Concepts
FURNITURE FOR FUTURE

OH MY **GOOD!**



CONCEPTS & MICHELI

TOGETHER TO CREATE SUSTAINABLE PROJECTS



BESPOKE SEATING
SUSTAINABILITY
INDUSTRIALISATION
RESPONSIBILITY

Concepts by Braida Srl SB è un'azienda specializzata **nell'industrializzazione e produzione di sedute** e complementi d'arredo su disegno e/o commessa per il settore alberghiero e navale.

La Mission di Concepts by Braida è di tradurre in realtà l'idea d'arredo dei clienti, rimanendo fedele ai disegni degli architetti e designers e rispettando i termini concordati.

Concepts by Braida è la prima Società Benefit in Italia nel settore della produzione di sedute e come tale è impegnata in un progetto di sostenibilità nel mondo dell'arredamento: proprio da questi comuni valori, nasce la collaborazione con lo Studio Simone Micheli Architectural Hero e la prima collezione di sedute denominata "Good".

Concepts by Braida is a company specialised in the **industrialisation and production of bespoke seating** and furniture complements for the hotel and cruise ship sectors.

Concepts by Braida's Mission is turning the customer's furnishing idea into reality, while being faithful to the architects and designers drawings and while respecting the agreed terms.

Concepts by Braida is the first Benefit company in the chair production's sector in Italy, therefore it is committed to a project which brings sustainability to the furniture world: it is from these common values that the collaboration with Studio Simone Micheli Architectural Hero and the first collection of seating called "Good" was born.





Good C104
the strength of
metal and the
softness of fabrics





Good C104
born to be
customized





Good C110
Metal armrest with
or without
personalised cover





Good C106
sledge frames,
enjoy conferences
and meetings









Good C105
the beauty of
wood and the
emotional power of
colours









C

Good C111
rounded shapes
with geometrical
patterns









Good C107
wheels for dynamic and joyful work spaces



Good C107
for home & for office, for you & for me!











Know-how and attention to detail: this is how we provide you with an excellent product experience!







Design, elegance
and comfort
combined
together.
This is so GOOD!

Graphic project: Claudia Battel
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GOOD 03-23