  
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# W04



## a01

### Shelf in four sizes

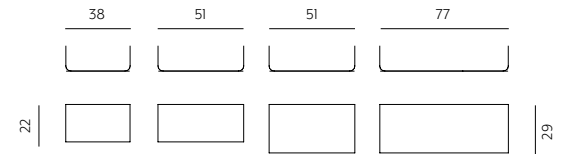
Only wood and metal. With elegant lightness, the Variand shelves seamlessly blend into any environment and can be effortlessly repositioned. They are waiting to be styled and decorated with your favorite items.

The wooden board is invisibly held by magnets on the metal frame, ensuring that the minimalist character is not disrupted by screws.

**MATERIAL**  
Powder-coated white steel sheet  
Lacquered birch plywood

### SIZES (Width x Height x Depth)

A0IS	384 x 150 x 224	mm
A0IM	512 x 150 x 224	mm
A0IL	512 x 150 x 290	mm
A0IXL	768 x 150 x 290	mm



Wall rails  
**Shelves**  
Boards  
Desks  
Add-ons

Entrance  
**Living room**  
Home office  
Kitchen

## K02



A02.1S

A01.1S

I02.0

I04.1

## a01.1S

Metal shelf for plant pots

For those with a green thumb: The Vari- and Shelf S with cutouts for plant pots.

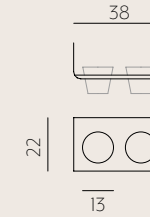
**MATERIAL**

Powder-coated white steel sheet  
Lacquered birch plywood  
Includes pots in optional white or black

**SIZES**

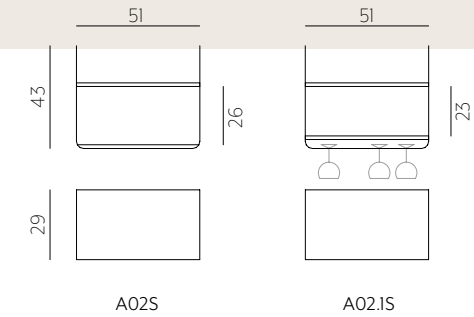
(Width x Height x Depth)

A01.1S 384 x 150 x 224 mm  
Ø Cutout for pot: 130 mm



Wall rails  
**Shelves**  
Boards  
Desks  
Add-ons

Entrance  
Living room  
Home office  
**Kitchen**



A02S

A02.1S

## a02

Metal shelf with two compartments

The double shelf A02 offers more surface area and can be visually combined with the smaller shelves.

In the A02.1 variant, the shelf can serve as a minimalist wall cabinet for the kitchen with an additional hanging system for wine glasses.

**MATERIAL**

Powder-coated white steel sheet  
Lacquered birch plywood

**SIZES**

(Width x Height x Depth)

A02S 512 x 426 x 290 mm  
A02.1S 512 x 426 x 290 mm



## E05



A03M

I02.1

A04M

## a03

Coat rack shelf with clothes rail

The wardrobe shelf – perfect for showcasing your garments, as a guest coat rack, or as a rail for hanging plants - all according to your taste!

**MATERIAL**

Powder-coated white steel sheet  
Lacquered birch plywood

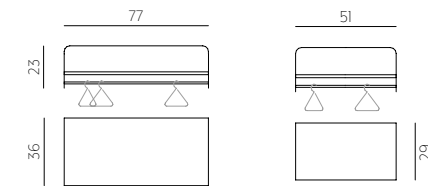
**SIZES**

(Width x Height x Depth)

A03S 512 x 225 x 290 mm  
A03M 768 x 225 x 360 mm



A03S



## a04

Shoe rack shelf

Nike, Vans, Prada, or Birkenstock. A04 puts them in the right light for you.

