



**VALOVERIDA**  
FRIENDS

**FRIENDS OF THE  
GREEN VALLEY**





## VILLAGE FURNITURE

A new term that we, as Friends of the Green Valley, want to introduce to dictionaries. "Village-inspired," as we draw inspiration from the idyllic charm of villages and nature, as well as from traditional values associated with community life.

Our modern-designed furniture does not only serve as an aesthetic element but also as a practical one that revitalizes public spaces. This type of furniture is designed to harmonize with the rustic character of rural landscapes. It enhances both the functionality and aesthetic value of public spaces, parks, and squares, thereby contributing to sustainable development and improving the quality of life in both urban and rural areas.

As Friends of the Green Valley, we want to support the development of places we consider most precious – our mountains, wide meadows, fields, and other areas where community life naturally flourishes. Our well-crafted products bring not only style and quality but also durability to the natural environments of mountains and parks.

DOC. ING. ARCH. KAMIL MRVA, PH.D.  
MGR. JIŘÍ NOVOTNÝ  
MGR. MARTIN NOVOTNÝ

## WHAT MAKE US UNIQUE

### FOCUS ON VILLAGES

We are Friends of the Green Valley, friends of mountains, meadows, hills, and villages, as well as all beautiful (not only natural) places. That's why we decided to bring design combined with comfort, functionality, and sustainability to places where it is not commonly expected.

### UTILITY AND DESIGN

Design is in our DNA. We embrace colors that bring life to spaces and add a unique touch of originality. We also emphasize the utility, practicality, and sustainability of our products.

### CULTIVATING PUBLIC SPACES

Perfection lies in the details. We ensure every detail is attended to. A restored or renovated building stands out only when the space around it is perfect. In a well-maintained space, people naturally gather and linger...

### HIGH-QUALITY MATERIALS

Our products are crafted from oak wood, solid steel, and Sapele wood – a combination that ensures durability, weather resistance, and longevity. We ensure our furniture is made to serve for generations.

### SPEED

We are able to respond to your demand and deliver selected products in half the time compared to competitors.

### AUTHENTIC CRAFTSMANSHIP FROM THE BESKYDS

Each product is carefully inspected at every stage, with much of it crafted by hand. We know every detail of every piece, producing with great professionalism, care, and a passion for craftsmanship in collaboration with other companies in the Beskydy region.





# SERIES FAIRO



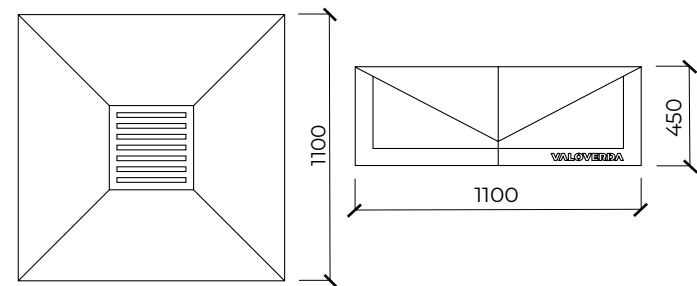
## FIRE PIT

### SPECIFICATION

A fire pit with a solid steel structure, treated with heat-resistant paint. It can be equipped with a grill plate to transform it into an excellent grill. Ideal for public spaces or private areas, it works well as part of a set or as a standalone feature.

### DIMENSIONS

**Structure dimensions:** 1100 x 450 x 1100 mm  
**Variants:** with grill plate or without plate  
**Weight:** 123 kg with plate, 80 kg without plate



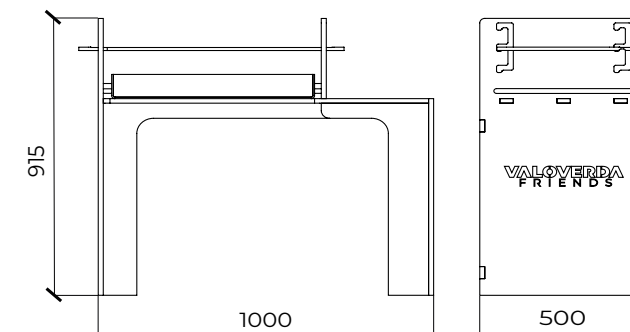
## GRILL

### SPECIFICATION

This steel grill with heat-resistant coating includes a height-adjustable grill plate that can be set at three levels, a shelf, and a wood storage area. Suitable for public spaces or private areas.