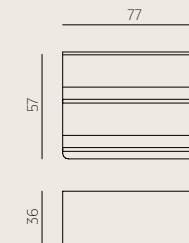
**MATERIAL**

Powder-coated white steel sheet  
Lacquered birch plywood

**SIZE**

(Width x Height x Depth)

A04M 768 x 569 x 360 mm



Wall rails  
**Shelves**  
Boards  
Desks  
Add-ons

**Entrance**  
Living room  
Home office  
Kitchen

# W07



AOIM

A05

Wall rails  
**Shelves**  
 Boards  
 Desks  
 Add-ons

Entrance  
**Living room**  
 Home office  
 Kitchen

W08



a05

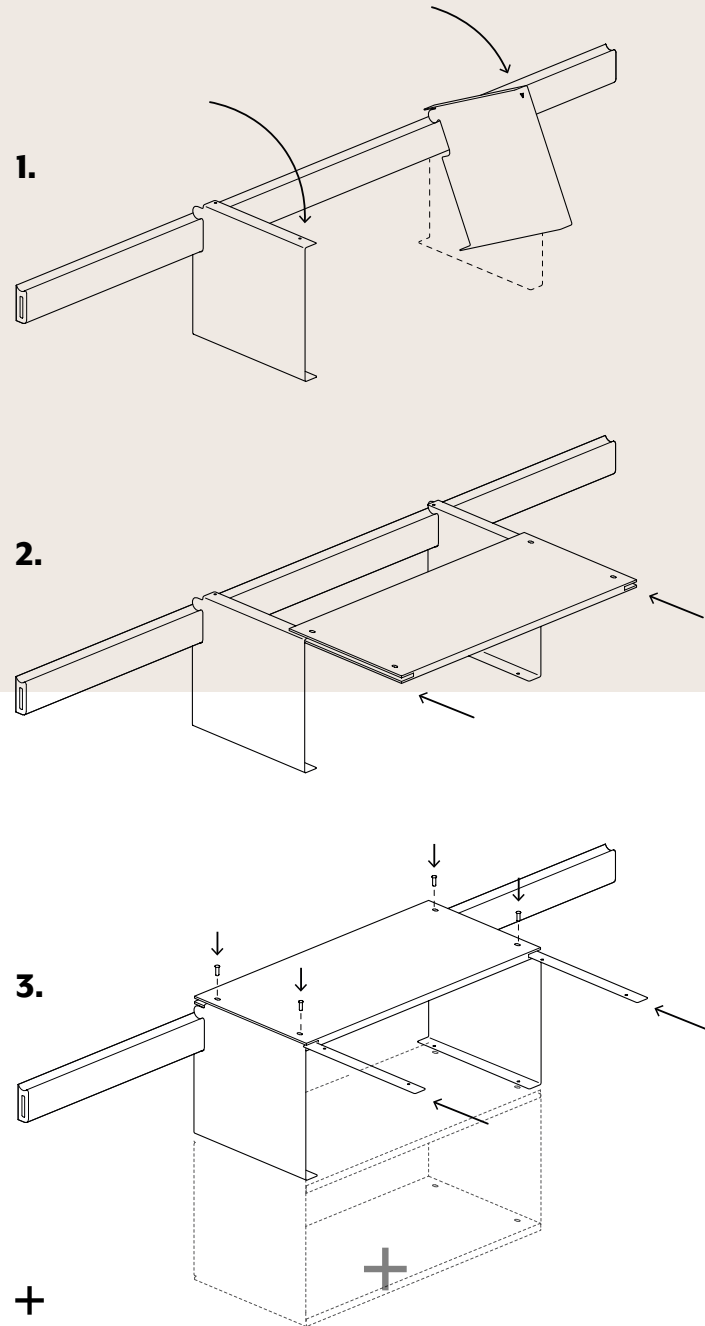
**Functional, smart, versatile:  
the modular Variand shelf.**

The new modular Variand shelving system adds a functional storage solution that is as adaptable and customizable as the rest of the system.

A clever design of the shelving components allows for a delicate and elegant appearance: The suspended construction is supported by gravity, allowing for thin metal side panels that create an elegant contrast with the solid wood elements.