### DIMENSIONS

**Structure dimensions:** 500 x 1000 x 915 mm  
**Dimensions of grill desk:** 650 x 500 mm  
**Tloušťka plechu:** 12 mm  
**Weight:** 185 kg



# SERIES FAIRO









# SERIES ERMITO



## BENCH

### SPECIFICATION

A massive oak wood bench, suitable for parks, mountains, and any outdoor or indoor space. It can be installed with ground screws of adjustable height or integrated V-shaped bases in two heights. Available with or without a backrest, in two- or four-meter lengths.

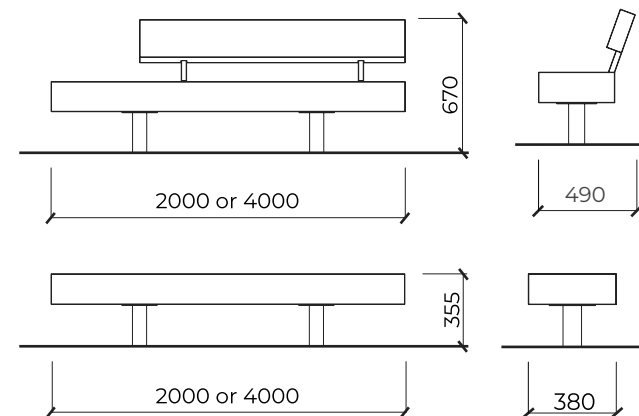
### DIMENSIONS

**Structure dimensions:** with backrest 670 x 490 x 2000 mm nebo 670 x 490 x 4000 mm  
without backrest 355 x 380 x 2000 mm or 355 x 380 x 4000 mm

**Tloušťka lavice:** 150 mm

**Weight:** 76 – 226 kg

### VARIANTS



## TABLE

### SPECIFICATION

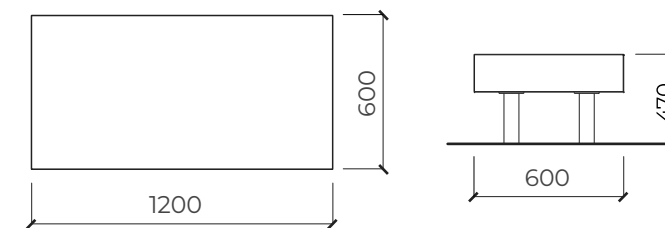
A massive oak wood bench, suitable for parks, mountains, and any outdoor or indoor space. It can be installed with ground screws of adjustable height or integrated V-shaped bases in two heights. Available with or without a backrest, in two- or four-meter lengths.

### DIMENSIONS

**Structure dimensions:** 600 x 1200 x 470 mm

**Tloušťka stolu:** 150 mm

**Weight:** 100 kg



# SERIES ERMITO









# SERIES RIPOZI



## LOUNGER

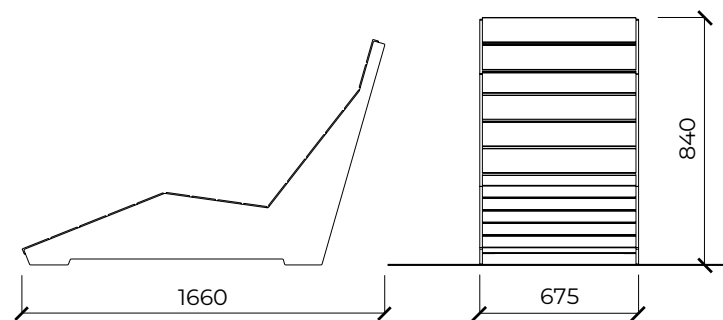
### SPECIFICATION

Enjoy this sturdy lounge with a durable steel frame available in various colors, combined with resilient exotic Sapele wood. Perfect for both public and private spaces.

### DIMENSIONS

**Structure dimensions:** 675 x 840 x 1660 mm  
**Weight:** 75 kg

### COLOR VARIANTS



## CHAIR

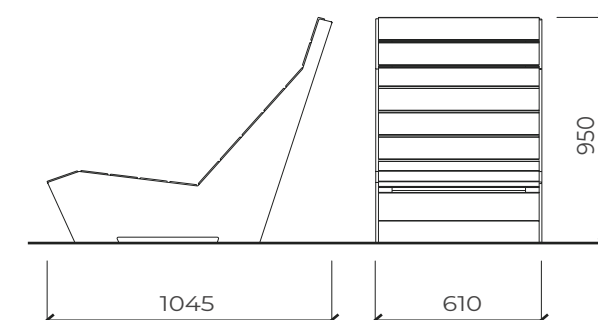
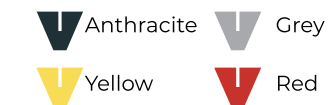
### SPECIFICATION

The steel frame, available in different colors, combined with durable Sapele wood, ensures long-lasting comfort. Suitable for public spaces or private areas, either as part of a collection or as a standalone item.

### DIMENSIONS

**Structure dimensions:** 610 x 950 x 1045 mm  
**Weight:** 55 kg

### COLOR VARIANTS



# SERIES RIPOZI





# SERIES RIPOZI



## SOFA

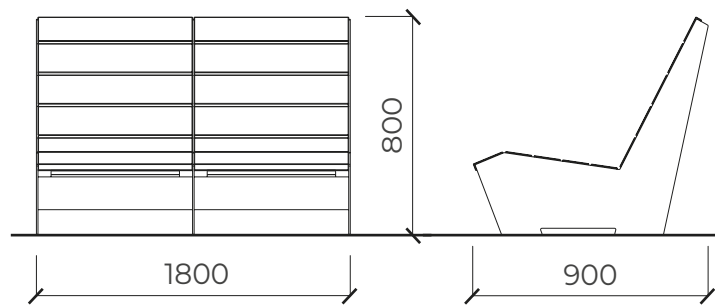
### SPECIFICATION

A sturdy steel structure is available in a variety of colors, complemented by durable exotic Sapele wood. It's perfectly suited for both public spaces and private interiors. This versatile piece can either be part of a larger collection or stand alone as a unique item. A comfortable, durable, and stylish furniture piece that you'll love.

### DIMENSIONS

**Structure dimensions:** 800 x 900 x 1800 mm  
**Weight:** 100 kg

### COLOR VARIANTS



## SMALL TABLE

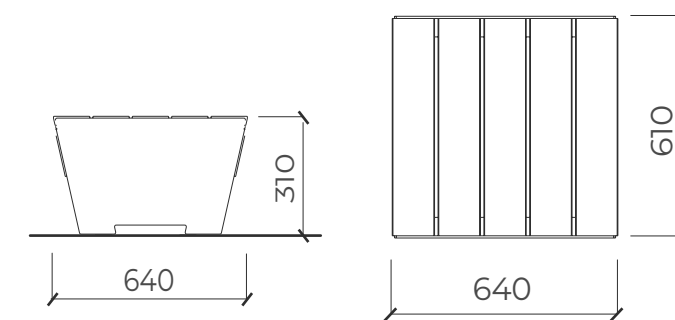
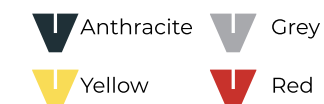
### SPECIFICATION

A robust steel frame in various colors paired with resilient exotic Sapele wood. A great complement to other products in the RIPOZI series or as a standalone seating option.

### DIMENSIONS

**Structure dimensions:** 610 x 640 x 310 mm  
**Weight:** 36 kg

### COLOR VARIANTS



# SERIES RIPOZI





# SERIES RIPOZI



## FOOTREST

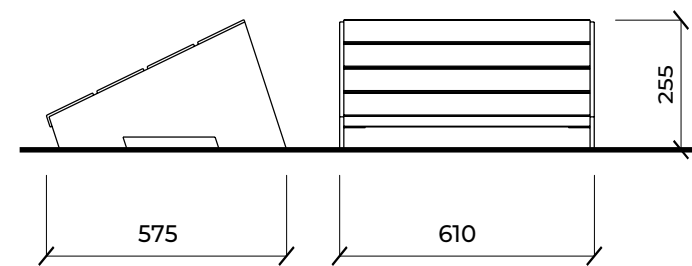
### SPECIFICATION

Strong steel frame, finished in a variety of colors, complemented by durable exotic Sapele wood. Ideal for public spaces as well as private areas, it's an excellent addition to armchairs and sofas or as a headrest platform.