A05  
MODULAR  
& VERSATILE

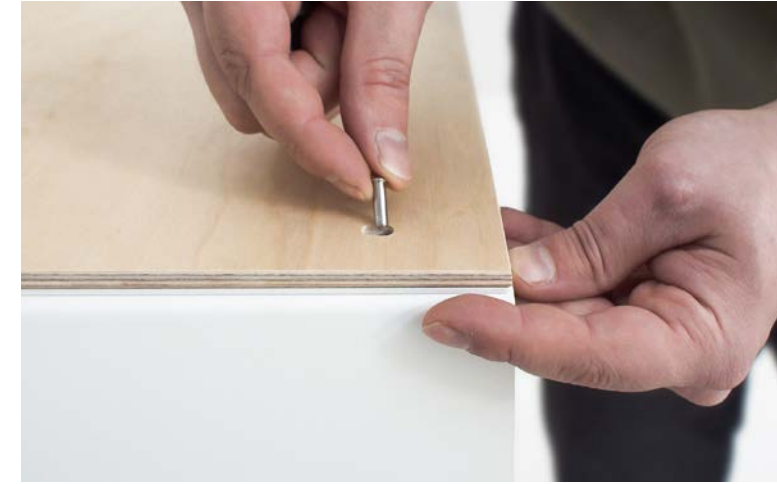




## EASY & WITHOUT TOOLS

The modular Variand shelf is assembled on the wall without the need for tools and can be easily expanded and modified. The compartments of the shelf are created using side panels made of powder-coated steel and wooden boards that can be securely connected without any tools. Here's how the assembly process works:

- 1.** Hang the side panels onto the rail.
  - 2.** Slide the shelf boards with milled grooves onto the side panels.
  - 3.** Insert another metal sheet into the groove and secure it in place with a small bolt through the wooden board.
- +** The shelf can be expanded downwards in the same manner with additional compartments.



Inconspicuous stainless steel bolts ensure a secure connection between the metal side panels and the wooden elements.



Wall rails  
**Shelves**  
 Boards  
 Desks  
 Add-ons

Entrance  
 Living room  
 Home office  
 Kitchen

# W06



A01M

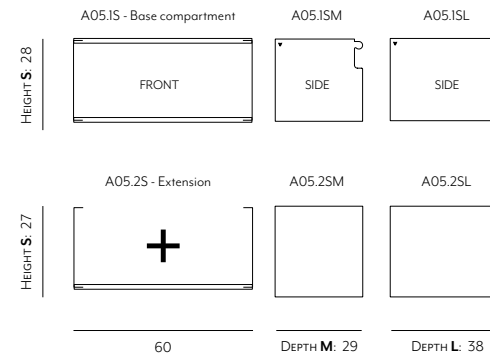
## a05

### The modular Variand shelf

The shelf compartments are available in a fixed width of 60 cm, with two height options (S-28cm / M-42cm) and two depth options (M-29cm / L-38cm).

There are two types of compartments to choose from: A05.1 base compartments that are hung on the shelf rail, and A05.2 compartments that expand the shelf downwards.

For added versatility, the M-height compartments can be equipped with doors.

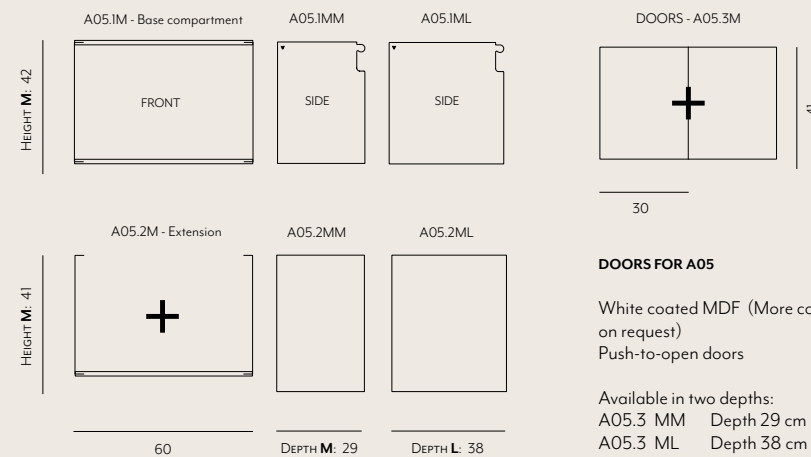


#### COMPARTMENT SIZES

(Width x Height x Depth)