### DIMENSIONS

**Structure dimensions:** 610 x 575 x 255 mm  
**Weight:** 25 kg

### COLOR VARIANTS



## PLATFORM

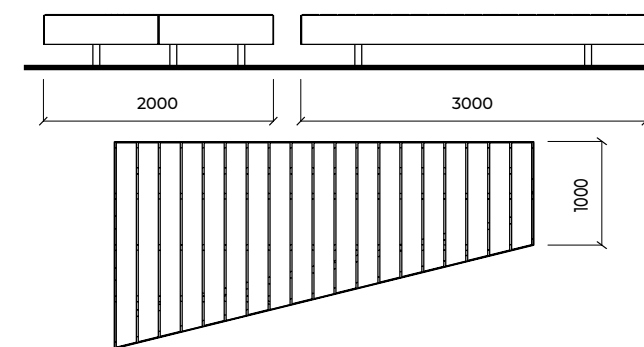
### SPECIFICATION

Whether used as an elevated terrace, sunbathing platform, or yoga point, you'll appreciate its sturdiness, warmth, and versatility. Once again, we've chosen the combination of a steel frame and Sapele wood, ideal for public areas or private spaces alike.

### DIMENSIONS

**Structure dimensions:** 1000 x 2000 x 3000 mm  
**Weight:** 250 kg

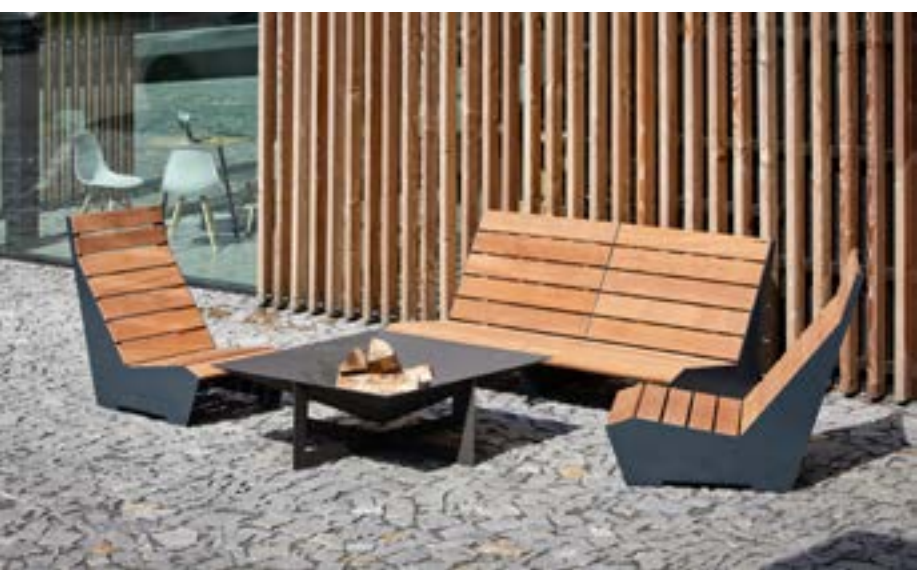
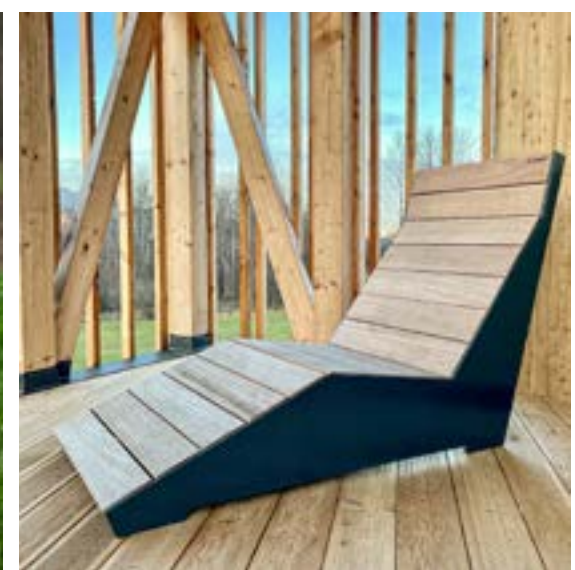
### COLOR VARIANTS



# SERIES RIPOZI











bianco (white) – best rider of all competitions



Anthracite (anthracite) – our traditional color

## SERIES CAFE AND BAR CAFE

We are passionate cyclists, and cycling has been the inspiration for our collection, designed especially for cafes, wine bars, cycle bars, and other places where you want to rest for a moment before moving on. Our sturdy steel construction with exotic Sapele wood accents is painted in colors inspired by the world's most famous cycling races—this line includes stools in the colors of the Tour de France, Giro d'Italia, and La Vuelta jerseys. The collection is completed with an elegant bike stand.

### INSPIRATION IN JERSEYS



a pois (Dots) – best rider of mountain etap



vert (green) – best of sprints



jaune (yellow) – best rider

### INSPIRATION IN JERSEYS



ciclamino (purple) – best sprinter



rosa (pink) – best rider

### INSPIRATION IN JERSEYS



rojo (red) – best rider



azura (blue) – best rider of mountain etap



# DEVELOPMENT PROCESS

## IT STARTS WITH IDEAS

This is the most beautiful phase of product development—the phase when one can sit back on our sofa and reflect on how to contribute to enhancing public spaces, helping people feel more connected to the places they live.

## SKETCHING

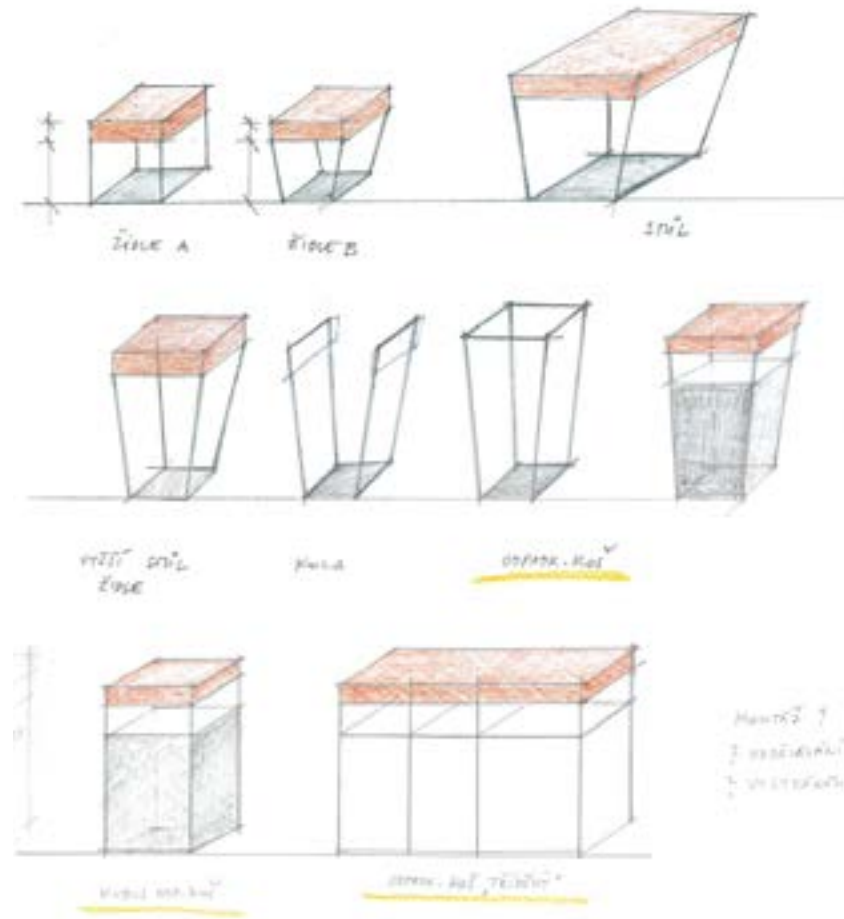
From idea to sketch—we outline and develop several prototype variants on paper, which we then transform into construction-ready designs and create the first 3D models. After team consultations, we decide which variant will be brought into real form.

## FIRST MODELS

The first models are made of plywood in several variants. Modeling is a specific process, where one doesn't strictly adhere to the initial design but seeks new inspiration. We think deeply about the product, both current and future materials, and how to simplify things. We consider the purpose, use, beauty, and materials of the product, leading us to reflect on the colors of life and the future of the product. This is the first phase of user testing, practical realization, and any necessary modifications.

## FUNCTIONAL PROTOTYPES

Creating original prototypes marks a step toward the first detailed workshop drawings. At this point, the product approaches its final form. However, even after the first functional prototypes, full satisfaction isn't always achieved. More sketches and brainstorming sessions help us move forward. We propose further adjustments to angles, visual details, and ultimately, the final product is born.