A05.1	SM	60 x 28 x 29	cm
A05.1	SL	60 x 28 x 38	cm
A05.2	SM	60 x 27 x 29	cm
A05.2	SL	60 x 27 x 38	cm
A05.1	MM	60 x 42 x 29	cm
A05.1	ML	60 x 42 x 38	cm
A05.2	MM	60 x 41 x 29	cm
A05.2	ML	60 x 41 x 38	cm

**MATERIAL**  
Steel sheet, white powder-coated  
Lacquered birch plywood



#### DOORS FOR A05

White coated MDF (More colors on request)  
Push-to-open doors

Available in two depths:  
A05.3 MM Depth 29 cm  
A05.3 ML Depth 38 cm

Wall rails  
**Shelves**  
Boards  
Desks  
Add-ons

Entrance  
**Living room**  
Home office  
Kitchen

# H01



N02.1L

A02S

I02.1

A01XL

Wall rails  
Shelves  
**Boards**  
Desks  
Add-ons

Entrance  
Living room  
**Home office**  
Kitchen

## E10



AOIM

N01.IM

## n01

Mirror in two versions**VERSION NOIM**

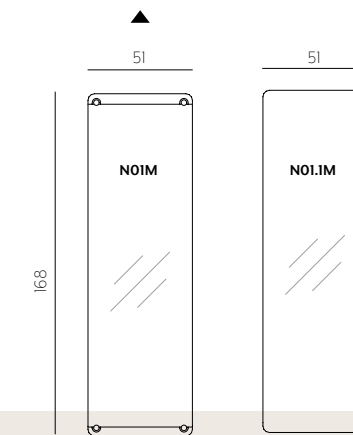
The delicate metal frame with clean edges and softly rounded corners gives the Variand mirror in its original design an elegant and modern appearance. With the hidden mounting on the back, it creates an illusion of the mirror floating in front of the wall.

**MATERIAL**

Frame: White powder-coated steel sheet, stainless steel mounting points, 4mm mirror glass.

**SIZES OF BOTH VERSIONS**  
(Width x Height)

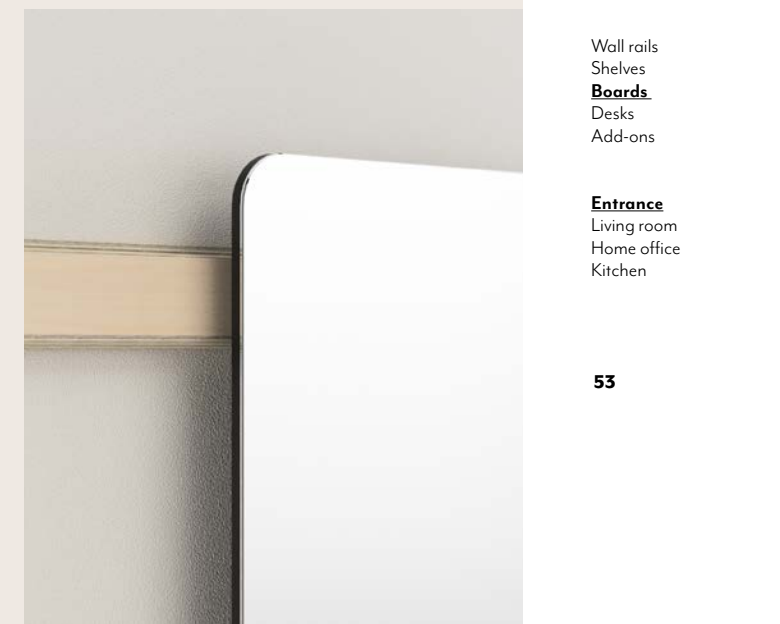
512 x 1676 mm

**VERSION N01.IM**

The minimalist new version of the wall mirror features only mirror glass on the front and impresses with an equally minimalist, floating design.

**MATERIAL**

Backboard: Black wood composite, birch plywood mounting on the back, 4mm mirror glass



Wall rails  
Shelves  
**Boards**  
Desks  
Add-ons

**Entrance**  
Living room  
Home office  
Kitchen

## H02



N02L

A01XL

A02S

## n02

Board in two versions

**VERSION N02L**

Pinboard & Whiteboard with  
Magnet Coating

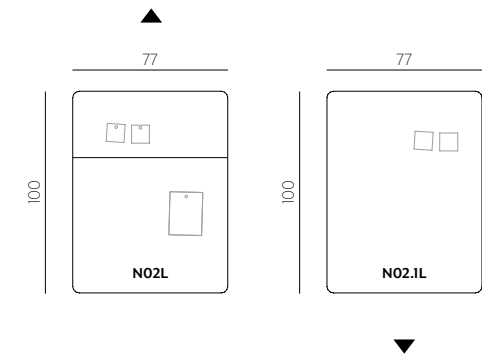
Elegant form and practical function.  
The N02L Pinboard and Whiteboard  
combines a simple, minimalist design  
with carefully selected functional and  
aesthetic materials.

**MATERIAL**

Frame: White powder-coated steel sheet  
Pinboard surface: Cork granules  
Writing surface: Homopal magnetic panel  
in light gray

**SIZES OF BOTH VERSIONS**  
(Width x Height)

768 x 1000 mm

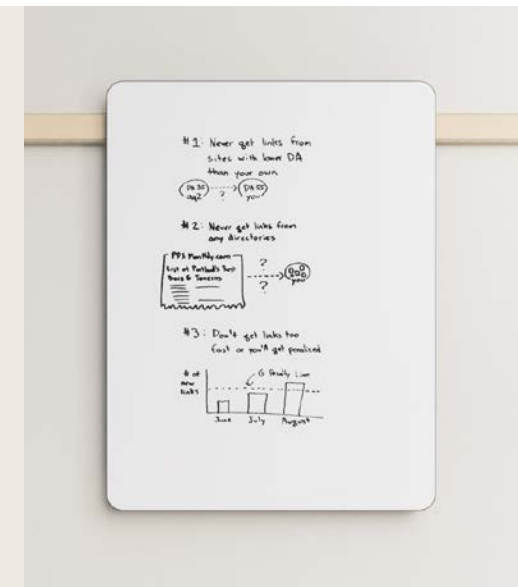
**VARIANTE N02.IL**

Whiteboard

The Creative All-Rounder.  
The more minimalist version of the  
board features a continuous white-  
board coating, providing even more  
space to bring creative brainstorming  
and fresh ideas to the wall.

**MATERIAL**

Support panel: Black wood-based  
material with whiteboard coating  
Backside bracket: birch plywood



Wall rails  
Shelves  
**Boards**  
Desks  
Add-ons

Entrance  
Living room  
**Home office**  
Kitchen

# H05



A02

I03S

**DOIM**

The Variand Desk can be easily hooked into the rail and provides enough space for homework, crafting, or doing your taxes.

Wall rails  
Shelves  
Boards,  
**Desks**  
Add-ons

Entrance  
Living room  
**Home office**  
Kitchen

## H04



I02.1

I03

D01S

## d01

Desk in two sizes

The minimalist D01 Desk provides space for your laptop, tablet, and more, making it the perfect tiny workstation for your home.

Just like the Variand shelves, the desk can be easily hooked into the wall rails and quickly removed from the wall when needed.