## BIKE STAND

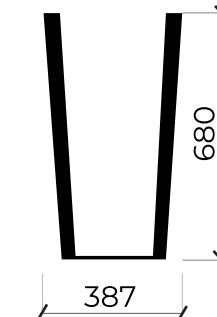
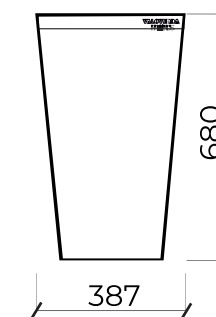
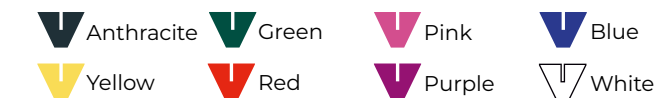
### SPECIFICATION

A robust steel frame is available in various colors inspired by iconic cycling races. The top is crafted from durable exotic Sapele wood, making it ideal for cafes, wine bars, cycle stops, bars, or public spaces. This piece is a great addition to other products in the Café and Bar Café line.

### DIMENSIONS

**Structure dimensions:** 687 x 687 x 680 mm  
**Weight:** 22 kg

### COLOR VARIANTS



# SERIES CAFE





# SERIES BAR CAFE



## BAR TABLE

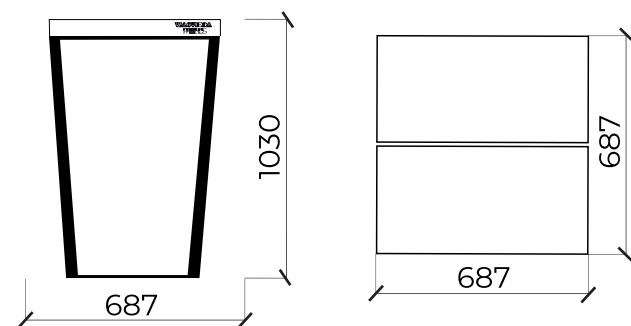
### SPECIFICATION

A solid steel construction finished in a range of colors inspired by famous cycling races. The top is made of resilient exotic Sapele wood, perfect for cafes, wine bars, cycle stops, bars, or public spaces. Suitable as part of a set or as a standalone piece.

### DIMENSIONS

**Structure dimensions:** 687 x 687 x 1030 mm  
**Weight:** 73 kg

### COLOR VARIANTS



## BAR CHAIR

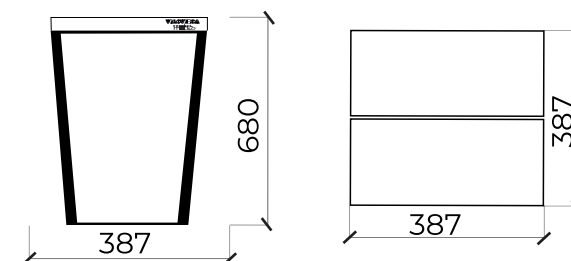
### SPECIFICATION

This solid steel structure is coated in colors inspired by legendary cycling races, with a durable exotic Sapele wood top. Perfectly suited for cafes, wine bars, cycle stops, bars, and public spaces, it can be combined with other products or stand alone as an eye-catching item.

### DIMENSIONS

**Structure dimensions:** 387 x 387 x 680 mm  
**Weight:** 32 kg

### COLOR VARIANTS



# SERIES BAR CAFE





# SERIES CAFE



## TABLE

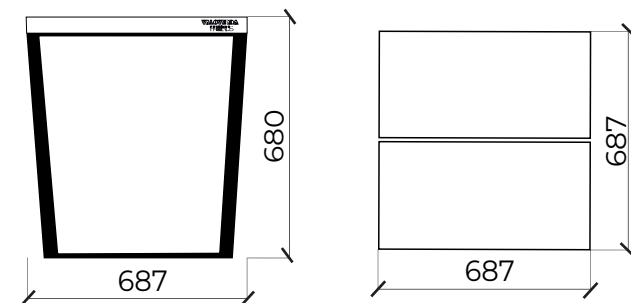
### SPECIFICATION

A solid steel construction finished in a range of colors inspired by famous cycling races. The top is made of resilient exotic Sapele wood, perfect for cafes, wine bars, cycle stops, bars, or public spaces. Suitable as part of a set or as a standalone piece.