**MATERIAL**

Steel sheet, white powder-coated  
Lacquered birch plywood

**SIZES**

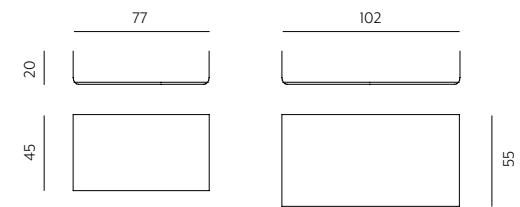
(Width x Height x Depth)

D01S 768 x 200 x 450 mm

D01M 1024 x 200 x 550 mm



d01M



## i03

Container

Organize your office or kitchen utensils with the i03 Container. The container can be optionally divided into two compartments with a wooden insert.

**MATERIAL**

Steel sheet, white powder-coated  
Divider insert: Solid oak wood, oiled

**SIZES**

(Width x Height x Depth)

I03S 150 x 125 x 110 mm



Wall rails  
Shelves  
Boards,  
**Desks**  
**Add-ons**

Entrance  
Living room  
**Home office**  
Kitchen

## E02



## i01

Metal hooks in two sizes

A hook, nothing more and nothing less.  
You'll discover its versatility once you hang it on your rail.

**MATERIAL**

Steel sheet, white powder-coated

**SIZES**

(Width x Height x Depth)

I01S 18 x 125 x 44 mm

I01M 18 x 125 x 80 mm



## i02

Tiny-Shelf in three versions.

The metal shelf i02 serves as a practical tray for smartphones with a protective felt coating (i02.1), or as a spice rack in the kitchen with a wooden insert and cork jars (i02.0).

**VERSIONS****i02** - Shelf without additional features

Steel sheet, white powder-coated.

**i02.0** - Shelf for cork jars

Steel sheet, white powder-coated  
Multipler birch, lacquered  
includes 4x cork jar 200 ml

**i02.1** - Shelf for mobile phones/ tablets

Steel sheet, white powder-coated  
Felt coating on the surface.

**SIZES**

(Width x Height x Depth)  
300 x 125 x 110 mm



Wall rails  
Shelves  
Boards,  
Desks  
**Add-ons**

**Entrance**  
Living room  
Home office  
Kitchen



## K04



A01.1S

A05

i04.1

i02.0

i02.1

## i04

## i04.1 - Kitchen paper towel holder

Mit der Halterung i04.1 findet die Küchenrolle immer dort ihren Platz, wo sie gerade benötigt wird. Minimalistisch, aufgeräumt und immer in Griffweite.

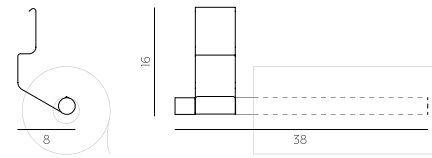
**MATERIAL**  
Steel sheet, white powder-coated  
Oak wood rod, oiled

**SIZES**  
(Width x Height x Depth)  
i04.1 380 x 161 x 86 mm



Wall rails  
Shelves  
Boards,  
Desks  
**Add-ons**

Entrance  
Living room  
Home office  
**Kitchen**



## i04.2 - Bike rack

With the minimalist Variand bike rack i04.2, you can perfectly showcase your beloved bicycle. If you ever want to hang your bike somewhere else, you can quickly move or remove the holder to hang another Variand furniture piece in its place.

**MATERIAL**  
Steel sheet, white powder-coated

**SIZES**  
(Width x Height x Depth)  
i04.2 320 x 290 x 337 mm







## Who's behind Variand?

Variand is a start-up driven by a young team passionate about useful, clever, and beautiful design, the creation and development of innovative ideas, and the desire to promote conscious and sustainable furniture usage.

The initial concepts for the modular furniture system were developed during our studies in architecture. Since then, the idea has captivated us, and we continued to work on it until we founded Variand in early 2020.

Located in South Tyrol, we have partnered with competent manufacturers for the production of Variand furniture. We have also expanded our team with skilled craftsmen and inventors. At our company headquarters near Bressanone, all components of the Variand system are manufactured to high-quality standards.

Our aim is to inspire people to engage in thoughtful and sustainable furniture choices while offering them functional and versatile solutions. We take pride in our commitment to quality, craftsmanship, and environmentally friendly practices.



Variand

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