### DIMENSIONS

**Structure dimensions:** 687 x 687 x 680 mm  
**Weight:** 68 kg

### COLOR VARIANTS



## TABOURET

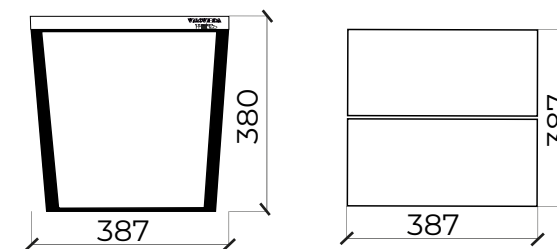
### SPECIFICATION

The robust steel structure comes in various finishes inspired by iconic cycling races. The top is made from durable exotic Sapele wood, an ideal choice for cafes, wine bars, cycle stops, bars, or public spaces. It can be a part of a collection with other products or serve as a distinctive standalone piece.

### DIMENSIONS

**Structure dimensions:** 387 x 387 x 380 mm  
**Weight:** 30 kg

### COLOR VARIANTS



# SERIES CAFE









# SERIES PUBLIKO



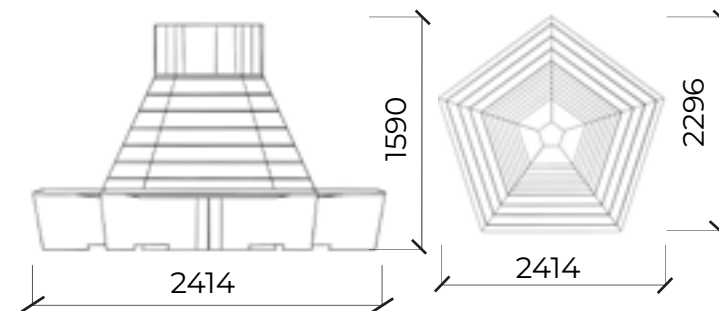
## BENCH WITH BOOKCASE

### SPECIFICATION

A pentagonal bench reminiscent of traditional circular benches in village squares. The bench can be placed in open spaces and fitted with a book storage compartment or installed around trees. Ideal for parks, village squares, and other public spaces.

### DIMENSIONS

**Structure dimensions:** 2414x 1590 x 2296 mm  
**Weight:** 300 kg



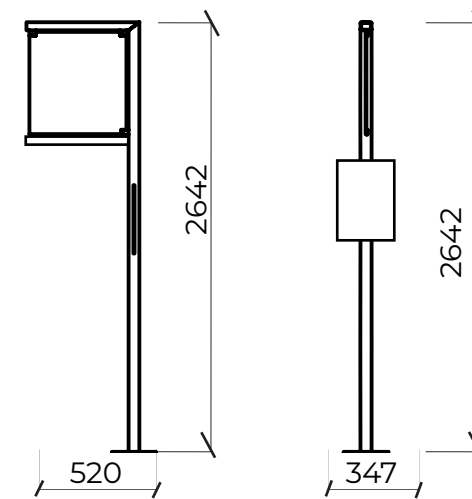
## BUSS STOP POST

### SPECIFICATION

A solid steel structure is designed to be easily installed, highly visible, yet unobtrusive. The structure includes a space for displaying schedules or other information.

### DIMENSIONS

**Structure dimensions:** 2642 x 520 x 347 mm  
**Weight:** 50 kg



# SERIES PUBLIKO





# SERIES PUBLIKO



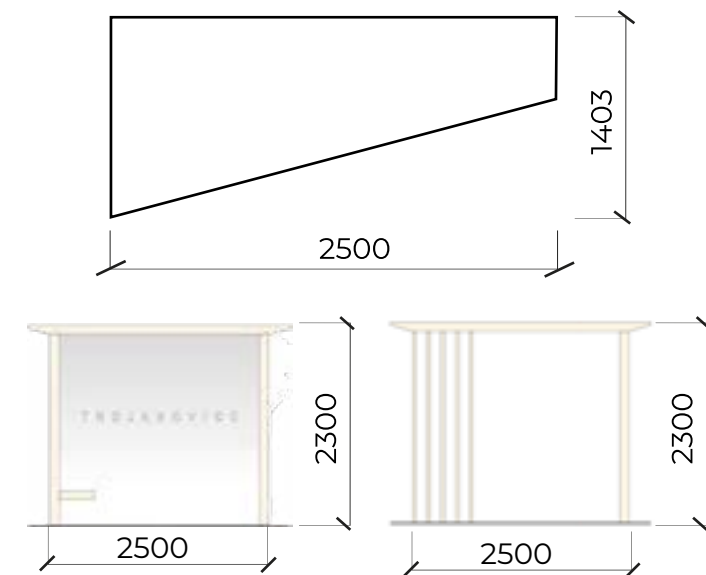
## BUSS STOP SMALL (IN PROCESS)

### SPECIFICATION

An all-wood construction with an integrated bench that provides weather protection for those waiting. The shelter structure can be complemented with a glass panel. It can also serve as a gazebo or rest shelter, for instance, along bike trails, in parks, or in other gathering spots.

### DIMENSIONS

Structure dimensions: 2500 x 2500 x 1403 mm



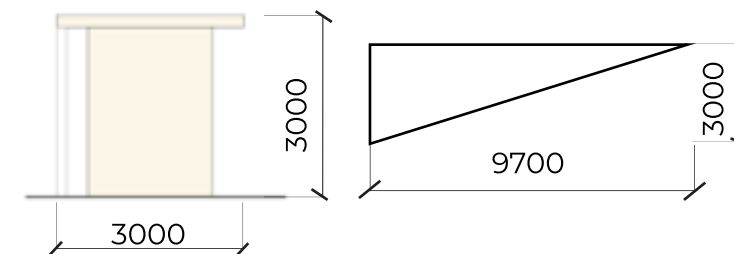
## BUSS STOP LARGE (IN PROCESS)

### SPECIFICATION

A wooden shelter offering ample weather protection for those waiting while allowing visibility in all directions.

### DIMENSIONS

Structure dimensions: 3000 x 3000 x 9700 mm



# SERIES PUBLIKO





# SERIES PUBLIKO

## BIN (IN PROCESS)

### SPECIFICATION

As nature and mountain lovers, we prioritize ecology and sustainability. We're adding bins to our product portfolio – a product you might think doesn't lend itself to design... But on the contrary! Even a waste bin can be a design gem in public spaces, especially when it perfectly complements other furniture elements.

We're preparing a version for sorting waste as well as a standalone piece.

## PLATFORM II. (IN PROCESS)

### SPECIFICATION

A platform made from CLT panels, which can be customized to suit terrain and spatial needs. CLT panels are highly durable, sustainable, and long-lasting. The platform can be adapted in shape, size, and height, making it suitable for any terrain.

### DIMENSIONS

**Structure dimensions:** individual

**Weight:** individual



# SERIES PUBLIKO







DOC. ING. ARCH.

## KAMIL MRVA

PH.D

Architect Kamil Mrva, a prominent representative of the younger generation of Czech architects, has earned renown for his timber constructions in the Beskydy region, where he combines contemporary architectural forms with traditional materials and the natural character of the landscape. Although known for his wooden structures, his work also includes buildings made of stone, concrete, metal, and glass. With over 20 years of experience, he works with a small team of collaborators and students in his studio in Kopřivnice.



MGR.

## MARTIN NOVOTNÝ

Co-founder and owner of the construction company VSF Novotný s.r.o., specializing in modern construction with an emphasis on designer timber structures. With over 20 years of experience in the field, he has gained extensive expertise, and his company is recognized for its innovative approaches and high-quality execution. He is an expert in modern construction technologies, particularly the use of wood and eco-friendly materials. Currently, he is also focusing on modular homes under the Shopa redesign brand, which meet both comfort and ecological standards.

MGR.

## JIŘÍ NOVOTNÝ

Founder and co-owner of VSF Novotný s.r.o. and mayor of the municipality of Trojanovice, where he has significantly contributed to its development in the fields of architecture, urbanism, and circular economy over 16 years. Under his leadership, the municipality of Trojanovice has received several awards and gained recognition in the field of architecture in the Czech Republic. He is also an expert in the circular economy and works on the European-significant CÉRKA project focused on the revitalization of the Frenštát mine, in collaboration with various universities and organizations. Additionally, he is a proponent of ideas for community development and the founder of the podcast HN Starosta (Mayor).



MGA.

## ROBERT URBAN

A graduate in Product Design from FMK UTB in Zlín, who gained experience in Danish design studios such as GamFratesi and Bang & Olufsen, as well as working as a designer and constructor in industrial and artistic companies (mmcité+, Maschio). He is the co-founder of the design studio plody.work, specializing in custom furniture that combines modern manufacturing principles with traditional craftsmanship techniques. He collaborates with the young Czech brand sosone to create durable furniture pieces intended to be passed down through generations.





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**2. edition**